

**CZECH UNIVERSITY OF LIFE SCIENCES
PRAGUE**

Faculty of Economics and Management

Informatics

Department of Information Technologies



Diploma Thesis

Advertising on Internet

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Department of Information Technologies

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Krupička Lukáš

Informatics

Thesis title

Advertising on Internet

Objectives of thesis

The focus of the diploma thesis is the subject of advertising on the internet and its forms. The main goal is to make a list of all possible forms of online advertising, and any analysis of advertising effectiveness. Sub-targets of the thesis are:

- a survey of solved problems
- analyze the various forms of advertising on the Internet
- analyze and evaluate the effectiveness of online advertising campaigns

Methodology

The methodology selected issues of the diploma thesis is based on study and analysis of specialized information resources. The practical part is focused on developing case studies to analyze internet advertising campaign since its inception and subsequent evaluation of its effectiveness. On the basis of acquired knowledge and outcomes will be formulated in the conclusions of the thesis.

Schedule for processing

- 1) Preparation and study of specialized information resources, refine individual goals and work selection process solutions: 6 / 2011
- 2) Processing report of solved problems according to the sources of information: 07/2011 - 9 / 2011
- 3) Development of analytical part of work, discussion and evaluation of results: 10/2011 - 11/2011
- 4) Creation of the final document of the thesis: 12/2011 - 2 / 2012
- 5) Submission of dissertation and thesis: 3 / 2012

The proposed extent of the thesis

60 - 80 stran

Keywords

Internet advertising, banner, pop-up, online advertisement, streaming, mobile advertisement, spam

Recommended information sources

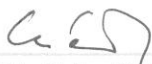
2. GOOGLE. Marketing and Advertising Using Google™. Google Inc., 2007. 156 pages. ISBN: 1-426-62737-8.
3. JANOUCHEK, Viktor. Internetový marketing, 1. vydání. Computer Press, 2010. 304 s. ISBN 978-80-251-2795-7.
4. SPIR. Sdružení pro internetovou reklamu. [online]. <<http://www.spir.cz/>>.
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6. Wikinvest. Impact of Internet Advertising. [online]. <http://www.wikinvest.com/concept/Impact_of_Internet_Advertising>.

The Diploma Thesis Supervisor

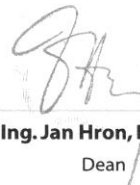
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Prague January 15, 2013

Declaration

I declare that I have worked on my diploma thesis titled “Advertising on Internet” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague,

.....
Lukáš Krupička

Acknowledgement

I would like to thank to Ing. Alexandr Vasilenko for his advices and supervising of my diploma thesis.

I would like to thank to team of V3net.cz, s.r.o. and e-shop Dr.Staněk.cz for provided business data, advices and consultations.

Advertising on Internet

Reklama na Internetu

Advertising on Internet

Summary

Users who use the internet meet advertisement there every minute spent on the web. Advertising, both classic and the web is everywhere. Advertising has become long since an integral part of business and only what is important these days for which advertising channel exhibitors decide for invest. At present time the Internet is changing the world, which gives advertisers unimaginable ways to promote their products and services worldwide.

Current important forms of advertising are described in the first part of the thesis. In this section, the reader learns not only a lot of information about individual species, but also a brief history of advertising on the Internet. Finally, are presented in advertising spending in the Czech Republic.

The practical part draws from theoretical part later. Practical part deals with the analysis and evaluation of data obtained from monitoring tools online advertising campaigns. Data are presented using tables and graphs subsequently explained. At the end of the campaign are evaluated in relation to their success.

Keywords

Advertisement, marketing, internet, Adwords, Analytics, PPC, SEO, Mailing

Reklama na Internetu

Souhrn

S reklamou na internet se uživatelé, kteří toto medium používají, setkávají každou minutou strávenou na internetu. Reklama, jak klasická, tak internetová je všudypřítomná. Reklama se již dávno stala nedílnou součástí obchodu a jediné o co v dnešní době jde, do jakých kanálů budou vystavovatelé reklamy investovat. V současnosti době hýbe světem internet, který dává zadavatelům reklamy nepředstavitelné možnosti, jak propagovat své produkty a služby po celém světě.

Současné důležité formy reklamy jsou popsány v první části diplomové práce. V této části se čtenář dozví nejen velké množství informací o jednotlivých druzích, ale i krátkou historii reklamy na internetu. Závěrem jsou představeny výdaje za reklamu v České Republice.

Z teoretické části později čerpá část praktická. Ta se zabývá analýzou a zhodnocením získaných dat z nástrojů pro sledování internetových reklamních kampaní. Data jsou prezentována pomocí přehledných tabulek a grafů následně vysvětlena. Na závěr jsou kampaně zhodnoceny vzhledem k jejich úspěšnosti.

Klíčová slova

Reklama, marketing, internet, Adwords, Analytics, PPC, SEO, Mailing

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1. Introduction

Advertisement is all around us all the time. People can see or hear ads everywhere. It has been on the streets, in the radio, in the television and on internet also. Advertisers has on a plenty opportunities to advertise on this still young media. That's why internet user can meet several kind of internet advertisement every few moment spending on the web. Why is in advertisement segment spent billions of money every year and this summary is growing. Customers react every moment on the advertisement for buying product or services. Without any feedback from customers to advertisers there would be no need and demand for advertising.

For the above reason, the ad is an important and integral part of every business sector. The biggest advantage of Internet advertising is its diffusion. This is due to the prevalence of the Internet almost universal. The only obstacle may be linguistic diversity. But in these days the vast majority of advertising agencies can do such campaigns which are more or less without words. Thus it is possible to deliver such ads to all computers and laptops to customers around the world. It is worth mentioning the fact that today the market for online advertising is becoming very focused on smart phones and tablets that have a meteoric rise in number among the people.

The basic idea of each ad is to popularize the product or service. Show its properties and possibilities in the best light. The result of advertising is mostly buying customers. Those vendors will generate a profit, which is the main goal of every business. Advertising is the most important tool in customer acquisition. Given that the market is up an incredible amount of products and services, then that advertising can be the milestone that divides the successful from the unsuccessful ones. On the other hand, advertising can be a good helper in deciding on potential purchase of the product or service.

2. Objectives and Methodology

2.1. Objectives

This thesis aims to make overview of internet advertising and the rate of its success. The first half of the thesis is focused on the theoretical aspects of advertisement on the internet. The author focuses on a few selected types of internet advertising, especially including those that are related to the practical part of this thesis. There should be explained basic characteristic about chosen kind of online advertisement. Main objective of theoretical part is acquainting reader of this thesis with basic of advertisement on internet and its statistic data.

After explaining and describing all selected types of Internet advertising, the author moves the center of gravity to the second part of the thesis. That is the practical part, which will focus on the analysis of data sets obtained from tools advertisers use to promote their business. All data will be from one Czech company. Its advertising campaigns of their online store will be analyzed. Theses Internet advertising campaigns have several parts. It is depending on the used kind of online advertising for campaign. The author focuses on the input data of advertising campaign and its outcomes at a pre-selected period. At last author will analyze the results and make conclusions.

2.2. Methodology

Get definitions, information and knowledge regarding the types of Internet advertising and the use from available literature and web resources. There is a detailed description of the selected types of Internet advertising. There are definitions, description of properties, use, and possibly price.

In the next section follow the study of online advertising campaigns of the selected company. First, it is an introduction to the input data from Google Analytics. Follow the presentation and compilation of data from the Google Adwords. From these data emerge final statistics and their evaluation.

Among the latest objectives of the work is one of the focuses on other forms of Internet advertising of the company. There are presented their data and drawn conclusions about effectiveness. There are also mentioned their pros and cons. As a final point is overall evaluation of the whole advertising campaign.

3. About advertisement

Advertisement has long history and through that time a lot of definitions were created but always mean the same thing or process. To get an idea included the definition of advertising.

“Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired on radio or television, an advertisement is called a commercial. According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is "salesmanship in print." [1]

“Paid form of a nonperson message communicated through the various media by industry, business firms, nonprofit organizations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience. Advertising is a marketing tool and may be used in combination with other marketing tools, such as sales promotions, personal selling tactics, or publicity.” [2]

From the above definitions we can deduce what is advertising and what is its purpose. Advertisement is a tool which helps sellers to promote their product or service what they offer to customers. Advertising provides information to customer in an attempt to sell the offered products or services. Advertising always heading for the target group, seller enters to advertising agent. Advertisement Since its creation has come a long way from the full development of the ancient Egyptians, through printed magazines, radio, television, until he reached the internet. Fastest growing new advertising medium was taken by storm. These days, consumers are confronted with any form of advertising almost constantly.

3.1. Online Advertisement

This brings us to the main content of the thesis. It was the emergence of the World Wide Web was as living water for the advertising business. Internet with its explosive growth and potential to achieve and reach a large number of customers in a short time has become a very popular tool for publishing advertisements. One of definitions about online advertising says *“Delivering ads to Internet users via Web sites, e-mail, ad-supported software, text messaging and Internet-enabled cellphones. Also called an "ad network" or "ad serving network," Internet advertising organizations act as a middleman between the advertiser and the Internet venues that display the ads. They sell the online campaign to the advertisers and then deliver the ads to the sites that display them. The site owners receive a royalty based typically on the number of times users click the ads (see click-through rate). Such organizations may provide software tools that enable companies to deliver their own ads. See banner exchange, banner ad, Google AdWords and adserver.”* [3]

Another definition look on advertisement on internet in this way, *“use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software (browser) reveals sufficient information about the site's visitors, online advertising can be custom-tailored to match user preferences.”* [4]

In developing advertising on the Internet are a great number of species and forms of promotion advertising on the Internet. Furthermore, there were created tools that facilitate the creation of an internal advertising and management. In nowadays for most business owner is man internet marketing and communication tool their corporate website. The corporate website has main role in promote the company on the internet and bring new customers. *“Online advertising has changed the way consumers purchase products. Unlike with print or broadcast ads, when customers see an online ad, they can go immediately to the advertiser's website to buy the products or services promoted.”* [5]

History of online advertisement

- 1994: The first Web advertising appears after the creation of Web browsers, starting with Netscape, allowed more complex Internet sites. Pay-per-click keyword advertising debuts at GoTo.com (later Overture, and now a part of Yahoo). [5] [6]
- 1995: Large corporations and brands such AT&T, Saturn, Time and Proctor & Gamble begin investing in both their own websites and online advertising. [5]
- 1997: The Internet gains broad commercial acceptance as a sales medium. Businesses flock to the Web to create e-commerce sites, and content sites (usually online versions of newspapers or magazines) offer advertising space. As advertising begins to saturate the Web, marketers try new tactics to gain attention. By the end of 1997, pop-up and pop-under ads became common. [5]
- 1998: HotWired is the first site to sell **banner ads** in large quantities to corporate advertisers. The first buyers? AT&T and Zima. Click-through rates, the gauge of success, are an astonishing 30%. [6]
- 1999: Online spending reaches nearly \$1 billion in the second quarter. Businesses fight for face time with customers on the exploding Internet. [5]
- 2000: Google rolls out AdWords, a pay-per-click service. AdWords made performance-based ads mainstream and now accounts for more than 95% of Google's revenue (\$21 billion in 2008). [6]
- 2001: The "dot-com crash" leads to a sharp decline in online advertising spending. Pop-up (and pop-under) ads fill users' screens. They peak in 2003, at 8.7% of all online ads. Although initially effective, earning 13 times more clicks than banners, pop-up blockers end the annoyance almost as quickly as it began. [5] [6]
- 2002: Google introduces its AdWords program, which will lead the text-based advertising movement. [5]
- 2004: A decade after the first online ads appeared, spending on Web advertising reaches nearly \$9.6 billion. [5]

- 2005: Video ads bring in \$121 million -- just over 1% of online ad revenue. Today, they're still a small slice of the overall market as YouTube, Hulu, and others experiment with formulas, but video-ad revenue jumped to \$500 million in 2008. [6]
- 2007: Facebook debuts its advertising system, including Beacon, which raised members' hackles for being an opt-in program by default. A month later, CEO Mark Zuckerberg allows users to turn off Beacon -- and they do just that.
- 2009: Businesses move their advertising efforts into new areas by making wide use of social media such as Twitter and Facebook. Companies such as Lotame begin to experiment with engagement as the new ad unit on social networks. The goal? Attract more than the \$2.35 billion that companies are expected to spend on social-network advertising this year. [5] [6]

Types of online advertisement

For general dividing forms of internet advertising can help guidepost which is created by Czech marketing specialist Michal Krutiš. His systematic map of types and forms of online advertisement is necessary and sufficient for the purpose of this thesis. Profiling is based on the concept of internet marketing and is divided into several branches. Although it could be said that online advertising is essentially the same expression as internet marketing. At the following lines will be presented each category as indicated by Mr. Krutiš and in each category will be mentioned a few types of advertising on the Internet, which the fall into it.

Online Advertisement - Search marketing, pay per placement (catalogues), SEO, advertisement in search engines (PPC systems, AdWords, Sklik), Sheet advertising (banners)

Web sites – Copywriting, Referrals, Microsites

Sale support – Affiliate marketing, Contests, Advergaming, coupons, loyalty programs

Online Public Relations – Own/foreign web sites, Press release, podcasts, videos, Social media

Online direct marketing – Requested mailing, Newsletters, Viral marketing, messaging

One of ideas by Michal Krutiš is that internet marketing is online version of classic marketing. It means that both economic disciplines use same or slightly different tools and procedures in their own environment. Because in classical marketing environment, but even the Internet is highly competitive, so nowadays succeeds individuation menu, speed of communication with the customer and a wide range of information. Internet and Internet marketing can these new, or more required, needs to satisfy. Internet marketing has the same objectives as traditional marketing, but it adds two other directions, efficiency and direct transforming traditional, ingrained marketing strategies. [7]

3.2. Search engines

A web search engine is code that is designed to search for information on the internet. The search results are generally presented in a line of results often referred to as search engine results. Some search engines can mine data available in databases or open directories. Between search engines belongs Google, Yahoo, Bing and for Czech Republic there are Seznam, Centrum or Atlas.

