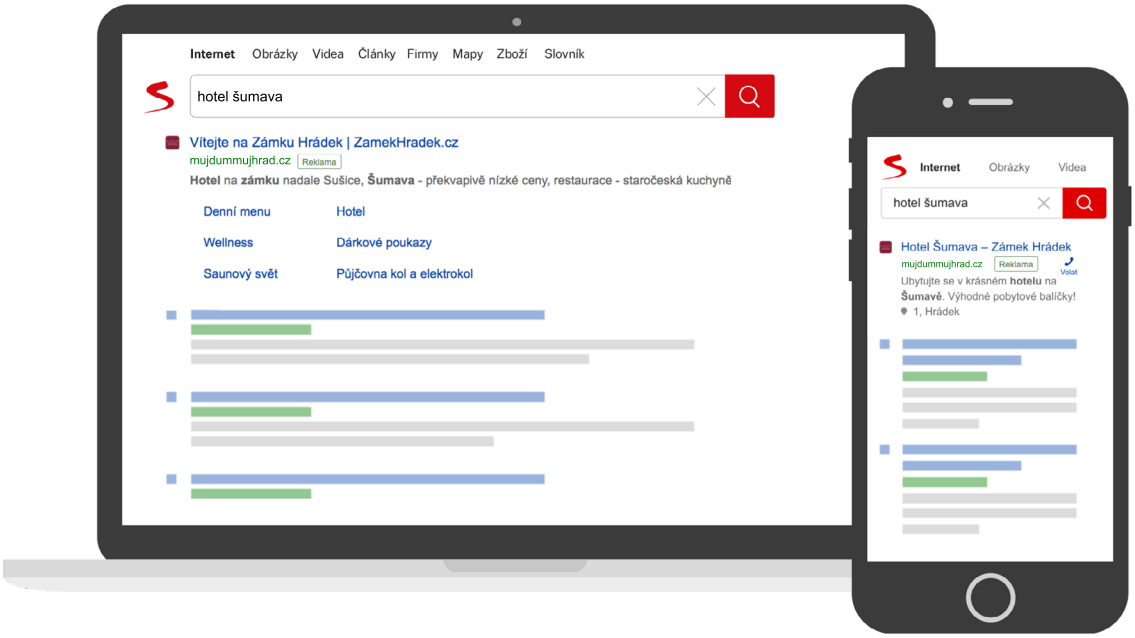
Sklik – PPC advertising from Seznam.cz



SKLIK.cz | SEZNAM.cz

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1. SEZNAM.CZ – OVERVIEW

Seznam.cz is a Czech company oriented towards the Czech market. It was founded in 1996 and from a one-man company it has grown into an organization with more than 1500 employees, who participate in the production of unique Internet solutions and prepare useful, simple and reliable services and products. 80-90% of the Czech Internet population visits the www.seznam.cz homepage at least once a month.

