

University of Economics, Prague

Diploma Thesis

University of Economics, Prague
Faculty of Business Administration
Study programme: International Management (CEMS)



Title of the Diploma Thesis:

Online Marketing Focused on Google Adwords and Facebook - Eshop Yapko.cz Case study

Author: Hoang Do Duc

Supervisor: Ing. Martin Machek, Ph.D.

D e c l a r a t i o n o f a u t h e n t i c i t y

I hereby declare that the diploma thesis presented here is my own work, or fully and specifically acknowledged wherever adapted from other sources. This work has not been published or submitted elsewhere for the requirement of a degree programme.

Prague, August 16, 2017

Signature

Acknowledgements:

Hereby, I would like to thank Ing. Martin Machek, Ph.D. for supervising my Diploma Thesis. I very much appreciate his feedback and useful advice given throughout the whole time. Last but not least, I am also grateful for his patience during the last days before the deadline.

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Abstract:

The goal of this thesis is to better understand the target audience (potential customers) of the e-shop Yapko.cz through Adwords and Facebook online marketing campaigns. In addition, the purpose of this work is to identify which PPC channels will be key for the business. The theoretical part defines what is digital marketing and also gives an insight into various ways of online advertising. The main focus is put on two PPC platforms: Google Adwords and Facebook. The thesis describes these platforms both from the theoretical and practical point of view. The methodological part describes the process of creating, optimising and analysing the PPC campaigns. Several PPC campaigns are analysed: search, display, Facebook, PLA (product-listing ads) and remarketing.

Key Words:

Online marketing, Digital marketing, PPC, Google Adwords, Facebook, Search, Display, PLA, Remarketing

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1 Introduction

The aim of this diploma thesis is to serve as a business document which would support a newly launched eshop Yapko.cz with its online marketing activities, especially from the PPC point of view¹. The main focus will be put on two of the most prominent platforms today: Google Adwords and Facebook. The outcomes of this thesis will help to better understand the target audience (potential customers) and also to identify which PPC channels will be key for the business.

Eshop Yapko.cz specializes in selling bento boxes (lunchboxes), water bottles, travel cutleries and other accessories. Its core business is to provide all the equipment people need for foods and drinks on the way. The eshop was founded by me in July 2016 and since then, it has been developed very slowly (mainly due to university studies and another part-time job). At the moment, our team consists of 3 people and two of us plan to start working full time on the eshop. Based on the experience gathered from previous employers, our team very well recognizes the importance of digital marketing in the world of e-commerce. Especially considering the fact that Yapko is a relatively unknown brand and therefore will not generate a lot of conversions (purchases) without the PPC ads. In addition, some online ads also help to increase brand awareness, which will be further discussed in the thesis.

The theoretical part will first shortly describe what is digital marketing and then also briefly explain possible ways of online advertising so that the readers can get a big picture. After that, the thesis will move to the core topic: Google Adwords and Facebook as PPC platforms. The theoretical part will provide a detailed insight into different kinds of channels (search, display, Facebook ads) and targeting options. In order to understand the basic concepts, this work will also include explanation of online marketing terminology and other technicalities, either in footnotes or directly in the text. The methodological part will try put all the theoretical concepts in practice and apply them on the real business case of Yapko.cz.

Throughout the whole thesis, I will also try to take advantage of my 1-year experience as a junior online marketing specialist in a startup called Creative Dock, where I was responsible for PPC ads (mainly Google Adwords and Facebook). When it comes to references, I will try to use as many traditional sources as possible (paper books and paper magazines). However, it has to be noted that online marketing is a field which changes dramatically fast. In some cases, even a 1-year old source or article might be already considered as an outdated piece of information. Therefore, the most current and updated information comes from the official sources - the companies running both advertising systems: Google and Facebook. In addition to that, the thesis will also use information gained at the digital marketing workshops that I have attended throughout the last 12 months. Most of these workshops were held by top Czech digital marketing agencies (Adexpress, H1, Fragile Media, Sun Marketing, Kofein, Blueberry) and companies experienced in online marketing (Alza.cz; CZC.cz, Zoot.cz; Liftago.cz). Most of them are also certified partners of Google (Google, 2017).

¹ **PPC stands for pay-per-click.** That means the advertiser only pays when somebody clicked on the ad (for example a banner on the website). It is different from other traditional models where the advertisers are charged based upon a certain number of views or based upon how long the advertising space is rented

2 Theoretical Part: About Online Marketing & Programmatic

2.1 Definition of Online Marketing

Online marketing could be described as a discipline which helps businesses to reach their marketing goals across the internet (Viktor Janouch, 2011, p. 19). The term online marketing could be also swapped with other synonyms below, which are considered to have the same meaning:

- e-marketing
- internet marketing
- web-marketing
- digital marketing

However, the very original notion in 2011 was that the terms internet marketing, e-marketing or web-marketing include everything that happens across the internet. This basically meant only desktops as very few people used other devices to browse websites (Statcounter, 2016). The terms online marketing and digital marketing had a slightly broader meaning as they also expanded the scope to other devices next to PC - mobile phones and tablets.

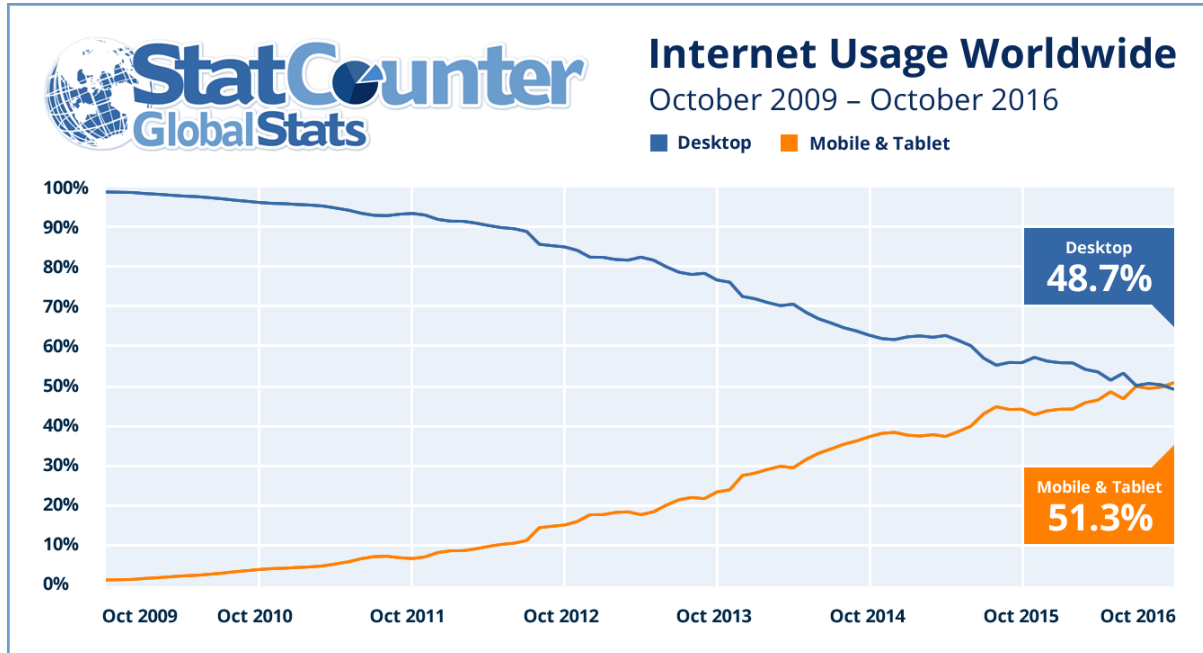


Figure 1 - Desktop and mobile internet usage worldwide

If we for example take a look at data from 2011 (Figure 1), we can note that desktop computers had a dominant share in internet connection over handheld devices - 90% desktop and 10% mobiles with tablets (StatCounter, 2016). However, mobile internet kept growing throughout the following years and the differences kept shrinking. The internet traffic on mobile and tablet

devices even surpassed the desktop during the last year in October. That also means that all the five terms mentioned earlier can now be considered as synonyms because nowadays, there is basically no difference between desktops, mobile phones and tablets in terms of internet connection. All of them offer a fully sufficient internet browser and some people even use mobile phones as a substitute to working on a PC (email apps, office apps, etc.). It is also interesting to mention that all of this was already predicted by the tech industry several years ago (Viktor Janouch, 2011). Based on my own experience and based on the terminology used by many Czech companies or marketing agencies, the most frequently used terminology today is either **online marketing** or **digital marketing**². This diploma thesis will therefore use only these two terms and exclude the remaining ones.

2.2 Goals of Online Marketing

When it comes to goals of online marketing, its fundamentals remain more or less the same as in traditional marketing, except of the difference in environment (moving from a so called offline to online). The goal is to find customer needs, maintain communication and relationship with customers or persuade them to make a certain action (doesn't have to be only purchase). Online marketing could also be considered as a certain addition to the traditional Communication Mix (Viktor Janouch, 2011) (Kotler & Keller, 2013).

Traditional Communication Mix	With addition of online marketing
Sales promotion → samples, competitions, discounts, loyal programmes, etc.	Sales promotion → the same activities online
Personal Selling → personal presentations, fairs, etc.	-----
Public Relations → public communication, maintaining public image	Public relations → announcements, online news, website articles, paid articles
Direct Marketing → mailing, catalogues, etc.	Direct Marketing → e-mailing, online chat, web seminars
Advertising → print, billboards, TV	Advertising → PPC ads
Word of mouth → expanding through people	Word of mouth → expanding via Social Networks

Table 1 - Communication mix in the context of online marketing

Table 1 provides a view on the traditional Communication Mix and puts it in the context of online marketing. This helps to understand where the PPC ads stand from the theoretical point of view - they are part of the Communication Mix, specifically advertising.

² Agencies and companies that use such terms on their websites: L'Oréal, P&G, Fragile Media, Sun Marketing, Kofein, Adexpres, Alza, CZC

2.3 Ways of Online Advertising

In today's digital era, it is not a question of whether to use online marketing as a part of communication mix. The businesses rather have to solve a trickier problem: **which ways of online advertising to go for** (Eger, Petrtyl, Kunešová, Mičík & Peška, 2015). There are quite a lot of options and most of them complement each other (Click it, 2016). The advertiser's goal is to choose the best combination considering the industry in which the business operates and also the budget (Digicamp, 2017).

Figure 2 gives an overview of current online advertising options. In this part, I will shortly describe each of them in order to provide a basic overview. And after understanding where Google Adwords and Facebook are positioned, the thesis will finally dig deeper into these two platforms.

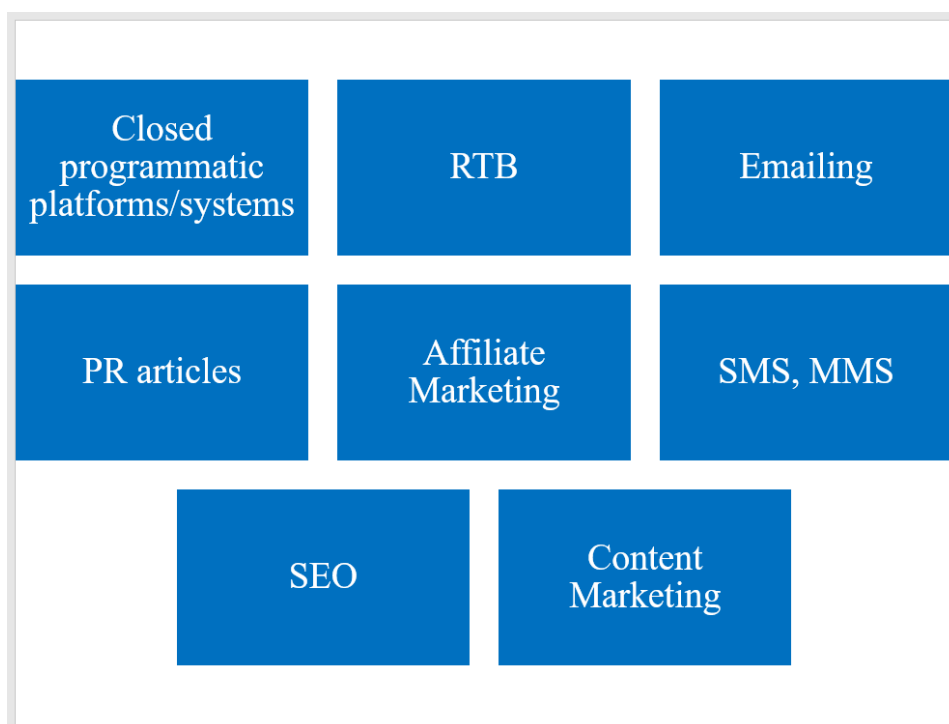


Figure 2 - Overview of online advertising options

2.3.1 Closed Programmatic Platforms/Systems

The goal of programmatic platforms is to **serve the most relevant ads to their users in realtime**. And in order to be able to do that, these systems use a certain set of algorithms, data and rules. That is the reason why they are called “programmatic”. As far as serving relevant ads is concerned, everything should reflect what these systems know about the users - their interests, demographics, or other data (Click it, 2016).

Below is a list of today's biggest programmatic platforms (Table 2), which are so-called “closed”. That means that each platform has built its own network where the ads are served and has its own interface. In other words, if the advertisers want to use more systems at the

same time (have ads in more networks), they have to manage each platform separately within its own interface (online campaign manager or offline application).

Programmatic systems/platforms:
Google Adwords
Seznam Sklik - Czech alternative and competitor to Google Adwords
Bing - mostly used in the US (Ryan Beauchesne, 2014)
Baidu (Chinese substitute for Google)
Yandex (Russian alternative and competitor of Google Adwords)
Naver (South Korean substitute and competitor of Google Adwords)
Facebook
Instagram
Twitter
Heureka
Zboží.cz
DoubleClick

Table 2 - Closed Programmatic Platforms/Systems

It is also interesting to note that Seznam, Bing, Baidu, Yandex and Naver are big search engines in their own countries. However, it is important to understand that the **table above does not list search engines but rather advertising platforms**. On the other hand, it did not happen accidentally that these mentioned companies run a search engine as well. If we for example take a look at Google, the company originally started as a search engine and gradually found a way to monetize its products through various forms of advertising (Daniel Karchňák, 2013). The main forms of advertising that Google and Seznam offer in the Czech Republic are **search ads, display ads (banners) and video ads**. This will be explained in more details in *Chapter 3 Theoretical Part: Google Adwords*.

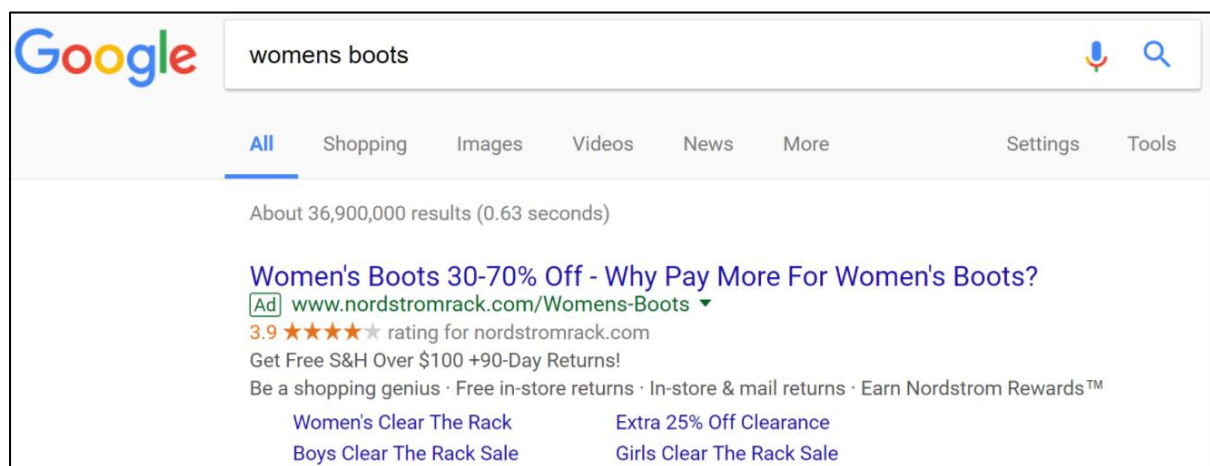


Figure 3 - An example of a search ad (clearly marked as an ad with a sign on the left next to the URL address)

Facebook is a social network where people can write statuses, post photos or videos and communicate with each other through a realtime messenger. As far as online advertising is concerned, **the ads appear mostly on the newsfeed** where the users see posts from their friends or pages they are following. Newsfeed is located on the main page of Facebook. More

information about Facebook advertising will be provided in *Chapter 4 Theoretical Part: Facebook Ads*.

Instagram is a social network focusing mainly on posting and commenting photos. It is owned by Facebook since the acquisition in 2012 (Forbes.com, Bruce Upbin, 2012). Its advertising system works on a similar basis as Facebook - the ads appear on the main feed. As the platform is owned by Facebook, all Instagram ads are managed directly from the Facebook Adverts Manager.

Twitter is a social network where people are limited to write status messages (called tweets) only up to the length of 140 letters. The advertising system here works on a similar concept as Facebook or Instagram. That means the ads appear on the homepage (where all the tweets are). Although the company has managed to increase its turnover in the past few years, the company still had an operating loss and accumulated a deficit of \$2.09 billion in 2016 (Jakub Čížek, 2016).

Heureka and Zboží.cz are Czech services which help end consumers to compare prices of the same product in different eshops. The advertisers can for example pay to have their offers higher in top positions and therefore also more exposed to shoppers. To be more precise, they only pay after somebody clicks on the offering (Markéta Hávová, 2016).

DoubleClick Search could be described as a system which enables to manage several search advertising platforms from one place. The system supports platforms such as Google, Bing or Baidu. In other words, advertisers have one central system to control all the search ads across different platforms and do not have to manage each platform from a separate interface. It is owned by Google since the acquisition in 2007 (Google, 2007). In practice, this platform is used mainly by large advertisers with high spends (Libor Jarolím, 2007).

2.3.2 RTB - Open Programmatic Systems

The abbreviation RTB stands for real-time bidding³ and is understood as buying **banner ads realtime across different display advertising platforms**. The analogy here is similar to the previously mentioned Doubleclick Search, except of difference that now it is about **display ads, not search ads**. While all of the closed programmatic platforms are based on real-time bidding too, they have to be managed separately. RTB systems on the other hand give an ability to control everything from one place.

As far as technical details of RTB are concerned, the closed programmatic platforms are linked thanks to the protocol called Open RTB (Matěj Novák, 2012). This protocol enables to connect both parties: **supply side platforms** (ones which sell space for advertising) and **demand side platforms** (ones which buy it). The digital marketers also often use abbreviations SSP (supply side platform) and DSP (demand side platform). Supply side platforms enable various kind of

³ All ads in programmatic systems compete together in a so-called auction. The ads which win the auction are then shown to the users on the internet or get a better position. The outcome of the auction relies on several factors, one of them is **bidding**. To put it simply, bidding represents how much money the advertiser is willing to spend (per click, per view, etc.). This is going to be further explained in *Chapter 3.6 Auction, Quality Score and Bidding*

media, for example an online news website, to provide space for ads within a particular programmatic platform. And in order to be able to do that, the media has to implement a special code on its website (Matěj Novák). Just to explain, the main reason why internet websites would offer their space for advertisements is obviously to make money and generate profit. On the other hand, the demand side platform is represented by advertisers, who want to buy/rent this space in order to show ads to their potential customers. To give a specific example, let's take a look at Google services:

- **Google Adwords** is a demand side platform (DSP). Advertisers use it to buy ads and manage the campaigns.
- **Google AdSense** is supply side platform (SSP). Online websites use it to provide space for banner ads from Google Adwords and therefore make money.

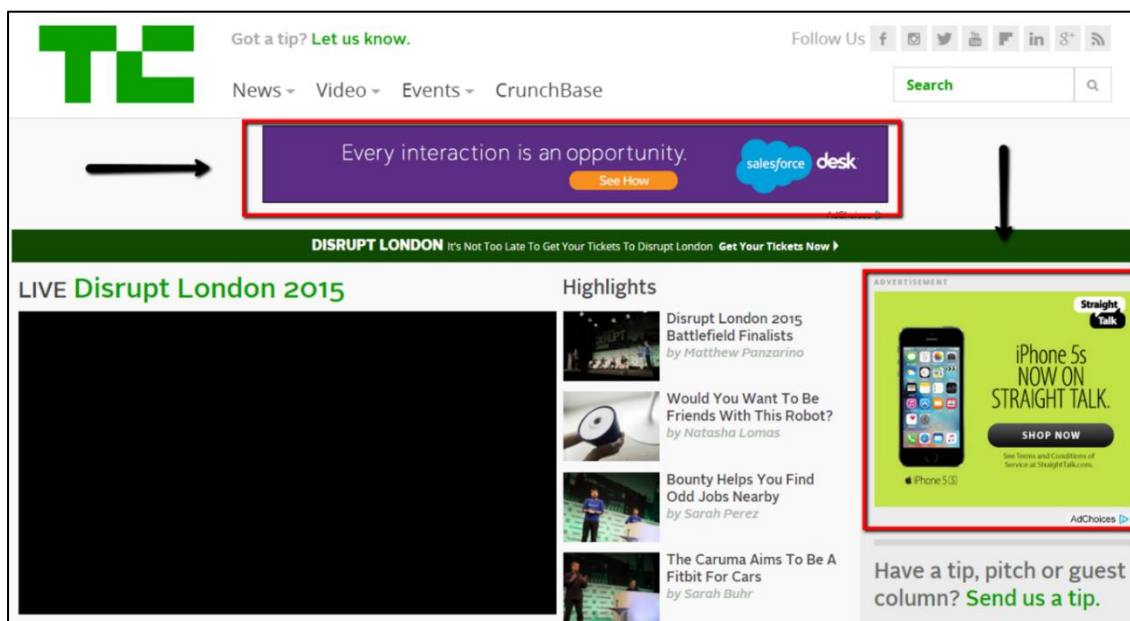


Figure 4 - Two examples of banners ads (marked in red)

If we go on with the example above, advertisers using only Google Adwords would limit themselves only to websites, which use Google AdSense. Their ads would not appear on other platforms unless they start using them, too. And that's where RTB comes in, its main benefit lies in the fact that the advertisers do not have to rely just on one DSP platform but can instead be present in several ones while managing everything from one place.

Nevertheless, to stay objective, it is also important to say that using directly a closed programmatic platform instead of RTB has its own point, too. The advantage of Google Adwords lies in its integration. From the advertiser's point of view, the system is very easy to use and offers a lot of ready-made features (such as rich targeting options or tools for collecting data.).

One the most well-known RTB platforms worldwide are:

- Adform
- DoubleClick Display-an interface used by advertisers to manage RTB (Libor Jarolím, 2017)

2.3.3 E-mailing

E-mailing is one of the forms of direct marketing in the online environment. It consists of sending e-mails to current customers or other contacts that we consider relevant. Other contacts can be either gathered by our own activities (for example somebody has to register in order to download an e-book) or bought from a database offered by third parties. Two most basic forms of e-mailing are (Viktour Janouch, 2011, p 253):

- newsletter
- promo email

Newsletter is a regularly sent email with a purpose to inform the receiver about something. The purpose of a newsletter is not to sell or directly promote anything. Its goal is to rather maintain contact with the customers and catch their attention in regards to a product, brand or company. Newsletters can result in repeated visits of a given e-shop and in the end also to a purchase. However, the main goal is not to directly sell and therefore a catalogue with prices is not considered as a newsletter. For instance, newsletter can contain tips & tricks, case studies, surveys or statistics (Viktour Janouch, 2011).

On the other hand, the goal of a promo email is to show product offering, inform about discounts and make the receiver to buy a certain product or service (Viktour Janouch, 2011).

2.3.4 PR articles

This discipline consists of maintaining public image of a certain organisation. In the context of online marketing, it includes online news, website articles, announcements but also paid articles (Eger, Petrtyl, Kunešová, Mičík & Peška, 2015).

2.3.5 Affiliate Marketing

Affiliate marketing is a type of cooperation where businesses build a network of affiliates (partners) who then promote/sell given products/services or perform any other profitable action for the business. It is a mutually beneficial cooperation as the businesses gain increased sales (or other desired results) and the affiliates get a monetary reward for doing so (Evgenii Prussakov, 2007). It is important to say that affiliate marketing does not only aim to directly generate sales. Below are other activities that might bring an added value (Lukáš Dubina, 2017):

- registration
- filling up a form
- joining a competition
- gathering contacts/leads

2.3.6 SMS, MMS

SMS and MMS are paid messages sent to mobile phones. The messages are distributed via mobile carrier networks. However, SMS and MMS ads are not included in the statistics of internet advertising (Eger, Petrtyl, Kunešová, Mičík & Peška, 2015).

2.3.7 SEO

The abbreviation SEO stands for search engine optimisation such as Google, Yahoo, Seznam and other. The goal is to have a link to the owner's website on the highest position as possible in a so-called SERP (search engine results page). The higher the link appears, the higher the probability that somebody will visit the web page.

According to Pavel Pajkrt from H1 (one of the leading digital marketing agencies in the Czech Republic), SEO consists of activities which aim to **increase the traffic and quality of website visits from organic search**⁴ (Click it, 2016). In practice, SEO is about putting relevant **keywords** on the website and also about **linkbuilding**⁵.

When it comes to comparison of SEO versus PPC⁶, it cannot be clearly determined which one holds an edge. Each option has its own advantages and many digital marketers advise businesses to use both (Click it, 2016).

Advantages of PPC over SEO
Immediate presence in search: <ul style="list-style-type: none">it takes time to get to the top results via organic (several months) and sometimes businesses never manage to reach this goal since there are only few top positions for thousands of search resultson the other hand, using PPC gives businesses an opportunity to reach the top position (and skip over their competitors) immediately after launching advertising campaigns
Search queries with no organic results: <ul style="list-style-type: none">some search queries may not generate any organic results and that's where PPC ads come in
Text saying exactly what we need: <ul style="list-style-type: none">the text in organic results is generated automatically and businesses cannot affect thatPPC ads give advertisers full control over the text
Irrelevant link: <ul style="list-style-type: none">for organic search results, it is automatically determined by the search engine where the link will lead internet users toPPC ads give advertisers an option to choose the URL (=web address)
Regulation: <ul style="list-style-type: none">website owners cannot regulate when the organic search results will appear and when notPPC ads give an option to schedule everything
First position: <ul style="list-style-type: none">the top positions belong to ads, organic search results follow after (please see <i>Figure 5</i>)

Table 3 - Advantages of PPC over SEO

⁴ Organic search means unpaid search. In other words, the traffic coming to the website does not come from paid search ads but instead from search results that appeared organically

⁵ Whether good websites refer to the given web page (good websites in the eyes of the search engine algorithm)

⁶ Paid search ads

Advantages of SEO over PPC
<p>No costs</p> <ul style="list-style-type: none"> if businesses don't count the time and energy spent on SEO optimisation, clicking on search organic results does not generate any additional costs PPC advertising generates costs with each click
<p>Long-term results</p> <ul style="list-style-type: none"> turning off PPC ads leads to a slump in traffic (the more traffic was brought by the paid ads, the more visits the business suddenly loses) if a given website reaches the top position in search organic results, it will retain the position in the long term (even if all the work on SEO has been paused for a while)

Table 4 - Advantages of SEO over PPC

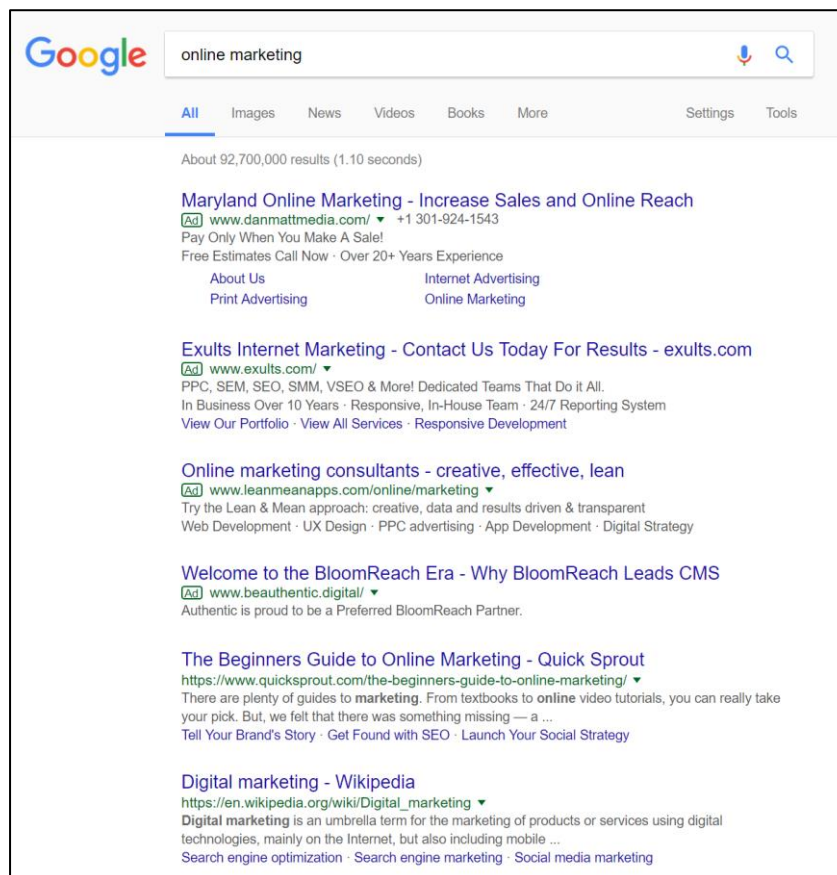


Figure 5 - PPC search ads hold the top positions, organic results follow after

2.3.8 Content Marketing

Content marketing in the online environment involves creating interesting content which will help to maintain a relationship with customers and also positively impact the strength of the brand. Such content includes various types of online material: videos, blogs, social media posts).

2.4 PPC Ads

2.4.1 Introduction to PPC

The aim of the previous chapters was to provide a big picture about digital marketing as a discipline and understand various options of online advertising. Now the thesis will finally move the core topic: PPC ads.

The abbreviation PPC stands for pay-per-click. It can be understood as a business model where the advertisers only pay when somebody clicks on their advertisement. It is different from other traditional models where the advertisers are charged based upon a certain number of views or based upon how long the advertising space is rented for - as it goes for example in case of billboard banners (Petra Větrovská, 2017).

From the advertisers' point of view, paying only for clicks represents a more transparent option because they are not paying for advertising space regardless of whether it is worth for them or not. In case of PPC, renting the space itself is free and an advertisement turns into costs only when somebody clicks on it. The reason why paying for a click is better than paying for a view is the fact that clicks bring website visits, whereas views do not ⁷. However, it does not mean that views would bring a lower added-value because they fulfil a different function (*Chapter 6.4 Yapko Campaigns and STDC* talks about brand awareness).

2.4.2 History of PPC Systems

The pay-per-click model was originally implemented by search engines which provided space for ads next to the organic results. That is why these advertising systems began to be called PPC systems. The first company which introduced the pay-per-click model was Google in October 2000 (Prokop et al., 2014, p .42). The system was called Google Adwords and still exists today under the same name.

Nowadays, it is also possible to buy other types of ads based on the pay-per-click model - for example banner ads or video ads. In addition, there exist many other PPC platforms which did not originally start as search engines. In the Czech Republic, the most significant PPC platforms would be for example Facebook, Sklik, Heureka or Zboží.cz (Petra Větrovská, 2017).

2.4.3 Two Meanings of PPC

Knowing more about the history of PPC ads also helps to better understand its meaning. When digital marketers talk about PPC, it could be understood in two ways (Digicamp, 2017):

- **Narrow meaning:** PPC systems are only the closed programmatic platforms which originally started as search engines (Google Adwords, Sklik, etc.)
- **Wider meaning:** Any advertising systems which offer the pay-per-click model. In this case, PPC ads would belong under several ways of online advertising: all closed

⁷ When an internet user clicks on an online ad, it brings him/her to a website of the advertiser.

programmatic platforms, RTB or even affiliate marketing (stated in *Chapter 2.3 Ways of Online Advertising*).

