

Pohled pod pokličku RTB Indexu

Transparentní vs. maskovaný nákup



František Bauma



O čem budu mluvit?

1. Transparentní vs. maskovaný nákup

O čem budu mluvit?

1. Transparentní vs. maskovaný nákup
2. RTB Index — Rozdíly mezi transparentním a maskovaným nákupem

O čem budu mluvit?

1. Transparentní vs. maskovaný nákup
2. RTB Index — Rozdíly mezi transparentním a maskovaným nákupem
3. Výpočet CPM v HbbTV

RTB Index

Měsíční report průměrných
hodnot vybraných formátů
z programatického tržiště R2B2





RTB Index

Měsíční report průměrných hodnot vybraných formátů z programatického tržiště R2B2

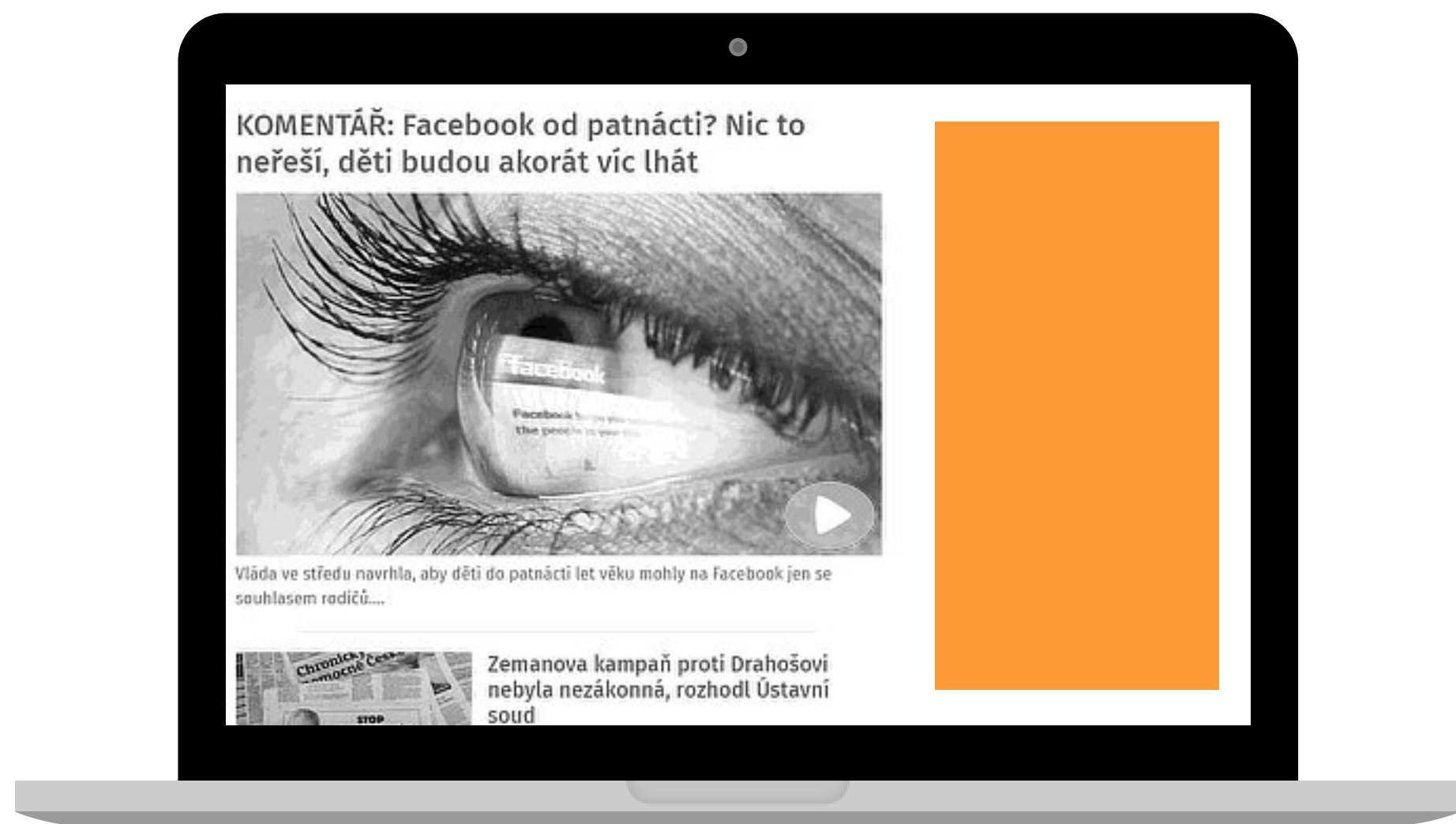
RTB INDEX

Měsíční report průměrných hodnot vybraných formátů z programatického tržiště R2B2

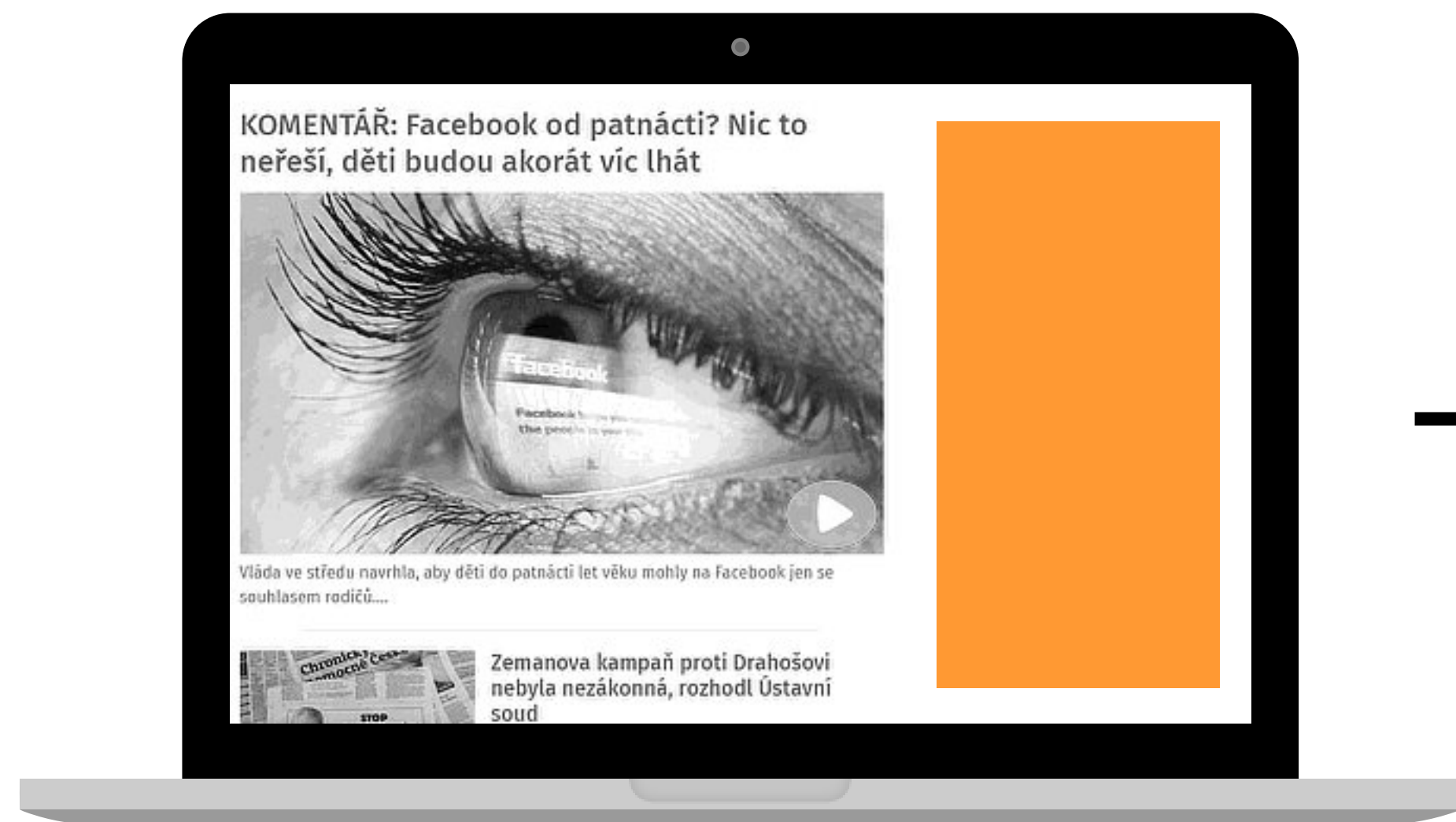
únor 2018

 Banner 300x600 px	↘ 0,08 % CTR	↗ 39 Kč CPM	↗ 47 Kč CPC
 Branding	↘ 1,58 % CTR	↗ 120 Kč CPM	↗ 8 Kč CPC
 Mobilní Branding	↘ 2,08 % CTR	↗ 79 Kč CPM	↗ 4 Kč CPC
 Nativní reklama	↘ 0,69 % CTR	↗ 49 Kč CPM	↗ 7 Kč CPC