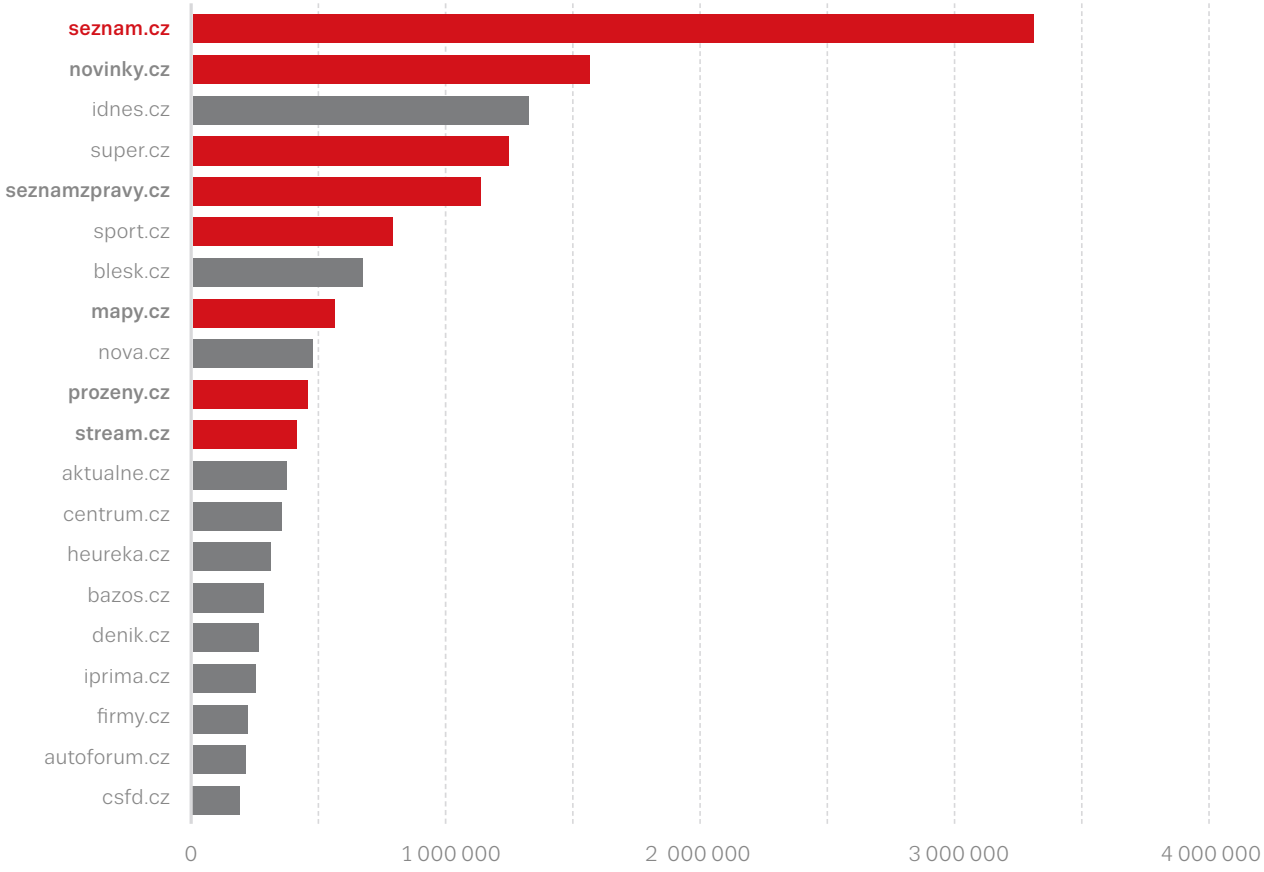
Seznam.cz offers the most popular search engine, free e-mail box and the largest Czech yellow page database. On its homepage, it provides news, categorized information and entertainment. Through our effective advertising tools we help our clients and thus support enterprise in the Czech Republic. Everything that Seznam.cz does is aimed at making the internet the strongest Czech medium and Seznam.cz the first port of call of choice.

2. SEZNAM.CZ & FIGURES

Seznam.cz is the only one in Europe to resist the global player Google and has a considerable share of almost half the online search field. What makes Seznam.cz unique is that unlike many other "local" search engines in Europe it has its own technology for full-text searches. As early as in 1997 it launched Kompas, its own full-text search engine.

Currently, Seznam.cz is the clear leader on the Czech market, and Internet No.1, which is proven by its financial results for the year 2017. In 2017, Seznam.cz ended with an operating profit of CZK 1.1 billion (€43.3 million), with a turnover of 3.7 billion CZK (€145.5 million). As of today, Seznam.cz operates more than 20 of its own portals, with the real number of visits exceeding two million users per day.

OP 20 most visited sites on the Czech internet (in RU*)



NetMonitor statistics show that sites operated by Seznam.cz clearly dominate among the most successful portals in terms of numbers of visits. The sites under Seznam.cz are highlighted in red. For further details and detailed statistics you can go directly to http://www.netmonitor.cz, which is also available in English.

*RU (real users) – the number of Internet users in the specific target group who generated at least one display at the selected web server during the month (week, day). This indicator corresponds to the actual number of people (not computers, cookies or IP addresses) who visited the web server in a given month (week, day).

3. ABOUT SKLIK

Sklik is an advertising platform operated by Seznam.cz, which can display text ads in a Seznam.cz search, in partner search engines and also banner and responsive (text, combined, native) ads on the most visited sites on the Czech Internet within the Display network. Using Sklik PPC advertising, an advertiser can reach a large share of its potential customers.