2.4.4 The Relation Between PPC and CPC

In regards to PPC ads, the advertisers sometimes also use the term **CPC**, which stands for cost-per-click. It is basically an equivalent to PPC as it looks at the same matter from another point of view: the costs (paying for a click equals to cost per click). Besides the pay-per-click model, there are also other forms of payment when it comes to online advertising (Martin Domes, 2012):

- **CPI** (cost per impression) - paying for one impression (for example one display/view of a banner)⁸
- **CPM** (cost per thousand impressions) (technically: cost per thousand mille) - this metric is more used in practice instead of the CPI
- **CPA** (cos per action) - paying for a certain action, which could for example be a lead, a purchase, a registration, etc.

⁸ Impression = when an ad is displayed (can be almost considered as a view but not in all cases)

3 Theoretical Part: Google Adwords

3.1 Introduction to Google Adwords

Google Adwords is a global PPC advertising platform run by company Google. The company has managed to create a wide network where the online ads can appear (Petra Větrovská, 2017):

- **Google Search** - ads appear in the Google search engine (as displayed in Figure 5 on page 10)
- **Google Search Partners** - this includes partner search engines (such AOL, Centrum.cz, Atlas.cz) and also other Google websites with the search function (Google Maps, Youtube)
- **Google Display Network**⁹ - network consisting of other Google services (Youtube, Gmail) and all websites which offer space for online banners - for example media portals such as iHned.cz, Lidovky.cz, Elle.cz, TN.Nova.cz

3.2 Structure of the Adwords Account

In order to be able to create and manage online ads in Google Adwords, the advertisers have to create an account. Each account is structured into campaigns, ad groups and ads. This is summarised in Figure 6.



Figure 6 - Structure of the Adwords account

The first level is **campaign**, which has the most general settings (such as budget, geographic targeting, language targeting, scheduling of ads, etc.). Each campaign contains one or several ad groups. **Each ad group** represents a different targeting and also contains ads, which should be relevant and reflect the targeting. For instance, a campaign for selling shoes could have two ad groups: one for men's shoes and for women's shoes. The ads in each ad group would then reflect the different target audience (there would be a different text for men and different text for women). A practical example will be showcased in the methodological part.

⁹ Very often called under the abbreviation **GDN**

3.3 Search

3.3.1 How Search Engine Works

Search engine is a software system which gives an ability to its users to search for information through the internet. When users type a search query, the goal of the search engine is to provide a list with the **most relevant** results. These results can be either organic (unpaid, as a result of SEO activities) or paid (PPC search ads). When users click on one of the results (does not matter whether organic or paid), it will lead them to the website of the advertiser (Alexander Beck, 2009, p. 19).



Figure 7 - Search process

What is also interesting is the fact that many internet users think that the search engines are looking up for information through the internet real-time right after they typed a search query. This is not true as the way how search engines work is based on a process called **indexing**. Indexing means that Google has special robots (called spiders) which are scanning through the internet 24 hours a day. This activity is also called **spiders crawling**. During this process, the spiders crawl both new or current websites and then evaluate if any of them are potentially interesting for the internet users. If the answer is yes, then the scanned website gets **indexed in Google's database**. To conclude, when the users are typing their queries, the search engine is not looking for an answer on the internet but rather pulling it out from its current database (Click it, 2016).

3.3.2 Where the Search Ads Appear

As it has been already shown in Figure 5 on page 10, the very top positions in the search engine results page are held by paid ads. To further elaborate on this, there are more options how the SERP (search engine results page) might look like. Everything depends on the search query, type of the user¹⁰ but also on other factors, such as location of the user (Petra Větrovská, 2017):

- **1st case:** No paid ads appear and there are only organic results (up to 10 organic results on one page)
- **2nd case:** Paid ads do appear at the very top of the results page (up to 4 paid ads)
- **3rd case:** Paid ads appear at the very bottom, under the organic results (up to 3 paid ads). This is shown in Figure 8 on the next page.
- **4th case:** Combination of second and third case stated above

¹⁰ Even two users typing the same search query might get different results. This is based on how Google evaluates each user (based on the browsing history and other data). For each user, Google creates a certain set of ad preferences (what Google thinks the user might be interested in). Everyone who has a Google account (uses Gmail) can find out his/her ad preferences on the following link: www.google.com/ads/preferences. Users can also alter their preferences if they think Google has determined some interests inaccurately.

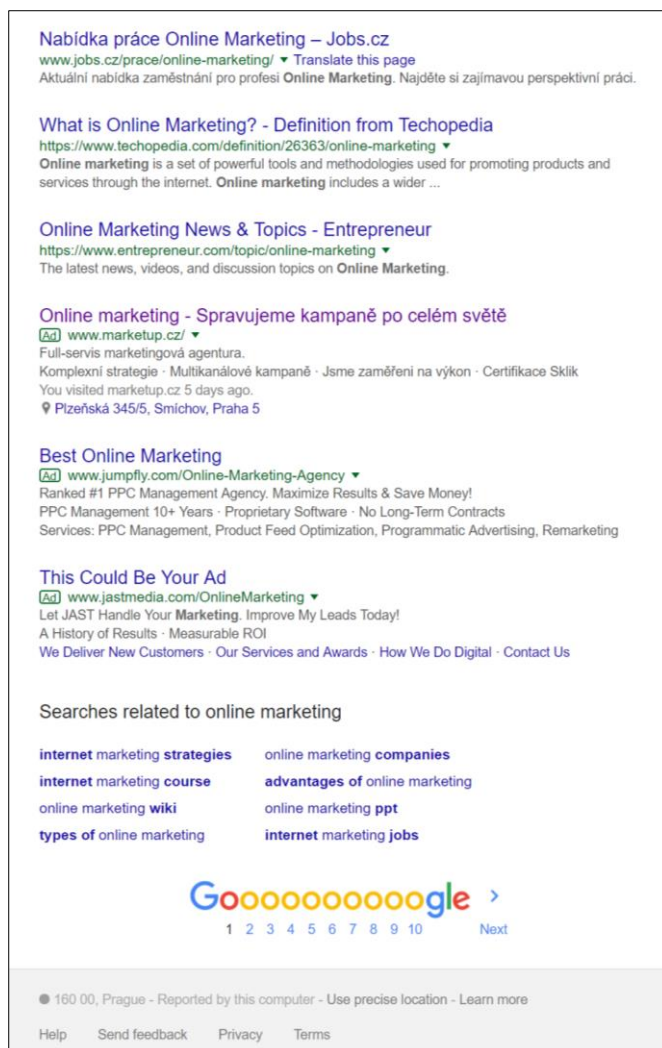


Figure 8 - Up to three paid ads under the organic results

3.3.3 Keywords and Search Ads

As it has been already shown by Figure 6 on page 13, each ad group does not only contain targeting but also contains ads. In case of search campaigns, the ad group targeting is represented by **keywords**, while the ads are represented by **search ads (=text ads)**.

In order to understand how search ads work, it is crucial to explain the function of keywords. If the campaign structure was put in the context of search advertising, it would look like in Figure 9 on the next page. The figure shows a simplified example of a search campaign in Adwords, particularly a campaign targeting shoes-related queries. The campaign has two ad groups, one targeting people looking for men's shoes and the second one targeting the opposite gender looking for women's shoes¹¹. As a consequence, each ad group has a different set of keywords which respond to the different gender/audience. Last but not least, notice that although a keyword consists of several words (for example **men's shoes**), it is still called keyword and not keywords.

¹¹ Please keep in mind that this is a simplified example. Even a man can type the search query "women's shoes" as he could for example be looking for a present to his girlfriend or wife.

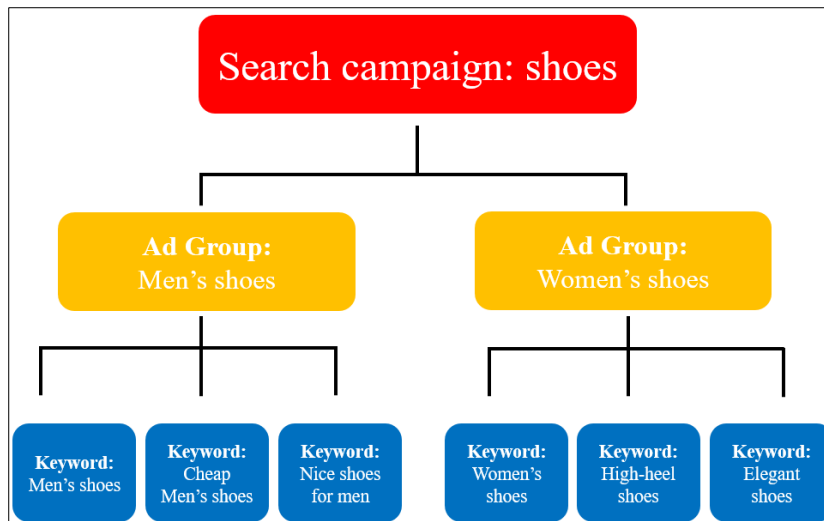


Figure 9 - A simplified example of a search campaign structure

One essential thing that many small businesses beginning with Google Adwords struggle with is to understand the difference between a search query and keyword. Search query (also called search term) is what user types into the search engine. It is on the side of user (potential customer). On the other hand, keyword is a tool on the side of advertisers. They use it to define the targeting of their search ads. In other words, keywords work as an intermediary which pairs up a search ad with a search query (Pavel Ungr, 2016).

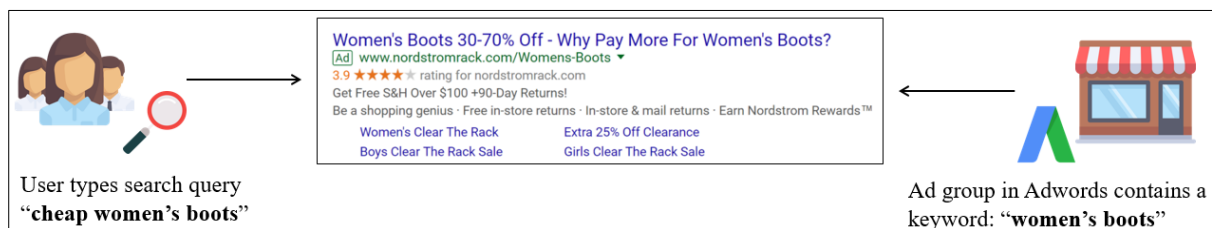


Figure 10 - The relation between a search query and a keyword

Now the campaign structure presented in Figure 6 (on page 13) might also get clearer. The reason why keywords and text ads are always together in one ad group is because the advertiser wants to make sure that a relevant ad is shown to the user. Based on the choice of keywords, it is possible to predict with what search queries they will be paired up. And based on that, the advertiser can try to prepare a relevant ad.

It is also important to mention that one keyword can be paired up to several search queries. For example, let's assume an advertiser has used keywords "skinny jeans" and "women's skinny jeans". The table on the next page shows what search queries might be paired up to these keywords. Note that a keyword can be paired up to a search query which is either completely the same (as in row 6.), or can be also be linked to quite different search terms (for example rows 1.-5.) (Pavel Ungr, 2016). This is not by accident and is determined by an attribute called **match type**.

	Search query	Keyword
1.	sevens brand skinny jeans	skinny jeans
2.	skinny jeans juniors	
3.	skinny jean sale	
4.	size 6 skinny jeans gap	
5.	white cropped skinny jeans	
6.	women's skinny jeans	women's skinny jeans
7.	skinny jeans for women	
8.	womens size 2 skinny jeans	

Table 5 - One keyword can be paired up to several search queries

3.3.4 Keyword Match Type

Match type is a feature which helps advertisers to control when a search ad will be shown. There exist four types of match types: exact, phrase, broad and modified broad. How each match type works will be explained in the following paragraphs and also summarised in *Table 6* on the next page. During this year in March, there were some changes made by Google (Google, 2017). However, in order to make the explanation easier, this chapter will first define each match type according to how it worked before. The changes will then be added at the end of the chapter.

Exact match, as the name already suggests, is the most specific type of targeting via keywords. In order for an ad to be shown, the user has to type a search query which is exactly the same as the keyword. When putting keywords in search campaigns, it is important to write them in square brackets which signifies the exact match type (Brad Geddes, 2014, p. 42).

Phrase match is a little less specific than the previously mentioned exact match. In case of phrase match keywords, a search ad will be shown if the search query contains the keyword in the same order. The search query can also include anything before or after the keyword. For search campaigns in Adwords, keywords with phrase match are typed with quotation marks (Brad Geddes, 2014, p. 40).

Broad match is the least specific match type. Broad match keywords are paired up with search queries that include misspellings, plurals or similar words. It is quite like a double-edged sword. On the one hand, it can help advertisers to find out about new search queries (for example “*nice coffee cup*” in Table 6, page 18). On the other hand, it can also make advertisers waste money by showings ads to search queries not very relevant to the keywords (for example “*coffee maker*” in Table 6, page 18). In Google Adwords, broad match type keywords are written with no formatting around the words (Brad Geddes, 2014, p. 37).

Modified broad is an adjusted broad match type which gives more precision and control but at the same time still provides the opportunity to find out about new search queries. In Adwords, a plus sign is added before each word that is considered important in the given keyword. The plus sign represents a condition that the search query has to contain each word with it otherwise no search ad will not be shown.

Keyword	Match type	Ad will be shown for this search query:	Ad will not be shown for:
[coffee mug]	Exact	coffee mug	anything else
“coffee mug”	Phrase	travel coffee mug	coffee travel mug
coffee mug	Broad	nice coffee cup cofee maker	beef steak (completely unrelated query)
+coffee +mug	Modified broad	coffee travel mug	beef steak (completely unrelated query)

Table 6 - Keyword match types in a nutshell

As of March 2017, Google has changed how the exact match type works. From now on, search queries with **close variants** will also trigger an ad. A close variant might include any changes related to function words (such as adding, removing or having a completely different one). This is shown in Table 7:

Keyword	Query	Why it matched
jobs in united states nike shoes women	jobs in the united states nike shoes for women	Function words added
parks in san diego paint for a deck	parks san diego paint for deck	Function words removed
news from today bahamas cruise from miami	news for today miami to bahamas cruise	Function words changed

Table 7 - Function words and close variants

Furthermore, close variants might also include search queries which have the same words as the keyword, but in a different order (please see Table 8). It is important to stress once again that in this case, no other words are added, which makes this match type still different from the broad or modified broad (Google, 2017).

Keyword	Query	Why it matched
running shoes men's dress shirt	shoes running dress shirt men's	Words reordered

Table 8 - Reordered words and close variants

3.4 Display

3.4.1 What is GDN (Google Display Network)

Besides the search ads, Adwords also offers to show ads within the Google Display Network, sometimes also called under the abbreviation GDN. As a channel, display is different from search because the ads have a different form (called banners). In addition, advertisers using the

display network have more options in terms of targeting (not only keywords as in search). As it was already mentioned in *Chapter 2.3.2 RTB - Open Programmatic Systems*, the display ads are shown within the websites registered in Google AdSense. Besides these websites, banners can also appear in some mobile applications and in other Google Services such as Gmail or Youtube (Google, 2017).

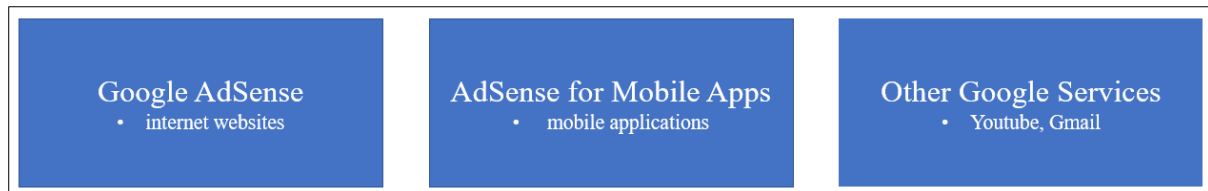


Figure 11 - GDN and where display ads can appear

3.4.2 Two Types of Banners (=Display Ads)

There exist two types of banners (=display ads). An advertiser can either use classical banners with images (please see Figure 4 on page 7) or use banners which contain only plain text. Some plain banners with text look the same as search ads. It cannot be said which type of banner is better as each business and each product may have a different performance. Another factor coming into play is also the fact that some websites provide space for both types of banners and some only for one.

When it comes to traditional banners with images, it is also important to say that Google AdSense offers a wide range of resolutions that the websites providing advertising space can choose from. On the one hand, this gives the websites an option to be more flexible and choose a size (resolution) which fits the best on them. On the other hand, it demands more work and effort on the side of advertisers as they have to create the same banner in many sizes. Fortunately, the Pareto principle can be applied here. Three banner resolutions are already sufficient to cover a big part of the Google Display Network (Libor Jarolím, 2017). These resolutions are:

- 160 x 600
- 728 x 90
- 300 x 250

3.4.3 Targeting options within GDN

Unlike in search, the Google Display Network offers several options of targeting. This chapter will briefly go through them because they will be used in the methodological part. All the targeting methods are summarised in Table 9 on the next page.

Targeting options within GDN	
Display keywords	Audience keywords
	Content keywords
Interests & remarketing	Affinity audiences
	Custom affinity audiences
	In-market audiences
	Remarketing lists, Customer lists
	Similar to remarketing and customer lists
Other targeting methods	Topics
	Placements
	Demographics

Table 9 - Targeting options within GDN

Display keywords work quite differently than in search because there are no search queries in the display channel. The first type of display keywords targeting is called **Content Keywords**. It shows ads on websites, mobile applications or videos related to these keywords in terms of content. In addition, Adwords system also offers an extended version of display keywords targeting, which is called **Audience Keywords**. This type in addition also shows ads to people who, according to Google, are likely to be interested in the keywords (for example searching them). Unlike in Content Keywords, Audience Keywords targeting can make banner ads appear even on web pages that do not have content related to the keywords (Google, 2017).

Interests targeting is based on the data that Google knows about its users. For each user, Google creates a certain set of ad preferences - what Google thinks the user might be interested in. Everyone who has a Google account (in other words uses Gmail) can find out his/her ad preferences on the following link: www.google.com/ads/preferences. Users can also alter their preferences if they think Google has determined some interests inaccurately. Similarly to display keywords, there is more than only one type of interests targeting.

Affinity audience is based on long-term interests. According to Google, this type of targeting can be considered as an online version of TV audience.

With **Custom affinity audiences**, advertisers have an opportunity to create more specific target groups which can be better tailored to their brands or products. In Adwords, this audience is determined by entering several URLs (website addresses) which are supposed to represent the interests of the target group. For example, a company selling marathon shoes would enter all websites which write articles about marathon running.

Unlike the previous two types of interests targeting, **In-market audiences** are based on sudden short-term interests of the users, not long-term. If Google sees a sudden shift in user's interests and evaluates quite a significant trend, the system will think that the user is probably going to buy something related to the topic. In practice, this does not mean that if a user reads one review about a new car model that he/she plans to buy it. Google has a certain algorithm which determines whether this is a real interest (in terms of making a purchase) or not.

Remarketing enables advertisers to target people who have already visited their website (or mobile application). This type of targeting helps to reach people who are more likely to be interested in a given product or service. Since they previously interacted with another ad or just came organically ¹², this means they have already expressed an interest to a certain extent. As far as technical details are concerned, remarketing is based on cookies. Cookies are small files which identify an internet browser. When a user visits internet websites, cookies are saved in his/her computer. From the Adwords point of view, remarketing campaigns are targeting back all browsers with these cookies. Hence the name remarketing lists (lists with collected cookies). In order to be able to set up remarketing, it is required to put a piece of code on each page of the website. Although remarketing is a powerful tool, e-shops selling physical products ¹³ can get even further, one level above. There exists a type of remarketing which enables to target in a very precise fashion: dynamic remarketing. **Dynamic remarketing** shows internet users exactly the same products that they have previously viewed. Besides the basic remarketing setup (a piece of code on each website page), the advertisers also have to create a feed ¹⁴. Last but not least, a remarketing list within the Google Display Network must have a minimum size of 100 users/active visitors in the last 30 days (Google, 2017).

Customer lists work in the same way as remarketing - advertisers are serving ads to the database of contacts that they were able to collect (email addresses).



Figure 12 - Dynamic remarketing on Sklik after browsing products on e-shop Bonami.cz

Similar to remarketing is a feature which helps advertisers to extend the reach of their ads. This type of targeting gives an option to target users who are similar to people from the remarketing lists. It is based on Google's own algorithms and therefore might generate individually different results to the businesses. As this type of targeting is derived from remarketing, the Adwords account must of course first have a remarketing list set up. To better illustrate how similar to remarketing works, let's take a look at the example provided by Google:

„Let's say that you've created a remarketing list of people who have bought steak knives from your kitchenware site. Instead of helping you to reach broad groups of people

¹² Organic visit is any kind of visit which comes from an unpaid source (for example a search organic result or an organic unpaid post on a Facebook page)

¹³ Dynamic remarketing is available mainly to businesses selling physical products but also to some service providers (Google, 2017)

¹⁴ The following Chapter 3.5 will explain what a “feed” is

interested in "cooking", similar audiences will identify that people on this list tended to browse sites specifically about "cooking steak" and "high-quality knife sets" before coming to your site and making a purchase. Based on this, similar audiences will then find other people with similar activity.“ (Google, 2017)

Previous types of targetings (except of the display keywords) were rather focused around the user and his/her interests. **Topics** targeting instead focuses on the content of the websites. This way, advertisers can put their banners on websites which have a topic related to the advertisement. The Adwords system offers a wide range of topics to choose from, a complete list can be found on the Adwords Help website ¹⁵. For example, if advertisers target the topic “*Autos & Vehicles*”, their ads will appear on all websites (or other placements within the GDN) which have content related to cars and automotive industry. The Adwords system also gives an option to select a more precise subtopic, in this case “*Trucks & SUVs*”, “*Commercial Vehicles*” or “*Motorcycles*” (Google, 2017).

Placements targeting helps advertisers to target an exact location within the Google Display Network. A placement can be any destination which provides advertising space within the GDN: a specific website, a specific page on the website, a mobile app or even video content (Google, 2017). From the practical point of view, advertisers should always check if the website they desire to put their ads on is part of the GDN (in other words, uses the Google AdSense system). Otherwise their ads will not appear.

Demographics targeting, as the name already suggests, gives an option to choose gender, age and parental status of internet users. It is again important to mention that this data is based on what Google knows about its users and other algorithms. Therefore, the advertisers have to count with possible inaccuracies. That’s why each column in Figure 13 also includes a checkbox “*Unknown*” because for some users, Google is not sure about the gender, age or parental status. According to Jan Mašek from Fragile Media ¹⁶, statistics from Google say that unknown gender represents 70% of all users. Thus, the number is definitely not negligible.

Demographics ?		
GENDER	AGE	PARENTAL STATUS
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 18-24	<input checked="" type="checkbox"/> Parent
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 25-34	<input checked="" type="checkbox"/> Not a parent
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35-44	<input checked="" type="checkbox"/> Unknown ?
	<input checked="" type="checkbox"/> 45-54	
	<input checked="" type="checkbox"/> 55-64	
	<input checked="" type="checkbox"/> 65 or more	
	<input checked="" type="checkbox"/> Unknown ?	

Figure 13 - Demographics targeting in Display

Last but not least, it should also be mentioned that Adwords advertisers **can of course combine** all of the above-stated targeting options together. One of the favourite combinations is for

¹⁵ The complete list of topics can be found on the following link:

<https://support.google.com/adwords/answer/156178?hl=en>

¹⁶ Czech digital marketing agency

example interests and topics: a user interested in a certain topic will see a display ad on a website with related content. That makes the ad even more relevant (Digicamp, 2016).

3.5 PLA - Google Shopping Ads

The abbreviation PLA stands for **Product Listing Ads**, which were officially renamed to **Google Shopping Ads** in October 2013 (Frank Grasso, 2015). However, the digital marketers and agencies use both terms (Digicamp, 2017). PLA ads are a special type of search ads which appear right under the search toolbar and show products related to the search query. For example, if a user is looking for Lenovo notebooks, a number of PLA ads can appear¹⁷. Unlike normal search ads which only contain text, PLA ads provide more concrete information:

- the image of the product
- the price of the product
- the web address of the e-shop

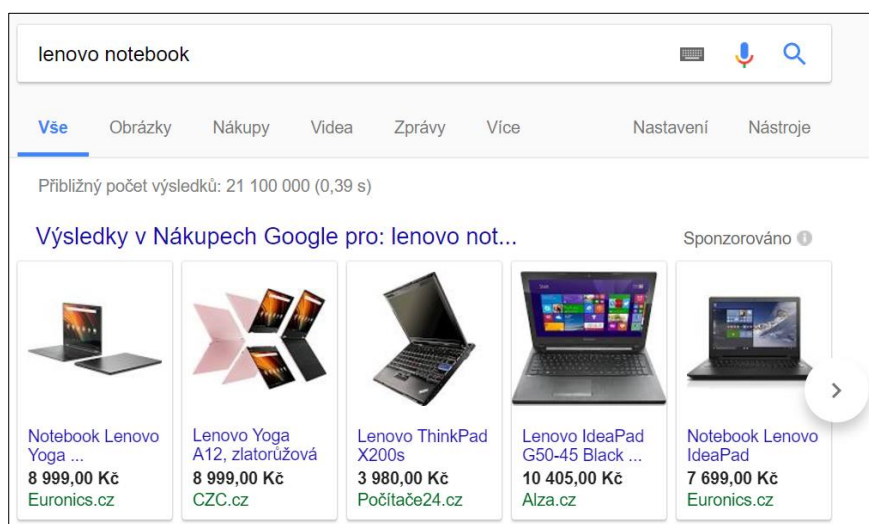


Figure 14 - An example of a PLA ad

PLA ads play a significant role in search as they are placed above normal search text ads and in many cases also have a better conversion rate¹⁸ (or at least bring a higher number of conversions). According to Vladimír Spurný¹⁹ from Alza.cz, conversions in PLA tend to be higher mainly due to the fact that users see how the products look like and also how much they cost. Therefore, if they click on a PLA ad, they already know what to expect. Whereas in normal search ads (only text), users might get discouraged by a higher price, which they only get to know after clicking on these text ads. For most of the e-shops doing online advertising, PLA represents a very essential part. To put it simply, PLA ads sort of fulfil the Pareto rule:

¹⁷ Similarly to what was already mentioned, the circumstance of whether PLA ads even appear (or how many) depends on various factors: data known about the users, type of the search query, existence of e-shops selling the product, etc.

¹⁸ Conversion rate is a relative metric which states what percentage of visits have resulted into a desired action (purchase, registration, etc.). Formula: conversion rate = number of visits / number of conversions

¹⁹ Teamleader of the PPC team in Alza.cz

They take 20% of all online marketing efforts but bring 80% of results-sales (Alza.cz at Digicamp, 2017).

As far as technical details are concerned, PLA ads are to a certain extent automatised. Considering the fact that some e-shops have a portfolio consisting of thousands of items, it would be very hard for any PPC team to for example manually track changes in the price of products and then project it into the ads. Therefore, PLA ads themselves are created automatically, which is the major difference from normal search ads or display ads. The first step to start with PLA ads is to create a so-called data **feed**. Feed is a file which contains all the needed information about the products and is linked to the PLA campaign in Adwords ²⁰. Table 10 includes the feed data specification required by Google for all products. The advertisers must fulfil all the compulsory elements of the data feed. If they do not manage to do so, their feed will not get approved and the advertisers will not be able to create campaigns with PLA ads.

Attribute:	What it is:	An example or more info:
id	Product's unique identifier	SKU code, any internal ID code of a product
title	Product's name	Mens Pique Polo Shirt
description	Product's description	Accurate description of the product (max 5000 characters)
link	Product's website address	https://www.yapko.cz/moderni-designove/obedovy-box-monbento-original-zeleno-bily/
image link	URL of the product's main image	https://www.example.com/image1.jpg
availability	Product's availability	in stock, out of stock, preorder
price	Product's price	15.00 USD
google product category	Google defined product category	Apparel & Accessories > Clothing > Outerwear > Coats & Jackets
brand	Product's brand name	Lenovo
gtin	Global Trade Item Number	EAN, UPC, JAN, ISBN, ITF-14 (exception for manual manufacturers)
mpn	Product's Manufacturer Number	Only required if there is no EAN
condition	Product's condition	new, refurbished, used
adult	Indication of sexually suggestive content	yes, no

Table 10 - Data feed specification with compulsory attributes (Google, 2017)

Some product categories, such as Apparel & Accessories, have to even fulfil several other attributes (Table 11). Although some attributes seem quite obvious (such as title, description or price in Table 10), setting up a feed takes a lot of time and effort on the side of Adwords advertisers. In practice, this means that e-shops have to input much more information when they are listing the products than they would in usual. Not only is it a matter of time-consuming work but it also puts a high demand from the technological point of view. The businesses have to acquire or create complex e-shop systems, which would support all of these data inputs. The thesis will get back to the feed and PLA campaigns in the methodological part.

²⁰ Google supports data feeds in two general formats: text (.txt) and XML (.xml)

Attribute:	What it is:	An example or more info:
multipack	The number of identical products sold within a merchant-defined multipack	2, 3, 6 (required only for some categories)
is_bundle	Indicates a product is a merchant-defined custom group of different products featuring one main product	yes, no (required only for some categories)
age_group	Product's targeted demographic	infant, newborn (required only for some categories)
color	Product's colour	black, blue
gender	Product's targeted gender	Required for categories Apparel&Accessories, Shoelaces
material	Product's fabric or material	leather (required only for some categories)
pattern	Product's pattern or graphic print	striped, polka dot (required only for some categories)
size	Product's size	Required for category Apparel&Accessories
item_group_id	ID for a group of products that come in different versions (variant)	
shipping	Product's shipping cost	0-1000 USD
tax	Sales tax rate	Used only in the US

Table 11 - Data feed and compulsory elements for some product categories (Google, 2017)

3.6 Auction, Quality Score and Bidding

3.6.1 What it is, how it works

The last piece of puzzle in order to understand Adwords advertising is to understand why some ads rank above others, why some do appear to the user and why some do not appear at all. This is all determined by a so-called **auction system**. All ads targeting the same user are competing with each other as if it was an auction. Hence the name auction system. Let's take search ads as an example: the ad winning the auction system would appear on the first place in SERP (search engine ranking page). The runner-up would be placed at the second place, the third-ranking ad on the third place, etc. On the other hand, poorly performing ads would not appear at all.

There are mainly two factors which enter the auction system: **bidding** and **quality score**. During the auction system, the advertisers are bidding for their ads. In other words, they are stating how much they are willing to pay for each of these ads. In case of PPC advertising, this would be the maximum cost per click (CPC) that they are willing to pay. The higher the advertiser bids, the better. However, this does not mean that the highest bid is guaranteed the first position. There is no way to pay for an ad in order to get the first position. That is because there is another factor coming into the auction - **quality score**. For the Adwords system, it is also important to show relevant ads to the users. That is why an ad with a lower bid but also higher quality score could rank above other ads which only have a high bid but low relevance. The algorithm is based on the assumption that more relevant ads are more interesting for the

users and therefore bring a higher CTR ²¹. The maximum quality score an ad might get is 10 (Petra Větrovská, 2017).

To sum up, the rank of an ad could be mathematically described as a function of bid and quality score: **rank = f (bid, quality score)**. As for the bid, the system guarantees that the advertiser will not pay more than stated. The quality score is determined by the following factors:

- **Relevance of the ad** in relation to the keyword (this applies mainly to search campaigns)
- **Expected CTR of an ad:** This is either determined by historical data of the Adwords account or by similar campaigns of other advertisers. The algorithm in its calculations also controls if an ad's position corresponds with the CTR linked to it (for example at the first position, Adwords expects a certain CTR value).
- **Quality of the landing page** ²²: This is connected to the relevance and quality of the landing page, well-structured navigation on the website or the loading time (the longer, the worse). In addition, Adwords system can recognise whether the landing page is related to the keyword or not.
- **Other factors** coming into the quality score are not publicly known and kept in secret by Google (Martin Zítek, Rockaway, 2016)

3.6.2 A simplified example

Let's assume there are 3 advertisers (3 different ads) competing against each other. Each ad has a different bid but also different quality score:

	Bid	Quality score	Rank	Position
Advertiser A	2 CZK	9	18	2
Advertiser B	4 CZK	6	24	1
Advertiser C	10 CZK	1	10	3

Table 12 - A simplified example of an auction

The advertiser A has the lowest bid 2 CZK but on the other hand also the highest quality score 9. The final rank is 18, which is the second best out of the three advertisers. That is why the ad of advertiser A gets placed on the second position.

Although **the advertiser C** has offered the highest bid 10 CZK, the quality score is too poor and that is why overall, the advertiser's ad has the worst rank (10) and places on the last position (3rd position). If advertiser C increased quality score to 2, the overall rank would be 20 and that would be enough to replace the advertiser A at the second position.

