

Marketing trend of E-shops and its impact on profit

Diploma thesis

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Abstract

HRABĚ, D. Marketing trend of E-shops and its impact on profit. Diploma thesis: PEF MENDELU in Brno, 2017.

This diploma focuses on online marketing trends among the Czech e-shops in 2016 and what impact does online marketing have on e-shop's profit. The main sources of information to draw a conclusion include consultation with the four agencies, who are responsible for several dozen e-shops, and consultations with the two renowned online marketing specialists. Moreover, data collection was conducted from May to do December 2016. The total number of respondents in the quantitative research was 625 online shoppers and 41 e-shops. In the qualitative research were interviewed 18 e-shops. From the analyzed responses was created and overview on how online marketing trend of Czech e-shops in 2016 looks like and what impact does online marketing have on their profit.

Keywords

Marketing, Online marketing, PPC, SEO, Email marketing, E-shops

Abstrakt

HRABĚ, D. Marketingový trend E-shopů a jeho vliv na profit. Diplomová práce: PEF MENDELU v Brně, 2017.

Tato diplomová práce se zaměřuje na online marketingové trendy mezi českými e-shopy v roce 2016 a také jaký vliv má online marketing na profit e-shopů. Mezi hlavní zdroje informací pro sestavení závěrů patří konzultace se čtyřmi agenturami, které mají na starosti několik desítek e-shopů a také konzultace se dvěma uznávanými online marketingovými specialisty. Dále sběr dat probíhal od května do prosince 2016. Celkový počet respondentů v kvantitativním výzkumu je 625 online nakupujících a 41 e-shopů. V kvalitativním výzkumu bylo dotázáno 18 českých e-shopů. Z analyzovaných odpovědí byl vytvořen přehled, jak vypadá online marketing mezi českými e-shopy v roce 2016 a jaký vliv má online marketing na profit.

Klíčová slova

Marketing, Online marketing, PPC, SEO, Email marketing, E-shopy

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1 Introduction

In this diploma thesis is the author going to discuss about the Czech e-shops and their online marketing trends in 2016. This diploma thesis could be a guidance for someone who is going to set up his own e-shop in the Czech Republic or for someone who has already set up his own e-shop but has almost no knowledge of digital marketing. It should help with giving some overall overview on what is in the year 2016 trend in online marketing tools, techniques and strategies among the Czech e-shops.

Internet shopping is still growing and dynamic aspect of the Internet, which is still gaining more and more supporters. The first online shops (e-shops) appeared in the USA in the first half of the 90s of the 20th century. But rampant development was seen after the year 2000. Currently, they offer a wide range of goods and services using advanced methods of payment and became an alternative to the storefront or mall. Shopping on the Internet, in comparison to the store (brick and mortar), is especially popular due to its speed and convenience.

In the Czech Republic, experts claim that there is 80% increase of the number of e-shops from the year 2010 to 2015. Czech users mostly buy electronics, books, toys, cosmetics or jewelry. According to the FinExpert.cz (2016) the number of Czech e-shops should be nowadays around 38 000. There is very important to highlight the word "should be", because to find out the exact number of Czech e-shops is not so easy as it might seem. According to the Ondřej Košata from the Czech Statistical Office, the CSO cannot provide the exact number of Czech e-shops because some of e-shops are included in the group "retail sale via mail order houses or via internet (47910)" where some of e-shops are collected also with the retailers who are selling via mail order houses. In addition to this, there is also another problem because there are exemplified retail entities (who are also having an e-shop) which stated that they are having as main activity the retail shop and thus they are not included in the group "retail sale via mail order houses or via internet (47910)".

Nowadays, in the year 2016, there are around 38 000 e-shops in the Czech Republic, which mean there are plenty of competitors. So one might have asked: "what shall entrepreneurs or individuals do when they would like to compete their competitors and increase revenues?" Therefore, the marketing research problem was defined as finding the online marketing trends among the Czech e-shops in the year 2016 and also if there is any connection between online marketing and its impact on profit of the e-shops.

2 Objectives of the thesis

The main objective of work is to find out what are the online marketing trends of E-shops in the Czech Republic in 2016 and what impact has the online marketing on the companies' profit. The main objective will be achieved via partial objectives, which are:

- To create an overview about the e-shops' knowledge about the online marketing tools.
- To monitor the number of Czech e-shops and their turnovers between 2005 – 2015.
- To discover what is the e-shops and online shoppers' development in the Czech Republic.
- To define how effective are the online marketing techniques and strategies.
- To discover the attitudes of online shoppers toward the e-shops' online ads.
- To identify what is more valuable for e-shops. Either online marketing or normal marketing.
- To compare Czech e-shops with the EU-28 e-shops.
- To find the effectiveness of online marketing tools for measuring statistics.

3 Literature overview

In general, the marketing is very important for the business because it says what consumers want and need, and because it directs the resources of the business to meet these needs. Due to rapid changes in the marketing environment over the past decade, the importance of marketing has increased. Business have to always face increasing competition, economic fluctuations, political changes and the need to become more ecologically aware, thus successful markets are those who can best define and satisfy consumer requirements in the context of the ever-changing marketing environment. (Darbyshire, 2016)

3.1 Online marketing

It is the marketing on the internet or in other words it is the use of digital channels to promote or market products and services to consumers and business. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. It is unquestionably the most dynamic and fast-moving field in marketing today. (Ferrell, 2016)

Sometimes it is referred to as Internet marketing and E-marketing or Electronic marketing. But this designation is not correct, because the e-marketing includes all electronic marketing, including the Internet marketing, mobile marketing and online television. (Pride, 2016)

According to Dave Chaffey (2013, page 14 – 15) there are many terms with the e-prefix with many different interpretations. For better understanding the following chapters it is necessary to understand the differences between these three terms: *e-commerce*, *e-business*, and *e-marketing*.

- *E-commerce* - is primarily about selling online or the ability to transact online. This includes e-tailing, online banking and shopping – which involve transactions where buyers actually buy and shoppers actually shop. Some experts say that e-commerce includes all online transactions such as responding to an enquiry or an online catalogue search.
- *E-business* - it has a broader perspective involving the automation of all the business processes in the value chain – from procurement or purchasing of raw materials, to production, stock holding, distribution and logistics, sales and marketing, after sales, invoicing, debt collection and more.
- *E-marketing* - sometimes called internet marketing or digital marketing and is at the heart of e-business – getting closer to customers and understand-

ing them better, adding value to products, etc. As already mentioned it includes all electronic marketing, including the Internet marketing, mobile marketing and online television.

3.2 Development of e-commerce and Internet as a communication medium

The development of internet begins after the year of 1945, after the creation of computers and followed by the creation of the computer networks, which enabled them to communicate with each other.

Direct impetus was the Cold War, where SSSR threatened to USA by massive destruction of communications infrastructure with nuclear weapons. Because of this, US government entered the DARPA for the development of communication networks for computers, which would have no control nodes like telephone exchanges, and instead would be to manage the network spread (decentralized), so it could continue to operate even in the power cut of some of its parts. Its current name is the Internet. (Ryan, 2010)

Nowadays the communication on the internet is not used only by humans but basically almost everything what includes electronics can communicate. (Donner, 2015)

According to Machková (2014, page 224-225) the development of e-commerce is divided into three phases and it is based on the situation of USA. In other countries the beginning of e-commerce was little bit later.

First phase of e-commerce: this phase can be dated between the years 1995-2000 and it can be said that the first attempts of internet business were arising here. Also the first internet bank with limited services emerged and two well-known companies Amazon and eBay.

After the success of Amazon and eBay, many new internet companies with easy strategy "we will do business on the internet" were arising. On the beginning all internet companies were having big success and the companies' shares were quickly rising up. But then on 10th of March 2000 the Internet bubble peaked and there was a big drop of shares.

The "dot-com crash" is considered as the end of the first phase of e-commerce and lots of internet companies went bankrupt or suffered big financial losses.

Second phase of e-commerce: this phase begins around the year 2001 and can be symbolically named as a "maturation phase" or "phase of adolescence". After the e-commerce bubble, mentioned in the first phase, the companies and the internet market is slowly recovering.

We can highlight some important characteristics of this phase: key technologies are broadly available and relatively stable, growth is smaller than in the first stage but still significant. While in the first phase was dominated by financing venture capital funds now apply more traditional forms of financing. The main strategy is conservative: a clearly defined method of making a profit at least in the longer term.

As during the first decade of the 21st century using e-commerce still expanded, for most companies ceased to be relevant to the question of "how" to use the Internet and other ICT in their business, but became an important question of "how" the best of these new technologies and tools to use.

Third phase of e-commerce: the beginning of this phase is from the year of 2013, when two strong factors merged. The first strong factor was continuous of e-commerce growth and the second strong factor was a huge increase in sales of so-called smartphones, which offer more and more new possibilities. In the year of 2013, for the first time were sold more than one billion smartphones and according to a survey conducted by Ericsson, the amount of active smartphones in 2019 should reach even 5.6 billion devices.

Smartphones and in the lesser extent the tablets are increasingly changing not only the way people use the Internet, but also offers a variety of new marketing opportunities for businesses, not only in B2C but also in B2B.

Machková (2014, pages 222 – 224) distinguishes between two approaches to the resolution of entities participating in Internet trading. The first approach distinguishes only two types of entities which are business and the consumer sphere (business versus customer). The second approach adds to them sphere of state (government). Depending on how the sector is trading at a commercial transaction conflict, there are different combinations:

- *B2C (business to customer)* - is the name for the business relationships between companies and end customers, implemented by web applications, virtual stores on the Internet, etc. Online trading on the Internet, it is the sale of goods (whether tangible or intangible) and services to the end customers via the World Wide Web.
- *B2B (business to business)* - it is the oldest component of e-business. It relates to trade relations and interaction between the two companies. B2B relationships usually operate on the principle of electronic data exchange. These may include basic information (e.g. orders, invoices), whose electronic form to reduce costs, automate the entire process and increase its speed.
- *B2G (business to government)* - involves for example marketing products and services provided to the government (government agencies, etc.)

through the techniques of integrated marketing communications such as: public relations, agenda and the promotion of trade marks.

- *C2C (customer to customer)* - it arises when the customer is trading with other customer. The example of consumer to consumer e-commerce is trading the goods on eBay.com.
- *P2P (peer to peer)* - it is derived from the relationship of C2C. It differs, however, excluding the intermediary and the participants communicate directly through the network. So from the relationship with the C2C it differs only in technology.
- *C2B (consumer to business)* - it is very similar to the B2C, but in this case customers create the value and businesses consume that value. For example, when a consumer writes reviews or when a consumer gives a useful idea for new product development then that consumer is creating value for the business if the business adopts the input.
- *C2G and G2C (customer to government, government to customer)* - the example of C2G includes tax payments, issuance of certificates or other documents by citizens to the government. The example of relationship G2C is when government publishes any information on government websites to the citizens.
- *G2G (government to government)* - it is the relationship where the governments are sharing data, information systems between agencies, departments or organizations.

B2C and B2B are from the point of proceeded transactions the most important groups. Nowadays we can see also the increase of proceeded transactions of C2C. (Sharma, 2016)

Seller	Buyer		
	Business	Consumer	Government
Business	B2B	B2C	B2G
Consumer	C2B	C2C (P2P)	C2G
Government	G2B	G2C	G2G

Table 1: Types of entities according to business

Source: Machková (2014)

According to the Internet World Stats (2016) the number of internet users is increasing. In December 2015 there were 3,366 million internet users. The number of companies using internet for their business is very close to 100 % and it is regardless of the field of interest and the size of company. Smartphones and tablets

still change the way how people are using the internet. It also brings lots of new marketing ways how companies can attract the consumer, not only in B2C but also in B2B.

3.3 Online shopping and consumer buying behavior

E-shop, sometimes called internet shop or online shop, is the special web portal used to mediate transactions on the Internet, mostly in B2C. The basis of e-shop is a common product catalog, which are usually sorted into categories (category is often intertwined). E-shop is thus composed of the details of individual products and overviews of products in these categories. According to Czech law, the part of e-shop must be also additional information such as contact details, business conditions, etc. (Čeněk, 2016)

Once the visitor of the e-shop selects the product, the shopping process begins. The first step is that the visitor adds the product to the so-called cart, a special site where visitor's selected products are collected. Secondly, the visitor is going to order selected products from the cart. Sometimes there is mandatory registration (usually not), then choosing shipping details and choosing payment options. (Lewicki, 2016)

For the pioneer of the online shopping is considered the English entrepreneur Michael Aldrich, who invented the online shopping in 1979. The big boom of purchases on the Internet has taken place in the United States in 1992. The first sale commodity became music recordings on the CD, followed by gifts and books. After that came the electronics, toys and furniture, etc. (Haigh, 2015)

In the Czech Republic the online shopping has already 20 years old history. The development of online shopping was little bit different in the Czech Republic than in the US. The biggest difference was that the Czech users were afraid of online payments and the fraud related to it. On the other online payments were very favored in the US.

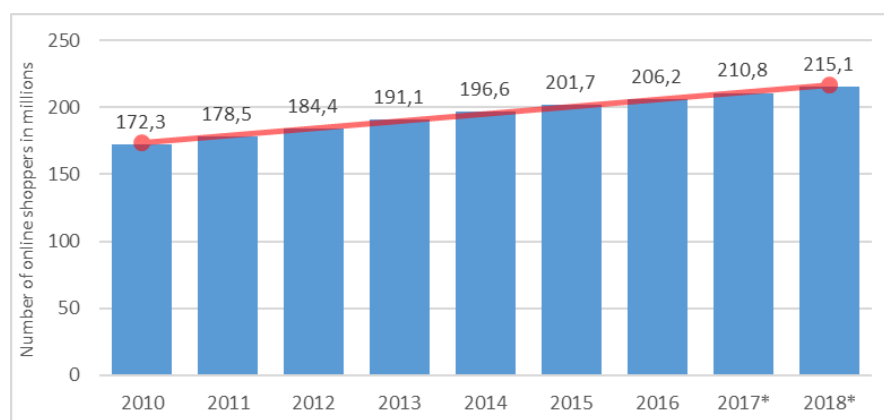


Figure 1: Number of online shoppers in millions in the United States (prediction 2017-2018)

Source: Statista.com (2016)

Nowadays, according to Statista (2016) the number of online shoppers in the US is 206.2 million and the worldwide sales in B2C e-commerce are in 2016 expected to be 1.92 trillion U.S. dollars.

In the Czech Republic, experts claim that there is 80% increase of the number of e-shops from the year 2010 to 2015. Czech users mostly buy electronics, books, toys, cosmetics or jewelry. The number of Czech e-shops should be nowadays around 38 000. (FinExpert.cz, 2016)

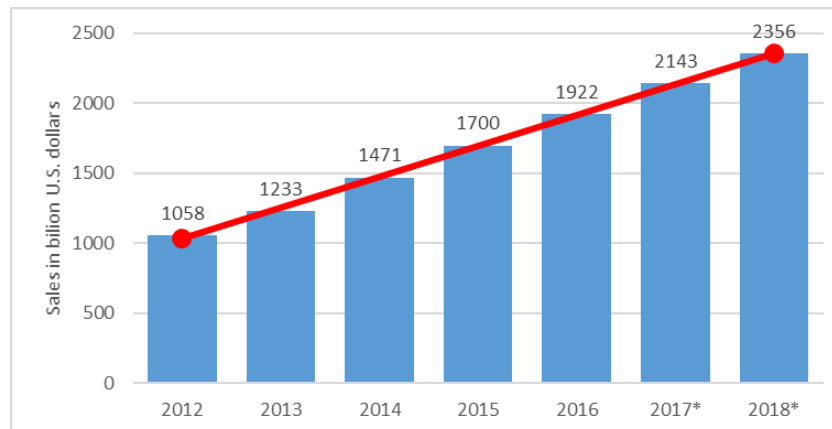


Figure 2: B2C e-commerce sales worldwide with the prediction on 2017 and 2018

Source: Statista.com (2016)

In 2016, the eBay - online shop, has introduced on its website the biggest advantages of online shopping (see listed below) for their customers. (e-Bay, 2016)

- Saving time - shopping online is fast. In few steps the customer can make its purchase.
- Save fuel - there is no need for driving to the store. The courier brings your order to your doors.
- Save energy - you do not have to run between the stores when choosing any kind of product.
- Comparison of prices - you can easily find better prices thanks to the search engines.
- 24/7 availability - online shopping stores are open round the clock of 24/7, 7 days a week and 365 days.
- Hate waiting in line - you are not waiting in any long ques.
- Too ashamed to buy - sometimes when you are buying erotic products you do not have to feel comfortable in the store.

In the research by Lupa.cz (2013) where was researched 1,365 Czech online shoppers, it was discovered that for the Czech consumers, the biggest advantage is better prices than in the normal store, which is the most often reason why to shop online. The second most influential reason was the possibility to order goods any-time, which the normal stores cannot compete.



Figure 3: Where do find online shoppers the most benefits on e-shops and online shopping

Source: Lupa.cz, n=1365 (2013)

Regarding the entrepreneurs, the biggest advantages are wide scope of market. With the store they would be limited only in one city, but with online store they can easily provide their products in the whole Czech Republic. Moreover, there are low costs for the marketing and reaching more customers online. (Bobalca, 2015)

The big disadvantage of e-shops is that the owner loses the personal contact with the customer. Due to search engine discounts, the e-shops have to always lower the prices and thus lower their margins in order to be more compatible.

For the customers the biggest disadvantage is that they can't personally check and try the item. The other is shipping costs. (Snopok, 2015)

According to Peter D. Bennet (1995) "Consumer behavior refers to the actions and decision processes of people who purchase goods and services for personal consumption." For many internet companies it is very important to find out what customers want, what are their needs and what drive them to make a purchase. Understanding these aspects, marketers can effectively use marketing tools to reach them.

In order to answer the question - what drive customers to make a purchase, on the beginning marketers should think about the factors which affect consumer buying behavior? Kotler (2007) divided these factors into four groups: cultural, social, personal and psychological (table 2).

Culture	Social	Personal	Psychological	Buyer
Culture	Reference Group	Age life Cycle stage	Motivation	
Subculture	Family	Occupational Economic circumstance	Perception	
Social Class	Roles Status	Lifesyle Personal Self Concept	Learning Beliefs Attitudes	

Table 2: Factors which affect consumer buying behavior

Source: Kotler (2007)

Secondly, there are some online tools which help to find out what customers want. Among the most famous belong Google Analytics (free), Web Analytics 2.0(paid), Crazy Egg (paid), Yahoo Web Analytics (free). When company uses any of these online tools, the company gets a special code, which tracks everything on the website and records it to the database. Later on, thanks to these information, the company can find out the answer on one of these questions: (Bekavac, 2015)

- Who are our customers?
- From where are our customers?
- What customers do visit the most on the website?
- What keywords do customers enter to the search engines when they are searching the company's website?
- From which marketing channels are generated the highest (lowest) profits?
- Where are lost the most of customers during the conversion process?
- How often do customers return to the website?
- Etc.

Moreover, if marketers would like to understand why customers do some buying behaviors, they can use any techniques of qualitative research. The qualitative research is not using statistical method techniques, but the researcher might find out the detailed consumer's attitudes and feelings toward any product or service. (Barnham, 2015)

3.4 Digital marketing channels

Online marketing channels, are the delivery vehicle for companies. Thanks to the online marketing channels, they can communicate with their customers or consumers. In this thesis the author is going to describe 10 digital marketing channels.

1. Affiliate marketing - so called partner's marketing or commission system; it is a marketing tool for Internet companies that works on sellers' websites connectedness of products or services which they recommend to each other. (Lammenett, 2015) On the figure below you can see how affiliate marketing is working.

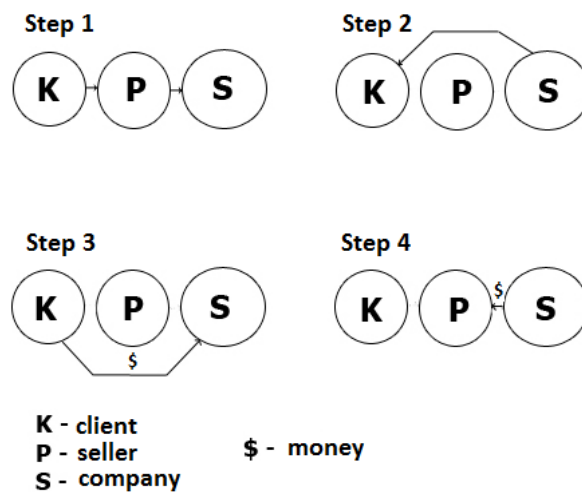


Figure 4: Principle of functioning of the affiliate marketing

Source: Marian Rohal (2009)

- Step 1 - the client goes through the vendor's website to the company's website or the client reserves any product or service on the company's website.
- Step 2 - the company contacts the client and verifies the order. Contacting the client may be by phone, e-mail, etc.
- Step 3 - after company's agreement with the client, the client pays to the company.
- Step 4 - the company pays provision to vendor/s. The sum is part of their internal agreement (percentage, fixed amount, etc.).

Affiliate program can run anyone who works in the online environment and has something to offer. First and foremost is most suited to small and medium-sized businesses. A typical example is e-shops that want to diversify their marketing mix. The larger the target group of e-shop is, the more acceptable and accessible the affiliate marketing is. Typically for products that are cheap and are regularly sold, there is a lot of potential, especially in terms of affiliate partners who are the engine of affiliate promotion. On the contrary, companies that offer products or services for a very narrow target group, the affiliate marketing may or may not be always appropriate. Moreover, affiliate program is not appropriate for a company with a target group from the B2B and which offers expensive and specialized parts for the production lines, which are rarely purchased. Another example might be a company that offers to the target group from the B2C some medical devices where it is necessary that the customer must go through the thorough medical analysis. (Rodriguez, 2016)

Advertisers through the affiliate partners gain primarily another and full-featured and highly measurable marketing channel through which they can reach to the more target groups and potential customers. The main and essential advantages are that the advertiser pays to the affiliate partners only when there is

approved an order from a customer, which was sent by partner to the advertiser's website. Advertiser does not pay for the conversions and clicks even in that case, if the order is canceled by the customer. (Lammenett, 2015)

The commission fee for an affiliate program is usually a percentage of the amount that the customer pays to the e-shop for an order. In most cases the commission fee is up to 10 percent from an order. At some partners it tend to be more than 10 percent which is not always so preferable. Sometimes there is also a fixed reward for performing an action, such as a click on the affiliate link or leaving a contact. But all in all, this form of promotion is very advantageous for owners of e-shops, because they pay only for the implementation of the actions, and not just for viewing ads. (Popa, 2015)

To become part of the affiliate network, you need a software that will serve for the affiliate partners to get your promotional materials and sales tracking statistics, as well as help you to track the visits and the orders through the affiliate links. You can choose from a wide range of options. One of the possible options is to program your own software, which is preferably adjustable to your own requirements. However, the disadvantage lies in the need for a high financial and time investment to the continuous development. Therefore, companies usually use other solutions. One of the is the use of affiliate network. It combines a large number of affiliate programs from the different merchants and an even greater number of partners who are involved in affiliate promotion. The advantage is that you do not need to take care of the system and look for the affiliate partners which will be promoting your products. The commission fee is usually up to 25%. The second option is to use the affiliate software. For example, AffilBox. That means a higher initial investment, because such software you buy or rent. The disadvantage is that you have to again take care of the whole system and you have to search for the affiliate partners. As an advantage is that you do not have to no longer pay the company the commission fees and the investment is still smaller than in developing its own software. (Schwarzl, 2015)

2. Display advertising - very often used form of internet advertising. The example of formats are banners, buttons, skyscrapers, overlays, interstitials, pop ups displayed on a website, video (pre, mid and post rolls). Banners can have different formats/dimensions (most often used about 8 dimensions of still or moving images). Best suitable for a brand building, advertising special offers and attracting users' visual content. Nowadays banners often find placements on smaller websites. According to the research made by Randall Lewis (2015) in three advertisers' campaigns, display ads increase searches for advertised brands by 30-45 % and for competitors' brands by up to 23%.

The image shows the homepage of MALL.CZ. At the top, there is a search bar and a shopping cart icon. Below that is a navigation menu with categories like 'Bílá zboží', 'Malé domácí spotřebiče', 'Elektronika', etc. A banner at the top right says 'Otevřeli jsme novou pobočku v Liberci. Více zde.' and 'Staňte se členem VIP klubu a získajte extra slevy.' The main banner area is divided into three sections: a red box on the left for 'LETNÍ VÝPRODEJ SLEVY AŽ 30%', a blue box in the middle for 'Doprava zdarma na vše!' with statistics '2 751 zákazníků' and '40 891 druhů zboží skladem', and a large green and black section for 'Neuvěřitelně nízká cena!' featuring a 'Full HD | 23" LED monitor | rozhraní VGA a DVI' for '2 999,-'. A red button 'Více informací' is below the price. A small green circle says 'doprava zdarma' next to a monitor image.