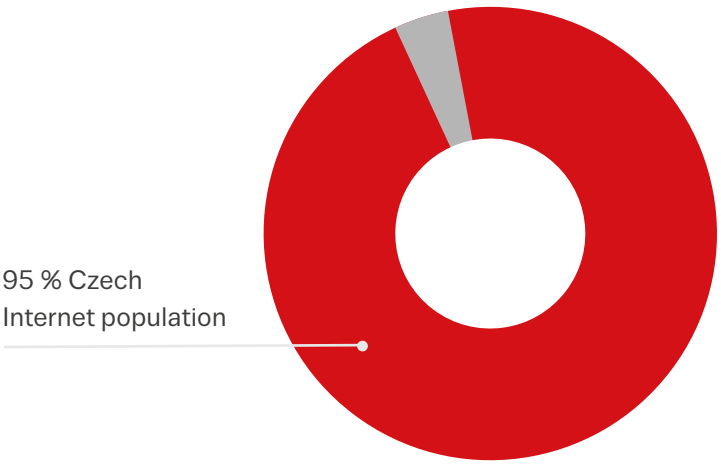
What are the main benefits of PPC advertising in Sklik?

- focused targeting of prospective customers
- CPC starting at CZK 0.20 (€0.01)
- both performance and display platform
    - high-quality editorial content in 95% of the network
- accurate measurement of results
- expenditures for advertising fully under control
- wording of ads can be changed at any time

4. SKLIK & FIGURES

The Sklik advertising system brings on average more than one and a half million visitors daily to the advertisers' sites. Thanks to the combination of the essential Czech search engine Seznam.cz and an extensive display network with the most visited sites on the Czech Internet, every advertiser can reach more than 95% of the Czech Internet population.

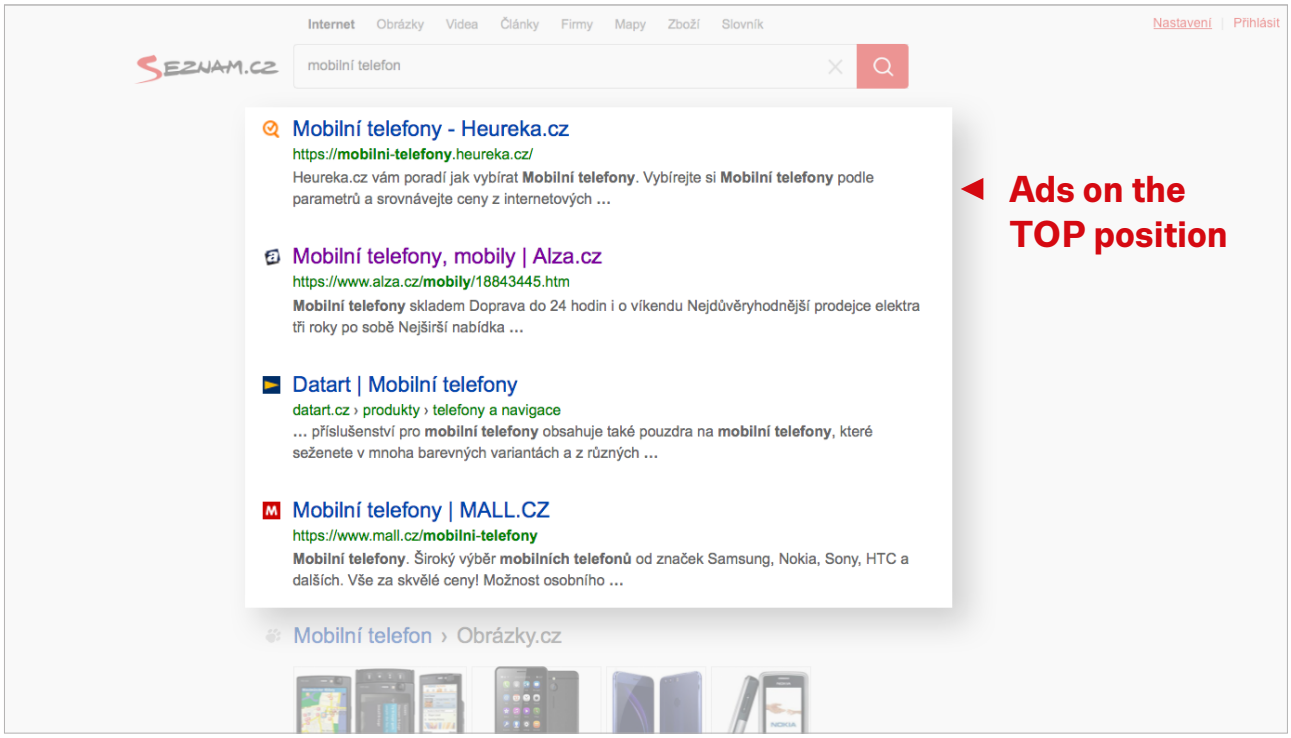
The Sklik display network consists of almost 3000 partner sites. The minimum cost per click is 0.20 CZK. The average cost per click in the whole system is approx. 4 CZK but it very much depends on the industry in which the advertiser places the ad.



