

# Programmatic & cenové modely

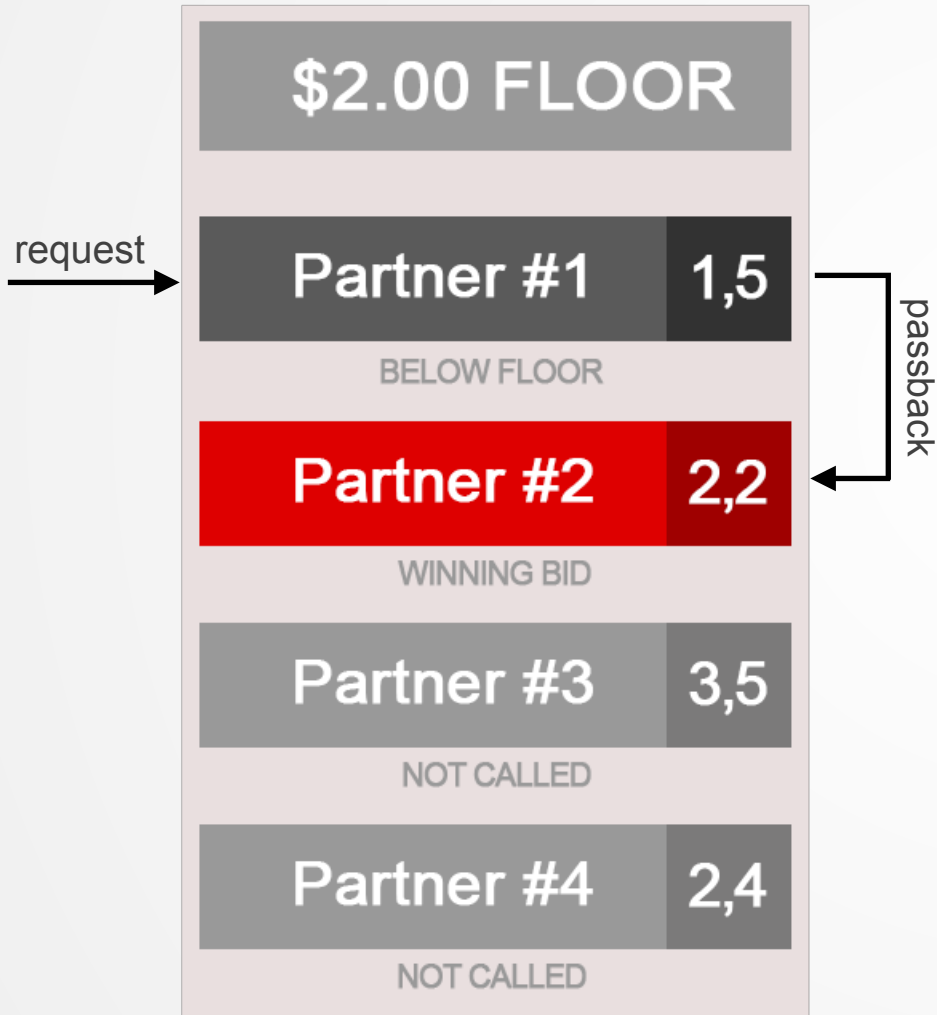
## *First vs. Second price*



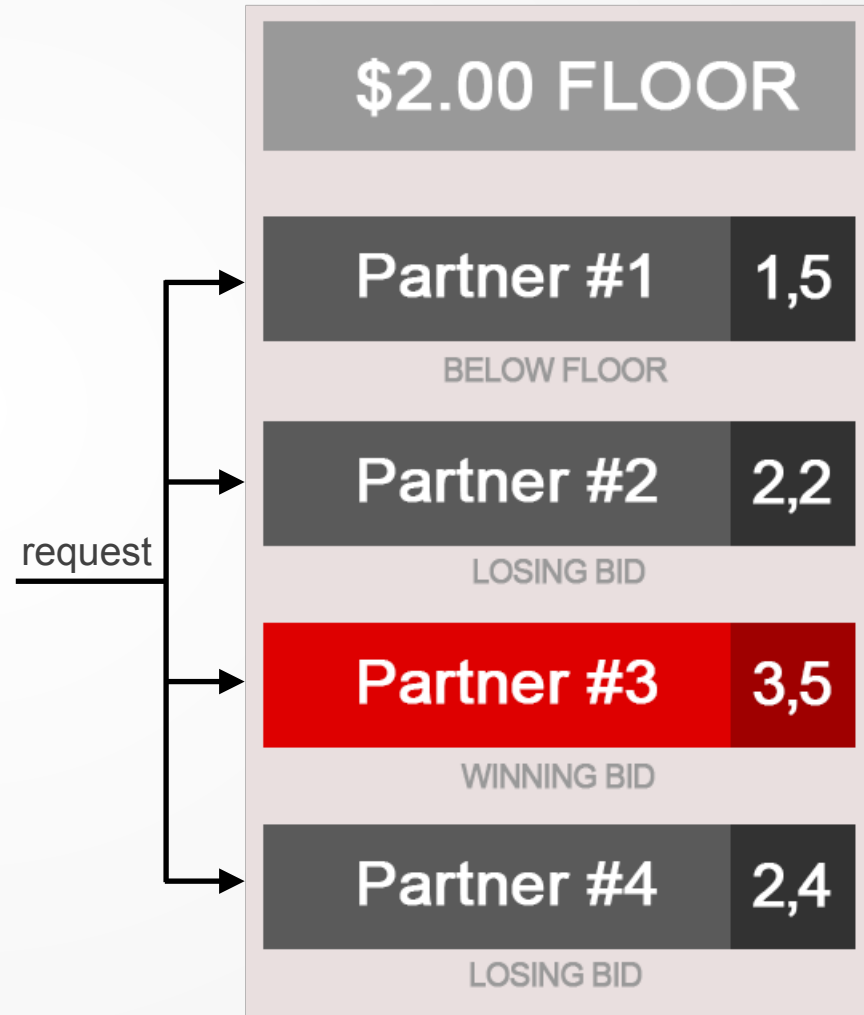
