



**click**  
**attack**

# MOBILE TRAFFIC STATISTICS & TRENDS

## Q2 2016 REPORT

Bosnia & Herzegovina / Croatia / Hungary  
Macedonia / Serbia / Montenegro



## WHAT IS ClickAttack's Q-Report

ClickAttack's Q report is a quarterly overview of mobile trends and user behaviour in the region of South-eastern Europe. The Q report is based on data collected in the ClickAttack network for the respective quarter.

Advertisers can use this data to plan and precisely target their campaigns in order to achieve the maximal response from mobile users and optimize marketing budgets. You can count on our help with both consultation for the best result and creative services to create a campaign that will get your message across.

## WHO IS ClickAttack

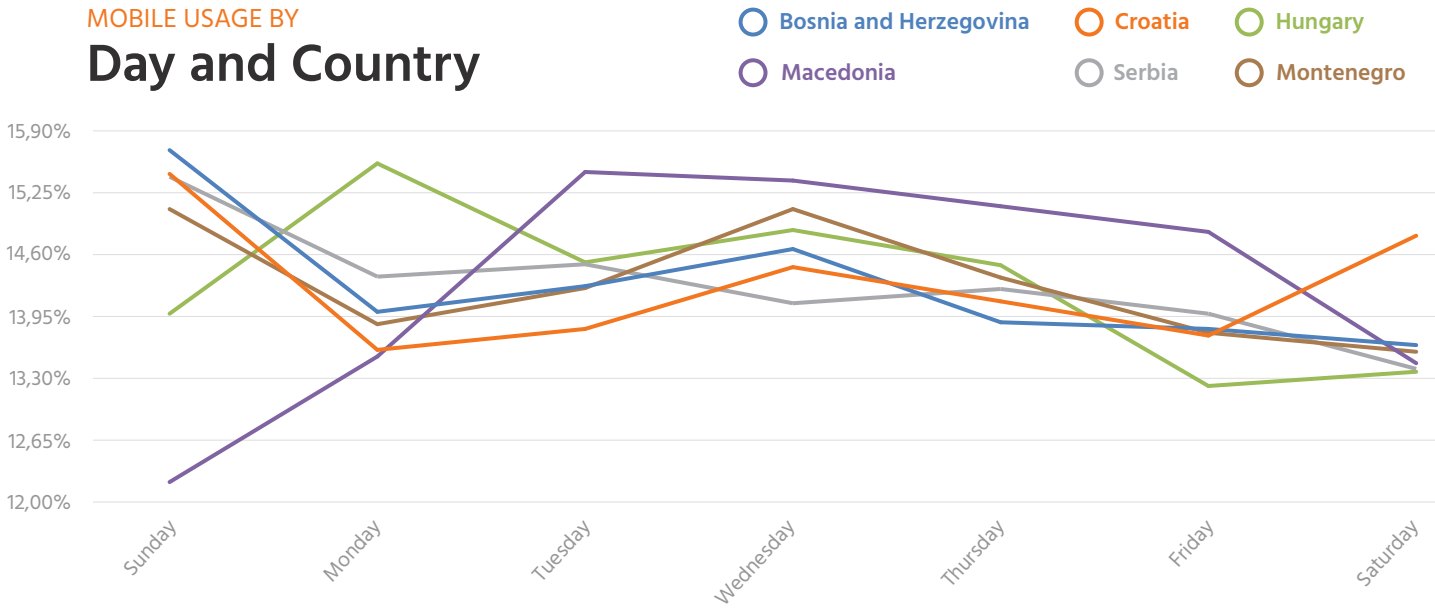
ClickAttack is the first and largest mobile advertising network in SEE region. We offer extensive coverage in 6 countries with a direct connection to desired target groups.

We are a one-stop shop for an effective mobile campaign, offering specialized mobile ad delivery system support for fully interactive HTML5 ad units, banner and mobile landing page creation, creative and consulting services.

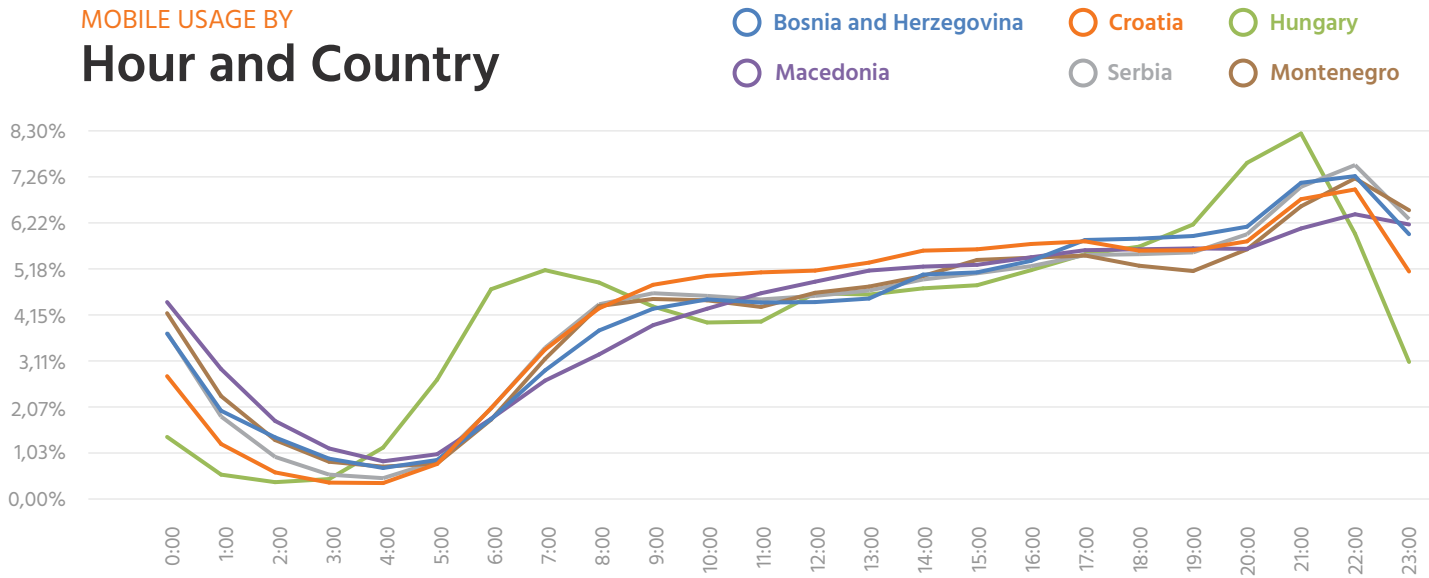
Along with mobile advertising, ClickAttack offers the service of developing mobile solutions for media that still has not acquired (satisfying) mobile channels. You can choose from a wide range of mobile solutions, including mobile webpages, dedicated mobile landing pages, mobile applications and games.