3.2.1. PPC (Pay-Per-Click)

“A brief Pay Per Click definition is: PPC is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, ‘pay per click.’” [8]

Instead of banner advertisement where company pay for display of their ads, at PPC company pay only for click on the ad. It equals to real visit on their websites. This allows very precise measure of PPC advertising and evaluates its return. The most used PPC system in Czech Republic are Google AdWord, will be presented in practical part, and Sklik.

In couple last year PPC advertising works like a silent auction. Advertisers are placing bids on keywords or phrases that should their target audience type when they a search on internet when they are looking for specific goods or services. If a user types a search query into the field of a search engine that matches the advertiser’s keyword list, visits a web page with content that correlates to the keywords the PPC ad should displayed on the page. In search engines, a PPC ad is generally just above or to the right of the search results where they can be easily seen. On other websites, the ad will be placed by website designer to the location where the ad will be benefit for his site and the advertiser. [8]. Example of silent auction will be presented in practical part of the thesis.

In PPC advertisement campaign is important to choose right keywords, cost per click, optimal advertisement and budget for whole campaign. For successful campaign is critical precision work with matching keywords. There are three options to choose keyword matching:


- Broad - search query may be a variant of the keyword or even just a word with a similar meaning
- "Phrase" - the search query must contain all of the terms contained in a key word in the sequence and shape as the keyword
- [Exact] - the search query must exactly match the keyword search query must not contain any additional keywords

Internet Obrazky Mapy Nákupy Blogy Více ▾ Vyhledávací nástroje

Přibližný počet výsledků: 699 000 000 (0,28 s)

Reklamy související s dotazem **pay per click** ⓘ

Pay Per Click na Googlu = - Google.cz
www.google.cz/Pay+Per+Click
Reklama s platbou jen za prokliky. Kontrolujte své výdaje na reklamou!

Pay per click: Sklik - Sklik.cz
www.sklik.cz/ 
Vaše inzeráty na Seznamu a dalších 4000 stránkách snadno a rychle
Co je Sklik? - Návoděda - Blog Skliku

PPC reklama od B2B Group - b2bgroup.cz
www.b2bgroup.cz/ppc
Pravidelná optimalizace, měřitelné výsledky. Naším cílem je Váš zisk.

Tip: [Hledejte pouze výsledky v češtině](#). Jazyk vyhledávání můžete nastavit na stránkách [Nastavení](#)

Platba za kliknutí - Wikipedie
cs.wikipedia.org/wiki/Platba_za_kliknutí
Platba za kliknutí (**PPC** z anglického **pay per click**) patří mezi nástroje internetové reklamy. Princip **PPC** spočívá v tom, že inzerent neplatí za každé zobrazení ...

Pay per click - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Pay_per_click - Přeložit tuto stránku

Pay-per-click (PPC) (also called cost per click) is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a ...

Reklamy ⓘ

PPC reklama na míru
www.internet-marketing-pro.cz/
Správa a optimalizace ppc kampaní.
Získejte nové zákazníky již dnes!

Chcete být opravdu vidět?
www.reklama-na-internetu.biz/
Poctivá profí práce bez kompromisů
Zviditelněte web a zvyšte poptávku!

PPC reklama ReachLocal
www.reachlocal.cz/
Efektivní online reklama na míru.
Chťete výsledky, nejen kliky.

Pay Per Click od H1.cz
www.h1.cz/
Inzerujte odpovědně s pomocí H1.cz.
Pay per click reklama nás baví!
Dělnická 213/12, Praha 7 - Holešovice
272 763 111 - Trasa
1 112 lidí dává +1 nebo sleduje H1.cz

Pay per click
www.goop.cz/reklama-na-internetu
Už žádné "vyklikání" reklamy!

PPC

Figure 1- Example of PPC]

Advantages and disadvantages of PPC

Advantages

- Increased traffic
- Reliability
- Stability
- Pay for click only

Disadvantages

- Expensive
- Click Fraud
- Accidental Clicks
- No Guarantees
- Heavy Competition

PPC can be a great advertising tool, but advertiser has to do his job and prepare good keywords and phrases for get customers. Important is to check result of campaigns with analytics and find out that which fit to business plans.

3.2.2. SEO – Search Engine optimization

SEO helps to provide that a site is accessible to a search engine and improves the chances that the site will be found by the search engine. The goal of SEO is not to increase traffic on the sites. The main goal of SEO is ensure productive traffic on the website.

Definitions of SEO:

“Search Engine Optimization is a multidisciplinary activity that seeks to generate productive organic traffic from search engines via technically sound and connected sites by matching query intent with relevance and value.” [9]

“Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.” [10]

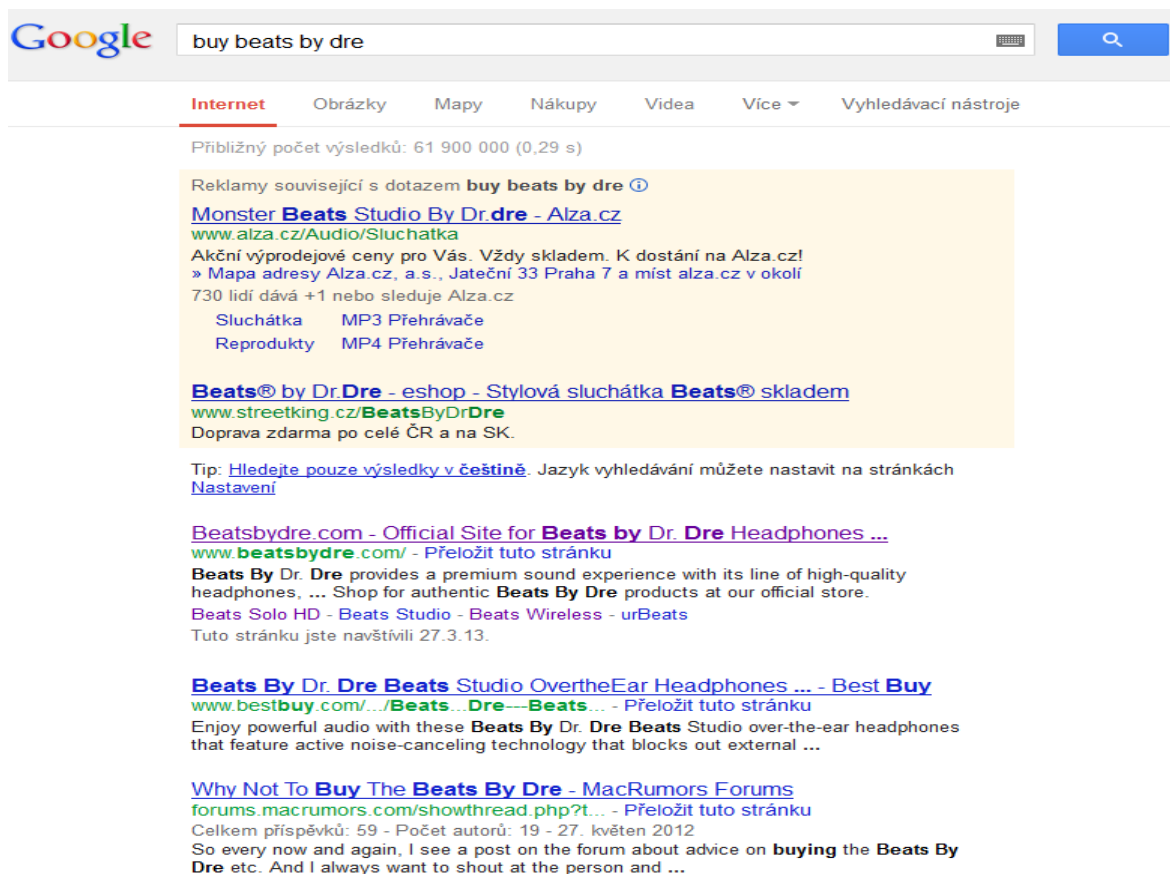


Figure 2 - SEO environment

Advantages and disadvantages of SEO

Advantages

- *“SEO services helps to increased you business name or product and also gives your business more exposure*
- *With SEO you can ensure that your business are better reached*
- *You will have more traffic on your website which will ultimately increase your sales figure*
- *Clients accessing your site are potential buyers because they are specifically looking for your product*
- *SEO will exemplify to search engines that your site is more important and its subject matter carries weight” [11]*

Disadvantages

- *“With the high traffic and volume your site receives it is also open to the potential increase amount of spam that can be received.*
- *With all the unwanted leads your site may receive through PPC (pay per click advertising), there will be a cost involved in handling unwanted leads.*
- *Many major search engine companies change their algorithms so often that you cannot keep up with your site ranking.*
- *There are potentially many SEO ploys that might make the SEO actually prevent your website from doing well .*
- *It is impossible to predict and guarantee high positions in search engines.” [11]*

Now follow two online advertisement tools, they are related with search engine optimization.

Copywriting

“Copywriting is the act of writing copy for the purpose of selling or marketing a product, business, or idea. The term copywriting is often used interchangeably with content writing or freelance writing, though this is technically incorrect. A copywriter is one who writes for promotional purposes, and although they may very well be a freelance writer, they have a specific marketing purpose.” [12]

“A copywriter might write advertising copy, sales copy, sales letters, commercial scripts, or other types of marketing media for a business, such as brochures, billboards, or mass mailings. Copywriters often write copy for commercial websites as well, often for the purpose of search engine optimization, or SEO. SEO uses frequently used search terms in the written copy to promote the ranking of the website in search engines, making it more likely for people to click on the link and visit the website. These are simply common places to find copywriting, but it can literally be found anywhere in day to day life, and you probably don't even notice it sometimes.” [12]

Link building

“Link-building is the practice of obtaining links from external web sites to company own to improve both direct referrals (people clicking on the links) and search engine ranking. Paying for links and reciprocal linking are more effective than simply requesting uncompensated links from other sites.” [13]

3.3. Sale support on internet

In this group it can be found online advertising like Affiliate marketing, Contests, Advergaming, Coupons and discounts. Next can be loyalty programs or Catalogues. All of them should support sales on internet in specific way.

3.3.1. Affiliate marketing

“Affiliate Marketing is one of the most popular ways to make money online but ‘what is affiliate marketing?’. Many people see and hear about it and how normal people are making money by doing it, yet they fail to understand what it is and how it actually works.” [14]

“Affiliate marketing has become one of the most popular ways for people to make money online. It has grown in popularity because it is virtually FREE to set up and the best thing about it is, just about anyone can start doing it, no matter how old user is or what walk of life you come from.” [14]



Figure 3 - circle of affiliate marketing

Simple definition: *“Affiliate Marketing is basically selling someone else’s products or services and then in return, you receiving a commission for doing so. The concept of*

'Affiliate Marketing' is you get paid when you sell or promote someone else's product."
[14]

3.3.2. Advergaming

It is very easy to say that online advertising is hiding behind the name of Advergaming. This category covers all games that contain advertising and promotion for any product or service. Even the companies' issue games inflated advertising their products. Nowadays it is quite common to get the game on a smart phone or tablet for free, but it is only at the expense of advertising. Sometime it can happen to see word Advergame so in that case it is about game with online advertisement inside. For example automobile manufacturer might use a race car game, which keeps the brand name in front of the player at all times.



Figure 4 - Vodafone advertisement in the game

3.3.3. Coupon and discounts

Customers want to always some coupon or discounts. In USA very popular company Groupon is selling discounts and coupons over internet and the company is very successful for a long time. In Czech Republic start this trend before few years with rocket growth. These companies oversell products and services over the internet with variable level of discounts.

3.3.4. Catalogues

Direct selling method in which merchandise from several sellers, or several items from the same sellers, are presented to prospective buyers through mail or internet. It means that catalogue collect links and referrals on products from sellers. In Czech Republic for example is Heureka.cz. But there cannot be catalogues only for selling product. For example Czech catalogue Firmy.cz collect links on companies of all kinds.



Figure 5 - Website of Heureka.cz

3.4. Online direct marketing

This category of online advertisement shelters these online marketing tools Messaging (Instant messaging and mobile marketing through SMS), viral marketing and Emails with his subcategories Newsletters and requested emailing. Also in this category can be put spam, but it is negative source of advertisement and not requested also.

3.4.1. Direct mailing

It targets consumers through their Email accounts. Email addresses can be harvested from websites, forums, or purchased. Some companies require from visitor to receive announcements to use their websites. Here can be noticed requested emails with some special prices, discounts etc. Also Newsletters belong to direct mailing for sure. For monitoring the success rate in mailing campaign advertiser use Google Analytics. More about this tool will be in practical part of thesis.

On the other side stay spam. It is flooding the users email accounts with many copies of the same message, in an attempt to force the message on people who would not otherwise choose to receive it. Most spam is commercial advertising, but often on nonsense products, get-rich-quick offers, or illegal services. Spam costs the sender very little to send -- most of the costs are paid for by the recipient or the carriers rather than by the sender. Governments made laws against spam in last years. [15]

Advantages	X	Disadvantages:
• Targeted	X	Junk Mail
• Personalized	X	High Costs and Errors
• Measurable		

One of the areas where the use of direct mailing is called remarketing. It is a method of targeting Internet advertising. This is one of the ways to reach the selected target group of people who have previously visited the site of the advertiser.