**Filip Hromek**  
Manager RTB

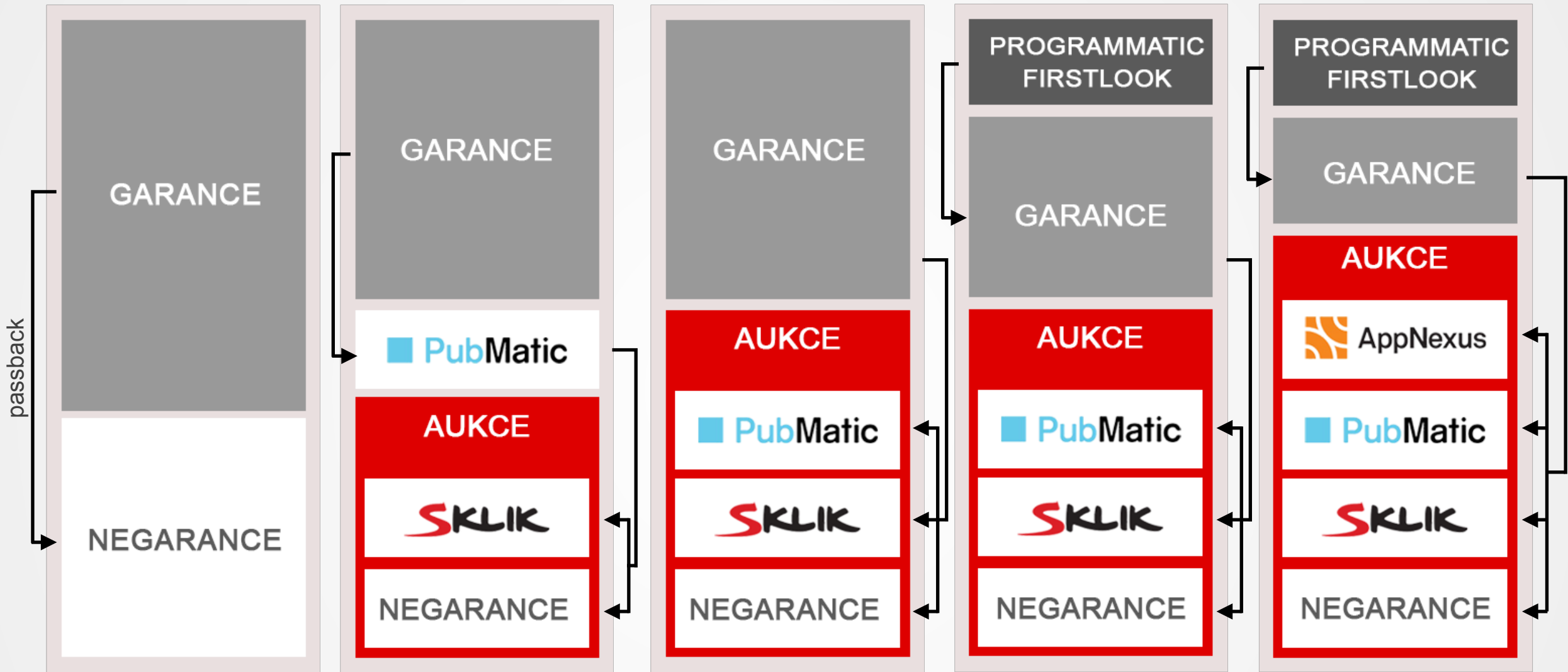


# Waterfall



# Header auction





2013