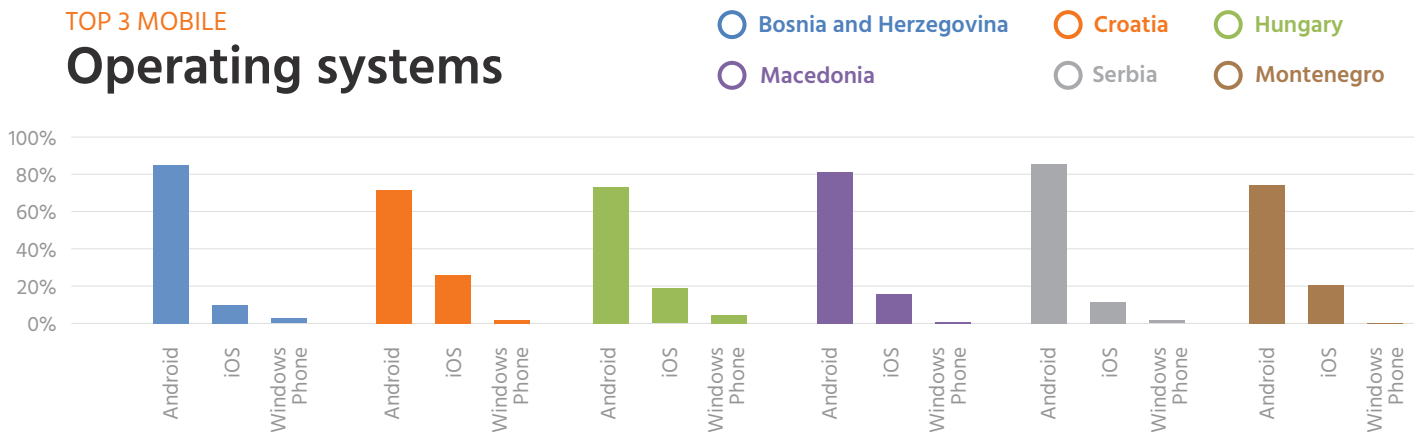
## MOBILE USAGE BY Day and Country



## MOBILE USAGE BY Hour and Country



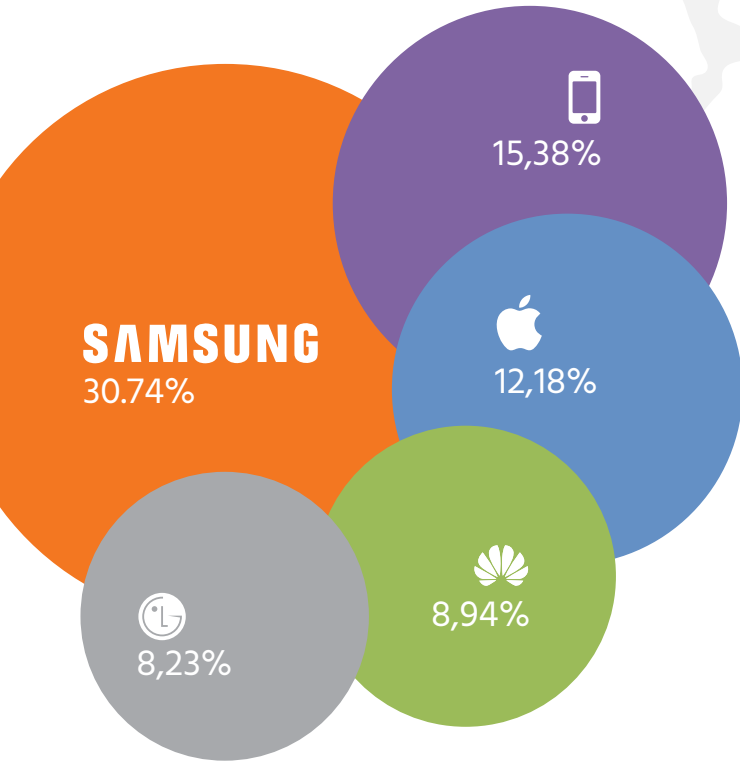
## TOP 3 MOBILE Operating systems



