CL!CK ATTACK

Q1 2016 REPORT

MOBILE TRAFFIC STATISTICS&TRENDS

- ○ Bosnia and Herzegovina
- ○ Macedonia
- ○ Croatia
- ○ Serbia
- ○ Hungary
- ○ 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.
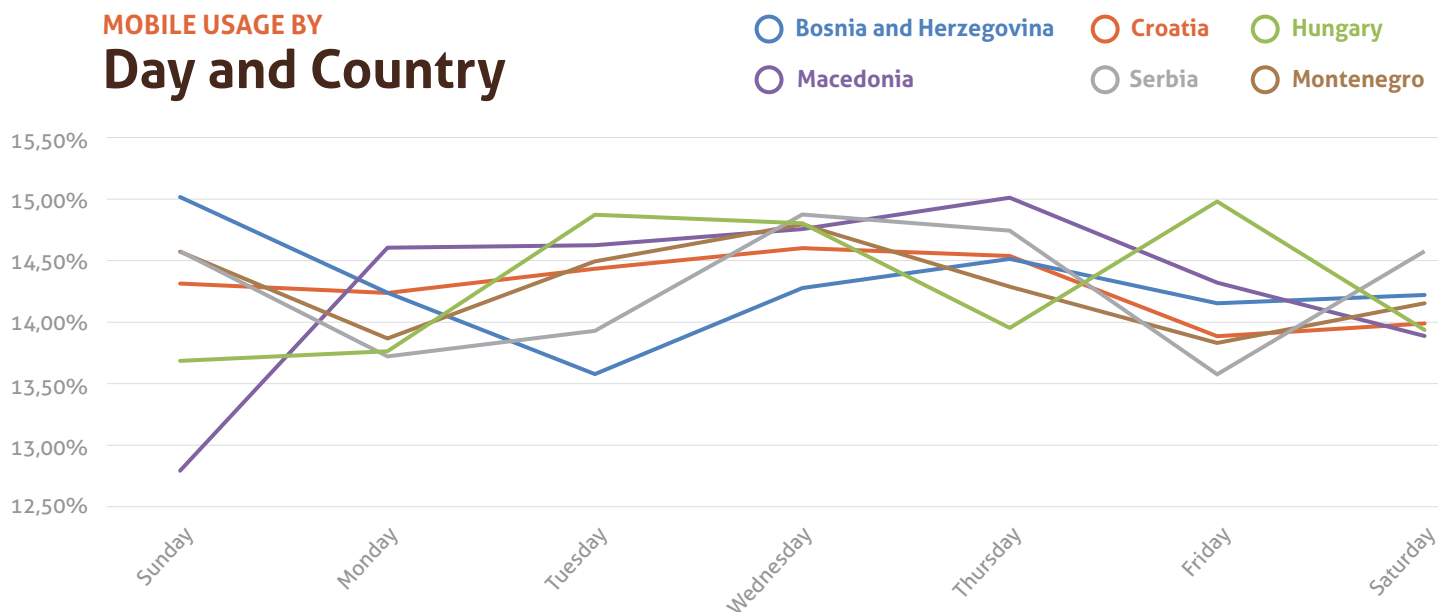
WHO IS
ClickAttack

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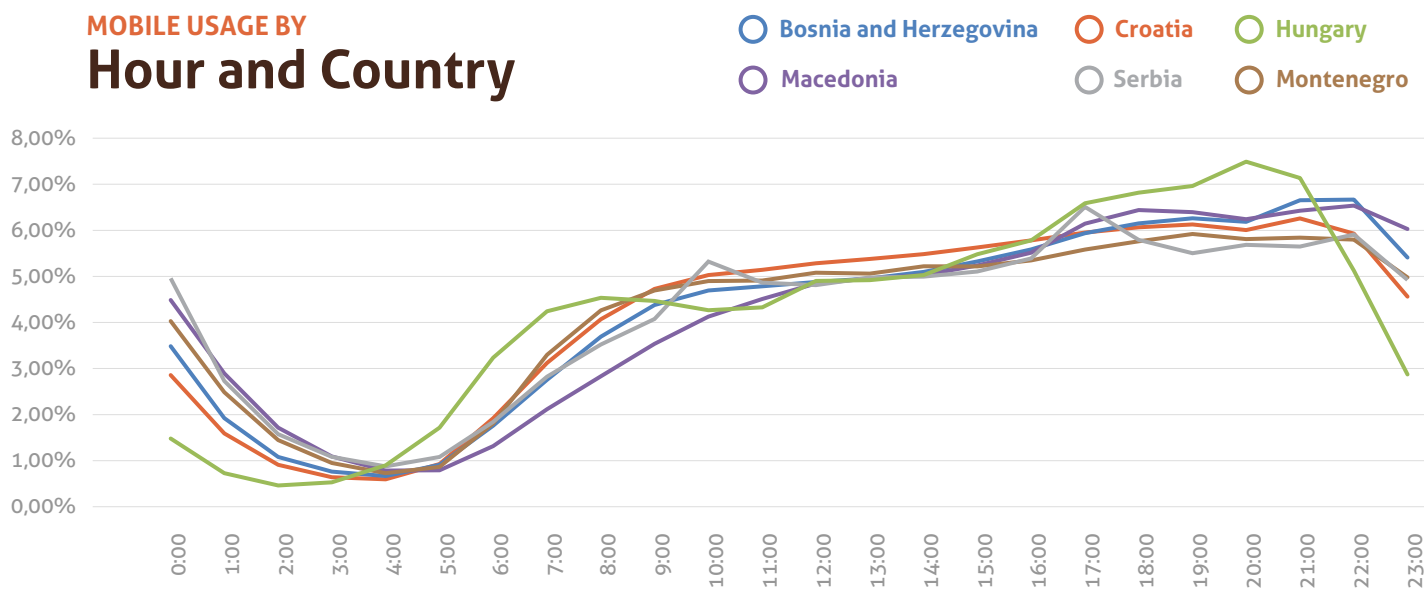
We are a one-stop shop for an effective mobile campaign, offering specialized mobile ad delivery system support for fully interactive HTML5 ad units, banner and mobile landing page creation, creative and consulting services.

