# IAB Russia Influence Marketing Ecosystem

© 20190514 IAB Russia by Ekaterina Makovetskaya & Dmitry Chudovsky

iab.russia

AUDIENCE

ADVERTISERS SPEND

AUDIENCE ACTIONS

## SOCIAL MEDIA

## VIDEO

## MESSENGERS

PLATFORMS

## MARKETPLACES

ADHIVE, BUZZGURU, GetBlogger, INSENSE, EPICSTARS, LABEL UP, LM.SAPE.RU лидеры мнений

## VIDEO SEEDING

BOOSTER, buzzoola, BeSeed, ВИБУМ

## ANALYTICS

buzzfactory, Celebrix, KEYHOLE, socialbakers

## SPECIALISED AGENCIES

buzzfactory, CARROT blogging agency, FEEDSTARS, Hello blogger, HAPPY MONDAY FAMILY, HYPE FACTORY, LABEL UP, LM.SAPE.RU агентство, Mobio, PLAYERS TEAM, SALO, WOOMBAT, ZORKA.MOBI, media

## CREATIVE AGENCIES

BEER, FEEDSTARS, JAMI, LABEL UP, MEM MEDIA, PLAYERS TEAM, Rabbit digital agency, RODNYA, SETTERS, WOOMBAT, HEP

## TALENT AGENCIES

AES, FEEDSTARS, AGENCY, LABEL UP, LIONSMEDIA, MEM MEDIA, PLOSKOV PRODUCTION, TAG CREATIVE SYNDICATE, the communication tube, wildjam, ZORKA.MOBI, BAZELEVS Z AGENCY, АВТОРСКИЕ МЕДИА, media

ADVERTISERS