Transparentní nákup



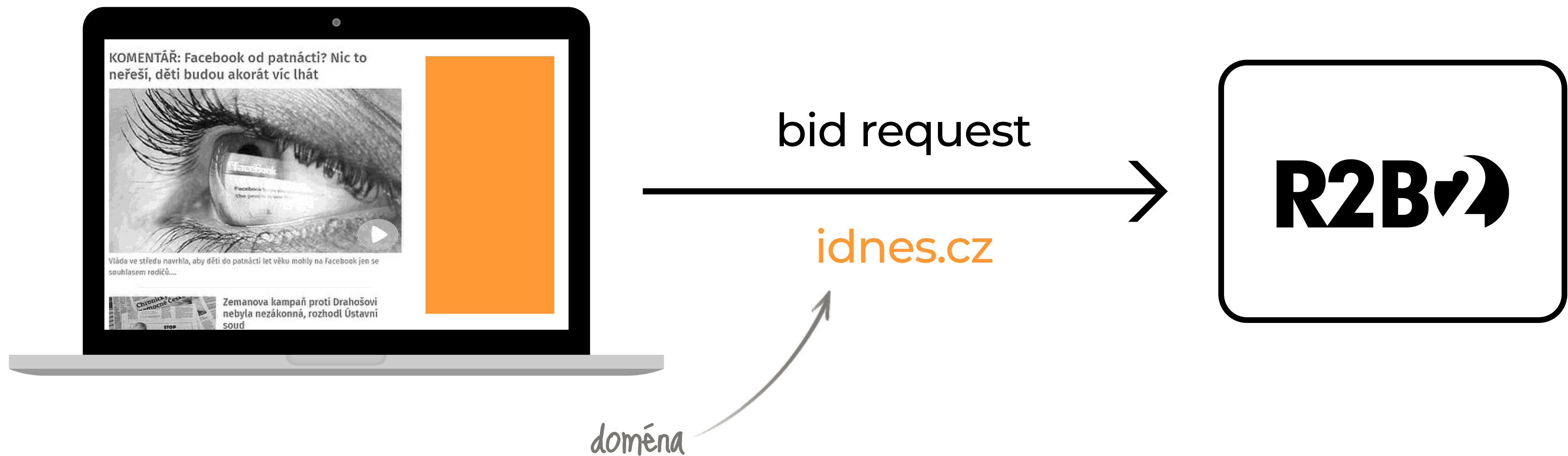
Transparentní nákup



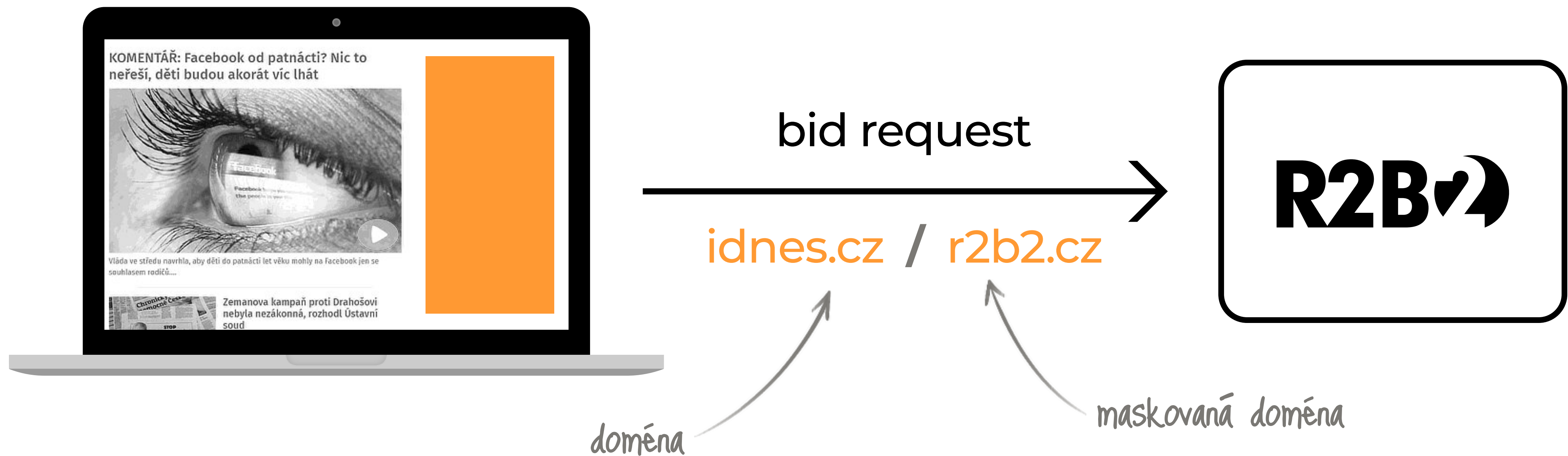
bid request



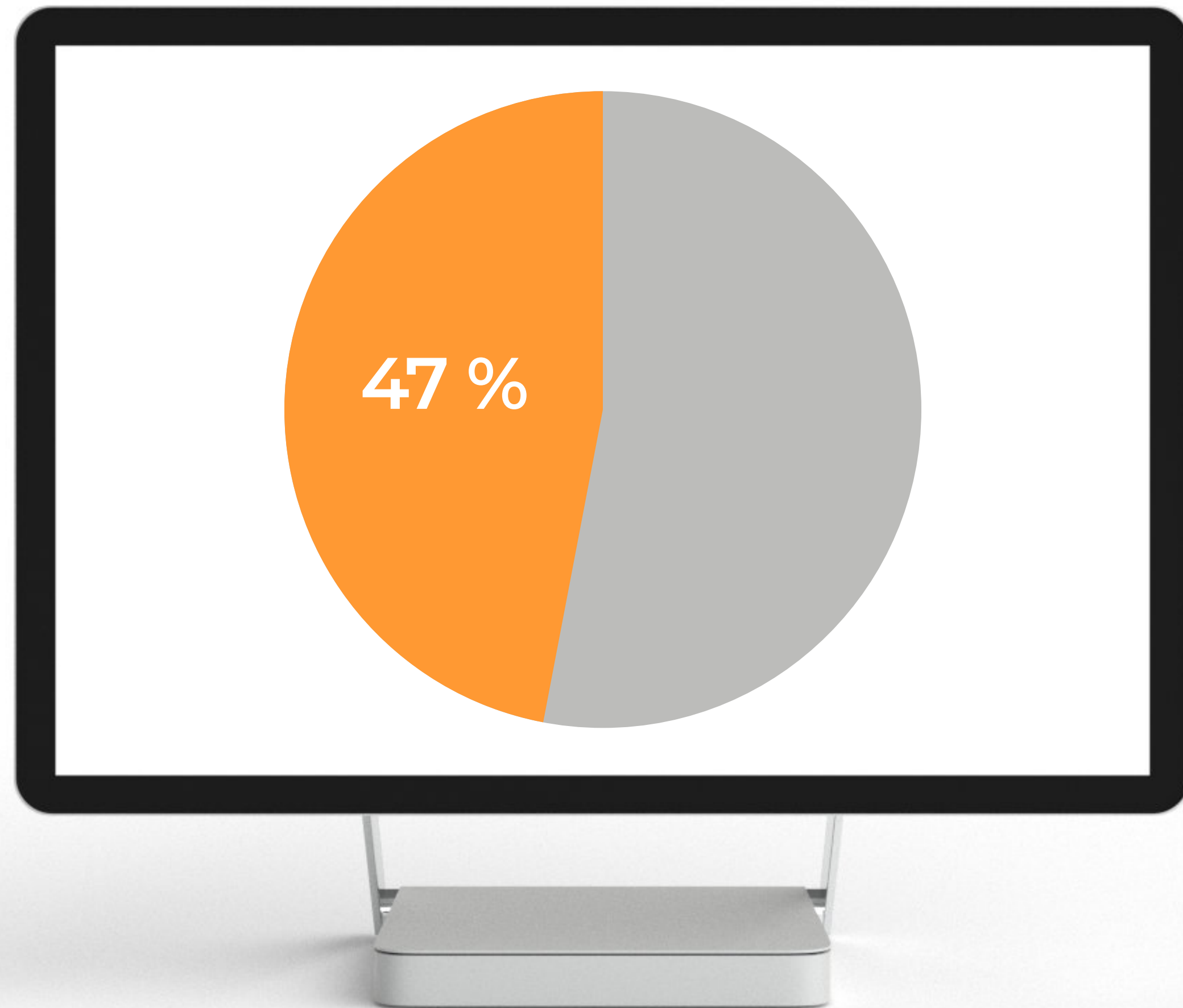
Transparentní nákup



Transparentní nákup



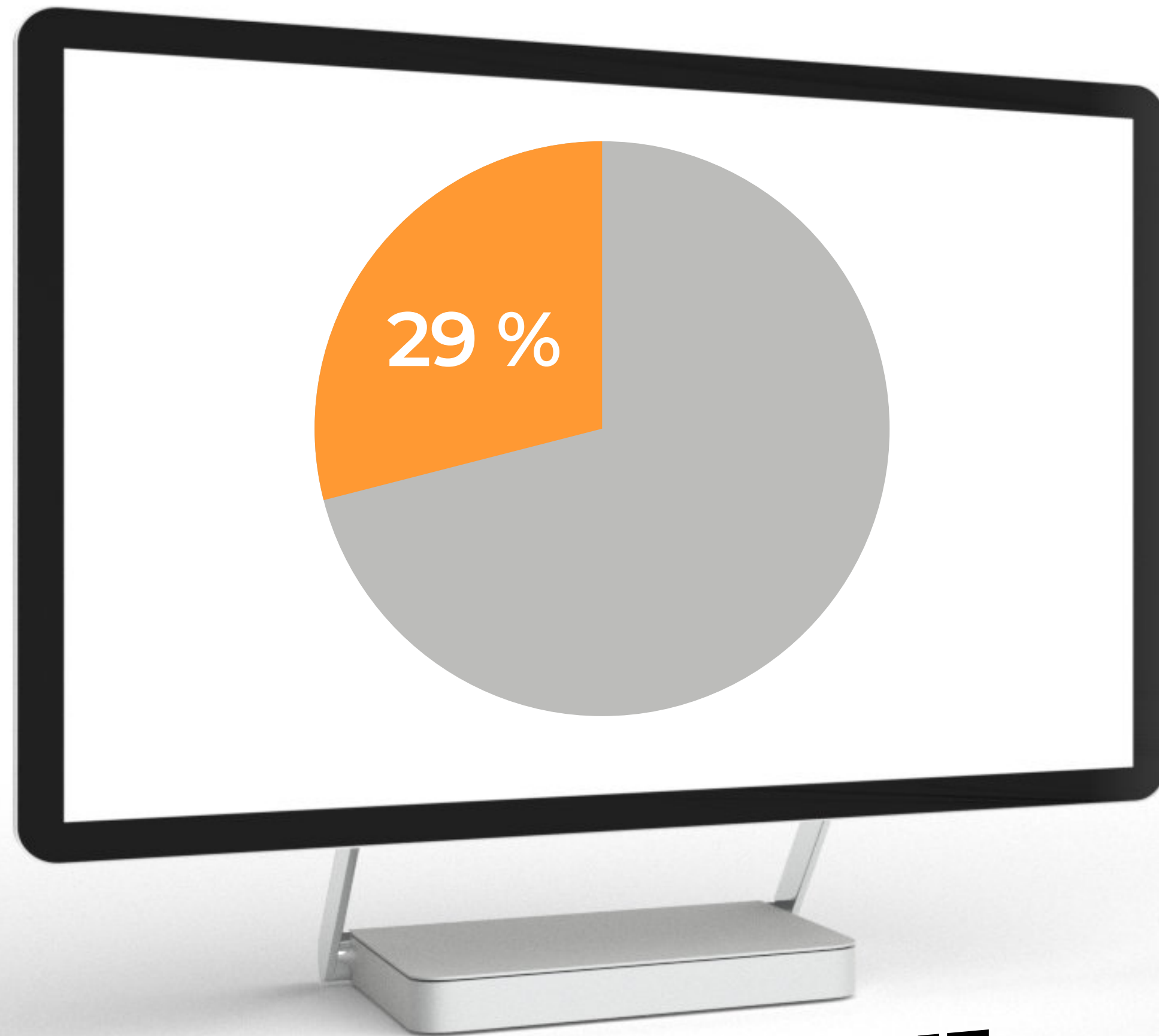
Podíl transparentního nákupu