3.5. Online public relations

“Online public relations are basically different from a classical instrument “relationship with the public.” However, it has its own specifics. Once they are texts, articles, news about the company, pictures posted on the web, for many years and are always available to everyone. This is also the advantage of good news, but also the disadvantage of negative messages. A potential customer, client, partner is able, thanks to full-text search engines within a few minutes to find information about the company a few years old. That would be him in the off-line world failed. Therefore, in online PR is much more important not to make mistakes.” [16]

Into online PR belong Press release, own or foreign websites, Online events, podcasts and Social media marketing also. Just social media marketing is becoming more popular every day.

3.5.1. Social media marketing

Social media marketing refers to the process of gaining website traffic or attention through social media sites. [17]

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. [17]

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive

platform for organizations to implement marketing campaigns. Social networking websites allow individuals to interact with one another and build relationships. [17]

Social media marketing is rising with more popular social media around users. Between social media platforms belong two groups. First is social networking websites and blogs, second are Mobile phone.

3.5.2. Social networking websites and blogs

Social networking websites allow users to talk and lot of other things with another user and build relationships. When products or companies join those sites, people can interact with their social networking sites. That interaction feels more real and live to users because of their previous experiences with social networking site interactions. [18]

Social networking sites and blogs allow individual followers to retweet or share comments made by company when promoting the product. By repeating the message, all of the user's connections are able to see the message, through them the message reaches more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. This may save the company a fair amount of resources allocated to paid advertising. [18]

Through social networking sites, companies can have discussion and interactions with its followers. This personal interaction can give feel of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. [18]

Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns. [18]

3.5.3. Mobile phones

“Mobile phone usage has also become beneficial for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company website or online services with their smart-phones.” [18]

3.5.4. List of social media networks

Every business in these days has minimum one company or brand account on one or more social media networks. Each social media networks offers to company different rate of interactions with their followers. Social media networks are one of the most powerful online advertisement tools in the run to get customers.

Facebook:

It allows to company promote the product with videos, photos, and longer description. Videos can show when a product can be used as well as how to use it. Other followers can comment on the product pages for their friends and other Facebook users to see. Facebook can link back to the product’s Twitter page as well as send out event reminders. Facebook promotes a product in real-time and brings customers in. As marketers see more value in social media marketing, advertisers continue to increase sequential ad spend in social by 25%. Strategies to extend the reach with Sponsored Stories and acquire new fans with Facebook ads contribute to an uptick in spending across the site. The study attributes 84% of "engagement" or clicks to Likes that link back to Facebook advertising. Today, brands increase fan counts on average of 9% monthly, increasing their fan base by two-times the amount annually. [18]

View on Facebook wall with paid online advertisement on the right side. All advertisement on Facebook is target on user's searching in last time.

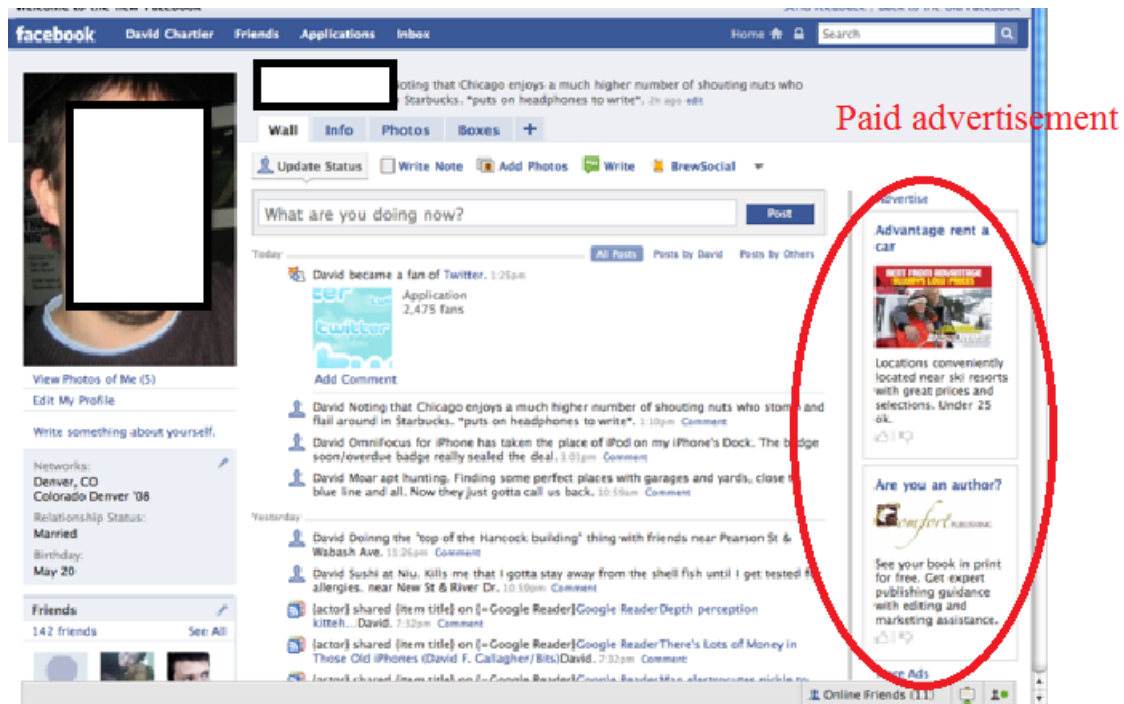


Figure 6 - Facebook wall

Twitter:

Twitter allows companies to promote their products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in. [18]

YouTube and Google+:

Both services belong to Google. Service Google+ should be completion against Facebook. YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested. This is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, “for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos. [18]

Google+, in addition to providing the profiles and features like Facebook integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion. [18]

Foursquare:

Foursquare is a location based social networking website, where users can check into locations via their smartphones. Foursquare allows businesses to create a page or create a new/claim an existing venue. A good marketing strategy for businesses to increase footfall or retain loyal customers includes offering incentives such as discounts or free food/beverages for people checking into their location or special privileges for the mayor of that location. [18]

3.6. Total advertising revenues in Czech Republic 2012

Following graph represents a share of the individual media types in Czech Republic in year 2012. Total expenditures were in amount almost CZK 64 billion (includes Television, Printed Media, Radio, Internet, Outdoor advertisement). “If we compare the overall Internet advertising performance with the performance of other media in the last year, based on monitoring of advertising performance by Admosphere, then Internet as a media type assumed third place behind television and print, earning more than 11 billion Czech crowns. The overall share of Internet on all advertising expenditures reached 17.4 % last year, which is 3 % higher than the share of the previous year 2011. Internet thus again narrowed the gap between it and print media, where the share conversely dropped by 4%.” [19]

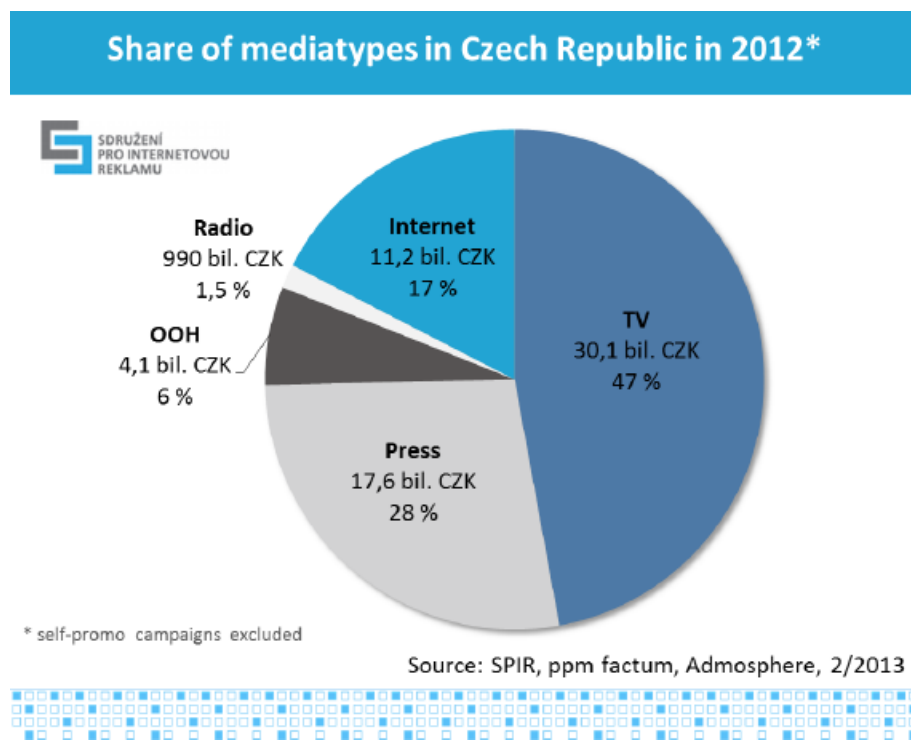


Figure 7 - Total advertising revenues in Czech Republic [19]

Table of shows fact that Internet advertisement is growing every year together with television and outdoor. Against of that old advertisement tools printed media and radio losing revenue every year.

Table No. 1: Share of Advertising performance of Individual Media Types in the last 3 Years

	2010	Share %	2011	Share %	2012	Share %
TV	CZK 25,587,562 000	43.1%	CZK 29,162,723,000	46.8%	CZK 30,126,262,000	47.1%
Print	CZK 21,553,641,000	36.3%	CZK 19,500,741,000	31.3%	CZK 17,604,300,000	27.5%
Internet	CZK 7, 716,454,000	13.0%	CZK 8,900,469,000	14.3%	CZK 11,151,399,000	17.4%
OOH	CZK 3,285,289,000	5.5%	CZK 3,676,360,000	5.9%	CZK 4,056,608,000	6.3%
Radio	CZK 1,284,310 000	2.2%	CZK 1,122,994,000	1.8%	CZK 989,663,000	1.5%
TOTAL	CZK 59,427,256 000	100.0%	CZK 62,363,287,000	100.0%	CZK 63,928,232,000	100.0%

*Note. The costs given do not include self-promotion, and not included in the radio performance are regional sales
Source: SPIR, Admosphere, Ppm Factum, February 2013*

Table 1- Total ad performance

“Internet Advertising spending exceeded 11 billion Czech crowns last year. In comparison with 2011, this is an increase by one quarter, confirming the position of Internet as the most dynamic advertising media type. The positive trend is in part the result of the constant demand for display advertising, using of performance models in search and advertising networks, and video advertising continues to gain in importance. The expectations for this year are optimistic, and SPIR estimates a 16% growth in spending for 2013.” [19]

Internet advertising revenues in Czech Republic 2012

On the presented charts is to see the distribution of income among individual types of used internet advertising. Dominant position in the Czech Republic has display ads with almost 50% of revenue. After them is paid search and advertising networks that have only about 13% less revenue than display advertisement mentioned

“Within the scope of display advertising, sponsors invested 5.5 billion Czech crowns in ratecard prices in Internet last year. In Google, Sklik, Facebook, eTarget and other advertising networks, spending exceeded 4 billion Czech crowns in net (real) prices. Almost a billion Czech crowns of the advertising performance are from classifieds and catalog entries (directories), and over a half a billion Czech crowns from the rapidly growing video advertising. Among other monitored types of advertising, 85.5 million Czech crowns went to PR articles, 76 million Czech crowns into advertising on mobile devices, and 9 million Czech crowns into the newly watched advertising sold through the RTB model (Real Time Bidding).” [19]

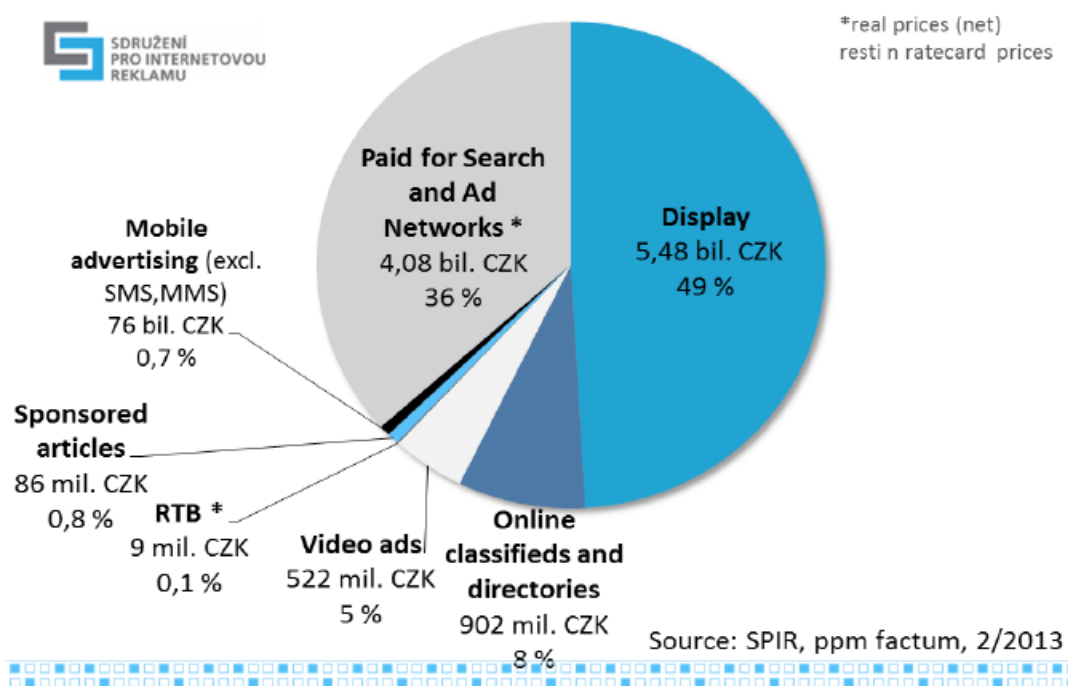


Figure 8- Performance of online advertising types in 2012

“Display advertising remains as the main internet advertising area, with half of the total expenditures (49%). During the last year, performance of advertising networks and paid for search advertising has strengthened significantly, gaining more than a third (36%) of online marketing advertising budgets and showed an increase of 1.4 billion Czech crowns compared to 2011. Video advertising is also showing rapid growth (67%), with a volume of over half billion Czech crowns, as well as advertising in mobile devices

(96%). Expenditures for directory entries and online classifieds are relatively stable over time. “ [19]

Presented statistics and graphs are based on a current survey of advertising performance done for SPIR by the Ppm Factum research agency and on the year-round outputs of the Admosphere agency. [19]

About SPIR: “professional association active in the field of internet advertising since 2000. The membership base of the association currently has a total of 59 members. Alongside operating integrated, widely respected research into visitor numbers and sociodemographic profiling of internet visitors via NetMonitor, it also implements an internet advertising monitoring project, AdMonitoring, and the IAC professional conference on internet marketing, and provides expert analysis of internet market development in the Czech Republic.” [20]

3.7. Summary

In previous text was introduced basic information about advertisement, online advertisement with brief history. The theoretical part of thesis was focus on several kinds of online advertising tools. The overview of different ways how to promote was set. On the last were presented data about revenues on advertisement on internet in Czech Republic.