Figure 5: Example of display advertising – banner

Source: Mall.cz (2016)

According to the latest statistics from the December 2016, the display advertising continues ahead of the paid advertising on the search engines. The display advertising grew by 18.2% and the paid advertising on the search engines by the 13.3%. In Europe the display ad spending reached nearly 7 billion euros in the first half of 2016, representing 37% of total online advertising, the search has reached 49% of total online advertising. Faster growth in the display advertising in the Central and Eastern Europe (27.1%) compared to the Western Europe (17%) suggests that there was improved targeting, formats and strategies for working with the data in the branded advertising. Jump in growth is also apparent in the video display advertising, which compared to the first half of 2015 and 2016 there was an increase of 46%. Video display advertising grew considerably faster in the western markets (48.2%) than in Central and Eastern Europe (26%). Recent research on attitudes toward the display video advertising realized by IAB Europe showed that nearly all stakeholders (90% of advertisers, media agencies and publishers) use video as part of their advertising strategy. It is therefore not surprising that video advertising experienced an upward growth rate of 46% and amounted to 1.6 billion euros. (IAB Europe-HIS Markit, 2016)

The display advertising you may set up for example in the most used online tool – Google AdWords. There you are targeting through the methods like keywords and affinity audiences. Also you might choose from the large number of possibilities how you are going to pay for the display advertising. For example, you might to choose either paying for one click on the display ad or for 1000 views. The prices are very different. (Google, 2016)

3. Email marketing - it is targeted distribution of commercial or non-commercial messages to the defined list of email addresses. Email marketing belongs among

the tools of direct marketing. It is important to mention that the companies must have the approval from the recipients that the companies can send them any company's announcement. For this reason, email marketing is one of the effective tools for building one-to-one communication. The benefits of email marketing lie mainly in low costs, flexibility and ease of testing, measuring and evaluating campaign.

The difficult part comes with how email should look like in the email marketing. In general, people do not read e-mails, they are only scanning the email with the eyes very fast. To force them to read from dozens of e-mails just yours, you should offer them the content that your target audience at first sight interests and offers them the reason to not immediately delete the email. With this is linked the email targeting - the more the email and its subject relevant for the receiver, the more the person is willing to read such an email. From the testing, it is much better to have a name in the email form of the sender than only having INFO@example.com.

According to the research made by Del Rowe (2016) there is a significant increase of users who are reading their emails by smartphones (mainly iOS and Android) and thus marketers should prepare the content in order to be readable on the mobile devices. Also another interesting finding is, if marketers include a video to the emails, they can drive 25 to 30 percent more video plays, which is very beneficial for given brands. Another research by Tomáš Procházka (2013) founded out that in the Czech environment, there are several Web tools suitable for mass e-mails and email marketing, of which the market leader is SmartEmailing by David Kirše. Among other email marketing tools which are very often used in the Czech market are MailKit, Senty, MailChimp and GetResponse.

4. Search engine marketing (SEM) - the aim of this form of internet marketing is to increase the visibility of any company or e-shop in the search engine results pages. In general, in order to be on the top positions of search engines, the companies have to use paid advertising through the pay per click (PPC) or use the knowledge of search engine optimization (SEO). Among the most used search engines is significantly dominating Google with 47% of search users and on second place is Yahoo with 26% of search users. (Lukito, 2015)

Pay per click (PPC) - according to Richard Stokes (2014) it is the placement of a small "ad" on the search results page for a specific keyword or keywords in return for a specified payment when a visitor actually clicks on that ad.

The world's most popular PPC system is Google AdWords. Among other famous systems belong LinkedIn, Yahoo, or Facebook. In the Czech Republic is secondly most used Sklik operated by Seznam company. According to Holly Howson-Watt (2016) PPC advertisements goes mobile in 2016, also stating that there are many smartphones' users who click on PPC ads in mobile search results, and more than half of these people do make an immediate purchase.

According to Adaptic (2016) the main benefits of PPC are:

- *High efficiency* - with the same budget, PPC advertising brings more visitors than other types of advertising.
- *Outstanding targeting* - brought visitors more often order (there is a higher conversion rate).
- *Measurability of results* - PPC advertising allows you to accurately calculate the return on investment, you know, if the advertisement is worth it.
- *Quick start* - the first visitors can be obtained in a few minutes.
- *Flexibility* - PPC advertising allows you to instantly respond to seasonal fluctuations in demand, promote special offers, etc.

The image shows a Google search interface for the query "sap on cloud computing". The search results are displayed on a white background with a black navigation bar at the top. The search bar contains the text "sap on cloud computing" and a blue search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "Videos", and "More". The search results are organized into two columns. The left column contains organic search results, and the right column contains advertisements. A red circle is drawn around the text "Pay Per Click Advertisements" in the center of the page, with arrows pointing to several search results and advertisements. The search results include links to NetApp.com, iiea.com, IBM.com, and SAP.com. The advertisements include links to Cloud Computing India, SAP ERP Reporting, Cloud Computing@Rs.5/hr, Cloud Computing Servers, and Cloud Computing Training.

Figure 6: Example of Pay Per Click advertisements

Source: Clixterous.com (2016)

Remarketing - is a form of PPC ads how to target on consumers, who have previously visited the site which was promoted. The aim of remarketing ads is to be again recalled. It works that on the e-shop websites you add a special code, which is assigned to the user with the cookies when visiting the e-shop. The advertising system remembers this user and then appropriate ad appears on the other sites involved in the content network to this user. Generally, remarketing is several times more efficient than conventional PPC advertising. (Maguy, 2016)

According to the Adaptic.cz (2016), nowadays the two major PPC systems used in the Czech Republic – Google and Sklik, are able to provide possibility of remarketing to the e-shops. Google has launched remarketing in 2010 and Sklik in 2014.

Search engine optimization (SEO) - is the method for creating and editing web pages in such way that their form and content are suitable for automated processing in web search engines. The aim of SEO is to get the search results in a better position (the link will be displayed among the first results), and thus the more numerous well targeted visitors. (Rahu, 2016)

If you are going to visit Google.com and type there any keyword, there are two types of results which come up: paid and unpaid. Unpaid search results rely on algorithms that determine the relevancy of your website compared to the search terms. (Edelman, 2016)

There are three basic elements how to optimize any web site. The most important is to have proper headings. The second important element is content, which should be based on what is your main goal. The content should be attractive and informative. The third element is calls to actions. The website visitors should do something when they arrive. Building in clear, action-oriented CTAs are the best way to lead site visitors down your intended conversion path. (Slaten, 2016)

Regarding the organic results (unpaid results), the search engines in order to offer the best results, try to find as much information on the given website. It can depend on how popular the site is, or what people or other websites on this site say. To better understand the topic, engines use the words on websites or keywords in the codes. All these ingredients help search engines to find results that best match a given result. Additionally, search engines can take into account the user's geographic location. It also depends on which device users search for those terms. According to these aspects varies the formula of the search engine. (Ted Fons, 2016)

5. Social Media and Social Networking - according to Dave Evans (2008, page 33) it is the democratization of information, transforming people from content readers into its creator and disseminator. This is a change from the deployment mechanism to model many-to-many, rooted in conversations between authors, people and colleagues. Social media use "wisdom of crowds" to connect information in collaborative manner.

Among the major social networks is considered Facebook, LinkedIn or Twitter. Moreover, it is also blogs, micro blogging websites, forums, wikis or open encyclopedias, content communities like Flickr and YouTube, and podcasts. Social media is trying to maintain the highest possible topicality. For example, this is accomplished through the RSS feed, or through various notifications that alert users to new content. Social media allow users to rate the content published. It then acquires a certain reputation and has predictive value for your potential consumer before the actual scan. (Al-Bahrani, 2015)

According to the Czech Statistical Office (CSO) and Facebook in November 2016 the number of Facebook users (13+) was 4,716,000 and the total number of the internet population (10+) was in September 2016, 6,892,412. So the Facebook as a social media creates very big market size among Czech internet users.

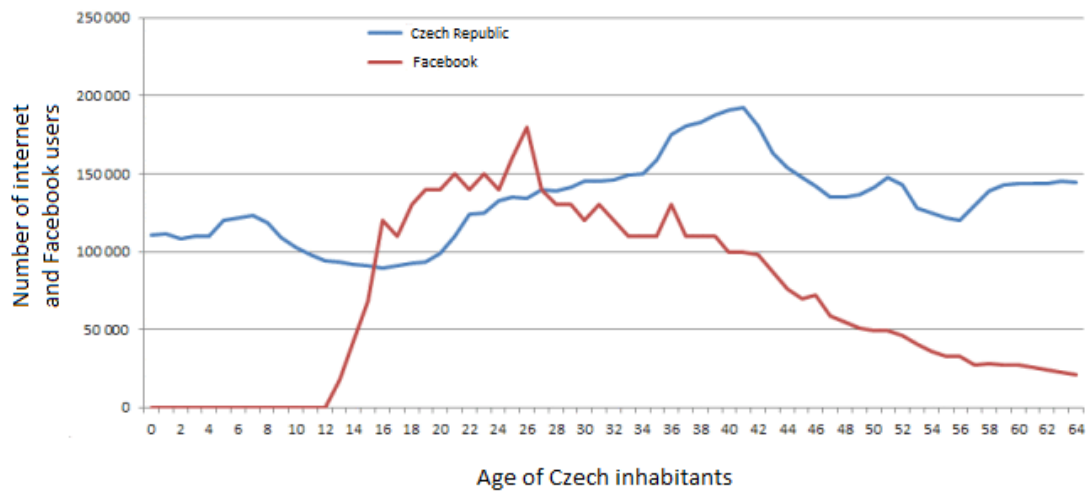


Figure 7: Irregularities between the total population and the number of Facebook users according to the age in Czech Republic

Source: 365tipu.wordpress.com (2016)

In November 2016, there was an interesting foundation by the 365tipu (2016) where was discovered that there are some irregularities in the age composition in the Czech Republic and the statements of Facebook regarding the number of Czech Facebook users. The first irregularity is that from age 16 to 26 years is Facebook stating significantly more Facebook users than it is possible. More than all of them live in the Czech Republic. Another major finding is that the curve of the composition of the age of the Facebook users does not match the curve of population age structure. The third significant finding is that, from the age of 35 Facebook penetration in the population declines sharply.

All in all, the irregularities do have some reasons. There are some irregularities mainly because they are on Facebook nowadays children usually from the age of nine. They must fill in false date of birth during the setting up the Facebook account. Most of them do fill out age between 16 and 18 years old. And for the e-shops and advertisements, this is a very important finding. Because, it is necessary to remember when your Facebook ads are targeting on the age between 16-20, these ads will target children between 9 and 12.

6. *Game advertising* - those are the advertisements in any kind of games. We can find the advertisements in the computer games, PlayStation games, online internet games, where companies are willing to pay lots of money. For example, in 2014 there were 58 % of Americans who played video games and the number is still rising. (Bigfishgames, 2014)

The benefits of game advertising are easy to target a particular market accordingly with a videogame genre and according to Microsoft's Massive, in-game advertising has been found to increase purchase intent by 24%, brand recommendation by 23% and, overall brand rating by 32%. (Jernigan, 2012)

7. *Online public relations (online PR)* - in easy words, online PR is for example when you are going to write an email to any writer or publisher if they would write something nice about you, your product or service on their websites or in their magazine/newspapers. This gives you an opportunity to bring you the new group of consumers who can read about you in any article. The online PR also works when any other websites post links on your websites. (Forbes, 2014)

The research made by Samar Rahi (2016) on the customer loyalty and the customer perceived value has discovered that there is very positive impact of using online public relations by companies. It was found out that customer's perception of public relation online brought 94.0% change on customer loyalty.

8. *Video advertising* - it encompasses online display advertisements such as Mid-Page Units that have video within them that it refers to advertising that occurs on internet television. It can be served before, during or after a video stream. Video advertising is very often used by politicians competing for the post of president. For example, the famous political ad video "Yes We Can – Barack Obama Music Video" or nowadays very famous political ad video by Donald Trump has from its release on 21.1.2016 after 2 weeks almost 900 000 views. (Brechman, 2016)

The most famous portal for video advertising is Youtube.com. According to YouTube.com (2016), they are having over a billion users, which is almost one-third of all people on the internet, and every day people watch hundreds of millions of hours on YouTube and generate billions of views.

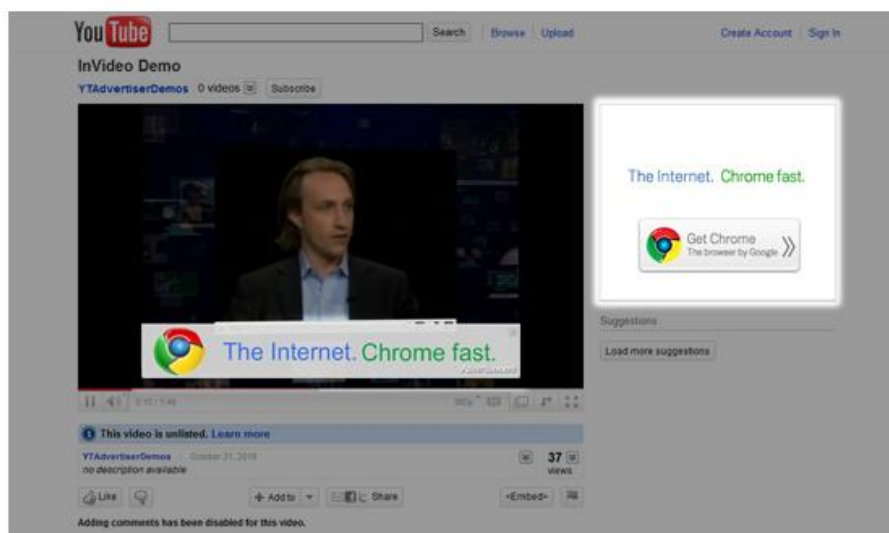


Figure 8: YouTube video advertising

Source: Google (2016)

9. *Infographics* – or information graphics is a visual presentation of information, data or knowledge. According to Customer Magnetism (2016), publishers who use infographics have 12% more growth in traffic than those who do not use infographics. In addition to this, 40 % of people respond better to visual information

than text. It is as well due to the fact that 90% of information transmitted to the brain is visual.

Otherwise lengthy and complicated information are now illustrated by infographic. It appears in newspapers, magazines and Internet resources, particularly in the information and messages. For a long time, it serves as visual shorthand for concepts used as everyday information, particularly in the form of maps and symbols - for example they can be traffic signs. (Ashman, 2015)

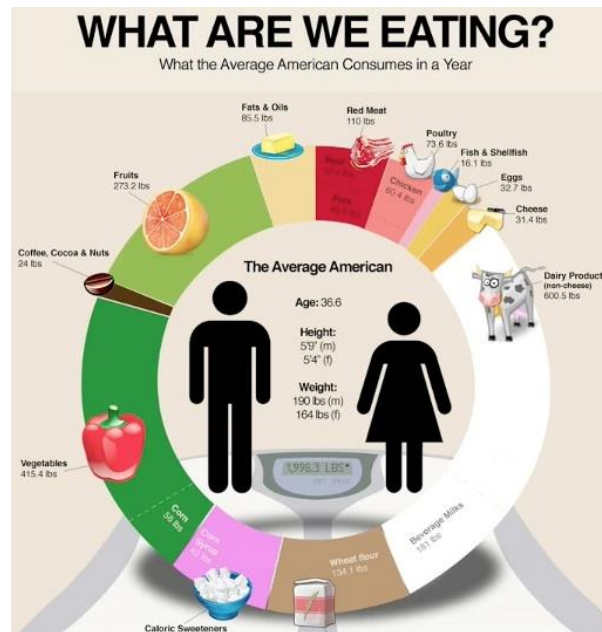


Figure 9: Example of infographics in practice

Source: MrsNovotnyArt.weebly.com (2016)

3.5 Analyzing the success of e-shop

Every e-shop should somehow keep and track statistics of visitors and sales. Globally the most used tool for tracking statistics is Google Analytics. Thanks to the tracking statistics and its analysis, we can continue in improving the e-shop and mainly its landing page. Landing page is a page of any website which internet user visited as a first, after clicking on any link from for example paid advertisement or from Facebook. (PC Pro, 2016)

On the landing page it is possible to track:

- Total number of visitors.
- Unique visitors.
- From where do visitors come from.
- Bounce Rate.
- Conversion rate - number of sales.
- Interaction and behavior on a page.

Total number of visitors

Primary aim of every e-shop is to bring as many visitors as possible. From the total number of visitors, it is possible to calculate and evaluate the overall percentage success. This number should every e-shop try to increase as much as possible. (Baer, 2015)

Unique visitors

In comparison to the total number of visitors, the unique visitors are these ones who keep coming back to the e-shop. Marketing department is getting an objective view on the conversion, because in the vast majority of cases, the conversion rate is related to the number of unique visitors. For the e-shop, it is a great feedback, when visitors are coming back, probably something clung to them in the head and maybe in the future these visitors might turn into the real customers. (Baer, 2015)

From where do visitors come from

Analyzing from where did visitors come from is also an important feedback on the e-shop's marketing campaigns. Did they come from e-mail, or from paid advertising? It is possible to analyze the traffic sources and where the most visitors are coming from. This is an important source for building the online marketing campaigns. (Baer, 2015)

Bounce Rate

As a so-called "**bounce**" is counted the visitor who comes from the Internet (such as search engines, paid advertisement, Facebook, email, etc.) on an e-shop and then leaves it. For example, the user who visits the e-shop after few seconds clicks on the "back" button in the browser, or just close the browser window. "Bounce" therefore means that the visitor has not implemented any further action on the websites, did not continue in viewing any other pages. (Martin, 2016)

So the bounce rate represents the percentage of visitors who have left the website without any other interactivity. What might be the reasons causing high bounce rate? There might be several reasons, for example:

- *Articles and RSS feeds* - some e-shops do post every week new articles on their Blogs. It means that the visitor is only coming to read the article and then leaves the website. So the high bounce rate does not necessary mean that there is something wrong with the website.
- *Problem with web browsers* - some browsers do not display the websites correctly, so the visitors are discouraged and leave the e-shop. This technical problem is not difficult to repair and therefore you can prevent from the loss of visitors.
- *Bad design* - this is probably the most important aspect. The bounce rate might be high because the website did not attract the visitors.
- *Long time of loading pages* - some visitors do leave the websites due to long waiting time of loading the given page. It is important that the owner of e-shop tries how fast do load e-shop's pages.

Conversion rate - number of sales

Conversion can take many forms, but on the internet we assume that it is any situation where the visitor of your website performs any our desired action. For our desired action, it may be, for example: subscribe to emails, signing up as a fan of Facebook page, watching company on Twitter, sharing ideas, filling out a survey, etc. (Marley, 2016)

For example, if we own an e-shop, the aim of the conversion is to make the visitor to register and realize the purchase in the e-shop. Moreover, with the conversion is connected the conversion rate. It is an indicator that represents the percentage of users who complete the conversion, relative to the total number of visitors of the site. When we know the conversion rate, we can take further steps to improve the website or e-shop. Regarding the conversion rate it is very important to understand to your visitors and customers. Also it is important to always ask them about the feedback, "how do you like our websites", "what should be changed", "are you missing something", etc. This information can be attained very easily, for example by: email, surveys on websites, phone contact, personal contact, etc. (Wedel, 2016)

Example:

*Imagine that you own an e-shop, which every month will visit 20,000 visitors and you sell product for 500 CZK. What will be your income, when you know that conversion rate is in average at 2%? Under these circumstances, the income will be 200 000 CZK ($20,000 * 0.02 * 500$) per month.*

Interaction and behavior on a page

Thanks to the analytical tools as Google Analytics, it is possible to track the visitors of given websites. You can find out what exactly did they do. Also how much time did they spent on your website or where did they go after the landing page. (Shein, 2015)

4 Methodology

The aim of this thesis is to find out the online marketing trends of Czech e-shops in the year 2016 and how online marketing effects the companies' revenues. In addition to this the researcher will be interested in these aspects:

- *Online marketing tools and techniques* - the researcher will try to find out what kind of online marketing tools do Czech e-shops use in the year 2016 in order to increase their sales and number of consumers. Also to find out how these tools are effective and on which of them do these companies mainly focus. What kind of social media do they use will play also an important role.
- *Financial analysis* - in this aspect, there will be researched how much money do companies invest to the online marketing. To find out if they are measuring some statistics regarding the returns on investing the online marketing and what kind of tools do they use in order to measure the statistics.

In order to evaluate the whole Czech market, it is necessary to firstly analyze the secondary data in order to gain the first insights of the market and secondly the primary data will be collected. Thus the methodology of the thesis is divided into several sections.

The secondary data will be attained mainly from the Czech national databases of the Czech Statistical Office (CSO). The researcher will try to get in touch with Mrs. Romana Malečková and Mr. Ondřej Košata. Both of them are the employees of the CSO, and they are having great knowledge about the newest statistics about the e-commerce in the Czech Republic. Secondly, for broader overview the data will be received also from the Eurostat, which is the statistical database of the European Union, and compared the Czech Republic with the other EU countries regarding the e-commerce. If necessary, the additional data will be obtained from the available internet resources. In addition to this, some agencies and online marketing specialists which are taking care of several Czech e-shops will be contacted in order to get some opinions about the market from the working professionals.

The collected data from the secondary research will be conducted and analyzed in the software Statistica 12, Gretl or MS Excel 2016. From the collected data, the researcher will try to describe some information by the trend line:

$$y_t = \beta_1 + \beta_2 x_t + \epsilon_t,$$

where y_t is called a dependent variable, which we are estimating by using parameters β_0 and β_1 based on the observed variable x_t . ϵ_t is the vector of residuals of which we assume that his constituents have identical normal distribution with zero mean value and they are independent. Let's complement, that the estimation model is based on the method of ordinary least squares. Moreover, there will be an

attempt to find out if there is any relation between the e-shops turnover/sales and the countries' GDP of the given year. The researcher has decided that the dependent variable will be the e-shops turnover(sales) and the independent variable will be the countries' GDP of the given year. The relationship between these variables can be described as:

$$\text{E-shops turnover(sales)} = f(\text{countries' GDP})$$

Primary market research means the collection of data carried out for the first time for the concrete and specific problem. Primary research is conducted only after secondary research (Ram et al., 2011). The researcher has decided to provide both qualitative and quantitative research. The qualitative research is used when there is a need to find out something, where the numbers are not enough. Very often it is used when you need to find out detailed consumers opinions, feelings and motives of his actions. Also this type of primary data is very often used for testing new products. The quantitative research is used for determining the quantity of certain phenomena. By this method it is surveyed the attitudes, feelings, opinions of people. This is done by using congregation replies, which are provided to the each of respondents in the same way. (Marksmarketing, 2015)

In the qualitative research will be at least 15 e-shops interviewed by the phone calls. Phone calls as the contact method was chosen for its easiness and in case that the researcher would contact the e-shops personally, that would need lots of time and would be expensive. Also it might happen that the e-shops will not have the retails. The e-shops will be randomly picked up from the Heureka.cz, where there are thousands of internet shops. The companies will be divided according to the identification indicators as follows:

Number of employees	Years on market	Specialization	Year's Turnover
Micro (less than 10)	0 - 3 years	Electronics	0 - 5 mil. CZK
Small (11-50)	4 - 10 years	Cosmetics	5 - 10 mil. CZK
Medium (51-250)	11 - 20 years	Clothes	15 - 20 mil. CZK
Large (more than 250)	more than 20 years	Sport	25 - 30 mil. CZK

Table 3: Identification indicators of e-shops

Source: Own resources (2016)

We cannot exclude the pilot test with the first 5 e-shops in order to find out how well the e-shops answer on the unstructured questions and how willing they are to contribute to the interview. The researcher will pick up the most important questions for the research which he will ask on the beginning of the interview and then according to the time of the owners or employees' time he will ask on the less important and more detailed questions.

At the end of interviews, the answers will be rewritten into the text form and then will be analyzed in the MAXQDA software. The results will be divided into the two parts, e-shop's online marketing trends in the year 2016 will be the first part and second part will be e-shops and the profit from the online marketing.

In the quantitative research will be created two types of questionnaires. First type will be made for the online shoppers and the second one for the e-shops. The main purpose of the survey for online shoppers is to find out the attitudes toward the e-shops' advertisements on the internet and also to find out any other interesting feedbacks which could help to the companies regarding the online marketing campaigns and strategies. The purpose of survey for e-shops is as already mentioned to help answer to the given marketing research problem.

There will be 18 questions in the survey with the online shoppers and 38 questions in the second survey. The identification indicators of e-shops will be the same as for the qualitative research and the identification indicators of online shoppers will be as follows:

Gender	Age	Highest education obtained	Occupation
Male	14 - 19	Primary school	Student
Female	20 - 25	High school with final exam	Working student
	26 - 35	High school without final exam	Employed
	More than 36	College	Unemployed
		Bachelor degree	Retired
		Master degree	
		Post gradual degree	

Table 4: Identification indicators of online shoppers

Source: Own resources (2016)

Both of the questionnaires will be created in the Google Forms. The survey for the online shoppers will be distributed online via social media Facebook and for the e-shops the survey will be distributed via emails which will be collected from the Heureka.cz. Before sending out the surveys, they will be tested. The one for online shoppers will be tested by the 4 persons and the one for e-shops will be tested by the online marketing specialist in order to find out if all the questions are understandable. The collected data from the quantitative research will be conducted and analyzed in the software Statistica 12, Gretl or MS Excel 2016.

5 Practical part

The practical part will discuss the results of qualitative and quantitative research. These results will be interpenetrated with the secondary data (market overview), where the researcher has contacted the Czech Statistical Office (CSO) to give better and more detailed information to the given marketing research.

In the qualitative part, there will be the results from discussions with the agencies which focus on the online marketing solutions for the e-shops and as well there will be discussions with the owners of e-shops or their marketing employees.

In the quantitative part, the survey was distributed among the e-shops and consumers with the only condition that the consumer had to have at least one experience with online shopping.

5.1 Market overview

5.1.1 Czech online shoppers

According to the CSO, there are 10,572,427 inhabitants in the Czech Republic (on 30th of September, 2016) and by the gender diversification there are around 5,370,000 females and 5,200,000 males. From the total number of Czech inhabitants, there are 77% of Czechs who are using the internet. 41% of them do monitor websites via mobile phone. Most often we read on the internet online news and consume audio-visual content.

On 21st of November 2016 was announced by Czech statistical office, that at least once a week connects to the Internet, 73% of people. This is about 15 percentage points more than five years ago. There is rapidly growing number of users who connect to the network by mobile phones. Currently that is 41% of the people, which is almost four times more than in 2012.