1. 9. 2017 – 28. 2. 2018

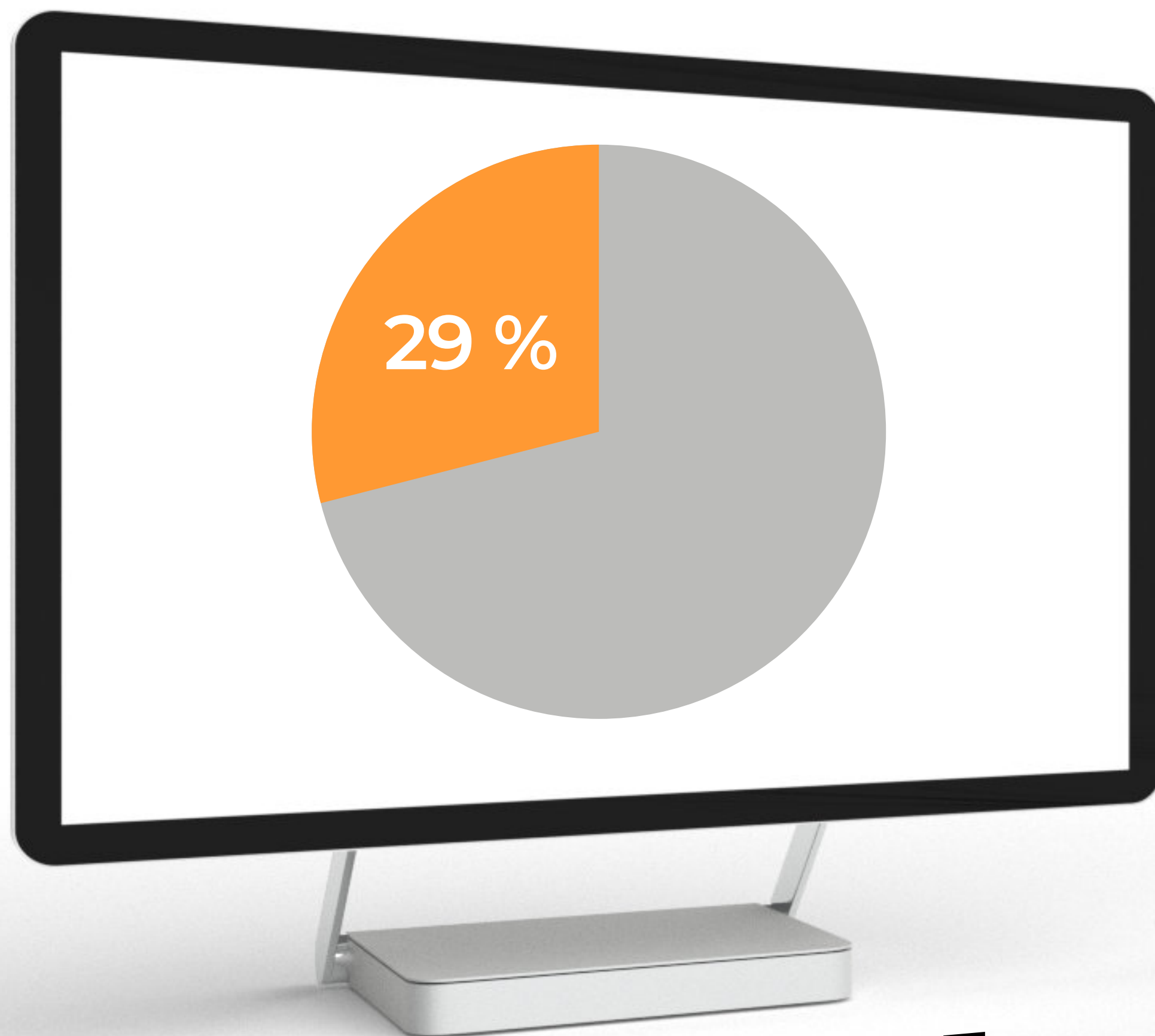
47 % transparentní nákup

Podíl transparentního nákupu

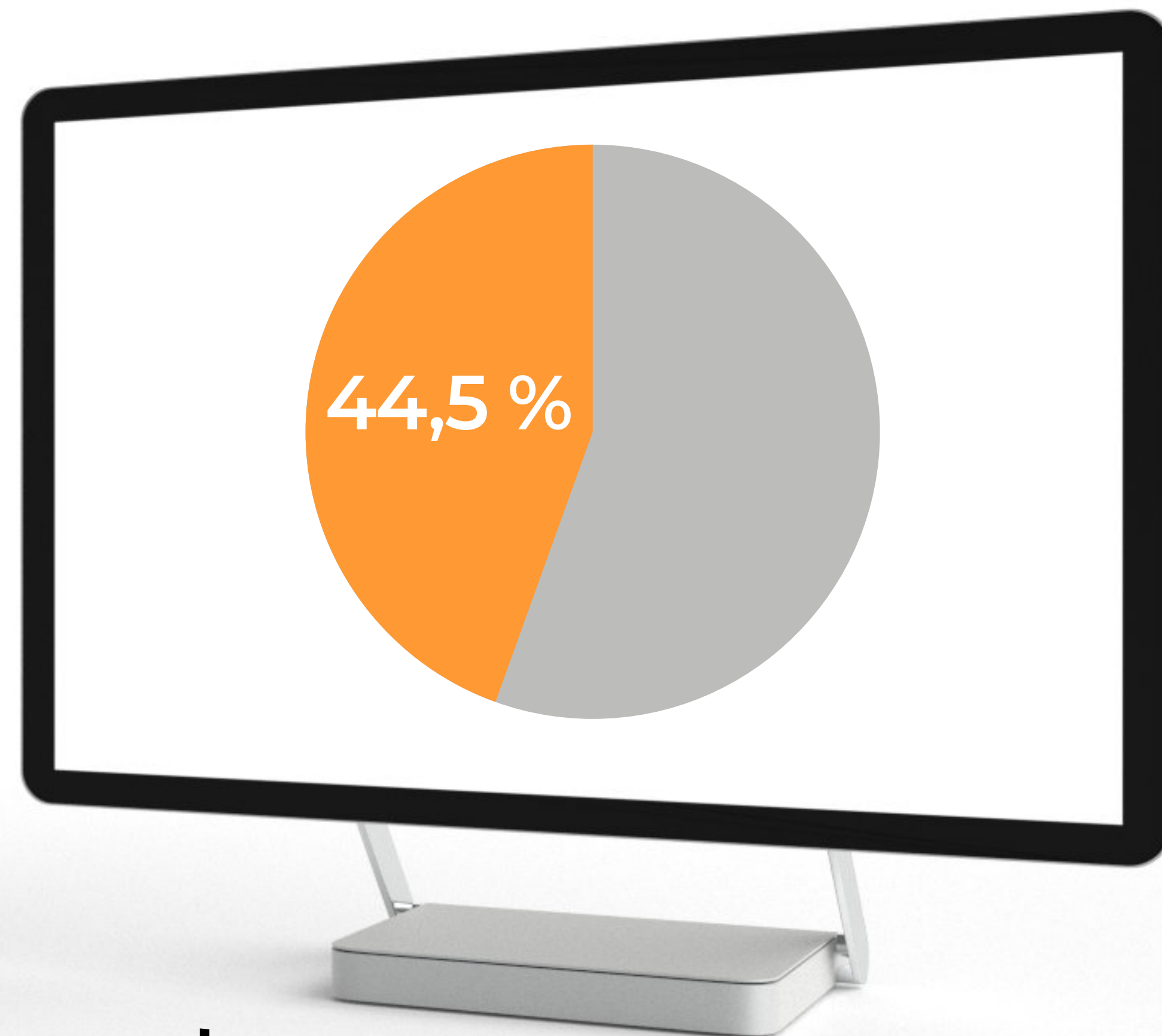


leden + únor 2017

Podíl transparentního nákupu

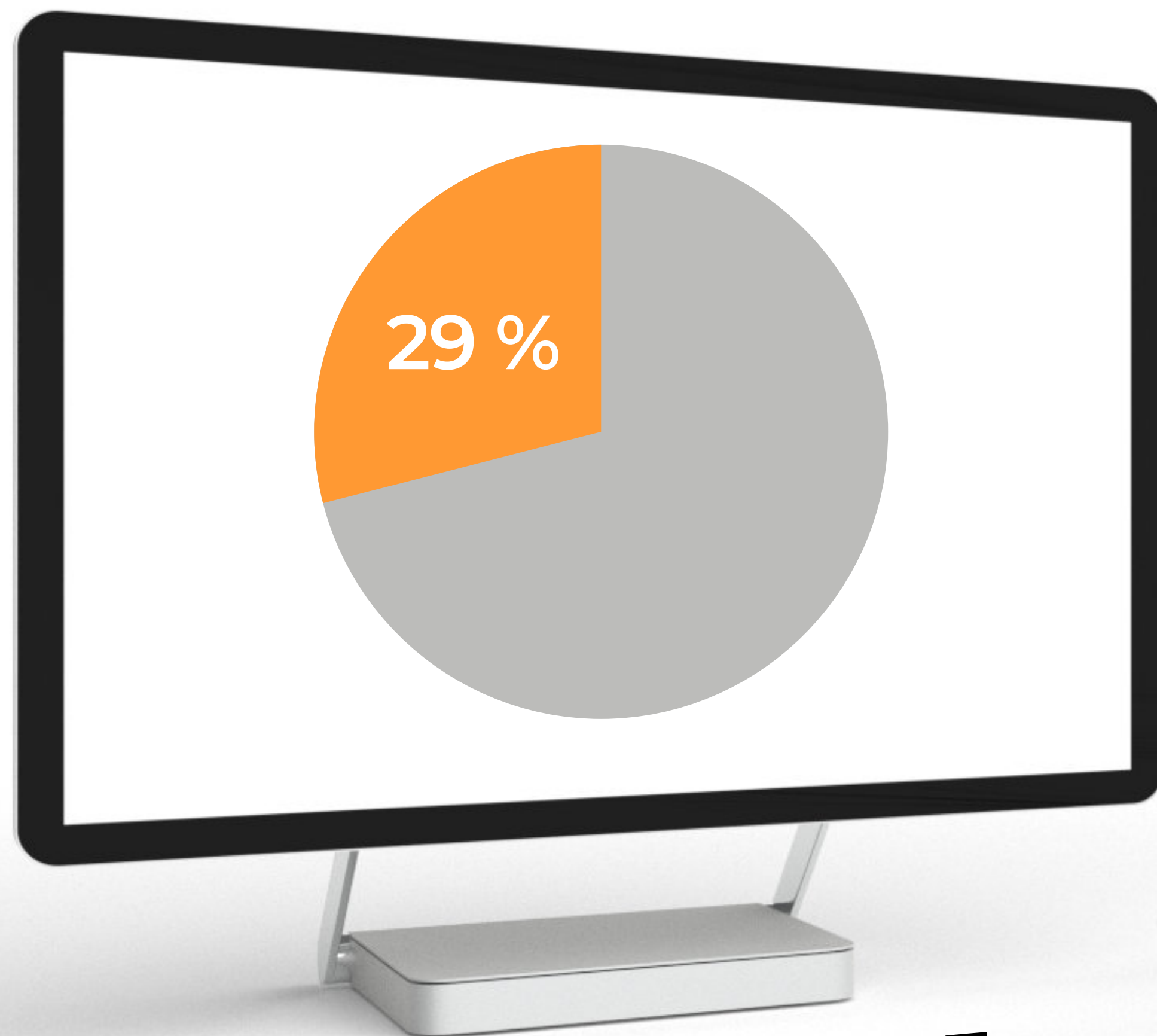


leden + únor 2017