The advertiser B has overall the highest rank 24 and therefore has an ad placed on the first position. If the advertiser A increased the bid to 3 CZK, the overall rank would be 27, which would be enough to replace the advertiser B on the first position.

²¹ Click-through rate, also called CTR, is a relative metric which states how many clicks were generated by one ad in comparison to its number of impressions (how many times the ad was displayed). Formula: CTR = total number of clicks / total number of impressions

²² Landing page is where the user gets (lands) after clicking on an ad. In other words, it is the web address (URL)

However, it must be kept in mind that the **illustration above is a very simplified example** and the rank is not calculated by multiplying bid with quality score. In addition, each advertiser does not know what is the bid and quality score of the competitors. Thus, campaign optimisation is in reality much more complicated than in the example above.

3.7 Other Advertising Options in Adwords

Besides search, display and PLA ads, Google Adwords also offers other types of campaigns. Due to the fact that the methodological part will not use them, this work will not occupy with the explanation what they are and how they work. Instead, the thesis will only list them in order to complete the overview of all advertising options in Adwords (Google, 2017):

- **Search Network with Display Select** (a combination of both search and display)
- **Video ads**
- **Universal app campaigns** (targeted for mobile applications)

4 Theoretical Part: Facebook Ads

4.1 Structure of Facebook Campaigns

Facebook campaigns have a very similar structure as in Adwords, only with a couple of differences. The equivalent to Ad Groups in Adwords is called by a different name: **Adset**. However, the name itself is a minor change. The biggest difference between Adwords and Facebook lies in the settings on the campaign level. While Adwords allows advertisers to set up some general attributes on the campaign level (such as language, geographic targeting, budget), Facebook offers nothing else than to name the campaign and choose its type. **All targeting is done on the Adset level**, including budget, language, location, age, etc.

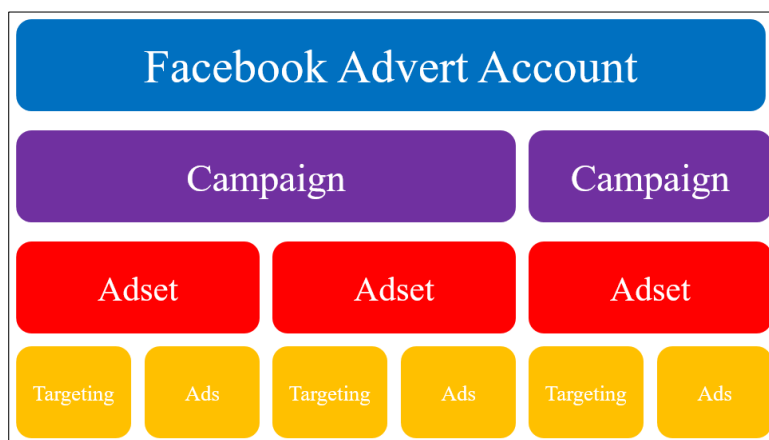


Figure 15 - Structure of Facebook campaigns

4.2 Types of Campaigns

Facebook offers various types of campaigns, which is illustrated in Figure 16. The choice of campaign type has to be considered thoroughly as it affects the targeting options in Adsets, which come right after.

What's your marketing objective?		
Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Product Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	

Figure 16 - Facebook campaign type (Facebook, 2017)

4.3 Where the Ads Can Appear

Facebook ads can appear at various places: **Newsfeed, Right-column, Messenger, Instagram or Audience Network.**

Newsfeed is located on the main page of Facebook and it is basically a list of posts ²³. According to the official definition of Facebook, it is a “*constantly updating list of stories in the middle of user’s homepage.*” Similarly to Google, Facebook’s goal is to show the most relevant posts to its users. That is why there is a special algorithm which determines which stories appear at each individual’s newsfeed. The algorithm is affected by user’s connections and types of activity, which consist of:

- what types of friends the user has
- what Facebook pages the user follows
- what posts the user engages to ²⁴
- which friends the user is in contact with for the most time (chatting, engaging to posts)
- and other factors

Newsfeed ads can be easily distinguished from normal posts as they have a mark “Sponsored” at the top on the left (please see Figure 17). They are available for both desktop and mobile devices.

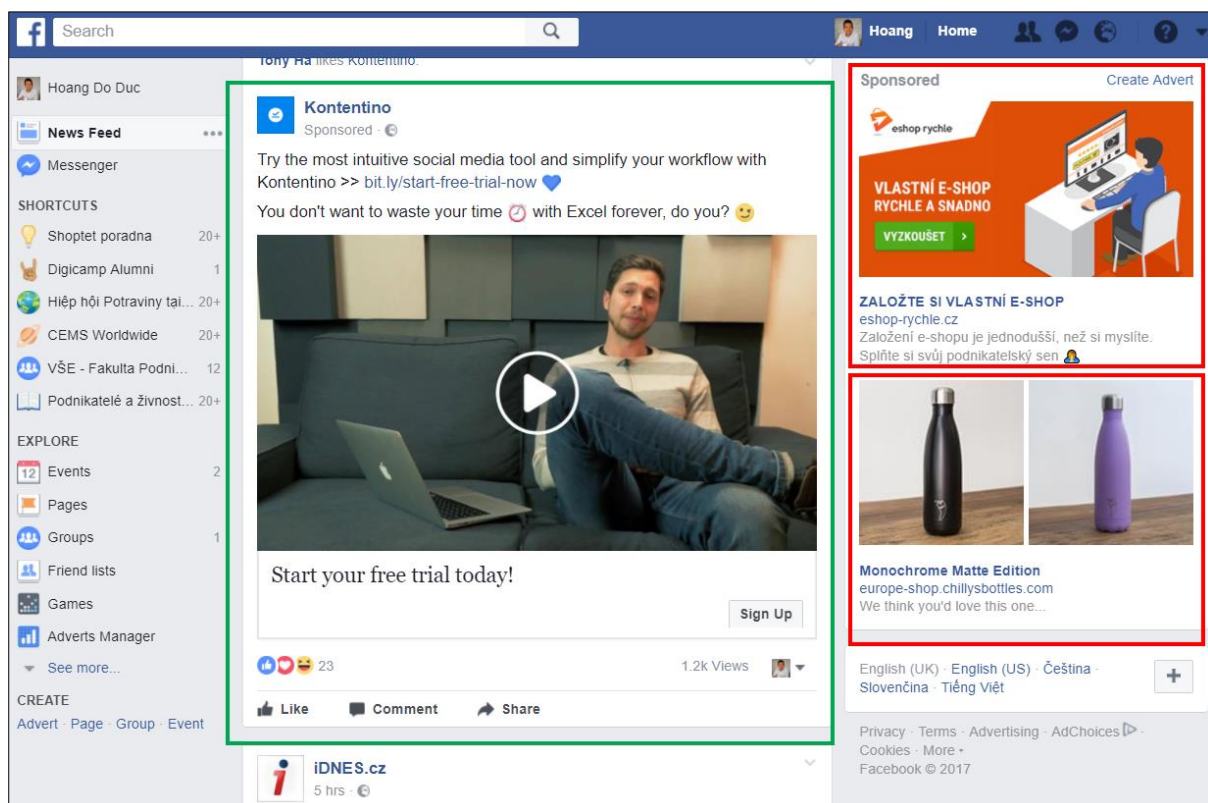


Figure 17 - Facebook Newsfeed ad is highlighted in the green rectangle. Facebook Right-column ads are highlighted in red rectangles.

²³ Facebook post can be a status update, photo, video, website link, app activity or likes of people, pages and groups that a user follows (Facebook, 2017)

²⁴ Engagement on Facebook = any activity with a post (like, comment, click on a link, sharing, etc.)

Right-column ads are located on the main page, too. They are placed right next to the newsfeed at the column on the right. As it can be seen in Figure 17 on page 29, the ads are smaller as they have less space. However, both newsfeed ads and right-column ads hold an advantage against each other. Newsfeed ads have an advantage in the sense that they are located in the middle among other stories, which is the place where most users pay attention to. On the other hand, newsfeed is also more competitive and the ads can be quickly skipped by users scrolling. On the contrary, right-column ads are kept on the screen even if users keep scrolling down. They might also be cheaper (have lower CPC) in many cases (David Lörincz, 2017). Right-column ads are only available on desktops.

Messenger ads will soon become a new channel for advertisers to reach their potential customers. Facebook has already tested a limited beta in Thailand and Australia and according to Khari Johnson, they will be launched worldwide before the end of 2017. At the moment, it seems the ads will be put directly at the top of Messenger's home screen (Chris Welch, 2017).²⁵

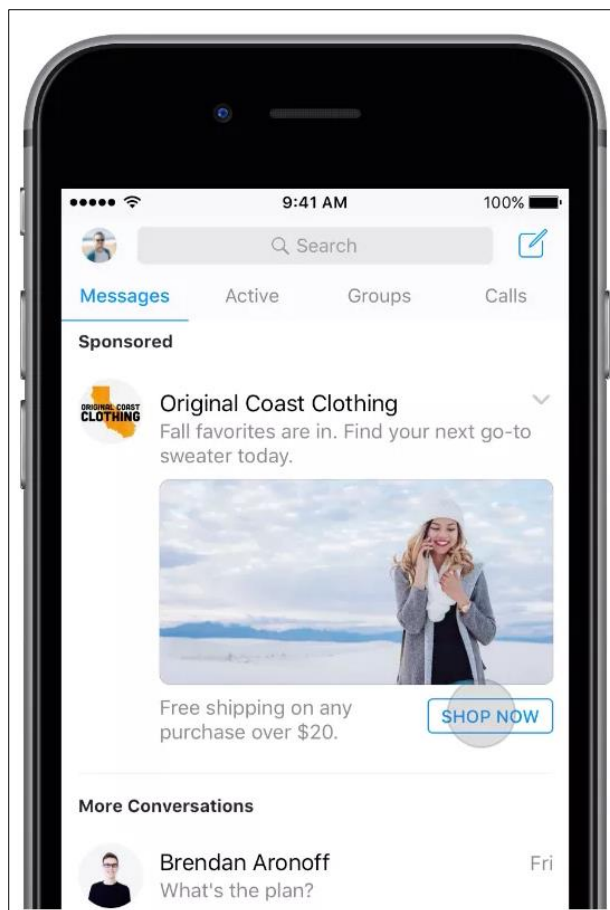


Figure 18 - Messenger ads are rumoured to be located right at the top of Messenger's homescreen

As it has already mentioned *Chapter 2.3.1*, the social network aimed at sharing photos, **Instagram**, was acquired by Facebook in 2012. Instagram represents one of the possible destinations for ads created in the Facebook Advert Manager. Instagram works very similarly as newsfeed on Facebook and its home page is the main place for ads. As Figure 19 on the next

²⁵ Facebook Messenger is a mobile application which enables users to chat real-time with their friends on Facebook. The real-time chat feature is also available on the desktop-website version of Facebook.

page illustrates, sponsored posts on Instagram are marked in the same way as Facebook newsfeed ads (at the top on the left).

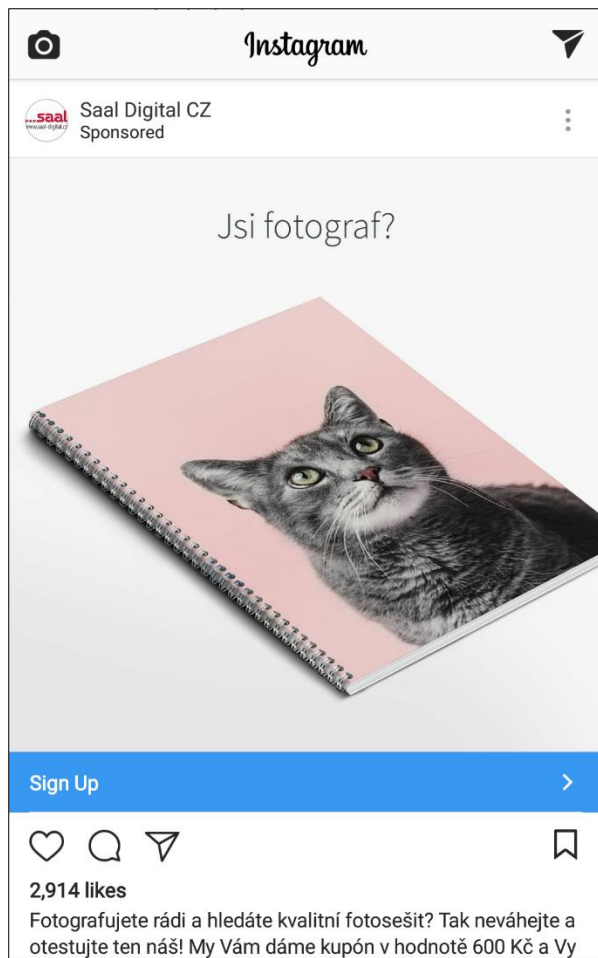


Figure 19 - Instagram ad

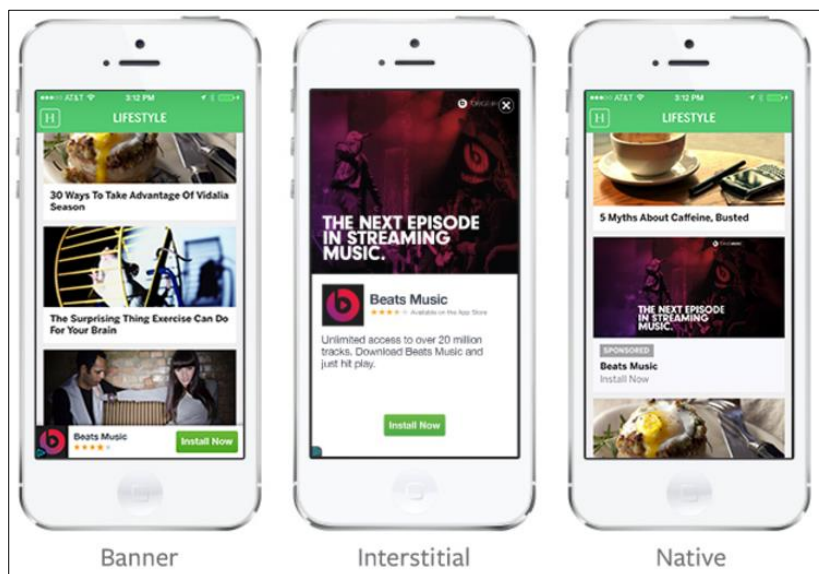


Figure 20 - Three types of Audience Network ads: banner, interstitial, native

According to the official definition provided by Facebook, **Audience Network** is “a collection of mobile apps where Facebook advertisers can serve ads using the same targeting and measurement tools that they use on Facebook. Essentially, running ads in the Audience Network extends an advertiser’s reach beyond Facebook and into mobile apps” (Facebook, 2017). To put it simply, ads in the Audience Network are ads which appear in mobile apps.

4.4 Types of targeting

As of today, Facebook offers 5 types of targeting: **custom audience, lookalike audience, demographics, interests and behaviours**. Each Adset also must have defined some basic attributes, which are stated in the following *Chapter 4.4.1*. Since Facebook is a programmatic platform, its core fundamentals in terms of advertising are similar to what was already mentioned about Google Adwords. The main goal of Facebook is to provide the most relevant ads to its users. Whether an ad is served to a specific user or not, is determined by an algorithm which is based on the auction system. ²⁶

4.4.1 Basic Attributes

When creating Adsets in the Facebook Adverts Manager, the first attributes which can be defined are target **location, age** of the users, **gender** and **languages** they speak. Most of these attributes are known to Facebook either from user’s profile information (filled by the users themselves) or also from the algorithm analysing what users like to type about or their other activities (Facebook, 2017).

4.4.2 Custom Audience

Custom Audience is analogically similar to remarketing and customer email lists in Adwords. Facebook enables to retarget website visitors, Facebook page visitors or users who in any way engaged with advertiser’s content. Last but not least, the advertisers can also use a customer file ²⁷ to match their customers with people on Facebook (Facebook, 2017).

4.4.3 Lookalike Audience

Lookalike audience works on the same principle as “Similar To Remarketing” in Adwords. Facebook creates an audience of people who are similar to an already defined Custom Audience (Facebook, 2017).

4.4.4 Demographics

This feature enables to target people based on demographic factors such as education, life events ²⁸, employment and household details (Facebook, 2017).

²⁶ However, the auction system is built on different components than in Adwords (Click it, 2016)

²⁷ Either email addresses or phone numbers

²⁸ For instance: getting married, birthday, new relationship, etc.

4.4.5 Interests

This type of targeting helps advertisers to find people based on their interests, activities and what pages they like. For example, the interest “*Fitness and Wellness*” would include the following subcategories: “*bodybuilding, dieting, gyms, meditation, nutrition, physical exercise, physical fitness, running, weight training, yoga and zumba*” (Facebook, 2017).

4.4.6 Behaviours

The last feature is based on behavioural targeting, which includes purchase behaviour, device usage, travelling information and other activities. For instance, the category “*Travel*” consists of the following subcategories: “*all frequent travellers, commuters, frequent international travellers, returned from trip 1 week ago, returned from trip 2 weeks ago*” (Facebook, 2017).

4.5 Various ad formats

4.5.1 Single image

This is one of the most basic and most frequently used ad formats on Facebook. As the name suggests, the ad format consists of a single image. The recommended resolution is 1200 x 628 pixels. This format can have text both under and above the image (as shown in Figure 21). Clicking on the image, on any text below, or on the CTA²⁹ button leads the user to a landing page - website address of the advertiser (Facebook, 2017).



Figure 21 - Single image ad

²⁹ Call-to-action button (a button which is supposed to drive a certain action and make the user click). In Figure 21, it is the **Sign up** button

4.5.2 Carousel

Carousel is an advert with 2 or more horizontally scrollable images. The recommended resolution of each image is 1080 x 1080 pixels.



Figure 22 - Carousel ad format

4.5.3 Single video

An advert which consists of one video. The basic structure looks the same as single image except of the fact there there is a video instead of the image (Figure 23).

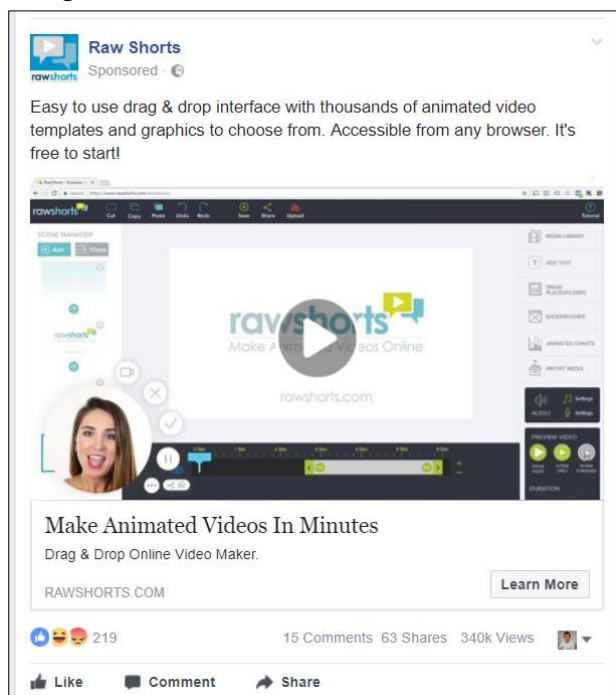


Figure 23 - Single video ad

4.5.4 Slideshow

“Slideshow is a looping video advert with up to 10 images” (Facebook, 2017). At first sight, the slideshow is not recognisable from a single video ad until the user clicks on the ad.

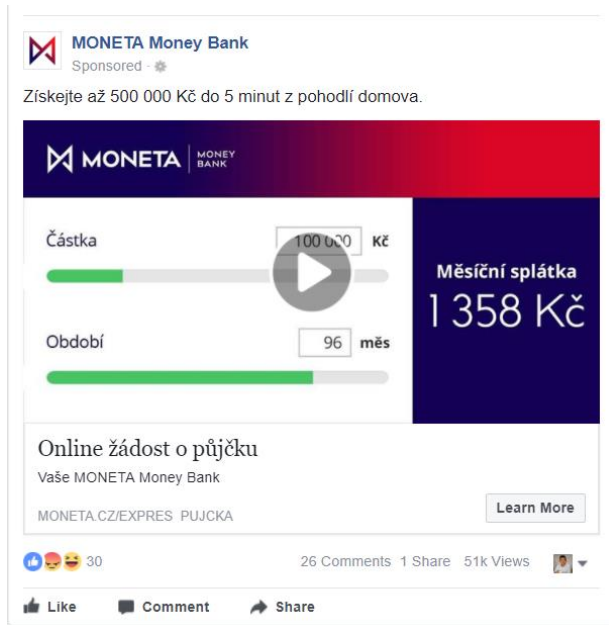


Figure 24 - Slideshow ad format

4.5.5 Collection

According to official description from the Facebook Advert Manager, collection is an ad format which consists of „items that open into a full-screen mobile experience“.

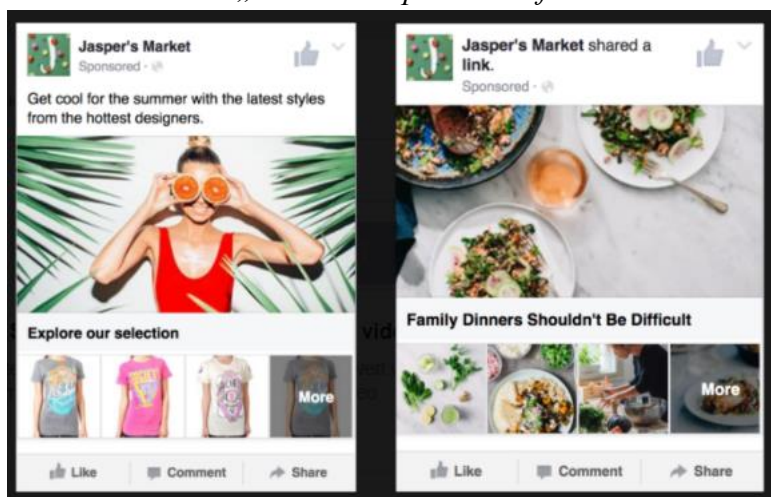


Figure 25 - Collection ad format

5 See Think Do Care (STDC)

The previous theoretical chapters provided an insight into the rich targeting options of Google Adwords and Facebook. From the strategic point of view, it is important to recognise which PPC channels should be used at different stages of customer's buying process.

The framework **See, Think, Do, Care** was created by Avinash Kaushik, a digital marketing evangelist in Google ³⁰. He is considered as the online marketing guru worldwide (Digicamp, 2017). The framework comes from AIDA ³¹ model, as well as the conventional consumer buying cycle consisting of awareness, consideration, purchase and loyalty (Christopher Hart, 2017). In order to explain the STDC framework, let's illustrate an example with the e-shop selling dwarf statues - dwarf decorations for garden. The potential buyers could be grouped into 4 different stages (the same example was used at Click it, 2016):

1. **See** stage includes people who have a garden
2. **Think** stage consists of people who have a garden and at the same time also think how they could decorate it
3. **Do** stage includes people who have a garden and want it to be decorated with dwarf statues (in other words, they are considering a purchase)
4. **Care** is the last stage which represents people who have already made one or more purchases at the eshop (in other words, existing customers)

The reason why potential buyers or current customers are divided into these 4 groups is because for each stage, a different kind of online advertising will be relevant. For instance, an ad suggesting directly a purchase would be irrelevant for people in the See stage. Figure 26 illustrates in which stage each PPC channels stands (Zítek & Pařízek, 2016) ³².

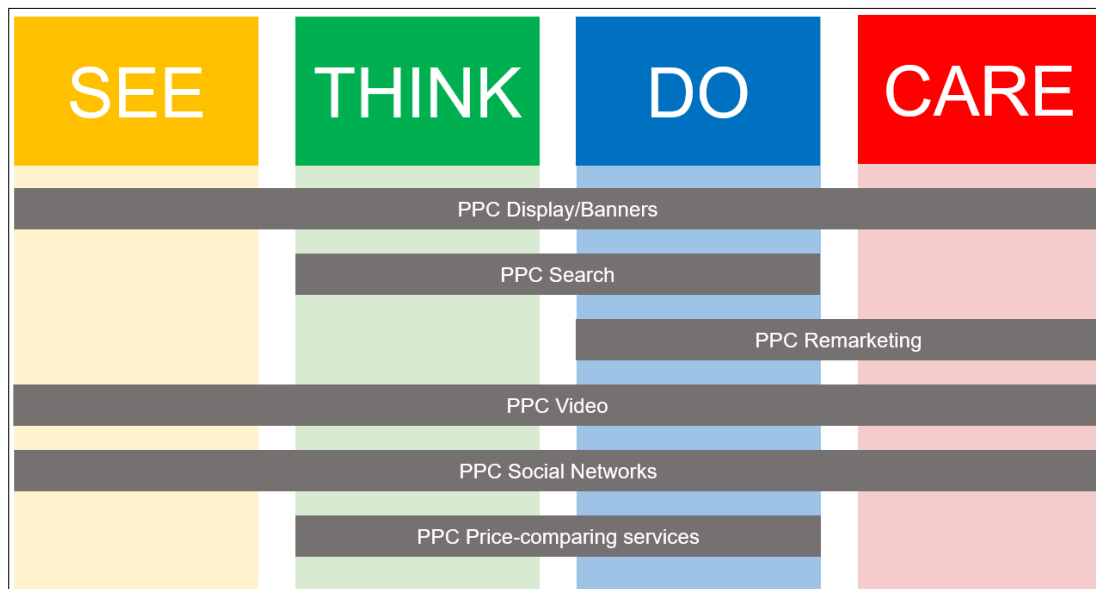


Figure 26 - PPC Channels in the context of STDC framework

³⁰ He calls himself a Digital Marketing Evangelist on his LinkedIn profile

³¹ Attention-Interest-Desire-Action

³² Martin Zítek from Rockaway and Karel Pařízek from Blueberry presented at Click it 2016

6 Methodological Part: Case Study Yapko.cz

6.1 About Yapko.cz

As it has been already mentioned in the Introduction, Yapko's core business is to provide equipment for foods and drinks on the way. The product portfolio consists of bento boxes (=lunch boxes), water bottles, travel cutleries and other accessories.

6.1.1 Bento boxes

When it comes to lunch boxes, the e-shop is trying to follow the philosophy of bento boxes which originally come from Japan ³³. The philosophy puts emphasis on high-quality materials, useful features and last but not least, nice design. More details about the benefits of lunch boxes sold by Yapko.cz are provided in Table 13.

Build quality:	<ul style="list-style-type: none">• withstanding microwave heating• use of solid materials• can be put in dish washers
Functionality:	<ul style="list-style-type: none">• not leaking• being able to divide food via movable separators or compartments• built-in space for cutleries
Nice design:	<ul style="list-style-type: none">• modern design• traditional Japanese look• funny style
Reasonable size:	<ul style="list-style-type: none">• can be put into small bags• fittable in narrow purses• some two-tier boxes give an option to use only 1 tier

Table 13 - The benefits of lunch boxes sold by Yapko.cz

At the moment, the product category “*Lunch Boxes - Bento Boxes*” consists of the following subcategories:

1. **Lunch boxes with modern design:** These are suitable for both European and Asian cuisine. They are universal both in terms of design and function. For instance, some have a built-in space which can fit both normal cutleries (fork, knife, spoon) or chopsticks.
2. **Traditional Japanese bento boxes:** Lunch boxes with a traditional Japanese look. They are suitable mainly for Asian cuisine as some bento boxes have a pair of chopsticks inside.

³³ Bento boxes come from the Japanese word “bentōbako”, which stands for “food in a box”

3. **Funny Japanese bento boxes:** Lunch boxes which have a cute or funny design, mainly with a Japanese origin. Some of them also feature motives of characters from anime ³⁴ or well-known movies (for example Star Wars).
4. **Lunch boxes for children:** These are bento boxes targeted mainly at pupils from primary schools or young students attending high-schools. In order to be more entertaining for children, some boxes offer a special function which enables to change their design (with removable tokens).
5. **Special for soups:** Bento boxes made for soups. They have a leak-proof lid.



Figure 27 - Bento box subcategories

The list of current products in each bento box subcategory can be found in *Appendix 1 - Bento Boxes* on page 94. The appendix contains screenshots from the e-shop.

6.2 Water Bottles

Water bottles consist of the following subcategories:

1. **Plastic bottles:** Water bottles made from harmless plastic materials. All of them are treated for repeated use (unlike normal PET bottles) and they do not contain BPA ³⁵.
2. **Glass bottles:** Bottles made from a high-quality borosilicate glass, which is more durable and resistant to thermal shock than the normal glass. These bottles are targeted mainly at people who enjoy the taste of water (or other drinks) more from glass than from the plastic variants.
3. **Stainless bottles:** Bottles made of a stainless metal, most often steel. Some of them are also thermo-isolated, which makes them ideal for hot drinks. They can also work the other way round: keep drinks cold for several hours.

Some bottles also have special functions, for example an infuser for putting fruits inside, which gives flavour to plain water. Or sport bottles have an easy opening mechanism. The list of current products in each water bottles subcategory can be found in *Appendix 2 - Water Bottles* on page 99. The appendix contains screenshots from the e-shop.

³⁴ Japanese cartoon series

³⁵ Bisphenol A is an organic synthetic compound often used in plastic materials. However, it has been proved that BPA negatively affects health and that is why the compound in most cases is not used for products which come into direct contact with food or drinks (lunch boxes, water bottles, bottles for infants, etc.)



Figure 28 - Water bottle subcategories

6.3 Accessories

Accessories are currently divided into two subcategories:

1. **Universal accessories:** This subcategory consists of normal cutleries (travel forks, knives, spoons) and also some chopsticks, which have a neutral and non-Asian design. Furthermore, universal accessories also contain various sauce cups or special bags for lunch boxes.
2. **Accessories for Japanese bento boxes:** This subcategory features accessories specifically designed for Japanese bento boxes and Asian cuisine in general.



Figure 29 - Accessory subcategories

The list of current products in each subcategory of Accessories can be found in *Appendix 3 - Accessories* on page 102. The appendix contains screenshots from the e-shop.

6.4 Yapko Campaigns and STDC

The methodological part will describe the creation process of online marketing campaigns for e-shop Yapko.cz and also analyse the results. The advertising activities will focus exclusively only on the category of **Lunch Boxes-Bento Boxes**. The only exception will be the PLA campaign, which is based on the feed and automatically includes all products.

From the strategic point of view, the structure of Yapko digital marketing campaigns is going to reflect the framework See-Think-Do-Care. Each campaign will have a different goal and therefore will be also judged on an individual basis. While some campaigns will be directly targeted at acquiring new customers (purchases), other will on the other hand evolve around less performance-based metrics (such as brand awareness or customer relationship). How each channel stands in terms of STDC framework is illustrated in *Figure 30* on the next page.