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.
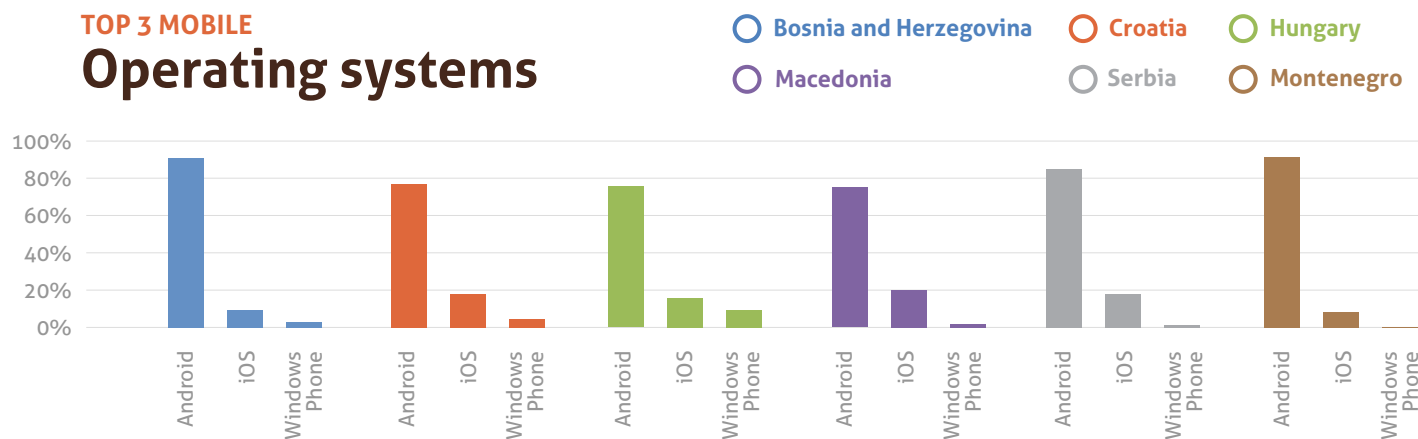
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MOBILE USAGE BY
Day and Country

○ **Bosnia and Herzegovina** ○ **Croatia** ○ **Hungary**
○ **Macedonia** ○ **Serbia** ○ **Montenegro**

MOBILE USAGE BY
Hour and Country

○ **Bosnia and Herzegovina** ○ **Croatia** ○ **Hungary**