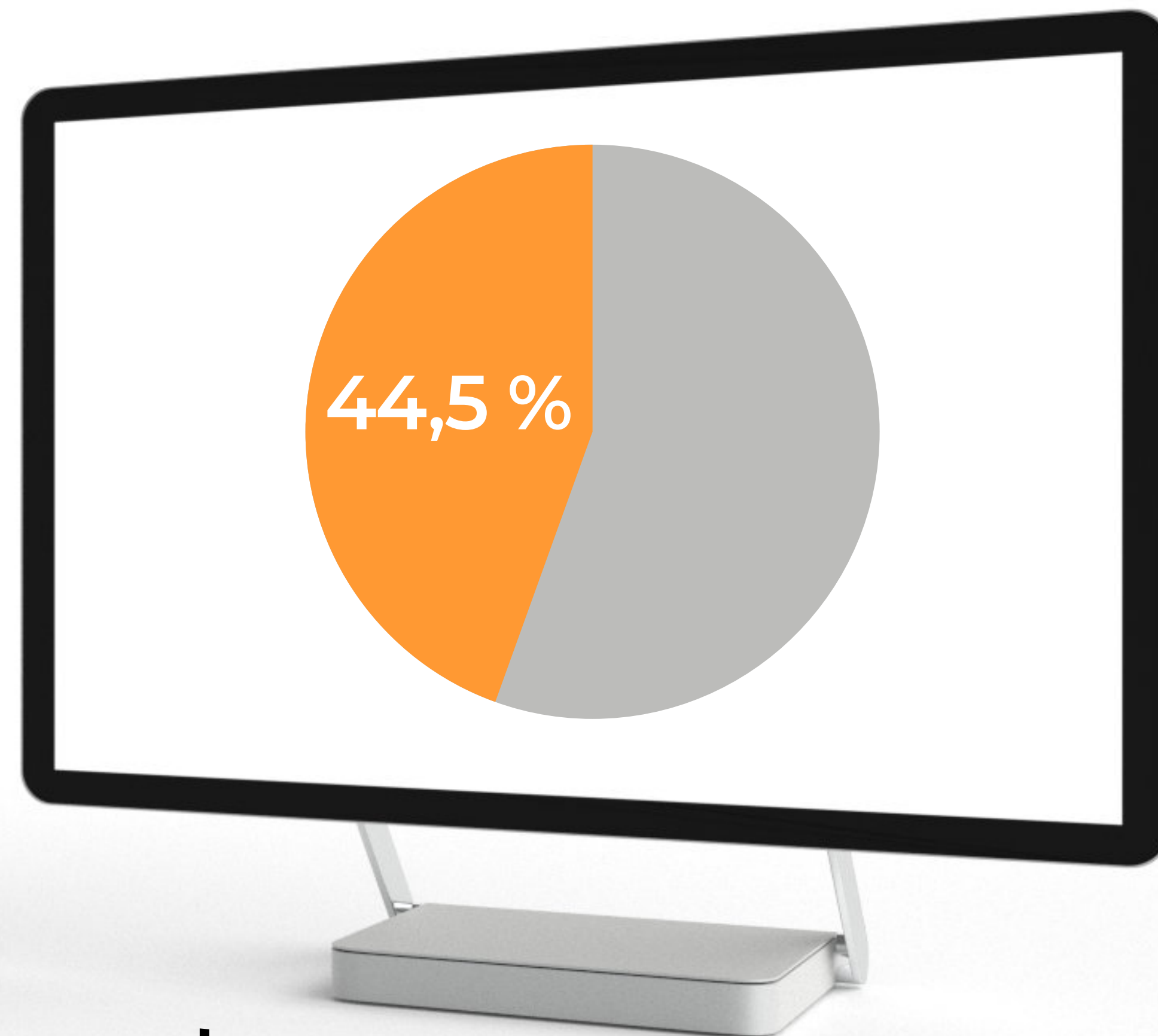
leden + únor 2018

Podíl transparentního nákupu



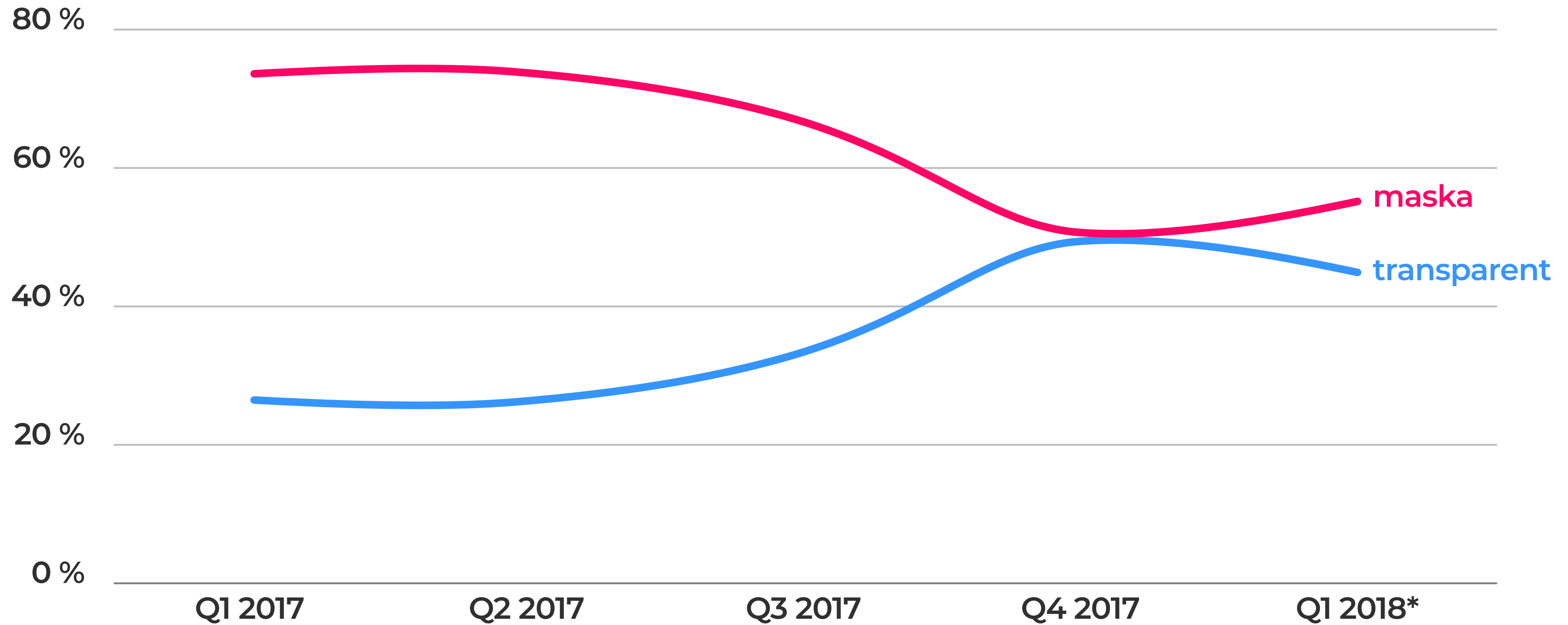
leden + únor 2017

nárůst Y2Y
o 53,5 %

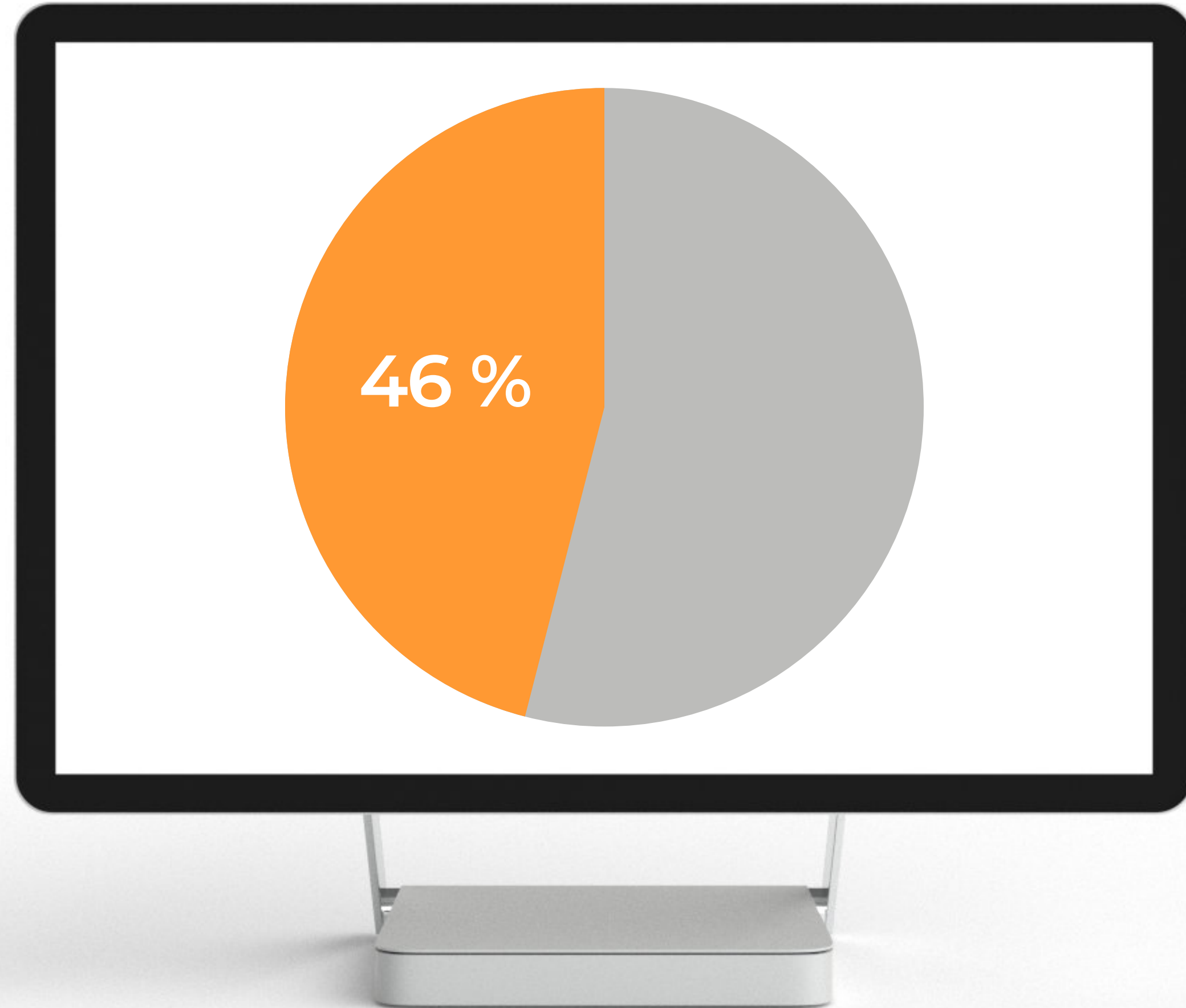


leden + únor 2018

Vývoj v čase



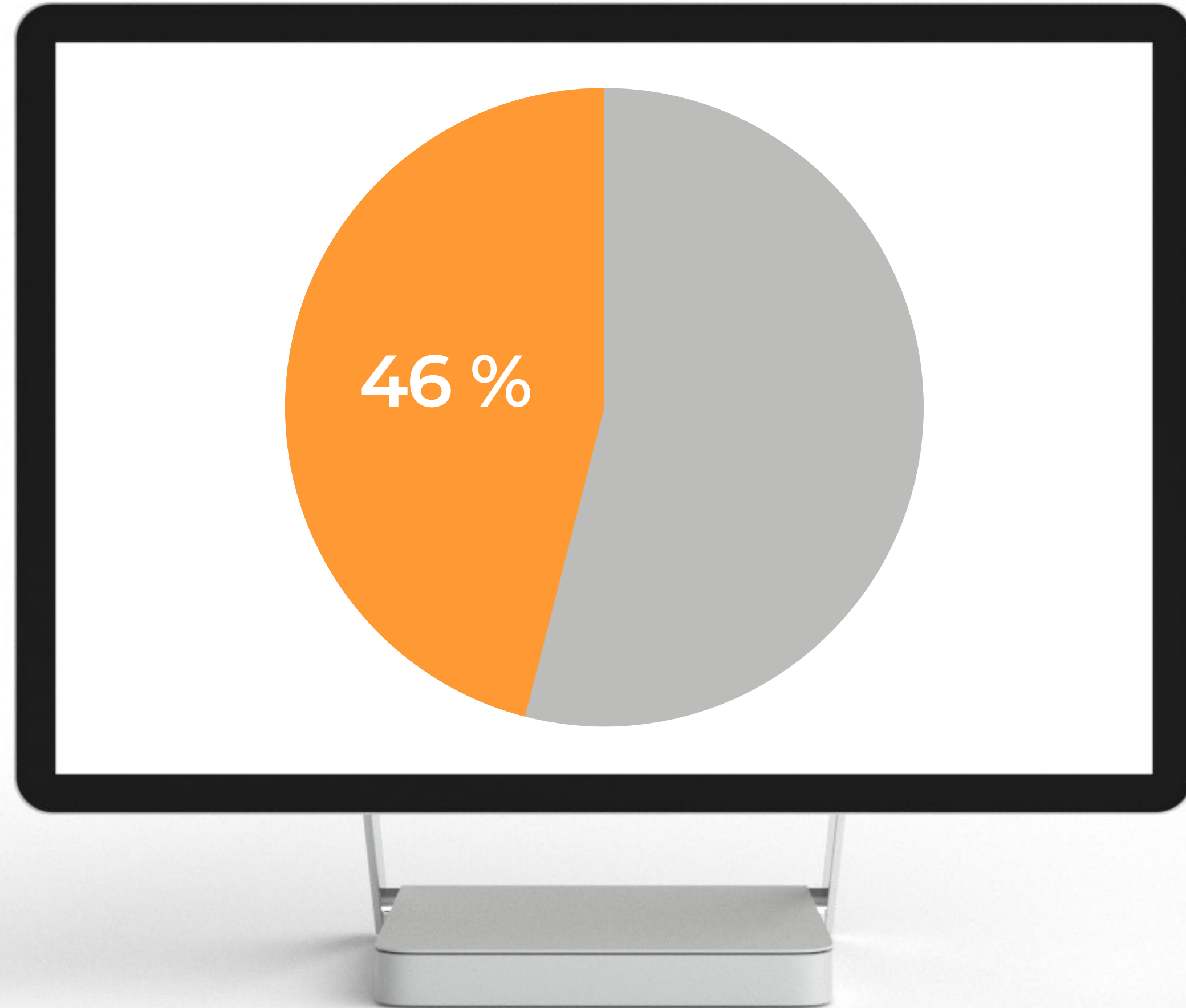
TOP 10 zadavatelů



