

### *Master's Thesis Evaluation by the Supervisor*

**Title of the Master's Thesis:**

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

**Author of the Master's Thesis:**

Bc. Duc Hoang Do

**Goals of the Master's Thesis:**

The aim of this diploma thesis is to serve as a business support document which would help a newly launched eshop with online marketing, especially from the PPC point of view. The main focus will be put on two of the most prominent online marketing platforms today: Google Adwords and Facebook.

| EVALUATION OF THE MASTER'S THESIS                               |                        |
|---|------------------------|
| Criteria (each max 10 points)                                   | Points awarded         |
| 1. The goals of the thesis are evident and accomplished         | 9                      |
| 2. Demands on the acquisition of additional knowledge or skills | 8                      |
| 3. Adequacy and the way of the methods used                     | 9                      |
| 4. Depth and relevance of the analysis in relation to goals     | 9                      |
| 5. Making use of literature/other resources, citing             | 8                      |
| 6. The thesis is a well-organised logical whole                 | 9                      |
| 7. Linguistic and terminological level                          | 9                      |
| 8. Formal layout and requirements, extent                       | 9                      |
| 9. Originality, i.e. it is produced by the student              | 8                      |
| 10. Practical/theoretical relevance/applicability               | 9                      |
| <b>Total score in points (max 100)</b>                          | <b>87</b>              |
| <b>Final grading</b>  | <b>velmi dobře (2)</b> |

**Overall evaluation (cca 150 words):**

The presented theses deals with the issue of online marketing of a new eshop Yapko specialised in food storage boxes. In theoretical part, the author describes, analyses and compares available tools offered by Google and Facebook. This part of the thesis proceeds logically from the broader definition of the issue to the analysis of individual tools and it's based on up-to-date sources of information, which I appreciate. In the course of the work, the author demonstrates on a number of concrete cases the usability of different tools. In the practical part, the author applies the acquired knowledge on the Yapko eshop and analyzes in detail the effectiveness of different tools. The work might have a didactic value for novice entrepreneurs and online marketers as it can serve as a guide for using different tools proposed by Google and Facebook. Questions: based on your analysis, how would you define the strategic target group of Yapko and what would be the value proposition for this group of consumers? Page 55 - what type of improvements of the landing page could help improve conversions and for what reasons?

**The name of the supervisor:**

Ing. Martin Machek, Ph.D.

**The employer of the supervisor:**

Department of Marketing