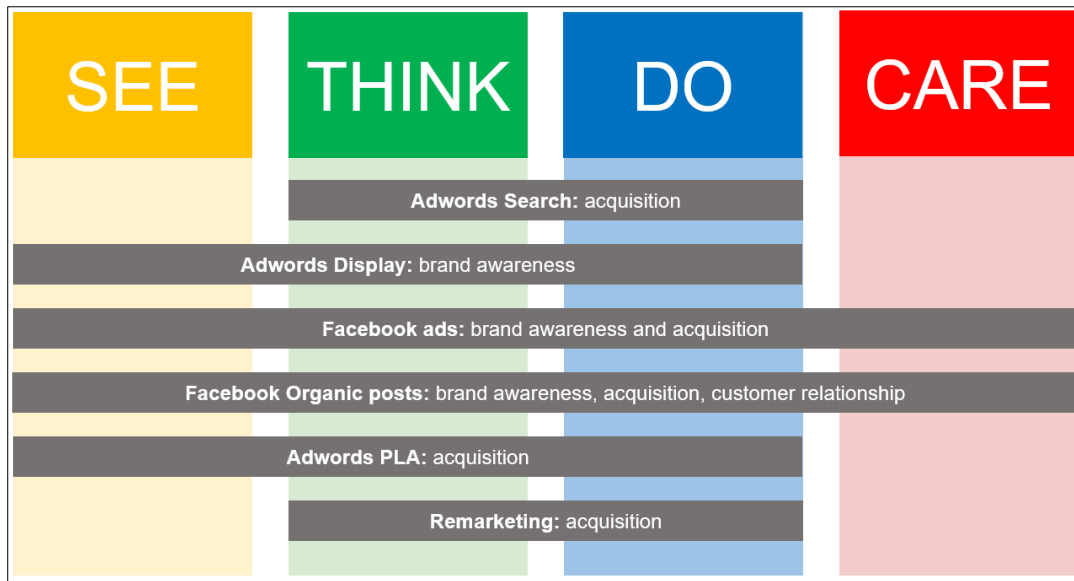


Figure 30 - Structure of Yapko's online marketing campaigns

6.5 Explaining the metrics

In order to understand all the data provided in the methodological part, it is also important to explain the following metrics:

- **Cost:** How much money has been spent on a given campaign
- **Impressions:** Impression is when an ad appears on the website. In many cases, impression might equal to a view of the ad by the user. However, this is not necessarily true in all cases. There can be situations when an ad is displayed but the user does not look at it. Or in other cases, the ad is displayed on the website at the bottom where the user has not scrolled down yet. ³⁶
- **Clicks:** How many times users clicked on an ad
- **Avg. Position:** The average position of an ad in SERP (this applies only to text ads in search and text ads in display)
- **Frequency:** How many times an ad was served to the user (this metric will be used only in Facebook campaigns)
- **CTR:** Click-through rate, also called CTR, is a relative metric which states how many clicks were generated by one ad in comparison to its number of impressions. Formula: $CTR = \text{total number of clicks} / \text{total number of impressions}$
- **CPC:** Cost-per-click, how much money one click on an ad costs. Formula: $CPC = \text{total costs} / \text{total number of clicks}$

³⁶ This is also called as a “below-the-fold display” which refers to an area of the website which is visible only after scrolling

- **Purchases:** How many purchases in the e-shop were generated by an ad. The data will be taken from the e-shop administration system and also Google Analytics - to match conversions to the respective ads (ads that were responsible for bringing sales).
- **Conversion rate:** The percentage of website visits that resulted in a purchase. For the purpose of this thesis, the analyses will rather focus on the conversion rate of online ads: The percentage of clicks that resulted into a purchase.
Formula: $\text{conversion rate} = \frac{\text{total number of clicks}}{\text{total number of purchases}}$
- **Cost per conversion:** How much on average one conversion costs.
Formula: $\text{cost per conversion} = \frac{\text{total costs}}{\text{total number of purchases}}$
- **Bounce rate:** The percentage of website visits that only loaded one page (the landing page) and then immediately left (without any other action on the website)
- **Session = website visit**

7 Methodological part: Adwords Search

The search campaigns are going to target users of Google search engine with queries related to lunch boxes-bento boxes. As this is an acquisition campaign, it represents the **Think** and **Do** stage in STDC framework (Figure 30 on page 40). The reason why search advertising is considered as an acquisition campaign is due to the fact that users typing their queries into the search toolbar are already looking for something specific. In other words, they already have a certain need in mind and if they get a relevant ad, they may click on it and make a purchase in the end, too. That is also the reason why search campaigns tend to have a higher CTR than for instance, Adwords display campaigns, which are rather aimed at getting brand awareness ³⁷.

7.1 Creating Search Campaigns in Adwords

The process of creating search campaigns consisted of the following phases:

1. Coming up with keywords and organising them into Ad Groups
2. Setting up a campaign in Adwords
3. Creating Ad Groups with keywords
4. Setting up match types and bids for keywords
5. Adding negative keywords
6. Writing creatives (=ads)
7. Adding extensions

7.1.1 Generating keywords with Keyword Planner

While each advertiser can come up with an own list of keywords, there is also a tool which helps to generate many new ideas and is commonly used by digital marketers. The tool is called **Keyword Planner** and is directly available from the Adwords interface. The tool works in a way that the advertiser first suggests one or several keywords, which are related together in terms of meaning. In addition, some basic parameters are set up: location, language, whether to include the network of Google Search Partners, etc. After that, the Keyword Planner will provide a list of new keywords which should have a meaning close to the entered seed keywords ³⁸.

For instance, in *Figure 31*, the entered seed keywords are: “*bento*”, “*bento box*”, “*bento krabička*”. Not only does the tool generate new keywords ideas, it also provides other useful data in regards to them: average monthly searches, competition or suggested bid. **Average monthly searches** states how many search queries (with the exact match type) occur on average on a monthly basis. This information helps to identify whether a certain keyword can potentially bring a lot of traffic to Yapko’s website. **Competition’s** values can range between 0 and 1, where 1 stands for the highest competition. Last but not least, the **suggested bid** states what is the minimum bid the advertiser should set in order to appear on the first page of SERP.

³⁷ This will be further explained in *Chapter 8 Methodological part: Adwords Display*

³⁸ The keyword suggestions entered into the Keyword Planner are also called **seed keywords**

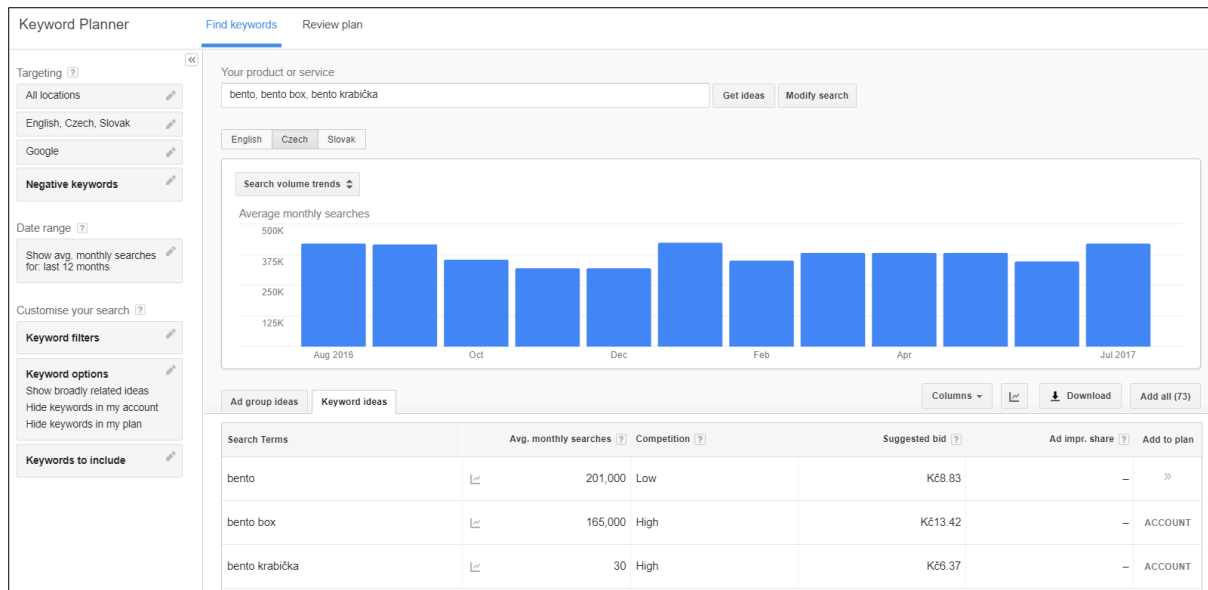


Figure 31 - Keyword Planner

The seed keywords used for Yapko's campaigns were ³⁹:

- bento box
- dózy na potraviny
- krabičky na jídlo
- krabička na svačinu
- láhev na pití
- lunch box
- krabičky na oběd

In total, the Keyword Planner has come up with **1040 unique ideas for keywords**. After going through all of them, only 167 keywords were sorted out as relevant ⁴⁰. Out of that number, **61** keywords were related to lunch boxes and the remaining **106** were related to water bottles. These numbers sort of indicate that not all suggestions from the Keyword Planner have to necessarily be relevant and actually only a small portion of keywords may be used in the end. For instance, suggestions to the seed keyword "*lunch box*" also included terms such as "*lunch recipe*", "*summer lunch*" or "*healthy lunch*", which are obviously not relevant keywords in Yapko's case. That is why it is needed to manually go through the list of suggestions.

7.1.2 Organising Keywords into Ad Groups

The complete list of Ad Groups can be found in *Appendix 4 - Ad Groups* on page 104. Organising the keywords into Ad Groups has been done in a way so that each Ad Group could have relevant text ads (text ads which would reflect the keywords in the Ad Group). In order to do that, grouping keywords had to be done with an attention to details as even one

³⁹ Láhve na pití = water bottles. Other seed keywords are various ways how to say **lunch box** in Czech

⁴⁰ This has been done in Excel and was quite time-consuming

word added to a phrase might require to create a completely new Ad Group. To illustrate this on an example, let's take a look at two Ad Groups in Table 14.

Ad Group B3. Svačinový box ⁴¹ contains the following keywords:	Ad Group B3. Svačinový box pro děti ⁴² contains:
<ul style="list-style-type: none"> • box na svačinu • svačinové boxy • svačinový box 	<ul style="list-style-type: none"> • detske boxy • svačinové boxy pro děti

Table 14 - Even adding one word to the same phrase might make a difference when creating Ad Groups

The first Ad Group (on the left) contains more general keywords whereas the second one (on the right) is more specific and targeted at boxes for children. This represents a major difference and is also the reason why all of these keywords cannot be grouped together into one Ad Group. It would be **hard to write a text ad which would be relevant to both types of search queries** (general lunch boxes vs. lunch boxes for children). Hence, the keywords are separated into two Ad Groups, where each one can have its own ads according to the type of the search query. Figure 32 shows one of the ads from the Ad Group with more general keywords, whereas Figure 33 shows one of the ads targeted at lunch boxes for children.

Přenosné svačinové boxy - buďte vybaveni na cestách

[Ad] www.yapko.cz/svacinove-boxy

Svačinové boxy se super funkcemi: posuvné odělovače, prostory pro příbory, ad.

Figure 32 - One of the ads targeted at general search queries (lunch boxes, snack boxes)

Svačinové boxy pro děti - připravte je do školy

[Ad] www.yapko.cz/svacinove-boxy/detske

Vybavte své děti zábavnými boxy, které vydrží a umožňují oddělit jídlo od sebe!

Figure 33 - One of the ads targeted at more specific search queries (lunch boxes/snack boxes for children)

As far as the “average monthly search” data is concerned, all the Ad Groups in total comprise of 9420 searches. In other words, there **occur over nine thousand search queries** on a monthly basis (queries that exactly match to the keywords), which are **related to lunch boxes**. Based on my experience with other campaigns in Creative Dock, this is not the highest number but also not one of the lowest.

7.1.3 Setting Up a Campaign

Campaigns in Adwords can be created either in the online interface or via an offline desktop application called Adwords Editor. In practice, the **online interface** is used for simple tasks and also for optimising campaigns. When it comes to group changes, for instance changing the bid for hundreds of keywords at the same time, **Adwords Editor** is used. That is mainly due to the fact the Adwords Editor is just better suited for bulk actions and therefore saves a lot of time.

⁴¹ Svačinové boxy = lunch box, a box for snacks

⁴² Svačinový box pro děti = lunch box/snack box for children

Settings on the campaign level	Description of the setting and instructions
Campaign name:	Type the name of the campaign.
Type:	Choose type of the campaign (search, display, PLA, video, etc.)
Include Search Partners:	Enabled or disabled
Devices:	Computers Mobile devices with full browsers Tablet devices with full browsers
Locations:	Choose a country, region or city
Location options (advanced):	INCLUDE: People in, searching for or who show interest in my targeted location People in my targeted location People searching for my targeted location EXCLUDE: People in, searching for or who show interest in my excluded location People in my excluded location
Languages	Choose the language(s) of the target audience
Bid strategy	Manual (CPC, CPM, CPA) Automatic (CPC)
Enhanced CPC	Enabled or disabled
Budget	How much will be spent daily
Delivery method	Standard or accelerated
Start date	When the campaign will start
End date	When the campaign will end
Ad rotation	Optimise for clicks Optimise for conversions Rotate evenly Rotate indefinitely
I.P. exclusion	I.P. address that will be excluded from campaigns

Table 15 - Campaign settings in Adwords Search

Table 15 shows all the attributes that can be set up on the campaign level. **The campaign setting** contains mostly general attributes, which are applied without any difference to all Ad Groups in a given campaign. The targeting itself (keywords) is done on the ad group level. As far as Yapko is concerned, there are two options how the search campaigns could be structured (from the “campaign - ad group” point of view):

- one search campaign for all product categories (lunch boxes, water bottles, accessories)
- each campaign will contain ad groups (keywords) only related to 1 product category

It has been decided and planned to go for the second option mainly because of the **budget separation** (budget is set on the campaign level). Putting each product category into its own campaign gives control over how much money will be spent on it. Whereas in the first case, all categories would share the same budget and the level of cost control would be lower.

7.1.4 Setting up Search Campaigns for Yapko

This chapter will go through the campaign settings in case of Yapko search campaigns in Adwords. It will follow the settings order in Table 15.

Even naming a campaign is not such a trivial matter as it might seem. It is important to name campaigns consistently so that the advertisers can easily orient in the Adwords account and also quickly find data in Google Analytics ⁴³. This applies especially for moments when there are tens of campaigns and an inconsistent way of naming them might slow down daily work. In case of e-shop Yapko.cz, the search campaigns were named in the following way:

- Search [E+P] - bento boxes
- Search [MB] - bento boxes
- Search [E+P+MB] - brand

The capitalised letters in square brackets stand for the keyword match types (exact, phrase, modified broad). Why one category (bento boxes) has two campaigns will be explained in the next chapter. **The brand campaign** is focused on people who search directly for e-shop Yapko.cz (for example typing “yapko” in the search toolbar). There are two reasons why it has been decided to add a brand campaign. The first one is that the e-shop is relatively new and its SEO is still in the beginning phases. The brand campaign will make sure that Yapko appears on the first position in SERP (search engine ranking page) regardless of whether an organic result would appear or not. According to Marek Adamec from Seznam, the second reason is connected to the fact that some businesses also tend to target their competitors. If any competitors decided to create a campaign with keywords such as “yapko”, they would appear above the organic results because paid ads have priority in terms of position. The brand campaign will help to fight this and make sure that e-shop Yapko.cz stays on the first position. Figure 34 shows an example of Bonami and its competitor Vivre. When typing “bonami” in the search toolbar, two paid results appeared: one on Bonami and one on Vivre. It is obvious that Vivre has created a search campaign targeted at people who are looking for Bonami. However, Bonami’s own brand campaign makes sure that the e-shop stays on the first position in SERP. ⁴⁴

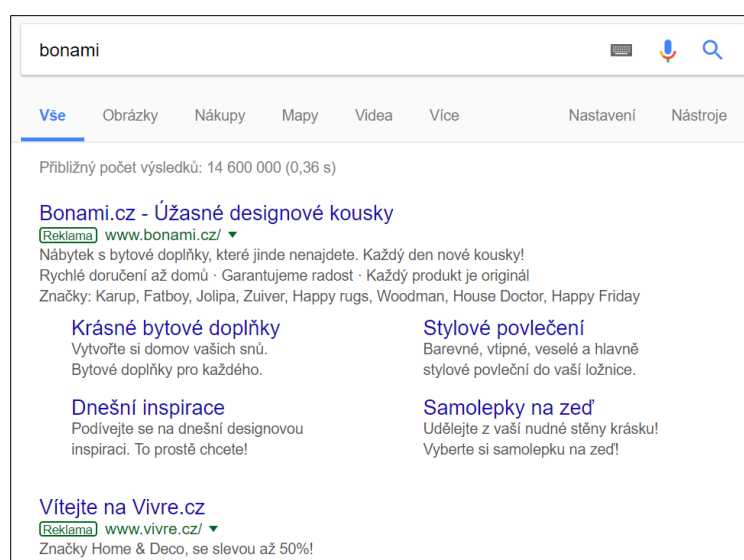


Figure 34 - Bonami brand campaign

⁴³ Google Analytics is a tool, which helps to track data about website visits and online marketing campaigns

⁴⁴ Brand campaign should always win over its competitors because the e-shop also has the brand name in its website address, which makes the ad more relevant in Google algorithm

The type of the campaigns is „*Search Network Only - All features*“. This type of setting enables the advertisers to set by themselves as many attributes as possible. The network of **Search Partners** is included since there is no reason to limit the coverage.

As far as **devices** are concerned, all of them are targeted, with no difference on the bid level (for the beginnings, all devices will have the same bid).

For **location settings**, all 14 regions in the Czech Republic are targeted. In order to also cover the users where Google is unable to determine in what region they are, Czech Republic as a country is targeted, too ⁴⁵. Advanced location settings also gives an option to choose whether to target people only based on their physical location or also include people who are interested in the given location. Although it might not be clear at first sight, these two cases are not the same. Let's explain it with an example - a hairdresser salon located in Prague, which runs search ads:

- **People in a targeted location:** Search ads will appear to people who are physically located in Prague and at the same time search for a hairdresser's salon.
- **People searching for or showing interest in targeted location:** Search ads will also appear to people who do not have to be physically located in Prague but are looking for a Prague hairdresser in their search queries.

All Yapko search campaigns will include both options in targeting. The same logic applies to exclusions in advanced location settings (please see Table 15 on page 45).

As far as **languages** are concerned, the Adwords system takes into consideration several factors when determining language of the users:

- language of the websites that the user visits
- what language is set in user's Google account
- what language is used in Google search toolbar (and also whether the user for example uses Google.cz or Google.com)
- language set in the browser

Because of the factors stated above, setting up only Czech language would be insufficient. Therefore, other targeted languages were **English, Slovak, Vietnamese, Japanese, Korean** and **Chinese**. English because even some Czech people might often visit English websites, use Google.com or have their Google account and website browser set up in English. Slovak language is simply targeted due to the fact that many Slovaks live in the Czech Republic. When it comes to other remaining languages (Vietnamese, Japanese, Korean, Chinese), these have been chosen because some bento boxes are targeted mainly at Asian audience.

The bid strategy has been set to manual CPC, which enables the advertisers to set bids by themselves and control the costs. The **enhanced CPC** function is enabled for all campaigns. It allows Adwords to increase the bid when the system thinks the user might be more likely to be interested and click on the ad. Analogically, the system can also lower the bid in opposite situations-when Adwords thinks that the user will be less likely to click on the ad. However, it is always made sure that in the long-term, the CPC will not exceed the value set by the

⁴⁵ The reason why to not target only Czech Republic as a country is so that the advertisers can segment the data according to regions

advertiser. For example, if an advertiser sets CPC to 7 CZK, he/she will always pay up to 7 CZK for one click on a monthly basis.

Delivery method can be either standard or accelerated. Standard delivery will spend the budget evenly over time, whereas the accelerated will spend the budget more quickly. All Yapko campaigns will have standard delivery.

When there are multiple ads in an Ad Group, the **ad rotation setting** allows to choose which ads are shown more often. Yapko campaigns will have the first option: optimise for clicks (please see Table 15 on page 45). With this option, Yapko search ads might not have a priority to appear on the first place but on the other hand, they will get the most clicks considering the budget.

Last but not least, the **I.P. exclusion** setting gives an option to choose I.P. addresses that will be excluded from the campaigns. This prevents the advertisers from seeing their own ads. All Yapko campaigns will include my own I.P. address in order to prevent accidental clicks, which would cost money.

7.1.5 Setting up Match Types and Bids for Keywords

As it has been already mentioned in the previous chapter, there will be two search campaigns for the category of **Lunch boxes - Bento boxes**. These campaigns will be different in terms of keyword match types and also the budget.

Campaign **Search [E+P] - bento boxes** contains keywords in the exact and phrase match type, whereas campaign **Search [MB] - bento boxes** will have the same keywords only in modified broad match type. As it has been already described in Chapter 3.3.4 *Keyword Match Type*, the exact and phrase match types are quite specific. That also means the advertiser can expect search queries more or less the same as the keywords. The probability of search ads being relevant is therefore quite high. On the other hand, modified broad match type is less specific and there is a lower probability that the search queries will be relevant. Due to these differences, all the match types are not put together into one campaign and instead divided into two. This procedure allows to set to different budgets and also have separated campaign data ⁴⁶. The differences between Yapko search campaigns (in terms of budget, match type, bids) are summarised in Table 16.

Campaign	Differences
Search [E+P] - bento boxes	<ul style="list-style-type: none"> Budget: 200 CZK/day
	<ul style="list-style-type: none"> Keywords in exact match, with bid 100% higher than the suggested bid from Keyword Planner Keywords in phrase match, with bid 50% higher than the suggested bid from Keyword Planner
Search [MB] - bento boxes	<ul style="list-style-type: none"> Budget: 100 CZK/day
	<ul style="list-style-type: none"> Keywords in modified broad, with bid 10% higher than the suggested bid from Keyword Planner
Search [E+P+MB] - brand	<ul style="list-style-type: none"> Budget: 30 CZK/day
	<ul style="list-style-type: none"> CPC on all keywords: 25 CZK

Table 16 - Differences between the campaigns (in terms of budget, keyword match type and bid)

⁴⁶ Assumption: Both campaigns will perform differently in terms of impressions, clicks and CTR

In order to make sure that the most specific match type has the highest priority above the less specific match types, a different bidding and negative keywords are used. This explains why the exact match was given the highest bid, while modified broad got the lowest (Table 16 on the previous page).

7.1.6 Adding Negative Keywords

For illustrating how negative keywords work, let's have a look at the same keyword in all three match types:

- exact match type: [bento box]
- phrase match type: "bento box"
- modified broad: +bento +box

If the user types a query **bento box** into the search toolbar, which keyword will be paired up to it? It should be the [bento box] as both the search query and keyword are exactly matching. First of all, this is ensured by different bids as mentioned in the paragraph above. Second, when the same keywords but with a different match type have the same bid, then Adwords in most cases prefer the more specific match type. However, this does not necessarily happen in all cases. This is where negative keywords come into play. **Negative keywords**⁴⁷ prevent the ad from being triggered by a certain word or a phrase, depending on the match type of the negative keyword. Hence, the campaign *Search [MB] - bento boxes* has keywords in both negative exact and negative phrase match type⁴⁸. This ensures that when somebody types exactly *bento box* as a search query, the campaign with modified broad keyword will not trigger an ad. And the phrase match type from the second campaign neither, as the exact match type has a higher bid.

Campaign	Differences
Search [E+P] - bento boxes	<ul style="list-style-type: none"> • Negative keywords: none
Search [MB] - bento boxes	<ul style="list-style-type: none"> • Negative keywords: in the exact match type • Negative keyword: in the phrase match type
Search [E+P+MB] - brand	<ul style="list-style-type: none"> • Negative keywords: none

Table 17 - Differences between search campaigns (in terms of negative keywords)

7.1.7 Writing Creatives (=ads)

Each ad group contains at least three text ads in order to have more options and let the Adwords system choose the one with the biggest click-potential. In order for the ads to be relevant to search queries, each ad was written in a way so that it would reflect the keywords in its ad group. In other words, each ad contains at least one keyword (or part of the keyword) in its text.

For instance, let's take a look at the ad group **B2. Box na oběd** which contains these keywords:

- [box na oběd]
- "box na oběd"

⁴⁷ Also called keywords in negative match type

⁴⁸ The same keywords as in campaign **Search [E+P] - bento boxes** but with a difference that they are in negative match

All search ads contained in this Ad Group have the phrase **box na oběd** or a close variant at least once in the text (please see Figure 35, Figure 36 and Figure 37). The ads are also written a way so that they could attract various types of customers. For instance, the ad in Figure 35 puts more emphasis on functionality and therefore is targeted at **rationally-thinking** people. On the contrary, the search ad in Figure 37 is written rather in a creative way, which is supposed to target people who are more **emotionally-based**.

Praktické boxy na oběd - buďte připraveni na cestách

Ad www.yapko.cz/boxy-na-obed

Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!

Figure 35 - Box na oběd (text ad 1)

Specialisté na boxy na oběd - krabičky na jídlo s sebou

Ad www.yapko.cz/boxy-na-obed

Nosíte si obědy s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!

Figure 36 - Box na oběd (text ad 2)

Přenosné boxy na oběd - buďte vybaveni na cestách

Ad www.yapko.cz/boxy-na-obed

Vyberte si box na oběd, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!

Figure 37 - Box na oběd (text ad 3)

Each text ad also has strictly given requirements by Google which are mainly related to the number of characters in the text:

- Headline 1: maximum 30 characters
- Headline 2: maximum 30 characters
- Description: maximum 80 characters
- Path 1: maximum 15 characters
- Path 2: maximum 15 characters

The process of writing the ads therefore required quite a lot of effort as I had to come up with search ads which would be attractive and at the same time also not too long.

Headline 1 - Headline 2

Ad www.yapko.cz/path1/path2

Description

Figure 38 - Search ad elements

The complete list of search ads (text ads) from all Ad Groups can be found in *Appendix 5 - Search Ads* on page 105. This list reflects all the changes applied during the optimisation process (chapter 7.2).

7.1.8 Adding extensions

Extensions expand the text ads by additional information. According to Google, they help to increase CTR. The positive benefits that the extensions bring are:

- Increased quality score of ads
- Potentially higher relevancy to users
- Covering more advertising space in SERP

The text ads in Yapko search campaigns used two types of extensions: sitelinks and callouts. Sitelink extensions lead people directly to a specific web page (an example in Figure 39). Callout extensions add an additional text and are located right under the description (an example in Figure 40). It is also important to mention that the advertiser cannot influence whether the extensions will appear during the search query or not - this is determined by the Google algorithm.

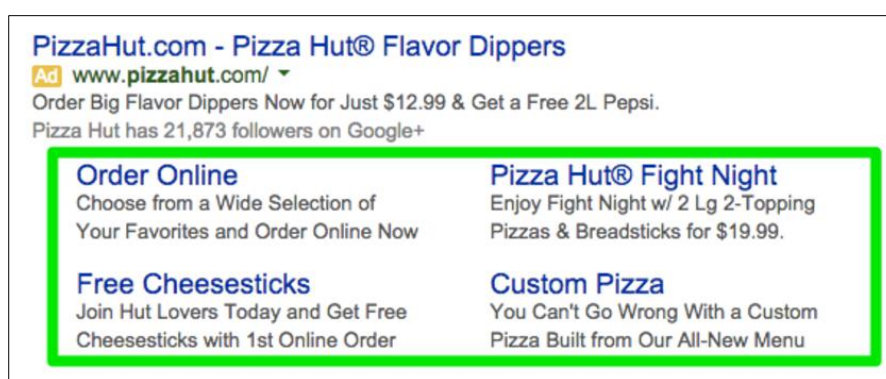


Figure 39 - Sitelinks example

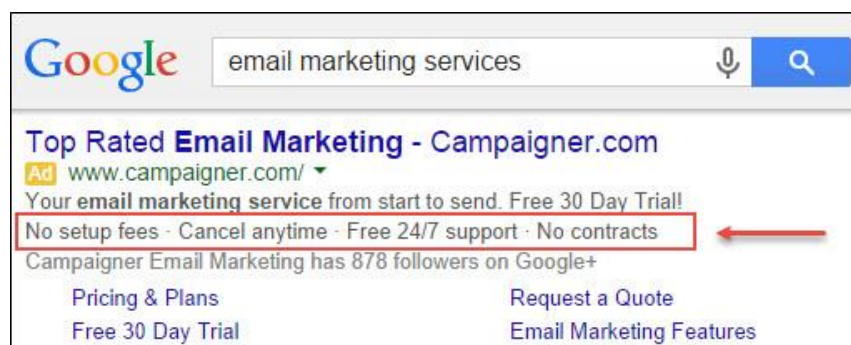


Figure 40 - Callouts example

All sitelink extensions that were used in Yapko search campaign are listed in Table 18 on the next page. All sitelinks refer to a certain product category or subcategory. As far as callout extensions are concerned, the following 4 were used:

- Jsme specialisté v oboru (translation: We are specialists in what we do)
- Jídlo a pití s sebou (translation: Foods and drinks on the way)
- U nás si vybere každý (translation: Everybody will find what he/she needs)
- Poradíme s výběrem (translation: Guidance and help with your choice)

Sitelink Text	Final URL	Description Line 1	Description Line 2
Lahve na pití	https://www.yapko.cz/lahve-na-piti/	Lahve na pití k vašemu lunch boxu	Pořídte si parťáka na cesty
Příslušenství	https://www.yapko.cz/prislusenstvi/	Cestovní příbory a hůlky	Kalíšky na omáčku, tašky na boxy
Svačínové boxy pro děti	https://www.yapko.cz/svacinove-boxy-pro-deti/	Možnost přizpůsobení vzhledu	Praktické a zároveň i odolné
Moderní designové	https://www.yapko.cz/moderni-designove/	Moderní designové lunch boxy	Vyrobeny z kvalitních materiálů
Tradiční japonské	https://www.yapko.cz/tradicni-japonske/	Inspirované japonskou filosofií	První eshop s japonskými bento boxy
Na polévky	https://www.yapko.cz/na-polevky/	Dělané přesně na polévky	Výborně těsnící víka

Table 18 - Sitelink extensions used in Yapko campaigns

7.2 Optimisation and analysing the results

7.2.1 Optimisation and Analysing Campaign Metrics

Several minor optimisations were already implemented at the day of the launch (8th August), after the campaigns already generated some data. These changes concerned mainly the keywords which had a so-called **below first page bid**. This means the bid was too low for the ads to appear on the first page of the search results. Therefore, all the affected keywords had the bid increased at least to the value suggested by Adwords (Figure 41). In addition, it was also kept in mind that any changes to the bids have to reflect the match type hierarchy, where exact match has the highest bid, while modified broad the lowest.

	Keyword	Status ?	Max. CPC ?
●	"dóza na svačinu"	Below first page bid First page bid estimate: CZK8.97	CZK4.88 (enhanced)
●	"na svačinu"	Eligible	CZK3.00 (enhanced)
●	[dóza na svačinu]	Below first page bid First page bid estimate: CZK8.97	CZK6.50 (enhanced)
●	[na svačinu]	Eligible	CZK5.00 (enhanced)

Figure 41 - Below first page bid

During the next day (9th Aug), another round of optimisation changes followed. Several keywords were found to have a low quality score. In order to improve it, the following actions were implemented:

- Some keywords were separated to new Ad Groups
- Changing the text of search ads to better reflect the keywords

- Pausing keywords that had a very low quality score and could not be optimised by any of the solutions stated above.

For instance, the ad group **B1. Bento box** contained two keywords which had a significantly lower quality score than the rest (Table 19). This was caused mainly due to the fact that the word “krabička” is just different from the word “box”. These two low-performing keywords were therefore moved to a newly created ad group, which could have ads written in a more relevant way.

Keyword	Quality score
[bento box]	7/10
“bento box”	7/10
[bento box koupit]	6/10
“bento box koupit”	6/10
[bentó]	6/10
“bentó”	6/10
[bento krabička]	3/10
“bento krabička”	3/10

Table 19 - Some keywords were separated to new Ad Groups

The Adwords system also allows the advertisers to see on what search queries the ads appeared. In order to further increase CTR, all the **irrelevant search queries were added as negative keywords**. These queries for example included phrases such “*instant food to school*”, “*plastic sachet for food*” or “*vegan snacks to school*” (Figure 42). The negative keywords were added on the campaign level and in the phrase match type.

Campaign level

Filter ▾

+ KEYWORDS Edit ▾ Download

Keywords Lists

<input type="checkbox"/>	Negative keyword
<input type="checkbox"/>	"instantní jídla na cesty"
<input type="checkbox"/>	"plátěný ubrousek na svačinu"
<input type="checkbox"/>	"sacek na svaci"
<input type="checkbox"/>	"svačinář do školy"
<input type="checkbox"/>	"taška na svačinu do práce"
<input type="checkbox"/>	"ufo obal na svačinu"
<input type="checkbox"/>	"veganské svačiny do školy"
<input type="checkbox"/>	"zdravé svačiny do práce recepty"

Show rows 500 ▾ 1 - 8 of 8

Figure 42 - Adding irrelevant search terms as negative keywords

Looking at the data in Table 20 and Table 21 on the next page, it can be said the optimisation changes did positively impact the campaigns in terms of CTR. Anytime optimisation changes

occurred, the CTR always increased after (not immediately but with a certain delay). However, it has to be kept in mind that **every PPC campaign needs to be optimised on a regular basis**. As the time keeps going, new irrelevant search queries might appear or new bid adjustments are required. Due to this fact, CTR can start decreasing after a certain time even if the campaign has had good results before. This is also the reason why CTR in Yapko search campaigns had rather a fluctuating trend. Another factor coming into play is also what day of the week it is. For instance, Fridays tend to be different as this is the end of working week and most people already have their own plans. In our reports, Fridays had significantly lower CTR than other days.