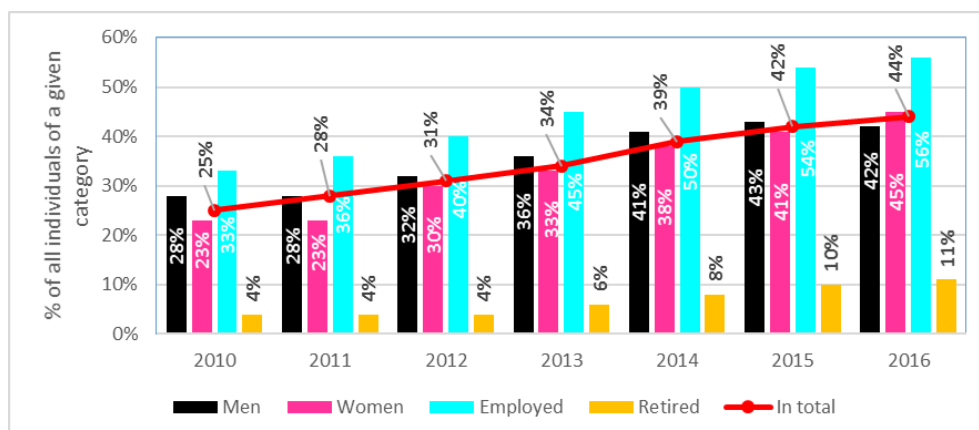


Figure 10: Purchases by online shoppers in the last 12 months

Source: CSO (2016)

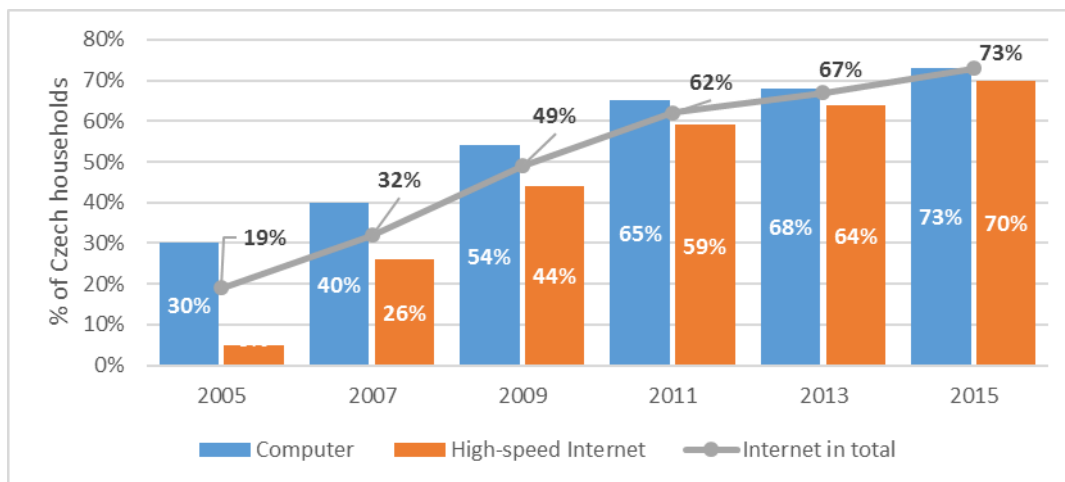


Figure 11: Households and the information technology

Source: CSO (2016)

The vast majority of users on the Internet are looking for fun. "Most often we are reading online news, watching videos, listening to music or playing computer games. 54% of Internet users aged over than 16 years old are using social networks," says Daniel Böhm from the department of research, development and information society CSO. The most active Internet users are people aged between 16 and 24 years.

Regarding to the online shopping, there are 44% of people who are shopping online. In this year 2016, for the first time were women purchasing on the internet more than men. While in 2010, people shopped online mainly electronics and electrical appliances, in the recent years, there are rising purchases of everyday consumer goods like food, toiletries, medicines and vitamins. In the area of services, Czechs buy on the Internet in particular tickets for cultural events. Since 2010 have significantly increased the online sales of accommodation, flight tickets and bus/train tickets.

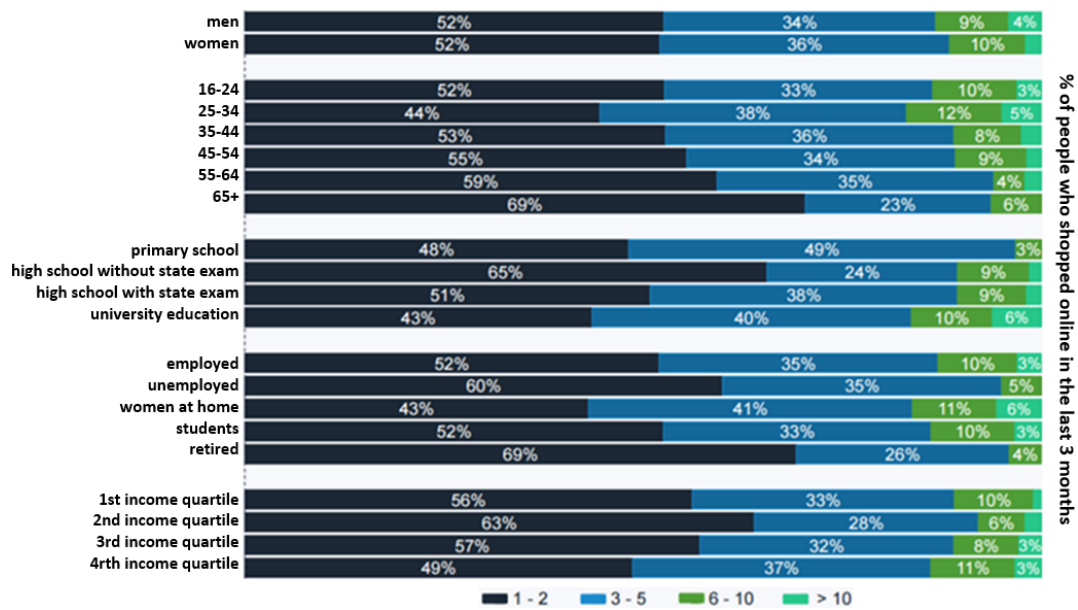


Figure 12: The number of online purchases in the last 3 months
Source: CSO (2016)

In the Czech Republic, the women are shopping more often, but men are buying more expensive products. Men are buying mostly electronics and sport accessories, the women buy mostly clothes/shoes and cosmetics. (CSO, 2016)

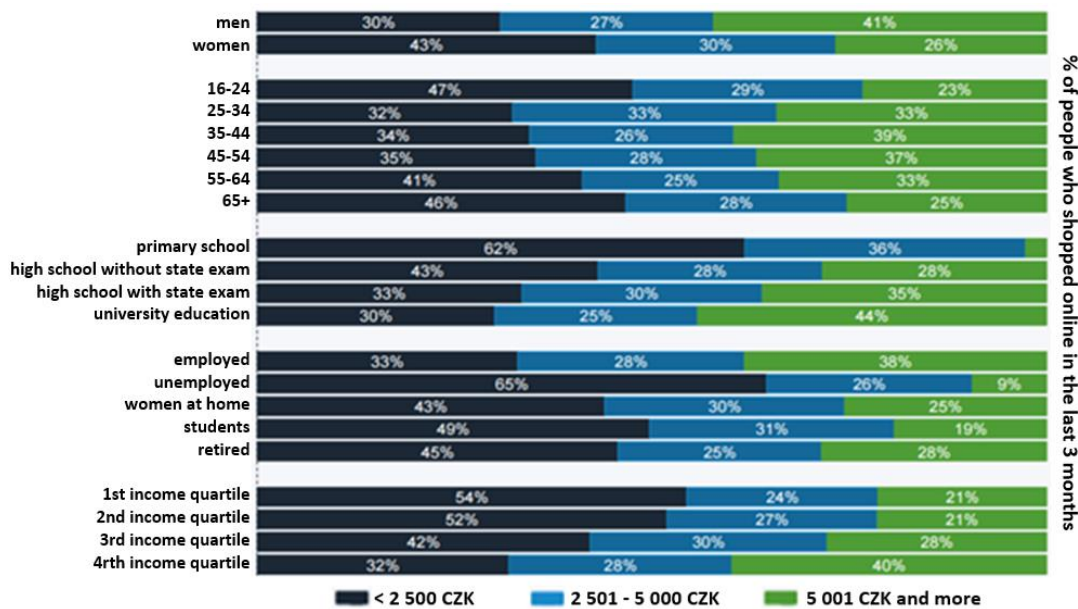


Figure 13: Amount spent shopping online in the last 3 months
Source: CSO (2016)

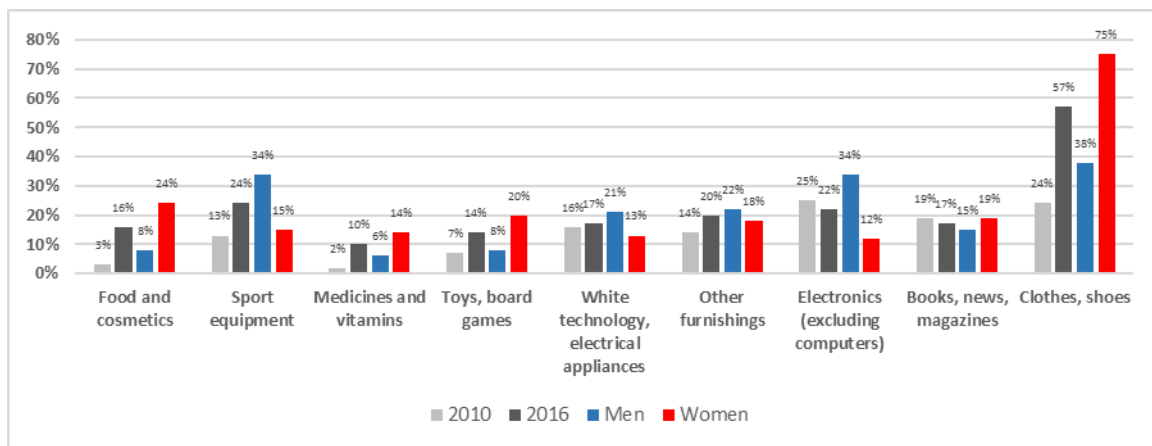


Figure 14: Goods bought online in the last 12 months

Source: CSO (2016)

More than half of shoppers on the Internet in the Czech Republic are letting the goods sent on delivery. 41% of online shoppers make payments through the internet banking. 29% of buyers choose the personal collection payment for their orders. And a credit card is used by 18% of online shoppers.

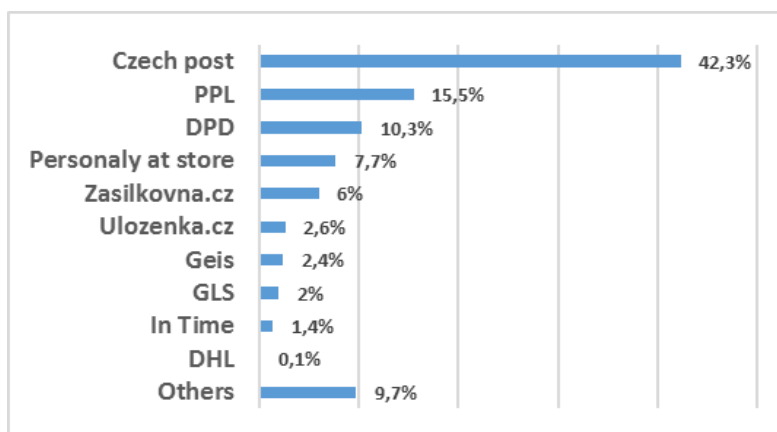


Figure 15: Preference of delivery by online shoppers in Czech Republic

Source: Shoptet.cz, n=1000 (2015)

Computers are equipped with three-quarters of domestic households. In the Czech Republic there is increasingly preference for portable devices. In comparison to the year 2010, where most households owned a desktop computer, currently in 2016 have 55% of households their laptop and 20% tablet. Desktop computers nowadays uses only 40% of households.

According to the CSO, there is also tracked an increasing trend of households that own multiple devices. While a third of households have a computer, a fifth of households own two computers and 17% of households even three or more computers. This increase is however still not reflected in the life of 24% of households that do not have a computer. These are mainly low-income households and the elderly. The computer has only one third of pensioner households.

Since 2010 in Czech Republic there is a rapid increase in using of social medias. In 2016, 95% of internet users between 16 and 24 years are using some of social media. Facebook and YouTube are the most used social networks by Czech Internet users. One year ago, during the Prague's meeting with marketers (5.11.2015), said representatives of the Central European headquarters of Facebook that social network Facebook monthly in the Czech Republic uses more than 4.2 million users and from that over 3 million users use Facebook on mobile devices.

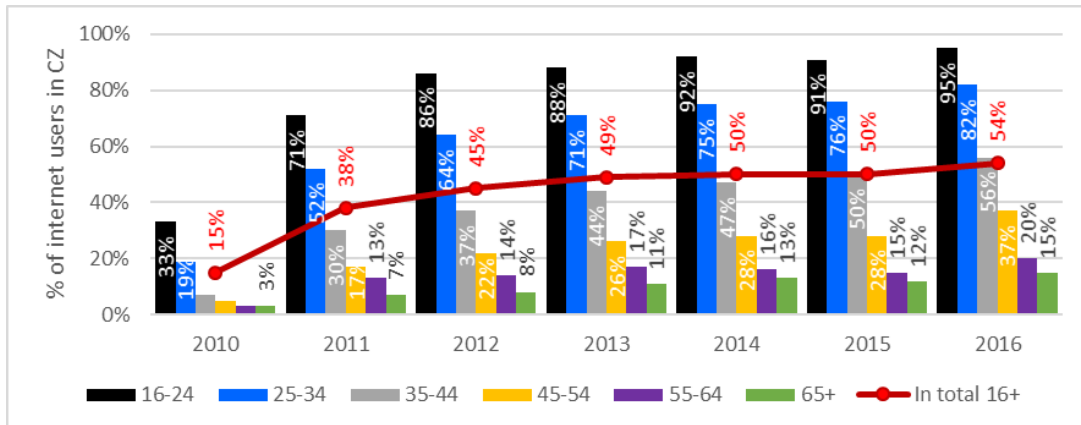


Figure 16: Use of social media according to age from 2010 to 2016 in the Czech Republic
Source: CSO (2016)

5.1.2 Czech Republic and E-shops

The tricky part comes with the number of e-shops in the Czech Republic, where it is not possible to exactly say how many e-shops are there. According to the Ondřej Kořata from the Czech Statistical Office, the CSO cannot provide the exact number of Czech e-shops because some of e-shops are included in the group “retail sale via mail order houses or via internet (47910)” where some of e-shops are collected also with the retailers who are selling via mail order houses. In addition to this, there is also another problem because there are exemplified retail entities (who are also having an e-shop) which stated that they are having as main activity the retail shop and thus they are not included in the group “retail sale via mail order houses or via internet (47910)”.

Nevertheless, there was published a research on the 29th of March, 2016 by the company Shoptet cooperating with the company Zbozi.cz. They came up with the conclusion that in 2015 there were around 38,000 e-shops. The total turnover of these e-shops for the year 2015 was around 81 milliard CZK which is 20% more than in the year 2014. Even though these e-shops create only 8% from the total retail sales.

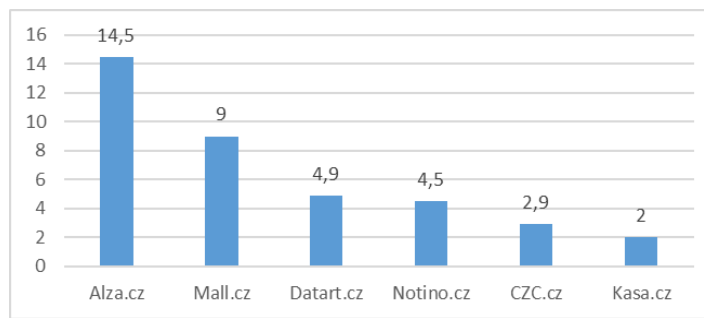


Figure 17: Turnovers of biggest Czech e-shops (in milliard CZK)

Source: Shoptet.cz (2015)

The biggest turnover was at the e-shops, whose product range was largely made up of PC and electronics. The largest Internet shop in 2015 became Alza.cz with a turnover of 14.5 milliard CZK. The company Alza became the largest Internet shop as well in the previous years. In the chart below you can see the correlation between the Czech Republic's GDP and the Czech e-shops' turnover. The researcher was assuming that with the increasing GDP, the e-shops' turnover will grow too. The data from the Czech Statistical Office were obtained and the findings have confirmed the significant relationship between GDP and e-shops' turnover. The formula is: $\text{GDP in CZE (in million CZK)} = -1786.5 + 0.07x$. Based on the results the researcher is estimating that an increase in GDP by 1 CZK, will lead to an increase of e-shops' turnover by 0.07 monetary units.

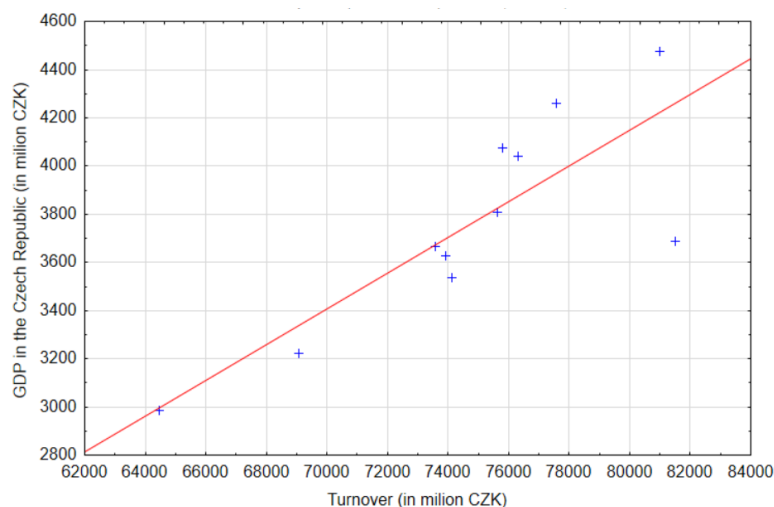


Figure 18: Correlation between GDP and Czech e-shops' turnovers (2005 – 2015)

Source: Own research (2016)

Also the researcher was interested in the relation between the Czech e-shops turnovers and the total net household incomes in the Czech Republic. The total net household income is equal to the total net cash income (from employment, from business, social and other) of households and total neutral household income. The data was obtained from the Czech Statistical Office from the 2005 – 2015 and the

findings have also confirmed the significant relationship between the total net household incomes in the Czech Republic and the Czech e-shops' turnover. The formula is: total net household income in CZE (in CZK) = 37176.86 + 1.4916x. Based on the results the researcher is estimating that an increase in total net household income by 1 CZK, will lead to an increase of e-shops' turnover by 1.49 monetary units.

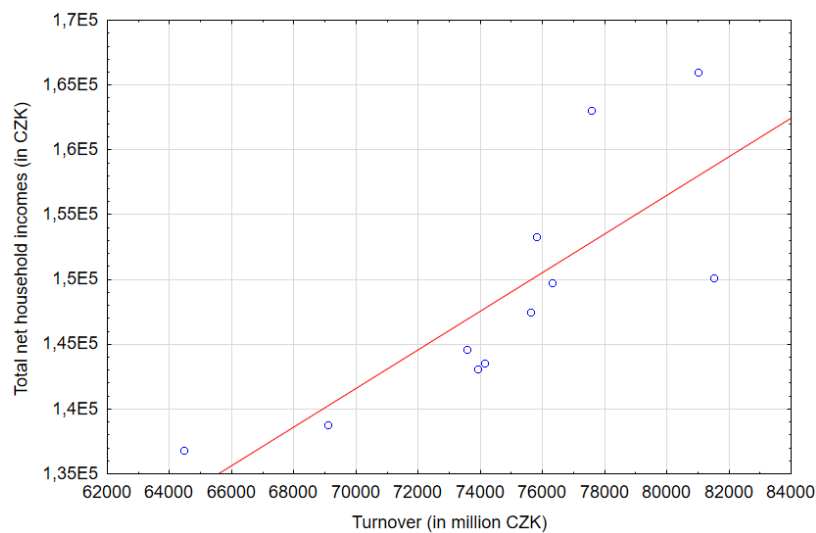


Figure 19: Correlation between the total net household income and e-shops' turnover in the Czech Republic (2005 – 2015)

Source: Own research (2016)

The search engines and comparison shopping engines are playing a crucial role for e-shops. From here are coming the most of online shoppers. Regarding the comparison shopping engines, the entire half of online shoppers came from the Heureka.cz and 45% from the Zbozi.cz.

According to the Miroslav Ud'an (CEO of Shoptet) the commercial solutions for e-shops, whether it is a form of rent or e-shop in peace, was used in the case of 57% of the Czech e-shops. On the open source base is built 38% of internet stores and the remaining 5% of e-shops the owners have created by themselves. Rent solutions are suitable not only for the beginners, it can be said that for a little money they will get lots of music. Providers of virtual space offer a variety of templates or extensions, which can be used for e-shop customization for their own image.

5.1.3 E-commerce in the EU-28

In 2015, one out of five enterprises in the EU-28 made e-sales (electronic sales). The percentage of turnover on e-sales amounted to 16 % of the total turnover of enterprises with 10 or more persons employed. In the EU-28, during the period 2008 to 2015, the percentage of enterprises that had e-sales increased by 7 per-

centage points whereas the enterprises' turnover from e-sales increased only by 4 percentage points (figure 20). (Eurostat, 2016)

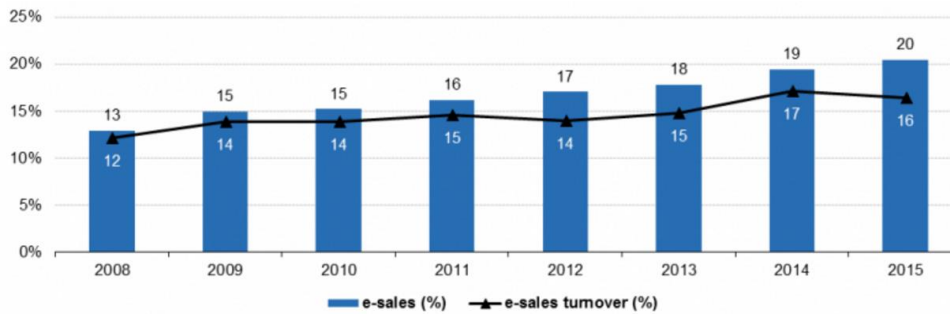


Figure 20: Development of e-sales for EU-28

Source: Eurostat (2016)

In the European Union, the Czech Republic was in 2015 on the fifth place regarding the e-sales and on the third place regarding the frequency of use and online purchases by the individuals and again on the third place regarding the internet advertising of enterprises. (Eurostat, 2016) This demonstrates how online shopping is developed in the Czech Republic in comparison with other European countries.

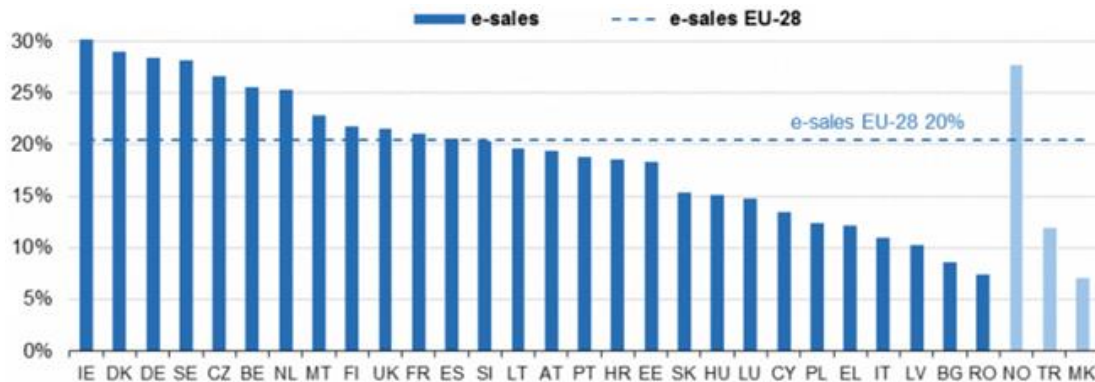


Figure 21: Comparison of e-sales among EU-28 for the year 2015

Source: Eurostat (2016)

	Proportion of individuals who:			Frequency of use (on average)		Proportion of individuals who purchased online within the last 12 months
	Used internet within the last 3 months	Used internet within the last 12 months	Never used internet	Every day or almost every day	At least once a week (including daily use)	
EU-28	79	81	16	67	76	53
Belgium	85	86	13	73	83	55
Bulgaria	57	60	35	46	55	18
Czech Republic	81	83	13	63	77	45
Denmark	96	97	3	87	93	79
Germany	88	89	10	75	84	73

	Internet advertising	Contextual advertising	Behavioural targeting	Geo-targeting	Other method of targeted advertising	Having a website	Using social media
	% of enterprises	% of enterprises using internet ads			% of enterprises		
EU-28	25	78	27	30	35	77	45
Belgium	24	71	25	29	50	81	53
Bulgaria	19	73	21	23	31	51	32
Czech Republic	31	89	25	25	24	82	34
Denmark	40	69	29	38	40	93	64
Germany	28	82	19	26	22	89	47

Figure 22: Top 5 countries in EU-28 regarding the online purchases and internet advertising
 Source: Eurostat (2016)

Unpleasant statistic for e-shops, is how many consumers have returned goods purchased. Postnord company carried out a survey in 2015 among nine European countries (United Kingdom, Germany, Nordics, Frances, Spain, Italy, Netherlands, Belgium and Poland), what consumers are most returning. In its survey, the company found that most of consumers in researched EU countries mostly returns clothes, shoes and home electronics. Figure with the most returning products you can find below.