2014

2015

2016

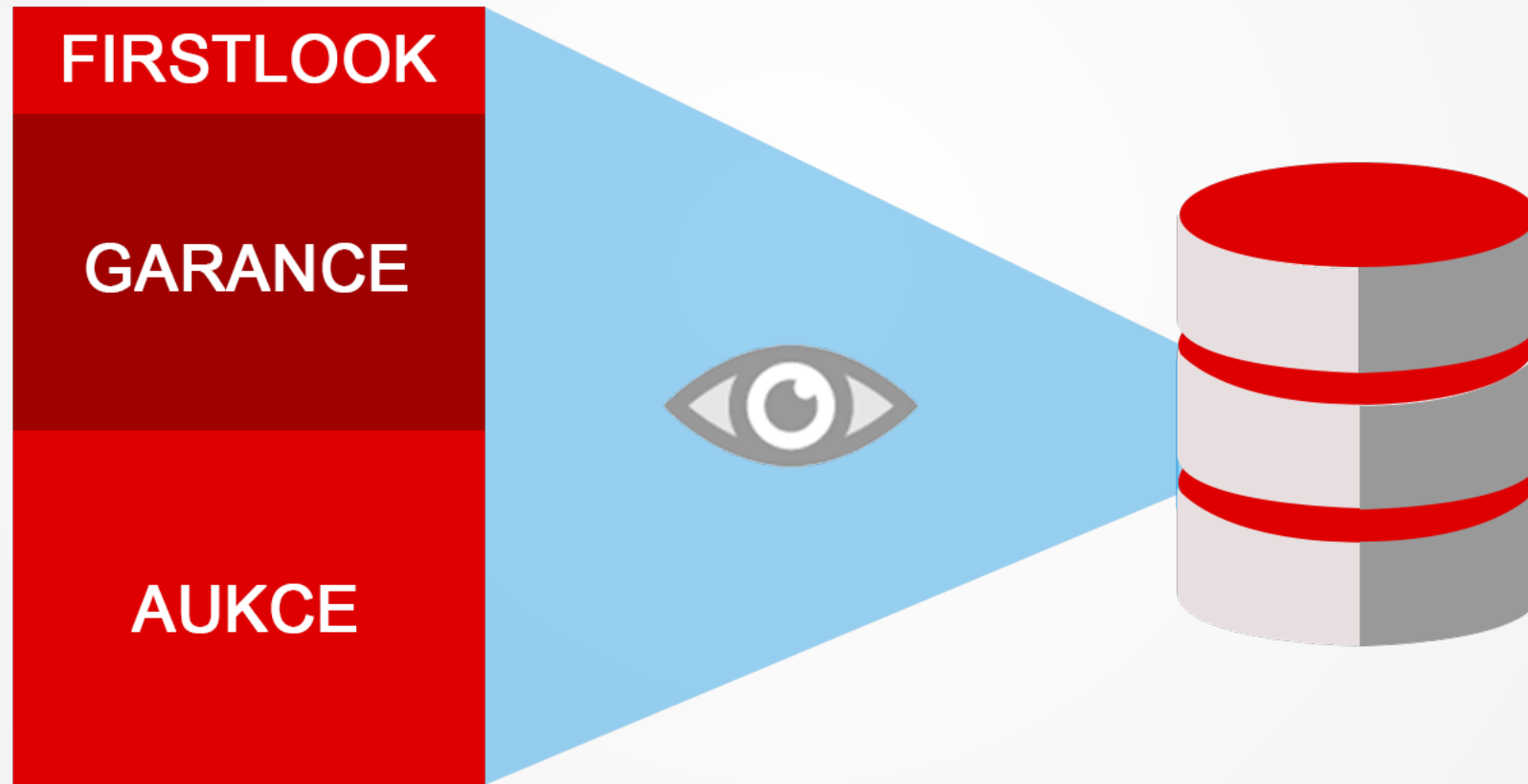
2017



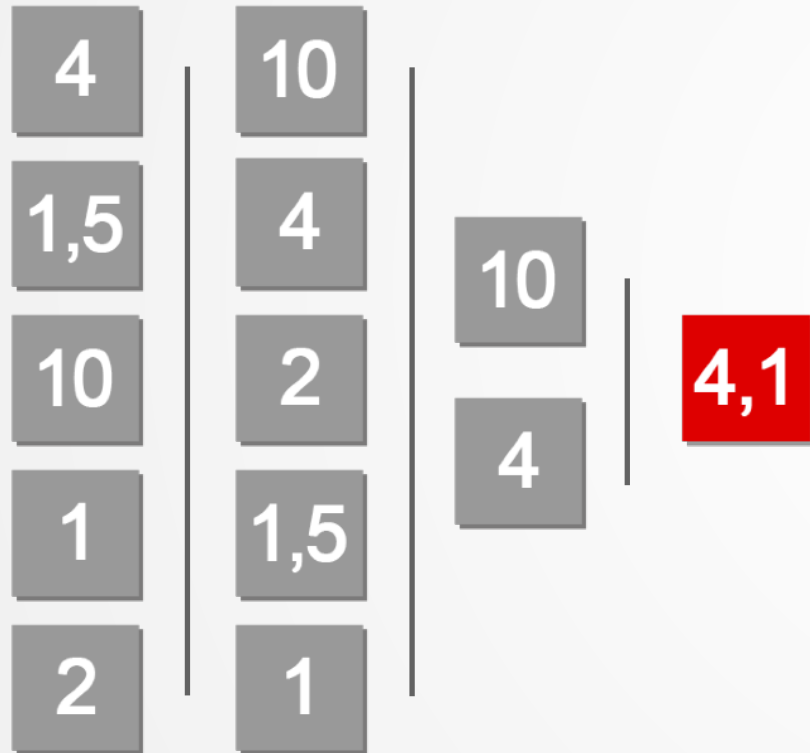
# Waterfall