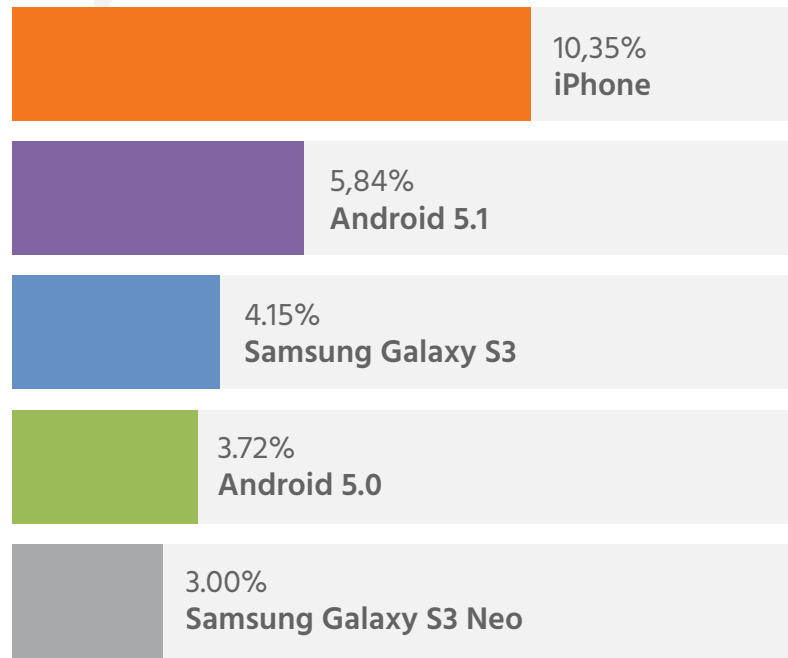


# Bosnia and Herzegovina

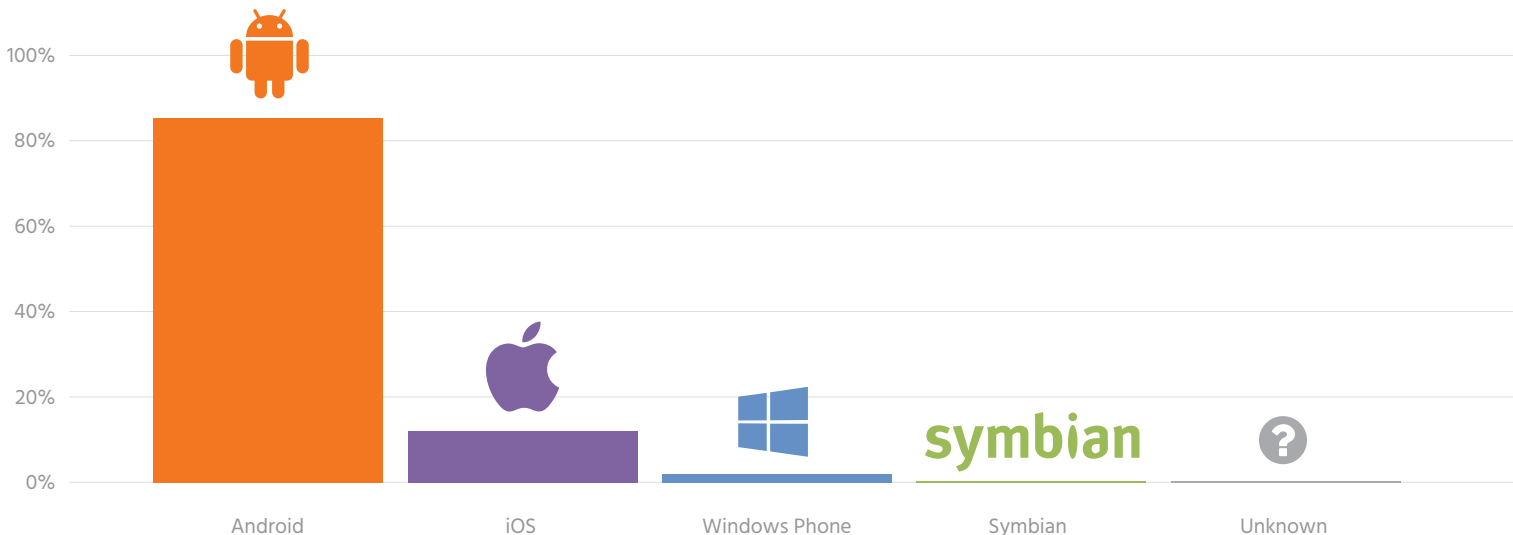
## TOP 5 Manufacturers



## TOP 5 Device Models



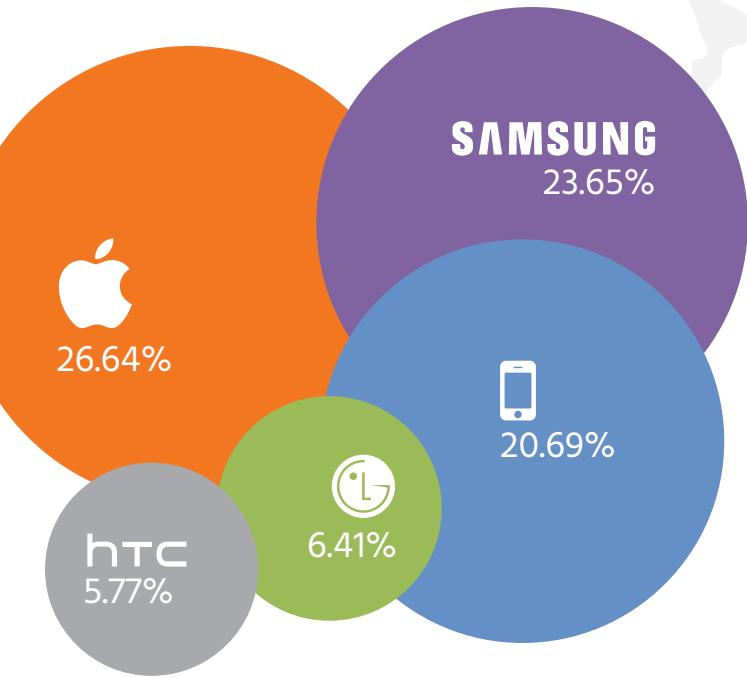
