

# Proč jsou internet'áci ostatním k smíchu? ... a co nás čeká 2014-5?

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IAC 2014



maxus



**MEDIACOM**  
People first. better results



**P A R E N T A L**

**A D V I S O R Y**

**CONTAINS IRONY**



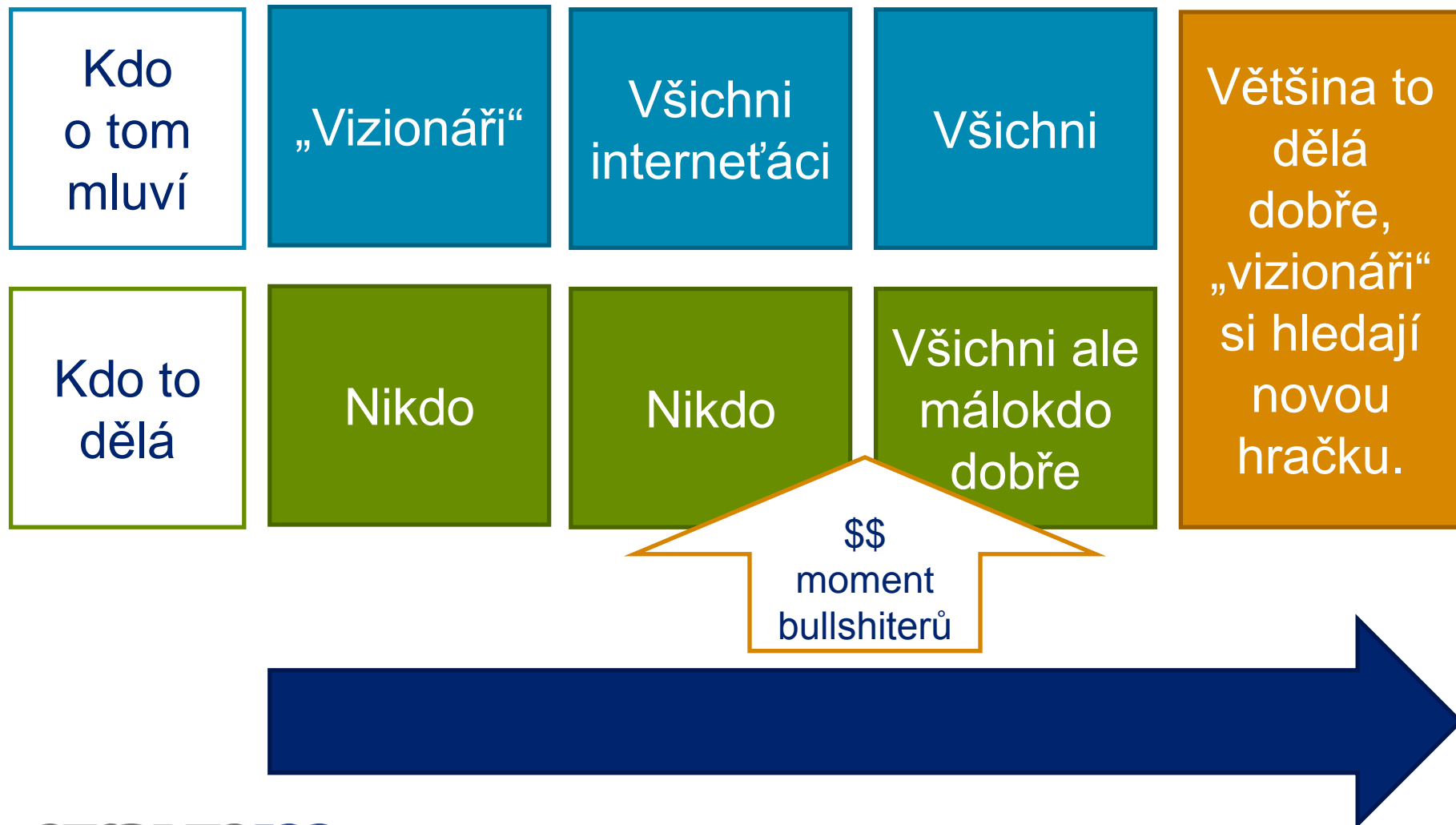
Kde je CZ RTB podle PR  
zpráv

Kde je CZ RTB podle výroků  
odborníků

Kde skutečně CZ RTB je

Kde je CZ RTB z pohledu  
zahraníčí

# FACEPALM1 - Jak se staví trend



# FACEPALM2 - Hokej v pojmech

IMPRESSIONS, CLICKS, ACTIONS, MOUSEOVER, OVERLAYS, CPT, CPC, CTR, CPA, AFFILIATE, PERFORMANCE, DISPLAY, SEARCH, KEYWORDS, SEO, BOUNCE RATE, CONVERSION, CONVERSION RATE, DWELL RATE, BOUNCE RATE, VISITS, VISITORS, PAGEVIEWS, HTML5, FLASH, ....