4. Online advertising campaign of e-shop

4.1. Website Dr. Staněk

Whole practical part is about analyzing internet advertisement campaign of e-shop. That e-shop belongs to company Dr. Staněk, company Ltd. The main goal of this company is help people with overweight to get fit and feel better in their bodies. Websites of the company is at <http://www.drstanek.cz/>. The whole web is divided into several sections. Main page contains some basic information and e-shop. Major part of the web is e-shop where customers can buy company products online. Company sells special diet food, diet plans and others. In section Dr. Stanek are information about company and doctor himself. Followed by Guareta diet which contains subsections reduction diet and diet plans. Customer can look on tips how to lose weight. Another part is about consulting where doctor gives answers on customer's questions. Other sections are blog, where people can find special offer of the month and diet recipes. Lose weight with us shows stories about people who get help from doctor Stanek and use product from the shop. Last one is contacts.

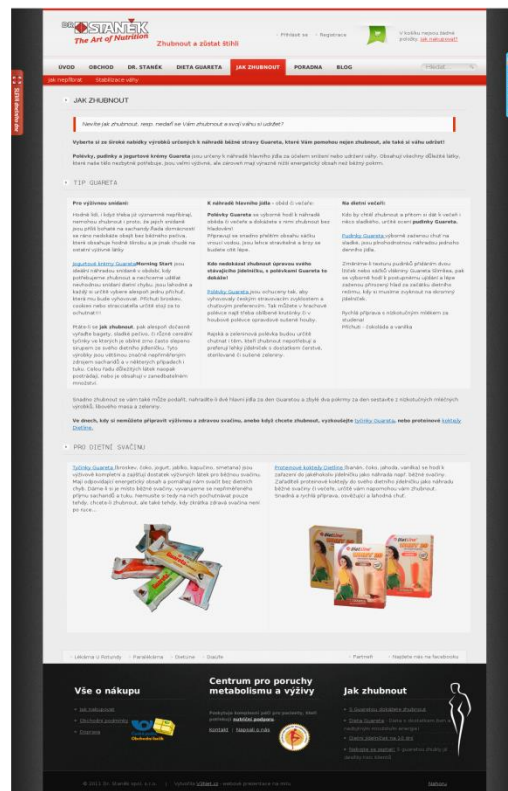
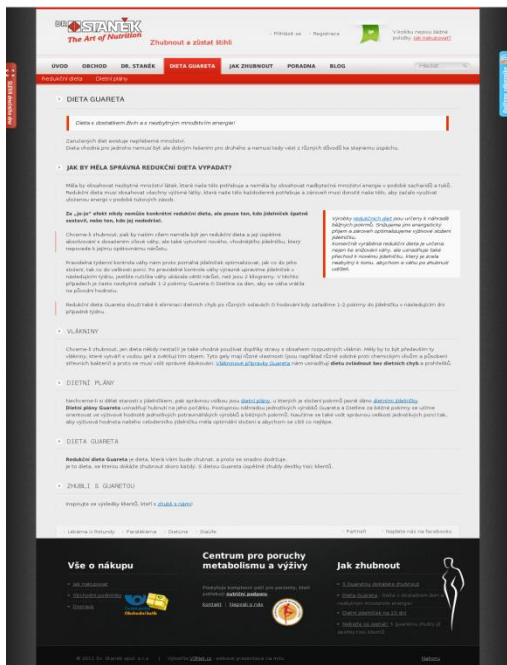
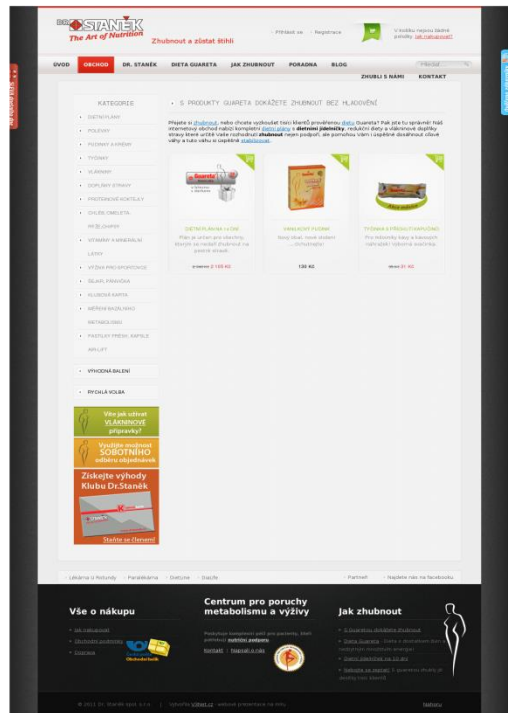
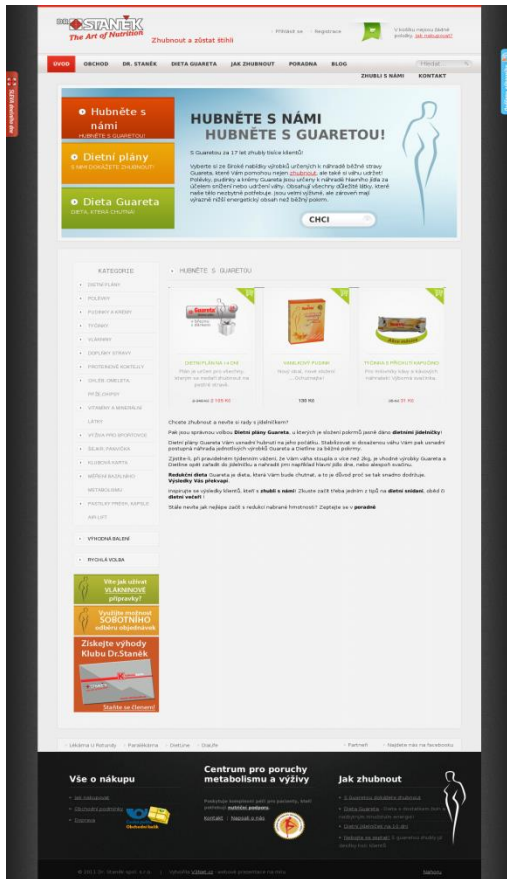


Figure 9 - Dr. Staněk website

4.2. About the company

Official text of company Dr. Staněk from the website:

“The Dr. Stanek is a food-pharmaceutical company. Its main activities are concentrated on the development, production and distribution of pharmaceutical food. Our products are featured under the brand names Guareta ®, Dietline ®, DietLine and Paralékárna ® Sport ®.

The primary objective of development is to find and modify natural nutrients in such a way that it can be the best and aimed use in dietary regimes for dietary treatment of overweight and obesity, which is the main cause of lifestyle diseases such as high blood pressure, high blood fats, high levels of uric acid and diabetes type II.

The principle of company is to manufacture food products from raw materials of the highest quality and their production as closely as possible the demands of medicines. All products are based on the needs of Czech consumers based on their own clinical experience. Great attention is given not only to the practical side of using the products, but also their taste acceptability and best tolerance.” [21]

4.3. Audience

Every advertising campaign is conceived and aimed on preferred customers. Every online advertising campaign also. How companies pick their preferred customers? Main step is what the company offers. What services and products. If we look at the issue of targeting customers deeper we find other factors which select a preferred customer. It can be demographics, order size, time of purchase and others characteristics.

Selecting right target group is rather complicated process following many steps and rules. Richard Frankel, co-founder and president of Rocket Fuel, a leading real-time ad targeting platform, sets a few steps how to target ads.

- *Segment Your Retargeting Audience*

“Good retargeting starts with finding receptive, in-market consumers interested in your offers and messages. Start by analyzing all the audience profile data you’ve developed over the years and group your audiences into segments. Conduct real-time tests on these audiences to identify which exact micro-segments are most interested in your products.” [22]

„If this sounds just like targeting, it’s because the same elements apply. Don’t stop testing. Audiences change over time as consumers learn more about your products, make purchases, read reviews, and are influenced by other products and information in the outside world.” [22]

- *Optimize Campaigns in Real Time*

“It’s not enough to optimize your campaigns once a month, or even once a week. If a consumer sees your same ad several times in one week, the feeling of “stalking” can set in quickly. Instead, you should be optimizing your ads in real time.” [22]

“To target and retarget ads, you’ll need to work with a targeting company that provides real-time optimization; most campaigns only do so once a month. Make sure to ask if they can deliver.” [22]

- *Continue to Refine Audiences*

“Make sure your targeting provider offers real-time predictive analytics so you can refine your audience segments on the fly and target and retarget them with specific campaigns and messages.” [22]

“Make sure to measure the effectiveness of your audience segments against the metrics that matter to you. Perhaps the most important metric for your brand is increasing the shopping basket size or increasing shopping frequency among new customers.” [22]

Manage Ad Frequency

“Use campaign analytics and real-time surveys to find out what consumers think of your brand at a given moment. This will help you gauge how your ads are resonating. The

goal is to determine the frequency at which your ads are shown enough to boost brand recall and increase sales without annoying consumers.” [22]

“Remember, the "right" ad frequency is an individual measurement based on your customers and the needs of your company. Real-time brand surveys will help you see both the positive and negative impact of your campaigns.” [22]

- *Go Multi-Channel*

“The best way to not “stalk” consumers is to reach them on different channels at different points in the browsing and purchase process. Integrate media buys across display, video, mobile, and social to reach customers wherever they are in the moment and make sure your retargeting company can serve ads onto all of these platforms.” [22]

Use deep data analytics to determine which ads work on your audience on specific channels or at specific times.” [22]

- *Smarten Up*

“Consumers can feel stalked even on a single website. If you buy inventory on a website hoping to avoid chasing someone around the web, your ad may still appear on that site every single time the person visits. The answer is to buy across a wide range of media via display, video, social, and mobile, then optimize.” [22]

“Do your brand a favor and use sophisticated real-time predictive analytics to connect with consumers when they want, where they want, and how they want. One day we’ll look back at blunt-force targeted ads the same way we see other digital nuisances. Get a head start on the competition by making your retargeted ads smart, fresh and useful to consumers.” [22]

Dr.Staněk company targets on group of customers which fulfills certain properties. Target customer will most probably be a Czech citizen, woman after childbirth about 25 to 40 with interests - weight loss, healthy eating, searching instructions and advices that meet the interests.

4.3.1. Analysis On-line advertisement analysis

In this work here will be analysis of data collected through Google Analytics, Google AdWords and mailing statistics. Whole package of data is about company Dr. Staněk. Time table is whole year 2012 and some tables with statistics are covering each month of 2012. Next will summary of data and graphs from Google Analytics followed by their explanation. The summary of data from Adwords will follow after. Final table is monthly summarization of visits and display of company web pages. The analysis shows a lot of indicators in online advertisement of company. Main kinds of online advertisement of Dr. Staněk's company are paid and unpaid PPC campaigns and mailing.

4.3.2. Google Analytics

Company use Google Analytics for collecting all important data and statistics because it is a free web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is available to anyone with a Google account. Between its main features belong data visualization tools including a dashboard, scorecards and motion charts, which display changes in data over time, segmentation for analysis of subsets, such as conversions, custom reports, email-based sharing and communication and integration with other Google products, such as AdWords, Public Data Explorer and Website Optimizer. Google Analytics is geared toward small and medium-sized retail websites. The service has limitations that make it less suited to more complex websites and larger enterprises. [24]

Collected data in Google Analytics represent demographic location of users approaching website, their behavior on the site and traffic sources. It shows a lot of interesting and important data about visitors.

Time table for observation is set from 1 January 2012 until 31. December 2012. In that time period the pages www.drstanek.cz had 131 372 visits in total. Unique visitors were 74 952 people. Last year was a downward trend in site traffic. The average

attendance was around 10 000 visits per month. The campaigns in first half were more successful than in the second half year. Blue line shows total number of visits each month. Light blue line represents unique viewers. It looks like those unique viewers are more than total visits note different range in each series.