## TOP 5 Mobile Operating Systems



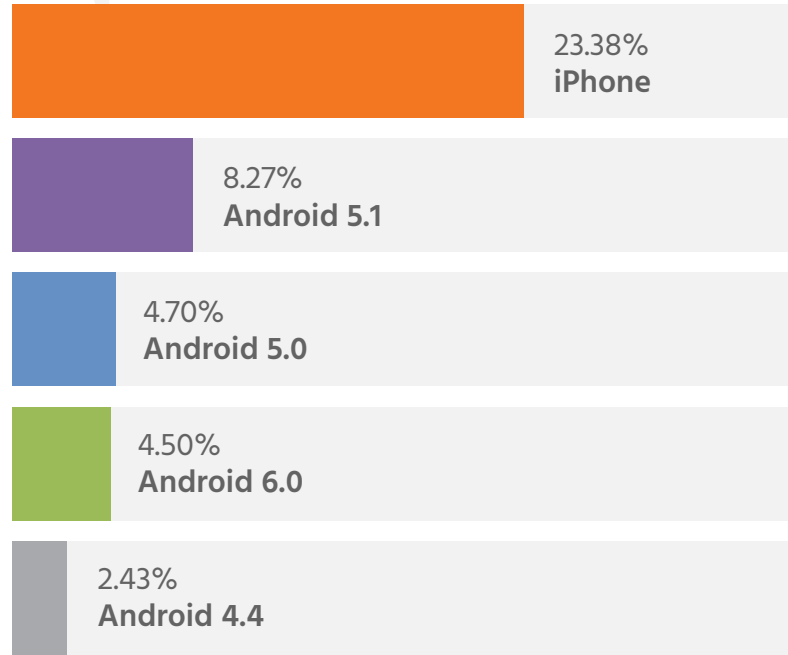


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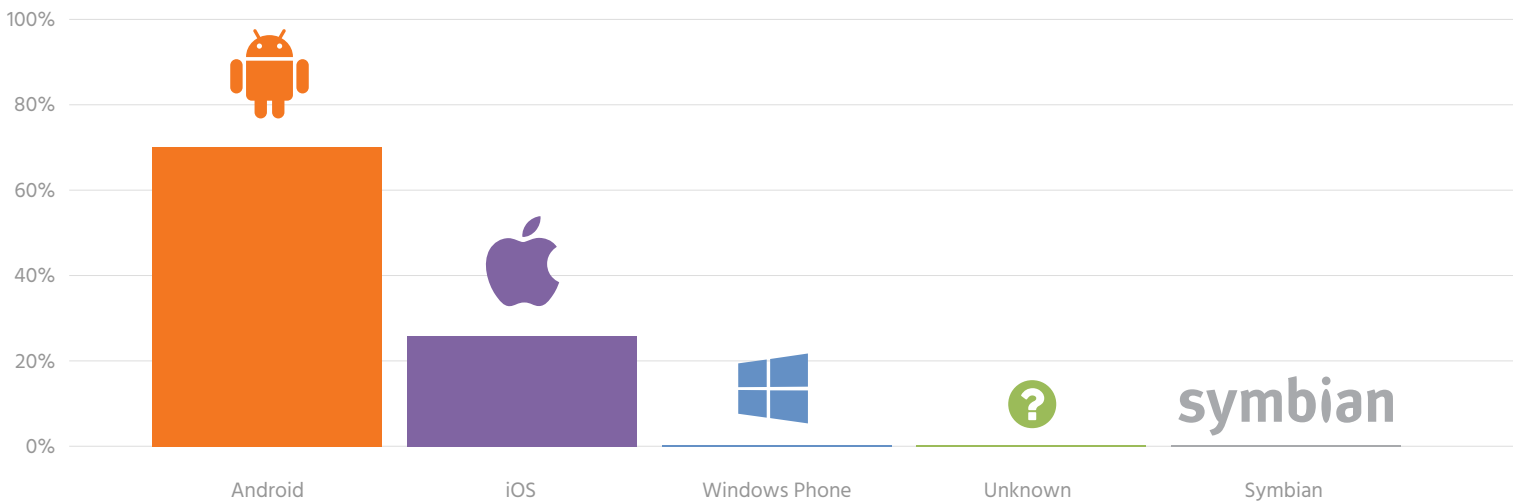
## TOP 5 Manufacturers