○ **Macedonia** ○ **Serbia** ○ **Montenegro**

TOP 3 MOBILE
Operating systems

○ **Bosnia and Herzegovina** ○ **Croatia** ○ **Hungary**
○ **Macedonia** ○ **Serbia** ○ **Montenegro**

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Bosnia and Herzegovina

TOP 5
Manufacturers
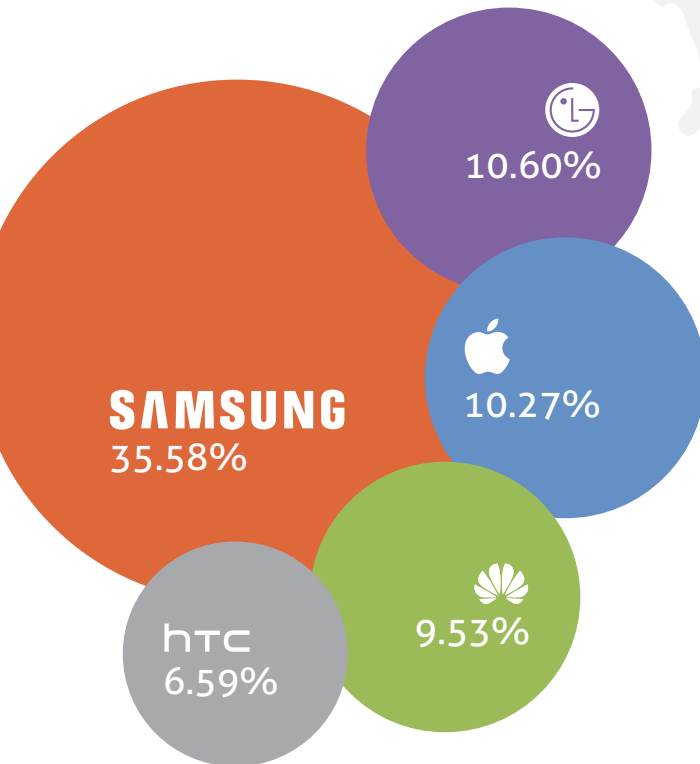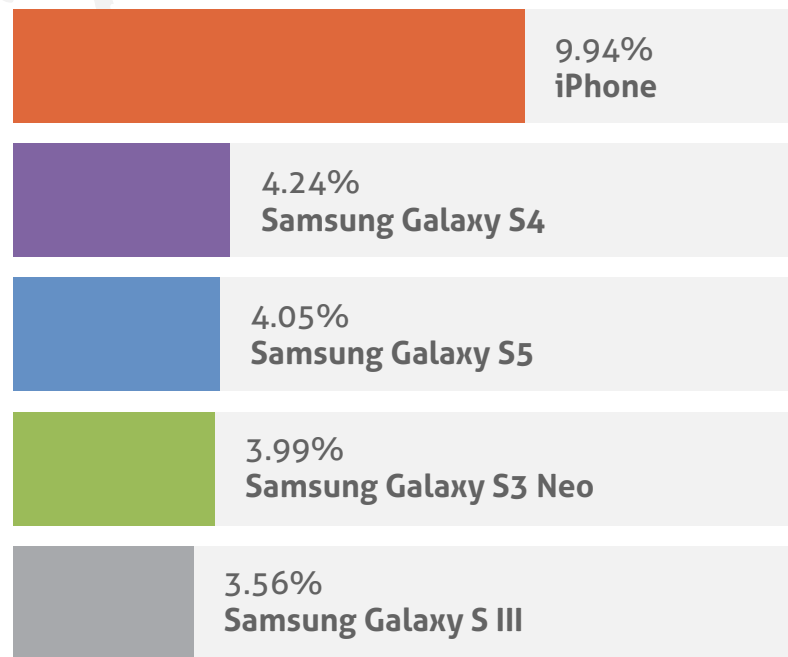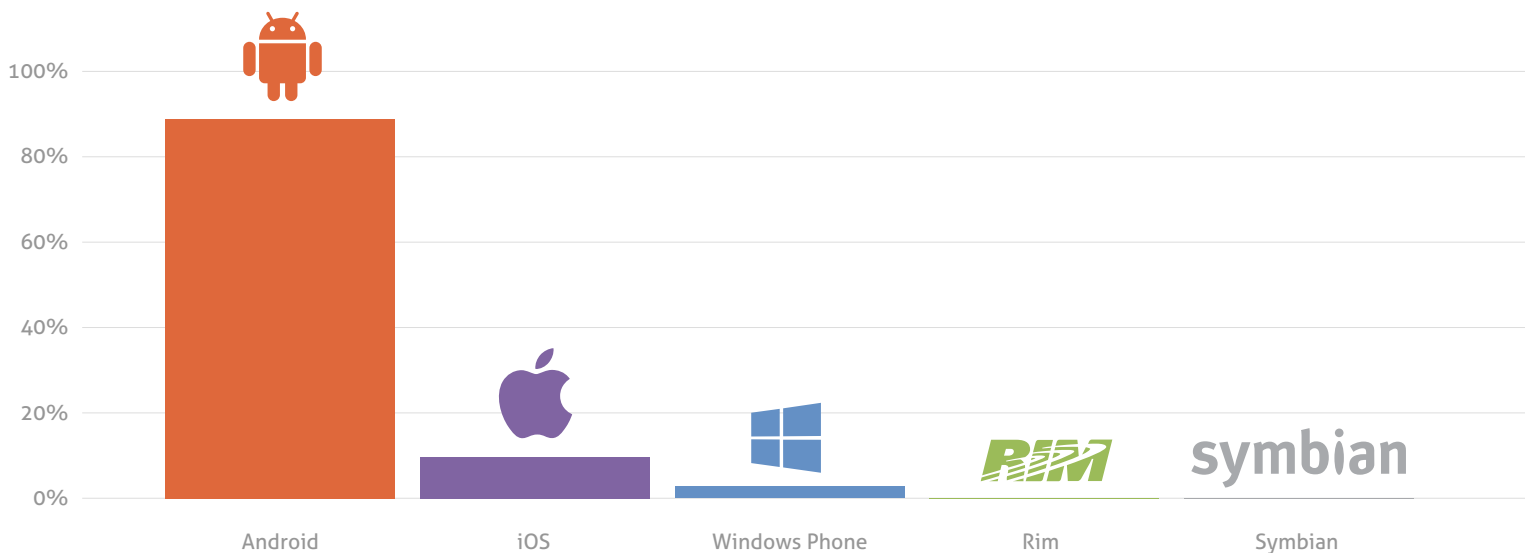
LG 10.60%