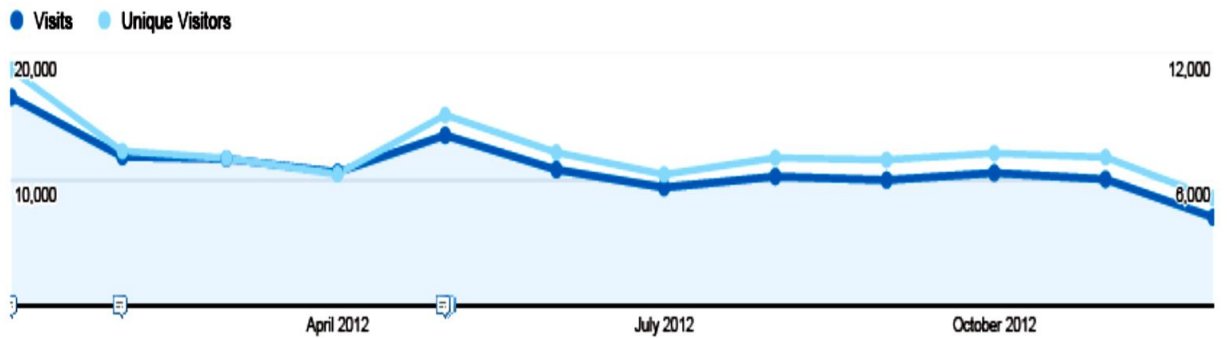


Figure 10 - Overview of monthly visit [26]

The next figure is total visits and unique visitors day by day line chart. On this graph shows annual descent approaches the site. Gross average attendance was about 350 visits per day. The graph of daily visits occur sporadic peaks that deviate from the average attendance. This increased numbers of the visitors were due to started mailing campaigns every month.

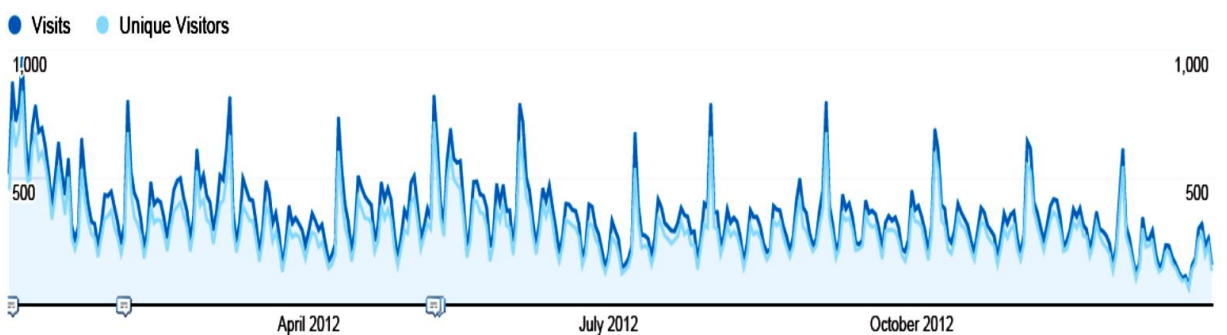


Figure 11 - Overview of daily visits [26]

According to the previous figures company had this data set for year 2012. The best month was January with 15 512 visits (11 207 unique visitors) and on the other side the worst month was December with only 6 989 visits (5 105 unique visitors). This phenomenon can be explained that in January everyone makes resolutions to lose weight. In December is cold, people are enjoying holidays and also eat a lot. Diet food is not a gift commodity.

Month	Visits	Unique Visitors
January	16512	11207
February	11793	7337
March	11635	7004
April	10557	6248
May	13483	9049
June	10758	7271
July	9345	6228
August	10220	7015
September	9937	6923
October	10503	7235
November	10000	7043
December	6989	5105
Total	131732	87665

Table 2 - Audience monthly overview [26]

Demographic

The most of the visits were from the Czech Republic with 126 587 visits which made 96 % of all visits. On second place is Slovakia with 1 601 visits (1,22 %). These numbers are evident due to the fact that the company is a Czech and focuses mainly on the domestic market. In table of visits is list of top 10 countries from whole 74 countries with at least 1 visit. The global map is enclosed for information and it shows all countries with the frequency of visits.

Country / Territory	Visits	Visits
1. Czech Republic	126,587	96.09%
2. Slovakia	1,601	1.22%
3. (not set)	798	0.61%
4. Germany	677	0.51%
5. United Kingdom	497	0.38%
6. United States	302	0.23%
7. France	169	0.13%
8. Austria	139	0.11%
9. Switzerland	117	0.09%
10. Italy	106	0.08%

Table 3 - Overview of country visits [26]

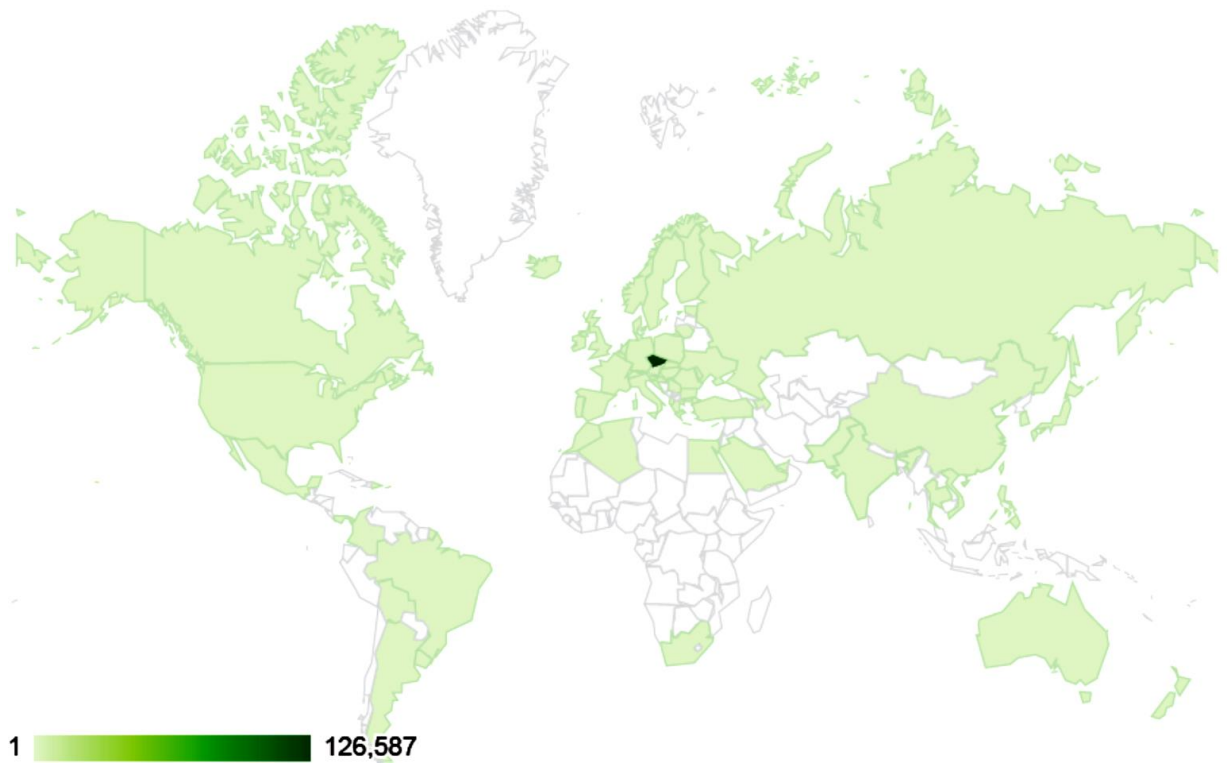


Figure 12- Worldwide map - Visits [26]

Behavior

Very important data are provided in Google Analytics tab about the behavior of the visitor / customer on the website. The first graph shows the proportion of new and returning visitors. In the case of the company was reporting a slight predominance of new customers by 4%. New visitors (blue part) were 71 142 and returning (green part) were 60 590. For every company is important to be interesting with offered products and services to reach new customers and support their future return.

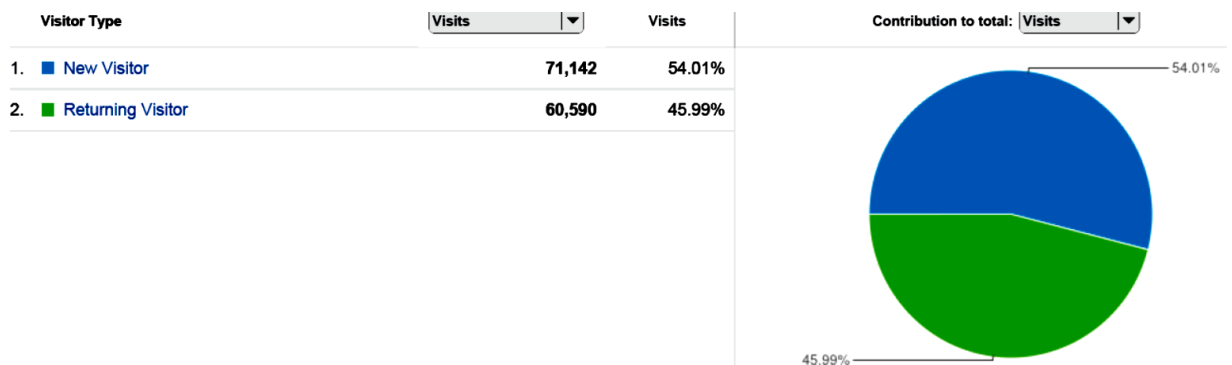


Figure 13 - New / Returning visitors [26]

Another indicator of the behavior of visitors is bounce rate of the website. This indicator shows the number of users by opening any company website immediately left it. Therefore, it is important to keep this number as low as possible. In our case, the average site bounce rate was 39.57%. The following table shows how much bounce rate is from new and how much from returning visitors.

Visitor Type	Bounce Rate	Bounce Rate (compared to site average)
1. New Visitor	52.58%	32.88%
2. Returning Visitor	24.29%	-38.60%

Figure 14 - Bounce rate [26]

The values obtained were optimistic due to the fact that nearly half of new visitors remained on the site longer. In the case of returning was even over 75%.

Visitors who didn't leave website immediately spent some time there. This figure shows the average duration of visit. The longer stay of visitor may indicate that he was choosing and maybe bought goods or just found the content he was looking for. The average duration of the visit was on the author's watched pages 4 minutes 50 seconds. In comparison between returning and new visitors to the website longer time spent the first named group. More numbers are in the attached table:

Visitor Type	Avg. Visit Duration	Avg. Visit Duration (compared to site average)
1. Returning Visitor	00:06:54	42.84%
2. New Visitor	00:03:04	-36.48%

Figure 15 - Avg. Visit Duration [26]

One of the last pointers in the visitor's behavior is the number of page views per visit. The average value of this indicator was 7.43 pages. Even in these statistics had a better number returning visitors. Table with the measured values is following.

Visitor Type	Pages / Visit	Pages / Visit (compared to site average)
1. Returning Visitor	9.88	 32.86%
2. New Visitor	5.35	 -27.98%

Figure 16 - Page/Visit [26]

Frequency and recency indicator is interesting and why it is displayed. It indicates the ratio between the count of visits, number of visits and page views. Just one visit realized 71 142 visitors which displayed 380 899 pages. Rest visitors (60 590) visited website multiple times and displayed 598 480 pages together.





























Visits		Pageviews	
131,732		979,379	
% of Total: 100.00% (131,732)		% of Total: 100.00% (979,379)	
Count of Visits	Visits	Pageviews	
1	71,142 	380,899 	
2	13,463 	118,200 	
3	6,210 	65,941 	
4	3,982 	44,806 	
5	2,887 	34,832 	
6	2,263 	26,111 	
7	1,897 	22,855 	
8	1,619 	19,837 	
9-14	6,107 	70,514 	
15-25	5,260 	58,080 	
26-50	4,670 	47,540 	
51-100	3,739 	32,412 	
101-200	2,903 	20,869 	
201+	5,590 	36,483 	

Table 4 - Frequency and recency overview [26]

The last indicator which is present is duration of one visit together with the number of visits and the number of page views. Although most visitors leave site visits within the first 10 seconds (bounce rate), but for the company is more important indication of displayed pages. In this way the website was drstanek.cz successful. The table shows in the first line data of visitors who left the website in the range 0-10 seconds. The rest formed the summary of 74,305 visits, which stayed on the site longer period of time and appeared 915 288 pages.

Visits		Pageviews	
131,732		979,379	
% of Total: 100.00% (131,732)		% of Total: 100.00% (979,379)	















Visit Duration	Visits	Pageviews
0-10 seconds	57,427 	64,091 
11-30 seconds	8,415 	24,695 
31-60 seconds	9,087 	33,271 
61-180 seconds	17,243 	100,072 
181-600 seconds	20,330 	244,027 
601-1800 seconds	14,801 	326,296 
1801+ seconds	4,429 	186,927 

Table 5 - Engagement [26]

Due the rapid development on the market with smart phones and tablets here for an interest is provided the overview of all mobile devices through which was the website visited. The table contains all the important details that are mentioned earlier in this thesis. It is worth noting that the first two places are the mobile device from Apple, whether it's the tablet Apple iPad or smartphone Apple iPhone. On the other side Samsung has 5 smart phones in the table.

Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
6,092 % of Total: 4.62% (131,732)	5.17 Site Avg: 7.43 (-30.48%)	00:04:05 Site Avg: 00:04:50 (-15.63%)	53.15% Site Avg: 53.94% (-1.47%)	46.32% Site Avg: 39.57% (17.06%)

Mobile Device Info	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Apple iPad	2,174	7.51	00:05:42	38.41%	37.99%
2. Apple iPhone	1,258	4.41	00:03:15	44.67%	44.83%
3. (not set)	693	3.82	00:03:02	68.40%	52.09%
4. SonyEricsson LT15i Xperia Arc	231	4.14	00:04:23	71.43%	47.62%
5. Samsung GT-S5830 Galaxy Ace	210	3.44	00:03:31	59.52%	54.76%
6. Samsung GT-S5570 Galaxy Mini	121	4.36	00:05:05	60.33%	59.50%
7. Samsung GT-I9100 Galaxy S II	120	2.32	00:00:57	74.17%	60.00%
8. HTC Wildfire S	76	2.91	00:03:03	69.74%	55.26%
9. Samsung GT-I9000 Galaxy S	51	3.41	00:02:17	66.67%	56.86%
10. Samsung GT-N7000 Galaxy Note	46	4.98	00:03:09	36.96%	26.09%

Table 6 - Mobile devices overview [26]

Traffic Sources

This category is very important to obtain information on how to access company website. *“In Web analytics, including Google Analytics, traffic sources is a report that provides an overview of the different kinds of sources that send traffic to your Web site, for example direct traffic (clicks from bookmarks or visitors who type your URL) or Web search engines.”* [25]

Following chart shows how were traffic sources divided for drstaneek.cz website in year 2012.

131,732 people visited this site

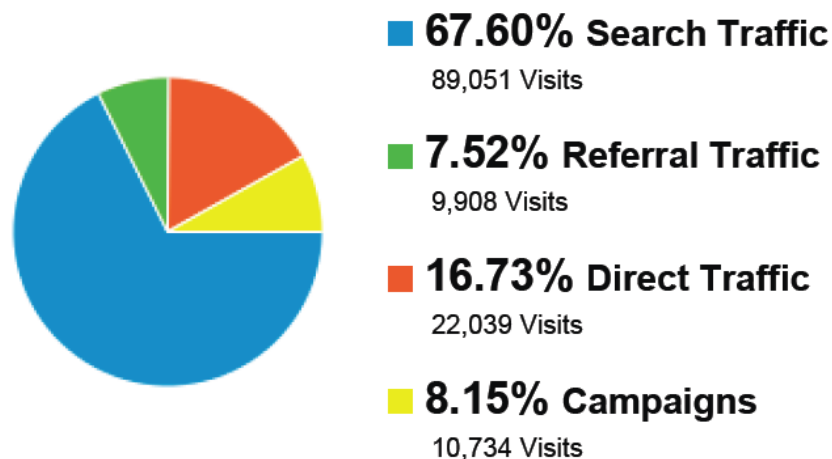


Figure 17 - Traffic sources [26]

The table shows ten traffic sources that brought the most visitors. Individual types will be analyzed and described. The table contains the number of visits in addition to all the other indicators, which we experiencing in this thesis before. Company had reached about 316 traffic sources in year 2012.

Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. seznam / organic	26,638	7.28	00:04:17	58.92%	45.84%
2. google / cpc	22,856	4.72	00:02:43	72.57%	55.85%
3. (direct) / (none)	22,039	9.63	00:07:01	45.83%	23.25%
4. google / organic	17,112	7.22	00:05:06	51.13%	41.72%
5. GAd / cpc	12,759	7.84	00:04:46	60.64%	38.92%
6. Sklik / cpc	8,953	8.29	00:05:13	59.28%	35.53%
7. mailing032012 / (not set)	1,404	8.14	00:05:06	9.54%	27.21%
8. mailing012012 / (not set)	1,398	8.88	00:05:35	17.81%	21.82%
9. facebook.com / referral	1,297	5.51	00:04:23	39.71%	51.73%
10. mailing / mailing082012	1,200	7.10	00:04:17	13.00%	31.25%

Rows 1 - 10 of 316

Table 7 - Traffic sources [26]

On the top of the list is Search engine traffic source. To this group belong websites such as Google, Yahoo, Bing, Seznam, Atlas, Centrum and others. Search engines include organic (unpaid) and paid traffic. From table above is clearly visible that Seznam and Google are the most used search engines for organic traffic sources.

On opposite of organic there are paid traffic sources. Company Dr. Staněk advertises mostly on PPC (pay per click) platform. Namely Google Adwords and Seznam Sklik. The Google Adwords will be addressed in detail In the next chapter of this thesis. Seznam Sklik is working on same basis like Google Adwords, but it is only for Czech Republic. This platform is owned by Seznam.cz.

Chart of Visitors Flow shows from which traffic source visitors approached website and where they continued:

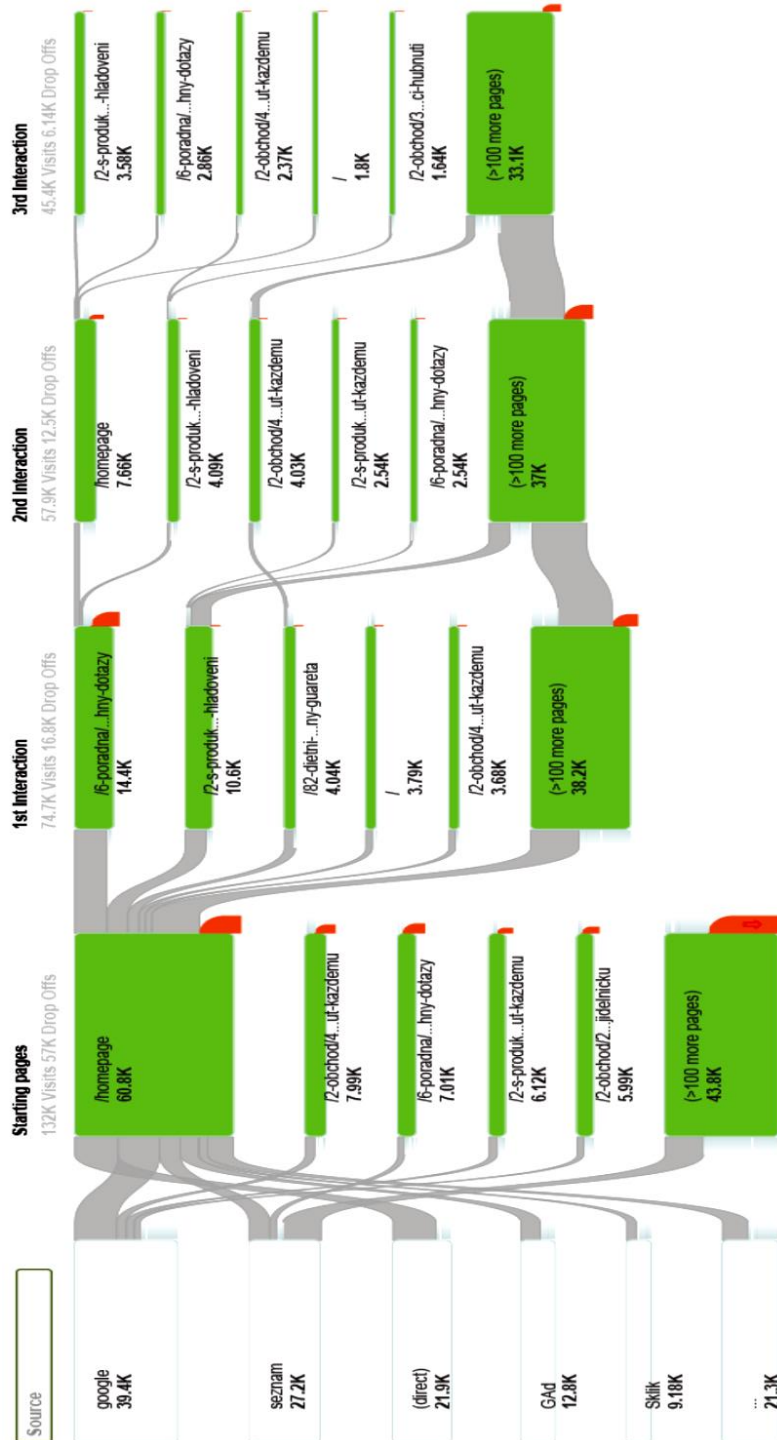


Figure 18 - Visitors Flow for traffic sources [26]

Paid and organic search engines traffic sources had 89 051 visits and it was 67,60% of total visits of year 2012. More detailed information in following table and chart:

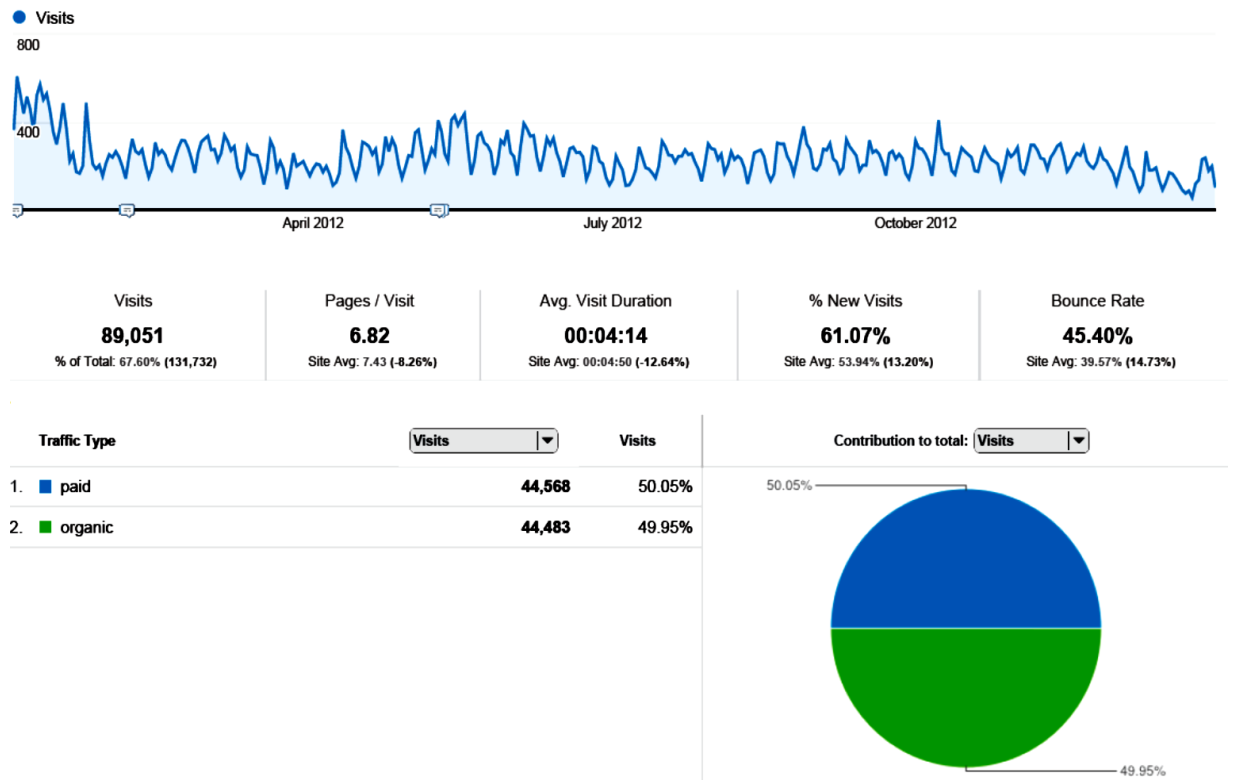


Figure 19 - Paid and organic traffic source [26]

Direct traffic source put together all people who came up to the website by typing in the URL line address of website or from favorite saved pages. For year 2012 direct traffic had 22 039 visits which was 16,73% from total visits.