## TOP 5 Device Models



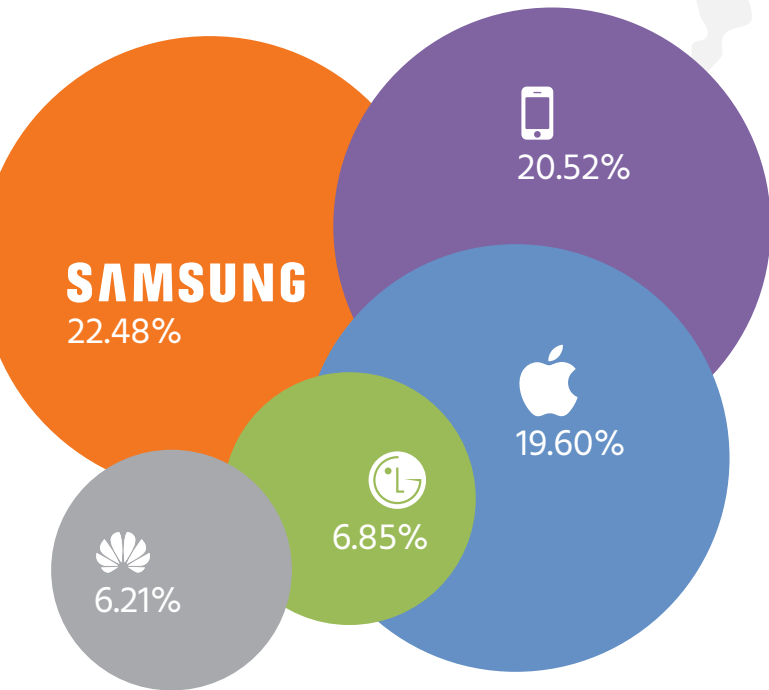
## TOP 5 Mobile Operating Systems



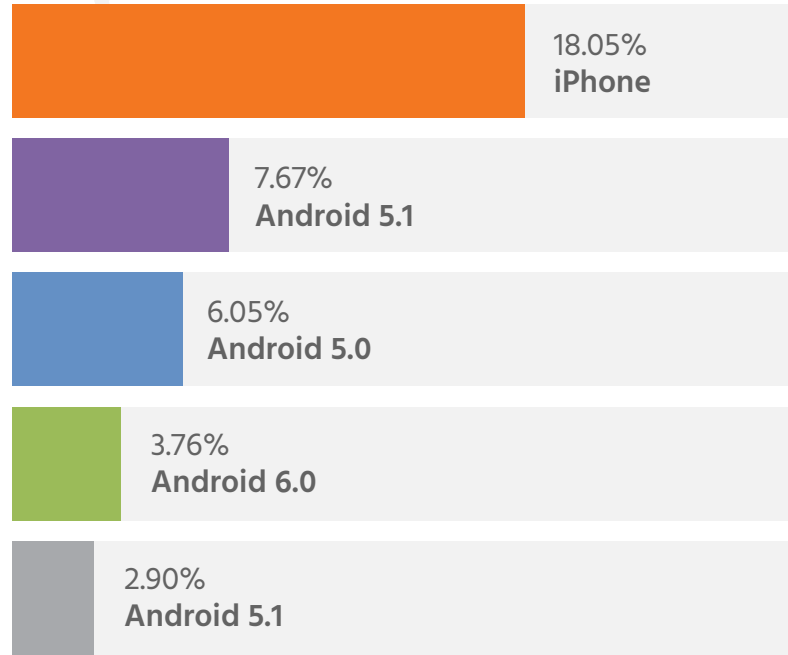


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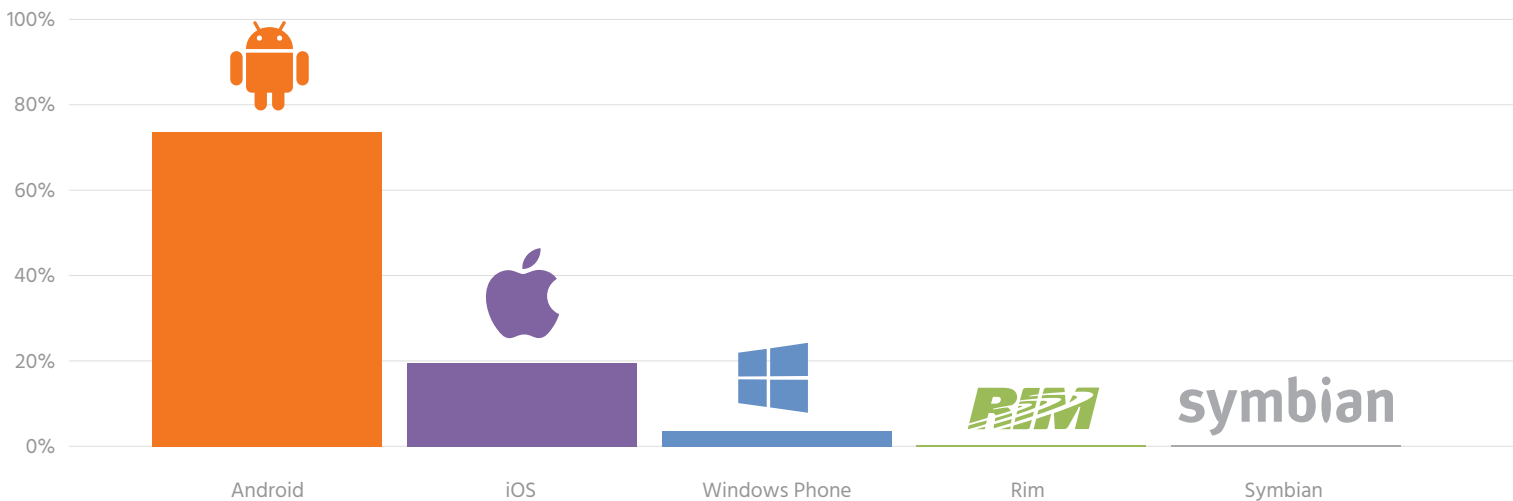
## TOP 5 Manufacturers