1. 9. 2017 – 28. 2. 2018

46 % transparentní nákup

TOP 10 zadavatelů

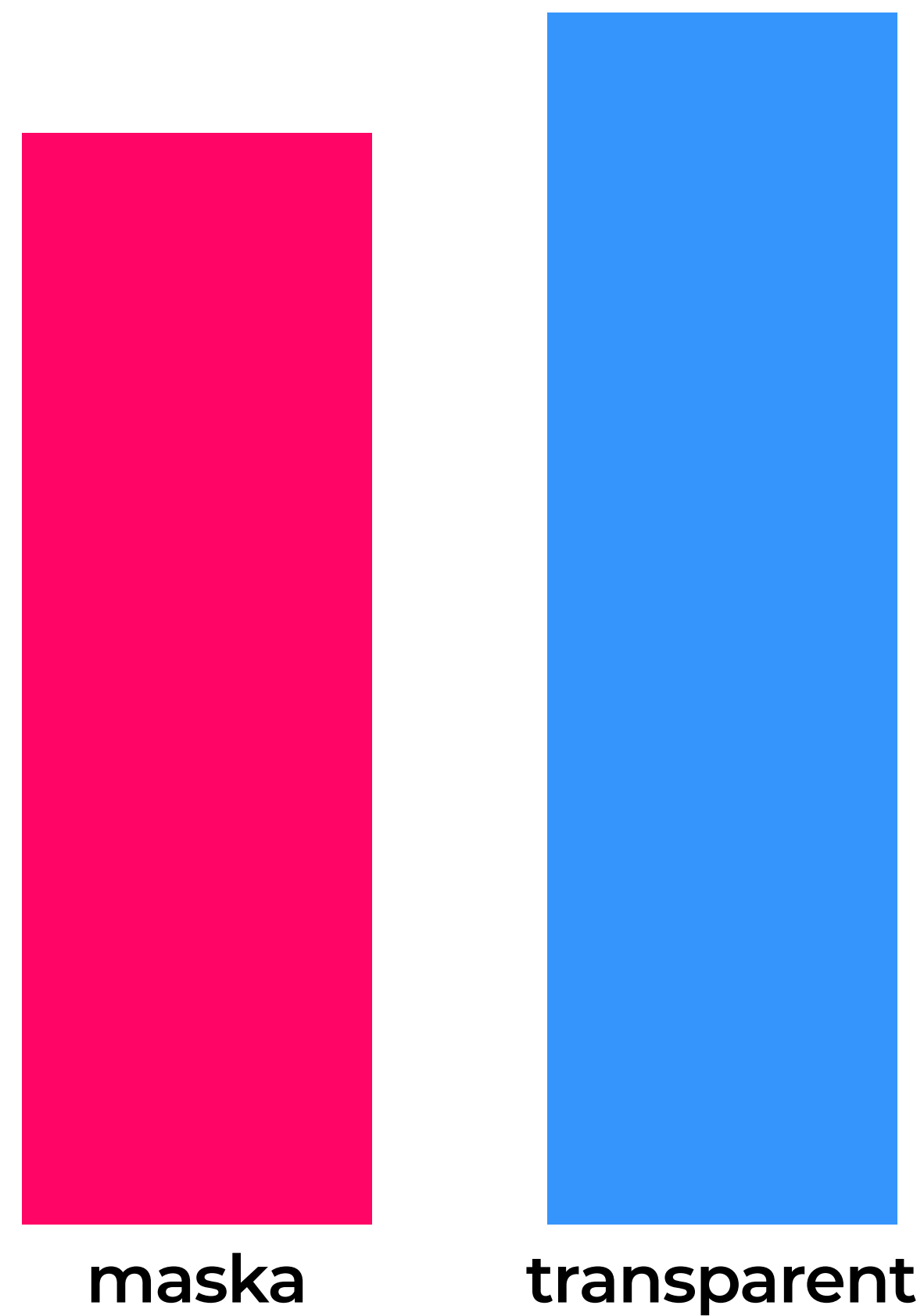


1. 9. 2017 – 28. 2. 2018

46 % transparentní nákup

U dvou z nich je to
více než 95 %

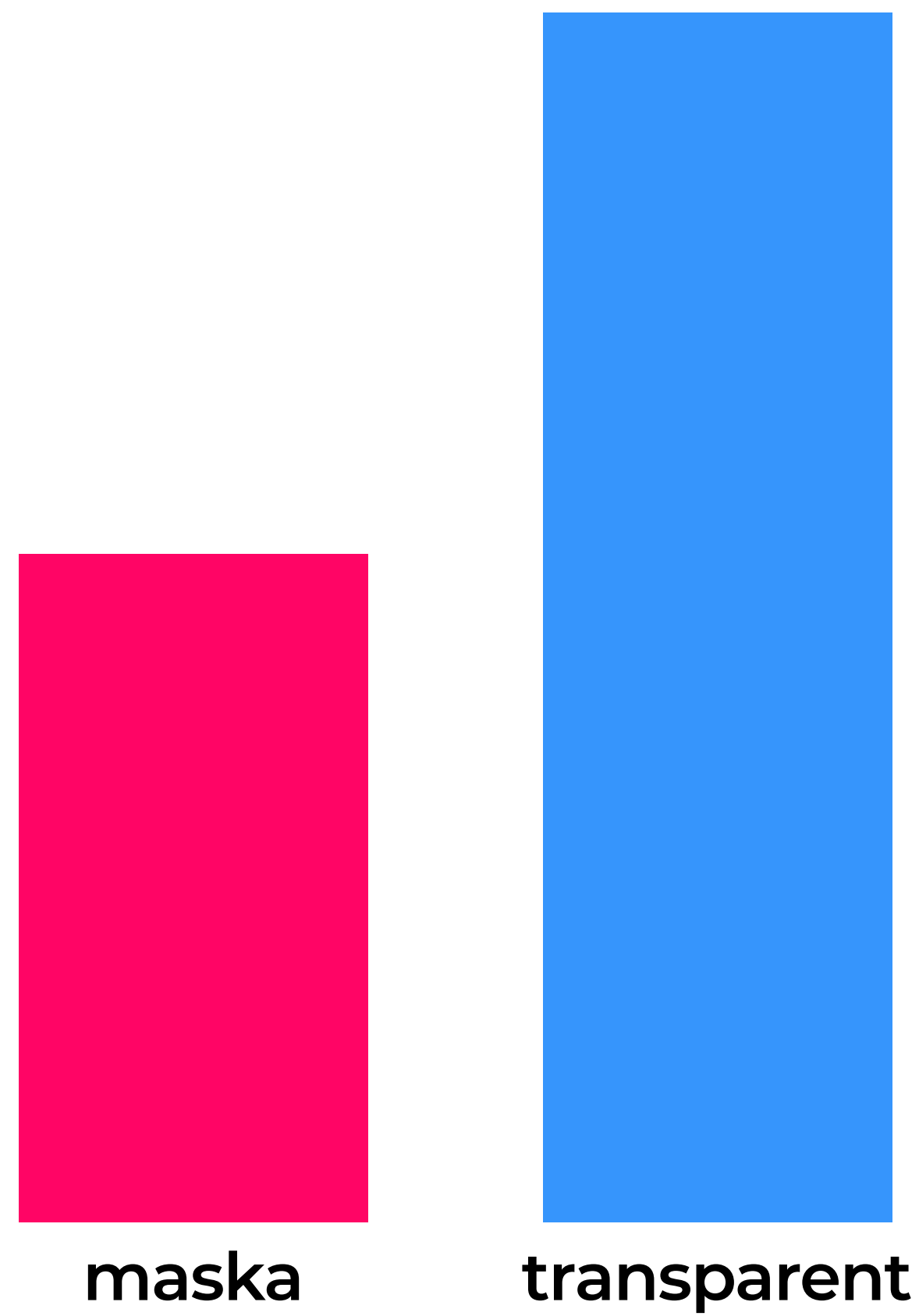
CPM



Transparentní nákup je v průměru