SAMSUNG 35.58%

Apple 10.27%

Huawei 9.53%

HTC 6.59%

TOP 5
Mobile Devices

9.94% iPhone

4.24% Samsung Galaxy S4

4.05% Samsung Galaxy S5

3.99% Samsung Galaxy S3 Neo

3.56% Samsung Galaxy S III

TOP 5
Mobile Operating Systems

100%				
80%				
60%				
40%				
20%				
0%				
Android	iOS	Windows Phone	Rim	Symbian

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Croatia

TOP 5
Manufacturers

SAMSUNG
34.07%

20.40%

7.87%

HTC
6.34%

SONY
4.43%

TOP 5
Mobile Devices

20.18%
iPhone

4.74%
Samsung Galaxy S5

3.24%
Samsung Galaxy S4

2.64%
Samsung Galaxy S4 Mini

2.13%
Samsung Galaxy S III

TOP 5
Mobile Operating Systems

	100%
	80%
	60%
	40%
	20%
	0%

Android   iOS   Windows Phone   Rim   Symbian
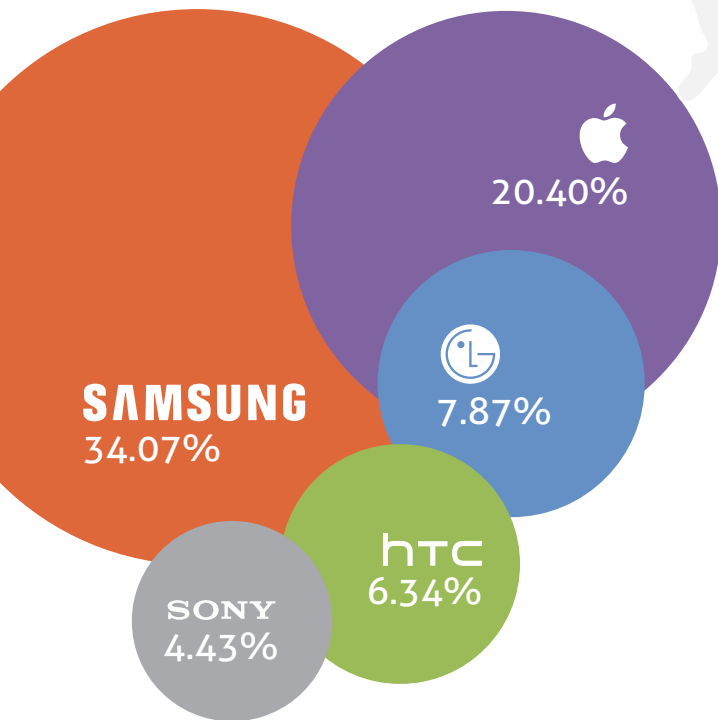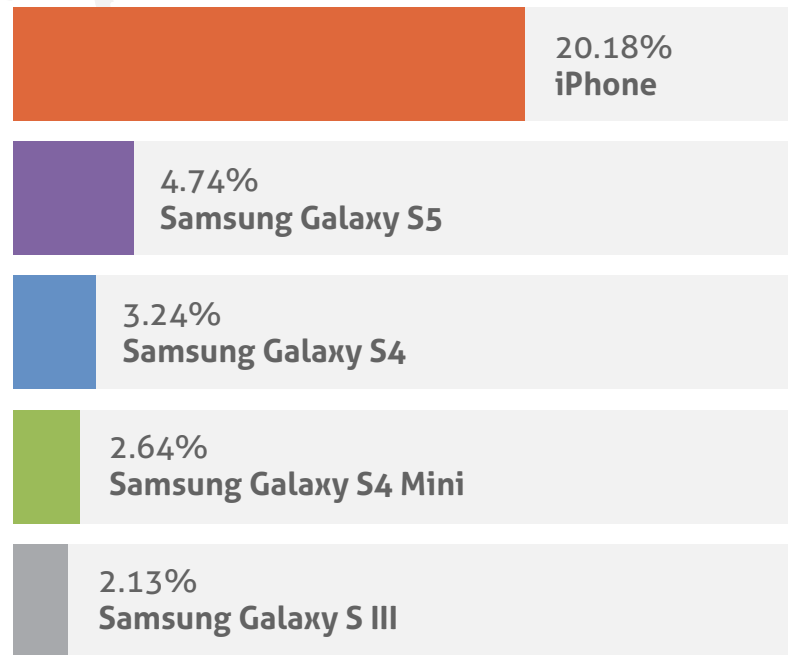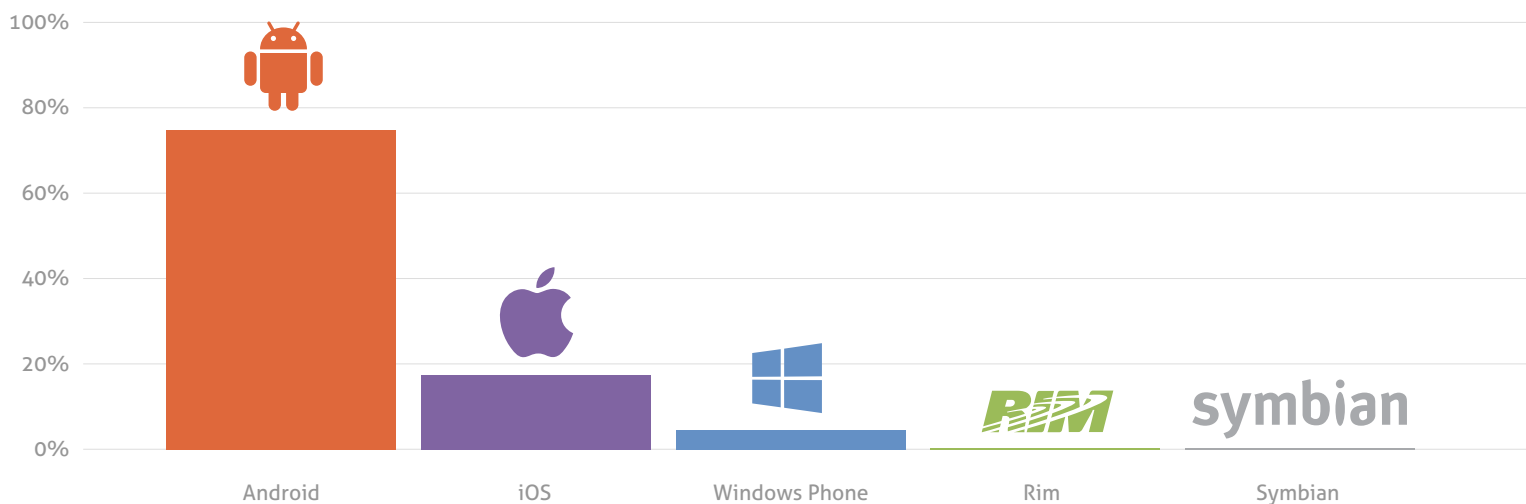
Hungary

TOP 5
Manufacturers

- SAMSUNG 30.05%
- Apple 17.52%
- LG 7.51%
- NOKIA 7.02%
- SONY 6.63%

TOP 5
Mobile Devices

- 18.05% iPhone
- 3.58% Samsung Galaxy Ace Style
- 2.88% Windows Phone 8.1
- 2.25% Samsung Galaxy S5
- 2.11% Samsung Galaxy S4 Mini