Search campaign	Metrics	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	TOTAL
		8th Aug 2017	9th Aug 2017	10th Aug 2017	11th Aug 2017	12th Aug 2017	13th Aug 2017	
Search [E+P] - bento boxes	Cost	234.84 Kč	239.56 Kč	255.64 Kč	223.29 Kč	205.45 Kč	297.68 Kč	1,456.46 Kč
Search [E+P] - bento boxes	Impressions	773	543	634	778	626	582	3,936
Search [E+P] - bento boxes	Clicks	29	29	33	31	26	39	187
Search [E+P] - bento boxes	Avg. Position	1.4	1.7	1.6	1.3	1.4	1.5	1.5
Search [E+P] - bento boxes	CTR	3.75%	5.34%	5.21%	3.98%	4.15%	6.70%	4.75%
Search [E+P] - bento boxes	CPC	8.10 Kč	8.26 Kč	7.75 Kč	7.20 Kč	7.90 Kč	7.63 Kč	7.79 Kč
Search [E+P] - bento boxes	Purchases	0	1	0	0	0	0	1
Search [E+P] - bento boxes	Conversion rate	0.00%	3.45%	0.00%	0.00%	0.00%	0.00%	0.53%
Search [E+P] - bento boxes	Cost per conversion	- Kč	239.56 Kč	- Kč	- Kč	- Kč	- Kč	1,456.46 Kč

Table 20 - Data of campaign *Search [E+P] - bento boxes*

Search campaign	Metrics	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	TOTAL
		8th Aug 2017	9th Aug 2017	10th Aug 2017	11th Aug 2017	12th Aug 2017	13th Aug 2017	
Search [MB] - bento boxes	Cost	54.57 Kč	59.82 Kč	56.47 Kč	8.61 Kč	22.81 Kč	59.23 Kč	261.51 Kč
Search [MB] - bento boxes	Impressions	238	321	106	105	64	118	952
Search [MB] - bento boxes	Clicks	9	8	8	2	3	10	40
Search [MB] - bento boxes	Avg. Position	1.4	1.4	1.7	2.0	1.5	1.8	1.6
Search [MB] - bento boxes	CTR	3.78%	2.49%	7.55%	1.90%	4.69%	8.47%	4.20%
Search [MB] - bento boxes	CPC	6.06 Kč	7.48 Kč	7.06 Kč	4.31 Kč	7.60 Kč	5.92 Kč	6.54 Kč
Search [MB] - bento boxes	Purchases	0	0	0	0	0	0	0
Search [MB] - bento boxes	Conversion rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Search [MB] - bento boxes	Cost per conversion	- Kč	- Kč	- Kč	- Kč	- Kč	- Kč	- Kč

Table 21 - Data of campaign *Search [MB] - bento boxes*

As far as budget is concerned, campaign **Search [E+P] - bento boxes** was limited by budget ⁴⁹, whereas campaign **Search [MB] - bento boxes** was not using its budget to the full extent (spending only approximately 50CZK/day while the budget was 100CZK/day). Due to this fact, 50 CZK was allocated to the campaign with keywords in the exact and phrase match type. However, this reallocation of budget was conducted mainly for a more effective use of resources rather than to get rid of the budget limitation. The limitation itself does not mean the campaign would be bad, it only means that the reach is lower. Which is obvious, considering such a small budget.

In terms of overall traffic, both campaigns together generated almost 5000 impressions and around 250 clicks. The total overall CTR has been above 4%, which can be considered as a decent value for a freshly started campaign. Other projects in Creative Dock had an internal goal to get CTR in search campaigns at least over 4%. This of course cannot be applied to every business as each industry has its own specifics but on the other hand serves as a good general benchmark. As far as the average position of the search ads is concerned, the campaign did quite well: 1.5 in case campaign **Search [E+P]** and 1.6 in case of **Search [MB]**.

Where the campaigns were not performing that well is the number of purchases, respectively the conversion rate. On the other hand, conversion rate cannot be attributed only to campaigns but also to the landing page quality. Whether the users convert (make a purchase) or not is mainly a matter of these factors:

- **First of all, relevant targeting:** All keywords were carefully extracted from the original list of Keyword Planner suggestions. In addition, the least specific match type (broad) is not even used. Therefore, the targeting can be considered as relevant.
- **Relevant URL (web address) in the search ads:** For instance, an ad promoting Japanese bento boxes should lead the user to the category of Traditional Japanese bento boxes, instead of the category of Water Bottles. All ads have been revised and no irrelevant links were found.
- **Good landing page which leads to a conversion (purchase):** If the campaigns have a relevant targeting, search ads relevant URL addresses and there is a high CTR overall, then there is a high probability that it is the landing page which needs to be optimised/improved.

Although the analysis and optimisation of the landing page is not part of the thesis, it has been noted that the e-shop website might need some improvements in order to make users finish the last step in the website funnel.

⁴⁹ This information is provided by the Adwords system automatically. If a campaign is getting fewer impressions than it could (because of the budget), the system notifies the advertiser

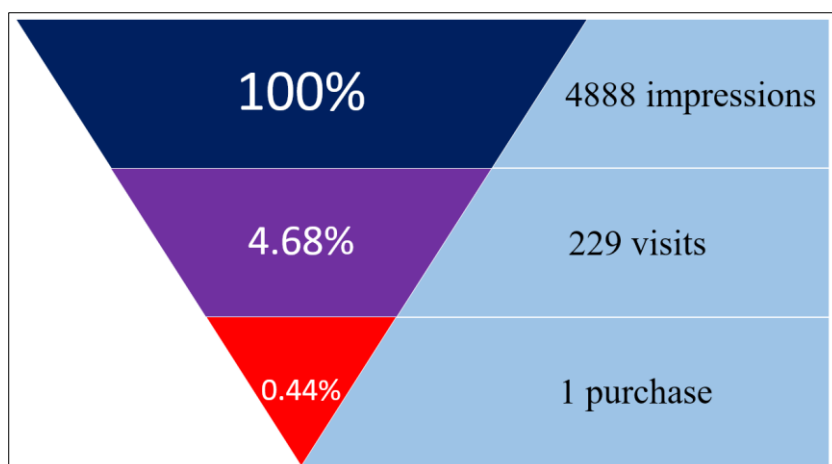


Figure 43 - Website funnel of campaigns *Search[E+P]* and *Search [MB]*

7.2.2 Demographic Report

Our original assumption before starting the campaigns was that most of our customers are rather young and around two thirds are represented by women (based on our experience and sales results in the last year). Let's take a look if the data supports these statements.

The demographics report from Google Analytics shows that 3 fourths of visitors (around 75%) coming from the search campaigns are **between 18 and 34 years old**. This supports the fact that most of the potential customers are rather young. When it comes to gender, over 78% of visitors from search campaigns are indeed **women**. Both the age and gender represent very essential pieces of information. In future, the marketing communication and writing style of the ads will take into consideration these results.

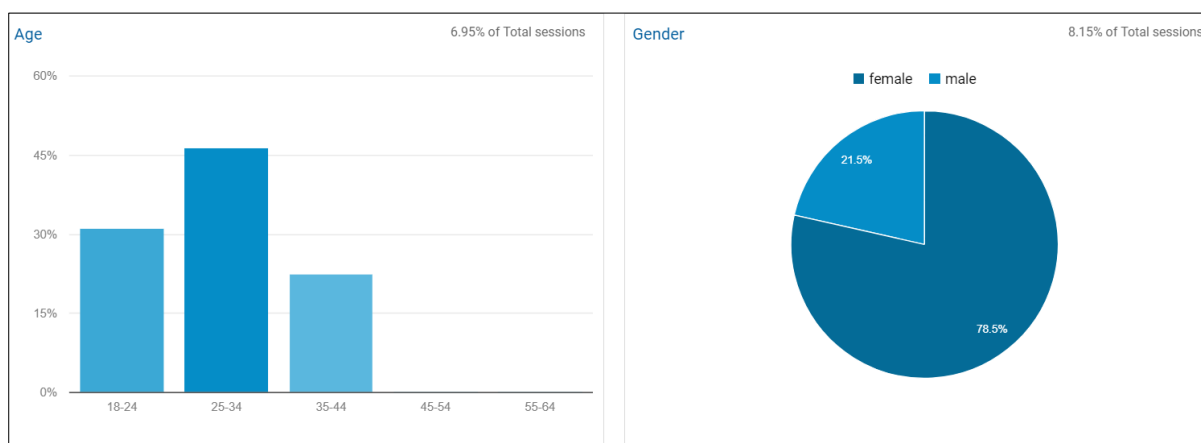


Figure 44 - Demographics report of visits from campaigns *Search[E+P]* and *Search [MB]*

7.2.3 Geographic Report

As far as location data is concerned, most of the website visits are from **Prague (35.37%)**, then **Brno (7.42%)** and the rest is represented by other locations (each one holding a small share of 2% or less). What this means in practice is the fact that Prague might get higher bids on keywords in order to make the campaigns even more competitive in the region. The complete geographic report can be found in *Appendix 6 - Geographic Report of Search[E+P] and Search[MB]* on page 108.

7.2.4 Devices Report

Mobile devices hold a small lead over desktop when it comes to website visits (56.33% mobile vs. 41.05% on desktop). The tablet devices hold a minor and negligible share, only 2.62%. Understanding what devices are used is essential as this helps to identify where the e-shop has to focus in terms of website design and user experience. Yapko.cz will have to continue on the **optimisation the e-shop mobile version** in order to make sure that the users can easily navigate and load pages in a fast pace.



Figure 45 - Devices Report for campaigns *Search[E+P]* and *Search [MB]*

7.2.5 Bounce rate

The bounce rate for search campaigns was **57.45%**. While this is not the worst value, it can be improved. For future, Yapko aims to get below 40%.

7.2.6 Brand Campaign

The purpose of the brand campaign has been explained *chapter 7.1.4* on page 45. The campaign generated very small traffic which is understandable in Yapko's case. The brand is still small and relatively unknown and that is why not that many people directly search for the e-shop. Brand campaigns tend to have higher CTR, which can be seen in Table 22 on the next page, although some people might object that the amount of data is not representative enough. The search ads appeared on the first position in all cases, which is one of the goals of brand campaigns.

Search campaign	Metrics	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	TOTAL
		8th Aug 2017	9th Aug 2017	10th Aug 2017	11th Aug 2017	12th August 2017	13th August 2017	
Search [E+P+MB] - brand	Cost	3.24 Kč	0.00 Kč	2.23 Kč	0.00 Kč	0	2.6	8.07 Kč
Search [E+P+MB] - brand	Impressions	2	0	3	3	0	1	9
Search [E+P+MB] - brand	Clicks	1	0	2	0	0	2	5
Search [E+P+MB] - brand	Avg. Position	1.0	-	1.0	1.0	-	1.0	1.0
Search [E+P+MB] - brand	CTR	50.00%	0.00%	66.67%	0.00%	0.00%	200.00%	55.56%
Search [E+P+MB] - brand	CPC	3.24 Kč	- Kč	1.12 Kč	- Kč	- Kč	1.30 Kč	1.61 Kč
Search [E+P+MB] - brand	Purchases	0	0	0	0	0		0
Search [E+P+MB] - brand	Conversion rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Search [E+P+MB] - brand	Cost per conversion	- Kč	- Kč	- Kč	- Kč	- Kč	- Kč	- Kč

Table 22 - Data of campaign *Search [E+P+MB] - brand*

8 Methodological part: Adwords Display

Unlike in search campaigns, the primary goal of display campaigns was not to acquire new customers but rather serve as a support channel to other existing campaigns and **increase brand awareness**. The Google Display Network is very wide and the potential reach will be much higher than in case of Yapko search campaigns. The main difference between search and display from the user's point of view is the factor of „current need“. In search, users have a specific need in mind and are looking for an answer. Whereas in display, the ads are rather pushed to the consumer's side/attention. This will be taken into consideration when analysing campaign metrics.

8.1 Creating Display Campaigns in Adwords

The process of creating display campaigns consisted of the following phases:

1. Setting up a campaign in Adwords
2. Choosing targeting and creating Ad Groups
3. Creating ads (banners)
4. Adding campaign exclusions

8.1.1 Setting up a campaign in Adwords

How the display campaigns for e-shop Yapko.cz were set can be seen in Table 23 on the next page. The campaign settings is analogically very similar to the search campaigns and therefore will not be explained again. The only parameters that are particularly specific for display and not present in search are:

- **Frequency capping:** This setting states how many times an ad is served to the user on a daily basis. The advertiser can choose whether the limit is applied to an individual ad, ad group or a campaign. Yapko display campaigns will have a limit of maximum 4 impressions a day per campaign. This will ensure that users do not get overwhelmed by a big number of ads. While the number 4 might still appear as quite high, it has to be kept in mind that an impression does not necessarily equal to a view of the ad (as already explained in Chapter 6.5).
- **Devices:** In display campaigns, advertisers can choose between desktop, mobile (mobile app, mobile app interstitial, mobile web) and tablet (tablet app, tablet app interstitial, tablet web). Yapko campaigns will target only **desktop, mobile web and tablet web**. The remaining options (mobile and tablet applications) will be excluded due to various reasons. First of all, many users might find display ads that appear while they are using a mobile/tablet application quite annoying. Second, many users also tend to accidentally click on these ads (intending to click on something in the application and instead misclicking on an ad). Due to these reasons, mobile and tablet apps tend to perform quite poorly in terms of online advertising (based on my experience from Creative Dock).

Settings on the campaign level	Description of the setting and instructions
Campaign names:	Display [IMG] - awareness Display [TEXT] - awareness
Type:	Display Network only - All features
Locations:	All 14 regions in the Czech Republic Czech Republic as a country
Location options (advanced):	INCLUDE: People in, searching for or who show interest in my targeted location EXCLUDE: People in, searching for or who show interest in my excluded location
Languages:	Czech, English, Slovak Vietnamese, Japanese, Korean, Chinese
Bid strategy:	Manual (CPC)
Enhanced CPC:	Enabled
Budget:	Display [IMG] - acquisition: 100 CZK/daily Display [TEXT] - acquisition: 50CZK/daily
Delivery method:	Standard: Display ads evenly over time
Ad rotation:	Optimise for clicks: Show ads expected to provide more clicks
I.P. exclusion:	Excluding my own I.P. address
Frequency capping:	Viewable impression cap per user per day for this campaign: 4
Devices:	Computers, Mobile web, Tablet web

Table 23 - Display campaign settings

While search had two campaigns in order to distinguish match types, display is going to have two campaigns in order to distinguish different form of ads. As it has been already explained in chapter 3.4.2, there are two types of display ads: banners with images and banners with plain text. Campaign **Display [IMG] - awareness** will contain only banners with images and campaign **Display [TEXT] - awareness** will only consist of plain-text ads. This will ensure a wider potential reach as some websites have advertising space only for one type of banners.

8.1.2 Choosing Targeting and Creating Ad Groups

Both display campaigns have the same targeting but a different ad group bid. The same targeting (ad group) always has a higher bid in campaign **Display [IMG]** than in **Display [TEXT]**. In practice, this means that whenever both ads are eligible to be displayed on a certain website, the image one will have a much higher probability to appear. In my opinion, image banners should have a priority over text ads (if they can appear, of course) as the picture can better attract attention and sometimes also better express the message than just plain text.

Ad Group	CPC in Display [IMG]	CPC in Display [TEXT]
KEYWORDS all kinds of boxes	10.00 CZK	7.00 CZK
KEYWORDS jídlo s sebou	8.00 CZK	5.50 CZK
CUSTOM AFFINITY competitors	5.50 CZK	3.50 CZK
TOPICS cookware & tableware, gifts	4.00 CZK	3.00 CZK
AFFINITY chefs, foodies, family-focused	3.00 CZK	2.00 CZK

Table 24 - Ad Groups in Display campaigns and their CPC

The bidding strategy in display campaigns is mainly derived from the phone calls that I have recently had with a Google PPC specialist (during my work for Creative Dock). The specialist suggested that keyword targeting gets the highest bid, topics a little bit lower and affinity the lowest. The hierarchy is set according to relevance. Keywords are very specific, whereas affinity (long-term interest of the user) has a very broad scope.

Ad group **KEYWORDS | all kinds of boxes** uses Audience Keyword targeting ⁵⁰. This type of targeting puts display ads on websites with a content related to the keywords. In addition, as this is Audience Keyword targeting, ads are also displayed to people who are likely to be interested in the keywords (for example searching them). The keywords contained in this ad group are various ways how to say lunch box or bento box in Czech:

- lunch box
- bento box
- krabičky na jídlo
- box na jídlo
- svačínové boxy
- obědové boxy
- dóza na svačinu
- krabička na oběd
- jídlonosič
- fitness krabičky
- bento krabičky

This ad group also has the highest bid out of all as it is considered as the most relevant targeting from the current options in display (brand awareness display campaigns).

Ad group **KEYWORDS | jídlo s sebou** uses Audience Keyword targeting as well. This time, the keywords are evolved around *“food on the way”*:

- jídlo na cesty
- svačiny pro děti
- svačiny do školy
- jídlo do práce
- na svačinu
- svačiny do práce
- jídlo s sebou

The goal here is to target people who are reading content about preparing food to work, for kids, to school or just on a way. It is still relevant, but not as much as the first ad group. That is why the bid is a little lower.

⁵⁰ All types of targeting in Google Display Network are explained in *Chapter 3.4.3 Targeting options within GDN*

The ad group **CUSTOM AFFINITY | competitors** targets users who have an interest represented by these websites:

- Freshlabels.cz/design-a-bydleni/na-jidlo/
- Bonami.cz/c/svacinove-boxy-a-sacky
- Giftlab.cz/boxy-na-svacinu/
- Lahve.eu/
- Nasvacinu.cz/

All of the websites stated above are competitors of Yapko.cz with a similar typology of products. After listing these website addresses in Adwords, the system has defined the target group by the following interests: cookware & tableware, kitchen & dining, home & garden and gifts (Figure 46). These are all quite relevant targetings for Yapko.cz.

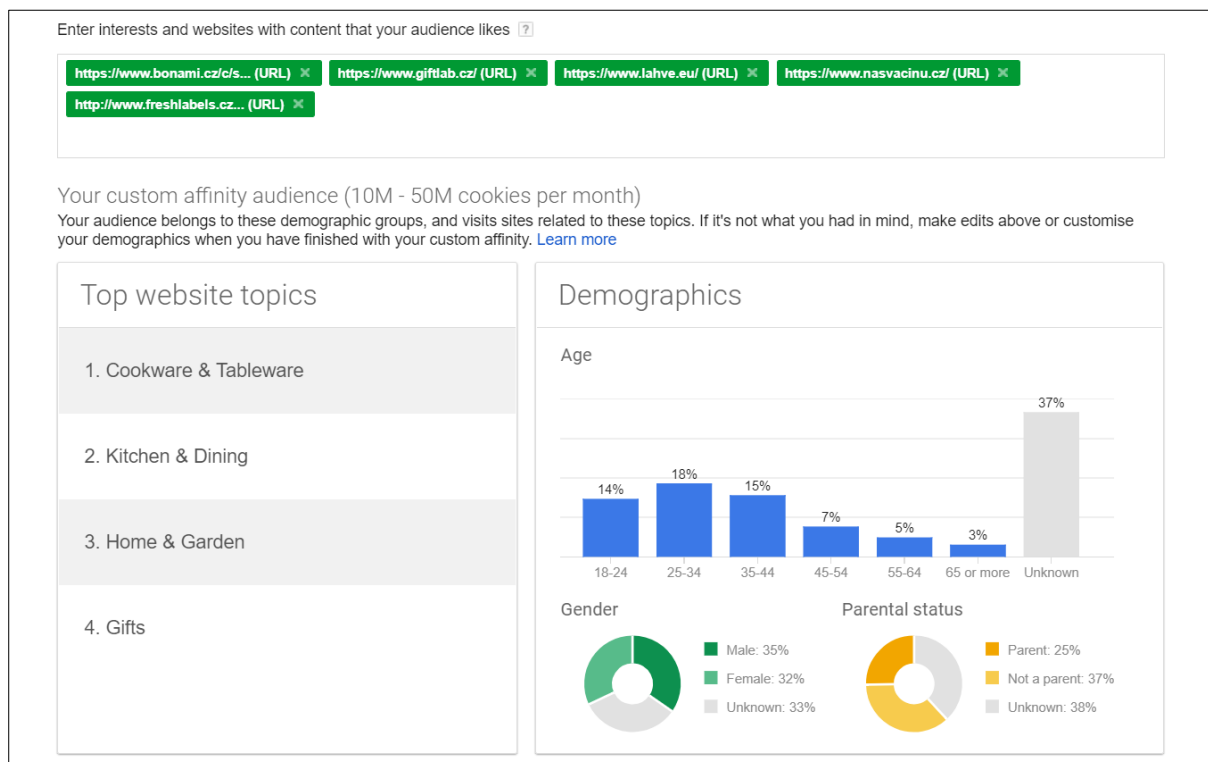


Figure 46 - Custom affinity defined by competitors

The ad group **TOPICS | cookware & tableware, gifts** displays ads on websites with the following topics:

- Cookware & tableware
- Gifts

Both topics here are very similar to the interests in the ad group with custom affinity.

The last ad group **AFFINITY | chefs, foodies, family-focused** targets users with the following interests:

- 30 minute chefs
- Foodies
- Family-focused

As these interests have a very wide scope and are not closely related to Yapko's products, the bid here is the lowest.

As far as **PLACEMENTS** targeting is concerned, no ad group with such type of targeting was created. Although it would be very suitable to have ads displayed on various food blogs, websites with Asian culture or Japanese anime manga, unfortunately, none of these websites has any space for advertisements.

8.1.3 Creating Ads (Banners)

The image banners have been created in 3 sizes/resolutions: 160x600, 728x90 and 300x250. They were made with a purpose to be appealing both in terms of visual aspect and the text content. All banners also have a **call-to-action button**, which aims to drive a certain action on the side of users-in this case make them click (in Figure 47, the red button with white text saying "I want a lunch box"). Last but not least, while some image banners have a creative message, other ones are rather more focused on promoting the functionality benefit of bento boxes. In Figure 47, the banner on the left is an example of the **creative message** (translation to English: When your Mum has cooked so much food that it is gonna take one week to eat...). The banner on the right represents focus on the **functionality benefit** (translation to English: to the dishwasher, to the microwave, leak-proof, space for cutlery).

The complete list of image banner ads can be found in *Appendix 7 - Banner ads with images*.



Figure 47 - Example of image banners in Yapko campaign Display [IMG]

When it comes to plain-text banners, there was no need to create and come up with new ones. The campaign Display [TEXT] just used some text ads from the search campaigns. The complete list of banner ads with text can be found in *Appendix 8 - Banners ads with plain text*.

8.1.4 Adding Campaign Exclusions

In order to further make sure that the banner ads do not appear on irrelevant web pages, several types of exclusions were set up on the campaign level:

- Placement exclusion
- AdSenseForMobile.com:
- Site category options
- Excluding converters

Placement exclusion: Adwords advertisers have an option to exclude specific website addresses and prevent them from displaying their ads. This practice is applied especially on websites which are considered as either irrelevant or only made to profit from advertisements (regardless of the benefit to advertisers). For this case, I have a blacklist of around 500 URL addresses, provided by Michal Stepień from Google and Jan Mašek from Fragile Media. This blacklist was added to all Yapko display campaigns.

Adsenseformobileapps.com: Excluding this website address from Yapko campaigns ensures that no ads are displayed in mobile applications.

Site category options: This setting allows to exclude web pages according to their content or other attributes. All the excluded categories are displayed in Figure 48.

Site category options

Exclude Display Network categories of sites, content or ad placements where you don't want to show your ads. [Learn more](#)

Options with this icon will no longer be available starting early 2018. If you unselect these options, you won't be able to reselect them later. [Learn more](#) about the updates to these options.

Sensitive content

Tragedy and conflict

Sensitive social issues

Sensational and shocking

Profanity and rough language

Sexually suggestive

Digital content label

General audiences (DL-G)

Content suitable for families

Audiences with parental guidance (DL-PG)

Teen and older audiences (DL-T)

Mature audiences (DL-MA)

Not yet labelled

Type of placement

Parked domains

Error pages

Gambling

In-game

Experimental

GMob mobile app non-interstitial

Video content

In-video

Live streaming video

In-video (user embedded only)

Ad location

Below-the-fold

While topic and page type exclusions are done to the best of our ability, we can't guarantee that all related web pages will be excluded.

Figure 48 - Site category options

Excluding converters: The last exclusion in Yapko display campaigns concerns all people who have already made a purchase in the last 180 days. This ensures that these customers do not get overwhelmed by display ads although they have already bought something on Yapko.cz.

8.2 Optimisation and analysing the results

8.2.1 Optimisation and Analysing Campaign Metrics

The optimisation process consisted mainly of the following actions:

- Excluding irrelevant placements
- Pausing poor-performing targetings
- Using competitive metrics

Excluding irrelevant placements: Similarly to adding irrelevant queries as negative keywords in search campaigns (as in Figure 42 on page 53), advertisers can see where their banners are displayed and exclude all the placements (=website addresses) they consider irrelevant or poorly performing. As mentioned in the previous chapter, this has been partly solved by the blacklist. Despite the blacklist, it is still needed to review where the banners are displayed as no blacklist is “100% bullet-proof”.

Ad group	Default max. CPC	Click s	Impressions	CTR	Avg. CPC	Cost
CUSTOM AFFINITY competitors	5.50	30	8946	0.34%	5.82	174.49
KEYWORDS all kinds of boxes	10.00	5	2933	0.17%	10.54	52.68
AFFINITY chefs, foodies, family-focused	3.00	2	2234	0.09%	3.32	6.64
KEYWORDS jídlo s sebou	8.00	23	6691	0.34%	6.65	152.87
TOPICS cookware & tableware, gifts	4.00	0	101	0.00%	0.00	0.00
Total	--	60	20905	0.29%	6.44	386.68

Table 25 - Ad Group performance in campaign *Display [IMG]*

Pausing poor-performing targetings: When analysing the performance on the ad group level, it has been noticed that the ad group **AFFINITY | chefs, foodies, family-focused** is doing much worse in terms of CTR than the others (Table 25). After digging deeper into this type of targeting, it has been found out that 2 out of the 3 affinity targetings are doing poorly and only one is performing well in terms of CTR. That is why the first two affinity targetings were paused.

The **TOPICS** targeting has not received many impressions and therefore the bid was increased.

	Audience	Status ?	Max. CPC	Clicks ?	Impr. ? ↓	CTR ?
■	Affinity audiences (reach) › Food & Dining › Foodies	Campaign ended	CZK3.00 (enhanced)	0	918	0.00%
■	Affinity audiences (reach) › Food & Dining › Cooking Enthusiasts › 30 Minute Chefs	Campaign ended	CZK3.00 (enhanced)	1	913	0.11%
■	Affinity audiences (reach) › Lifestyles & Hobbies › Family-Focused	Campaign ended	CZK3.00 (enhanced)	1	403	0.25%

Table 26 - Pausing poor-performing affinity targetings

Using competitive metrics: Competitive metrics help to compare how the campaigns are doing in comparison with other competitors (all advertisers who are targeting in the same way). The metric **Display impression share** states how many impressions were received on the Display Network divided by the estimated number of impressions that the advertiser was eligible to receive. Lost impression share can be caused either by low budget or overall ad rank (combination of bid and quality of the ad). **Display lost IS (rank)** is a very similar metric which ignores the budget factor. Therefore, it states how much impression share was lost due to poor ad rank. This is a more important metric from Yapko's point of view as the e-shop cannot afford to have high budgets. Instead, the effort will be focused on higher quality of campaigns and increased bid. **Relative CTR** helps to identify how the campaigns are standing against the competitors. In Yapko's case, they are either on the same level or slightly underperforming - have a CTR lower by 10-20% (please see Figure 49).

Display Impr. share ?	Display Lost IS (rank) ?	Relative CTR ?	Display Impr. share ?	Display Lost IS (rank) ?	Relative CTR ?
< 10%	29.28%	--	< 10%	15.79%	--
< 10%	51.70%	0.8x	< 10%	21.28%	1x
< 10%	72.51%	0.9x	< 10%	66.49%	1x
< 10%	> 90%	--	< 10%	77.69%	--
< 10%	> 90%	--	< 10%	> 90%	0.8x

Figure 49 - Competitive metrics in display campaigns (on the left: **Display [IMG]** and on the right: **Display [TEXT]**)

Display campaign	Metrics	Day 3	Day 4	Day 5	Day 6	TOTAL
		10th Aug 2017	11th Aug 2017	12th August 2017	13th August 2017	
Display [IMG] - awareness	Cost	102.76 Kč	99.88 Kč	101.69	95.07	399.40 Kč
Display [IMG] - awareness	Impressions	6161	4527	5906	4316	20910
Display [IMG] - awareness	Clicks	16	17	16	13	62
Display [IMG] - awareness	Avg. Position	1.0	1.0	1.0	1.0	1.0
Display [IMG] - awareness	CTR	0.26%	0.38%	0.27%	0.30%	0.30%
Display [IMG] - awareness	CPC	6.42 Kč	5.88 Kč	6.36 Kč	7.31 Kč	6.44 Kč
Display [IMG] - awareness	Purchases	0	0	0	0	0
Display [IMG] - awareness	Conversion rate	0.00%	0.00%	0.00%	0.00%	0.00%
Display [IMG] - awareness	Cost per conversion	- Kč	- Kč	- Kč	- Kč	- Kč

Table 27 - Data of campaign *Display [IMG]*

Display campaign	Metrics	Day 3	Day 4	Day 5	Day 6	TOTAL
		10th Aug 2017	11th Aug 2017	12th Aug 2017	13th Aug 2017	
Display [TEXT] - awareness	Cost	52.92 Kč	50.15 Kč	52.13 Kč	44.20 Kč	199.40 Kč
Display [TEXT] - awareness	Impressions	4464	4939	3734	6231	19368
Display [TEXT] - awareness	Clicks	16	15	16	11	58
Display [TEXT] - awareness	Avg. Position	1.7	1.6	1.7	1.6	1.7
Display [TEXT] - awareness	CTR	0.36%	0.30%	0.43%	0.18%	0.30%
Display [TEXT] - awareness	CPC	3.31 Kč	3.34 Kč	3.26 Kč	4.02 Kč	3.44 Kč
Display [TEXT] - awareness	Purchases	0	0	0		0
Display [TEXT] - awareness	Conversion rate	0.00%	0.00%	0.00%	0.00%	0.00%
Display [TEXT] - awareness	Cost per conversion	- Kč	- Kč	- Kč	- Kč	- Kč

Table 28 - Data of campaign *Display [TEXT]*

Display campaigns tend to have **lower CTR than search campaigns**. The internal goal for Yapko display campaigns was to get at least over 0.2%. This value is considered as a very general benchmark across all industries and was used in Creative Dock as well. Both display campaigns got CTR 0.3%, which can be considered sufficient. However, there is definitely space for improvements as the Relative CTR metric already indicated in the previous paragraph.

Although the display campaigns did not bring any conversions (purchases), they had a much higher number of impressions than the search ads (around 8 times higher). In fact, the display campaigns did fulfil their purpose because their primary goal was not to directly drive purchases but instead **increase the brand awareness**. And considering the number of impressions, they did manage to do so.

8.2.2 Demographic Report

The demographic report for display campaigns is much more even in comparison with search. In terms of age, there is even a slight dominance of the age groups above 35 years. When it comes to gender, female audience still holds the bigger share, although the difference is smaller than in case of search campaigns.