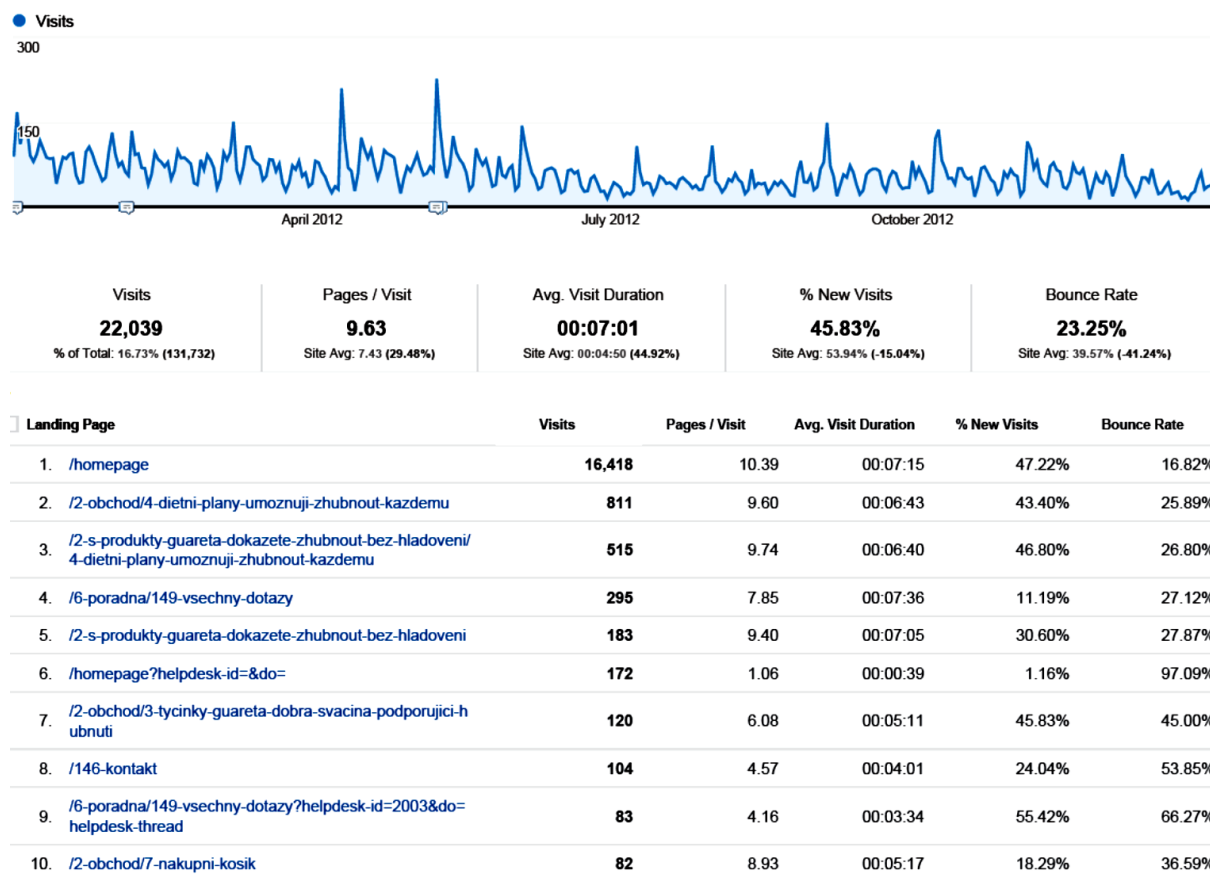


Figure 20 - Direct traffic source [26]

In table is top 10 landing pages with most visits from 607 results. Landing page is the first page where visitor got immediately after click on link through any traffic source.

Others traffic sources include campaigns that company had run e-mail newsletters, direct marketing, etc. About e-mail campaign will be more in next chapter. In watched company are statistics for campaigns from Google Analytics. They brought 50 155 visits which was 38,07% of total visits.

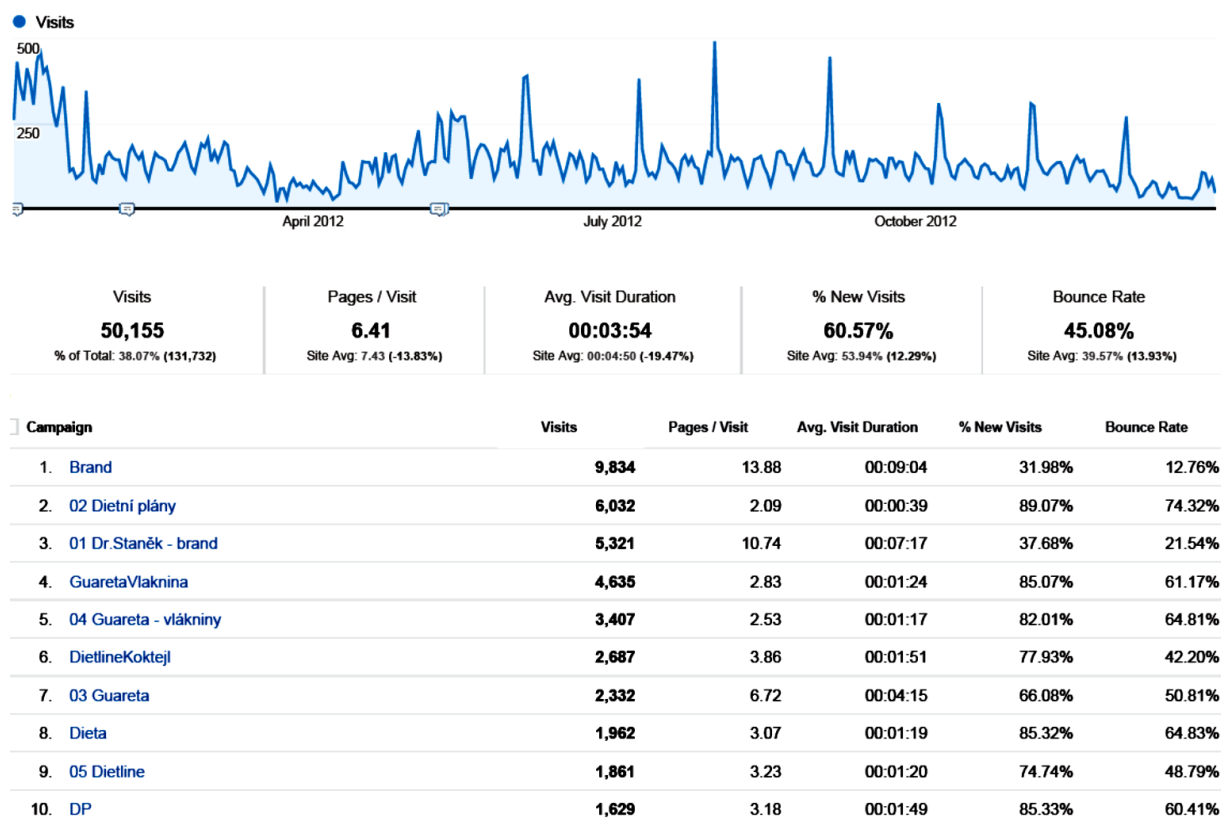


Figure 21 - Other traffic sources [26]

Referral traffic source means when other web sites sending traffic to company pages. These could be as a result of banner ads, campaigns, blogs or affiliates who link to company websites.

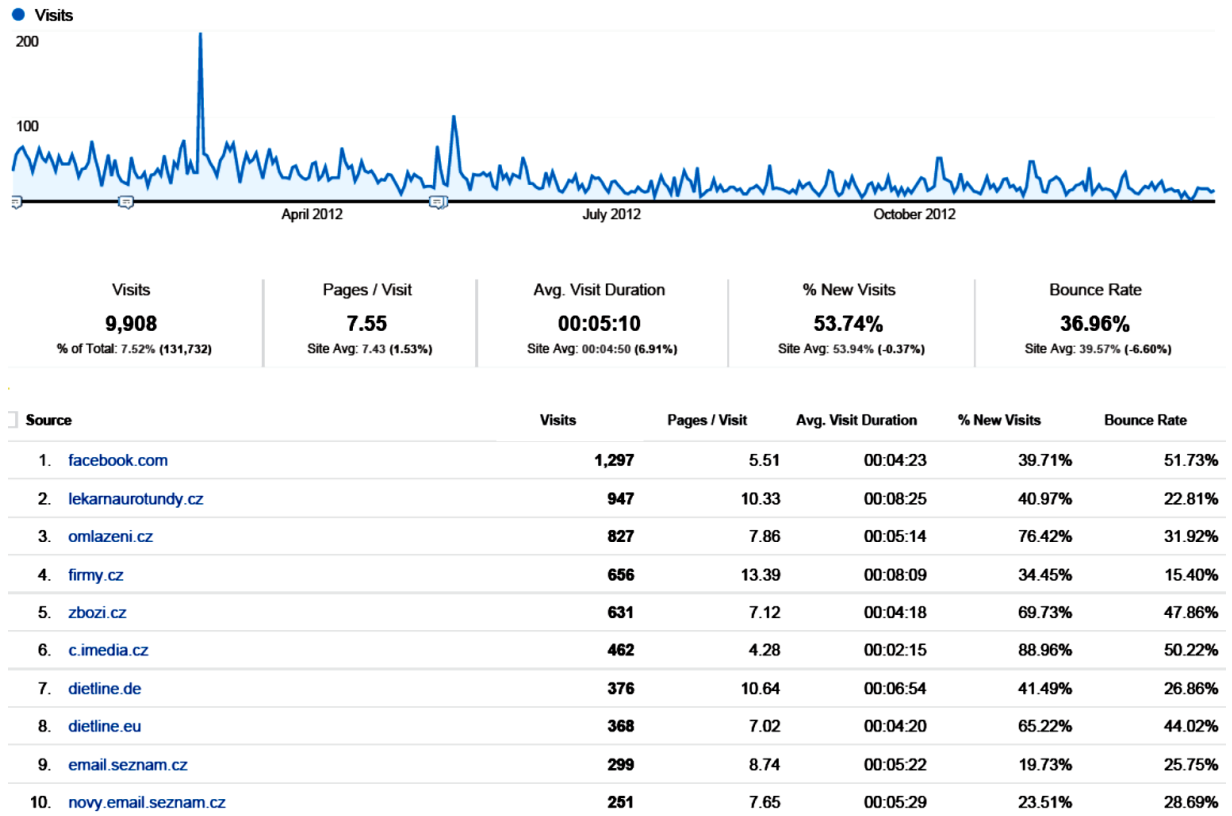


Figure 22 - Referral traffic sources [26]

Between referral traffic sources belong social media like Facebook or Twitter. Dr. Staněk Company uses a catalogues like firmy.cz or zbozi.cz for referral traffic sources. In last year all traffic sources brought 9 908 visits, it made 7,52% of total visits. The most successful day for referral source was 27. February with 198 visits.

4.3.3. PPC (Pay-Per-Click) campaign

For PPC campaign company use free internet tool called Google Adwords. “It is the system Google has developed to assist company in marketing their products or services in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering, this appears as a “sponsored link”. The system is a “pay per click” system, this means company can dictate where their ad appears through bidding for a series of phrases, but you only pay the amount they have bid for if someone clicks on their ad as a result of a web search, i.e. pay per click.” [23]

Google Adwords is for compiling paid online advertising campaigns. Each campaign is designed from the assembly and advertising. Campaigns shown in following table are all current active campaigns which were active also whole last year. Table is edited, author picked up the most important indicators related to the objectives of thesis.

Campaign report (Jan 1, 2012-Dec 31, 2012)							
Campaign	Budget (CZK/day)	Clicks	Impressions	CTR	Avg. CPC (CZK)	Cost (CZK)	Avg. position
01 Dr.Staněk - brand	1,000.00	3765	99657	3.78%	1.29	4,859.16	2.41
02 Dietní plány	1,000.00	6621	84832	7.80%	3.30	21,880.13	2.22
03 Guareta	1,000.00	2084	70810	2.94%	2.36	4,916.21	2.58
05 Dietline	500.00	1732	17667	9.80%	3.33	5,773.25	1.75
04 Guareta - vlákniny	500.00	3354	64624	5.19%	3.37	11,308.21	1.6
Total	8,400.00	21447	1315873	1.63%	2.87	61,471.27	1.66

Table 8 - All campaign statistics [27]

- **Budget:** maximum level of money which can be spend for PPC per day
- **Clicks:** when user interacts with advertisement by clicking on it, showing an intension to learn about product or service
 - Best campaign in clicks was number 2 Dietní plány which have 6 621 clicks.
- **Impressions:** indicate how often advertisement on company has appeared on a search results page

- Best campaign in impressions was number 1 Dr.Staněk – brand with 99 657 appearance.
- CTR (clickthrough rate): the number of clicks on ad receives divided by the number of times when ad is shown
 - Campaign number 5 was the best in CTR with 9,80%.
- Avg. CPC(PPC): average cost-per-click is the average amount that advertiser has been charged for a click on his ad
 - In this indicator was the best no. 1 Dr.Staněk - brand with value 1,29 CZK.
- Cost: sum of advertiser's cost per click (CPC) and cost per thousand impressions (CPM) costs during this period
 - The cheapest campaign was again no. 1 Dr.Staněk – brand, it cost 4 859, 16 CZK.
- Avg. Pos.: average position helps explain where advertiser's ad ranks compared to other ads
 - The lowest rank of average position had campaign no. 4 Guareta – vlákniny with rank 1,6.

The conclusion from this tab looks really obvious, but it is not true. The reason is that every campaign is specific and targeting on different customer. Difference is in the number of key words used in each campaign. Almost every campaign had at least one characteristic the best. The most appropriate campaign will come after calculation of its performance data. This is calculated as the price divided by the number of clicks. From this perspective, as the most powerful campaign seems to be number 1 Dr.Staněk - brand.

In next step author will aim on campaign and analyze it deeper. Assume that there are two kind of campaign. First group is for support of the sales for each product. It is called brand campaign. Advertising is focused directly on the names of registered brands such as Guareta, Dietline, Paralekarna etc. Second group is for support of key words. This group is not focused on names of products but on selection of the most popular keywords in customer area of interest, such as diet, weight loss, diet menus, etc.

Keywords can be choosing in the Google Adwords by using tool to estimate keyword traffic. The tool is called Traffic Estimator. This tool estimate traffic for advertiser's chosen key words and daily estimates like max CPC and Daily budget both

number in CZK. Output consists of graphs clicks, impressions and cost. Furthermore advertiser gets an overview of daily clicks, impressions, prices and average CPC. All this data are on a daily basis. Keyword selection is done by a combination of search frequency and low prices for the key word or combination of words.

Key words for campaign

First step in this chapter is set the budget on campaign. In this case budget is set on 15 000 CZK/month. From previous chapter we have two campaigns. One focused on branding and second on support key words. The budget is divided in the ratio of 2:3 in favor of the campaign for the support of key words. The reason for this division is that the branding campaign has a greater success in the unpaid search, therefore, do not need such a large subsidy. The branding campaign, the products own registered brand, which is a decisive advantage for the search.