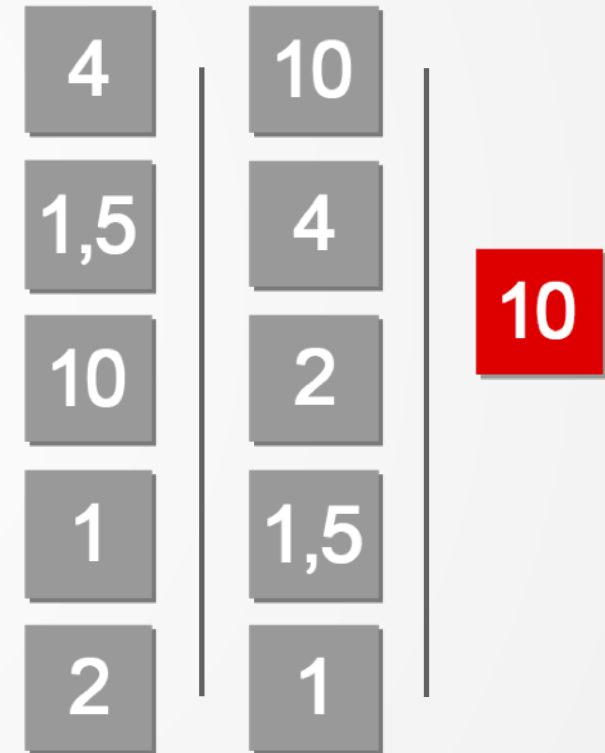
# Header auction



## 2nd price model



## 1st price model



Jaký je výsledek 2nd price aukce?