TOP 5
Mobile Operating Systems

OS	Value
Android	~72%
iOS	~15%
Windows Phone	~9%
Rim	~0%
Symbian	~0%
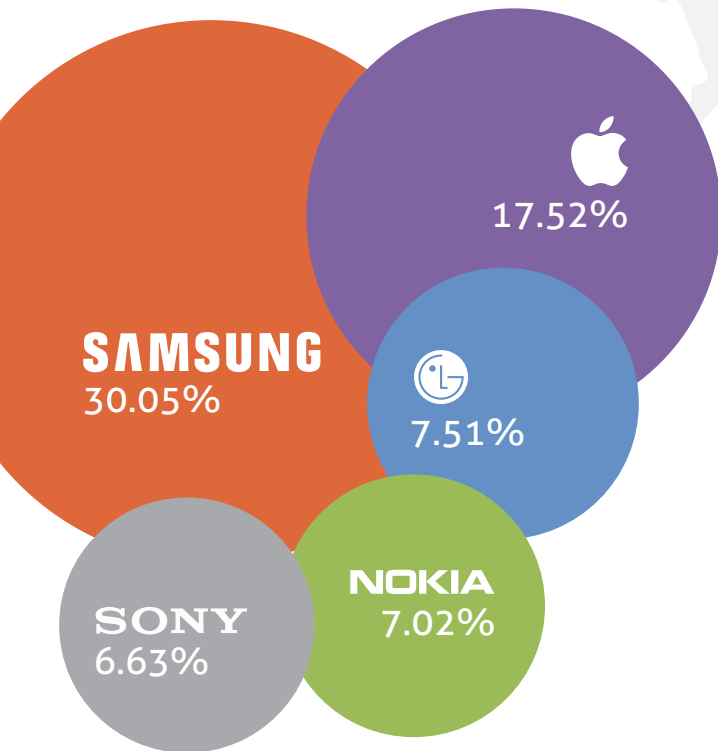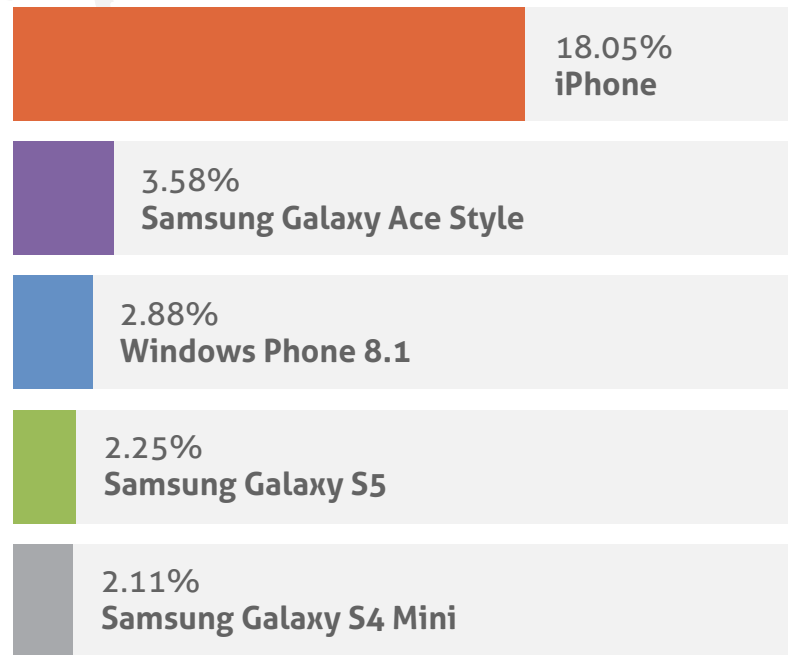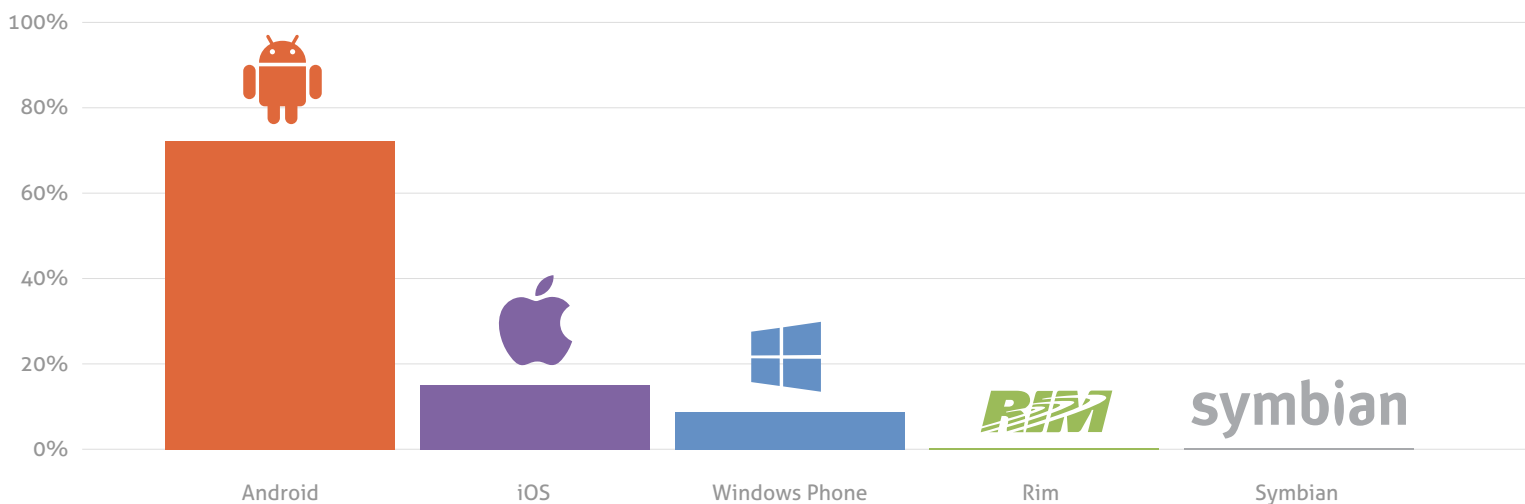
Macedonia