5. SKLIK IN THE SEARCH NETWORK

Ads are displayed on the essential Czech search engine Seznam.cz, including mobile searches on Seznam.cz and in other partner search engines. PPC advertising in a search is very effective as it allows the targeting of people who are actively looking for specific information or a product or service. As a result, users are offered and displayed ads relevant to what they show interest in during their search. In the search network we have four TOP positions. This means the first four results in the search (above the organic search results). Then we also have three standard positions (on the page below). The TOP position, as compared to the standard position, features in a more visible location on the page. Near the TOP positions or below, we also have Product Listing Ads. This means offers with pictures and prices which are linked to the Zboží.cz feed. You can see a variation of two, three, four or six offers on the page.

If you want to have your ad in the TOP position, the quality factor, price-per-click and the success of your ads must comply with the internal criteria. We recommend you to focus primarily on writing interesting ads, writing about the competitive advantages, good targeting and a competitive setting of CPC.



6. SKLIK IN THE DISPLAY NETWORK

Sklik advertising is displayed not only in the search network but also as context advertising in the display network on Seznam.cz partner websites. The platform analyzes the pages on each site and, according to their content, displays contextually relevant advertising. It is a very effective way to advertise on topic-oriented websites. The display network is composed of a group of the most visited sites on the Czech Internet and several thousand other partner sites that display Sklik context advertising on their websites.

Advertising in the display network is more general; it is therefore suitable for addressing a wide range of users. The display network is suitable for building brand awareness and also for products that are not normally looked for in an Internet search engine. It may therefore be consumer goods – detergents, food, the launch of new or other specific products that are not the subject of queries, e.g. specialized software and certain services. With the Sklik display network you can reach users in the See and Think stage of the STDC framework.

In addition to the most important websites (see the figure), the display network consists of hundreds of topic-oriented sites according to the individual fields.

Types of targeting

- **Retargeting** – Retargeting is the function of Sklik designed to reach those users who have already been to your pages.
- **Dynamic retargeting** – It shows previous visitors to your website the products or services they viewed, including the image and the current price.
- **Interests** – You can show your ads to users who are interested in certain topics in the long term.
- **Intents** – You can also reach users who are interested in certain products or services in the short term.
- **Topics** – We divide websites into certain groups. You can choose the topics on which you will target and reach certain groups of users.
- **Gender** – Websites that users visit are divided into those of a rather male or rather female character. You can target according to which they visit more often.
- **Placement** – You can choose certain websites, parts of them and also specific pages on the websites.
- **Keywords** – Ads will be displayed on websites which contain keywords you want to target.

You can combine all these types of targeting and target the audience very effectively.

7. ADVERTISING IN THE DISPLAY NETWORK

Apart from text ads, the display network also offers advertising through display advertising. It is a visual form of advertising with a focus on performance and strengthening the brand. Display advertising offers advertisers a new way to get customers through Sklik. Banners attract user attention more easily, and with specific products that are more difficult to describe in text ads can yield significantly more customers. Advertising through banners positively supports the search rate of a brand or product in the search engine and knowledge of the brand or product among the users. Display advertising is displayed at selected sites in the display network (i.e. a banner cannot be seen in the search results on Seznam.cz). These include ProZeny.cz, Novinky.cz, SAuto.cz, Sport.cz, Fotbal.cz, Email.cz, Ihned.cz, Idnes.cz, Nova.cz, Prima.cz and many others.

What is the price of display advertising in Sklik? As standard practice by CPC, which advertisers are accustomed to, or by CPT (CPM, Cost per Thousand). If the primary objective of the campaign is "to be seen" instead of driving traffic, the CPT model is the right one. The minimum CPT is 2 CZK.