dražší o 11 %

1. 9. 2017 – 28. 2. 2018

CPC

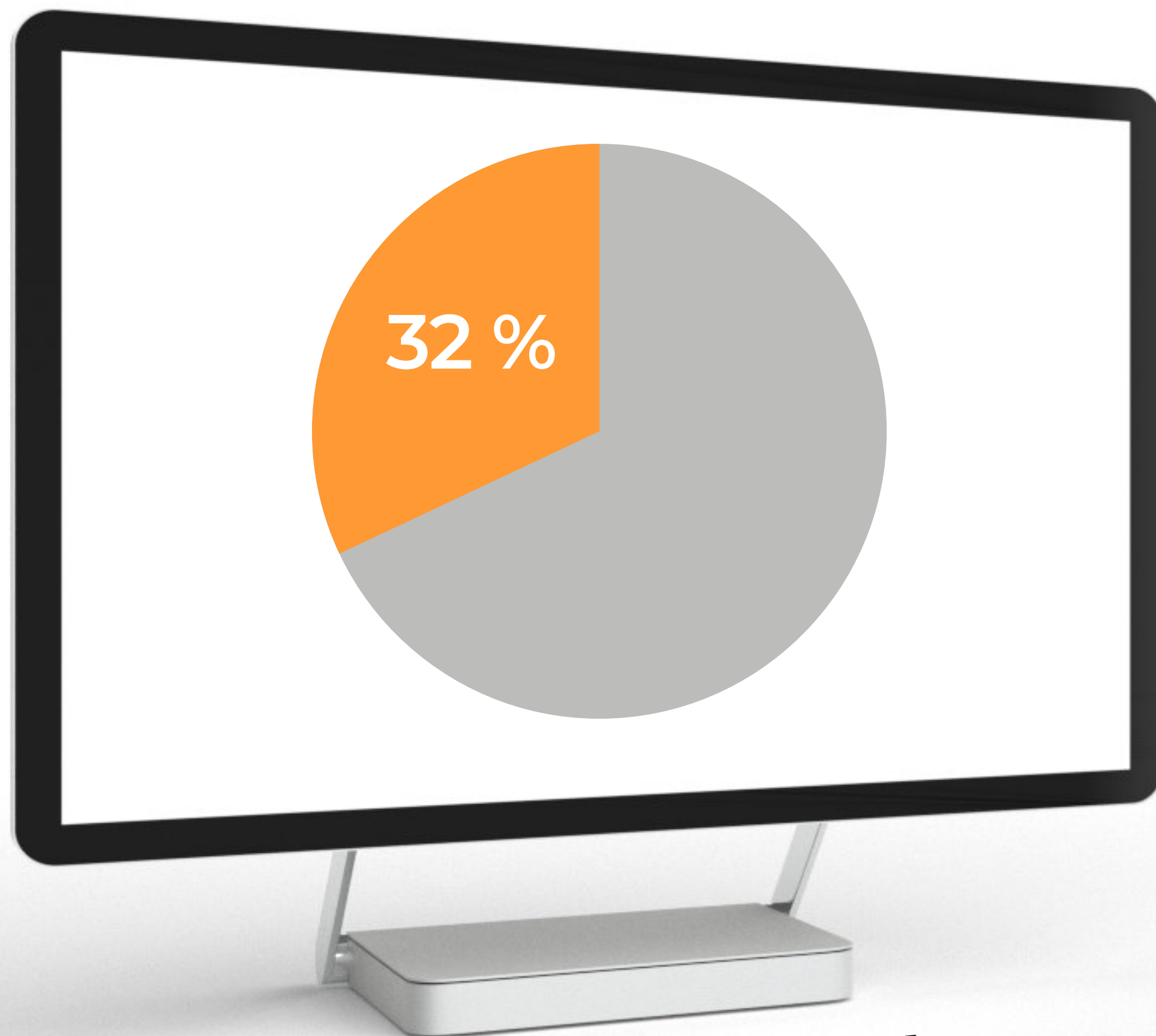


Transparentní nákup je v průměru
dražší o 81 %

1. 9. 2017 – 28. 2. 2018

Transparentní nákup

Prémiové formáty vs. bannery

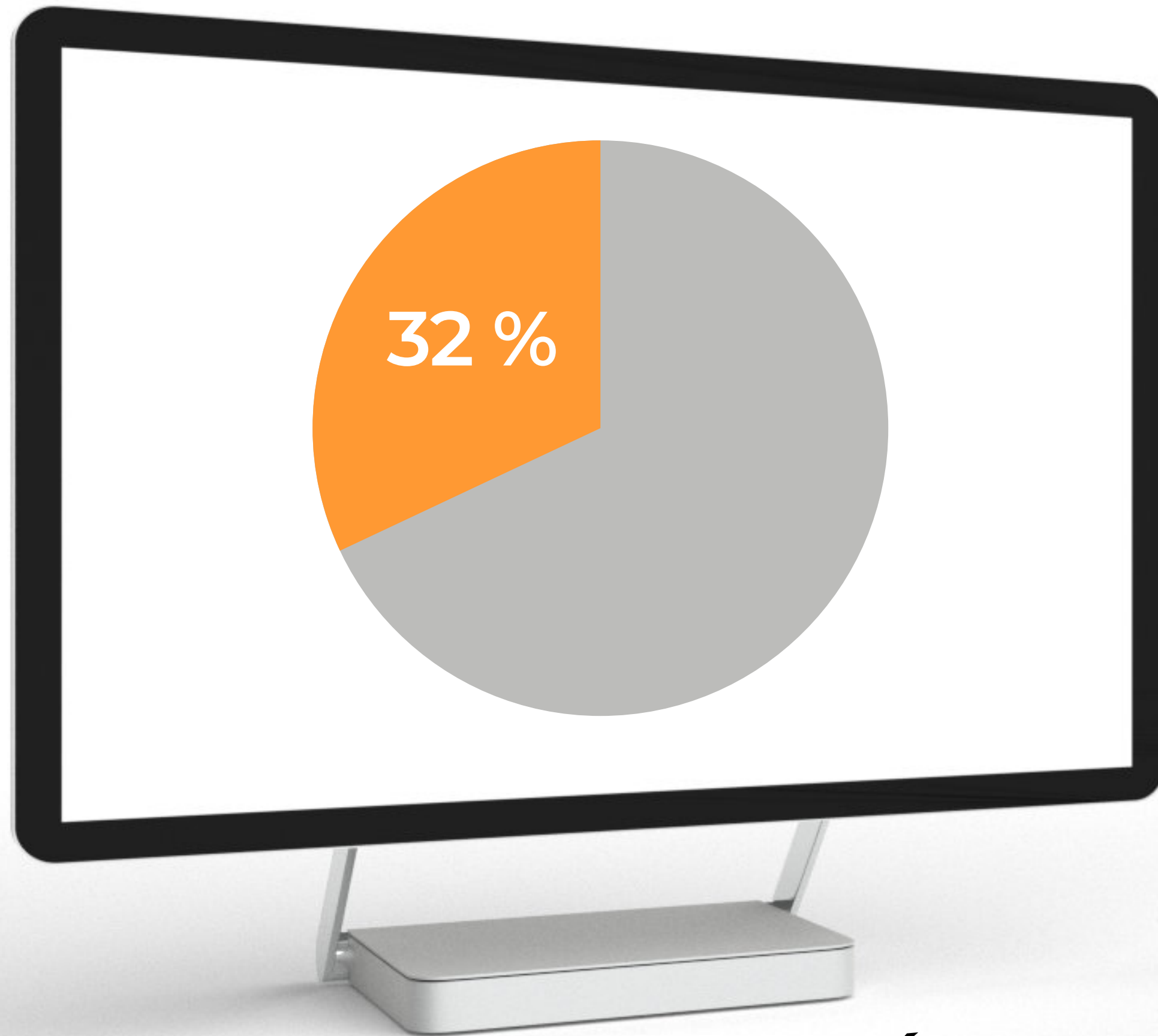


1. 9. 2017 –
28. 2. 2018

prémiové formáty