TOP 5
Manufacturers
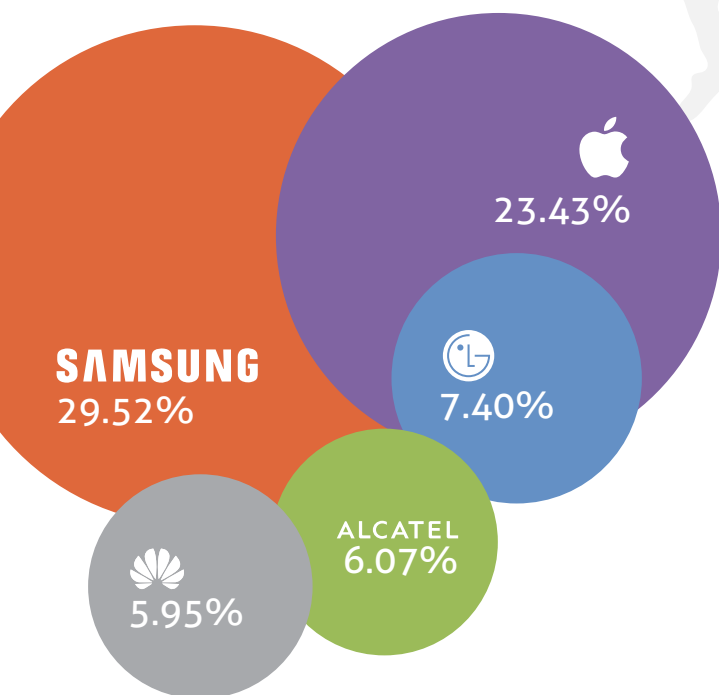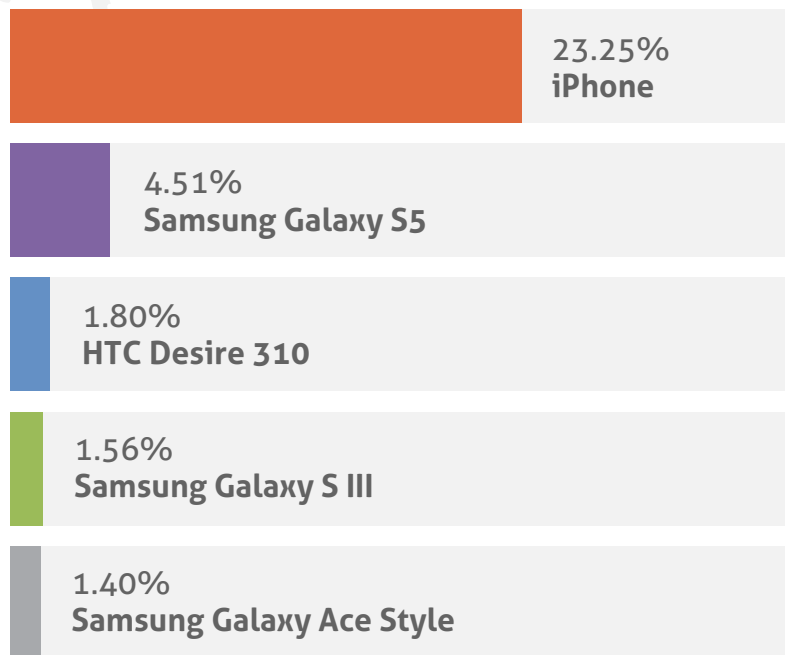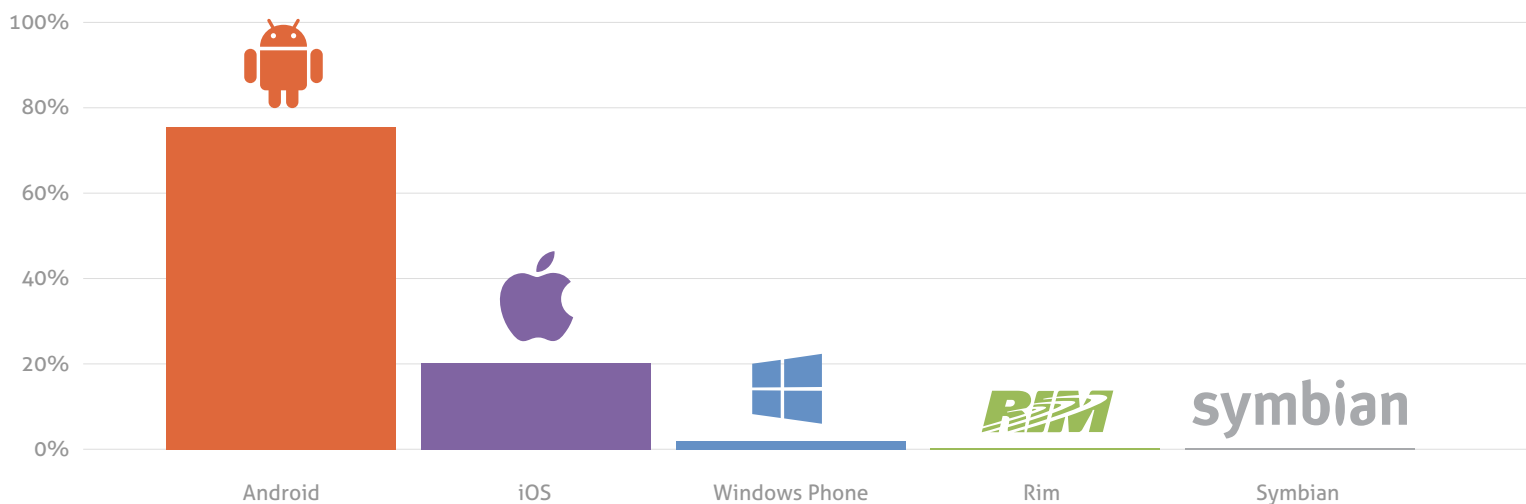
 23.43%

SAMSUNG
29.52%

7.40%

ALCATEL
6.07%

5.95%

TOP 5
Mobile Devices

23.25%
iPhone

4.51%
Samsung Galaxy S5

1.80%
HTC Desire 310

1.56%
Samsung Galaxy S III

1.40%
Samsung Galaxy Ace Style

TOP 5
Mobile Operating Systems

100%				
80%				
60%				
40%				
20%				
0%				
Android	iOS	Windows Phone	Rim	Symbian