Table with chosen key words:

Keyword report (Jan 1, 2012-Dec 31, 2012)							
Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
[dietní program]	3.00	48	468	10.26%	2.31	110.85	2.0
" dietní program "	5.00	64	779	8.22%	2.79	178.53	1.9
" dietní jídla "	5.00	160	5632	2.84%	3.81	609.66	2.69
" dietní plán "	5.00	118	2492	4.74%	3.46	408.16	3.7
[dietní plán]	5.00	202	2627	7.69%	2.79	562.89	2.32
[dietní jídla]	5.00	830	11136	7.45%	3.22	2,676.07	1.96
" dietní jídelníček "	5.00	830	16661	4.98%	4.7	3,378.55	2.27
" dietní jídelnicek "	3.00	74	873	8.48%	3.1	222.58	2.52
[dietni jídelnicek]	3.00	143	1757	8.14%	2.74	392.46	3.28
[dietní jídelníček]	5.00	3374	30152	11.19%	3.32	11,187.67	2.16

Table 9 - Keyword statistics [27]

After selecting the keywords must be determined by the maximum amount that will be paid per click. The position in the PPC campaign is based on the results of the auction. The position is calculated from the amount of the cost per click and keyword search rate.

Keywords may be restricted to be used in loose or strict match. In the case of restricted keyword in the auction, the search engine takes exact wording of the keyword or phrase. This means that a well-chosen keyword can get a high position at a small cost per click. But open option may be inflected or phrase can be divided. So it can easily happen that will be found rival expression with a higher price per click and a higher level of search. This may result in a lower place in the search results.

For example if it used phrase (*dietni jidelnicek*) in open variant there similar rival variant with keyword (*dieta*) . *Dietni jidelnicek* has 6 CZK CPC against rival's 15 CZK CPC on *dieta*. In this example *dietni jidelnicek* lost on lower level of CPC. Key word *dieta* has big advantage in high level of search, but disadvantage in high competition. In that case it has to have high CPC. So for budget which was set before the keyword *dieta* will give a few clicks only. It is not good keyword because of budget.

Preferable keyword is a closed variant "diet menus". Even if it has lower search frequency it has also the low CPC. Due to the chosen keyword budgets to get more impressions in a better place. The result is a more clicks. This was a brief example of how to choose keywords for a PPC campaign.

Ideal advertising for campaign

One of the key steps in creating a good PPC campaign should build or display election advertisements. Optimization is done for the keyword search. For example, it looks like keyword *dr stanek* in the search engine Google.

The image shows a search engine results page for the keyword "dr stanek". The top result is a paid advertisement, highlighted with a red oval and a red arrow pointing to it from the text "paid result in CPC/PPC campaign". The ad text includes "Reklama související s dotazem dr stanek", "drstaneek.cz - Dr. Staněk spol. s r.o", "www.drstaneek.cz/Drstaneek", and "Produkty na hubnutí, Guareta Dietline. Poradna zdarma!". Below the ad is an organic search result, highlighted with a blue oval and a blue arrow pointing to it from the text "organic (unpaid) rsearch result". The organic result is titled "Dr. Staněk: Zhubnout a zůstat štíhlí" and includes the URL "www.drstaneek.cz/". Below the organic result are several other search results, including "Dietní plány Guareta", "Obchod", "Guareta tyčinka s příchutí čoko ...", "Centrum pro poruchy ...", "Dieta Dr. Staňka - Diskuze Omlazení.cz", and "Dr. Jiří Staněk".

Figure 23 - Example of Dr.Staněk's PPC

On the picture are both results for paid and unpaid (organic) search results. Both results have optimized advertising for chosen keyword. Unfortunately for this keyword is paid CPC campaign is not necessary because of the after paid reference is a reference unpaid.

Table with another optimized advertising used in online advertising campaign. Data shown that these optimized advertising are successful because they have more keywords and they are focused on branding.

Ad	Labels	Status	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Dietní plán Dr.Staněk Vyzkoušejte hubnutí se sestaveným dietním plánem Guareta! www.drstanek.cz	--	Approved	39.76%	1,870	29,406	6.36%	CZK3.68	CZK6,889.28	2.3
Dietní plán Guareta Vyzkoušejte hubnutí se sestaveným dietním plánem na týden! www.drstanek.cz	--	Approved	1.99%	83	1,475	5.63%	CZK3.47	CZK288.28	2.4
Dietní plán Dr.Staněk Náhrada jídla vyváženou stravou Vám pomůže zhubnout, více zde: www.drstanek.cz	--	Approved	35.08%	1,273	25,947	4.91%	CZK3.97	CZK5,058.81	2.7

Table 10 - Optimized Advertising of company [27]

Profitability of PPC campaigns

Based on the calculation of the net monthly traffic and profits was calculated monthly revenue PPC campaigns in 2012. Net monthly attendance was given total monthly attendance which was deducted from the bounce rate. These revenues are with regard to the wishes investigated company in shown CZK million.

Month	Visits-Bounce Rate	Total mo visits	Revenue (milion)	Revenue from PPC
January	3667	7838	1,86	870199
February	2399	4019	1,48	883434
March	1626	2922	1,39	773491
April	1795	2809	1,37	875454
May	2450	5092	1,42	683229
June	1971	3801	1,12	580773
July	1676	3227	0,99	514174
August	1841	3418	1,05	565550
September	1758	3271	0,98	526701
October	1811	3383	1,06	567443
November	1703	3002	1	567288
December	895	1581	0,69	390607

Table 11- PPC campaigns revenue [26]

If you compare the sales from PPC campaigns and their costs, which are listed in the previous part of this thesis, so it can be concluded that these campaigns are well set and the production rate is very good. The decreasing rate of revenue is derived from the reduction of site traffic. Total PPC revenue is almost 7,8 million CZK.

4.3.4. Mailing campaign

Mailing campaign is last part in practical part of thesis. Company Dr. Staněk use direct mail advertisement on monthly basis. Every month around 8th day is an email advertisement send each registered user, who agreed to terms and conditions. Dr. Stanek has approximately 6 000 registered users. Mailing belong traffic sources and his traffic is measure in Google Analytics. The main reason of using email campaign is to spread information about events, news and special offers. It is also about an increasing return of customer. For this purpose the so-called remarketing, this is a technique where a customer is contacted sometime after buying usually via email to offer next purchase at a special price, etc.

Table with statistical data from mailing campaign in 2012:

Month	Number of sent emails	Number of read emails	Cost CZK	Recipients with 1 click	Recipients with more than one a click	Recipients without click through	Number of clicks
January	3933	1039	786,60	26%	10%	63%	525
February	4194	1075	838,80	30%	8%	62%	541
March	4497	1172	899,40	37%	11%	52%	765
April	4694	1068	938,80	29%	8%	64%	527
May	4919	1114	983,80	36%	8%	56%	623
June	4877	1124	975,40	26%	12%	62%	625
July	4871	333	974,20	73%	27%	0%	495
August	5373	513	1074,60	80%	20%	0%	680
September	5533	448	1106,60	71%	29%	0%	669
October	5694	321	1138,80	81%	19%	0%	415
November	5797	404	1159,40	76%	24%	0%	544
December	6041	273	1208,20	78%	22%	0%	372
Total	60423	8884	12084,60	54%	17%	30%	6781

Table 12 - Mailing campaign statistics [28]

Data in the table give a lot of information about campaign. Entire cost of year was 12 084,60 CZK. Cost was whole year increasing. Number of clicks was 6 781. Interesting is increase of registered users and the successive loss of read mails. A successful mailing campaign should have a ratio between outgoing emails and read least 20%. With this campaign, we can see that this goal managed to meet only in the first 7 months. Then, the number of read mails considerably decreased. Last months, the share was only about 5%.

Probably it is time to consider some a change in the user base. Another interesting phenomenon is that since dropped significantly in the number of read mail, so completely disappeared user without click through.

Graphs related to the above table. Graph shows that ration of read email is very low.

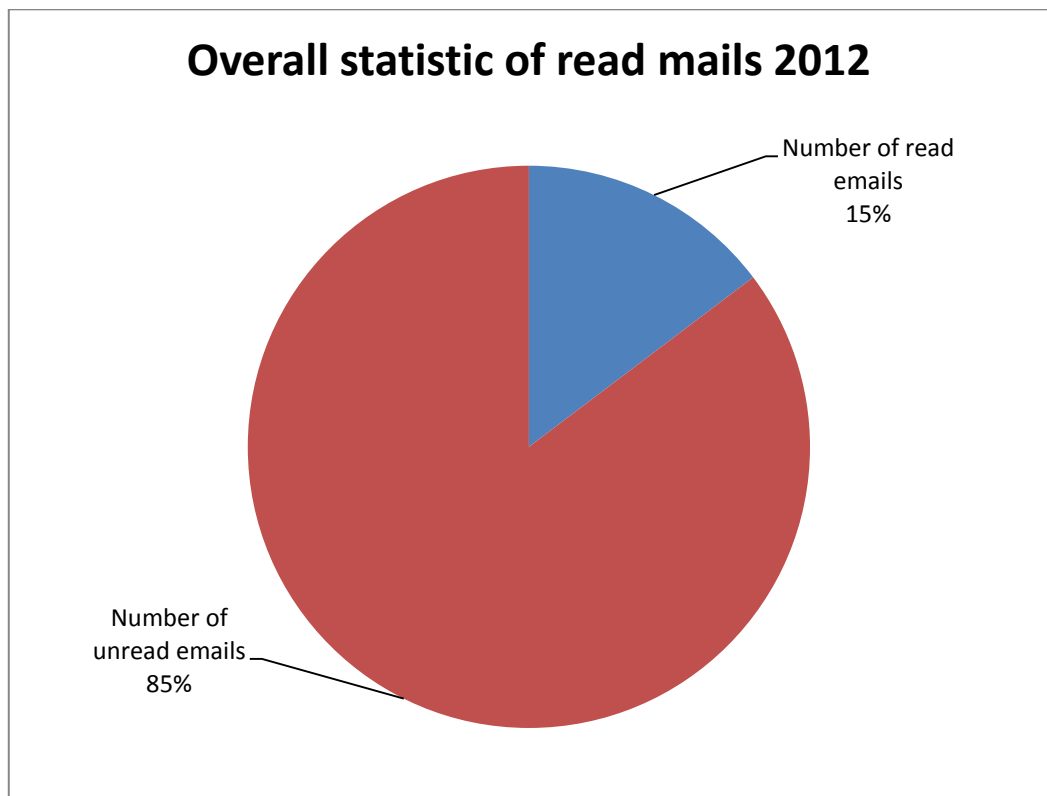


Figure 24 - Ration of read/unread e-mails [28]

Campaign efficiency

Based on the calculation between outgoing read emails and visitors, which of them came to the site is the result pointer to an email campaign performance data for each month.

Month	Number of read emails	Visits	Efficiency
January	1039	1345	101%
February	1075	1466	92%
March	1172	1684	86%
April	1068	1547	89%
May	1114	1788	94%
June	1124	1457	104%
July	333	478	96%
August	513	636	102%
September	448	584	107%
October	321	399	91%
November	404	452	98%
December	273	461	105%

Table 13 - Email campaign efficiency [26][28]

The table shows that the e mail campaign is very successful. And it is expected to have a major impact on the company's revenues.

5. Conclusion

Summary of whole practical part starts with fact that it was divided to the three chapters. Before first chapter was introduced company Dr. Staněk whose online advertising campaigns and data were monitored in a practical and analyzed. First chapter was about tool called Google Analytics. Beginning of that was introduced Google Analytics and say for what purpose is used in online advertisement. This was followed by obtaining of data from Google Analytics in several categories. Data were obtained and provided a large range of important indicators that were using graphs and tables transparently shown. Then these statistics were also analyzed and commented upon. It should be noted that it probably also due to the recession had traffic sites and related purchases throughout the year downward trend. Despite this fact, the company retained Dr. Stanek very good attendance. This due to the fact that it is a purely Czech company generates its traffic just from the vast majority of local sources of Internet users.

The collected data can be seen in the characteristic features of behavior of visitors to the site. These data are interpreted in the relevant chapter. The company offers interesting products and services registered for its own brands, thereby generally becomes the sole supplier to the market. Because of this, it managed to reach a very decent amount of new visitors and customers who have in the future came back repeatedly. The company uses a wide variety of traffic sources that generate traffic to your site. The most successful combination is paid, under the PPC campaigns, and organic search. This traffic source generates over two-thirds of all visits.

The second chapter began acquainted with another tool in the field of Internet advertising. This is Google Adwords, this tool is an important tool in creating advertising campaigns. After introducing, an overview followed with active campaigns of Dr. Stanek company and explanation of terms occurring in it. The company has two kinds of directions campaigns which are complementary. The branding campaign focused on individual brands or company, and then campaign for support of key words. Subchapter followed by the process of selection of key words. This process was explained and including example using real data of company from Google Adwords. Then came the

subchapter on optimization online paid advertising. The entire chapter was supported by the output data from Google Analytics and Google Adwords. Rating of campaigns is positive due to the choice of keywords uniqueness in the market. In all reports from the data in Chapter Adwords item location was seen PPC ads. Thanks already mentioned several good choices of keywords. Online advertising of company are on the top places in all search engines. Success of the previous selection of keywords and well-designed PPC campaigns calculation confirms the company's revenue was from PPC advertising.

The third and last chapter is concerned mailing campaigns, and here came the biggest problem. After getting all the data for the previous year showed that the mailing campaign looks like hardly ever successful. A company could probably best mailing campaign to reconsider and revise. But after calculating the performance of email campaigns, it is clear that even in this area, the Company is not bad at all. At the very end it is necessary to point out that online advertising company Dr. Stanek has a high standard and the related success in the Internet advertising market.

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