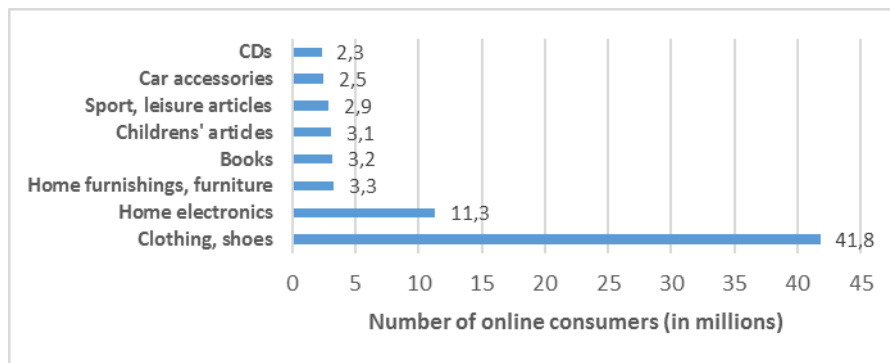


Figure 23: Number of millions of online consumers who have returned an item purchased online in the categories
 Source: Postnord (2015)

5.2 Pilot study

In the pilot study the researcher was trying to find out how e-shops are reacting to the online survey, how do they react when they are contacted by phone for the qualitative research and as well how consumers do react on the created online survey.

The list of 500 e-hops (see in attachments) was created and the online survey (see in attachments) with more than 38 questions was distributed among

them. After 1 month, there were only 5 respondents, which was not sufficient for the research. The online survey was brought to some of agencies in order to receive any valuable feedback. The agencies stated that the survey is too long and simply e-shops will not spend more than 20 minutes of their time filling out any survey where they are not getting anything for it. Moreover, according to agencies, some of questions as: "What is your year's net profit" or "How much money do you exactly spend for an online marketing per year", were too specific and there is no wonder that the e-shops did not want to share this information even though the survey is anonymous.

After consideration of these facts and feedbacks, the new shorter questionnaire was created with only 15 questions where the e-shops would spend maximally 10 minutes of their time. In addition to this, two agencies had offered that they will distribute the online survey among some of their e-shops.

Regarding the phone calls with companies, the researcher had decided to contact 5 e-shops in order to find out how they will react when they will be asked to answer several questions about their e-shop and their online marketing strategies. The researcher has learned that when you are talking to the companies, you have to be very fast because they do not have so much time for talking. What was helping a lot, is saying that you are a student of any University and you need some help from them because of the thesis. More e-shops were more likely to speak to the researcher when he stated that he is a student than only stating: "Hello, I am David, will you answer me several questions regarding your online shop?". Also the short unstructured questionnaire with the most important questions for the research was created (see in attachments).

Last but not least, the questionnaire for the consumers was distributed. One of the main purposes of this survey was to find out the consumer's attitudes toward the online advertisements. The questionnaire was short, specific and according to the high number of respondents within one week, there was no need to change anything with it.

5.3 Own research

5.3.1 Consultations with agencies and online marketing specialists

Before contacting any e-shop and spreading the online survey among consumers and e-shops. The researcher had decided to firstly contact agencies and online marketing specialists who take care of Czech e-shops, in order to find out what are the online marketing trends of Czech e-shops in the year 2016 and to find out detailed information about Czech e-shops' online marketing.

There have been contacted four agencies and 2 online marketing specialists:

- Agencies: Accomware
: Apek

- : Trendlucid
- : OMG – Omnicom Media Group
- Online specialists: Daniel Kotisa
: Jakub Hladký

All of them have agreed that online marketing trends mainly depends on the e-shops turnover, number of years on the market and also on the subjective preferences of the given e-shop. The researcher has created an overview about the e-shops' efficiency or knowledge about the online marketing tools and strategies (figure 24). The overview is based on the opinions and know-how of the agencies and specialists. In general, researcher have created 3 groups of e-shops which are divided according to the year's turnover and the years on market.

	Small e-shops	Medium e-shops		Large e-shops
Efficiency of/Knowledge about	Turnover: up to 5 mil. CZK On market: up to 3 years	Turnover: 5 - 20 mil. CZK On market: 3 - 10 years	Turnover: 20 -100 mil. CZK On market: 5 - 20 years	Turnover: more than 100 mil. CZK On market: 10 and more years
PPC campaigns	Bad.	Better.	Good or very good knowledge.	Very good knowledge.
SEO optimization	Bad.	Better.	Good or very good knowledge.	Very good knowledge.
Main focus on	PPC.	PPC, Email marketing.	Branding, PPC, email marketing.	Branding, PPC, email marketing.
Calculation of ROI from online marketing campaigns	Bad.	Better.	Good or very good.	Very good. Usually having detailed statistics about spending and returns.
Use of conversions	Bad.	Better.	Very good knowledge.	Very good knowledge.
Who is taking care of online marketing?	Family's members, friends who know something about online marketing.	Tradesmen (online marketing specialist). Agencies.	Own marketing department. Agencies.	Own marketing department. Big agencies.

Figure 24: E-shop's efficiency or knowledge about the online marketing tools and strategies

Source: Own research (2016)

Below, you can find the explanation of the researcher's overview (figure 24), which is based on the opinions and know-how of the agencies and marketing specialists.

Small e-shops

To the group of small e-shops do belong e-shops which are having the year's turnover up to 5 million CZK and are on the market maximum of 3 years. These companies we can call as a start-up companies. As they are start-ups they do not possess of perfect knowledge about the online marketing tools and strategies. Usually the owner of e-shop, someone from the family or some friends are taking care of the online marketing strategies and campaigns.

Regarding the PPC campaigns, SEO optimization, conversions and calculation of return on investment, these start up e-shops are making many mistakes in these elements. They do not know how to correctly connect the websites with

some statistical online tools which do track conversions, they do not know how to correctly optimize the website for the search engines and also they do not know how to perfectly set up PPC campaigns.

In addition to this, they are not calculating if their online marketing campaigns are profitable or not. Some of the companies do track only the macro conversions where they track only the number of visitors of their website and how many of them made a purchase.

Medium e-shops

To the group of medium e-shops do firstly belong e-shops which are having the year's turnover between 5 million and 20 million CZK and are on the market between 3 and 10 years. Secondly, to the group of medium e-shops can be assigned e-shops having the year's turnover between 20 and 100 million CZK and are on the market between 5 and 20 years.

Regarding the first group of e-shops, they are usually paying the online specialists or smaller agencies which are optimizing their online marketing campaigns and optimizing their websites for search engines. Their PPC campaigns are good, but also there are usually many things which can be improved. Their online campaigns are being evaluated and the e-shops are having some statistics about the return on investment.

Regarding the second group of e-shops, they are having overall better and deeper knowledge of given online marketing campaigns and strategies. They are usually tracking the overall consumer's movement on the website. Also they are having good overview of the returns on the online marketing campaigns. They are tracking the micro conversions where they do track what exactly the consumer is doing on their websites and how long did he stay there.

Large e-shops

To the group of large e-shops do belong e-shops which are having the year's turnover more than 100 million CZK and are on the market 10 years and more. To the large e-shops do belong the e-shops as Kasa (turnover 2 milliard CZK), Mall (turnover 9 milliard CZK) and for example Alza (turnover 14 milliard CZK) which is the biggest Czech e-shop.

These large e-shops have its own marketing department and also do cooperate with some big agencies. They are mainly focusing on improving their brands image, but also on the online paid advertisements and email marketing. As they are having several years of experiences and also big turnover, their marketing campaigns and strategies are very well planned and proceeded.

Moreover, there was a discussion with the agencies and specialists about the email marketing trends and email marketing tools, social media and statistical tools. For email marketing, the Czech e-shops mostly use the foreign email marketing tools as Mail Chimp and Benchmark Email. In addition to this, the Czech e-shops also very broadly use some of Czech email marketing tools as MailKit and Smart Emailing.

Regarding the social media, all of them agreed that most used social media by e-shops will be Facebook and the other social medias as YouTube, Instagram, Twitter, Google+ will mainly depend on the each of e-shops' preferences and subjective decisions.

The agencies and specialists said that for the statistical tools is mostly used Google Analytics and among the others will be used for example the extensions by the Sklik, Facebook, e-shops website extensions and so on.

5.3.2 Qualitative research - e-shops

In the qualitative research was around 40 e-shops contacted by phone and from them 18 e-shops agreed to answer the questions for the research. The e-shops were found on the comparison shopping engine Heureka.cz. The identification criteria you can see in figure 25.

The 83% of contacted companies do belong to the micro enterprises with maximum of 10 employees. The rest of them (17%) do belong to the small enterprises and no other companies were reached who would belong to the medium or large enterprises.

In the qualitative research were prevailing two types of e-shops. First of them were start-ups (39%) and secondly companies who are on the market between 4 and 10 years (39%). Regarding the specialization, the companies with the specialization on cosmetic products were prevailing and secondly the companies with specialization on sport/dietary supplements.

Some of the companies did not want to share their year's turnover, even though the turnover can be found on the internet (Justice.cz). The reason why they did not want to share their information regarding the turnover was that they were simply afraid of sharing this sensitive information to their competitors. Nevertheless, the most of e-shops in the qualitative research do belong to the companies with the year's turnover up to 5 million CZK and secondly those companies who are between 5 – 10 million CZK and 15 – 20 million CZK.

Total number of e-shops: 18			
Category	Identification indicator of e-shops	Absolute value	Relative value (%)
Employees	Micro (less than 10)	15	83.33
	Small (11-50)	3	16.67
	Medium (51-250)	0	0.00
	Large (more than 250)	0	0.00
Market	0 - 3 years	7	38.89
	4 - 10 years	7	38.89
	11 - 20 years	2	11.11
	more than 20 years	2	11.11
Specialization	Electronics	3	16.67
	Cosmetics	7	38.89
	Clothes	2	11.11
	Sport	5	27.78

	Diaries/books	1	5.56
Turnover	0 - 5 mil. CZK	6	33.33
	5 - 10 mil. CZK	4	22.22
	15 - 20 mil. CZK	4	22.22
	25 - 30 mil. CZK	1	5.56
	Did not want to say	3	16.67

Figure 25: Identification indicators of 18 respondents for the in-depth interviews

Source: Own research, n=18 (2016)

The collected answers from the in-depth interviews are split into the two sections according to the main topic (online marketing trends of Czech e-shops and its impact on profit). The researcher was trying to find out what is the online marketing trend of Czech e-shops, so let it be the first section. The second section collects the answers regarding the profitability of online marketing strategies.

E-shops' online marketing trends in the year 2016

First of all, the researcher was interested in who is taking care of online marketing in the e-shop. The answers were very balanced. The e-shops do use internal or external person who is taking care of the e-shop's online marketing and none of respondents do use any of big agencies. According to the years on the market, mainly in the companies up to 3 years, the owners are taking care of their online marketing activities. From 4 years and more, the researcher has tracked that the owners do not have so much time left for online marketing and rather pays internal or external employee who takes care of it.

On the question what is your main focus in the online marketing in the year 2016 and what are according to you the most effective tools or strategies, the vast majority of respondents stated that their focus is mainly on paid advertisements (PPC) spread on Google, Heureka, Facebook or Seznam. Only 3 companies stated that their focus is mainly on social media Facebook and 1 company said that they are now mainly focusing on writing blogs, which is as well connected to the social media. Regarding the effectiveness, again the vast majority said that the most effective are the paid advertisements. In addition to this, some e-shops said that without investing some money to the paid advertisements, they would have no sales.

For the most used social media was without any doubts chosen Facebook by almost all of the respondents. As the second very often social media has appeared the Instagram which is mainly used by the e-shops specialized on the cosmetics, clothes and sport/dietary supplements.

Regarding the tracking conversions and statistics on the e-shops' websites. The vast majority of them track how many visitors come to their websites and where did they come from. Only 6 of respondents do track and are interested in detailed statistics of their visitors. Respondents mainly stated that the tool for checking some statistics which they use is Google Analytics. Secondly they use the statistics received by Heureka.

On the question: “how many keywords do you use per PPC campaign session”, the answers were very united and were mainly between 5 and 20 keywords for the PPC campaign session.

MailChimp service was mostly mentioned as a tool for email marketing. The reason for using this service is its variety of functions. There were 3 e-shops who said that they are not using email marketing because they do not like sending spams and rather prefer paid advertisements. One start-up e-shop stated that they are using Gmail for sending newsletters and two e-shops which are using their website provider interface for sending newsletters. In addition to the email marketing, most of e-shops do send newsletters about their special offers and only few of them do use the possibility of abandoned cart.

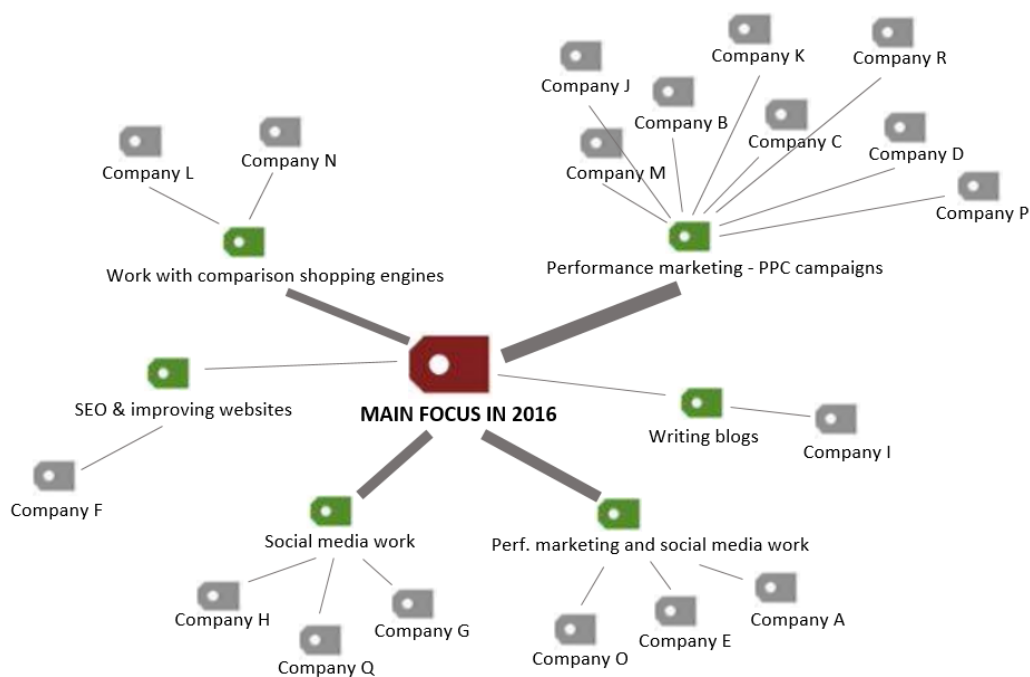


Figure 26: Main focuses of 18 interviewed e-shops regarding the online marketing in 2016

Source: MAXQDA, Own research, n=18 (2016)

E-shops and the profit from the online marketing

Google Analytics and secondly Heureka, are the online providers for measuring the effectiveness of the online marketing campaigns, which the e-shops mostly use. At these services, the e-shops mostly track the ROI (return on investment) and PNO (from Czech meaning “podíl nákladů na obratu”). These e-shops who stated that they track the ROI, their average return on investment for the paid advertisements is mainly between 10 – 30%. The companies who stated that they track the PNO said that they are trying to keep this value maximally at 20%.

All of the e-shops said that they do prefer online marketing in comparison to the non-online marketing. What is bringing more profit? Online shop or store? On this question, except of two e-shops, all of them answered that definitely online

shop. In case of two e-shops who said that normal shop brings more profit than online shop. The reason was mainly because of their specialization. One of them owns three pharmacies where it is only possibility to sell prescription drugs. The second e-shop is having the service in the store and thus the service is the main contributor of income.

In case of e-shops who stated that online shop is more profitable. The researcher was trying to find out by how much. It was discovered that for some of respondents the online shop is 60% more profitable than normal shop. One of respondent even stated, that she had to close her shop because of the costs for the monthly rent and also because of the reason that you have to be in the normal shop all the time. The online shop gave her the flexibility and also covered a larger market share, thus increased the profit.

Last but not least, the e-shops were asked about how much do they invest to the online marketing and how often. Only three respondents are having year's planning in advance for online marketing. Most of the respondents are having either quarterly planning or having no exactly defined planning for online marketing. The monthly budget for online marketing are between 10 – 30% from revenues. Of course there were two e-shops which are investing very limited amount to the online marketing which is less than 10% from the revenues. And also there was one start-up company which was spending most of the revenues to the online marketing.

The e-shops were asked about what was their highest amount of money invested to the online marketing in the year 2016. The e-shops agreed that they mostly invested during the Christmas times and there was an e-shop which has invested 60,000 CZK for a month for paid advertisements which was in comparison to other e-shops enormous amount.

5.3.3 Quantitative research - e-shops

The online survey has filed out 41 e-shops. The number is according to the online marketing specialists and according to the online marketing agencies very good. In comparison with the in-depth interviews with e-shops, the companies were more responding to the phone calls rather than emails with the online survey.

There were more than 500 e-shops contacted mainly by emails. The list of 500 e-shops was created by the researcher and the contacts on the companies were taken mainly from the comparison engine Heureka.cz. Some of e-shops were contacted as well by the phone and they were asked to fill out the online survey. The additional online shops were contacted by the 2 agencies. The total filed out ratio was between 0,082 and 0,041. The ratio is not exact because the agencies did not provide the exact number of contacted online shops, but the maximum number of all e-shops was suggested to be 1,000.

The reason why according to the online marketing specialists and agencies is the number very good, is that, it is very difficult to persuade the companies nowadays to fill you out some online survey. Many of employees just do not have time

or taste to spend their free time by filling out the online surveys where they do not see any benefits for them.

In the figure 27 you can find the identification indicators of e-shops. Regarding the number of employees (according to the EU specifications), the most of the companies (75.61%) stated that they do belong to the micro enterprises with maximum of 10 employees. None of companies do belong to the medium sized and large enterprises.

The number of years on the Czech market of respondents were mainly between 4 and 10 years (65.85% of respondents). Also there have been some start-ups up to 3 years on the market (29.27%) and only 2 companies which were more than 11 years on the market. In general, within 10 years it is very crucial for the companies and the market is very unstable. Within 10 years do many companies bankrupt.

The most of companies who have filled out the survey are with the Electronics specialization (34.15%) and secondly with the Clothes specialization (29.27%). The other e-shops are specialized on the cosmetics (21.95%) and the sport equipment (14.63%). Regarding the companies' turnover. 36.59% stated that their year's turnover is between 5 and 10 million CZK.

Total number of e-shops: 41			
Category	Identification indicator of e-shops	Absolute value	Relative value (%)
Employees	Micro (less than 10)	31	75.61
	Small (11-50)	10	24.39
	Medium (51-250)	0	0.00
	Large (more than 250)	0	0.00
Market	0 - 3 years	12	29.27
	4 - 10 years	27	65.85
	11 - 20 years	2	4.88
	more than 20 years	0	0.00
Specialization	Electronics	14	34.15
	Cosmetics	9	21.95
	Clothes	12	29.27
	Sport	6	14.63
Turnover	0 - 5 mil. CZK	5	12.2
	5 - 10 mil. CZK	15	36.59
	10 - 15 mil. CZK	12	29.27
	15 - 20 mil. CZK	9	21.95

Figure 27: Identification indicators of 41 e-shops in the quantitative research

Source: Own research, n=41 (2016)

The collected answers from the quantitative research are split into the two sections according to the main topic (online marketing trends of Czech e-shops and its impact on profit). The researcher was trying to find out what is the online marketing trend of Czech e-shops, so let it be the first section. The second section collects the answers regarding the profitability of online marketing strategies.

E-shops' online marketing trends in the year 2016

The researcher was interested in what respondents do focus the most on in the year 2016. According to the results the e-shops are mostly focused on email marketing and the PPC campaigns. In the figure 28 you can find the main e-shop's focuses in the year 2016.

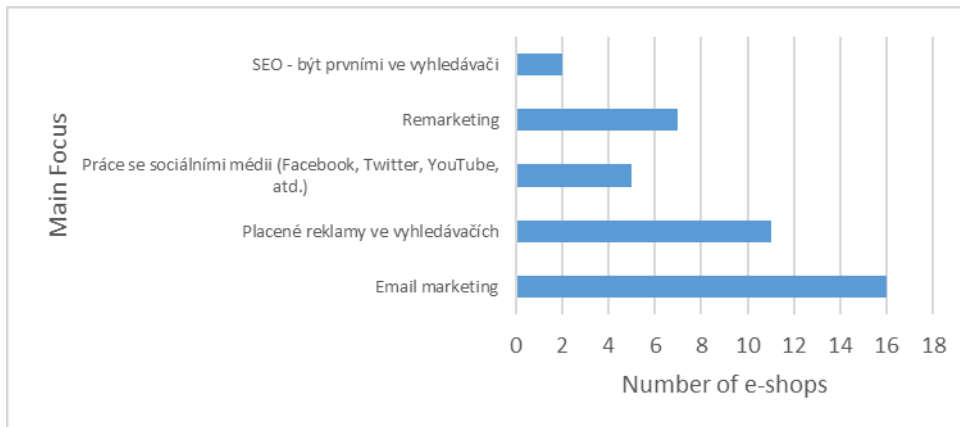


Figure 28: Main focus of the respondents regarding the online marketing

Source: Own research, n=41 (2016)

The companies were asked about the effectiveness of marketing tools which they are using or not using. In figure 29 you can find that among the most effective marketing tools belong advertisements on the websites/search engines, advertisements on social media, Email marketing and use of social media. All respondents positively rated the use of social media. Among the marketing tools which are not so used does belong blogs and advertisements on mobile phones. There were some marketing tools which were rated as not so effective, these are SEO optimization, but also advertisements on websites/engines and email marketing.

The reason why some of these tools were rated as not effective could be the wrong optimization, lack of experiences or maybe the advertisements were not attractive for the consumers. In general, creating advertisements which should attract consumers is very difficult and it needs some short research about the ads what are the attitudes of some consumers to the advertisement. If the attitudes will be negative than the advertisement should not be used.



Figure 29: The most and least effective tools according to 41 e-shops

Source: Own research, n=41 (2016)

For the most e-shops the most valuable information is, if either the consumer subscribes for newsletters or make a purchase. Thus the most of them do focus on the macro conversions. Only 14.63% do also track the movements of consumers on the websites and exactly know how much time did the consumer spent on the given page and what pages did he click on.

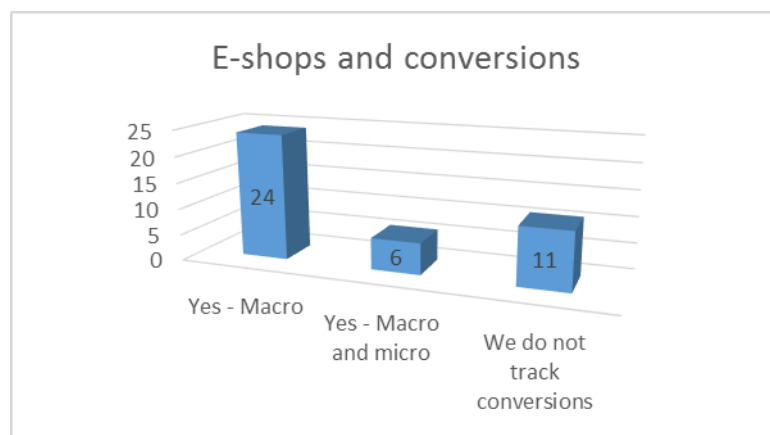


Figure 30: What kind of conversions do e-shops track on their websites (n=41)

Source: Own research, n=41 (2016)

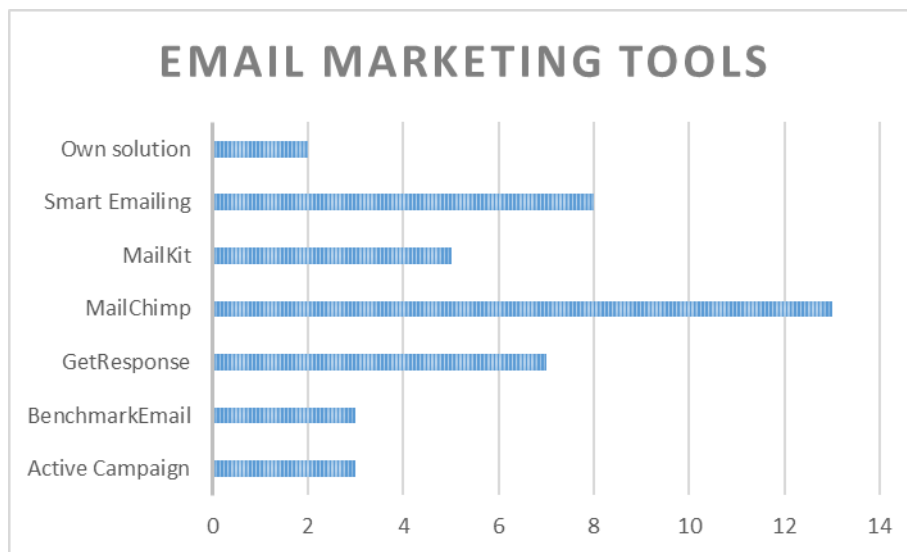


Figure 31: The most used email marketing tools according to 41 e-shops

Source: Own research, n=41 (2016)

From the results, the most used tool for the email marketing is definitely Mail-Chimp, which is also the most used email marketing tool in the World. The Mail-Chimp started in the year 2001 and after 15 years they have more than 14 million people who are using this email marketing service. (MailChimp, 2016) 19.51% of respondents do use Smart Emailing, which is the Czech email marketing system and is broadly used as well in the Czech Republic.