## TOP 5 Device Models



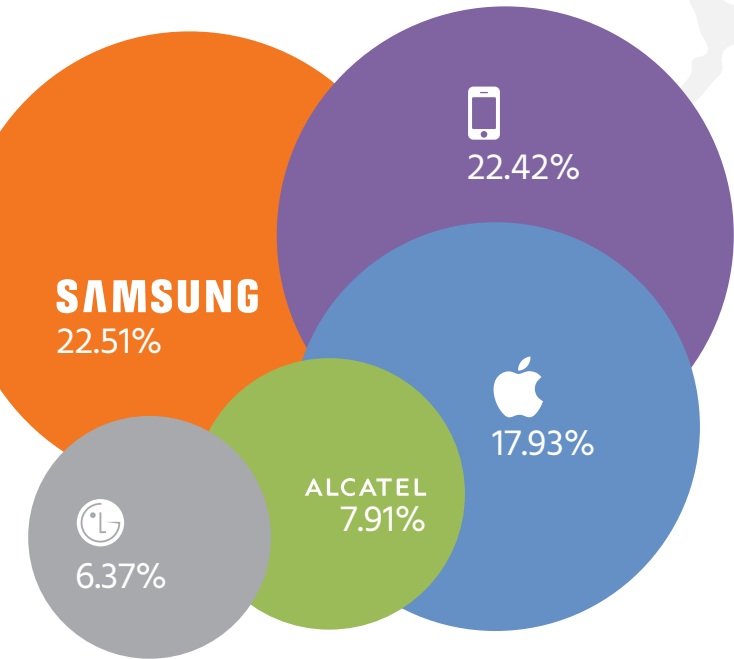
## TOP 5 Mobile Operating Systems



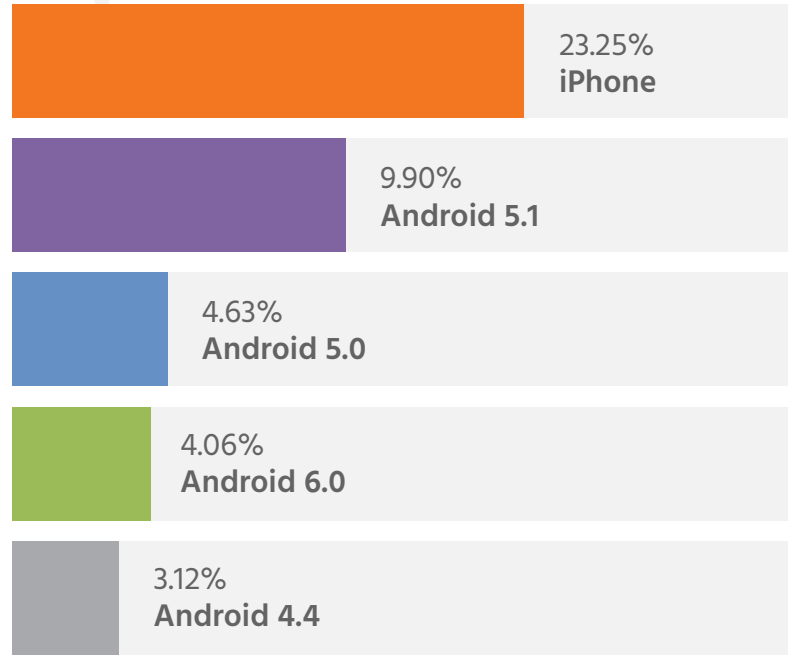


# Macedonia

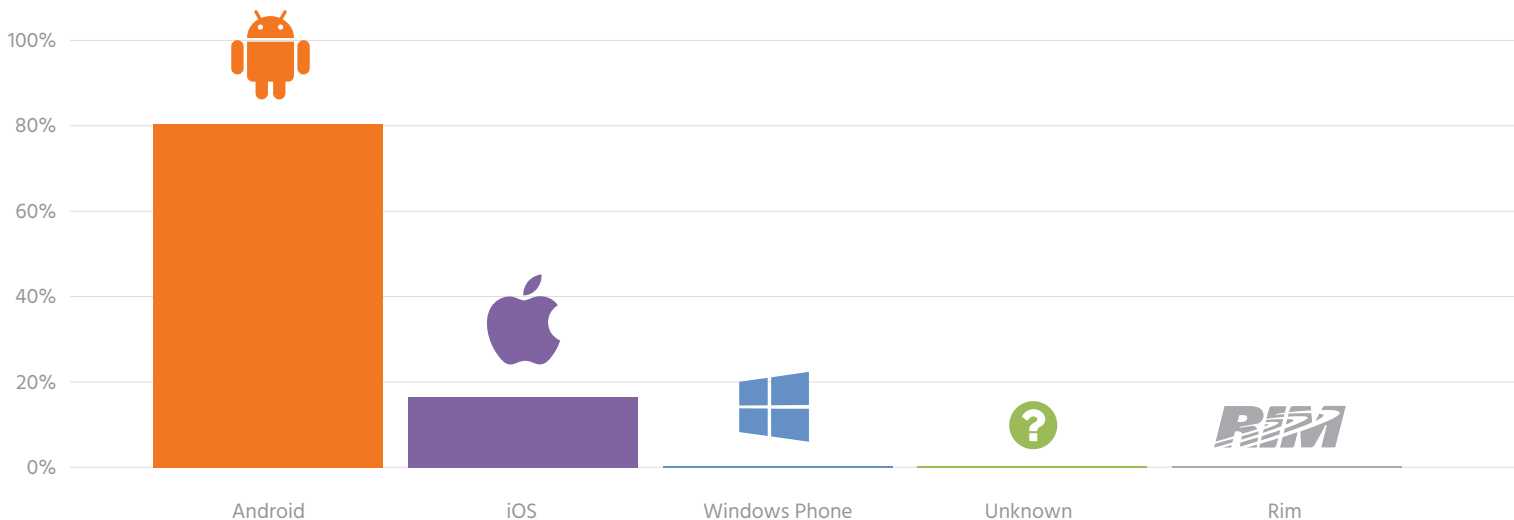
## TOP 5 Manufacturers



## TOP 5 Device