Display advertising offers the use of a large variety of formats; there is currently a total of 11 different sizes. The most successful banners according to our statistics are those with the dimensions 300×600, 300×300, 300×250, 970×310, 930×310, 930×180, 480×300 and 320×100. These banner formats should definitely not be missing from successful campaigns.

In the display network there is also an ad type which we call combined ads. It combines banners and text ads. It consists of a rectangular and square image, rectangular and square logos, short and long headline, description and company name. And, of course, the destination URL too. This format is compatible with Google-responsive ads, so you can import campaigns from AdWords.

If you use combined ads and you choose targeting on HP Seznam.cz, these ads will be shown like a native ad. That means it will look like an article preview. The form and function fit into the content of the website, so it is necessary to attract readers by means of interesting content.

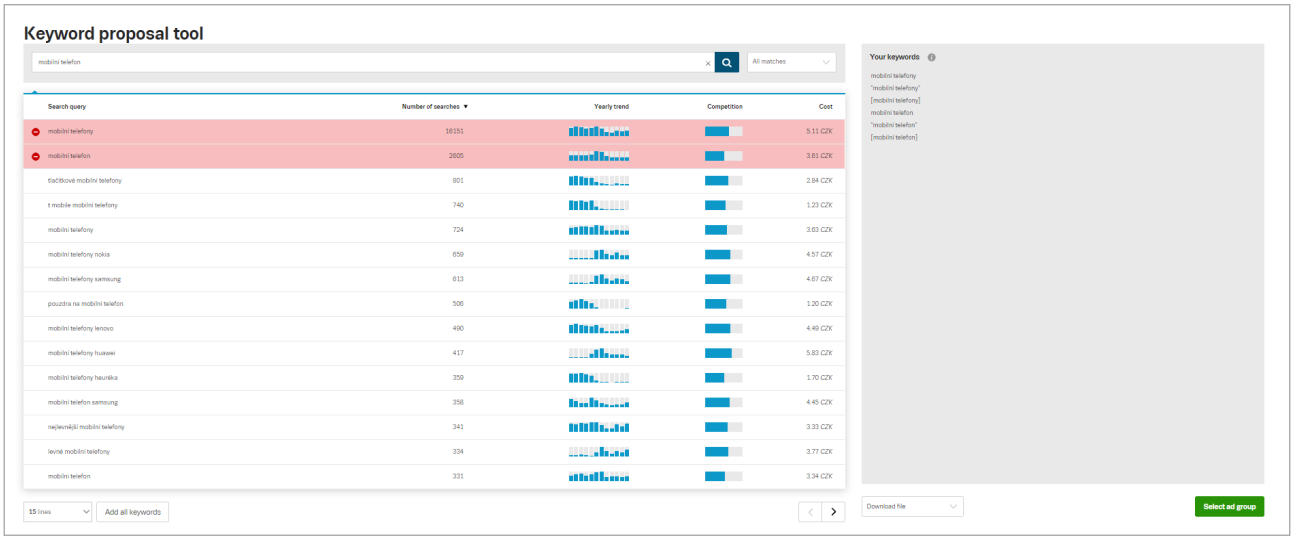
8. REASONS TO ADVERTISE IN SKLIK

Sklik provides advertisers with a quick and easy way of advertising on the PPC 'pay-per-click' principle. Advertising is paid only after a potential customer clicks on the ad. Ads are displayed only to users who have entered a query into the search engine that matches one of the keywords from PPC campaigns. Sklik provides a tool for the designing of key words in the interface. This tool is used for the drafting of key words and phrases that may be closely linked to advertising.