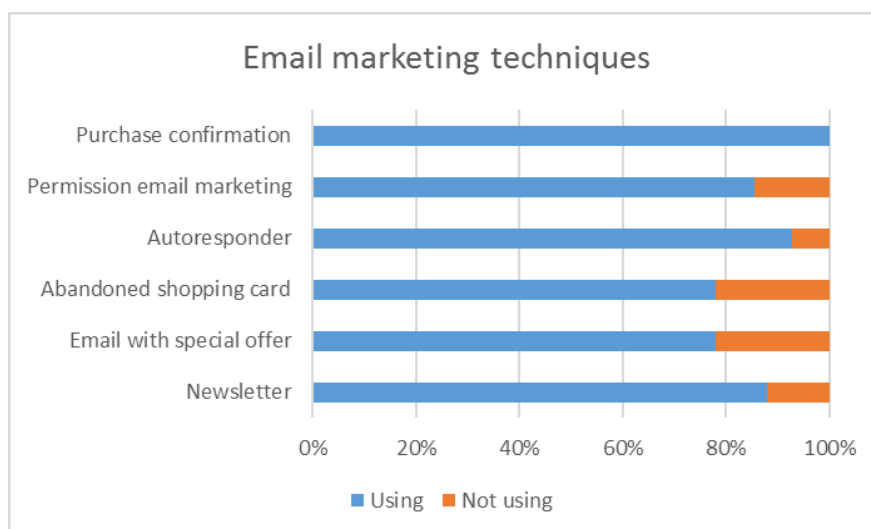


Figure 32: Types of email marketing techniques which e-shops use (n=41)

Source: Own research, n=41 (2016)

Email marketing is very often used by the e-shops. In the figure 32 you can see that the respondents do use many email marketing techniques. What is 100% used is

purchase confirmation, which is the standard. Among the not so well used techniques does belong abandoned shopping card and the email with the special offer.

For creating the PPC campaigns and creating the advertisements, there has appeared in 80.49% of all cases the combination of Google Adwards, Sklik and Fa-cebook. Some of e-shops do use only Google Adwards (4.89%) and some of them are using the combination of Google Adwards and Sklik (12.2%). Only one e-shop used the opportunity of other option, where entered that they are using in addition to the Google Adwards, Sklik and Facebook as well the Instagram for creating the PPC campaigns.

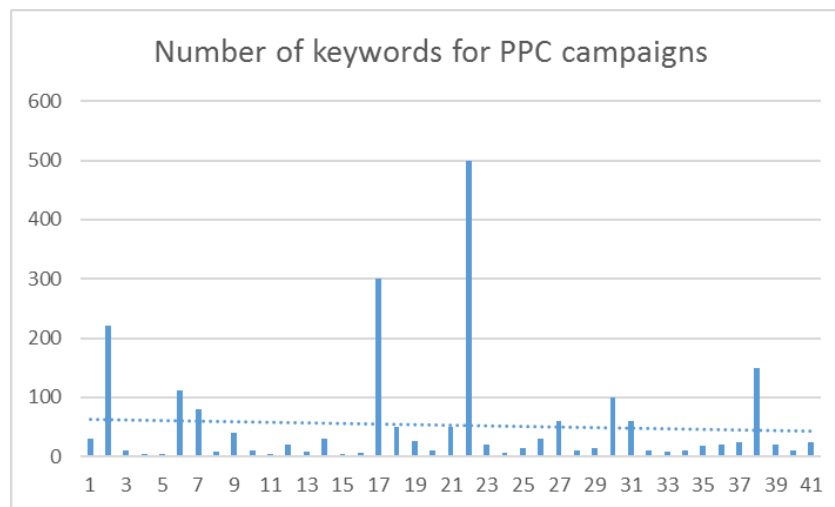


Figure 33: The number of keywords for PPC campaigns per session per respondent (n=41)
Source: Own research, n=41 (2016)

According to the online marketing specialists, the number of keywords for PPC campaigns should be around 10 keywords. They usually say the less keywords the better for the campaign. Moreover, it is preferable to create campaigns even with only 5 keywords and split it between more campaigns.

In the figure 33 you can see that most of the respondents are having around the 10 keywords. What was surprising is that some of e-shops stated that they are having more than 100 keywords for their PPC campaigns. One of e-shops even stated that they are having 500 keywords.

Regarding the social media which are being used, in all of cases the only Facebook was chosen by all of e-shops. The most used combination of social media which is used is Facebook and Instagram (26.83%) and the second most used combination is Facebook, Instagram and YouTube (17.07%).

E-shops and the profit from the online marketing

E-shop was at the 73.13% evaluated as a most profitable. Five of respondents stated that they are not having any of stores and for 12.2% of respondents is store more profitable.

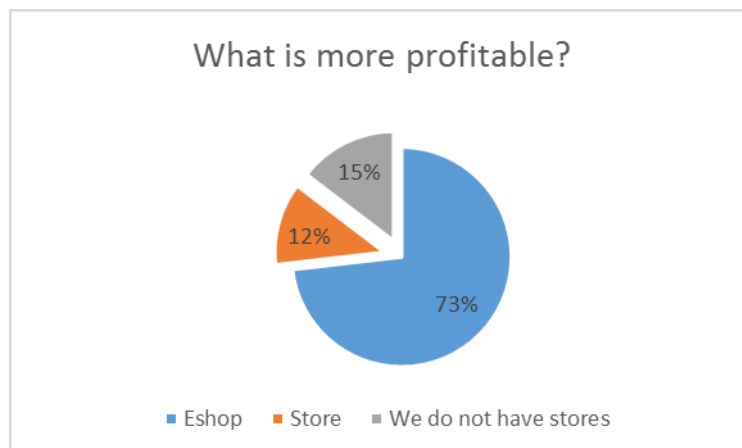


Figure 34: What is according to e-shops bringing more revenues (n=41)

Source: Own research, n=41 (2016)

Surprisingly many companies do not know their returns on online marketing campaigns. The ones who know how to evaluate their investments into the campaigns were mainly evaluating the return on investment up to 50%. Only 9% of respondents stated that their returns on investments are more than 100%.

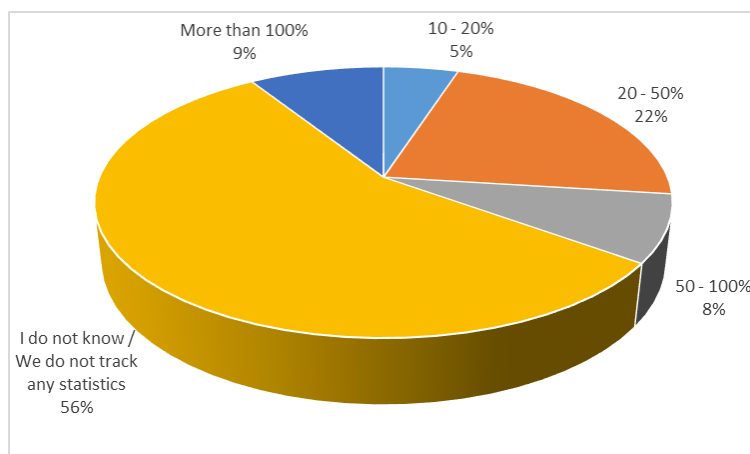


Figure 35: Return on investment for the paid advertisements

Source: Own research, n=41 (2016)

Regarding the amount invested to the online marketing, most of e-shops (31.71%) do invest between 10 to 15% of their revenues and secondly many e-shops (17.07%) do invest between 15 – 20% of their revenues. The least invested amount to the online marketing was between 35 and 40% of e-shops' revenues. There were no e-shops which would invest more than 50% of their revenues to the online marketing.

5.3.4 Quantitative research - consumers

While searching for the online marketing trends of the Czech e-shops in the year 2016. It was also helpful to find out what do consumers think and how do they react to the e-shops' online advertisements. For this purpose, the second questionnaire was created and all the respondents had to fulfil the only condition. to have at least one experience with the online purchase among any of Czech e-hops.

Total number of 632 respondents were collected. Unfortunately, 7 respondents could not be counted because they did not fulfil all the necessary fields. In general, collecting consumer answers was much easier than collecting e-shops answers. As it was mentioned sooner. it was mainly because companies are very sensitive when sharing their internal data with others. even though the questionnaires were anonymous.

In the figure 36 you can find the demographical structure of respondents. Most of respondents create females 67.68% with the average age of 22.77 years old. It is also true that in general the females are mostly likely to fulfil the online surveys.

Regarding the age category, most of respondents 76.64% are between 20 and 25 years old, and the average age of all respondents is 22.48, which could be influenced by the researcher when the online survey was mainly distributed in the universities Facebook groups and among researcher's surroundings. In addition to this, there were no respondents aged more than 35 years old and the smallest age category is between 14 and 19 years old where the relative value is 11.36%.

Most of respondents (34.56%) have mentioned that they have finished the bachelor's degree and followed by the respondents, on the second place with the 29.12% with the finished master's degree. The smallest group create people with the post gradual obtained education (0.96%).

The last identification indicator is respondents' occupation. As the online survey was spread mostly among university groups, the most of them (50.40%) stated the student occupation without work. The second most appeared occupation is working student with the relative value 24.00%.

Total number of respondents: 625			
Category	Identification indicator of respondents	Absolute value	Relative value (%)
Gender	Male	202	32.32
	Female	423	67.68
Age	14 - 19	71	11.36
	20 - 25	479	76.64
	26 - 35	70	11.20
	more than 36	5	0.80
Highest education obtained	Primary school	42	6.72
	High school with final exam	154	24.64
	High school without final exam	9	1.44
	College	16	2.56
	Bachelor Degree	216	34.56
	Master Degree	182	29.12

	Post gradual Degree	6	0.96
Occupation	Student	315	50.40
	Working student	150	24.00
	Employed	142	22.72
	Unemployed	18	2.88
	Retired	0	0.00

Figure 36: Identification indicators of 625 online shoppers in the quantitative research

Source: Own research, n=625 (2016)

Consumers and online shopping

What was surprising fact for the researcher is that more than half of interviewed persons prefer in-store shopping. The researcher was expecting that the online shopping will be more preferable, also because of the fact that the most respondents were between 20 and 25 years old, and they are used to face the modern technologies and surfing on the internet.

In order to advise e-shops what marketing tools and techniques should they use, it was necessary to ask what is the most important factors for consumers to make an online purchase. From the 625 answers, the most important factor has appeared to be the price. Almost 47% of all respondents stated that the price is the most important factor. The price factor was followed by the importance of previous positive experiences (16%) and by the consumers' ratings (13.60%). As the smallest importance was assigned to the discounts and special offers, where relative value is 3.03%. All the answers regarding the most important factor, you can find in the figure 37.



Figure 37: The most important factors for making purchase in any e-shop

Source: Own research, n=625 (2016)

In the previous researches it was found out that many e-shops are registered in the portals as Heureka.cz and Zbozi.cz where the consumers might see same products for different prices and also the other consumers' feedbacks to given products or e-

shops. The researcher was trying to discover if the online shoppers do really use these portals before making the purchase.

The result was that the 57% of all respondents do use in most cases the comparison shopping engines before making the purchase. The 35% of respondents do use only sometimes these portals and only 8.1% do not use these portals. From these statistics we can clearly state that using of comparison shopping engines is very important in the Czech Republic and thus it creates potential channel of revenues for the new e-shops.

Simultaneously, knowing the fact on what devices do online shoppers mostly order goods, is very important feedback for the e-shops. The websites are correspondingly updated according to the devices which consumers are using. The e-shops are mostly solving this problem by the responsive design of their websites. Responsive design guarantees that the page view is optimized for all kinds of variety of devices (mobile phones, laptops, netbooks, tablets etc.).

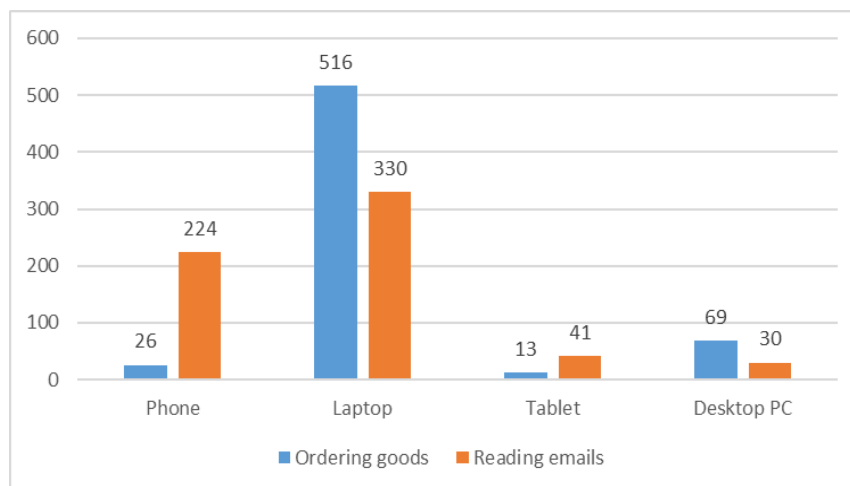


Figure 38: On what devices do online shoppers read emails and order goods

Source: Own research, n=625 (2016)

From the survey results, there are 83% of respondents who order goods mainly from the laptops, which was also the most used device for reading the emails. On the second place (11%) has appeared the desktop PC and the least used device for ordering goods is tablet with only 4.16% of all respondents. Truly, this is not so surprising result. In general, it is well known that the mobile phones and tablets are not secured as laptops or desktop PCs. Many people are afraid of inserting credit card's number on mobile phones and tablets when ordering any products online, because the credit card's number can be easily detected and stolen.

For the e-shops and online marketing specialists, it is important to know where their consumers mostly read emails. In the research with the e-shops, it was found out that many e-shops focus on email marketing. Knowing and understanding this crucial fact can help them to create better personalized and fitting emails which will be more readable on the devices. Laptop was in 53% cases chosen as the mostly used device for reading emails. Secondly most used device for reading

emails was smartphone (36%). The least used device is desktop PC (5%), which is probably affected also by the fact that most of respondents are students who are using laptops on daily basis at schools and home.

On the questions: "on which social media are you logged in and are you actively using?" most of respondents (23%) have chosen the combination of Facebook, YouTube. The second most often combination was Facebook (21%) and the third Facebook, YouTube, Instagram (20%). Facebook was marked in all 100% of combinations which indicates how strong and influential this social media is. The researcher was also interested what social media do respondents mostly use. Again, the most often answer (90%) was Facebook, followed by the YouTube (6%).

For the e-shops these results are very important because when they do know the channels where the most of potential customers are, so they can apply many marketing strategies in these channels in order to compel consumers to make a purchase on their e-shops.

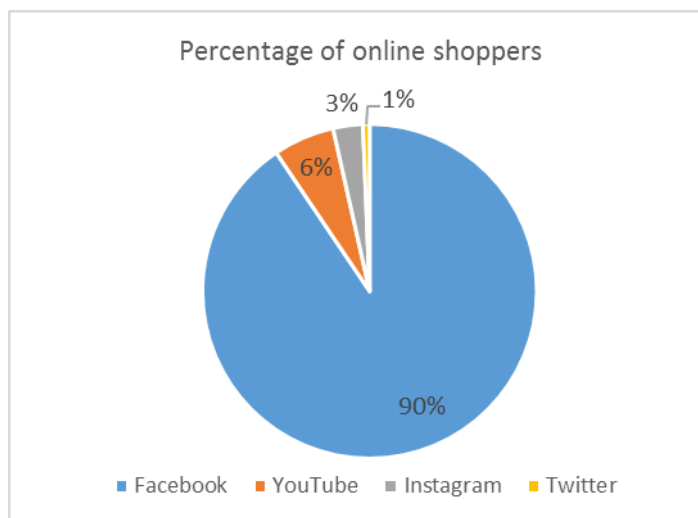


Figure 39: What social media do online shoppers the most use

Source: Own research, n=625 (2016)

Regarding the attitude toward the online advertisements, if people accept them in a positive or if people seem the advertisements as something what constantly bother them. One of the questions was to find out if they do like or do not like the remarketing. It was expected that the answers will be in very negative way toward the online advertisements, but the actual survey results have showed that the people do not mind the ads so much.

On the question if people do mind remarketing, the advertisements coming after visiting any of e-shops, which are trying to bring the consumer back to the e-shop in order to make a purchase. Let's say only 58.4% of all respondents confirmed that they do not like the remarketing advertisements. The researcher was expecting that the number of people who do not like remarketing advertisements will be much higher.

Moreover, going little bit more into the details, the researcher was trying to find out what attitude do have online shoppers to the following online advertisements: pop up ads, social media ads, ads in videos, ads in the search engines and the ads/banners on the websites. It was found out that people mostly do not like the ads while watching videos, where 58.72% of respondents clicked that they really hate them and 35.68% of them these ads bother them. Also pop up ads on the e-shops people do not like. 48.16% clicked that these ads bother them and 34.56% of respondents stated that they really hate them.

On the other hand, the least bothering ads were the ads/banners on the websites and the ads in the search engines. Regarding the ads/banners on the websites, 39.2% stated that they ignore these ads and 26.88% of people do not mind these types of ads. The ads in the search engines had very similar ratios, 43.2% stated that they ignore them and 21.6% of people do not mind these ads.

One could simply propose that the most bothering ads are bringing the most of consumers to the e-shops and turning them to the customers. It is based on the results with the e-shops interviews and survey.

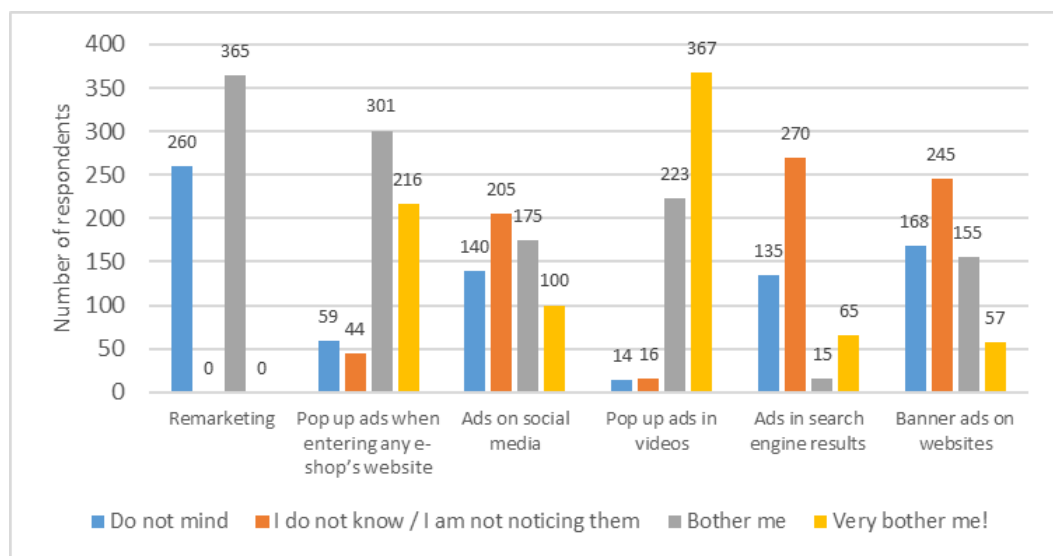


Figure 40: Online shoppers and their attitudes toward the online advertising

Source: Own research, n=625 (2016)

An option to write any comments toward the e-shops was given to the respondents. Only 4.32% of all respondents used this opportunity to give any comment for the e-shops. Among the most frequently appeared the comment about the free shipment. Someone added that it is shame when there is possibility to order many goods from Asia with the free shipment and Czech e-shops in most of the times want from you to pay for the shipment. Secondly, the comments regarding the fake references and fake descriptions of products. They stated that for example on Heureka.cz many e-shops are using the possibility of writing their own positive feedbacks, which is bringing more people to their websites thank to the very great ratings, and at the end the customers find out that the e-shop is not so good as it was

described in the references. Among the other comments has appeared for example: making more personalized advertisements which would attract them more, more products mainly from abroad.

According to the Marti Barletta, the world's foremost expert on today's mightiest market (2015) there is a relationship between gender and using comparison shopping engines. Also stating that men would much rather buy a "workable product" than to continue shopping, whilst a woman would rather continue shopping in the hope of finding the "perfect solution" as opposed to just the first product that works. Put another way, when shopping, women are more selective and more likely to buy a product that fits all of their requirements as opposed to the first one that just "works". The researcher has decided that we will test this hypothesis. We will use the findings from the correlation matrix and we will examine the dependence of answers to questions: *Are you using comparison shopping engines (Heureka.cz, Zbozi.cz, etc.)?* and *Gender*.

	Men	Women	In Total
Online shopping – e-shop	123	147	270
No	0	10	10
Yes – sometimes	48	41	89
Yes – in most cases	75	96	171
Store shopping	79	276	355
No	8	27	35
Yes – sometimes	17	129	146
Yes – in most cases	54	120	174
In Total	202	423	625

Table 5: Correlation between the gender and use of comparison shopping engines

Source: Own research, n=625 (2016)

From the table 5 it is visible that comparison shopping engines are very often used. We can also see that most of people are shopping online and in most cases they are using comparison shopping engines. On the other hand, women are mainly preferring shopping in the stores. Thanks to the Pearson chi-quadrat test of independence we have tested the relationship between the gender and using comparison shopping engines.

	Chi-qv.	sv	p-value
Pearson chi-qv.	10,74019	df=2	p=0.00465

Table 6: Pearson's chi test

Source: Own research, n=625 (2016)

From the table 6 is visible that we are rejecting the independence because the p-value is less than 5% level of independence. So we are confirming that there is a relationship between the gender and using the comparison shopping engines.

6 Conclusion and recommendations

When evaluating the results of our research, we must take into account that some effects may be affected and distorted that could not be ruled out. Some of them will be mentioned below.

One of the main sources of distortion explorer considers a small number of e-shops in the research sample. The sample consisted of 18 e-shops in the qualitative research and 41 e-shops in the quantitative research. From the total number of e-shops, it is not possible to compile accurate statistics. At the number of researched e-shops when we confirm any hypothesis, it may happen that a larger number of e-shops can deny the same hypothesis. Regarding to the statistical data, we would like to note that some of the statistics about the Czech e-shops may not be 100% correct, because the Czech Statistical Office does not possess of exact statistics about Czech e-shops, which was already mentioned in one of chapters.

The further distortion might occur when respondents for some personal reasons, told a lie while answering some questions. Sometimes the researcher felt that, in the qualitative research, some owners of e-shops said higher turnover, especially among the start-ups, to maybe look better in the eyes of researcher. And regarding the anonymous questionnaires, we cannot determine the authenticity of the answers. Some respondents could select some answers even though they were not too sure.

Lack of financial resources is also one of the major limitations. Researcher as a student is limited with the financial resources that could otherwise be inserted into research and thus to pay for example for the people who would helped to retrieve e-shops' data thanks to the interviews and thus increase the research sample size of e-shops.

Last but not least, we cannot miss any effect on respondents by the researcher as a moderator. For example, when the moderator asked the respondents about the number of keywords for PPC sessions, it could be somehow directed to a specific number, even if the respondent was not 100% sure how many keywords they are using.

The aim of this thesis was primarily to gather knowledge about concepts like what is online marketing, what tools do online stores use in the year 2016, what is the development of e-shops in the Czech Republic, what total turnovers do they have, how consumers face to the e-shops' internet ads and last but not least how effective is online marketing on e-shops' revenues. Secondly, do the marketing research in the Czech Republic between the domestic e-shops and online shoppers. The collected data is then processed using statistical methods, annotate and recorded in the tables and graphical outputs. Based on the results obtained characterize online marketing trends in 2016 and try to determine the marginal return on online marketing strategies of Czech e-shops. Furthermore, from the marketing research to build a kind of overview that gives the reader the first insight of how the Czech e-shops stands in online marketing in 2016. From the secondary data, especially from the data on the official websites of the Czech Statistical Office (CSO)

and Eurostat, there is an apparent steady growth of new online shops and consumers who shop on the Internet. According to the CSO, there are 10,572,427 inhabitants in the Czech Republic (30th September, 2016) and from this number there are 77% of Czechs who are using the internet. This is about 15 percentage points more than five years ago. Among the most active Internet users are people aged between 16 and 24 years. Regarding to the online shopping, there are 44% of people who are shopping online. In this year 2016, for the first time were women purchasing on the internet more than men. The tricky part comes with the number of e-shops in the Czech Republic, where it is not possible to exactly say how many e-shops are there. According to the Czech company Shoptet, which is taking care of hundreds of Czech e-shops, there were around 38,000 e-shops in the year 2015 with the total turnover 81 milliard CZK which was 20% more than in the year 2014. Also in comparison with the other EU-28 countries, the Czech Republic, as a small state, ranks among the top countries with the enormous number of online shops and online shoppers. In the European Union, the Czech Republic was in 2015 on the fifth place regarding the e-sales and on the third place regarding the frequency of use and online purchases by the individuals.