Models



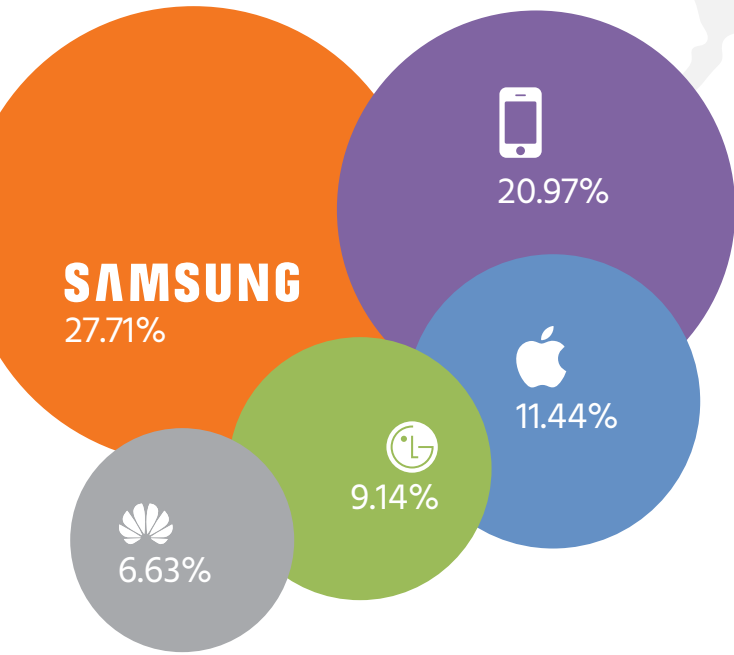
## TOP 5 Mobile Operating Systems



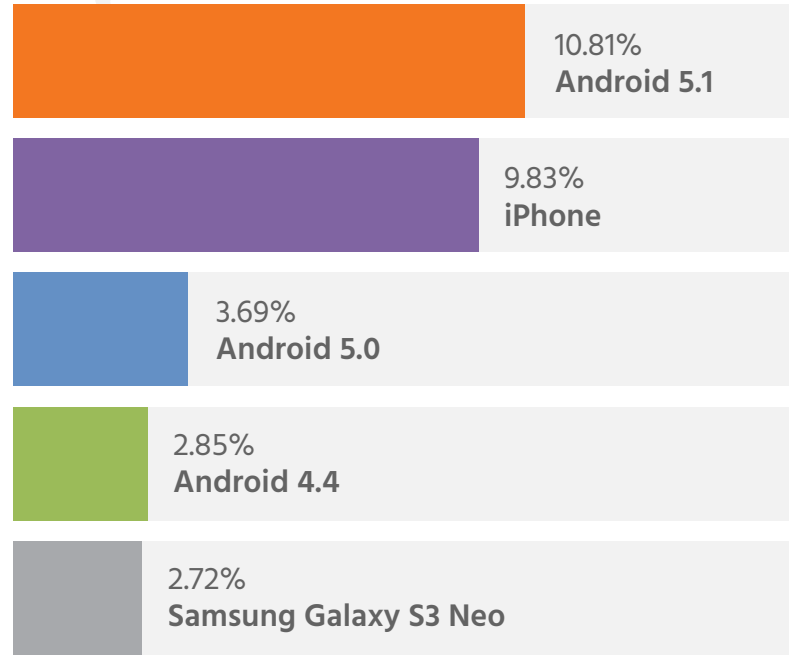


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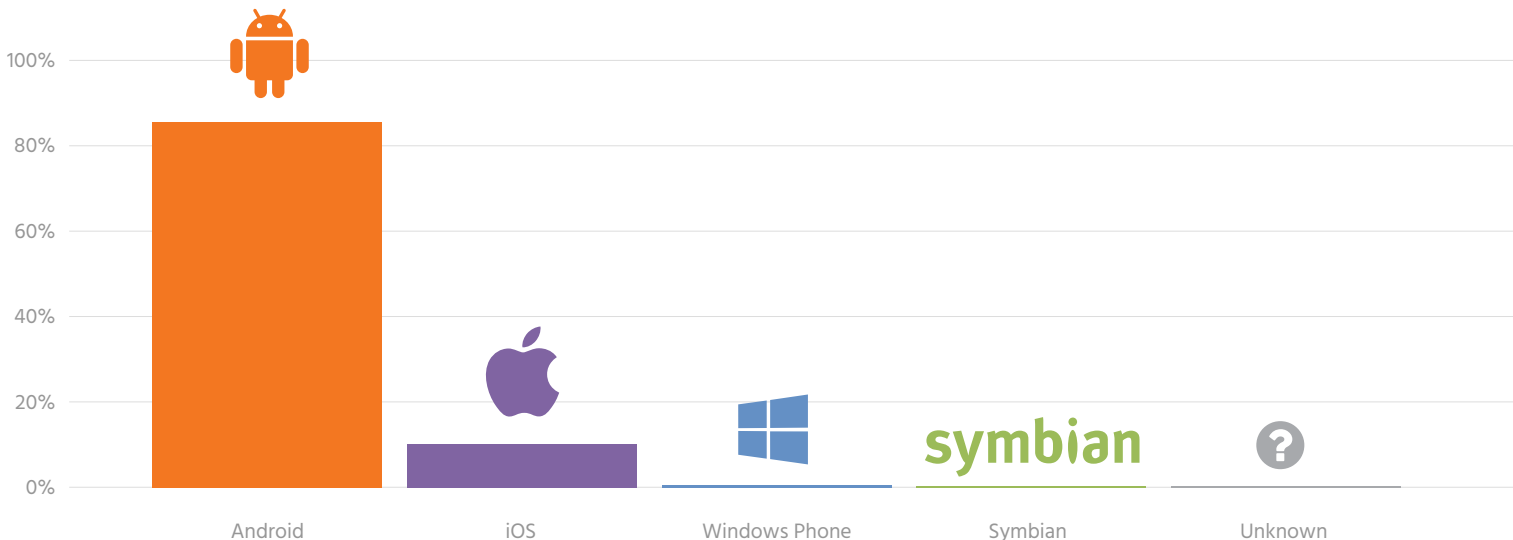
## TOP 5 Manufacturers