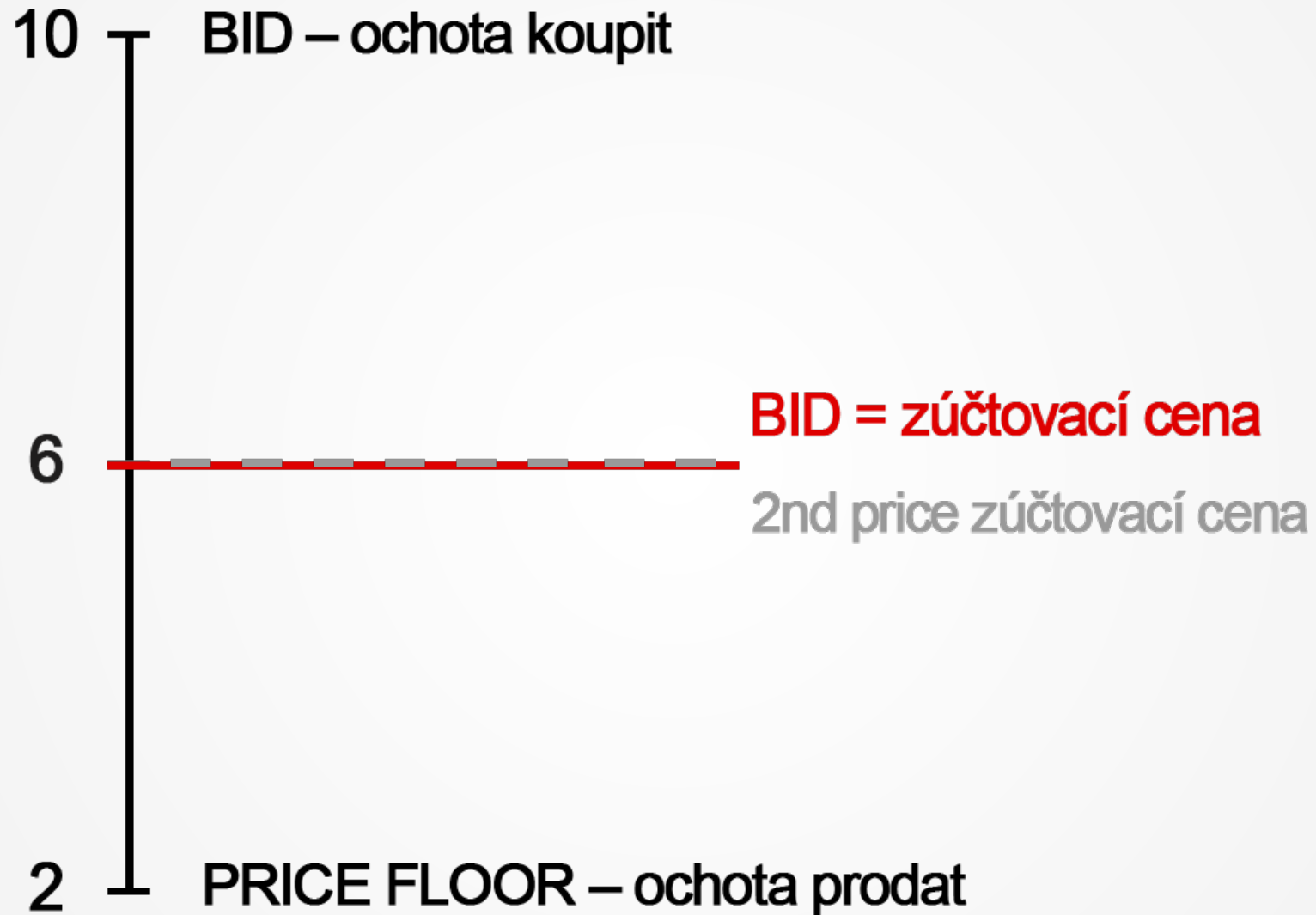


Jaké scénáře můžou nastat  
s příchodem 1st price?