Primary data was obtained by consultations with the agencies, marketing specialists, e-shops and also by using a questionnaire survey, which was distributed among the e-shops and online shoppers. The overall research of the Czech market lasted from May to the December 2016. Thanks to the agencies and online marketing specialists, the researcher had gained the first professional insights how the online marketing trends among the Czech e-shops in 2016 look like and what impact does online marketing has for their revenues. These agencies and marketing specialists belong among the one of the best in the Czech Republic and therefore the information obtained from them were very valuable for this thesis. Based on the answers, the researcher created an overview of how the Czech e-shops lead in the use of online marketing tools in 2016 and divided the e-shops according to the size and duration of exposure on the Czech market. It was found out that small e-shops with a turnover of up to CZK 5 million and a maximum of three years on the market, they are not very confident in the online marketing tools. Their campaigns are not quite tuned and they are lost in a wide range of online marketing tools. Online marketing in most cases is dealt directly by the owner, or someone from the family relatives or small tradesman. Furthermore, medium e-commerce turnover from 5 to 100 million CZK and the length of exposure from 3-20 years already have gained some experience in online marketing and its tools are gradually optimized to a very good level. These e-shops mainly focus on the paid advertising and the email marketing. They begin to also keep better statistics on the success of online marketing tools and gradually focus on those that brings them the most revenues. For large e-shops with a turnover of more than CZK 100 million and the length of the life time on the market from 10 years and more is the knowledge of most online marketing tools at a very good level. Their marketing campaigns and strategies are already optimized so that, they bring as maximum sales as possible. These large e-shops have their own marketing departments, or cooperate with the large

agencies that help them with some online marketing tools such as optimizing PPC campaigns. They focus primarily on paid advertising and branding of its brand. Among the large e-shops belong companies like Alza.cz and Mall.cz. Regarding the email marketing and social media, agencies and online marketing specialists have agreed that the most used tool for email marketing will be probably MailChimp for its diversity and for social media, it will be definitely the Facebook. As a tool for tracking statistics the Google Analytics will be the most used.

In the qualitative survey were addressed around the 40 e-shops and from them 18 companies agreed with the submission of information for the research. Between the respective companies have been most companies that deal with beauty products (39%), with an annual turnover of up to 5 million CZK (28%), length of time on marketing up to 3 years (39%) and from 4 - 7 years (39%) and regarding the number of employees most of companies belong to the micro enterprises (83%). It was found out that mostly willing to answer the questions were e-shops specializing in cosmetics and sports nutrition. Also, they were more willing to answer the e-shops with a turnover of 10 million CZK more than the e-shops with a turnover over the 10 million CZK. Answers regarding who is responsible for the online marketing were very balanced. Either e-shop solves the online marketing internally or use the services of small traders. Especially for e-shops which are on the market up to the 3 years, their online marketing campaigns and strategies are processed by the owner himself or someone from the colleagues. Using the services of tradesmen has been observed for e-shops with higher annual sales. None of the respondents does not use the services of large agencies. In this year 2016, most companies said they devoted mainly to the optimization of paid advertisements. Macro conversion was the most frequently chosen out of 18 e-shops, where most of them only monitor the number of visitors and number of orders. Google Analytics and secondly Heureka, are the online providers for measuring the effectiveness of the online marketing campaigns, which the e-shops mostly use. At these services, the e-shops mostly track the ROI and PNO. Companies that during the interview said that they are watching ROI. Their returns fluctuated mainly between the interval of 10 to 30% and companies that said that they are tracking mostly PNO, so they try to keep the value of PNO up to 20%. Regarding the use of social media, Facebook definitely won in all of responses. The most common tool for email marketing was MailChimp. Finally, dealt with how much money the company invested into the online marketing. Most of the respondents are having either quarterly planning or having no exactly defined planning for online marketing. The monthly budget for online marketing are between 10 – 30% from revenues. Of course there were two e-shops which are investing very limited amount to the online marketing which is less than 10% from the revenues. And also there was one start-up company which was spending most of the revenues to the online marketing.

For the quantitative survey were drawn up two types of questionnaires. One type of questionnaire was designed for e-shops and the other for online shoppers. On the questionnaire for e-shops answered 41 e-shops out of more than 500

companies contacted. This time, most responses were collected from companies dealing with electronics (34%), and with an annual turnover of 5-10 million CZK (37%) and the number of employees fell the most e-shops in micro firms (76%). Most e-shops said they had been on the market 4-10 years. According to the responses of most companies in this year 2016, they mainly focus on email marketing and paid advertising. Like in the qualitative survey, most companies (59%) on their websites are interested in the overall number of visitors and number of orders. Regarding the most used email marketing tool, the MailChimp again gained the most votes. As the second most used email marketing tool was Czech Smart Emailing. For creating the PPC campaigns and creating the advertisements, there has appeared in 80.49% of all cases the combination of Google Adwords, Sklik and Facebook. The number of keywords for the session in the majority of cases ranged from 10 to 20 words. Further, as regards the financial aspects of the respondents, 73% said that e-commerce is more profitable for them than the store. On the question of what is their return on investments in online marketing, 56% said they do not know or that they do not keep any statistics. Regarding the investments in online marketing, most of the responses stated that their investments are 10 to 50% of their revenues.

The questionnaire intended for online shoppers had collected 625 valid respondents. The questionnaire answered mostly women, the young people aged between 20-25 years. The most common highest achieved education was bachelor degree and the respondents were mainly students without jobs. One of the main tasks of this survey was to determine how online shoppers face to the e-shops and their online ads. It was found that women prefer rather purchases in stores than online, while men prefer more shopping on the Internet. Furthermore, if people choose to shop on the internet for them in most cases, the most important factor is the price and therefore they use the comparison engines as Heureka.cz or Zbozi.cz. The most common device for ordering goods and reading emails is a laptop. Again, Facebook became the most widely used social media. Secondly YouTube and Instagram. Regarding the paid advertisements, most of respondents do not like pop-up ads on the e-shops' websites and also the advertisements during watching the videos. These two types found the respondents as very irritating. Conversely, the least irritants advertising has become advertising on social networks and in search results.

To sum it up, and answer on the main objectives. In the year 2016 is the main focus on performance marketing, creating the PPC campaigns on the social media, search engines and the comparison shopping engines. Regarding the effect of the online marketing on the e-shop's profit, it is indisputable that online marketing does have big effect on the e-shop's profit. In the research many e-shops stated that without investing to the online marketing, they would simply sit on the chair and look at the wall the entire day, because they would have no revenues. For most of e-shops, the paid advertisements are the most effective for increasing the revenues and based on the results the main returns on investment to the online marketing advertisements are around 30%. The recommendation for the new or start-

up e-shops is to definitely use paid advertisements on the Facebook and comparison shopping engines. It was proven that these online marketing techniques are the most effective and are bringing the most revenues. The other channels mainly depend on the products which the e-shop offers. For example, the e-shops which sell clothes should definitely be signed in Glami.cz and the e-shops which sell electronics and cosmetics should be definitely signed in Heureka.cz.

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8 List of abbreviations

AT	Austria
B2B	Business to business
B2C	Business to customer
B2G	Business to government
BE	Belgium
C2B	Consumer to business
C2C	Customer to customer
C2G	Customer to government
CPA	Cost per action
CPC	Cost per click
CPM	Cost per mile
CPT	Cost per thousand
CRM	Customer relationship management
CSO	Czech Statistical Office
CTR	Click through rate
CY	Cyprus
CZ	Czech Republic
CZK	Czech Crown
DE	Germany
DK	Denmark
EE	Estonia
ES	Spain
EU	European union
EUR	Euro
FI	Finland
FR	France
G2C	Government to customer
GR	Greece
HR	Croatia
HU	Hungary
IE	Ireland
IT	Italy
LI	Lithuania
LV	Latvia

ML	Malta
NL	Netherlands
P2P	Peer to peer
PL	Poland
PPC	Pay per click
PPV	Pay per view
PT	Portugal
RO	Romania
ROI	Return on investment
SE	Sweden
SEM	Search engine marketing
SEO	Search engine optimization
SK	Slovakia
UK	United Kingdom

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Appendix

A Questionnaire for e-shops

Dear respondent,

thank you for taking time to fill out the questionnaire for owners and marketing managers of the Czech e-shops. The questionnaire is divided into the three parts - general information about your e-shop, company financing and marketing. Total completion of the questionnaire will not take more than 20 minutes. The obtained data are used only for scientific purposes and in no case be nowhere without your consent outside the school premises Mendel University presented.

Thank you very much.

Bc. David Hrabě.

Part A. E-shop's financing

1. Annual net profit e-shop (amount in CZK):

2. The annual amount invested to do online marketing (amount in CZK):

3. Identify the highest amount spent per online marketing tool:

	0 CZK	0 – 5 000 CZK	5 000 – 10 000 CZK	10 000 – 20 000 CZK	20 000 – 50 000 CZK	50 000 – 100 000 CZK	More than 100 000 CZK
Marketing agency, specialists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in search engines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in mobile phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affiliate marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs (bloggers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons, discounts, loyalty programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remarketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements on websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Identify where do you mostly invest to the online marketing:

5. What is your usual return on investment to the paid ads?

- The investment is loss making
- 10 – 20 %
- 20 – 50 %
- 50 – 100 %
- More than 100 %
- Do not know – we do not track any statistics

6. How often do you invest to the online marketing?

- Monthly
- Quarterly
- Half a year
- Other:

Part B. Marketing**7. What are you currently mostly focusing on regarding online marketing?**

9. Who manages your online marketing campaigns and strategies?

- External company – marketing agencies
- Internal marketing department or someone from internal colleagues
- Tradesman – online specialist
- Owner

10. Are you inspiring at your rivals?

- Yes – we inspire only at the leader of our market
- Yes – we inspire at the leader but also at smaller rivals
- No

11. Does your e-shop offer a mobile application for your customers?

- Yes
- No – but we are thinking to build one in the future
- No – we are not thinking about using it in the future

12. What are your experiences with this tool methods of online marketing?

	Very non-effective	Not – effective	Not using!	Effective	Very effective
Marketing agency, specialists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in search engines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in mobile phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affiliate marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs (bloggers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons, discounts, loyalty programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remarketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements on websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B1. SEO - search engine optimization**13. From methods of SEO we are using:**

- | | |
|---|---|
| <input type="checkbox"/> We are working on high-quality content | <input type="checkbox"/> Sharing content with social media |
| <input type="checkbox"/> Correct (X)HTML tags | <input type="checkbox"/> robots.txt |
| <input type="checkbox"/> Embedding the right keywords in <title>, <h1>, <Alt>, <meta> | <input type="checkbox"/> Deception search engine robots (by showing them different content than other visitors) |
| <input type="checkbox"/> Short link to reference page e-shop | <input type="checkbox"/> Hidden text |
| <input type="checkbox"/> Link-building (referring to the e-shop from other sites) | <input type="checkbox"/> Table-less layout |
| <input type="checkbox"/> SPAM (inserting a reference to e-commerce in various fora, etc.) | <input type="checkbox"/> Other: _____ |

14. Keyword suggestions we get from:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Google AdWords | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Seznam Sklik | |

15. Indicate the number of keywords for SEO:

16. Evaluation of e-shop we are checking by using:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> PageRank (Google) | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> S-Rank (Seznam) | |

B2. Paid advertisements**17. What business models do you use?**

- | | |
|---|---|
| <input type="checkbox"/> Pay per click - PPC, Cost per impression - CPI | <input type="checkbox"/> Payment for unique users - the price for the number of unique users have viewed an ad (clicked etc.) |
| <input type="checkbox"/> Cost per mile - CPM, Cost per thousand - CPT | <input type="checkbox"/> Fixed amount |
| <input type="checkbox"/> Payment for action on commission - CPA (Cost Per Action) | <input type="checkbox"/> Other: _____ |

18. Which form of advertising you use most often?

19. Indicate where you mostly promote your e-shop:

20. What amount do you invest to the paid ads? (Monthly CZK)

B3. E-mail marketing**21. For email marketing we are using:**

- Own system
- MailChimp
- GetResponse
- Benchmark Email
- Other: _____

22. Identify the types of email marketing which you use or not use:

- Newsletters
- E-mail with special offers
- Abandoned shopping cart
- Autoresponder
- Permission e-mail marketing

B4. Social media**23. What social media do you use?**

- Facebook
- Google+
- Twitter
- YouTube
- Instagram
- Other: _____

24. Indicate how many likes do you have on your social media channels (See example: Facebook - 30,000 like, Youtube - 10,000 subscribers, etc.):

25. Do you create competitions for your audience on social media or on your website?

- Yes - often
- Yes - but very rarely
- No - but in the future we plan
- No

B5. Data analyzing**26. Indicate how you analyze your online marketing campaigns:**

27. Are you using conversions?

- Yes - macro conversion (the main objective of the e-shop, need to order, demand, etc.)
- Yes - macro conversion, micro conversions
- Yes - Micro conversions (detail tracking of visitors)
- No

28. Indicate tools which you are using to analyze conversions:

- We do not use conversions
- Google Analytics
- Sklik
- Other: _____

29. What tools you use for the calculation of the ROI for online marketing?

- We do not use conversions
- Google Analytics
- Sklik
- Other: _____

30. Do you analyze the overall movement of consumers on your website?

- Yes No

Part C. General information about the company**31. Specialization of your e-shop:**

- Electronics, home appliances Sports, sports equipment
 Cosmetics, toiletries, perfumes Health and medicine
 Clothing and fashion Other:
 Furniture, household

32. The size of the company (according to the EU):

- Micro enterprise (10 employees) Medium enterprise (51-250 employees)
 Small company (11-50 employees) Large company (over 250 employees)

33. How long is your e-shop on the Czech market?

- Up to 3 years More than 20 years
 3-10 years Other: _____
 10-20 years

34. Your Web site e-shop was created by using:

- templates self-made
 external company / specialist Other: _____

35. Do you use responsive design?

- Yes No

36. Do you prefer online marketing, from the promotion in your area (leaflets, billboards, radio, television, etc.)?.

- Yes No

37. What brings you more revenues? E-shop or retails?

- E-shop We do not have retail
 Retails

37. Can we contact you, in case of additional questions?

- Yes No

37. If you stated yes, please write down any contact on you:

B Updated questionnaire for e-shops

Dear respondent,

thank you for taking time to fill out the questionnaire for owners and marketing managers of the Czech e-shops. The questionnaire is divided into the three parts - general information about your e-shop, company financing and marketing. Total completion of the questionnaire will not take more than 20 minutes. The obtained data are used only for scientific purposes and in no case be nowhere without your consent outside the school premises Mendel University presented.

Thank you very much.

Bc. David Hrabě.

1. What are your experiences with this tool methods of online marketing?

	Very non-effective	Not - effective	Not using!	Effective	Very effective
Marketing agency, specialists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in search engines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements in mobile phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affiliate marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs (bloggers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons, discounts, loyalty programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remarketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid advertisements on websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What is your main focus on the online marketing in the year 2016?

- Marketing agency, specialists
- Paid advertisements in search engines
- Paid advertisements in mobile phones
- Social media ads
- Affiliate marketing
- Email marketing
- Blogs (bloggers)
- Competitions
- Coupons, discounts, loyalty programs
- Remarketing
- Paid advertisements on websites

3. What is your ROI when investing to the paid advertisements?

- The investment is loss making
- 10 – 20 %
- 20 – 50 %
- 50 – 100 %
- More than 100 %
- Do not know – we do not track any statistics

4. Are you using conversions?

- Yes - macro conversion (the main objective of the e-shop, need to order, demand, etc.)
- Yes - macro conversion, micro conversions
- Yes - Micro conversions (detail tracking of visitors)
- No

5. For email marketing we are using:

- Own system
- MailChimp
- GetResponse
- Benchmark Email
- Other: _____

6. Indicate tools which you are using to analyze conversions:

- We do not use conversions
- Google Analytics
- Sklik
- Other: _____

7. Identify the types of email marketing which you are using:

- Newsletters
- E-mail with special offers
- Abandoned shopping cart
- Autoresponder
- Permission e-mail marketing
- Other: _____

8. What social media do you use?

- Facebook
- Google+
- Twitter
- YouTube
- Instagram
- Other: _____

9. Indicate the number of keywords for PPC campaigns per session:

10. What brings you more revenues? E-shop or retails?

- E-shop
- Retails
- We do not have retail

11. Specialization of your e-shop:

- Electronics, home appliances
- Cosmetics, toiletries, perfumes
- Clothing and fashion
- Furniture, household
- Sports, sports equipment
- Health and medicine
- Other:

12. The size of the company (according to the EU):

- Micro enterprise (10 employees)
- Small company (11-50 employees)
- Medium enterprise (51-250 employees)
- Large company (over 250 employees)

13. How long is your e-shop on the Czech market?

- Up to 3 years
- 3-10 years
- 10-20 years
- More than 20 years
- Other: _____

14. What is your percentage amount from revenues invested to the online marketing?

- 0 - 10 %
- 10 - 20 %
- 20 - 50 %
- 50 - 100 % per year
- Do not know

15. What is your year's turnover?

- 0 - 5 mil. CZK
- 5 - 10 mil. CZK
- 10 - 15 mil. CZK
- 15 - 20 mil. CZK
- 20 - 25 mil. CZK
- Other: _____

C Questionnaire for online shoppers

Dear respondent,

thank you very much, that you did find a time to fill out the questionnaire for the Czech online shoppers. The questionnaire is anonymous and the collected information will serve only for the purpose of diploma thesis. To complete this survey will not take you no more than 5 minutes.

Thank you very much.

Bc. David Hrabě. student of Mendel University in Brno

1. What is the most important factor for you when you are deciding about shopping online?

- Price
- Recommendation from friends
- E-shop's evaluation by other consumers
- E-shop's quality (design, etc.)
- Previous positive experiences
- Discounts and special offers
- Competitions
- Free shipment

2. Are you using comparison shopping engines (Heureka.cz, Zbozi.cz, etc.) when shopping online?

- Yes - almost all the time
- Yes - sometimes
- No

3. What do you prefer? Shopping online or in retail?

- Online shopping
- Shopping in retail shops

4. On what device do you mostly read emails?

- Phone
- Tablet
- Laptop
- Desktop PC

5. On what device do you mostly order goods from e-shops?

- Phone
- Tablet
- Laptop
- Desktop PC

6. On what social media are you signed in and actively using?

- Facebook
- Google+
- Twitter
- YouTube
- Instagram
- Other: _____

7. What social media do you mostly use?

- Facebook
- Google+
- Twitter
- YouTube
- Instagram
- Other: _____

8. Does remarketing bother you?

- Yes
- No

9. Please, choose one of the instances:

	Do not mind	I do not know / I am not noticing them	Bother me	Very bother me!
Pop up ads when entering any e-shop's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop up ads in videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in search engine results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banner ads on websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Leave any comment for e-shops:

11. Age:

12. Gender:

- Male
- Female

13. Occupation:

- Primary school
- High school with final exam
- High school without final exam
- College
- Bachelor degree
- Master degree
- Post gradual degree

14. Highest obtained education:

- Student
- Working student
- Employed
- Unemployed
- Retired

D Questionnaire for in-depth interviews

1. What is your main focus on the online marketing in the year 2016?

2. Are you interested in conversions?

3. What is your return on investment to the online marketing and what kind of tools you are using to measure these statistics?

4. What email marketing tool are you using? What techniques are you using in email marketing?

5. What social media are you actively using?

6. Do you have retail store? If yes, what brings you more revenues, e-shop or retail?

7. What is according to you the most effective online marketing tool?

8. Do you prefer online marketing or normal marketing?

9. What percentage of revenue are you allocating for online marketing?

10. How many keywords are you using per PPC session?

11. What is the highest amount invested this year to the online marketing?

12. How often do you invest to the online marketing?

13. Who is taking care of online marketing in your e-shop?

14. Where do you mostly propagate your e-shop?

15. Specialization of your e-shop:

- Electronics, home appliances
- Sports, sports equipment
- Cosmetics, toiletries, perfumes
- Health and medicine
- Clothing and fashion
- Other: _____
- Furniture, household

16. The size of the company (according to the EU)

- Micro enterprise (10 employees)
- Medium enterprise (51-250 employees)
- Small company (11-50 employees)
- Large company (over 250 employees)

17. How long is your e-shop on the Czech market?

- Up to 3 years
- More than 20 years
- 3-10 years
- Other: _____
- 10-20 years

18. What is your year's turnover?

- 0 – 5 mil. CZK
- 15 – 20 mil. CZK
- 5 – 10 mil. CZK
- 20 – 25 mil. CZK
- 10 – 15 mil. CZK
- Other: _____

E Email sent to the e-shops

Subject: Online marketing trends in 2016

Dear Sir or Madam,

we chose your e-shop, since it fulfills several requirements for participating in the online marketing research of the Czech e-shops under the auspices of the Mendel University in Brno.

I would like to take this opportunity to ask you to complete a short questionnaire focused on the online marketing trend of the Czech e-shops and its impact on profit.

The anonymous questionnaire will take about 10 minutes. Furthermore, we pledge that the data will be used only for scientific purposes and in no case be nowhere without your consent outside the school premises Mendel University presented.

By completing the questionnaire, you can obtain the results of research that can help you in the decision or in the online marketing strategies.

Link to the questionnaire: *link*

Thank you very much.

Have a nice day,

Bc. David Hrabě

F List of contacted e-shops via an email

No.	Name of company	E-shops website	Phone contact	Email
1.	1-2umobil s.r.o.	http://1-2umobil.cz/shop/index.php	777 225 147	makmobil@seznam.cz
2.	220volt.cz s.r.o.	http://www.220volt.cz/	538 890 386	info@220volt.cz
3.	3MH s.r.o.	http://www.obchod-3mh.cz/	734 393 159	obchod@3mh.cz
4.	4BAR DISTRIBUTION S.R.O.	http://degubar.cz/	723 521 341	4bar@propub.cz
5.	A3 SPORT s.r.o	http://www.a3sport.cz/	377 454 472	marketing@a3sport.cz
6.	ABZ Knihy, a.s	http://knihy.abz.cz/	226 210 098	knihy@abz.cz
7.	Actifit health s.r.o.	http://www.actifit.cz/	733 257 995	info@actifit.cz
8.	Affekt.cz	https://www.affekt.cz/	777 563 138	affekt@affekt.cz
9.	AGEM.CZ	http://www.agem.cz/	281 028 666	info@agem.cz
10.	Albatros Media a.s.	http://www.albatrosmedia.cz/	800 555 513	eshop@albatrosmedia.cz
11.	Aleš Titlbach - Altisport	https://www.altisport.cz	412 152 890	info@altisport.cz
12.	alfa.cz	https://www.alfa.cz/	585 157 486	obchod@tsbohemia.cz
13.	alkohol-shop.cz	https://www.alkohol-shop.cz/	596 626 090	info@extraobchod.cz
14.	Altisport.cz	http://www.paranal.cz/	412 152 890	info@altisport.cz
15.	AMBRA-Group, s.r.o.	https://katalog.ambra.cz/	558 639 120	pitucha@ambra.cz
16.	amio.cz	http://www.amio.cz/	737 731 813	info@amio.cz
17.	andreashop.cz	http://www.andreashop.cz/	315 901 818	eshop@andreashop.sk
18.	ANSWEAR.CZ	http://answear.cz/	800 700 771	obchod@answear.cz
19.	Antosmobil.cz	http://www.antosmobil.cz/	608 315 678	antosmobil@email.cz
20.	Aristech s.r.o.	https://www.9b-plus.com/cs/	533 312 341	info@9b-plus.com
21.	armed.cz	https://www.armed.cz/	774 416 975	info@armed.cz
22.	astratex.cz	http://www.astratex.cz/	844 111 176	info@astratex.cz
23.	ATAN nábytek s.r.o.	http://www.atan.cz/	371 409 895	gottwaldova@atan.cz
24.	ATFE s.r.o.	http://www.rc-rc.cz/		info@rcobchod.cz
25.	AudioMaster CZ a.s.	http://www.music-city.cz/	226 011 175	info@music-city.cz
26.	Auto Top Centrum Ostrava s.r.o.	http://www.atcmobile.cz/	553 401 610	management@atcmobile.cz
27.	AUTOPROFI CZ, s.r.o.	https://www.autoprofi.cz/	485 150 621	info@autoprofi.cz
28.	AuVa elektro s.r.o.	http://www.auva.cz/	733 160 273	obchod@auva.cz
29.	AVANGARDO ASSET s.r.o.	http://www.ielectro.cz/	722 464 589	info@ielectro.cz
30.	Babylon promotion service s.r.o.	http://www.skate-praha.cz/	608 365 222	info@skate-praha.cz
31.	Backorky.cz	http://www.backorky.cz/	739 767 414	info@backorky.cz
32.	Bayo s.r.o.	http://www.online-sport.cz/	774 780 566	info@online-sport.cz
33.	Bc. Tomáš Chytrý	http://www.knihy-rbp.cz/	777 897 928	info@knihy-rbp.cz
34.	BeautyBeats s.r.o.	www.artofbeauty.cz	731 407 301	info@artofbeauty.cz
35.	Belabel.cz	http://www.belabel.cz/	725 589 508	info@belabel.cz
36.	Beryko s.r.o.	https://www.beryko.cz/	603 763 566	info@beryko.cz
37.	BESTSPORTS, s.r.o	http://www.monkeysports.cz/	225 348 503	obchod@monkeysports.cz
38.	Bezasport	http://www.bezasport.cz/	725 444 057	info@bezasport.cz