## TOP 5 Device Models



## TOP 5 Mobile Operating Systems

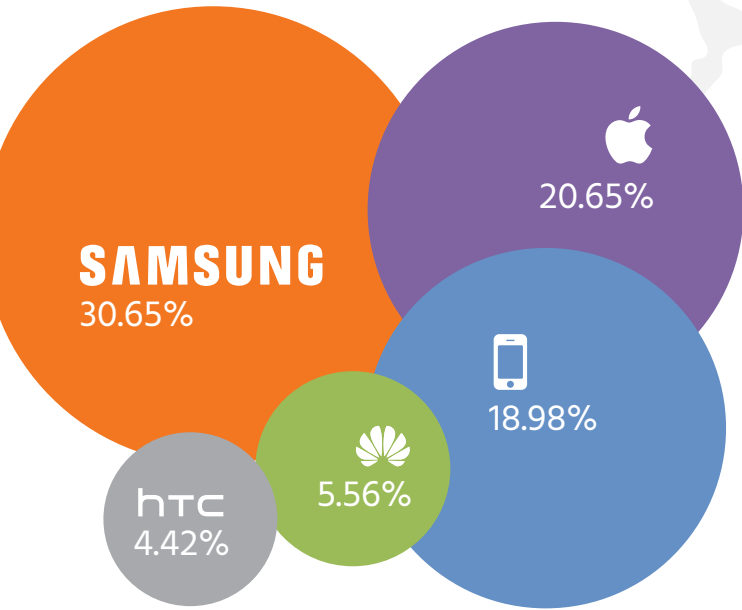




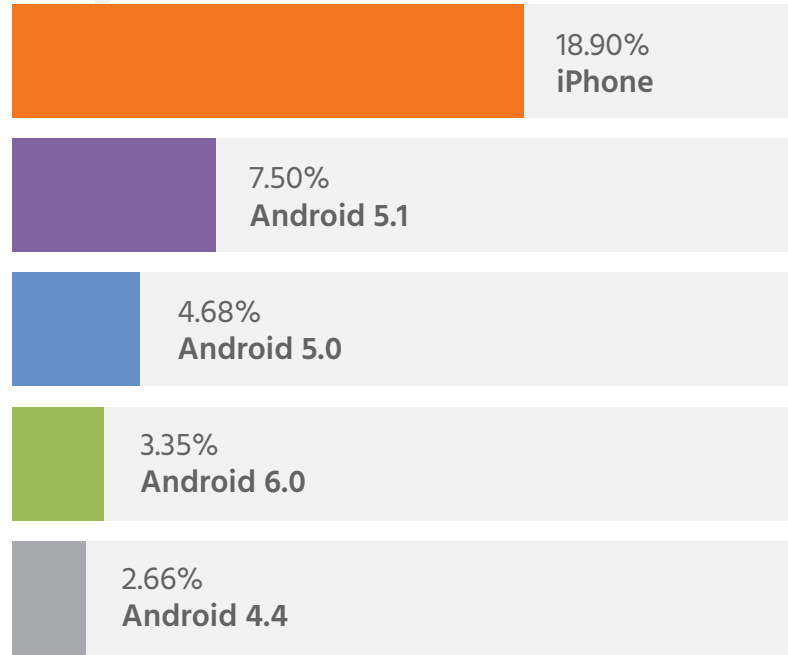


# Montenegro

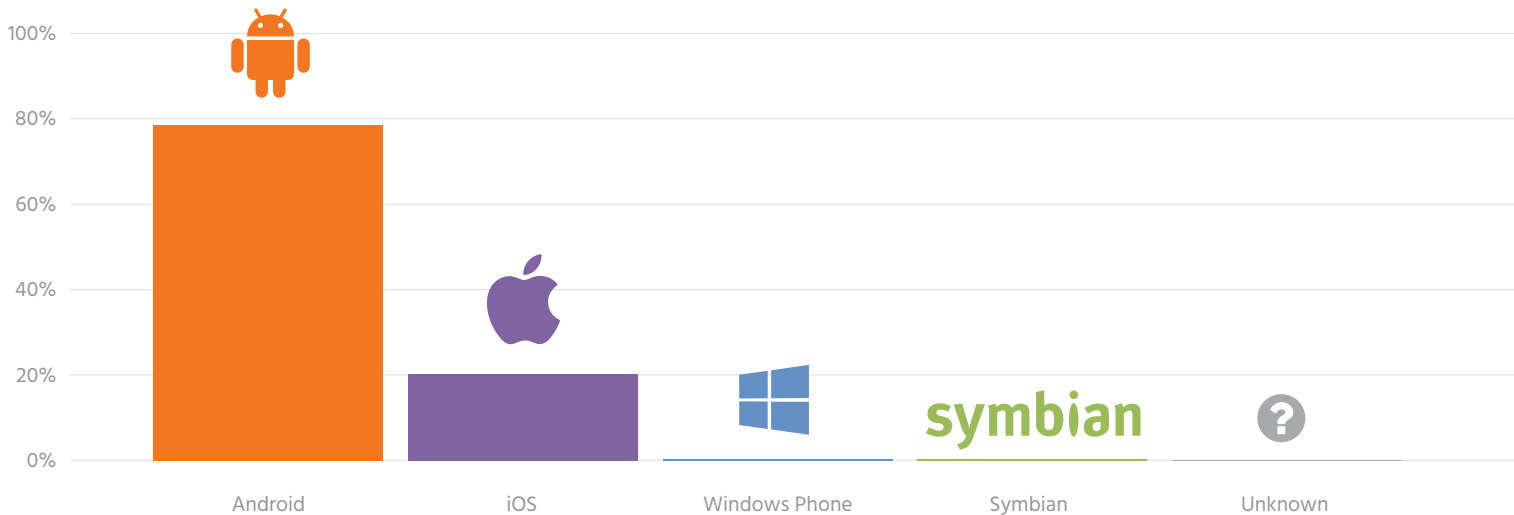
## TOP 5 Manufacturers



## TOP 5 Device Models



## TOP 5 Mobile Operating Systems





BEST PERFORMING  
**Campaigns**

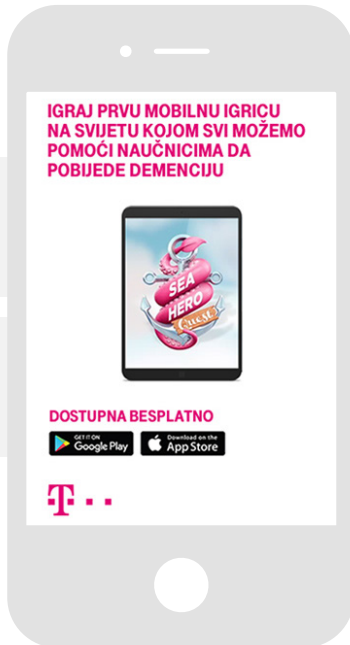
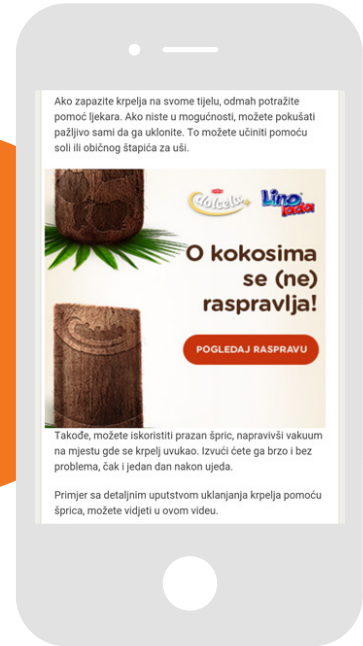
CAMPAIGN  
**Lino Vafelade**

CLIENT  
**Advans BiH**

**2.26%**  
CTR

COUNTRY  
**Bosnia & Herzegovina**

BANNER TYPE  
**Parallax**



CAMPAIGN  
**Seafort**

CLIENT  
**Medialevel**

**11.62%**  
CTR

COUNTRY  
**Montenegro**

BANNER TYPE  
**Full screen**

CAMPAIGN  
**Media House**

CLIENT  
**Black'n'Easy**

**14.65%**  
CTR

COUNTRY  
**Macedonia**

BANNER TYPE  
**Full screen**





RECORD

## CTR in Q2

CAMPAIGN  
**Lino Baby kašice**

CLIENT  
**Podravka**

COUNTRY  
**Croatia**

BANNER TYPE  
**Full screen**

**33.6%**  
CTR