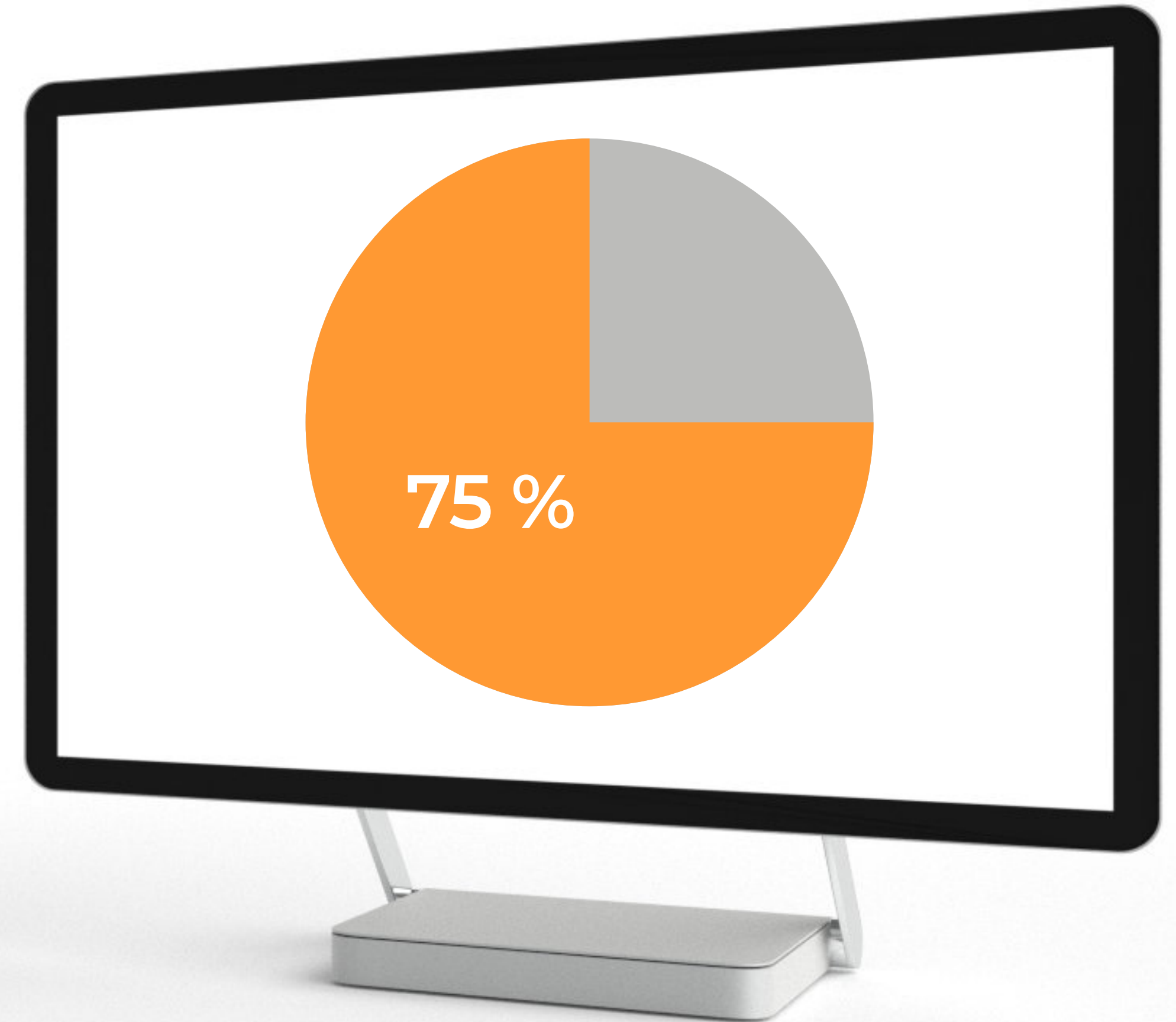
Transparentní nákup

Prémiové formáty vs. bannery



prémiové formáty

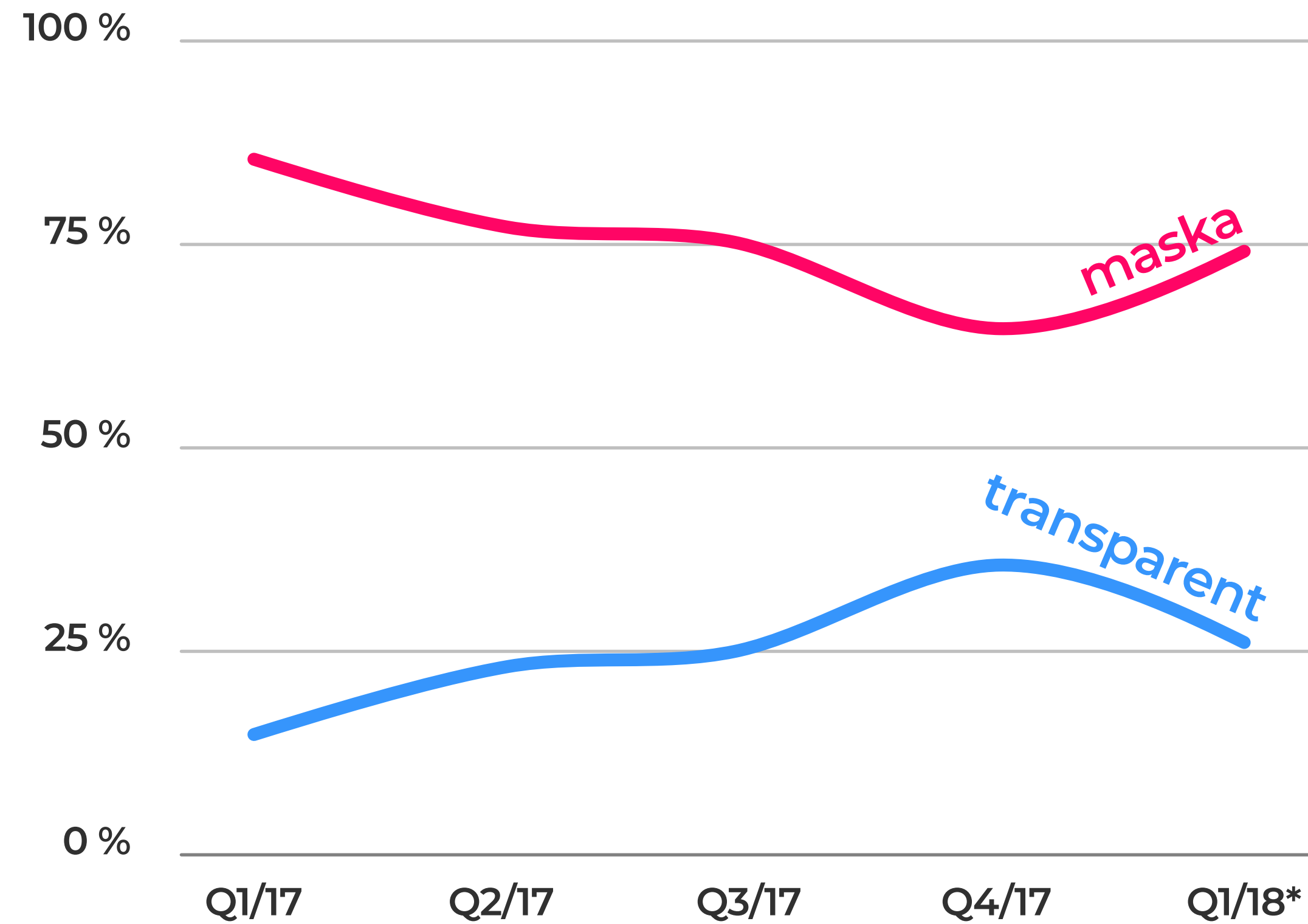
1. 9. 2017 –
28. 2. 2018



bannery

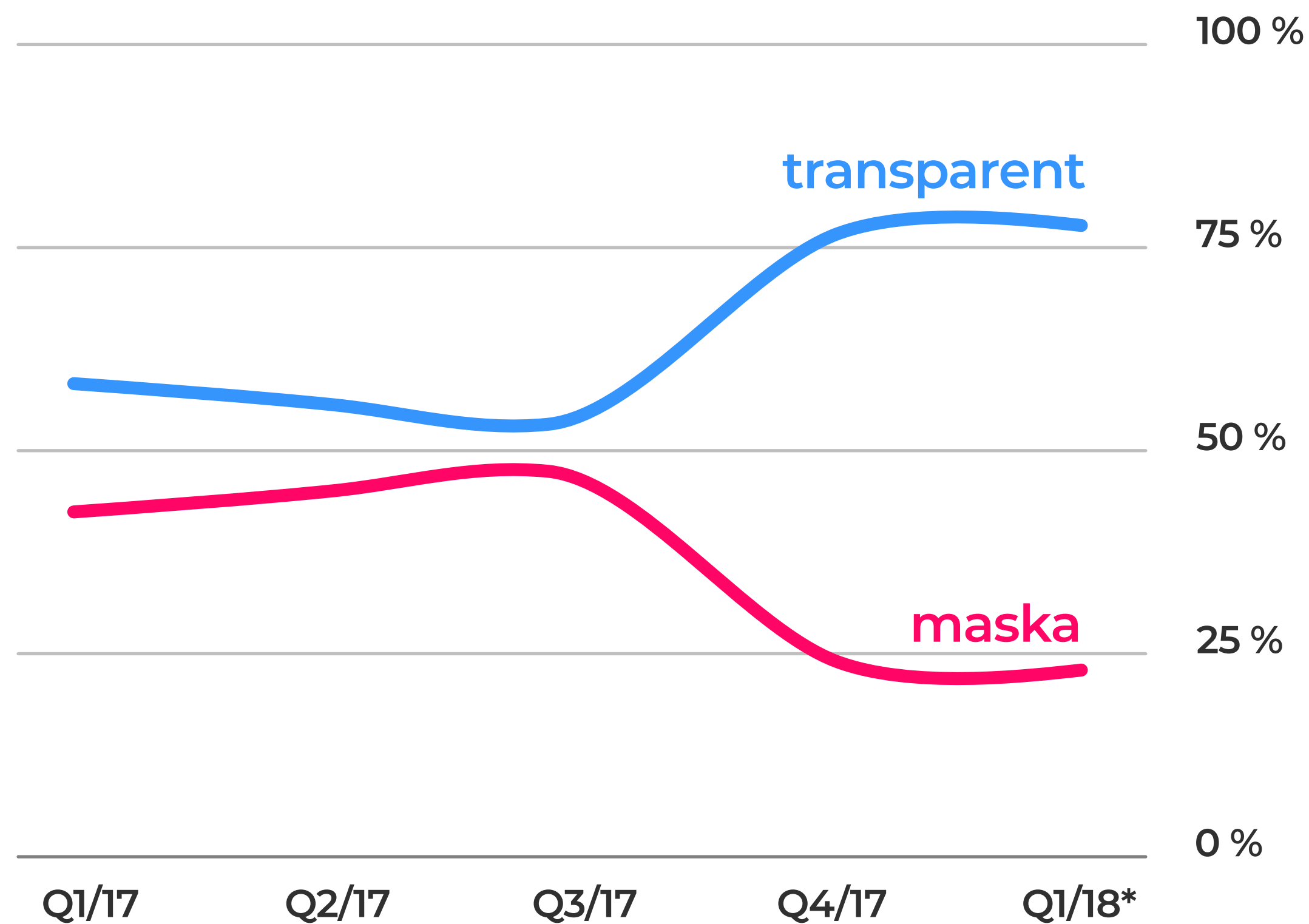
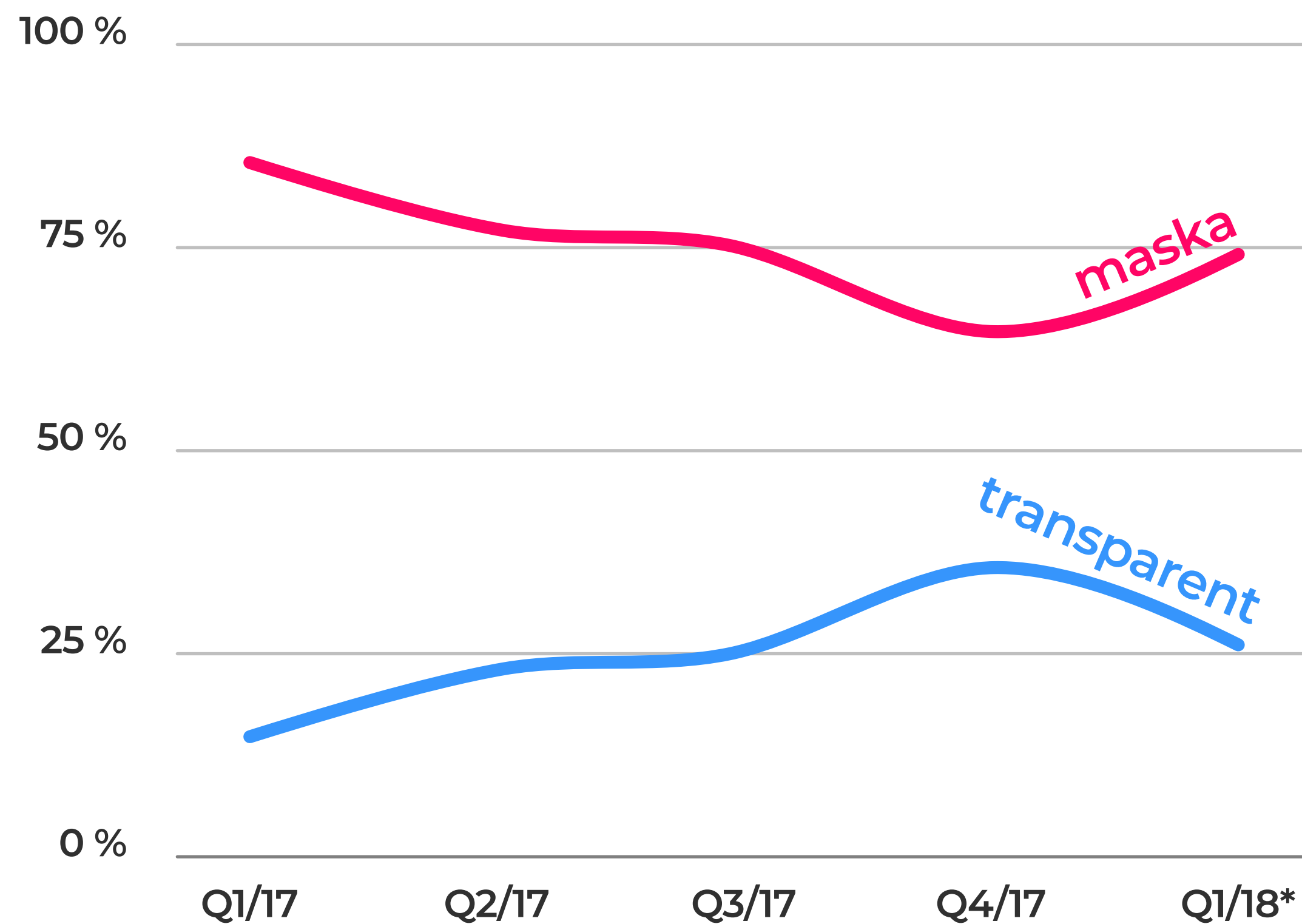
Transparentní nákup