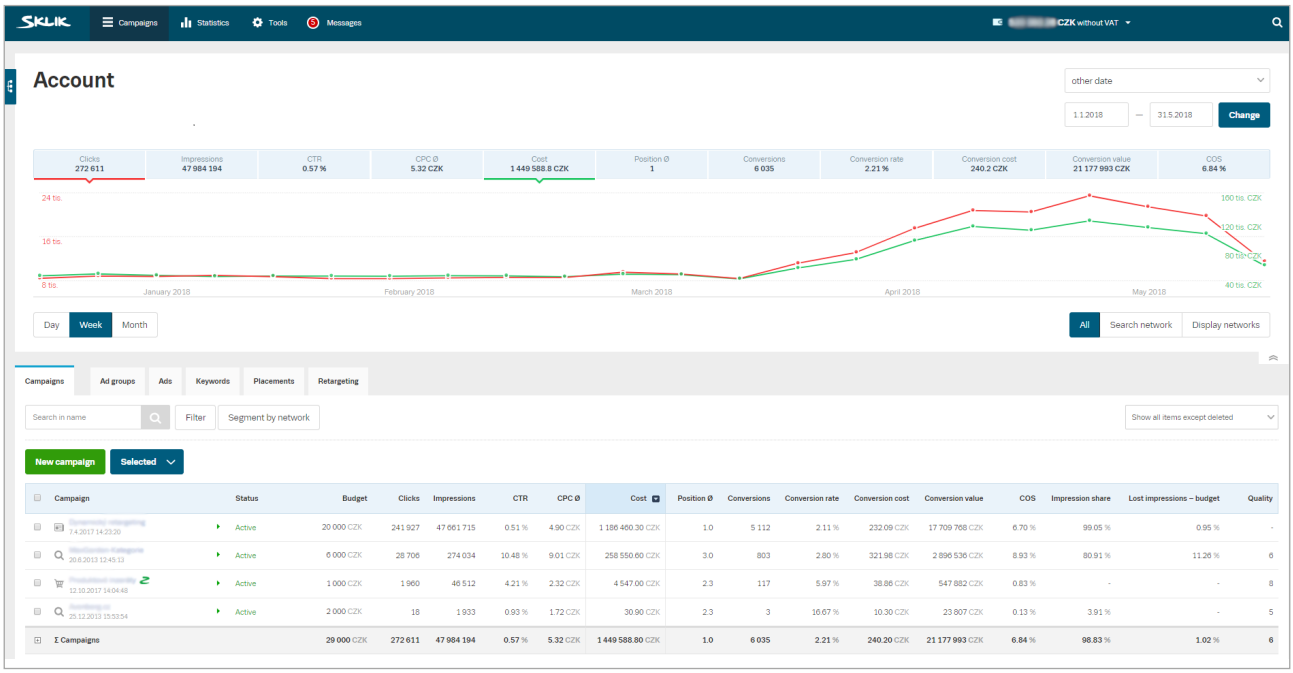
12 One of the main advantages of PPC advertising is specific targeting of those internet users who actively seek the advertiser's products or services. PPC systems allow you to respond very flexibly to market needs (e.g. to launch a new campaign related to current promotions or new products). Another advantage is that PPC advertising is measurable. Using web analytics tools it is consequently possible to determine whether the funds invested in PPC campaigns are being spent effectively.

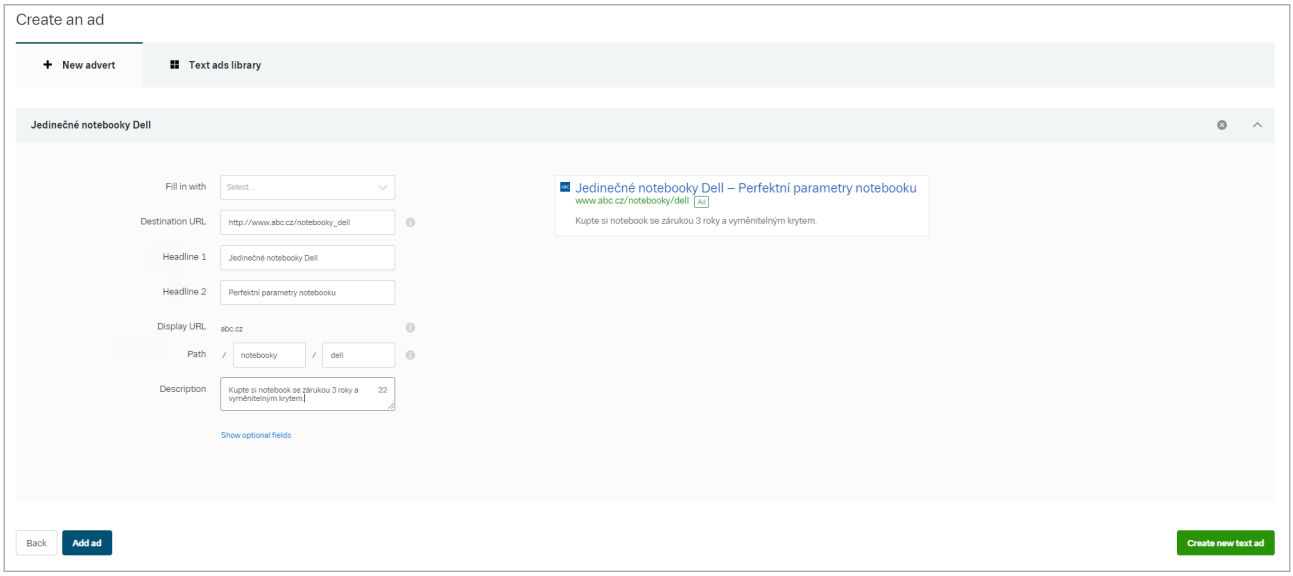
Advertisers can display their ads in what are known as top positions positioned above the Seznam.cz organic search results. Ads in the top positions are ranked as being the most visible and with the highest probability that the user will click on them. Additional positions (up to three) are positioned underneath the search results. Sklik should be used even if within the full-text search results the advertiser is displayed in leading positions.