No.	Name of company	E-shops website	Phone contact	Email
39.	BIG Fit s.r.o kilpi store	http://www.envyeshop.com/	733 719 683	info@envyeshop.com
40.	Bike-sport-shop.cz	http://www.bike-sport-shop.cz/	777 685 678	info@bike-sport-shop.cz
41.	BIOOO.CZ s.r.o.	http://www.biooo.cz/	774 114 684	info@biooo.cz
42.	Blanka Banková - B.B.Boty	http://svetdetskeobuvi.cz/	777 199 449	svet.detske.obuvi@seznam.cz
43.	boardmania.cz	http://www.boardmania.cz/	533 534 813	oardmania@dataproshops.cz
44.	BodyWorld - svet doplnkov výživy	https://www.bodyworld.cz	732 567 742	obchod@bodyworld.sk
45.	BOHEMIA COMPUTERS	http://www.bohemia-computers.cz/	775 964 475	info@bohemiapc.cz
46.	BOLF Sp. z o.o. Sp. k.	https://www.bolf.cz/	480 023 846	info@bolf.cz
47.	Bookretail s.r.o.	https://www.levneucebnice.cz	220 77 07 00	info@levneucebnice.cz
48.	Books & Books s.r.o.	http://www.bookshop.cz/	381.214.697	info@bookshop.cz
49.	BotyOblečení.cz	http://www.botyobleceni.cz/	775 564 689	info@botyobleceni.cz
50.	Brawat	https://www.brawat.cz	581 580 680	info@brawat.cz
51.	BScom s. r. o.	https://www.bscom.cz	736 541 634	obchod@bscom.cz
52.	b-techs.cz	http://www.b-techs.cz/	577 440 114	obchod@b-techs.cz
53.	CELKOM Praha, spol. s r.o.	http://www.shopblackberry.cz/	604 111 114	info@shopblackberry.cz
54.	CeWe Color, a. s.	http://www.foto.cz/	731196924	foto@foto.cz
55.	Cinema-shop.cz	http://www.cinema-shop.cz/	774 221 482	info@cinema-shop.cz
56.	Comps spol. s.r.o.	https://www.kvalitni-tonery.cz	606 416 249	obchod@kvalitni-tonery.cz
57.	ConQuest entertainment	http://www.gamehouse.cz/	284 000 121	admin@gamehouse.cz
58.	COOL Trading s.r.o	http://www.coolboty.cz/	737 812 920	info@coolboty.cz
59.	Core Freeboards s.r.o.	http://www.kamerynasport.cz/	777 557 754	info@kamerynasport.cz
60.	C-store.cz	http://www.c-store.cz/	774 458 618	obchod@c-store.cz
61.	ctyrlitek.eu	http://www.ctyrlitek.eu/	800 140 770	info@ctyrlitek.eu
62.	CUBE-IN solutions s.r.o.	http://www.vino-alkohol.cz/	775 622 666	info@vino-alkohol.cz
63.	CZRING s.r.o.	http://www.abcfotopotreby.cz/	777 756 001	prodej@czring.cz
64.	Český národní podnik s.r.o.	http://manufaktura.cz/	230 234 376	info@manufaktura.cz
65.	DÁMEPROTEIN.CZ	http://www.dameprotein.cz/	728 495 840	dameprotein@gmail.com
66.	Daniel Hošek	https://www.stolnipocitace.cz/	605 37 55 99	info@stolnipocitace.cz
67.	DATART INTERNATIONAL, a.s.	https://www.datart.cz/index.html	225 991 000	infolinka@datart.cz.
68.	David Schreder	www.prodavamekosmetiku.cz/	777 811 663	obchod@prodavamekosmetiku.cz
69.	Dekorativka	http://www.dekorativka.cz/	605 287 650	info@dekorativka.cz
70.	DENALI SPORT s.r.o.	http://www.denalisport.cz/	583 411 718	shop@denalisport.cz
71.	Dermacol	http://www.dermacol.cz/	232 232 323	eshop@dermacol.cz
72.	Dětské Botičky MTG	http://www.detske-boticky.cz/	725 269 512	mtg@detskeboticky.cz
73.	dexa.cz	http://www.dexa.cz/	777 482 550	info@dexa.cz
74.	DIAMOND GROUP, s.r.o.	http://www.ego-man.cz/cs/	558 686 686	info@ego-man.cz
75.	Digiboss	http://www.digiboss.cz/	515 539 500	info@digiboss.cz
76.	Digitální televize v.o.s.	http://www.prijimace.cz/	774 979 979	lukas@prijimace.cz
77.	DIMEX GROUP s.r.o.	http://www.megaelektro.net/	773 444 542	info@megaelektro.cz
78.	Domáci fitness s.r.o.	http://www.domaci-fitness.cz/	607 025 025	info@domaci-fitness.cz
79.	domibags.cz	https://www.domibags.cz/	222 212 724	info@domibags.cz

No.	Name of company	E-shops website	Phone contact	Email
80.	DON PEALO: PEAL a.s.	http://www.donpealo.cz/	725 744 315	objednavky@donpealo.cz
81.	Donativo, s.r.o	https://www.pipkin.cz	603 826 100	obchod@pipkin.cz
82.	DONATIVO, s.r.o.	https://www.dobre-knihy.cz	602 323 181	obchod@dobre-knihy.cz
83.	Douglas	www.douglas.cz	228 880 712	info@douglas.cz
84.	Drogerie-slevy s.r.o.	http://www.drogerie-akce.cz/	720 191 585	info@drogerie-slevy.cz
85.	Dual Sport Pro s.r.o.	https://www.d-sport.cz/	724 768 488	spoluprace@d-sport.cz
86.	DUO elektro	http://www.duoelektro.cz/	736 200 010	info@duoelektro.cz
87.	E L P O S Josef Tkadlec spol. s.r.o.	http://www.elektro-elpos.cz/	725 932 393	info@elektro-elpos.cz
88.	E-AGEO.cz	www.ageo.cz	607 058 258	info@ageo.cz
89.	e-batoh.cz	https://www.e-batoh.cz/	776 222 271	info@e-batoh.cz
90.	Economia, a.s.	http://www.sw.centrum.cz/	481 001 000	monika.braunova@sw.cz
91.	Ecovital international, s.r.o.	http://www.zdravi-global.cz/	724 909 495	info@zdravi-global.cz
92.	Ehodinky.cz	http://www.ehodinky.cz/	777 100 310	info@ehodinky.cz
93.	EIFFEL OPTIC, a.s.	http://optika.eiffeloptic.cz/	245 007 022	eshophotline@eiffeloptic.cz
94.	E-kempovani.cz	http://www.e-kempovani.cz/	608 602 707	info@e-kempovani.cz
95.	EKOSTYREN s.r.o.	https://www.kancelar24h.cz/	602 414 394	vojtech.buchta@kancelar24h.cz
96.	eldum.cz	http://www.eldum.cz/	591 141 147	obchod@eldum.cz
97.	Electroshop.cz	http://www.electroshop.cz/	326 997 401	jirku@electroshop.cz
98.	electroworld.cz	https://www.electroworld.cz/	210 326 000	info@electroworld.cz
99.	Elektro výhodně	http://www.elektrovychodne.cz/	721 165 640	info@elektrovychodne.cz
100.	ELEKTROCENTRUM DVOŘÁČEK	http://www.elektrocentrum-dvoracek.cz/	608 825 331	info@elektrocentrum-dvoracek.cz
101.	Elektro-Ivičič	http://www.elektro-ivicic.cz/	777 288 063	info@elektromikulov.cz
102.	Elektroplus	http://www.elektroplus.cz/	777 223 234	info@elektroplus.cz
103.	elektrotrv.cz	http://www.elektrotrv.cz/	732 999 350	info@elektrotrv.cz
104.	ELEKTROSTOP.CZ	http://www.elektrostop.cz/	724 777 997	info@elektrostop.cz
105.	ELFKOSMETIKA	http://www.elfkosmetika.cz/	725 105 206	info@elfkosmetika.cz
106.	ELKO TRADING, spol. s r.o.,	https://tutty.cz/	532 195 708	admin@tutty.cz
107.	Elmania CZ	http://www.elektromanie.cz/	603 449 016	info@elmania.cz
108.	EMEA s.r.o.	http://www.levne-knizky.cz/	597 490 491	info@levne-knizky.cz
109.	eMobilky.cz	http://www.emobilky.cz/	704 285 950	info@emobilky.cz
110.	Endy-shop.cz	http://www.endy-shop.cz/	604 800 455	info@endy-shop.cz
111.	ENERGIZERSHOP.CZ	http://www.energizershop.cz/	607 054 670	info@energizershop.cz
112.	eObuv	https://www.eobuv.cz	480 023 835	info@eobuv.cz
113.	Ergotep	http://www.ctyrlistek.eu/	800 140 770	polanska.p@ergotep.cz
114.	Eshop.canard.cz	https://eshop.canard.cz/	775 084 007	info@canard.cz
115.	eshop.maneo.cz	https://www.eshop.maneo.cz/	541 226 794	objednavky@maneo.cz
116.	ESOMOBIL	http://www.esomobil.cz/	605 710 660	info@esomobil.cz
117.	euLékárna	http://www.eulekarna.cz/	800 146 535	info@eulekarna.cz
118.	Euronics	www.euronics.cz	577 055 777	info@euronics.cz
119.	EUROSHOP JESENÍK s.r.o.	http://www.levne-splatky.cz/	777 739 264	info@levne-splatky.cz
120.	Exasoft	https://www.exasoft.cz	773 362 000	marketing@exasoft.cz

No.	Name of company	E-shops website	Phone contact	Email
121.	exasoft.cz	https://www.exasoft.cz/Default.asp	773 362 000	info@exasoft.cz
122.	Fajne jidlo	http://www.fajnejidlo.eu/cs/	602 460 924	info@fajnejidlo.eu
123.	Fantasyobchod.cz	https://www.fantasyobchod.cz/	774 421 641	info@fantasyobchod.cz
124.	fashionbox.cz	https://www.fashionbox.cz/	728 538 388	shop@fashionbox.cz
125.	FD SPORT s.r.o.	https://www.fdsport.cz	731 047 047	info@fdsport.cz
126.	Ferrino.cz	http://www.ferrino.cz/	777 559 281	velkoobchod@ferrino.cz
127.	FGH investment s.r.o	https://www.klenoty-buran.cz/	725 452 452	info@klenoty-buran.cz
128.	Fitexpert.cz	https://fitexpert.cz/	604 956 687	info@fitexpert.cz
129.	Fitham	https://www.fitham.cz	602 119 550	info@fitham.cz
130.	Fitness Muscle Shop	http://www.fitnessmuscle.eu/	777 844 352	skoumal@fitnessmuscle.eu
131.	Fitness007	http://www.fitness007.cz/	777 290 463	info@fitness007.cz
132.	FlipFlop.cz - Crocs shop	https://www.flipflop.cz/	534 001 234	gaba@flipflop.cz
133.	f-mobil.cz	https://www.f-mobil.cz/	376 382 008	info@f-mobil.cz
134.	Fonetip s.r.o.	http://www.fonetip.cz/	566 466 174	satelit@fonetip.cz
135.	Forgi s.r.o	https://www.forgi.cz/	731 047 047	info@forgi.cz
136.	fotolab.cz	https://www.fotolab.cz/	272 071 200	eshop@fotolab.cz
137.	Fotoobchod, s.r.o.	https://www.oehling.cz/	777 326 666	info@oehling.cz
138.	fotoskoda.cz	https://www.fotoskoda.cz/	222 929 029	info@fotoskoda.cz
139.	FOXSTYLE s.r.o,	http://aviatorky.cz/	774 187 320	aviatorky@seznam.cz
140.	FREEWORK s.r.o.	https://www.levnyspotrebak.cz/	774 704 704	info@levnyspotrebak.cz
141.	FRESHLABELS.CZ	http://www.freshlabels.cz/	777 077 700	info@freshlabels.cz
142.	FRIST s.r.o.	https://www.vyloha.cz/	246 052 820	info@frist.cz
143.	FRIST s.r.o.	https://www.kabelkymoda.cz/	246 052 820	info@kabelkymoda.cz
144.	FROSCHE design s.r.o.	https://www.e-pradlo.eu/	777 170 278	info@e-pradlo.eu
145.	FULLSPORT shop	https://www.fullsport.cz/	776 266 766	info@fullsport.cz
146.	Galop Morava s.r.o.,	http://www.kosmetika-nehty.cz/	777 742 567	info@kosmetika-nehty.cz
147.	Gameplus	http://www.gameplus.cz/	777 600 067	info@gameplus.cz
148.	Gamisport	http://www.gamisport.cz/	558 988 147	info@gamisport.cz
149.	Gangstagroup.cz	http://www.gangstagroup.cz/	910 426 552	info@gangstagroup.com
150.	GASTROMAX, s.r.o.	http://www.caffezone.cz/	573 035 060	info@caffezone.cz
151.	General Sport, s. r. o.	http://www.all4fit.cz/	702 176 682	info@all4fit.cz
152.	GIGACOMPUTER s.r.o.	https://www.gigacomputer.cz/	608 780 916	info@gigacomputer.cz
153.	Glaces Eternelles s.r.o.	https://www.napojka.cz/	242 486 897	info@napojka.cz
154.	Global - Sport CZ s.r.o.	http://www.global-sport.cz/	775 070 712	info@global-sport.cz
155.	Global elektro s. r. o.	https://www.elektrospecialista.cz/	774 733 909	info@elektrospecialista.cz
156.	Globe Network s.r.o	http://www.destroystores.cz/	722 654 352	info@destroystores.cz
157.	goldstore.cz	https://www.goldstore.cz/	777 160 327	info@goldstore.cz
158.	GoMarket s.r.o.	http://www.mojenapln.cz/	608 156 157	info@mojenapln.cz
159.	Gorila s.r.o.	http://www.superknihy.cz/	487 353 711	marketing@superknihy.cz
160.	gospos.cz	http://gospos.cz/	777 229 796	gospos@gospos.cz
161.	Grizly	https://www.grizly.cz/	725 473 077	info@grizly.cz

No.	Name of company	E-shops website	Phone contact	Email
162.	hanibal.cz	https://www.hanibal.cz/	720 984 263	info@hanibal.cz
163.	HANZA SPORT plus, s.r.o.	https://www.subform.cz/	725 984 530	eshop@subform.cz
164.	Harek Trade CZ	http://www.harektrade.cz/	606 238 645	info@harektrade.cz
165.	Helveti s.r.o.	http://www.helveti.cz/	774 272 737	info@helveti.cz
166.	herni-svet.cz	http://www.herni-svet.cz/	484 800 057	info@herni-svet.cz
167.	HEUS s. r. o.	http://www.videoprojektory.cz/	602 529 589	info@videoprojektory.cz
168.	hifi24 - HFC servis	http://www.hifi24.cz/	603 454 436	hifi@hifi24.cz
169.	Hodinky-kamene.cz	http://hodinky-kamene.cz/	704 700 505	obchod@hodinky-kamene.cz
170.	hodinky-kamene.cz	http://hodinky-kamene.cz/	704 700 505	obchod@hodinky-kamene.cz
171.	Homegym s.r.o.	https://www.fitness.cz/	724 347 444	master@fitness.cz
172.	HP TRONIC Zlín, spol. s r.o.	www.kasa.cz	575 500 500	info@kasa.cz
173.	HP TRONIC Zlín, spol. s r.o.	https://www.kasa.cz/	575 500 500	ombudsman@kasa.cz
174.	Hudy.cz	http://www.hudy.cz/	412 589 961	info@hudy.cz
175.	Hyper Elektro, v.o.s.	http://www.hyperelektro.cz/	702 966 211	info@hyperelektro.cz
176.	Hyperoutlet	http://www.hyperoutlet.cz/	323 603 114	Info@hyperoutlet.cz
177.	Chicshop.cz	http://www.chicshop.cz/	774 080 006	info@chicshop.cz
178.	ielectro.cz	http://www.ielectro.cz/	722 464 589	info@ielectro.cz
179.	Igor Kelemen	http://www.qamo.cz/	721 115 175	info@qamo.cz
180.	ilulka Distribuce s.r.o	http://www.pilulka.cz/	222 703 000	dotazy@pilulka.cz
181.	imobily.eu	http://www.imobily.eu/	949 811 036	ke@soi.sk
182.	InBIO s.r.o.	http://www.naturals.cz/	603 910 496	info@naturals.cz
183.	Ing. František Peterka	https://www.prodeti.cz	226 256 112	info@prodeti.cz
184.	Ing. Ilona Rozhoňová	www.parfum.cz	467 070 139	info@parfum.cz
185.	Ing. Jana Grygaříková	http://www.petrkawa.cz/	732 603 714	pesl1@seznam.cz
186.	Ing. Josef Chmelař	https://www.vmd-drogerie.cz/	725 411 748	eshop@vmd-drogerie.cz
187.	Ing. Karel Šudák	https://www.ahifi.cz	602 547 648	dotazy@ahifi.cz
188.	Ing. Marcela Šafářová	http://www.prodite.com/	702 001 185	info@prodite.com
189.	Ing. Miroslav Andres	http://www.newberry.cz/	602 121 390	info@newberry.cz
190.	Ing. Tomáš Pejcha	http://www.azmobil.cz/	602 866 446	info@azmobil.cz
191.	Ing. Zdeněk FILIP - FLIP	http://www.centrumobchodu.cz/	323 661 533	info@centrumobchodu.cz
192.	ing.Jan Škrobánek	http://www.obleceni.textilbrno.cz/	608 875 865	info@textilbrno.cz
193.	interdrinks.cz	http://www.interdrinks.cz/	773 826 850	interdrinks@email.cz
194.	InterFoto	http://www.interfoto.cz/	466 615 480	sluzby@interfoto.cz
195.	Internet Mall, a.s.	https://www.mall.cz		mall.cz/kontakt
196.	InterSHOP 24	http://www.intershop24.cz/	468 003 202	info@intershop24.cz
197.	Inter-Store	https://www.inter-store.cz	227 044 044	obchod@interstore.sk
198.	intimia.cz	http://www.intimia.cz/	739 730 336	info@intimia.cz
199.	IPON s.r.o.	http://www.tvdigitalne.cz/	775 996 695	info@tvdigitalne.cz
200.	ITAGE, spol. s r.o.	http://www.itage.cz/	777 742 590	prodej@itage.cz
201.	ITCEServices	https://itceservices.com	777 311 142	info@itceservices.com
202.	itceservices.com	https://itceservices.com/	777 311 142	info@itceservices.com

No.	Name of company	E-shops website	Phone contact	Email
203.	ITS SERVISMAX s.r.o.	https://www.gamemax.cz/	602 846 421	info@servismax.cz
204.	iWant s.r.o.	https://www.iwant.cz	841 400 841	eshop@iwant.cz
205.	J.Špína a synové, spol. s r. o.	http://www.kosmetikaspina.cz/		eshop@spina.cz
206.	Jaji v.o.s	https://www.knihyskladem.cz	732 528 97	info@vase-adresa.cz
207.	Jakub Ježek	http://www.sara-jbc.cz/	483 311 473	koz.zbozi_sara@post.cz
208.	Jakub Šrutka	http://www.readysport.cz/	774 777 151	obchod@readysport.cz
209.	Jelínek & syn, s.r.o.	https://www.profikoreni.cz/	608 72 00 50	info@profikoreni.cz
210.	Jelínek & syn, s.r.o.	https://www.levnedarecky.cz/	775 720 055	info@levneDarecky.cz
211.	Jiří Borecký	http://www.smartelektro.cz/	326 991 512	info@smartelektro.cz
212.	Jiří Hašek	http://www.luxusni-vina.eu/	724 872 917	info@luxusni-vina.eu
213.	Jiří Reiter	https://www.fantasyobchod.cz	774 421 641	info@fantasyobchod.cz
214.	Jiří Sikora - DUO	www.duoelektro.c	736 200 010	info@duoelektro.cz
215.	Jiza.cz	http://www.jiza.cz/	607 790 880	fijoza@seznam.cz
216.	Joinmusic, s.r.o.	http://www.videotech.cz/	224 318 342	info@videotech.cz
217.	Josef Spáčil "ELEKTRO"	https://www.spacil.cz/	775 862 229	info@spacil.cz
218.	JRC Czech a.s.	http://www.jrc.cz/	212 249 520	marketing@jrc.cz
219.	K Sporting s.r.o.	http://www.ksporting.cz/	777 300 733	objednavky@k-sporting.cz
220.	K24 International s.r.o.	http://www.k24.cz/	591 141 141	obchod@k24.cz
221.	KABEA.cz	http://www.kabea.cz/cs	608 299 443	ahoj@kabea.cz
222.	KaK Computers s.r.o.	https://eshop.kak.cz/	326 729 369	obchod@kak.cz
223.	Kamerov.cz	https://www.kamerov.cz/	733 165 169	info@kamerov.cz
224.	Karel Krejčíř	https://www.patro.cz	570 570 709	karel.krejcir@patro.cz
225.	Kava.cz s.r.o.	http://www.kava.cz/	777 710 370	kava@kava.cz
226.	Kavovnik.cz	http://www.kavovnik.cz/	774 772 772	info@kavovnik.cz
227.	KERBO s.r.o.	http://www.kerbo.cz/	483 712 297	info@kerbo.cz
228.	KIM Group s.r.o.	https://www.kimgroup.cz/	777 752 640	info@kim-group.com
229.	KLENOTY AURUM, s.r.o.	http://www.klenotyaurum.cz/	725 208 290	eshop@klenotyaurum.cz
230.	KNIHCENTRUM.CZ s.r.o.	http://www.knihcentrum.cz/	597 490 490	obchod@knihcentrum.cz
231.	Knihkupectví Daniela v Benešově	http://www.knihkupectvi-daniela.cz/	317 729 283	obchod@knihkupectvidaniela.cz
232.	Knihkupectví Štěstíčko	http://shop.stesticko.cz/	777 263 352	obchod@stesticko.cz
233.	Knihy Dobrovský	https://www.knihydobrovsky.cz	542 220 320	eshop@knihydobrovsky.cz
234.	Kolonial.cz s.r.o.	https://www.kolonial.cz/	226 256 156	info@kolonial.cz
235.	Kontakt	http://www.kontaktoil.cz	481 324 577	oleje@kontaktoil.cz
236.	Kosmas s.r.o.	http://www.kosmas.cz/	317 070 590	petra.frindova@kosmas.cz
237.	koupim-hodinky.cz	https://www.koupim-hodinky.cz/	556 701 959	info@jiribohac.cz
238.	Krasa.cz	www.krasa.cz	468 006 316	info@krasa.cz
239.	Kuma.cz	http://www.kuma.cz/	607 622 722	podpora@kuma.cz
240.	La Biorganica s.r.o.	www.biorganica.cz	296 826 955	info@biorganica.cz
241.	lan-shop.cz s.r.o.	http://www.lan-shop.cz/	377993144	info@lan-shop.cz
242.	lan-shop.cz s.r.o.	https://www.pekro.cz/	543255157	pekro@pekro.cz
243.	LASY, s.r.o.	http://www.darek.cz/	731 905 332	info@darek.cz

No.	Name of company	E-shops website	Phone contact	Email
244.	La-Vin s.r.o.	https://www.la-vin.cz/	602 645 610	info@lavin.cz
245.	Lékárna Jugoslávská s.r.o.	http://www.brnenskalekarna.cz/	601 554 106	objednavky@brnenskalekarna.cz
246.	Lékárna Kuklík	http://www.lekarnakuklik.cz/	605 502 530	zdravavyziva@lekarnakuklik.cz
247.	Lekarnapohoda.cz	http://www.lekarnapohoda.cz/	517 331 066	lekarnapohoda@seznam.cz
248.	LetMessage s.r.o.	http://bylinkuj.cz/	723 721 406	bylinkuj@bylinkuj.cz
249.	Letr CZ s.r.o.	http://www.naseobchody.cz/	725 448 202	info@naseobchody.cz
250.	levnejmobil.cz	http://www.levnejmobil.cz/	775 233 454	info@levnejmobil.cz
251.	Levnelyze.cz	http://www.levnelyze.cz/	602 776 609	dotaz@levnelyze.cz
252.	Libor Brázdil - COMPUTER	http://www.svetpocitacu.cz/	581 219 076	libor@brazdil.cz
253.	Libristo Media s.r.o.	http://www.nejlevnejsi-knihy.cz/	571 999 099	info@nejlevnejsi-knihy.cz
254.	LIP distribution s.r.o.	https://www.megaskate.cz	777 788 792	info@megaskate.cz
255.	londonclub.cz	https://www.londonclub.cz/	774 150 170	info@londonclub.cz
256.	Luboš Kosinka	http://www.bombasport.cz/	607 067 047	kosinka@bombasport.cz
257.	Ludovít Matoušek MATAS s.r.o	http://www.stormfashion.cz/	312 243 089	OBCHOD@STORMFASHION.CZ
258.	Luxury world	http://www.luxury-world.cz/	730414305	info@patrisio.cz
259.	lypo.cz	http://www.lypo.cz/	570 570 181	tomas.borusik@nwt.cz
260.	MADEJA sport s.r.o.	https://www.lyzeakola.cz/	605 100 292	info@lyzeakola.cz
261.	Mader s.r.o.	http://www.mader.cz/	484 800 850	obchod@mader.cz
262.	Maděra a Šípek, spol. s r.o	http://www.oaza.cz/	325 600 360	kurandovam@oaza.cz
263.	MakeUpShop	http://www.makeupshop.cz/	608 608 131	info@makeupshop.cz
264.	Marandy Trade, s. r. o.	https://www.marandy.cz	734 752 600	info@marandy.cz
265.	Marcela Fialová	http://www.e-shopmarcela.cz/	739 059 611	info@e-shopmarcela.cz
266.	Marek Klobáska	www.proflvlasy.cz	734 582 082	info@proflvlasy.cz
267.	Marek Matula	http://www.protein-shop.cz/	733 766 586	info@protein-shop.cz
268.	Marian Hudec, Ing. - EO Computers	https://www.eo.cz/	606 622 826	hudec@eo.cz
269.	Martina Daňková	http://www.uberusky.com/	604 525 218	info@uberusky.com
270.	Martina Kubičková	http://www.elvita.cz/	608 519 072	info@elvita.cz
271.	Martinus.sk, s.r.o	http://www.martinus.cz/	226 517 250	marketing@martinus.cz
272.	Maurea, s.r.o.	http://www.arad-kosmetika.cz/	373 730 950	info@maurea.cz
273.	max-shop.cz	https://www.max-shop.cz/	602 837 837	info@max-shop.cz
274.	MEDIA FAST s.r.o.	http://www.cdr-shop.cz/	602 342 218	info@cdr-shop.cz
275.	MegaKnihy	https://www.megaknihy.cz/	272 047 702	spoluprace@megaknihy.cz
276.	MEGAPIXEL s. r. o.	https://www.megapixel.cz/	800 900 918	technickedotazy@megapixel.cz
277.	Megastore s.r.o.	https://timestore.cz	721 592 549	info@timestore.cz
278.	MEGATEL	http://www.megatel.cz/	725 522 239	mobily-eshopy@email.cz
279.	Menstor.cz	https://www.menstor.cz/	732 503 826	INFO@MENSTOR.CZ
280.	Mgr. Andrea Cinklová	http://www.knihypro.cz/	606 340 966	detskeknihy@gmail.com
281.	Mgr. Erika Tykvartová	http://www.detskebotyaobleceni.cz/	606 609 733	info@detskebotyaobleceni.cz
282.	Mgr. Eva Lindovská	https://www.kosmetikaeva.eu	605 235 438	info@kosmetikaeva.eu
283.	Mgr. František Knop	http://www.prirodnidopluky.eu/	774 979 081	info@prirodnidopluky.eu
284.	Mgr. Petr Štola	http://www.pilulka.com/	415 670 118	info@pilulka.com