Serbia

TOP 5
Manufacturers

SAMSUNG
37.56%

20.60%

9.16%

6.20%

htc
4.52%

TOP 5
Mobile Devices

21.90%
iPhone

4.68%
Samsung Galaxy S5

3.53%
Samsung Galaxy S4

3.17%
Samsung Galaxy S3 Neo

3.14%
Samsung Galaxy S III

TOP 5
Mobile Operating Systems

	Android	iOS	Windows Phone	Rim	Symbian

100%
80%
60%
40%
20%
0%

RIM
symbian

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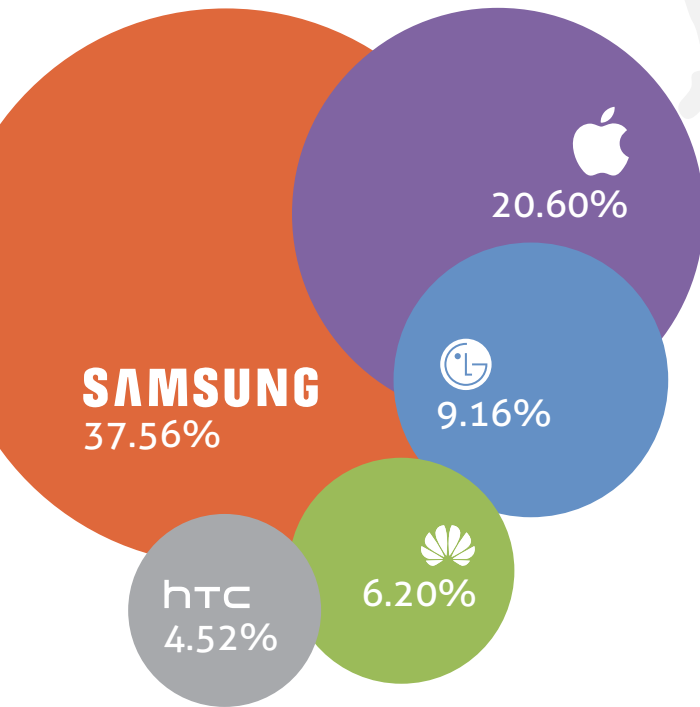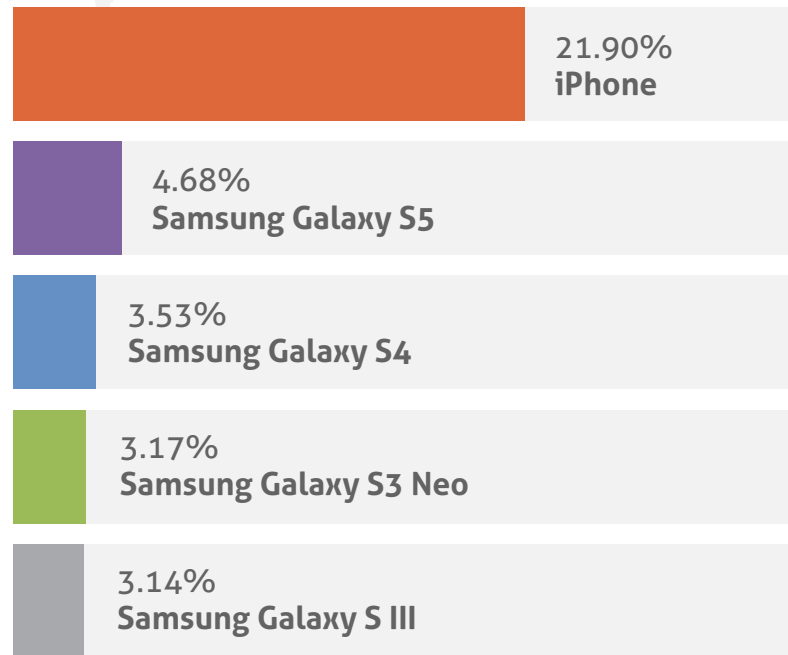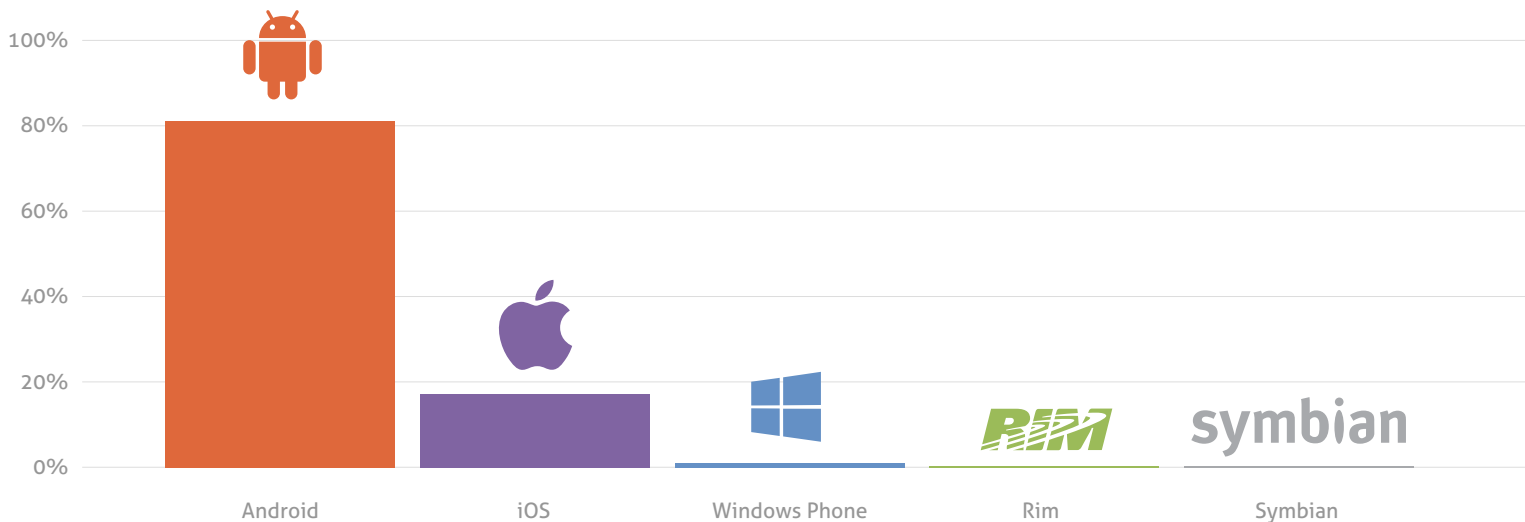
Montenegro

TOP 5
Manufacturers

SAMSUNG 44.94%

9.57%

7.89%

hTC 6.30%

ALCATEL 5.89%

TOP 5
Mobile Devices

- 11.02% iPhone
- 5.36% Samsung Galaxy S5
- 3.97% Samsung Galaxy S III
- 3.74% Samsung Galaxy S4
- 2.50% Samsung Galaxy S Duos 2

TOP 5
Mobile Operating Systems

	Android	iOS	Windows Phone	Rim	Symbian

(Y-axis: 0%, 20%, 40%, 60%, 80%, 100%)