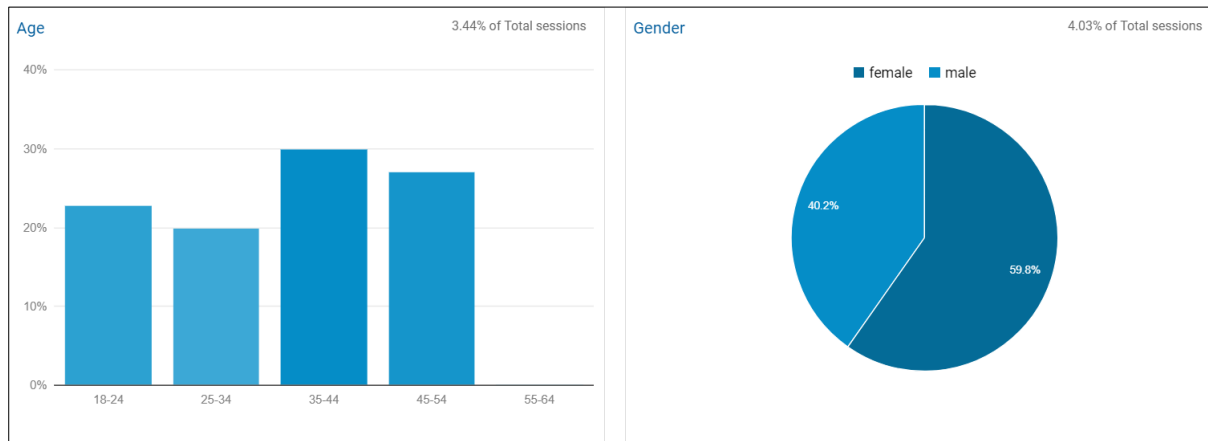


Figure 50 - Demographics report of visits from Display campaigns

8.2.3 Geographic Report

Looking at the geographic report from Google Analytics, the data does not differ from search campaigns that much. Prague still holds first place (24.32%) in terms of sessions and the rest is represented by other locations (each one holding 3.6% or less). The complete geographic report can be found in *Appendix 9 - Geographic Report of Display[IMG] and Display [TEXT]* on page 112.

8.2.4 Devices Report

What is quite surprising is the fact that **mobile devices represent over 80%** of the website traffic coming from display campaigns. This means the display campaign will have to be more analysed. Either the desktop devices will need an increased bid, or the current display campaigns will be further separated according to devices (mobile vs. desktop, tablet).

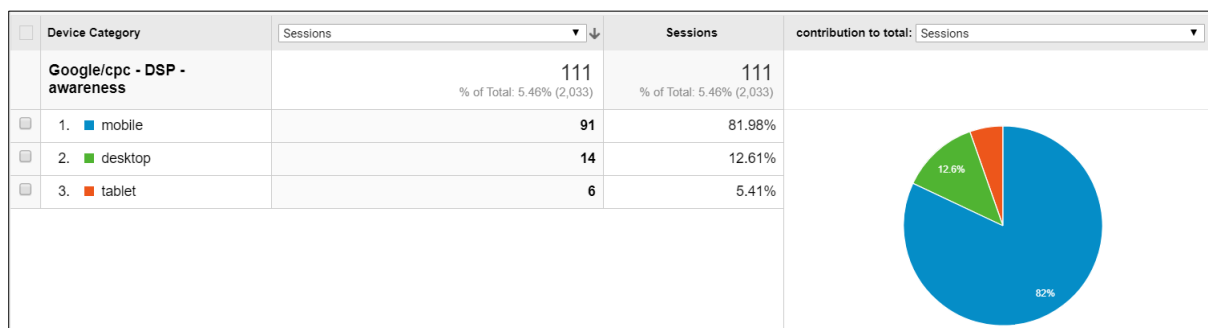


Figure 51 - Devices report for Display campaigns

8.2.5 Bounce rate

The display campaigns had a very **high bounce rate 87.39%**, which might have three reasons:

- After entering the website, users were simply not interested in the e-shop's offering
- A lot of visits from mobile phones were by accident (accidental misclicks)
- The mobile version of the e-shop loads slowly which has to be examined and eventually optimised in future (this can be done via several online tools)

9 Facebook Ads: Acquisition and Brand Awareness

When it comes to Facebook, the online marketing campaigns consist of both paid ads and organic posts. The goal of Facebook ads will not only be to generate conversions (purchases) but also brand awareness. The reason why it is possible to receive both is based on the fact how Facebook works as a social network: whenever people engage⁵¹ to posts, this might be shown on other people's newsfeed, too. In addition to that, there will also be organic posts published on Yapko Facebook page, which will mainly serve to provide interesting content and maintain long-term relationship with either current or potential customers.

9.1 Creating an Advertising Campaign on Facebook

The process of creating Facebook advertising campaign consisted of the following phases:

1. Setting up a campaign in Facebook Adverts Manager
2. Choosing targeting and creating Adsets
3. Adding exclusions to make sure there is no overlap in targeting
4. Creating ads

9.1.1 Setting up a campaign in Facebook Adverts Manager

As it has been already mentioned in the theoretical part (Chapters 4.1 and 4.2), while Facebook has basically the same structure of campaigns as Adwords, the settings itself is quite different. The only attributes that can be set up on the campaign level are **name** and **type of the campaign**. All targeting and other settings is done on the Adset level.

There are going to be 4 advertising campaigns in total and all of them will have the same type: Traffic (please see Figure 16 on page 28). This type of campaign is also called "Website click" and its main goal is to get traffic to the advertiser's website. The complete list of Facebook campaigns, including a short description, can be found in Table 29.

Campaign	Short description
WC acquisition	Website Click campaign with a goal to drive both acquisition and brand awareness
WC anime & manga fans	Website Click campaign targeted mainly at fans of Japanese anime and manga
WC festivals-events	Website Click campaign targeted mainly at visitors of festival Advik ⁵²
WC remarketing	Remarketing campaign aimed at website or Facebook page visitors, the goal is to generate purchases

Table 29 - Complete list of Facebook advertising campaigns

⁵¹ Engagement on Facebook = any activity with a post (like, comment, click on a link, sharing, etc.)

⁵² Festival for fans of computer games, cosplay, Asian culture and Japanese anime, manga

9.1.2 Campaign WC | acquisition

While each Adset has its own targeting, there are several attributes common to all Adsets across the campaign:

- **Location:** Czech Republic
- **Age:** The age of targeted users has been set to the interval between 16 and 55. The bottom limit was not set lower because the campaign wants to include users who still kind of have a certain independence to buy products on the internet themselves. Our experience so far says that while younger audience does like Yapko products, it very rarely has the decision-making power to make a purchase (due to money or parents). As it goes for the upper limit, this has been set to still include the parents who buy our bento boxes as a gift to their children. And at the same time, the age limit is set not too high in order to exclude the irrelevant age segment for Yapko products.
- **Language:** With a similar analogy to Adwords campaigns, all Adsets on Facebook are targeting people who speak Czech, English, Slovak but also Asian languages (Vietnamese, Japanese, Korean, Chinese).
- **Placement:** When it comes to placements, the ads will only appear on the Facebook newsfeed or as instant articles⁵³
- **Bidding strategy:** Although the bidding strategy was manual in Adwords, it will be set automatic in Facebook. This practice is recommended and widely used by many digital marketers (Digicamp, 2016).
- **When charged:** From the two options, CPC and CPM, the first one will be chosen.
- **Delivery type:** Delivery type will be standard, which means that ads will be displayed evenly throughout time.

Device types	All devices (recommended) ▼
Platforms	Facebook
	Feeds <input checked="" type="checkbox"/>
	Instant Articles <input checked="" type="checkbox"/>
	In-stream videos Ineligible
	Right column <input type="checkbox"/>
	Suggested videos Ineligible
	Instagram <input type="checkbox"/>
	Feed <input type="checkbox"/>
	Stories <input type="checkbox"/>
	Audience Network <input type="checkbox"/>
	Native, banner and interstitial <input type="checkbox"/>
	In-stream videos Ineligible
	Rewarded videos Ineligible
	Messenger <input type="checkbox"/>

Figure 52 - Facebook placements setting in campaign WC | acquisition

⁵³ Instant articles on Facebook is a special functionality, which substitutes a website browser. When users click on a post with a link, the web page opens directly in the Facebook mobile application instead of using a website browser.

Table 1 contains all the Adsets in campaign **WC | acquisition** and also summarises the differences between them (in terms of budget, targeting and gender). As far as type of the budget is concerned, some Adsets have it set on a daily basis while others have a lifetime budget. Daily budget is more suitable for situations when the given targeting is expected to run in the long-term. This enables advertisers to change the budget throughout the time according to their needs. In general, daily budget is better for all kinds of situations when advertisers expect they will need to change the spend in future. On the other hand, lifetime budget is more suitable for campaigns that have a strictly given time period of running and the advertiser also has a fixed amount to spend.

Since Google Adwords campaigns already indicated there might be a difference between genders, the Facebook lookalike targeting is divided into two Adsets: one focused on women and second on men. Adset **LOOKALIKE | 1% Visitors last 10 days (women, 16-55)** is targeting 1% of the most similar people to the visitors of Yapko's e-shop in the last 10 days and includes only women. Whereas Adset **LOOKALIKE | 1% Visitors last 30 days (men, 16-55)** targets 1% of the most similar male audience to the existing visitors of Yapko's website in the last 30 days. More information about lookalike targeting can be found in chapter 4.4.3 *Lookalike Audience*, on page 32. As it is planned that these Adsets will run in the long term, both of them have a daily budget.

Adset	Settings
LOOKALIKE 1% Visitors last 10 days (women, 16-55)	Daily budget: 100 CZK Custom audience: Lookalike (CZ, 1%) - Visitors last 10 days Gender: women
LOOKALIKE 1% Visitors last 30 days (men, 16-55)	Daily budget: 100 CZK Custom audience: Lookalike (CZ, 1%) - Visitors last 30 days Gender: men
INT picnic (women, 16-55)	Lifetime budget: 350 CZK Interests: Picnic, picnic table Gender: women
INT picnic (men, 16-55)	Lifetime budget: 150 CZK Interests: Picnic, picnic table Gender: men
INT lunch boxes, bento boxes (16-55)	Lifetime budget: 300 CZK Interests: Bento, Lunch Box, Packed lunch, The Lunch Box Gender: all

Table 30 - Adsets and targeting in campaign **WC | acquisition**

The second targeting focuses on people who have interests in picnic. This topic is closely related to bento boxes and that is why it was included in the campaigns. With similar logic to lookalike targeting, there are two Adsets different in terms of gender:

- **INT | picnic (women, 16-55)**
- **INT | picnic (men, 16-55)**

Both of the them have a lifetime budget because the expected result is unclear. The Adsets will therefore run only for a short period of time for the purpose of testing. On the other hand, it is expected that the women audience will click more on the ads and that is why women have been allocated a higher budget.

The last Adset **INT | lunch boxes, bento boxes (16-55)** targets people who have an interest in “*bento*”, “*lunch boxes*” or “*packed lunch*”. Although these interests seem as a relevant targeting, the estimated size of the audience is very small in comparison with other Adsets. While the Facebook system has estimated other targetings stated above in tens thousands, this Adset has a potential reach of only 1900 people (please see Figure 53). Due to its small size, this Adset will not be further divided based on gender. When it comes to the lifetime budget, it was set to 300 CZK.

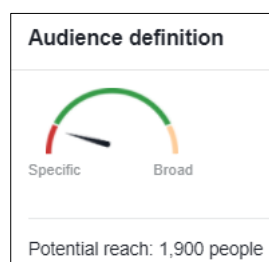


Figure 53 - Facebook system estimating the size of an audience

9.1.3 Campaign WC | anime & manga fans

This campaign is targeted at fans of Japanese anime (cartoon series) or manga (comics) and promotes particularly the category of Japanese bento boxes. The campaign was launched in **December 2016** in order to promote sales during the Christmas season. There are two Adsets in total, one covering the whole Czech Republic and second focusing only on the Prague region. The second Adset runs special ads targeted at people in Prague who wanted to buy Christmas gifts last-minute.

Adset	Settings
INT anime, comics, manga	Daily budget: 50 CZK Interests: anime films, comics, manga Gender: all Schedule: 11 th - 18 th December
INT anime, manga, cosplay (Prague)	Daily budget: 36 CZK Interests: anime films, comics, manga, cosplay Gender: all Schedule: 22 nd - 24 th December

Table 31 - Adsets and targeting in campaign WC | anime & manga fans

It also has to be kept in mind that the campaign was created when I was still quite new to online marketing, that is why some settings might not have been ideal and quite different from Adsets in campaign **WC | acquisition**. However, it could be a matter of discussion how much the way these attributes are set negatively affected campaign results:

- Location: Czech Republic
- Age: 13-60
- Language: This setting was left blank and Facebook was allowed to freely choose the language according to targeted location
- Placement: Facebook newsfeed and right-column
- Bidding strategy: Automatic
- When charged: CPC

- Delivery type: Standard

9.1.4 Campaign WC | festivals-events

This campaign served mainly to support marketing activities and sales during the **festival Advik**. This is an event for fans of cosplay⁵⁴, computer games, Asian culture and Japanese manga or anime. Every year, Advik takes place at the end of July and is located in Prague. The campaign contained one Adset, which would similarly as in campaign WC | anime & manga fans, target people with interests in anime, manga or cosplay. In order to mostly target people around the festival's venue, the location option was set to Prague with a radius 16km around.

Adset	Settings
INT anime, manga (Prague, radius 16km)	Lifetime budget: 160 CZK Interests: anime, manga, cosplay Gender: all

Table 32 - Adset and targeting in campaign WC | festivals-events

As far as some general setting on the Adset level is concerned, the attributes were set in the following way:

- Location: Prague, radius +16km
- Age: 16-55
- Language: Czech, English, Slovak, Japanese, Vietnamese, Korean, Chinese
- Placement: Facebook newsfeed and instant articles
- Bidding strategy: Automatic
- When charged: CPC
- Delivery type: Standard

9.1.5 Campaign WC | remarketing

Unlike the previous three Facebook campaigns above, which had both acquisition and brand awareness goal, the campaign **WC | remarketing** was only focused on driving conversions from people who already visited the website or Facebook page of the e-shop Yapko.cz.

Adset	Settings
RMT Visitors last 10D (16-55)	Lifetime budget: 200 CZK Custom audience: Website visitors - last 10 days Gender: all
RMT FB page visitors 30D (16-55)	Lifetime budget: 75 CZK Custom audience: Facebook page visitors - last 30 days Gender: all
RMT Advik visitors, emails (radius 10km)	Lifetime budget: 30 CZK Custom audience: Website visitors - last 30 days Custom audience: Haven't been back for 30 days Customer list: Festivals - emails from surveys Gender: all

Table 33 - Adsets and targeting in campaign WC | remarketing

⁵⁴ People dressing up into costumes in order to look the same as characters from movies or animated series. It is not only about the look but also trying to behave the same as the characters. Hence, the words "costume" and "play" together are abbreviated into **cosplay**.

The first two Adsets from Table 33 were running simultaneously with the campaign WC | acquisition. This has been done on purpose because campaign WC | acquisition would drive website traffic to the website of e-shop Yapko.cz, while remarketing campaign would target these visitors back. Adset **RMT | Visitors last 10D (16-55)** targeted people who have visited the website of e-shop Yapko.cz in the last 10 days. Adset **RMT | FB page visitors 30D (16-55)** on the other hand displayed ads to people who visited the Facebook page of Yapko. When it comes to other settings (such as location, language, age, etc.), both Adsets had it set in the same way as in campaign WC | acquisition.

Adset **RMT Advik | visitors, emails (radius 10km)** was running during the festival Advik, as an addition to campaign WC | festivals-events. Not only did the adset target website visitors, it also targeted people from the customer list consisting of email addresses collected during other Asian festivals throughout the last year. Last but not least, as there were no paid ads for several months before Advik, the campaign also targeted back people who in the past visited Yapko's website and have not been back for more than 30 days.

9.1.6 Adding exclusions to prevent overlap

Due to the fact that some target groups on Facebook were not of the biggest size (from thousands to tens of thousands), all Adsets have been set in a way so that they do not overlap with each other. This has been done via exclusions. In addition, each Adset also excluded people who have already made a purchase. This ensured that people who already bought something do not get overwhelmed by unnecessary ads again.

Adset	Exclusion
LOOKALIKE 1% Visitors last 10 days (women, 16-55)	Website visitors - last 10 days People who made a purchase
LOOKALIKE 1% Visitors last 30 days (men, 16-55)	Website visitors - last 30 days People who made a purchase
INT picnic (women, 16-55)	Website visitors - last 10 days People who made a purchase
INT picnic (men, 16-55)	Website visitors - last 10 days People who made a purchase
INT lunch boxes, bento boxes (16-55)	Website visitors - last 10 days People who made a purchase
INT anime, comics, manga	People who made a purchase
INT anime, manga, cosplay (Prague)	People who made a purchase
INT anime, manga (Prague, radius 16km)	People who made a purchase
RMT Visitors last 10D (16-55)	Facebook page visitors in the last 30 days People who made a purchase
RMT FB page visitors 30D (16-55)	People who made a purchase
RMT Advik visitors, emails (radius 10km)	People who made a purchase

Table 34 - Facebook Adset exclusions

As Table 34 shows, most of the Adsets have excluded all website visitors in the last 10 days as this audience is already targeted by Adset **RMT | Visitors last 10D (16-55)**. In addition, as some people might have visited both the Facebook page and e-shop's website at the same time, the audience of Facebook page visitors in the last 30 days has been excluded from Adset **RMT | Visitors last 10D (16-55)**.

9.1.7 Creating ads

As far as **creatives (=ads)** are concerned, everything was created with the same mindset as in Adwords campaigns. While some ads were more focused on promoting the functionality benefit, others put more emphasis on creativity and the emotional aspect. All of the ads also reflected the targeted audience when it comes to the decision what products to show in the creative. For instance, adsets targeting fans of Japanese anime or manga would contain ads displaying products from the category of Japanese bento boxes. Or remarketing ads would be more focused on prompting the users to make a purchase.

Yapko.cz
9 August at 10:25 · 🌐

Budte připraveni na cestách! V našich lunch boxech jídlo lépe vypadá a zároveň i chutná! 🍱🍴

Lunch boxy, ze kterých je radost jíst
Obědové boxy plné praktických funkcí: například posuvné oddělovače, prostory pro příbory či vyndávací přihrádky.

do myčky
do mikrovlnky
prostor pro příbory
dobře těsní

[To chci!](#)

[Learn More](#)

Kateřina Jebavá, Vo Timur and Tiep Nguyen Viet 1 Share

Like Comment Share

4,913 People Reached

4 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

116 Post Clicks

0 Photo views	103 Link clicks	13 Other Clicks
---------------	-----------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Figure 54 - Facebook ad focused on the functionality benefit

Yapko.cz
9 August at 10:51 · 🌐

Toto není jen obyčejný obědový box. Toto je kombinace úhledného čistého designu a praktických funkcí. Toto je radost z jídla. 🍱🍴

Minimalismus v praxi
[Chci to vidět](#)

Lunch boxy, ze kterých je radost jíst
Odteď si můžete dát dobré jídlo kdykoliv a kdekoliv. S našimi lunch boxy budete vždy připraveni na cestách.

[Learn More](#)

21 3 Comments 1 Share

Like Comment Share

11,941 People Reached

34 Reactions, comments & shares

21 Like	19 On post	2 On shares
2 Love	2 On post	0 On shares
8 Comments	8 On Post	0 On Shares
3 Shares	1 On Post	2 On Shares

814 Post Clicks

0 Photo views	718 Link clicks	96 Other Clicks
---------------	-----------------	-----------------

NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Figure 55 - Facebook ad focused rather on the emotional aspect

As far as ad format is concerned, most of the ads used the single image format, which has already been described in the theoretical part, *chapter 4.5.1*. The only exception is the remarketing campaign, which used the carousel format. Carousel is more suitable for remarketing because the format enables to show more products. The complete list of Facebook ads can be found in *Appendix 10 - Facebook ads* on page 113.

9.2 Optimisation and Analysing the Results

9.2.1 Optimisation and Analysing Campaign Metrics

Since all the Facebook adsets have an automatic bidding and a different auction system than Adwords, the only **optimisation** was done on the “ad level”. Each adset had around 3-4 creatives prepared, while only 2-3 would be running at the same time. The rotation was managed in a way that after a certain period (when some data was collected), the worse performing ad out of each pair would be paused and replaced by a new one already waiting in queue.

Looking at data from campaign **WC | acquisition** in Table 35, it can be noticed that the results differ quite significantly when it comes to gender. While the adsets with lookalike and interests targeting (including only women) have a very decent CTR (5.6% and 7.07%), their opposite adsets targeted at men have much lower values (2.57% and 1.24%). As a consequence of high CTR, the adsets targeted at women also hold much lower CPC: below 1 CZK. Other differences can be also found in terms of conversion-related metrics. The female audience generated higher number of purchases and therefore also holds lower cost per conversion. **All values pretty well correspond with the outcomes from Adwords campaigns and Google Analytics**, which indicate that the female audience seems more likely to be interested in Yapko’s offering.

When it comes to the last adset focused on people with interests in bento boxes or lunch boxes, the results are rather poor. Both the CTR and conversion rate are low, although the campaign had a relatively big budget considering the small size of the audience. Even swapping creatives throughout the time did not help.

WC acquisition (11th - 13th Aug)	Cost	Impressions	Clicks	Frequency	CTR	CPC	Purchases	Conversion rate	Cost per conversions
LOOKALIKE 1% Visitors last 10 days (women, 16-55)	451.26 Kč	10,604	750	1.26	7.07%	0.60 Kč	5	0.67%	90.25 Kč
LOOKALIKE 1% Visitors last 30 days (men, 16-55)	450.86 Kč	5,608	144	1.42	2.57%	3.13 Kč	1	0.69%	450.86 Kč
INT picnic (women, 16-55)	349.61 Kč	6,622	371	1.41	5.60%	0.94 Kč	1	0.27%	349.61 Kč
INT picnic (men, 16-55)	147.06 Kč	2,250	28	1.43	1.24%	5.25 Kč	0	0.00%	0.00 Kč
INT lunch boxes, bento boxes (16-55)	300.00 Kč	3,305	61	1.91	1.85%	4.92 Kč	0	0.00%	0.00 Kč

Table 35 - Data from campaign **WC | acquisition**

As far as campaign **WC | anime & manga** is concerned, the results seem quite promising. The campaign has managed to reach a moderate CTR and a very decent conversion rate. In my opinion, this could be attributed mainly to two factors. The first factor, which has to be taken

into consideration, is the period when the campaign was running: Christmas season. The second factor positively impacting the conversion rate is Yapko's focus on a niche market segment. It is the only e-shop in the Czech Republic selling traditional Japanese bento boxes. Although adsets with this type of targeting seem promising in terms of results, it also has to be kept in mind that this audience does not have a big size on Facebook (how Facebook estimates size of an audience is shown in Figure 53 on page 73). Therefore, it cannot be 100% expected to keep such results in the long-term.

WC anime & manga (December 2016)	Cost	Impressions	Clicks	Frequency	CTR	CPC	Purchases	Conversion rate	Cost per conversions
INT anime, comics, manga	356.93 Kč	9,835	305	1.28	3.10%	1.17 Kč	4	1.31%	89.23 Kč
INT anime, manga, cosplay (Prague)	71.52 Kč	2,020	60	1.21	2.97%	1.19 Kč	1	1.67%	71.52 Kč

Table 36 - Data from campaign WC | anime & manga

The campaign WC | **festivals-events** holds a slightly higher CTR than campaigns from December. Although the campaign has zero conversions, it cannot be stated with certainty that the campaign would not help to generate any purchases. That is because the campaign was running rather as a support marketing activity during the festival Advik. E-shop Yapko.cz had a stand at the venue, where the visitors had an opportunity to buy our products. Since our stand did not have enough space to show all of the products, many people took the opportunity to browse the whole offering on the e-shop website and then came back making a purchase offline.

WC festivals-events (29th - 30th July)	Cost	Impressions	Clicks	Frequency	CTR	CPC	Purchases	Conversion rate	Cost per conversions
INT anime, manga (Prague, radius 16km)	160.00 Kč	3,205	112	1.06	3.49%	1.43 Kč	0	0.00%	0.00 Kč

Table 37 - Data from campaign WC | festivals-events

When it comes to the Adsets in Table 38, the CTR values are quite high. This makes sense as remarketing campaigns tend to have a higher click-through rate. However, it is still quite surprising that in some cases, the Adsets with female audience from Table 35 in fact hold a similar or even higher CTR.

WC remarketing	Cost	Impressions	Clicks	Frequency	CTR	CPC	Purchases	Conversion rate	Cost per conversions
RMT Visitors last 10D (16-55)	197.09 Kč	1,989	78	2.29	3.92%	2.53 Kč	1	1.28%	197.09 Kč
RMT FB page visitors 30D (16-55)	66.65 Kč	550	29	3.40	5.27%	2.30 Kč	0	0.00%	0.00 Kč
RMT Advik visitors, emails (radius 10km)	7.85 Kč	71	7	1.51	9.86%	1.12 Kč	0	0.00%	0.00 Kč

Table 38 - Data from campaign WC | remarketing

9.2.2 Demographics Report

The demographics report will only analyse the visitors from campaign WC | **acquisition**. Although it would be good to also analyse the audience consisting of fans of Asian culture and Japanese anime, manga, there is not enough data. This is mainly due to the fact that the Demographics feature in Google Analytics was not set up until this summer 2017.

Looking at the data from Figure 56, the demographic data very well corresponds with all the outcomes gathered so far. Not only did the **female audience** performed better in terms of CTR and conversion rate, it has also generated much more traffic (almost 80% of all visits). When it comes to age, the data supports our assumption that the main audience is mainly **up to 34 years old**.

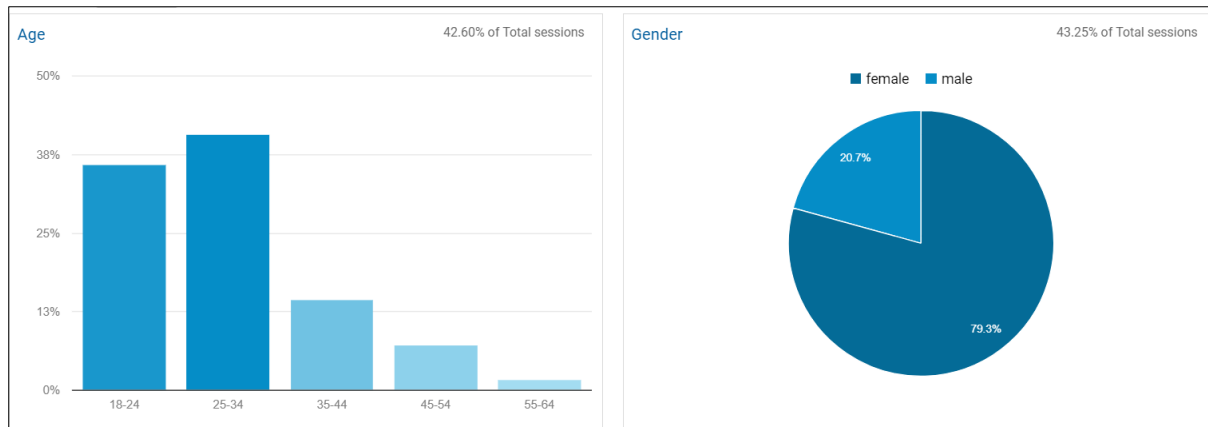


Figure 56 - Demographic report of visits from campaign WC / acquisition

9.2.3 Geographic Report

The geographic report brings very similar outcomes as other channels. If we for example take a look at visits from campaign **WC | acquisition**, most of the visits came from **Prague** (33.64%), then **Brno** (9.98%) and the rest is represented by other locations (each one holding 3% or less).

9.2.4 Devices Report

Considering the way how users today consume content from social media, it is not that much surprising that most of the traffic is generated by **mobile devices** (67.62%). Desktop represents only around one third out of all visits (29.36%). Last but not least, tablet devices hold a very small and negligible share as in other channels.

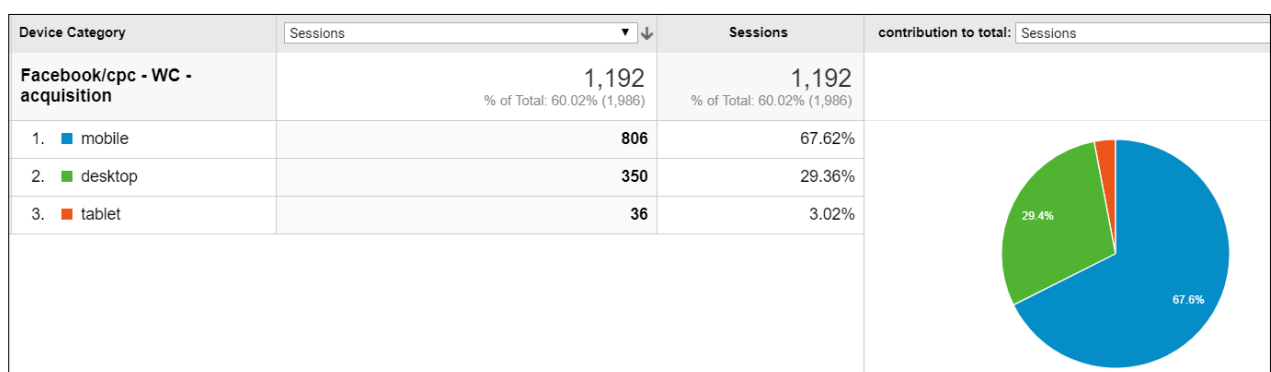


Figure 57 - Devices report for campaign WC / acquisition

What this means for Yapko is that the content (both organic and paid) has to be created in a way so that it is “easy to consume” on mobile devices. For example, headlines in ads cannot

be too long (because they would not be visible) or videos should include subtitles (many people watching videos in Facebook mobile application do not turn on the volume).

9.2.5 Bounce rate

As far as bounce rate is concerned, there are some differences based on the target audience:

- Website traffic from campaign *WC / acquisition* has bounce rate **68.20%**
- The audience represented by fans of Japanese anime or manga has a slightly lower bounce rate: **60.67%**
- The lowest bounce rate (**58.2%**) is represented by website traffic from the remarketing campaign. This makes sense, considering the principle how remarketing works (targeting back users who already expressed a certain extent of interest).

10 Adwords PLA: Acquisition

As it has been already mentioned in Chapter 3.5, PLA ads (product listing ads) are a special type of search ads that appear right under the search toolbar. This type of ads contains additional information about products such as the name, its price or the web address of the e-shop where the given product can be purchased.

10.1 Setting up a feed

Fortunately, PLA ads are to a certain extent automatised, using the product data from a so-called **feed**. How this works has been already explained in the theoretical part. In order to remind what data was needed in case of Yapko.cz, let's again provide the data specification from Table 10 on page 24:

Attribute:	What it is:	An example or more info:
id	Product's unique identifier	SKU code, any internal ID code of a product
title	Product's name	Mens Pique Polo Shirt
description	Product's description	Accurate description of the product (max 5000 characters)
link	Product's website address	https://www.yapko.cz/moderni-designove/obedovy-box-monbento-original-zeleno-bily/
image link	URL of the product's main image	https://www.example.com/image1.jpg
availability	Product's availability	in stock, out of stock, preorder
price	Product's price	15.00 USD
google product category	Google defined product category	Apparel & Accessories > Clothing > Outerwear > Coats & Jackets
brand	Product's brand name	Lenovo
gtin	Global Trade Item Number	EAN, UPC, JAN, ISBN, ITF-14 (exception for manual manufacturers)
mpn	Product's Manufacturer Number	Only required if there is no EAN
condition	Product's condition	new, refurbished, used
adult	Indication of sexually suggestive content	yes, no

From the Adwords point of view, the feed has to be uploaded to the Google Merchant Centre, which is then linked to Adwords. If the feed gets approved in the Google Merchant Centre, then it can be used for creating PLA campaigns in Adwords.

Although the instructions on how to set up a feed seem quite clear and precise, it is not that much easy to create it in practice, especially when doing it for the first time. In case of Yapko.cz, many additional information about the products had to be collected such as EAN codes, brand or the Google product category. Due to setting up these attributes and also because of other technicalities, it took around 2 days until the feed was approved by Google Merchant Centre and then other 2-3 days until all the products were fetched in the system. Overall, it

took quite a long time. However, once the feed is set up correctly, PLA campaigns require much less effort than other types of campaigns.

10.2 Bloomarty Strategy

PLA campaigns for Yapko.cz were created according to a so-called **Bloomarty strategy**. This strategy has been created by Martin Roettgerding and is for example used in company Alza.cz⁵⁵. The strategy is based on a combination of different campaign priorities⁵⁶, different bids, use of negative keywords and last but not least, a shared budget (Figure 58).