RTB, PROGRAMMATIC BUYING, AUDIENCE TARGETING, DSP, SSP, MARKETPLACE, 1ST PARTY, 2ND PARTY, 3RD PARTY DATA, USER PROFILING, BEHAVIORAL TARGETING, RETARGETING, LOOKALIKE, PASSBACK, FALLBACK, ...

# FACEPALM3 – Já, já, já jenom já!

Video

Social Media

Speciály

Audience  
buying

Reklama na internetu =  
bannery

Zápisy do  
katalogů

Performance

Search

SEO



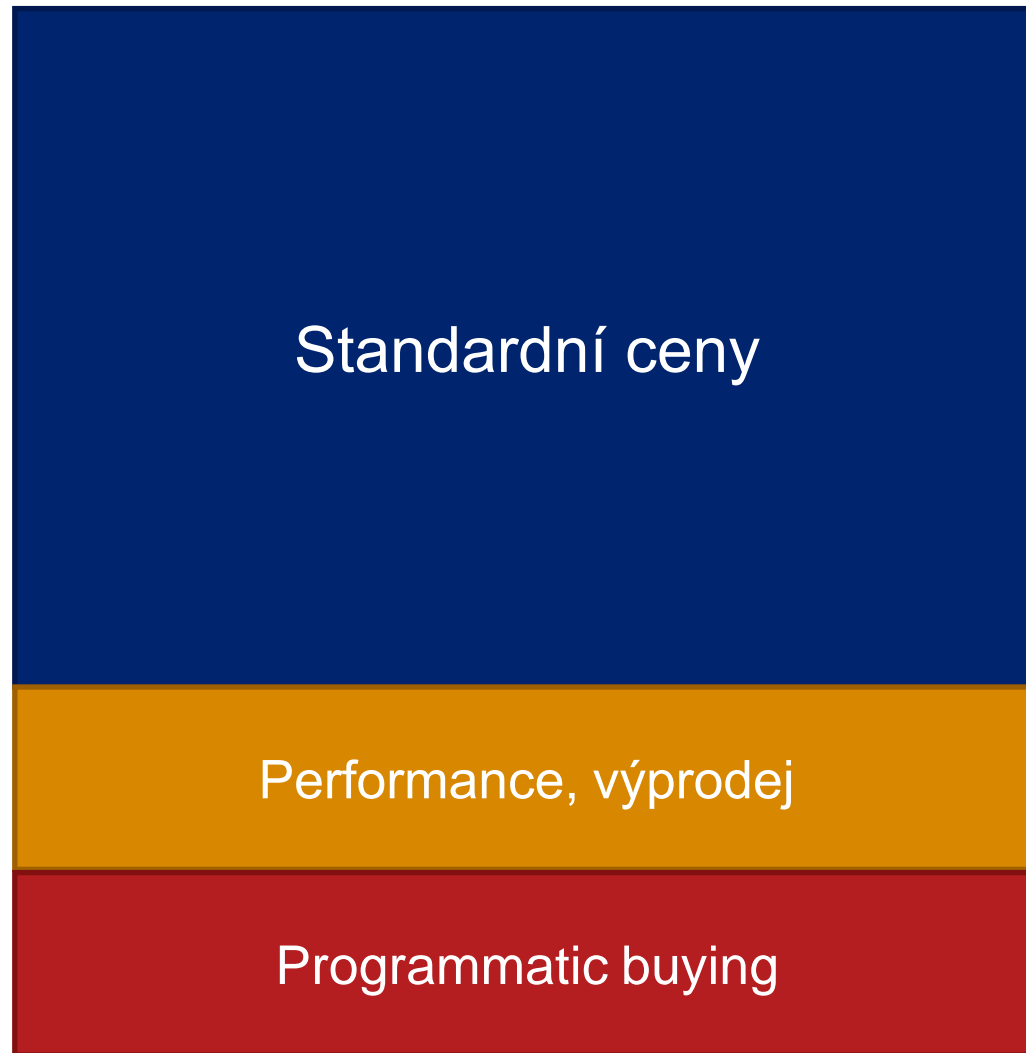


A photograph of Jeffrey Cole, a man with glasses and a dark suit, speaking at a podium. He is looking slightly to the right of the camera. The background is dark with a blue light source on the right. A blue banner with white text is overlaid at the bottom of the image.

**VZNESTE SE VZHŮRU**

*Jeffrey Cole - Research Professor, Director of the Center for the Digital Future, USC Annenberg, California*

# FACEPALM5 – Yield management





# FACEPALM4 – Dokonalá konkurence?



# FACEPALM5 – Už tam budem?

ARE WE THERE YET !?!



MATT GROENING

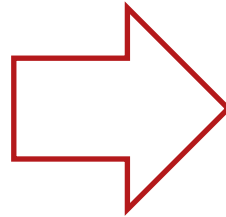
**FACEPALM5 – Už tam budem?  
Ne, možná pojedeme „zpátky“**

**+20%?**

# FACEPALM5 – Už tam budem?

## Ne, tohle byl teprve začátek

RTB



AUDIENCE  
BUYING

DATA

TECHNOLOGIE



# FACEPALM6 – KPIs



# **Přeji vám hezké roky 2014-15, roky dat a obchodu s nimi**

Jan Suda

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