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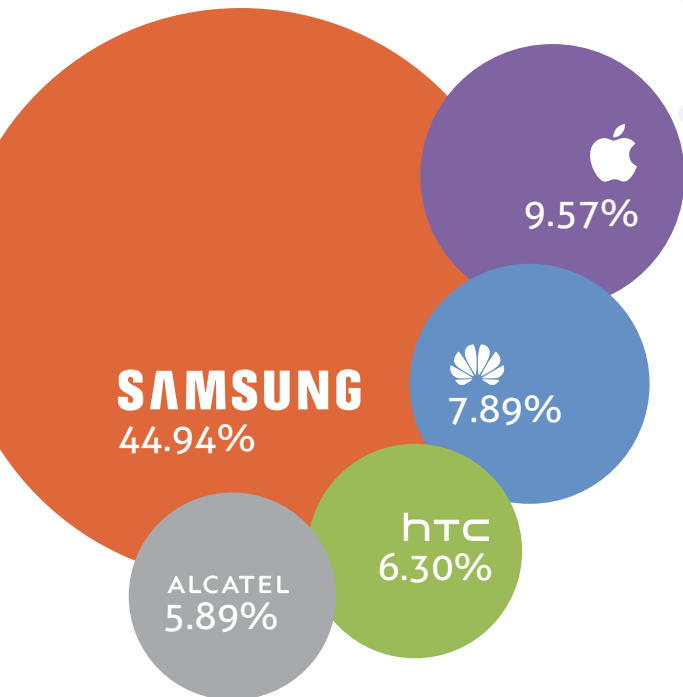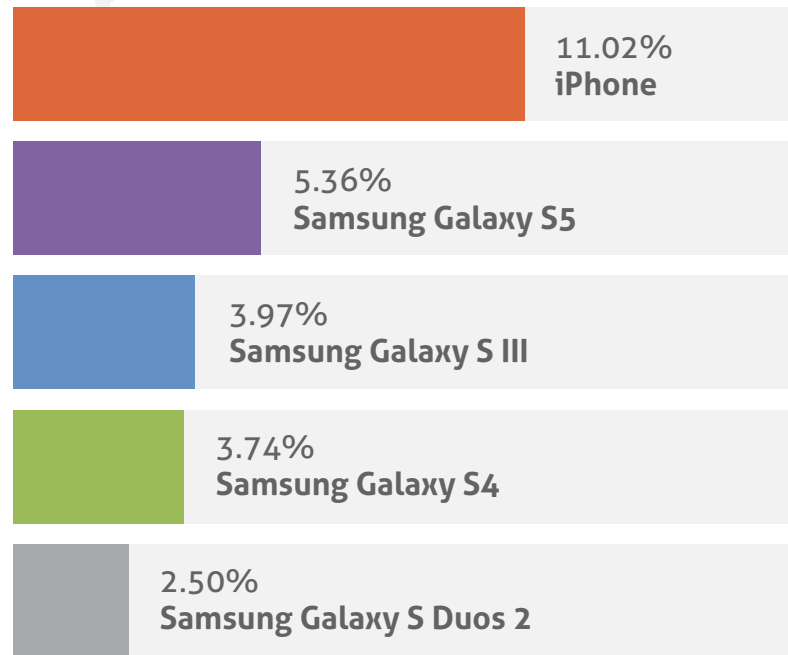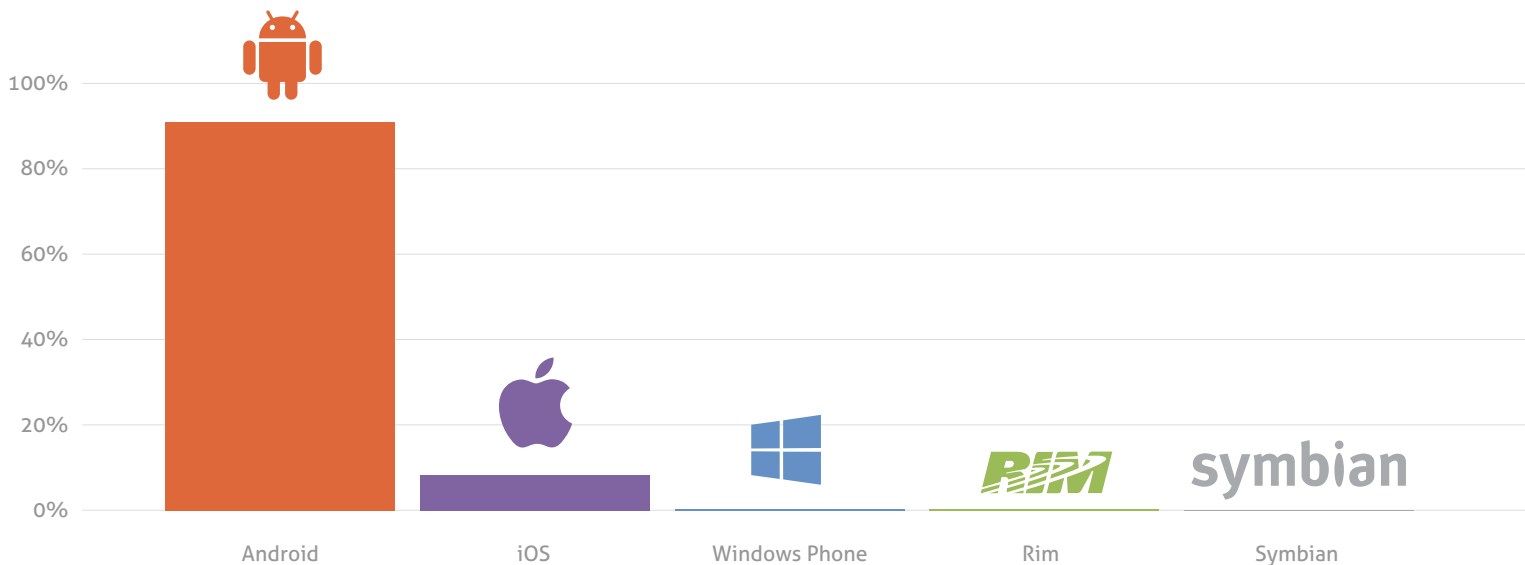
BEST PERFORMING

Campaigns

5.63% CTR

CAMPAIGN **Djak nova kolekcija**	CLIENT **Montimprex**
COUNTRY **Montenegro**	BANNER TYPE **Fullscren**

1.68% CTR

CAMPAIGN **70% popust**	CLIENT **Magnetik**
COUNTRY **Macedonia**	BANNER TYPE **KingSize**

1.05% CTR

CAMPAIGN **Calvin Klein**	CLIENT **Božinovski**
COUNTRY **Macedonia**	BANNER TYPE **KingSize Animated GIF**

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