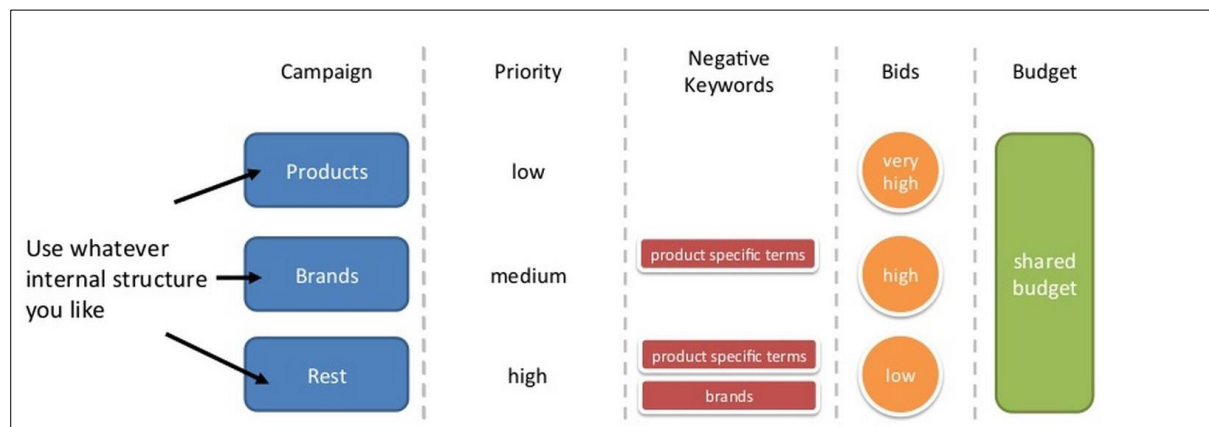


Figure 58 - Bloomarty strategy for PLA campaigns (source: Digicamp, 2017)

Let's now explain how the campaign works. First of all, the advertiser has to decide how many campaigns will be used and how they will be structured. Yapko campaigns will use the same structure as displayed in Figure 58:

- **Products campaign:** This campaign will be targeted at people who search exactly for a certain product by its name (for example *"Monbento Original green-white"*).
- **Brands campaign:** This campaign is targeted at people who search a little less specifically - only by brands (for example *"Monbento box"*).
- **Campaign Rest:** This campaign is targeted at the most general queries such as *"bento box"*.

Now the question is how to make sure that the **Products campaign** is matched only to search queries with an exact product name, the **Brands campaign** paired up only to brand-related queries and the **Campaign Rest** only triggered by general search queries. This is done via different priorities and negative keywords (as displayed in Figure 58). Let's now go through three possible scenarios.

⁵⁵ One of the biggest e-shops in the Czech Republic (in terms of turnover). Alza.cz specializes mainly in selling electronics. However, the company has expanded its product portfolio in the past few years, also being present in the category of toys, perfumes, drugstore products, sport & outdoor or hobby & auto/moto.

⁵⁶ Campaign priority is a special type of setting that can be used in PLA campaigns. It is useful when there are more PLA campaigns which advertise the same product. Thus, priorities help to set up which campaign should have the highest priority.

1. **User searches for a specific product:** Only the Products campaign will trigger ads because product specific terms are added as negative keywords in the two remaining campaigns.
2. **User makes only a brand-related query:** Brands are added as negative keywords only in Campaign Rest. That means both Products campaign and Brands campaign can trigger ads. However, as the Brands campaign has a higher priority (medium over low), only its ads will appear.
3. **User makes a general search query:** A general search query could be triggered by all 3 campaigns. However, as the Campaign Rest has the highest priority, its ads will be the ones displayed.

As far as bids are concerned, it is reasonable that the more specifically targeted campaign, the higher the bid. In addition, it is important to mention that the Bloomarty strategy requires a shared budget. Last but not least, if the budget is evaluated as limited (by the Adwords system), the strategy will not work (Libor Jarolím, 2017).

10.2.1 Optimisation and Campaign Metrics

When it comes to optimisation of PLA campaigns, the main focus is put on going through users' search queries and adding new negative keywords, if needed.

PLA campaigns (11 th - 13 th Aug)	Cost	Impressions	Clicks	CTR	CPC	Purchases	Conversion rate	Cost per conversions
PLA-1 Products	0.01 Kč	10	1	10.00%	0.01 Kč	0	0.00%	0.00 Kč
PLA-2 Brands	125.53 Kč	605	19	3.14%	6.61 Kč	2	10.53%	62.77 Kč
PLA-3 Rest	114.40 Kč	2,668	23	0.86%	4.97 Kč	1	4.35%	114.40 Kč

Table 39 - Data from PLA campaigns

Although the PLA campaigns have been only running for a short time, they fulfilled their main goal: to generate purchases. Considering the conversion rate and cost per conversion, they did very well (Table 39). This also corresponds with what Vladimír Spurný⁵⁷ from Alza.cz recommends to newly launched e-shops: to start first with PLA campaigns as they are easier to manage and bring most of the turnover. The hardest part is to set up the feed in the beginning.

One interesting outcome from the data is the fact the Products campaign did not get almost any impressions, nor generated any website traffic. This can be contributed mainly to the fact that Yapko's products are not that well-known. That is also the reason why people do not write exact names of the products in their search queries.

⁵⁷ Teamleader of the PPC team in Alza.cz

11 Adwords Remarketing: Acquisition

The aim of the Adwords remarketing campaign was to target back visitors of the e-shop's website and people who are similar to the remarketing audience. Since I still do not have any experience with setting up dynamic remarketing, only a normal **Display remarketing campaign** was created.

11.1 Target audience

The Display remarketing campaign had two audiences (ad groups):

- **People who visited the website in the last 7 days and did not make a purchase**
- **People who are similar to the defined audience above**

Both of the ad groups had a higher bid than other display campaigns focused on brand awareness.

11.2 Banner ads

Display remarketing used the same image banners as in campaign *Display [IMG] - awareness*. For the complete list of image banner ads, please see *Appendix 7 - Banner ads with images* on page 110.

11.3 Membership duration

Membership allows advertisers to define the maximum number of days that a targeted user (from the remarketing audience) can see an ad. In case of Yapko Display remarketing campaign, the membership duration has been **set to 7 days**. This has been evaluated as enough in order to stay in people's mind but on the other hand also not too much that the users would consider it annoying.

11.4 Campaign Metrics

As the data from Table 40 shows, the display remarketing campaign had the CTR about 66% higher than in display brand awareness campaigns. This is understandable, considering the fundamental differences between these campaigns. Since remarketing is targeting people who already expressed an interest to a certain extent, it is more likely to receive a higher click-through rate.

Although the display remarketing campaign has gathered a lot of impressions and holds a decent CTR, no conversions were generated. This could be attributed to the fact that the banner

ads were too general for one of the last stages in the purchasing cycle. That is why **dynamic remarketing** ads will be implemented in future.

Remarketing Display	Metrics	Day 4	Day 5	Day 6	TOTAL
		11th Aug 2017	12th August 2017	13th August 2017	
Display [IMG] - remarketing	Cost	26.58 Kč	49.64 Kč	39.73 Kč	115.95 Kč
Display [IMG] - remarketing	Impressions	326	1371	2584	4281
Display [IMG] - remarketing	Clicks	2	7	13	22
Display [IMG] - remarketing	Avg. Position	1.0	1.0	1.0	1.0
Display [IMG] - remarketing	CTR	0.61%	0.51%	0.50%	0.51%
Display [IMG] - remarketing	CPC	13.29 Kč	7.09 Kč	3.06 Kč	5.27 Kč
Display [IMG] - remarketing	Purchases	0	0	0	0
Display [IMG] - remarketing	Conversion rate	0.00%	0.00%	0.00%	0.00%
Display [IMG] - remarketing	Cost per conversion	- Kč	- Kč	- Kč	- Kč

Table 40 - Data from campaign *Display [IMG] - remarketing*

12 Conclusion

The goal of this thesis was to better understand the target audience (potential customers) of the e-shop Yapko.cz through Adwords and Facebook online marketing campaigns. In addition, the purpose of this work was to identify which PPC channels will be key for the business.

When it comes to Adwords search, the campaigns performed on a decent level considering their CTR above 4%. However, while the search campaigns did bring relevant traffic to the website, they did not generate that many conversions (purchases). In addition, not only do search campaigns take a lot of effort to create, they also require a lot of time in terms of optimisation. That is why from Yapko's point of view, search campaigns will play a moderate role in the PPC strategy. While they are not going to be completely stopped, they will not receive high budgets.

As far as Adwords display is concerned, the campaigns did serve their goal, which was to increase the brand awareness. On the other hand, display campaigns also had a high bounce rate, which will have to be further examined. For future, display campaigns will play rather a supportive role to other online marketing activities. This applies to all display campaigns except of the remarketing, which has a different goal: to drive conversions. The next essential step will be to launch dynamic remarketing.

Facebook represents one of the highlights in this thesis. Adsets targeted at women have performed very well in terms of several metrics: CTR, CPC or even the number conversions. For future strategy, it is recommended to keep focusing on the lookalikes and interests related Yapko's products (such as picnic). The second segment that brought good results, too, are the fans of Japanese anime and manga. However, it is not certain if this target group can keep the same level of sales in the long run due to its small size.

Along with Facebook, product-listing ads are expected to become a "cash cow" channel in future. PLA ads hold a high conversion rate while keeping one of the lowest cost per conversion. As it has been already mentioned in the thesis, PLA campaigns indeed fulfill the Pareto rule: they take around 20% of effort while bringing 80% of results. In order to get the best results possible, it will be required to constantly work on improving the data feed.

Some outcomes were similar for all campaigns. This concerns mainly the demographic, geographic and devices report. Depending on the channel, around 60-80% of the whole website traffic was represented by women. This fact supports the assumption that women just tend to cook more than men, especially in terms of preparing food to school or work. Hence, female audience can be expected to drive more sales than the opposite gender (men). In addition, around two thirds of the visitors (or even more) are rather young: up to 34 years old. These are all important findings as they will serve as a guidance to marketing communication. Regarding the geographic report, Prague and Brno tend to generate traffic several times higher than other locations. The reports also show that the traffic from mobile devices is bigger than from the desktop (especially on Facebook). In practice, this means that Yapko will have to continuously work on improving the mobile website and its overall user experience.

As most of the campaigns focused mainly on the category of bento boxes, the next step for Yapko.cz will be to create campaigns for other products (water bottles and accessories). Last but not least, while each campaign has been evaluated individually, it is important to realise that **all PPC channels are interconnected**. Since Yapko is a newly launched e-shop, the campaign reports used a simplified “last click” model, which attributes conversions to the last channel where the user came from. However, the reality is much more complex. Sometimes users go through several channels before the final purchase is made (for example first searching on Google, then visiting Facebook page and after that clicking on a remarketing ad). This whole issue is connected to a so called “attribution model”, which is not something to be solved in a couple of days or weeks. Figuring out an own attribution model can be even a matter of years.⁵⁸ Hence, this will be one of the biggest tasks for Yapko.cz in the following years.

⁵⁸ For instance, it took Alza.cz around 2-3 years before the company finished its own attribution model (Digicamp, 2017)

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16 Appendix 1 - Bento Boxes



 0 ks / 0 Kč

[ÚVOD](#)
[LUNCH BOXY A BENTO BOXY](#)
[LAHVE NA PITÍ](#)
[PŘÍSLUŠENSTVÍ](#)
[TERMOSKY A TERMOHRNKY](#)
[O NÁS](#)
[PLATBA A DOPRAVA](#)
[BLOG](#)

[Lunch boxy a Bento boxy](#) > [Moderní designové](#)


KATEGORIE

- Lunch boxy a Bento boxy
 - Moderní designové
 - Tradiční japonské
 - Zábavné japonské
 - Svačtinové boxy pro děti
 - Na polévky
- Lahve na pití
 - Plastové
 - Skleněné
 - Nerezové
- Příslušenství
- Termosky a termohrnky

☐ Na skladě

299 Kč
659 Kč


Filtr podle parametrů, vlastností a výrobců



Radit dle: Výchozí

9 položek celkem

Stránka 1/1




BENTO S CHLADÍCÍM VÍKEM

299 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO ORIGINAL | ZELENÝ-BÍLÝ

599 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO ORIGINAL | KORÁLOVO-BÍLÝ

659 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO ORIGINAL | MODRO-BÍLÝ

599 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO ORIGINAL | ČERNÝ

659 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO SQUARE | ZELENÝ

599 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO SQUARE | ČERNÝ

599 Kč

1

DO KOŠÍKU




OBĚDOVÝ BOX MONBENTO SQUARE | SVĚTLÉ MODRÝ

599 Kč

1

DO KOŠÍKU



OBĚDOVÝ BOX MONBENTO SQUARE | LITCHI

599 Kč

DETAIL


FACEBOOK


Figure 59 - Bento boxes with modern design

KATEGORIE

- Lunch boxy a Bento boxy
 - Moderní designové
 - Tradiční japonské
 - Zábavné japonské
 - Svačkové boxy pro děti
 - Na polévky
- Lahve na pití
 - Plastové
 - Skleněné
 - Nerezové
- Příchytěná
- Termosky a termohrnky

Na skladě:

259 Kč

599 Kč

Filtr podle parametrů, vlastností a výrobců

FACEBOOK



ZÁBAVNÉ JAPONSKÉ



Radit dle: Výchůz

11 položek celkem

Stránka 1/1



ONIGIRI BENTO

259 Kč

DETAIL



PANDA BENTO

459 Kč

DO KOŠÍKU



KOKESHI BENTO

459 Kč

DETAIL



TOTORO SPRING BENTO

429 Kč

DO KOŠÍKU



MARU BENTO

459 Kč

DETAIL



SHIKAKU BENTO

439 Kč

DETAIL



STAR WARS STORMTROOPER OBĚDOVÝ BOX

549 Kč

DO KOŠÍKU



USAGI BENTO

469 Kč

DO KOŠÍKU



MODRÝ BUNNY BENTO

529 Kč

DO KOŠÍKU



ČERVENÝ BUNNY BENTO

529 Kč

DETAIL



BENTO COLOURS

549 Kč

DETAIL

Figure 61 - Funny and Cute Japanese bento boxes

KATEGORIE

- Lunch boxy a Bento boxy
 - Moderní designové
 - Tradiční japonské
 - Zábavně japonské
 - Svačtinové boxy pro děti
 - Na pokřívky
- Lahve na pítí
 - Plastové
 - Nerezové
- Příslušenství
- Termosky a termohrnky

Na skladě

99 Kč 389 Kč

Filtr podle parametrů, vlastností a výrobců

FACEBOOK



SVAČTINOVÉ BOXY PRO DĚTI



Řadit dle: Výhled 16 položek celkem Stránka 1/1

















 <p>SVAČTINOVÝ BOX MONBENTO GRAM MODRÝ</p> <p>299 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX MONBENTO GRAM RŮŽOVÝ</p> <p>299 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX MONBENTO GRAM ZELENÝ</p> <p>299 Kč DO KOŠÍKU</p>
 <p>SVAČTINOVÝ BOX MONBENTO GRAM ŽLUTÝ</p> <p>279 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX MONBENTO TRESOR LIMETKOVĚ ZELENÝ</p> <p>389 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX MONBENTO TRESOR MODRÝ</p> <p>389 Kč DO KOŠÍKU</p>
 <p>SVAČTINOVÝ BOX MONBENTO TRESOR RŮŽOVÝ</p> <p>389 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX MONBENTO TRESOR ŽLUTO-ORANŽOVÝ</p> <p>359 Kč DO KOŠÍKU</p>	 <p>APPLE BOX RŮŽOVÁ</p> <p>99 Kč DO KOŠÍKU</p>
 <p>BANANA BOX FIALOVÁ</p> <p>109 Kč DO KOŠÍKU</p>	 <p>BANANA BOX RŮŽOVÁ</p> <p>109 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX AMUSE STŘEDNÍ ZELENÁ</p> <p>169 Kč DO KOŠÍKU</p>
 <p>SVAČTINOVÝ BOX CRAZY VELKÝ ČERVENÝ</p> <p>149 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX CRAZY VELKÝ MODRÝ</p> <p>149 Kč DO KOŠÍKU</p>	 <p>SVAČTINOVÝ BOX CRAZY VELKÝ ZELENÝ</p> <p>149 Kč DO KOŠÍKU</p>
 <p>SVAČTINOVÝ BOX DBP STŘEDNÍ MODRÝ</p> <p>129 Kč DO KOŠÍKU</p>		


Figure 62 - Bento boxes for children

KATEGORIE

- ✓ Lunch boxy a Bento boxy
 - Moderní designové
 - Tradiční japonské
 - Zábavné japonské
 - Svačínové boxy pro děti
 - **Na polévky**
- ✓ Lahve na pití
 - Plastové
 - Skleněné
 - Nerezové
- > Příslušenství
- ✓ Termosky a termohrnky

☐ Na skladě

449 Kč 449 Kč

 Filtr podle parametrů, vlastností a výrobců
 

NA POLÉVKY


MON CAFÉ POT
449 Kč




Figure 63 - Special for soup

17 Appendix 2 - Water Bottles

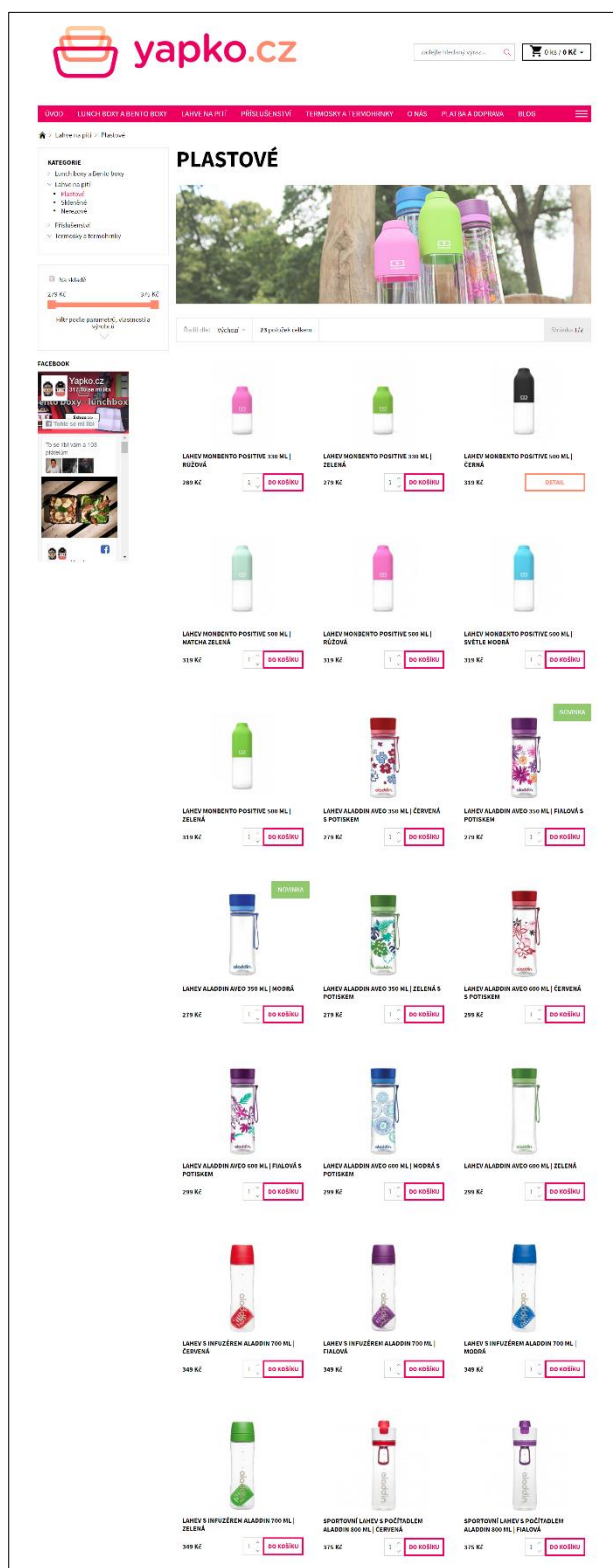


Figure 64 - Plastic bottles

KATEGORIE

- Lunch boxy a Bento boxy
- Lahve na pití
 - Plastové
 - Skleněné**
 - Nerezové
- Příslušenství
- Termosky a termohrnky

Na skladě

409 Kč 409 Kč

Filtr podle parametrů, vlastností a výrobců

FACEBOOK



SKLENĚNÉ



Radit dle: Výchozí

10 položek celkem

Stránka 1/1

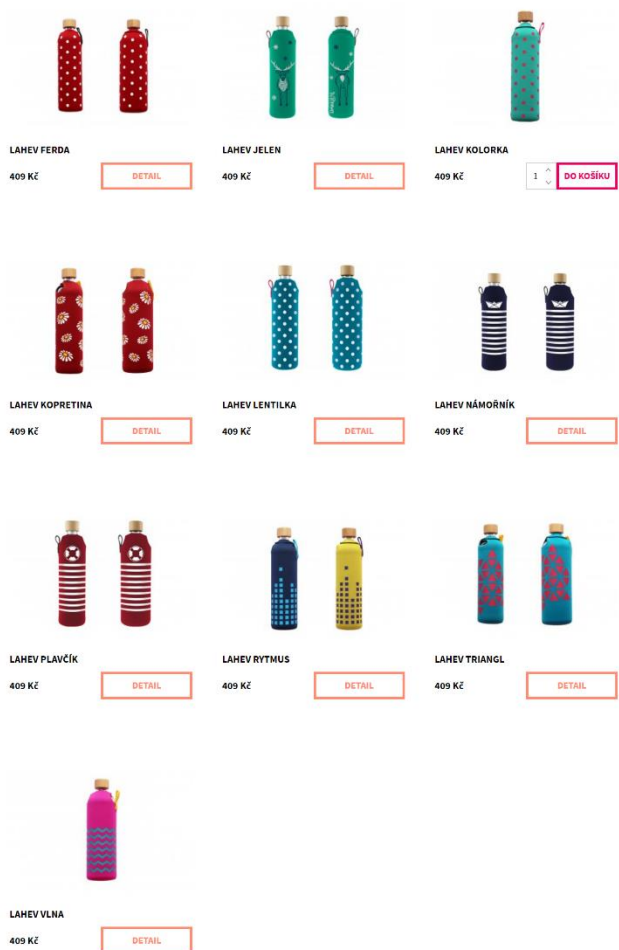


Figure 65 - Glass bottles

KATEGORIE

- > Lunch boxy a Bento boxy
- > Lahve na pití
 - Plastové
 - Skleněné
 - **Nerezové**
- > Příslušenství
- > Termosky a termohrnky

☐ Na skladě

549 Kč 599 Kč

Filtr podle parametrů, vlastností a výrobců

NEREZOVÉ

Řadit dle: Výchozí

4 položek celkem

Stránka 1/1


SPORTOVNÍ VAKUOVÁ LAHEV ALADDIN
600 ML | ČERVENÁ

549 Kč

1

[DO KOŠÍKU](#)

SPORTOVNÍ VAKUOVÁ LAHEV ALADDIN
600 ML | MODŘÁ

549 Kč

1

[DO KOŠÍKU](#)

TERMOSKA MONBENTO STEEL 500 ML
NEFRÍTOVĚ ZELENÁ

549 Kč

1

[DO KOŠÍKU](#)

KOKESHI NEREZ LAHEV

599 Kč

[DETAIL](#)
FACEBOOK


Figure 66 - Bottles from stainless metal

18 Appendix 3 - Accessories

[illegible]

Figure 67 - Universal Accessories

KATEGORIE

> Lunch boxy a Bento boxy

> Lahve na pití

- Plastové
- Skleněné
- Nerezové

> Příslušenství

- Univerzální
- Pro japonské bento boxy

> Termosky a termohrnky

☐ Na skladě

33 Kč 299 Kč

Filtr podle parametrů, vlastností a výrobců

FACEBOOK



PRO JAPONSKÉ BENTO BOXY



Radit dle: Výchozí 9 položek celkem

Stránka 1/1



ANIMAL ONIGIRI

119 Kč

1   DO KOŠÍKU



ENIKKI SET

99 Kč

1   DO KOŠÍKU



FUROSHIKI 70 CM AMUNZEN

299 Kč

1   DO KOŠÍKU



FUROSHIKI 70 CM COHARE

299 Kč

1   DO KOŠÍKU



HŮLKY V KIMONU

139 Kč

1   DO KOŠÍKU



HŮLKY VE LNĚNÉM POUZDŘE

99 Kč

DETAIL



ONIGIRI POMŮČKA

59 Kč

1   DO KOŠÍKU



SAUCE LAHVIČKY

33 Kč

DETAIL



VÍCEÚČELOVÉ HŮLKY

139 Kč

1   DO KOŠÍKU

Figure 68 - Accessories for Japanese bento boxes

19 Appendix 4 - Ad Groups

Ad Groups	Sum of Avg. Monthly Searches (exact match only)	Average of Suggested bid [CZK]	Average of Competition
B1. Bento	680	4.873333333	0.75
B2. Box na oběd	70	5.14	1
B2. Lunch box	880	5.61	0.9
B2. Obědové boxy	50	6.005	1
B2. Obědy do práce	160	16.03	0.275
B3. Co na svačinu	70	2.29	0.3
B3. Dóza na svačinu	70	1.735	0.95
B3. Svačínový box	1280	6.736666667	1
B3. Svačínový box - dělený, s přepážkou	240	4.3475	1
B3. Svačínový box - pro děti	50	9.335	1
B3. Svačiny do práce	240	11.52	0.215
B3. Svačiny do školy	560	12.14	0.345
B3. Svačiny do školy - děti	270	11.52666667	0.716666667
B4. Domácí krabičková dieta	70	5.46	0.865
B4. Krabičky - fitness	110	10.02	0.73
B4. Krabičky - na jídlo	960	7.4725	0.9925
B4. Krabičky - na oběd	140	5.653333333	1
B4. Krabičky - na svačinu	500	6.564	1
B5. Box na jídlo	360	8.206666667	1
B5. Jídlo do práce	30	2.18	0.29
B5. Jídlo na cesty	590	6.92	0.96
B5. Jídlo s sebou	70	2.96	0.11
B5. Jídlonosič	1930	4.345	1
B6. Na polévky	40		0.34

Table 41 - Ad Groups for search campaigns

20 Appendix 5 - Search Ads

Ad Group	Headline 1	Headline 2	Description	Path 1	Path 2	Final URL
B1. Bento box	Bento box eshop	krabičky na jídlo s sebou	Bento boxy nás doopravdy baví a rozumíme jim. V našem eshopu si vybere každý!	bento-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B1. Bento box	Kde koupit bento box	buďte připraveni na cestách	Přenosný bento box. Vyberte si moderní designový, japonský nebo třeba dětský	bento-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B1. Bento box	Kde koupit bento box	specializovaný eshop Yapko.cz	Nosíte si obědy s sebou? Zkuste bento box, který vydrží a má užitečné funkce!	bento-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B1. Bento krabičky	Bento krabičky na jídlo	buďte připraveni na cestách	Přenosné bento krabičky. Vyberte si moderní designové, japonské či třeba dětské	bento-krabičky		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B1. Bento krabičky	Bento krabičky na jídlo	eshop s bento boxy	Nosíte si obědy s sebou? Zkuste bento krabičky, co vydrží a mají užitečné funkce!	bento-krabičky		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B1. Bento krabičky	Specialisté na bento krabičky	prodej bento boxů	Bento krabičky nás doopravdy baví a rozumíme jim. V našem eshopu si vybere každý	bento-krabičky		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Box na oběd	Praktické boxy na oběd	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	boxy-na-obed		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Box na oběd	Přenosné boxy na oběd	buďte vybaveni na cestách	Vyberte si box na oběd, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	boxy-na-obed		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Box na oběd	Specialisté na boxy na oběd	krabičky na jídlo s sebou	Nosíte si obědy s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	boxy-na-obed		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Lunch box	Kde koupit lunch box	specializovaný eshop Yapko.cz	Nosíte si obědy s sebou? Zkuste lunch box, který vydrží a má užitečné funkce!	lunch-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Lunch box	Praktický lunch box na jídlo	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	lunch-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Lunch box	Přenosný lunch box	buďte vybaveni na cestách	Lunch box se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	lunch-box		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědové boxy	Praktické obědové boxy	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	obedove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědové boxy	Přenosné obědové boxy	buďte vybaveni na cestách	Obědové boxy se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	obedove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědové boxy	Specialisté na obědové boxy	přenosné krabičky na jídlo	Nosíte si obědy s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	obedove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědy do práce	Boxy na obědy do práce	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	obedy-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědy do práce	Boxy na obědy do práce	buďte vybaveni na cestách	Obědové boxy se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	obedy-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B2. Obědy do práce	Boxy na obědy do práce	přenosné krabičky na jídlo	Nosíte si obědy do práce? Vybavte se boxy, které vydrží a mají užitečné funkce!	obedy-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Co na svačinu	Přenosné boxy na svačinu	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	co-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Co na svačinu	Přenosné boxy na svačinu	buďte vybaveni na cestách	Svačिनové boxy se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	co-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Co na svačinu	Přenosné boxy na svačinu	specialisté na jídlo s sebou	Nosíte si svačiny s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	co-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Dóza na svačinu	Přenosné dózy na svačinu	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	dozy-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Dóza na svačinu	Přenosné dózy na svačinu	buďte vybaveni na cestách	Svačिनové boxy se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	co-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Dóza na svačinu	Přenosné dózy na svačinu	specialisté na jídlo s sebou	Nosíte si svačiny s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	co-na-svacinu		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačिनový box	Praktické svačिनové boxy	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	svacinove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačिनový box	Přenosné svačिनové boxy	buďte vybaveni na cestách	Svačिनové boxy se super funkcemi: posuvné oddělovače, prostory pro příbory, ad.	svacinove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačिनový box	Specialisté na svačिनové boxy	přenosné krabičky na jídlo	Nosíte si svačiny s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	svacinove-boxy		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačिनový box - dělený, s přepážkou	{Keyword: Svačिनové boxy dělené}	buďte připraveni na cestách	Naše boxy mají posuvné oddělovače, vyndávací přihrádky či prostor pro příbory.	svacinove-boxy	delene	https://www.yapko.cz/lunch-boxy-a-bento-boxy/?pv60=231,234,237
B3. Svačिनový box - dělený, s přepážkou	Praktické svačिनové boxy	dělené, s přepážkou	Nosíte si svačiny s sebou? Vybavte se boxy s posuvnými oddělovači a přihrádkami!	svacinove-boxy	delene	https://www.yapko.cz/lunch-boxy-a-bento-boxy/?pv60=231,234,237
B3. Svačिनový box - dělený, s přepážkou	Svačिनové boxy dělené	s posuvnou přepážkou	Nosíte si svačiny s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!	svacinove-boxy	delene	https://www.yapko.cz/lunch-boxy-a-bento-boxy/?pv60=231,234,237
B3. Svačिनový box - pro děti	Dětské svačिनové boxy	tyhle boxy si zamilují	Boxy s výměnitelnými obrázky. Jsou kvalitní a zároveň obsahují užitečné funkce!	svacinove-boxy	detske	https://www.yapko.cz/svacinove-boxy-pro-deti/
B3. Svačिनový box - pro děti	Svačिनové boxy pro děti	připravte je do školy	Vybavte své děti zábavnými boxy, které vydrží a umožňují oddělit jídlo od sebe!	svacinove-boxy	detske	https://www.yapko.cz/svacinove-boxy-pro-deti/