# #1



# #2

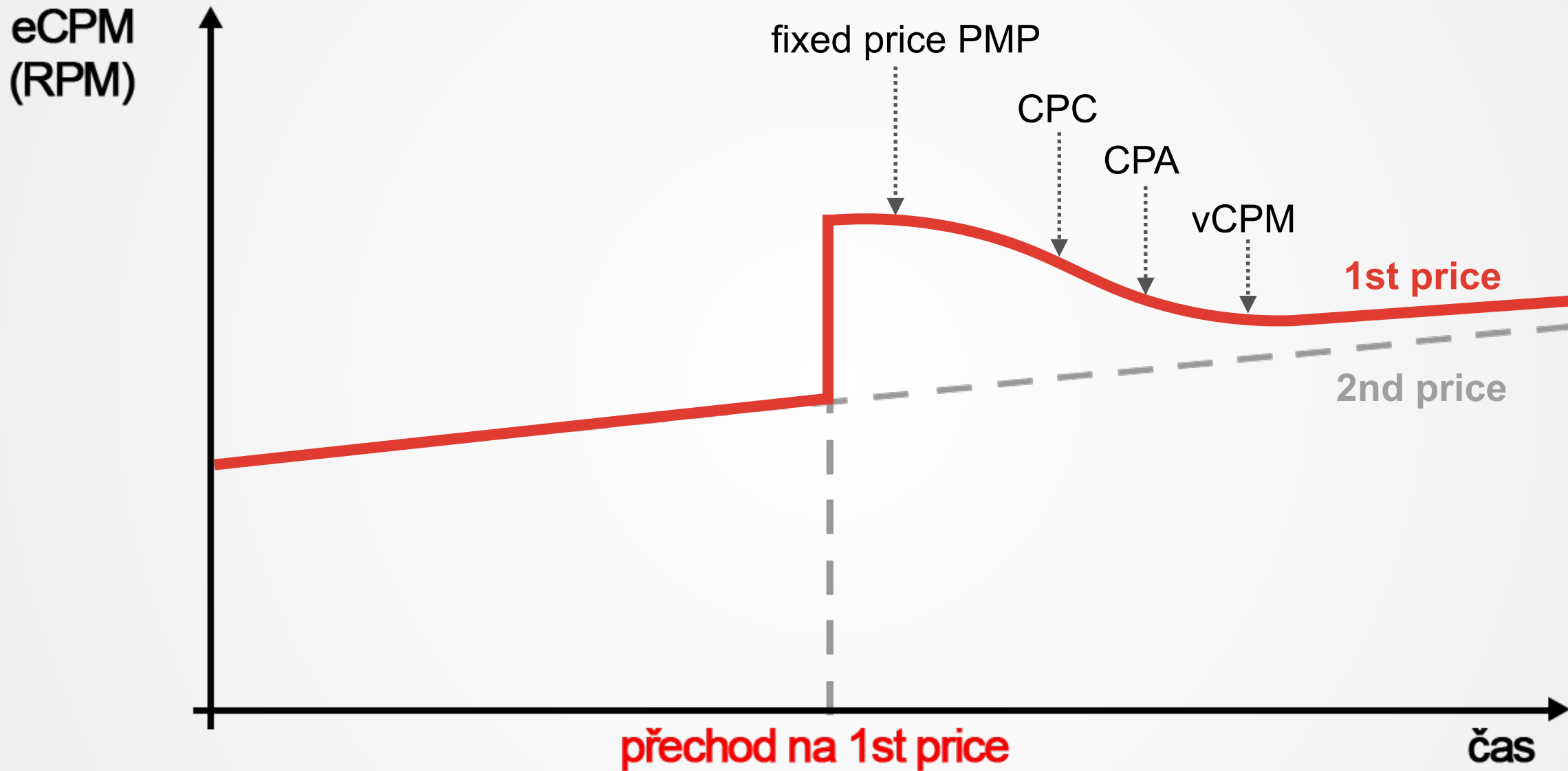


# #3



Jaké reálné dopady přinese  
přechod na 1st price?



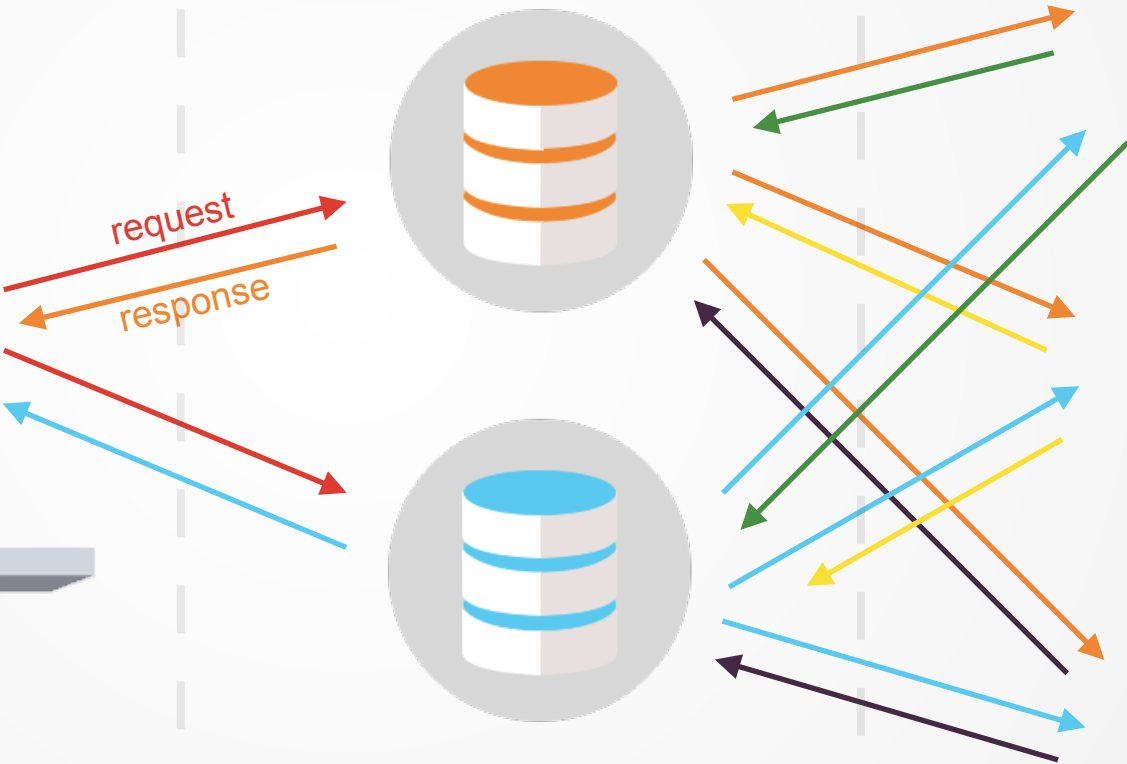


SSP

DSP



request  
response





”” *Přechod na 1st price dlouhodobě nezvýší CPM a přinese větší transparentnost do programmaticu.*

*Filip Hromek*



# Kontakt



**Filip Hromek**  
Manager RTB



+420 775 979 977



@filiphromek



[linkedin.com/in/filiphromek](https://www.linkedin.com/in/filiphromek)

**SEZNAM.CZ**