Sklik also enables you to choose the most appropriate landing page for each keyword – for example, a relevant e-shop category or a site with a current clearance sale of some of the advertiser's products. In such a case, the advertiser can appreciate that the clearance sale can immediately also be promoted in the ad. In addition, Sklik offers the opportunity to test several ad options and evaluate them both in terms of CTR – click-through rates – and the Conversion Rate.



9. GRAPHIC INTERFACE





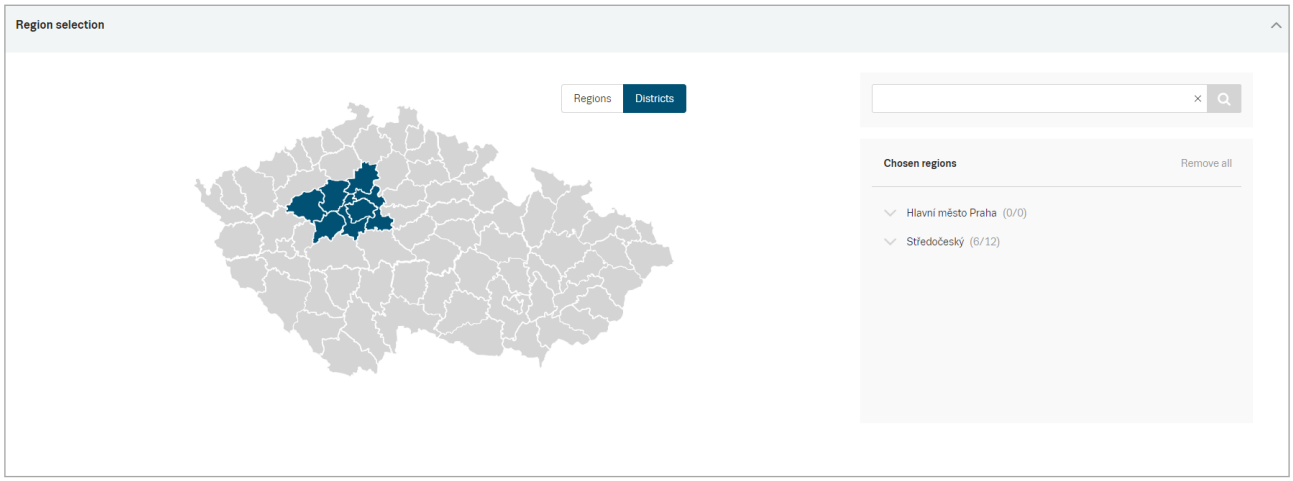
10. ADVANCED FEATURES

- **Regional targeting**

Regional targeting is useful for advertisers who want to reach users in a particular region or geographic area. Prior to using it consideration should be given to which region the users – potential customers searching for the advertiser's offer – are from.

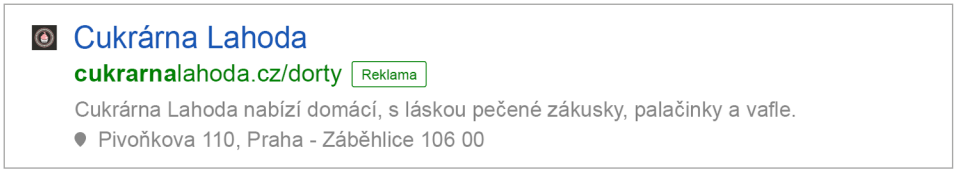
The benefits of regional targeting ads include the ability to target potential customers exactly, provided they are in a specific region. Regional targeting also enables you to use different ads for targeting different regions, thus responding to different users' needs in those regions.