Ad Group	Headline 1	Headline 2	Description	Path 1	Path 2	Final URL
B3. Svačinový box - pro děti	Svačinové boxy pro děti	pro malé i velké školáky	Kupte svým dětem boxy, které si zamilují. Mají vyměnitelné žetony a super funkce	svacinove-boxy	detske	https://www.yapko.cz/svacinove-boxy-pro-deti/
B3. Svačiny do práce	Boxy na svačinu do práce	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	boxy-na-svaciny	do-prace	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do práce	Boxy na svačinu do práce	buďte vybaveni na cestách	Svačinové boxy se super funkcemi: posuvné oddělovače, prostory pro přístroje, ad.	boxy-na-svaciny	do-prace	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do práce	Boxy na svačinu do práce	specialisté na jídlo s sebou	Nosíte si svačiny do práce? Vybavte se boxy, co vydrží a mají užitečné funkce!	boxy-na-svaciny	do-prace	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do školy	Boxy na svačinu do školy	specialisté na jídlo s sebou	Seželte kvalitní svačinové boxy do školy, které vydrží a mají užitečné funkce!	boxy-na-svaciny	do-skoly	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do školy	Boxy na svačinu do školy	spolužáci budou závidět	Svačinové boxy se super funkcemi: posuvné oddělovače, prostory pro přístroje, ad.	boxy-na-svaciny	do-skoly	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do školy	Boxy na svačinu do školy	spolužáci budou závidět	Vyzkoušejte svačinové boxy s vyměnitelnými žetony a funkcemi pro oddělení jídla!	boxy-na-svaciny	do-skoly	https://www.yapko.cz/svacinove-boxy-pro-deti/
B3. Svačiny do školy - děti	Boxy na svačiny pro děti	specialisté na jídlo s sebou	Seželte svačinové boxy pro děti, které jsou zábavné a obsahují užitečné funkce!	boxy-na-svaciny	pro-deti	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B3. Svačiny do školy - děti	Boxy na svačiny pro děti	spolužáci budou závidět	Svačinové boxy se super funkcemi: posuvné oddělovače, prostory pro přístroje, ad.	boxy-na-svaciny	pro-deti	https://www.yapko.cz/svacinove-boxy-pro-deti/
B3. Svačiny do školy - děti	Boxy na svačiny pro děti	spolužáci budou závidět	Vyzkoušejte svačinové boxy s vyměnitelnými žetony a funkcemi pro oddělení jídla!	boxy-na-svaciny	pro-deti	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Domácí krabičková dieta	Krabičková dieta doma	krabičky na jídlo s sebou	Sháníte krabičky na jídlo uzpůsobené na krabičkovou dietu doma? Zkuste náš eshop	krabickovadiet a	doma	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Domácí krabičková dieta	Krabičková dieta doma	přenosné krabičky na jídlo	Krabičková dieta doma? Vybavte se boxy, které vydrží a mají užitečné funkce!	krabickovadiet a	doma	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Domácí krabičková dieta	Krabičková dieta doma	přenosné krabičky na jídlo	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	krabickovadiet a	doma	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabička - na oběd	Praktická krabička na oběd	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	krabicka	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabička - na oběd	Přenosná krabička na oběd	buďte vybaveni na cestách	Vyberte si krabičky, která mají stylový design a zároveň i užitečné funkce!	krabicka	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabička - na oběd	Přenosná krabička na oběd	praktické a stylové	Vyberte si krabičky, ve kterých bude oběd lépe vypadat a zároveň i chutnat!	krabicka	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - fitness	Fitness krabičky na jídlo	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	fitness	krabicky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - fitness	Fitness krabičky na jídlo	buďte vybaveni na cestách	Vybavte se boxy, do kterých se vejde hodně jídla, vydrží a mají užitečné funkce!	fitness	krabicky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - fitness	Fitness krabičky na jídlo	pro objemovky i diety	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	fitness	krabicky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na jídlo	Praktické krabičky na jídlo	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	krabicky	na-jidlo	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na jídlo	Přenosné krabičky na jídlo	buďte vybaveni na cestách	Vyberte si krabičky, která mají stylový design a zároveň i užitečné funkce!	krabicky	na-jidlo	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na jídlo	Přenosné krabičky na jídlo	praktické a stylové	Vyberte si krabičky, ve kterých bude jídlo lépe vypadat a zároveň i chutnat!	krabicky	na-jidlo	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na oběd	Praktické krabičky na oběd	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	krabicky	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na oběd	Přenosné krabičky na oběd	buďte vybaveni na cestách	Vyberte si krabičky, která mají stylový design a zároveň i užitečné funkce!	krabicky	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na oběd	Přenosné krabičky na oběd	praktické a stylové	Vyberte si krabičky, ve kterých bude oběd lépe vypadat a zároveň i chutnat!	krabicky	na-obed	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na svačinu	Praktické krabičky na svačinu	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	krabicky	na-svacinu	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na svačinu	Přenosné krabičky na svačinu	buďte vybaveni na cestách	Vyberte si krabičky, které mají stylový design a zároveň i užitečné funkce!	krabicky	na-svacinu	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B4. Krabičky - na svačinu	Přenosné krabičky na svačinu	praktické a stylové	Vyberte si krabičky, ve kterých bude svačina lépe vypadat a zároveň i chutnat!	krabicky	na-svacinu	https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Box na jídlo	Praktické boxy na jídlo	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	boxy-na-jidlo		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Box na jídlo	Přenosné boxy na jídlo	buďte připraveni na cestách	Vyberte si boxy na jídlo, které mají stylový design a zároveň i užitečné funkce!	boxy-na-jidlo		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Box na jídlo	Přenosné boxy na jídlo	praktické a stylové	Vyberte si box na jídlo, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	boxy-na-jidlo		https://www.yapko.cz/lunch-boxy-a-bento-boxy/

Ad Group	Headline 1	Headline 2	Description	Path 1	Path 2	Final URL
B5. Jídlo do práce	Boxy na jídlo do práce	buďte připraveni na cestách	Vyberte si boxy na jídlo, které mají stylový design a zároveň i užitečné funkce!	jídlo-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo do práce	Boxy na jídlo do práce	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	jídlo-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo do práce	Boxy na jídlo do práce	praktické a stylové	Vyberte si box do práce, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	jídlo-do-prace		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo na cesty	Boxy pro jídlo na cesty	buďte připraveni na cestách	Vyberte si boxy pro jídlo na cesty, které mají stylový design a užitečné funkce!	jídlo-na-cesty		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo na cesty	Boxy pro jídlo na cesty	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	jídlo-na-cesty		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo na cesty	Boxy pro jídlo na cesty	praktické a stylové	Vyberte si box na cesty, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	jídlo-na-cesty		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo s sebou	Boxy na jídlo s sebou	buďte připraveni na cestách	Vyberte si boxy na jídlo s sebou, které mají stylový design a užitečné funkce!	jídlo-s-sebou		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo s sebou	Boxy na jídlo s sebou	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	jídlo-s-sebou		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlo s sebou	Boxy na jídlo s sebou	praktické a stylové	Vyberte si box na cesty, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	jídlo-s-sebou		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlonosič	Praktické stylové jídlonosiče	buďte připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	jidlonosice		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlonosič	Přenosné jídlonosiče	buďte připraveni na cestách	Vyberte si jídlonosiče, které mají stylový design a zároveň i užitečné funkce!	jidlonosice		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B5. Jídlonosič	Přenosné jídlonosiče	buďte vybaveni na cestách	Vyberte si jídlonosiče, ve kterých bude jídlo lépe vypadat a zároveň i chutnat!	jidlonosice		https://www.yapko.cz/lunch-boxy-a-bento-boxy/
B6. Na polévky	Přenosné nádoby na polévku	buďte připraveni na cestách	Vyzkoušejte obědový box na polévky, který dobře těsní a má víko s průduchem.	nadoby	na-polevky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/mon-cafe-pot/
B6. Na polévky	Přenosné nádoby na polévku	buďte vybaveni na cestách	Zkuste speciální bento box na polévky, který dobře těsní a hodí se i na saláty!	nadoby	na-polevky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/mon-cafe-pot/
B6. Na polévky	Přenosné nádoby na polévku	krabičky na jídlo s sebou	Potřebujete něco na polévky s sebou? Zkuste bento box, který dobře těsní!	nadoby	na-polevky	https://www.yapko.cz/lunch-boxy-a-bento-boxy/mon-cafe-pot/

21 Appendix 6 - Geographic Report of Search[E+P] and Search[MB]

City	Sessions	Sessions [%]		City	Sessions	Sessions [%]
Prague	81	35.37%		Pardubice	2	0.87%
Brno	17	7.42%		Semily	2	0.87%
Pilsen	5	2.18%		Turnov	2	0.87%
Ostrava	5	2.18%		Rokycany	2	0.87%
Karvina	4	1.75%		Vodnany	2	0.87%
Karlovy Vary	4	1.75%		Ricany	2	0.87%
Tabor	3	1.31%		Bucovice	2	0.87%
Jihlava	3	1.31%		Mnisek pod Brdy	2	0.87%
Decin	3	1.31%		Spindleruv Mlyn	2	0.87%
Olomouc	3	1.31%		Vienna	1	0.44%
Beroun	3	1.31%		Blansko	1	0.44%
Hradec Kralove	3	1.31%		Kunovice	1	0.44%
Domazlice	3	1.31%		Prostejov	1	0.44%
Litovel	3	1.31%		Vyskov	1	0.44%
(not set)	2	0.87%		Zdar nad Sazavou	1	0.44%
Ceske Budejovice	2	0.87%		Zlin	1	0.44%
Prachatice	2	0.87%		Znojmo	1	0.44%
Hodonin	2	0.87%		Hranice	1	0.44%
Liberec	2	0.87%		Jablonec nad Nisou	1	0.44%
Most	2	0.87%		Litomerice	1	0.44%
Roudnice nad Labem	2	0.87%		Roznov pod Radhostem	1	0.44%
Cesky Tesin	2	0.87%		Sumperk	1	0.44%
Koprivnice	2	0.87%		Zatec	1	0.44%
Prerov	2	0.87%		Mohelnice	1	0.44%
Benesov	2	0.87%		Vsetin	1	0.44%
Pribram	2	0.87%		Kladno	1	0.44%

City	Sessions	Sessions [%]
Kralupy nad Vltavou	1	0.44%
Mlada Boleslav	1	0.44%
Nymburk	1	0.44%
Nachod	1	0.44%
Cheb	1	0.44%
Marianske Lazne	1	0.44%
Berlin	1	0.44%
Nuremberg	1	0.44%
Krakow	1	0.44%
Boskovice	1	0.44%
Bruntal	1	0.44%
Chocen	1	0.44%
Frydlant nad Ostravici	1	0.44%
Holice	1	0.44%
Humpolec	1	0.44%
Litvinov	1	0.44%
Podebrady	1	0.44%
Sobeslav	1	0.44%
Trebichovice	1	0.44%
Velke Bilovice	1	0.44%
Bolatice	1	0.44%
Cernosice	1	0.44%
Cesky Brod	1	0.44%
Mnichovo Hradiste	1	0.44%
Pacov	1	0.44%
Police nad Metuji	1	0.44%
Sestajovice	1	0.44%
Tanvald	1	0.44%
Tisnov	1	0.44%
Tyniste nad Orlici	1	0.44%

22 Appendix 7 - Banner ads with images

 yapko.cz

Když ti maminka navařila moc jídla na celý týden...




Chci lunchbox

 yapko.cz

- ☒ do myčky
- ☒ do mikrovlnky
- ☒ dobře těsnící
- ☒ prostor pro příbory




Chci lunchbox

 yapko.cz

- ☒ do práce
- ☒ do školy
- ☒ na piknik
- ☒ kamkoliv





Chci lunchbox


Když ti maminka navařila moc jídla na celý týden...

Chci koupit lunchbox na  yapko.cz





- ☒ do myčky
- ☒ do mikrovlnky
- ☒ dobře těsnící
- ☒ prostor pro příbory

Chci koupit lunchbox na  yapko.cz



- ☒ do práce
- ☒ do školy
- ☒ na piknik
- ☒ kamkoliv

Chci koupit lunchbox na  yapko.cz



 yapko.cz



Chci ho do práce

 yapko.cz



Spolužáci budou závidět

 yapko.cz



Kolegové ho chtějí taky


23 Appendix 8 - Banners ads with plain text

Headline 1	Headline 2	Description	Path 1	Path 2	Final URL
Praktické lunch boxy na jídlo	bud'te připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!			https://www.yapko.cz
Lunch boxy na jídlo s sebou	specializovaný eshop	Nosíte si obědy s sebou? Vybavte se boxy, které vydrží a mají užitečné funkce!			https://www.yapko.cz
Přenosné lunch boxy na oběd	bud'te vybaveni na cestách	Vyberte si bento box, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!			https://www.yapko.cz
Přenosné lunch boxy na jídlo	praktické a stylové	Vyberte si obědový box, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!			https://www.yapko.cz
Lunch boxy na jídlo s sebou	bud'te připraveni na cestách	Vyberte si boxy na jídlo s sebou, které mají stylový design a užitečné funkce!			https://www.yapko.cz/
Lunch boxy na jídlo s sebou	bud'te připraveni na cestách	Vyberte si boxy na jídlo s sebou, které mají stylový design a užitečné funkce!	jídlo-s-sebou		https://www.yapko.cz/
Lunch boxy na jídlo s sebou	praktické a stylové	Vyberte si box na cesty, ve kterém bude jídlo lépe vypadat a zároveň i chutnat!	jídlo-s-sebou		https://www.yapko.cz/
Lunch boxy na jídlo s sebou	bud'te připraveni na cestách	Vyberte si podle kapacity, oddělovačů jídla či možnosti vložení do mikrovlnky!	jídlo-s-sebou		https://www.yapko.cz/
Boxy na svačinu do školy	spolužáci budou závidět	Svačínové boxy se super funkcemi: posuvné oddělovače, prostory pro přístroje, ad.	boxy-na-svaciny	do-skoly	https://www.yapko.cz/
Boxy na svačinu do práce	specializovaný eshop	Nosíte si svačiny do práce? Vybavte se boxy, co vydrží a mají užitečné funkce!	boxy-na-svaciny	do-prace	https://www.yapko.cz/

24 Appendix 9 - Geographic Report of Display[IMG] and Display [TEXT]


City	Sessions	Sessions [%]	City	Sessions	Sessions [%]
Prague	27	24.32%	Karvina	1	0.90%
Pilsen	4	3.60%	Vsetin	1	0.90%
Usti nad Labem	4	3.60%	Benesov	1	0.90%
Ostrava	4	3.60%	Kladno	1	0.90%
(not set)	3	2.70%	Mlada Boleslav	1	0.90%
Brno	3	2.70%	Porici nad Sazavou	1	0.90%
Jindrichuv Hradec	2	1.80%	Dvur Kralove nad Labem	1	0.90%
Pisek	2	1.80%	Jicin	1	0.90%
Tabor	2	1.80%	Nachod	1	0.90%
Uherske Hradiste	2	1.80%	Cheb	1	0.90%
Zlin	2	1.80%	Domazlice	1	0.90%
Olomouc	2	1.80%	Berlin	1	0.90%
Hradec Kralove	2	1.80%	Courbevoie	1	0.90%
Rychnov nad Kneznou	2	1.80%	Myrtle Beach	1	0.90%
Karlovy Vary	2	1.80%	Bludov	1	0.90%
Blatna	2	1.80%	Boskovice	1	0.90%
Humpolec	2	1.80%	Bzenec	1	0.90%
Vienna	1	0.90%	Havirov	1	0.90%
Ceske Budejovice	1	0.90%	Horni Vltavice	1	0.90%
Strakonice	1	0.90%	Kostelec nad Orlici	1	0.90%
Breclav	1	0.90%	Litvinov	1	0.90%
Hodonin	1	0.90%	Sedlec-Price	1	0.90%
Holesov	1	0.90%	Svetla nad Sazavou	1	0.90%
Jihlava	1	0.90%	Tyn nad Vltavou	1	0.90%
Kunovice	1	0.90%	Sternberk	1	0.90%
Kyjov	1	0.90%	Zirovnice	1	0.90%
Trebic	1	0.90%	Bilovec	1	0.90%
Ceska Lipa	1	0.90%	Bucovice	1	0.90%
Litomerice	1	0.90%	Osek	1	0.90%
Zatec	1	0.90%	Vitkov	1	0.90%
Frydek-Mistek	1	0.90%			

25 Appendix 10 - Facebook ads



Yapko.cz
9 August at 10:25 · 🌐

Budte připraveni na cestách! V našich lunch boxech jídlo lépe vypadá a zároveň i chutná! 🥗🍌🍷



- ☒ do myčky
- ☒ do mikrovlnky
- ☒ prostor pro příbory
- ☒ dobře těsnící

[To chci](#)

Lunch boxy, ze kterých je radost jíst
Obědové boxy plné praktických funkcí: například posuvné oddělovače, prostory pro příbory či vyndávací přihrádky.

YAPKO.CZ [Learn More](#)

👍 Kateřina Jebavá, Vo Timur and Tiep Nguyen Viet 1 Share 🗨️

👍 Like 🗨️ Comment ➦ Share

4,913 People Reached

4 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

116 Post Clicks


0 Photo views	103 Link clicks	13 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Figure 69 - Facebook ad from campaign WC /acquisition



Yapko.cz
9 August at 10:34 · 🌐

Budte připraveni na cestách, ať už jste kdekoli. V našich lunch boxech jídlo lépe vypadá a zároveň i chutná! 🥗🍌🍷



- ☒ do práce
- ☒ do školy
- ☒ na piknik
- ☒ kamkoliv

[To chci](#)

Lunch boxy, ze kterých je radost jíst
Odteď si můžete dát dobré jídlo kdykoliv a kdekoli. Naše obědové boxy kombinují úhledný čistý design s praktickými funkcemi.

YAPKO.CZ [Learn More](#)

👍 Like 🗨️ Comment ➦ Share

1,915 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

43 Post Clicks

0 Photo views	34 Link clicks	9 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Figure 70 - Facebook ad from campaign WC /acquisition

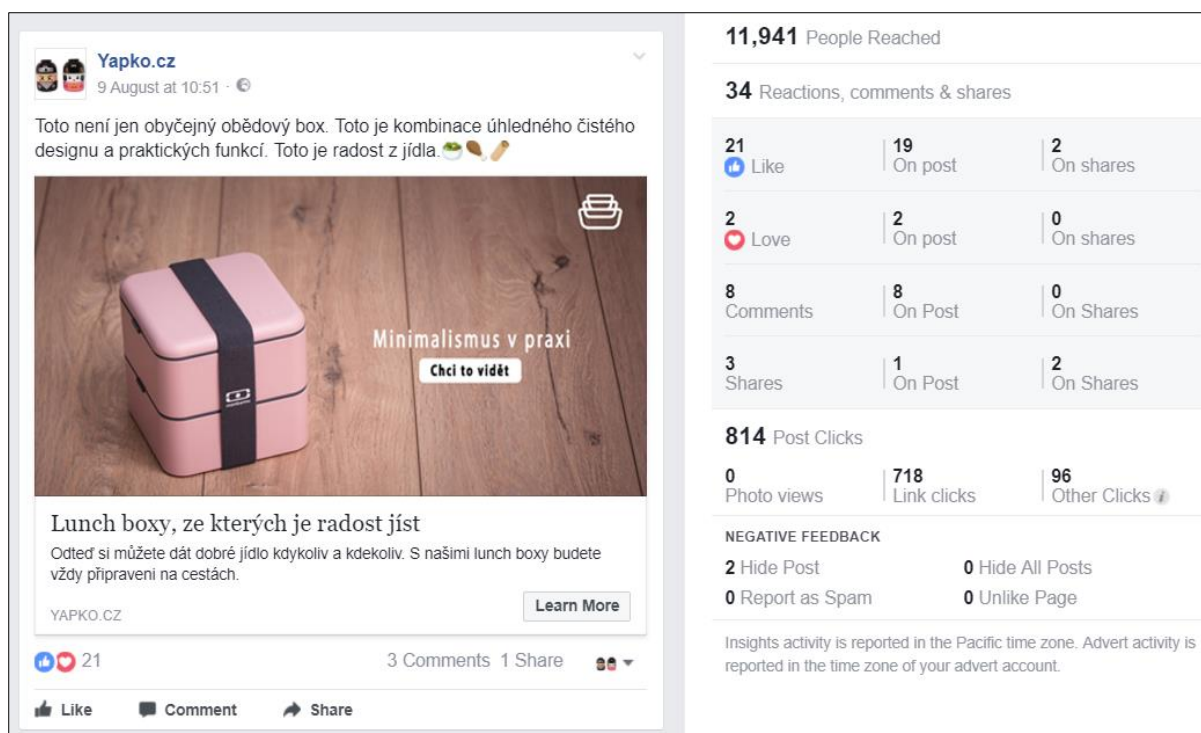


Figure 71 - Facebook ad from campaign WC / acquisition

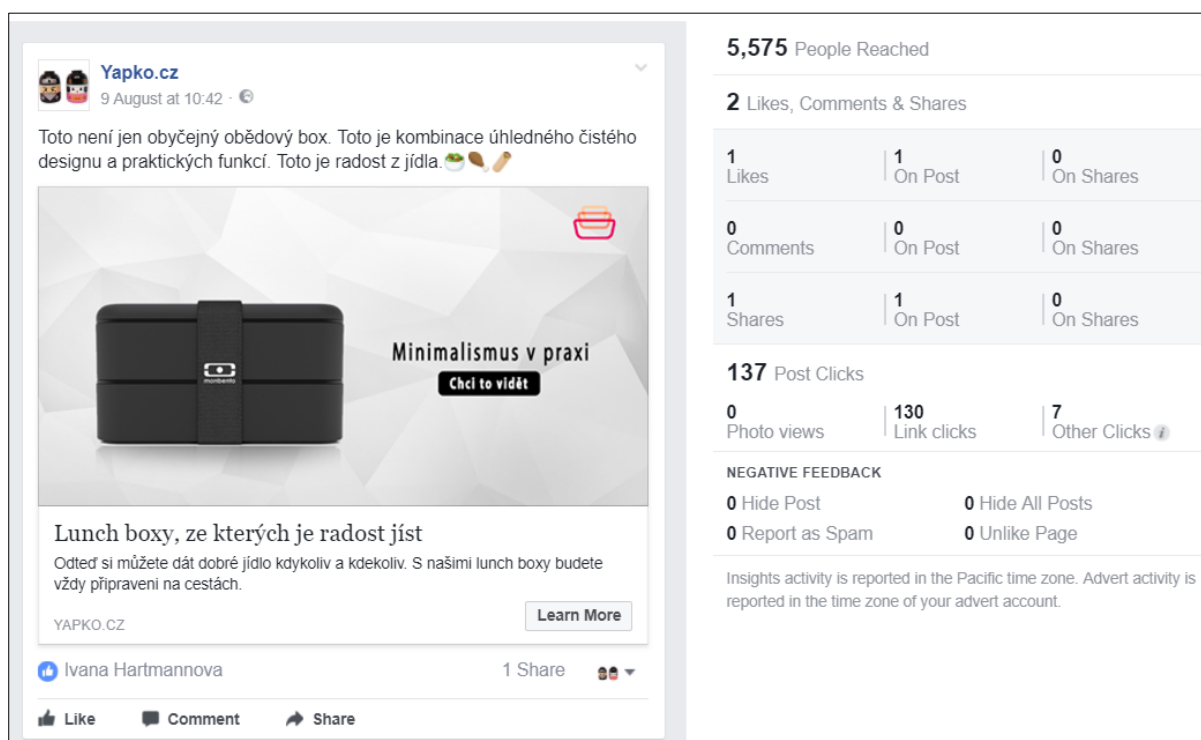
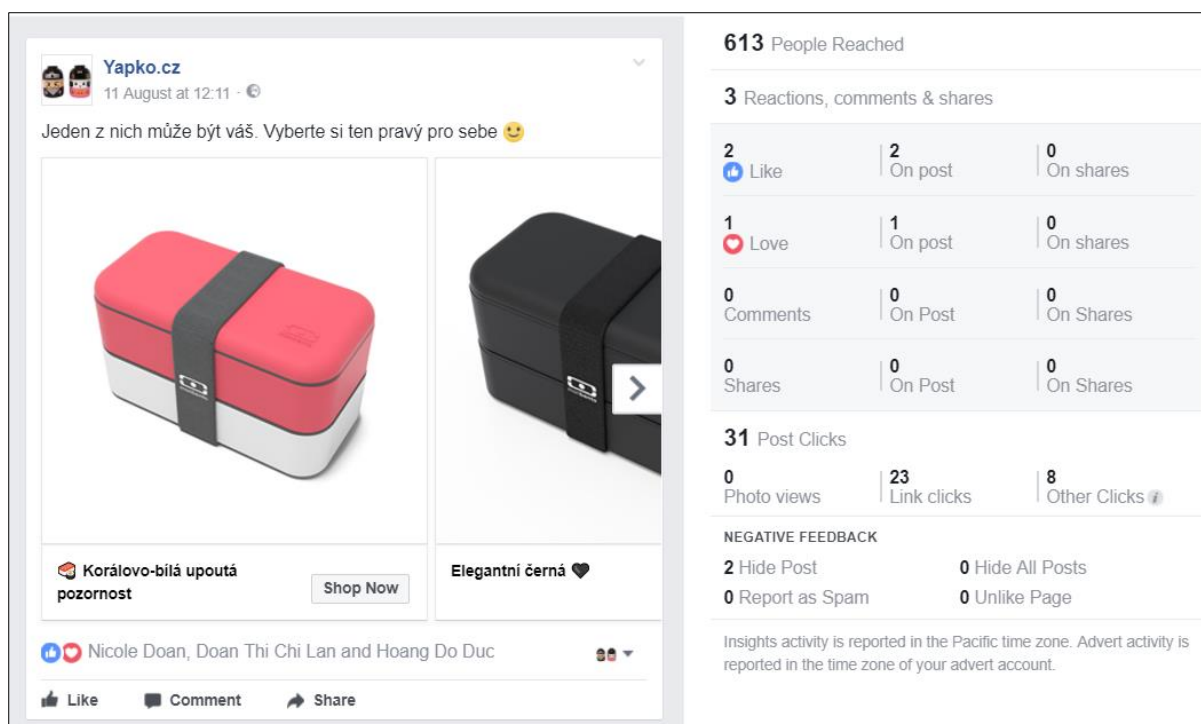


Figure 72 - Facebook ad from campaign WC / acquisition



26 Appendix 11 - Geographic Report on Facebook campaign WC | acquisition

City	Sessions	Sessions [%]	City	Sessions	Sessions [%]
Prague	401	33.64%	Bratislava	4	0.34%
Brno	119	9.98%	Blansko	3	0.25%
(not set)	101	8.47%	Breclav	3	0.25%
Pilsen	35	2.94%	Hodonin	3	0.25%
Olomouc	22	1.85%	Jihlava	3	0.25%
Ostrava	19	1.59%	Kunovice	3	0.25%
Liberec	16	1.34%	Uherske Hradiste	3	0.25%
Quezon City	16	1.34%	Velke Mezirici	3	0.25%
Decin	12	1.01%	Zdar nad Sazavou	3	0.25%
Hradec Kralove	12	1.01%	Louny	3	0.25%
Karlovy Vary	12	1.01%	Sumperk	3	0.25%
Zlin	11	0.92%	Usti nad Labem	3	0.25%
Opava	11	0.92%	Novy Bohumin	3	0.25%
Ceske Budejovice	10	0.84%	Novy Jicin	3	0.25%
Teplice	10	0.84%	Trinec	3	0.25%
Kladno	10	0.84%	Mlada Boleslav	3	0.25%
Pardubice	10	0.84%	Chrudim	3	0.25%
Manila	9	0.76%	Policka	3	0.25%
Frydek-Mistek	8	0.67%	Dublin	3	0.25%
Kolin	8	0.67%	San Jose	3	0.25%
Prostejov	7	0.59%	Blatna	3	0.25%
Ricany	7	0.59%	Litovel	3	0.25%
Znojmo	6	0.50%	Veseli nad Moravou	3	0.25%
Havirov	6	0.50%	Benatky nad Jizerou	3	0.25%
Beroun	5	0.42%	Chlumec nad Cidlinou	3	0.25%
Nymburk	5	0.42%	Spindleruv Mlyn	3	0.25%
Sao Paulo	4	0.34%	Manchester	3	0.25%
Pisek	4	0.34%	Zilina	3	0.25%
Trebic	4	0.34%	Trencin	3	0.25%
Prerov	4	0.34%	Strakonice	2	0.17%
Cheb	4	0.34%	Tabor	2	0.17%
Rokycany	4	0.34%	Kyjov	2	0.17%
Santa Clara	4	0.34%	Ceska Lipa	2	0.17%
North Bergen	4	0.34%	Jablonec nad Nisou	2	0.17%
New York	4	0.34%	Lovosice	2	0.17%
Frenstat	4	0.34%	Roudnice nad Labem	2	0.17%

City	Sessions	Sessions [%]	City	Sessions	Sessions [%]
Cesky Tesin	2	0.17%	Velka Bites	2	0.17%
Orlova	2	0.17%	Kosice	2	0.17%
Vsetin	2	0.17%	Jindrichuv Hradec	1	0.08%
Broumov	2	0.17%	Milevsko	1	0.08%
Litomysl	2	0.17%	Pelhrimov	1	0.08%
Rychnov nad Kneznou	2	0.17%	Sezimovo Usti	1	0.08%
Trutnov	2	0.17%	Bystrice pod Hostynem	1	0.08%
Klatovy	2	0.17%	Ivancice	1	0.08%
Aldershot	2	0.17%	Kromeriz	1	0.08%
London	2	0.17%	Mikulov	1	0.08%
Dubrovnik	2	0.17%	Slavkov u Brna	1	0.08%
Warsaw	2	0.17%	Uhersky Brod	1	0.08%
Jirkov	2	0.17%	Vyskov	1	0.08%
Kraslice	2	0.17%	Chomutov	1	0.08%
Litvinov	2	0.17%	Hranice	1	0.08%
Milovice	2	0.17%	Litomerice	1	0.08%
Podebrady	2	0.17%	Most	1	0.08%
Primda	2	0.17%	Rumburk	1	0.08%
Rychvald	2	0.17%	Steti	1	0.08%
Slany	2	0.17%	Karvina	1	0.08%
Studenka	2	0.17%	Koprivnice	1	0.08%
Zabreh	2	0.17%	Krnov	1	0.08%
Cesky Brod	2	0.17%	Benesov	1	0.08%
Hronov	2	0.17%	Brandys nad Labem-Stara Boleslav	1	0.08%
Odry	2	0.17%	Caslav	1	0.08%
Rudna	2	0.17%	Celakovice	1	0.08%

City	Sessions	Sessions [%]	City	Sessions	Sessions [%]
Horovice	1	0.08%	Lviv	1	0.08%
Kralupy nad Vltavou	1	0.08%	San Francisco	1	0.08%
Kutna Hora	1	0.08%	Boskovice	1	0.08%
Pribram	1	0.08%	Bruntal	1	0.08%
Rakovnik	1	0.08%	Bystrice nad Pernštejnem	1	0.08%
Chotěbor	1	0.08%	Bílina	1	0.08%
Dobruška	1	0.08%	Chropyně	1	0.08%
Havlickuv Brod	1	0.08%	Drnovice	1	0.08%
Hlinsko	1	0.08%	Harrachov	1	0.08%
Jicin	1	0.08%	Hlucín	1	0.08%
Semily	1	0.08%	Holice	1	0.08%
Svitavy	1	0.08%	Hulín	1	0.08%
Turnov	1	0.08%	Jilemnice	1	0.08%
Vysoké Myto	1	0.08%	Krupka	1	0.08%
Zámbek	1	0.08%	Moravská Třebová	1	0.08%
Domazlice	1	0.08%	Neratovice	1	0.08%
Mariánské Lázně	1	0.08%	Nové Město na Moravě	1	0.08%
Malaga	1	0.08%	Ratíškovice	1	0.08%
Paris	1	0.08%	Sedlčany	1	0.08%
Watford	1	0.08%	Solnice	1	0.08%
Keszthely	1	0.08%	Stribro	1	0.08%
Brescia	1	0.08%	Susice	1	0.08%
Lucca	1	0.08%	Topolná	1	0.08%
Kumakogen	1	0.08%	Valašské Klobouky	1	0.08%
Galle	1	0.08%	Velké Nemčice	1	0.08%
Leiden	1	0.08%	Sternberk	1	0.08%
Liptovský Mikuláš	1	0.08%	Sofia Province	1	0.08%
Bangkok	1	0.08%	Škodje	1	0.08%
Antalya	1	0.08%	Sunny Beach	1	0.08%
Kiev	1	0.08%	Muri	1	0.08%

City	Sessions	Sessions [%]
Bor	1	0.08%
Bucovice	1	0.08%
Cvikov	1	0.08%
Dobrichovice	1	0.08%
Fulnek	1	0.08%
Hostivice	1	0.08%
Jesenice	1	0.08%
Klimkovice	1	0.08%
Kojetin	1	0.08%
Kostelec nad Cernymi lesy	1	0.08%
Luhacovice	1	0.08%
Novy Bydzov	1	0.08%
Odolena Voda	1	0.08%
Prestice	1	0.08%
Rymarov	1	0.08%
Straznice	1	0.08%
Tanvald	1	0.08%
Vimperk	1	0.08%
Zdiby	1	0.08%
Aguadulce	1	0.08%
Presov	1	0.08%
Nitra	1	0.08%