No.	Name of company	E-shops website	Phone contact	Email
285.	MICOS spol. s r. o.	http://www.kancelar123.cz/	532 192 532	obchod@kancelar123.cz
286.	mifomobil.cz	http://www.mifomobil.cz/	732 533 933	mobil@mifomobil.cz
287.	Michal Adamec	http://www.koloasport.cz/	777 633 545	info@koloasport.cz
288.	Michal Navrátil - Zdraví a fitness	https://www.zdraviafitness.cz/	724 714 288	obchod@zdraviafitness.cz
289.	Michal Porubský	http://fitnesscr.cz/	603 569 850	info@fitnesscr.cz
290.	Michal Římal	http://www.minotaur.cz/	732 583 099	objednavky@minotaur.cz
291.	Mikaton s.r.o.	https://www.zopito.cz/	731 810 835	info@zopito.cz
292.	Miloslava Krumlová	http://www.knihkupec.com/	499 421 524	knihkupec@knihkupec.com
293.	MILOSLAVA SVÍTKOVÁ	http://www.digi-hity.cz/	776 645 827	info@digi-hity.cz
294.	mironet.cz	https://www.mironet.cz/	234 700 800	callcentrum@mironet.cz
295.	Miroslav Majdloch	http://www.vinostyl.cz/	725 891 285	info@vinostyl.cz
296.	Mladá fronta a. s	http://www.kniha.cz/	225 276 466	deiml@mf.cz
297.	mobilabc.cz	http://www.mobilabc.cz/	605 124 448	mobilabc@seznam.cz
298.	MOBILHIT, s.r.o.	https://www.leontyna.cz/	604 850 550	info@leontyna.cz
299.	mobilprovas.cz	http://www.mobilprovas.cz/	722 944 944	info@mobilprovas.cz
300.	mobilsezarukou.cz	http://www.mobilsezarukou.cz/	732 552 499	info@mobilsezarukou.cz
301.	mobiltel.cz	https://www.mobiltel.cz/	603 969 257	info@mobiltel.cz
302.	mobiluj.eu	http://www.mobiluj.eu/	911 810 410	info@mobiluj.eu
303.	mobilyostrava.cz	http://www.mobilyostrava.cz/	776 827 587	info@mobilyostrava.cz
304.	Modadeti.cz	http://www.modadeti.cz/	774 777 710	obchod@modadeti.cz
305.	Modern Technology s. r. o.	http://www.knihkupectvi.mobi/	222 286 011	info@knihkupectvi.mobi
306.	Molo Sport & Lifestyle - E-shop	http://www.molo-sport.cz/	841 111 119	eshop@molo-sport.cz
307.	Moriko s.r.o.	http://www.behshop.cz/	777 196 877	info@behshop.cz
308.	MP toner, spol. s r.o.	https://www.mptoner.cz/	582 331 505	mptoner@mptoner.cz
309.	mp.cz	https://www.mp.cz/	245 008 383	obchod@mp.cz
310.	Mrakyhracek.cz	http://www.mrakyhracek.cz/	566 466 176	hracky@fonetip.cz
311.	mujnovymobil.cz	http://www.mujnovymobil.cz/	734 279 873	bammobil@seznam.cz
312.	Musclenutrition s.r.o.	http://www.dymatizeonline.cz/	734 447 526	info@dymatizeonline.cz
313.	Muzikant.cz s.r.o.	http://www.muzikant.cz/	776 121 112	info@muzikant.cz
314.	muziker.cz	https://www.muziker.cz/	800 400 247	objednavka@muziker.cz
315.	MYRON MAXX, s.r.o.	http://www.hamashop.cz/	776 77 77 08	info@hamashop.cz
316.	MyShirt production s.r.o.	http://myshirt.cz/	606 105 375	info@myshirt.cz
317.	myshirt.cz	http://myshirt.cz/	606 105 375	info@myshirt.cz
318.	Nakladatelství Academia	http://www.academiaknihy.cz/	739 488 995	eshop@academia.cz
319.	nakupnigalerie.cz	http://www.nakupnigalerie.cz/	732 164 679	shop@nakupnigalerie.cz
320.	NAZU s.r.o	http://www.bioderma-centrum.cz/	530 514 546	info@biodermacentrum.cz
321.	NC Computers s.r.o.	http://www.nc.cz/	602 215 334	info@nc.cz
322.	nej-ceny.cz	http://www.nej-ceny.cz/	603 276 342	objednavky@nej-ceny.cz
323.	Nejlevnější protein	https://www.nejlevnjsiprotein.cz	731 489 074	info@nejlevnjsiprotein.cz
324.	Nella-parfermy	http://www.nella-parfemy.cz/	604254569	info@nella-parfemy.cz
325.	Neocos s.r.o.	http://eshop.kosmetikamoje.cz/	733 183 846	hejl@dobryobchodnik.cz

No.	Name of company	E-shops website	Phone contact	Email
326.	Neoluxor	http://neoluxor.cz/	296 110 351	info@neoluxor.cz
327.	NET Space s.r.o.	https://www.eshopnet.cz/	775 599 323	obchod@eshopnet.cz
328.	NetComp. spol. s r.o.	https://www.huramobil.cz/	724 850 672	dotazy@huramobil.cz
329.	NET-MARKET.CZ s.r.o.	http://www.net-market.cz/	733 707 063	info@net-market.cz
330.	NETRA.CZ	http://www.netra.cz/	604 725 903	marketing@netra.cz
331.	Neven 7 s.r.o.	http://www.neven.cz/	775263544	info@neven.cz
332.	NODE MORAVA s. r. o.	http://www.kancelarska-zidle.cz/	778 527 275	info@kancelarska-zidle.cz
333.	Norskamoda.cz	http://www.scandinaviashop.cz/	725 938 590	eshop@norskamoda.cz
334.	North Style s.r.o.	http://www.northstyle.cz/	724 144 450	info@northstyle.cz
335.	Novýparfém.cz	http://www.novyparfem.cz/	723 888 788	info@europarfemy.cz
336.	Nubilis s.r.o.	http://www.kosmetikavelkoobchod.cz/	608 862 667	info@kosmetikavelkoobchod.cz
337.	Nutrinoid	http://www.nutrinoid.cz/	734354524	info@nutrinoid.cz
338.	oaza.cz	https://www.oaza.cz/	325 600 311	eshop@oaza.cz
339.	Oazakabelek.cz	https://www.oazakabelek.cz/	603 108 489	info@oazakabelek.cz
340.	obchody24.cz	https://www.obchody24.cz/	800 200 999	info@obchody24.cz
341.	OBUV Halouzka, s.r.o.	http://www.halbo.cz/	565 651 017	info@halbo.cz
342.	OKAY s.r.o.	http://www.okay.cz/	545 544 511	dm.ex@okaycz.eu
343.	OK-MÓDA.CZ	http://www.ok-moda.cz/	702 000 160	info@ok-moda.cz
344.	Omko Digital a.s.	http://www.omko.cz/	544 528 237	buchta@omko.cz
345.	Ondřej Chmela	http://www.bull-fitness.cz/	722565057	ondrej@bull-fitness.cz
346.	ONEfit.cz	www.onefit.cz	775 286 859	obchod@onefit.cz
347.	Online nákupy a.s.	https://www.obchody24.cz	596 965 968	info@obchody24.cz
348.	onlineshop.cz	https://www.onlineshop.cz/	277 278 278	info@onlineshop.cz
349.	OnlySoft s.r.o.	http://eshop.onlysoft.org/	777948835	info@onlysoft.cz
350.	OPTIMA DAX s.r.o.	http://optima.cz/	587 407 456	info@optima.cz
351.	Organic Way s.r.o.	http://www.biosfera.cz/	731 508 772	biosfera@biosfera.cz
352.	originalky.cz	https://www.originalky.cz/	414 12 02 08	info@originalky.cz
353.	outdoor s.r.o.	https://www.ceskyraj.com/	777 838 626	ceskyraj@ceskyraj.com
354.	OUTDOORBABY s.r.o.	http://www.outdoorbaby.cz/	775 220 801	info@outdoorbaby.cz
355.	Outdoorový obchod s.r.o.	https://www.affekt.cz/	777 563 138	affekt@affekt.cz
356.	outdoor-shop.cz	http://www.outdoor-shop.cz/	570 570 183	objednavky@outdoor-shop.cz,
357.	Outdoorweb.cz	https://www.outdoorweb.cz	566 466 180	obchod@outdoorweb.cz
358.	Papyrus	http://www.knihkupectvi-papyrus.cz/	724 372 158	info@knihkupectvi-papyrus.cz
359.	Parfums.cz	http://www.parfums.cz/	530 514 000	info@parfums.cz
360.	PARZLICH s.r.o.	http://www.knihy.cz/	597 490 424	info@knihy.cz
361.	Patrik Itáš	http://www.fitness13.cz/	606 838 221	obchod@fitness13.cz
362.	patro.cz	https://www.patro.cz/	570 570 709	karel.krejcir@patro.cz
363.	Pavel Körner - FOTO	http://www.online-fotografie.cz/	384 321 077	info@fotokorner.cz
364.	Peiris a Muller	https://www.mobilyletna.cz/	731 472 731	mobile.ct@seznam.cz
365.	Peki trade, s.r.o.,	http://parfumeshop.cz/	736248795	info@parfumeshop.cz
366.	PeKro spol. s r.o.	https://prodej.pekro.cz/	543255157	pekro@pekro.cz

No.	Name of company	E-shops website	Phone contact	Email
367.	PENDA s.r.o.	https://www.tisknulevne.cz/	800 800 480	info@tisknulevne.cz
368.	Penta	http://www.penta.cz/	724 218 398	obchod@penta.cz
369.	Petr Gospoš	http://gospos.cz/	777 229 796	gospos@gospos.cz
370.	Petr Štěrba	http://www.dragonsport.cz/	777 315 163	info@dragonsport.cz
371.	PETRKLÍČ Frýdek - Místek, s.r.o.	https://www.petrklc.cz/	558 436 463	info@gangstagroup.com
372.	Pharmacium spol. s r.o.	http://www.nonrx.cz/	353 826 264	eshop@nonrx.cz
373.	PHARMATRADE AG, spol. s r.o.	http://knihyprotebe.cz/	606 92 62 62	info@knihyprotebe.cz
374.	Playcentrum.cz	http://www.playcentrum.cz/	257 313 415	info@playcentrum.cz
375.	Počítárna.cz	https://www.pocitarna.cz/	776 777 711	info@pocitarna.cz
376.	ponozkozrout.cz	http://www.ponozkozrout.cz/	724 391 957	info@ponozkozrout.cz
377.	popolka.cz	https://popolka.cz/	950 670 474	info@popolka.cz
378.	Popron	https://www.popron.cz/	245 009 227	info@popron.cz
379.	Popular computers s.r.o.	http://www.ipopular.cz/	724 413 036	shop@ipopular.cz
380.	Portál	http://obchod.portal.cz/	283 028 203	obchod@portal.cz
381.	prislusenstvicom.cz	http://www.prislusenstvicom.cz/	558 843 094	info@prislusenstvicom.cz
382.	PRIVATE LABEL s.r.o.	https://www.topalkohol.cz/	721 880 880	objednavky@topalkohol.cz
383.	ProCredit Truck s.r.o.	http://www.istage.cz/	702 367 367	info@istage.cz
384.	ProdejDVD.cz, Erika Buňatová	https://www.prodej dvd.cz	224 910 446	obchod@prodej dvd.cz
385.	PRODEJHER.CZ s.r.o.	http://www.xbox360konzole.cz/		info@xbox360konzole.cz
386.	Profi parfemy	http://www.profi-parfemy.cz/	222 350 378	info@profi-parfemy.cz
387.	PROMORAIN s.r.o	https://www.rajdestniku.cz/	775 560 573	verka@rajdestniku.cz
388.	ProTvěTělo.cz	http://www.protvetelo.cz/	776 174 631	obchod@protvetelo.cz
389.	Prvni-lekarna.cz	http://www.prvni-lekarna.cz/	530 330 631	lekarna@prvni-lekarna.cz
390.	PT-MOBIL s.r.o.	https://www.ptmobil.cz/	777 205 581	ptmobil@ptmobil.cz
391.	Puritas.cz	https://www.puritas.cz/	775007455	info@puritas.cz
392.	Queens.cz	http://www.queens.cz/	604 995 511	ahoj@queens.cz
393.	RAINER NUTRITION s.r.o.	http://fitness-produkty.cz/	739 204 561	obchod@fitness-produkty.cz
394.	RAJ-ELEKTRA	https://www.raj-elektra.cz/	608 850 835	info@raj-elektra.cz
395.	READY INVEST s.r.o.	http://www.obchody-plus.cz/	777 223 234	info@obchody-plus.cz
396.	Rejnok IT	http://www.rejnok-pocitace.cz/	777 240 874	eshop@rejnok-pocitace.cz
397.	RELAX - FIT CENTRUM	http://www.fitness-top.cz/	730 157 795	info@fitness-top.cz
398.	REMA UH s.r.o.	http://www.remauh.cz/	774 673 334	petr@remauh.cz
399.	Renata Kolláriková	http://www.profesionalni-kosmetika.cz/	606 302 166	profi-kosmetika@seznam.cz
400.	Ricottafood s.r.o.	https://www.happy-toner.cz/	326 316 802	obchod@happy-toner.cz
401.	RM Corporation s.r.o.	https://www.blackcomb.cz/	776 333 233	info@blackcomb.cz
402.	Robert Čapka	http://elmania.cz/	603 449 016	info@elmania.cz
403.	Rock Point a.s.	http://www.rockpoint.cz/	379 200 777	e-shop@rockpoint.cz
404.	RODEL s.r.o.	http://www.rodell-audio.cz/	731 488 859	obchod@rodell-audio.cz
405.	Roman Zima	http://www.bylinky-medy.cz/	774 624 488	info@bylinky-medy.cz
406.	Royal office & telecom, s. r. o.	https://www.cybermedia.cz/	326 316 802	obchod@cybermedia.cz
407.	RPiShop.cz	http://rpishop.cz/	603 716 789	obchod@rpishop.cz

No.	Name of company	E-shops website	Phone contact	Email
408.	RTRIO s.r.o	http://www.lekarna-bella.cz/	596 634 221	lekarna@lekarna-bella.cz
409.	Ruská 88, Miroslav Hošek	https://www.ruska88.cz/	721119353	ruska88@seznam.cz
410.	Ryor a.s.	http://www.ryor.cz/	317 071 510	ryor@ryor.cz
411.	RZ TECHNIC CZ s.r.o.	http://www.rztechnic.cz/	603 449 016	info@rztechnic.cz
412.	sanasport.cz	https://www.sanasport.cz/	530 317 075	kamila@sanasport.cz
413.	Sandi	http://www.sandi.cz/	606 148 200	sandi@sandi.cz
414.	Santos SK s.r.o.	http://www.danaeshop.cz/	903 555 888	info@danaeshop.cz
415.	SAPRO s.r.o.	http://eshop.sapro.cz/	591 008 312	LP@sapro.cz
416.	Sensorshop.cz	http://www.sensorshop.cz/	773 304 599	http://www.sensorshop.cz/
417.	SEVT, a. s.	https://www.sevt.cz	283 090 332	objednavky@sevt.cz
418.	SHOP TRADING s. r. o.	http://www.dvorsky.cz/	499 111 000	elektro@dvorsky.cz
419.	Shop4djs.com - Sound & light shop	http://www.shop4djs.com/	567 214 728	info@shop4djs.com
420.	sikorashop.cz	https://www.sikorashop.cz/	558 357 069	info@sikorashop.cz
421.	simple shop and rent s.r.o.	http://www.simple-shop.cz/	720 023 130	info@simple-shop.cz
422.	SIZEER	https://sizeer.cz/	234 092 555	pr@sizeer.com
423.	Ski a Bike Centrum Radotín	http://eshop.skiservis.cz/	725 196 030	dilna@skiservis.cz
424.	Skolo-na-samsung.cz	http://www.skolo-na-samsung.cz/	732355285	info@skolo-na-samsung.cz
425.	SLK Trade s.r.o.	http://www.kalhotky-podprsenky.cz/	608 928 564	info@kalhotky-podprsenky.cz
426.	smartphony.eu	http://www.smartphony.eu/	948894500	info@smartphony.eu
427.	Smartum.cz	https://www.smartum.cz/	721622722	info@smartum.cz
428.	Snapbacks.cz	https://www.snapbacks.cz/	739 654 469	info@snapbacks.cz
429.	Softcom	http://shop.softcom.cz/	267 311 592	eshop@softcom.cz
430.	SOLEDO, s.r.o.	http://www.ok-moda.cz/	702 000 160	info@ok-moda.cz
431.	Spartoo	https://www.spartoo.cz/	228 883 106	marketplacecz@spartoo.com
432.	sperky-stribrne-zlate.cz	http://www.sperky-stribrne-zlate.cz/	774 444 475	sperky-stribrne-zlate@seznam.cz
433.	Spodni-pradlo-darka.cz	http://www.spodni-pradlo-darka.cz/	608 704 925	alena.andrsova@seznam.cz
434.	Sport Nutrition	http://www.sportnutrition.cz/	608 962 685	info@sportnutrition.cz
435.	Sport365.cz	http://www.sport365.cz/	733 707 063	info@sport365.cz
436.	SPORT-D	http://www.sport-d.cz/	777 141 099	info@sport-d.cz
437.	Sportobchod.cz	https://www.sportobchod.cz/	530 503 100	info@sportobchod.cz
438.	SportOutlet24.cz	http://sportoutlet24.cz/	774 777 151	info@sportoutlet24.cz
439.	Stanislav Tesař	https://www.johnsnow.cz/cs/	608 555 327	info@johnsnow.cz
440.	Steel-Edge.cz	https://www.steel-edge.cz/	603 535 546	info@steel-edge.cz
441.	steel-edge.cz	https://www.steel-edge.cz/	603 535 546	info@steel-edge.cz
442.	Stolní počítače.cz	https://www.stolnipoctace.cz	605 375 599	info@stolnipoctace.cz
443.	stramis-drinks.cz	https://www.stramis-drinks.cz	725 927 129	info@stramis-drinks.cz
444.	Student-eShop.cz s.r.o.	https://www.student-eshop.cz/		info@student-eshop.cz
445.	sunnyshop.cz	http://www.sunnyshop.cz/	736 236 189	info@sunnyshop.cz
446.	suntech.cz	https://www.suntech.cz/	244 402 102	info@suntech.cz
447.	supergamer.cz	http://www.supergamer.cz/	212 241 237	obchod@supergamer.cz
448.	Superprotein	http://www.superprotein.cz/	603 864 748	info@superprotein.cz

No.	Name of company	E-shops website	Phone contact	Email
449.	SURTEP, s. r. o.	http://www.surtep.cz/	312 313 803	petr@surtep.cz
450.	Světbatohů.cz	https://www.svetbatohu.cz/	566 531 737	info@svetbatohu.cz
451.	SvětBot.cz	https://www.svetbot.cz/	725 333 131	svetbot@svetbot.cz
452.	Sypači.cz	http://obchod.sypaci.cz/	777 608 798	team@sypaci.cz
453.	Šárka Šimečková	http://www.kabelkyatasky.cz/	605 862 012	info@kabelkyatasky.cz
454.	T.S.BOHEMIA a.s.	https://www.tsbohemia.cz/	585 157 488	obchod@tsbohemia.cz
455.	TecTake s.r.o.,	http://www.tectake.cz/	840 818 818	mail@tectake.cz
456.	TEHIMEX-Prague s.r.o.	http://shop.avcenter.cz/	604 605 355	info@AVcenter.cz
457.	TEK line s.r.o.	https://www.topelektro.cz/	222 586 657	info@topelektro.cz
458.	Terasat CZ s.r.o.	https://www.televiznicentrum.cz/	778 708 856	obchod@televiznicentrum.cz
459.	Terra Mia s.r.o.	http://www.pohodovynakup.cz/	733 184 066	info@pohodovynakup.cz
460.	tipa.eu	https://www.tipa.eu/	553 624 976	info@tipa.eu
461.	TipShop s.r.o.	http://www.tiphodinky.cz/	733 231 032	info@tiphodinky.cz
462.	TitanSport.cz	http://www.titansport.cz/	724 086 475	info@titansport.cz
463.	TIVIS s.r.o.	https://www.tivis.cz	602 433 182	podhracky@tivis.cz
464.	TN Trade s.r.o.	http://www.shop.tntrade.cz/	495 800 720	info@tntrade.cz
465.	TOMADOS s.r.o.	http://eshop.tomados.cz/	224 812 801	info@tomados.cz
466.	Tomáš Brada s.r.o.	http://www.pouzdro.eu/	731 488 806	info@pouzdro.eu
467.	Tomáš Janota	http://eshop.aktin.cz/	734 524 598	tomasjanota@aktin.cz
468.	Tomáš Pittner	https://www.kvalitni-folie.cz/	723 76 23 86	info@kvalitni-folie.cz
469.	Tomáš Skok - Všeprozvuk.cz	http://vseprozvuk.cz/	728 887 962	info@vseprozvuk.cz
470.	Top4running.cz	https://top4running.cz/	727 977 808	naplavni@t4s.cz
471.	topalkohol.cz	https://www.topalkohol.cz/	721 880 880	objednavky@topalkohol.cz
472.	Topforsport s.r.o.	https://top4fitness.cz/	774 750 025	info@t4s.cz
473.	TopMode Košátko Miloš	http://www.topmode.cz/	603 986 778	info@topmode.cz
474.	Topmode.cz	https://www.topmode.cz/	603 986 778	info@topmode.cz
475.	TOPPROTEIN.CZ	http://www.topprotein.cz/	731 646 292	topprotein@email.cz
476.	TRYshop s.r.o.	http://www.prima-outlet.cz/	323 603 114	info@primaoutlet.cz
477.	Učebnice	https://www.ucebnice.cz/	487 354 450	spoluprace@ucebnice.cz
478.	UnderFactOry.cz, s.r.o.,	https://www.snapbacks.cz/	739 654 469	info@snapbacks.cz
479.	Uniaksal s.r.o	https://www.mujbeh.cz/	577 111 550	info@mujbeh.cz
480.	univaro.cz	http://www.univaro.cz/	777 719 773	info@univaro.cz
481.	urbanlux.cz	https://www.urbanlux.cz/	602 102 202	info@urbanlux.cz
482.	UrbanStore.cz	https://www.urbanstore.cz/	222 262 019	info@urbanstore.cz
483.	Veronika Králová	http://www.kosmetika-usa.cz/		info@kosmetika-usa.cz
484.	VIKI, spol. s r.o.	http://www.iviki.cz/	725 831 361	info@iviki.cz
485.	Vinozwebu.cz	http://www.vinozwebu.cz/	724 305 873	info@vinozwebu.cz
486.	VK Foto Ondřej Klíma	https://www.vkfoto.cz/	222 512 731	shop@vkfoto.cz
487.	VK servis	http://www.vkservis.cz/	224 827 815	prodejna@vkservis.cz
488.	Vladimíra Kelčová	http://www.cervenytulipan.cz/	603 704 722	obchod@cervenytulipan.cz
489.	Vlapa.cz	http://www.vlapa.cz/	566 440 670	info@vlapa.cz

No.	Name of company	E-shops website	Phone contact	Email
490.	vnew.cz	http://www.vnew.cz/	734 313 211	info@vnew.cz
491.	Vyrubal Tomáš	https://eshop.fit-gold.cz/	723 914 434	fit-gold.dotazy@seznam.cz
492.	VÝŽIVA PRO FITNESS	https://www.vyziva-pro-fitness.cz/	773 378 890	info@vyziva-pro-fitness.cz
493.	wayfarer.cz	http://www.wayfarer.cz/	228 885 555	info@wayfarer.cz
494.	windsport.cz	http://www.windsport.cz/	603 181 555	info@windsport.cz
495.	winehouse.cz	http://www.winehouse.cz/	777 189 597	vladimir.matula@winehouse.cz
496.	xiaomimobile.cz	http://xiaomimobile.cz/	730 192 063	info@xiaomimobile.cz
497.	xtremeshop.cz	http://www.xtremeshop.cz/	775 728 876	info@xtremeshop.cz
498.	Xzone.cz	http://www.xzone.cz/	415 652 090	xzone@xzone.cz
499.	ZebraStores.cz	http://www.salomonstore.cz/	511 444 331	info@zebrastores.cz
500.	ZELTNER s.r.o.	http://www.stival.cz/	778 719 607	info@stival.cz