Regionally targeted advertising thus ensures an increased click-through rate (CTR) and a reduction in the price per click (CPC), and also an improvement of ad positions and more efficient use of funds.



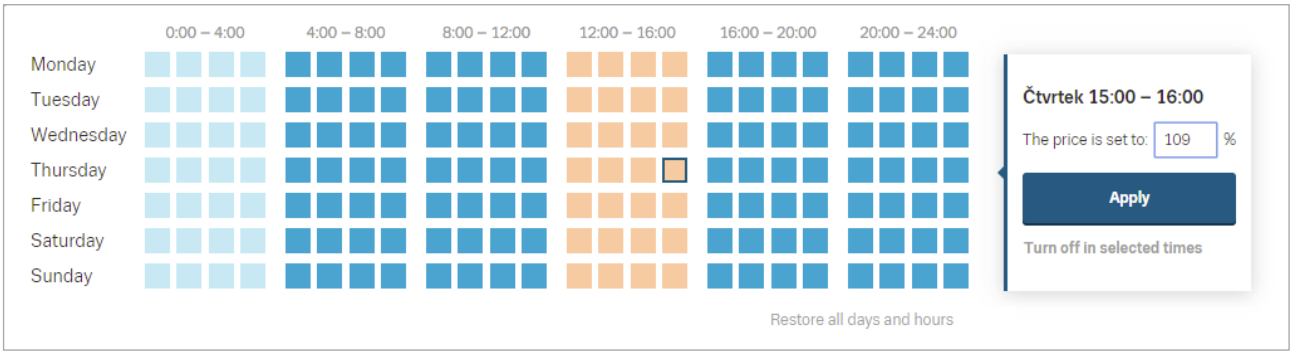
- **Extending Sklik advertising for locality**

The advertiser can link the ads with a business listing at Firmy.cz. In the case of such a link the ad additionally also includes the address of the company.



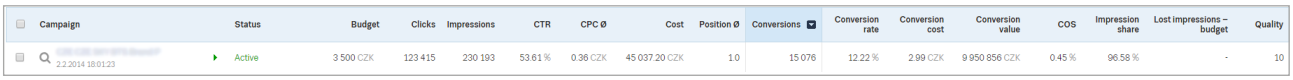
- **Scheduling**

The Sklik advertising system allows you to specify the time interval in which to display ads in the campaign, and also the percentage adjustment in the maximum CPC.



- **Conversion**

Apart from attracting new users to the landing page, the aim of advertising is also usually that the user completes an action that has a specific importance to the advertiser. Conversion is a status when the site visitor fulfils the objective set by the advertiser. This may, for example, be an order, registration, newsletter subscription, downloading a demo program, or displaying a price list or another significant site. On the basis of conversion measurements, the advertiser has the opportunity to monitor and evaluate ad effectiveness and return on investment (ROI). The statistics give the advertiser data on how many conversions have been carried out by site visitors coming through the Sklik campaigns. It is possible to measure not only the number of conversions carried out but also their values.



11. WHY YOU CAN'T MISS SKLIK WHEN ADVERTISING IN THE CZECH REPUBLIC

- Precise keyword and behavioural targeting
- A detailed overview of the performance and results of the campaigns
- Payment for real clicks only
- In a display campaign you can pay per one thousand views (CPT or CPM)
- Budget fully under the control of the advertiser
- Targeting not only in the Search but also in the Display
- Build brand awareness with branding banner dimensions 2000 x 1400 px
- The most-visited Czech Internet content sites within the Sklik display network
- Compatibility with Google AdWords

Additional benefits Sklik PPC advertising offers advertisers:

- PPC advertising on the essential Czech search engine – Seznam.cz
- Seznam.cz records over 15 million search queries on a daily basis
- If an advertiser wants to be seen on the Czech Internet he cannot miss Seznam.cz
- Hitting 95% of Internet users in the Czech Republic
- One of the most effective forms of online advertising
- Native ads match the content and format in which they are displayed and can easily attract the user's attention

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