Prémiové formáty vs. bannery



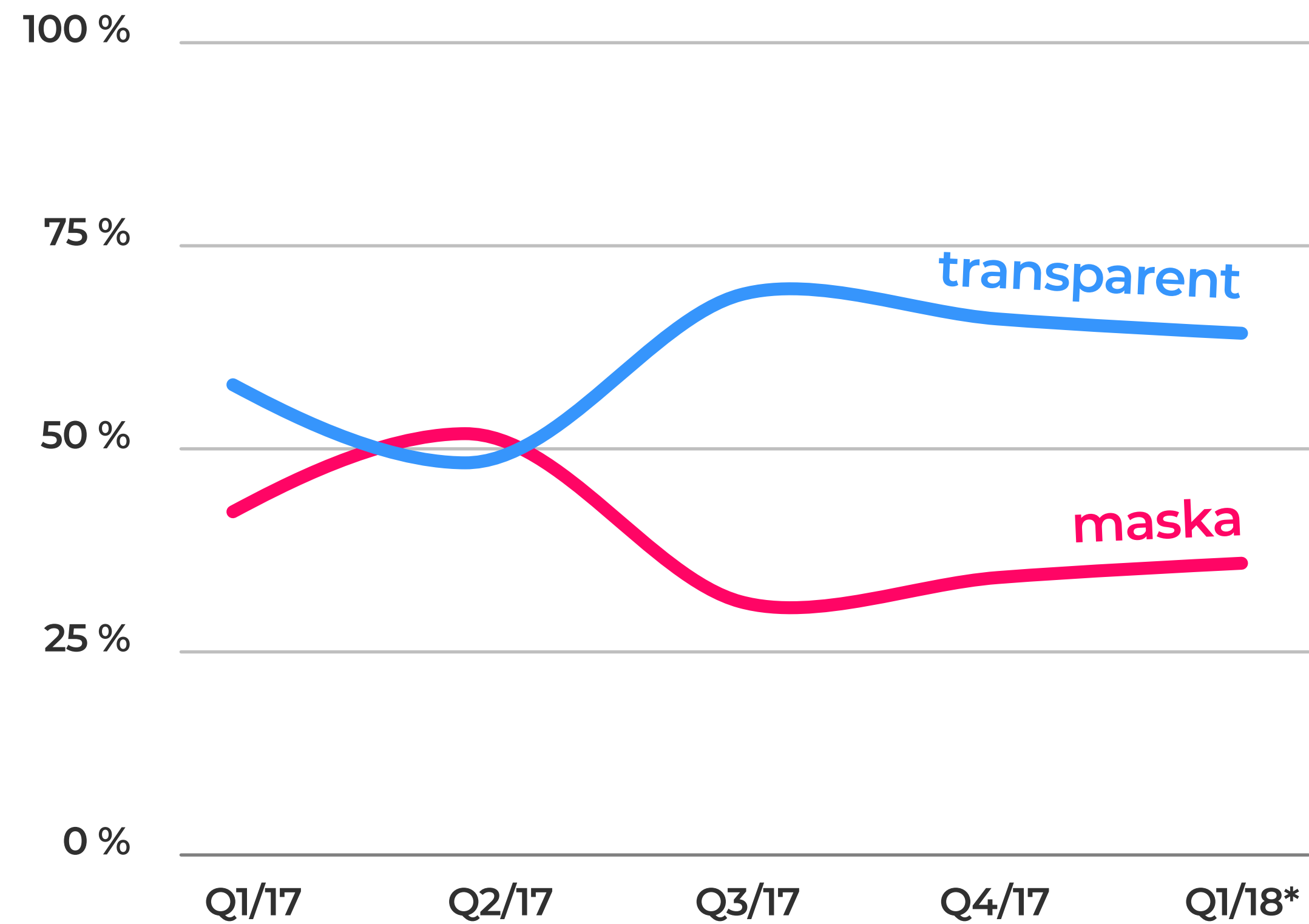
Transparentní nákup

Prémiové formáty vs. bannery



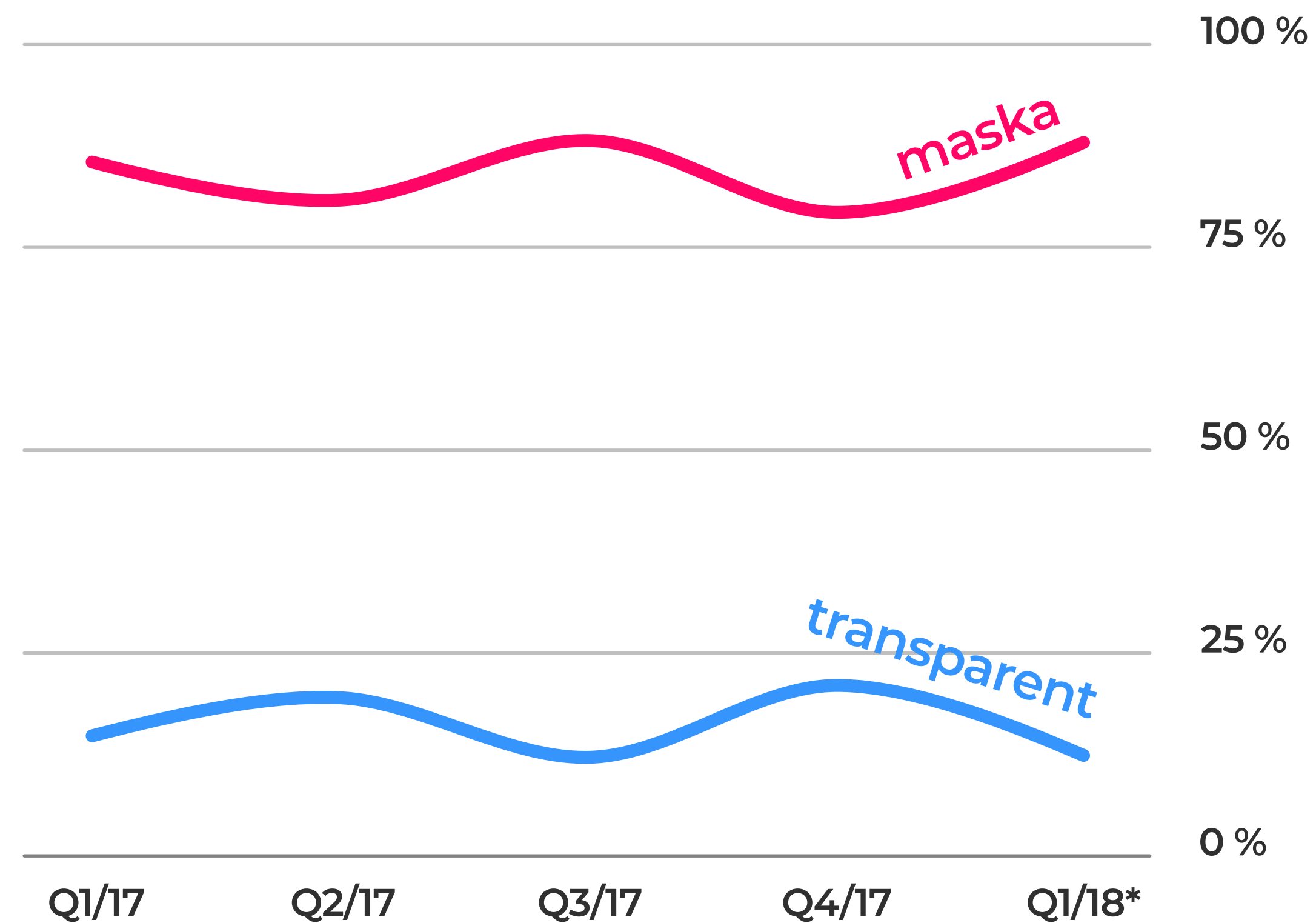
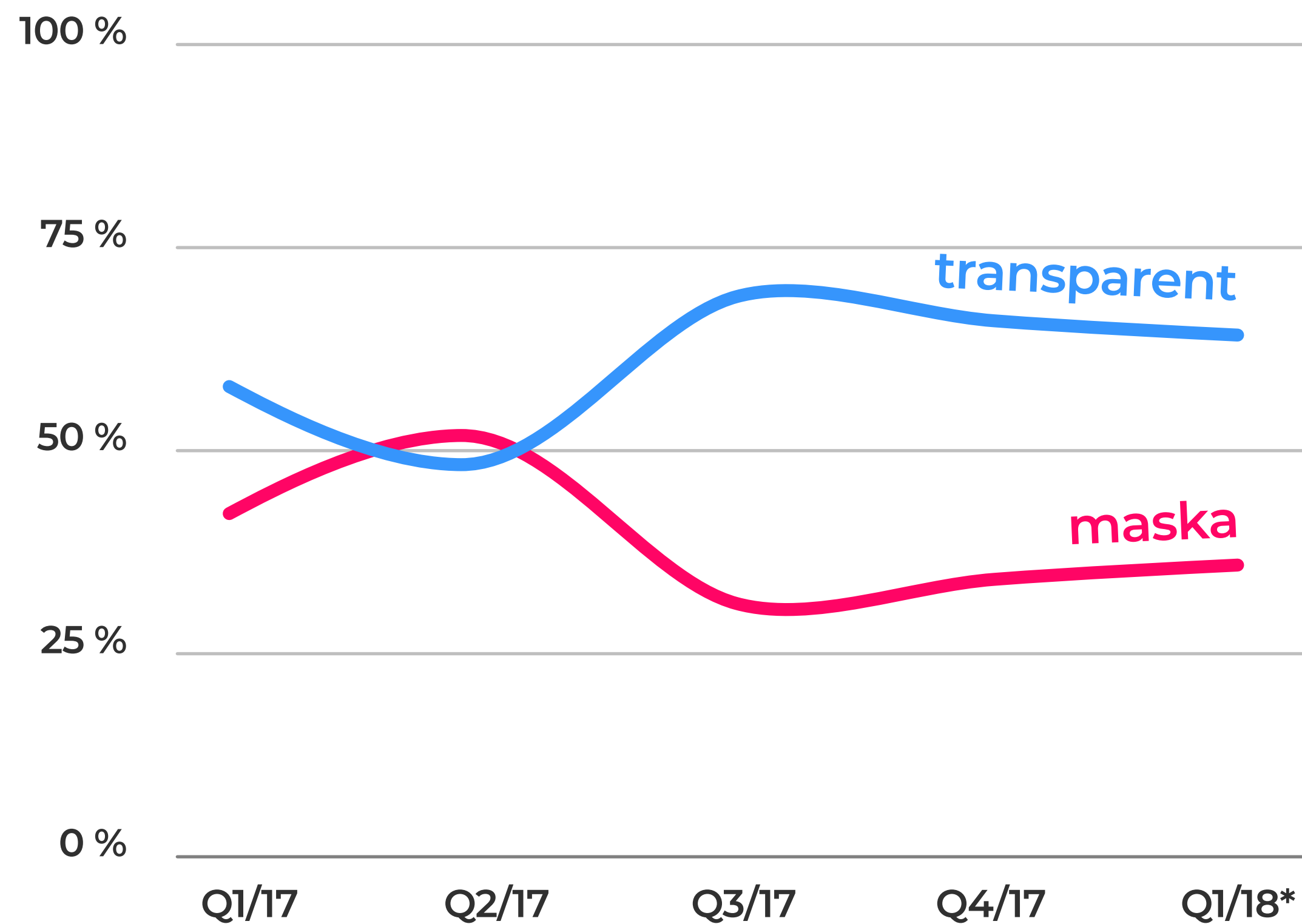
Transparentní nákup

Nativní reklama vs. Branding

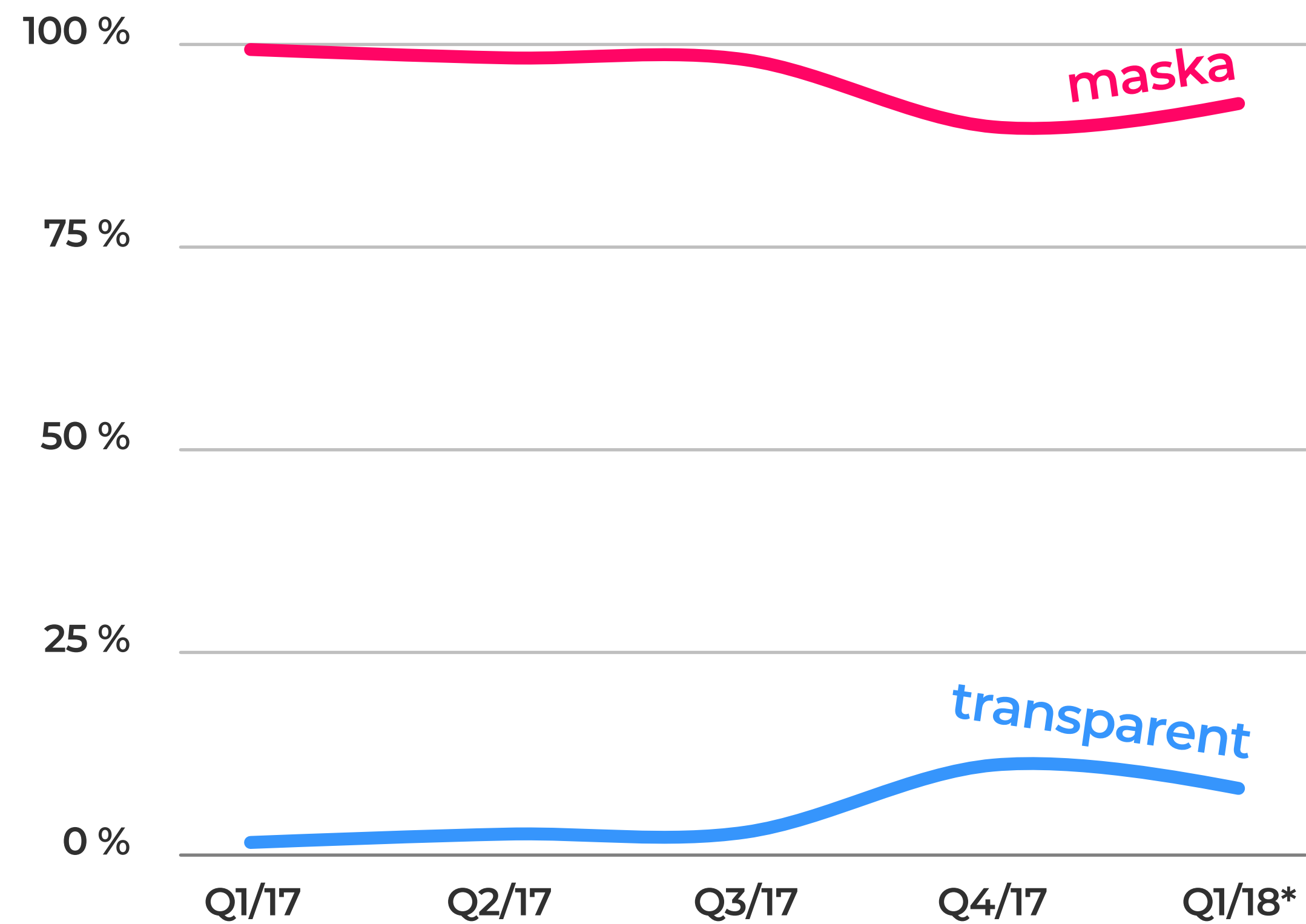


Transparentní nákup

Nativní reklama vs. Branding

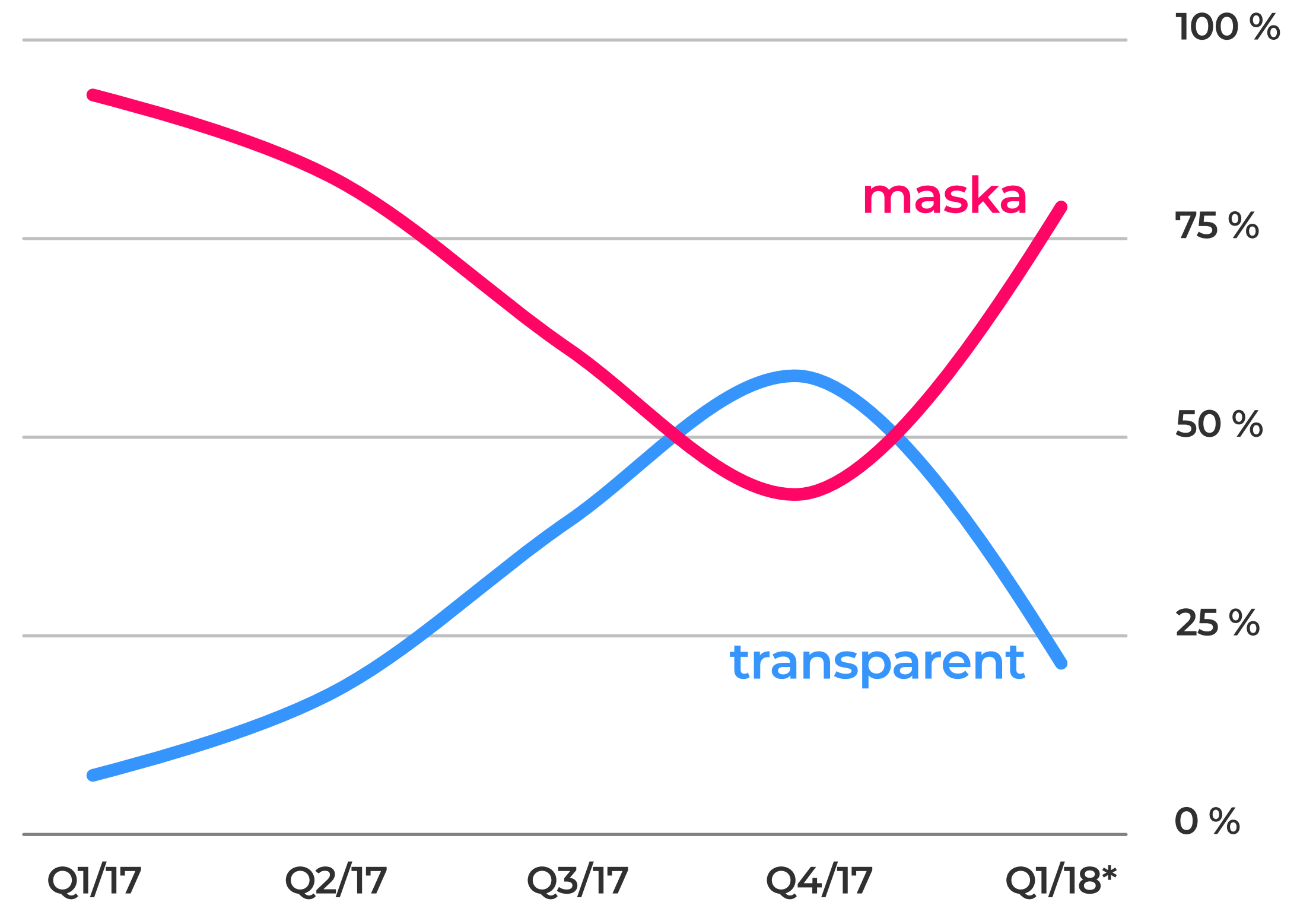
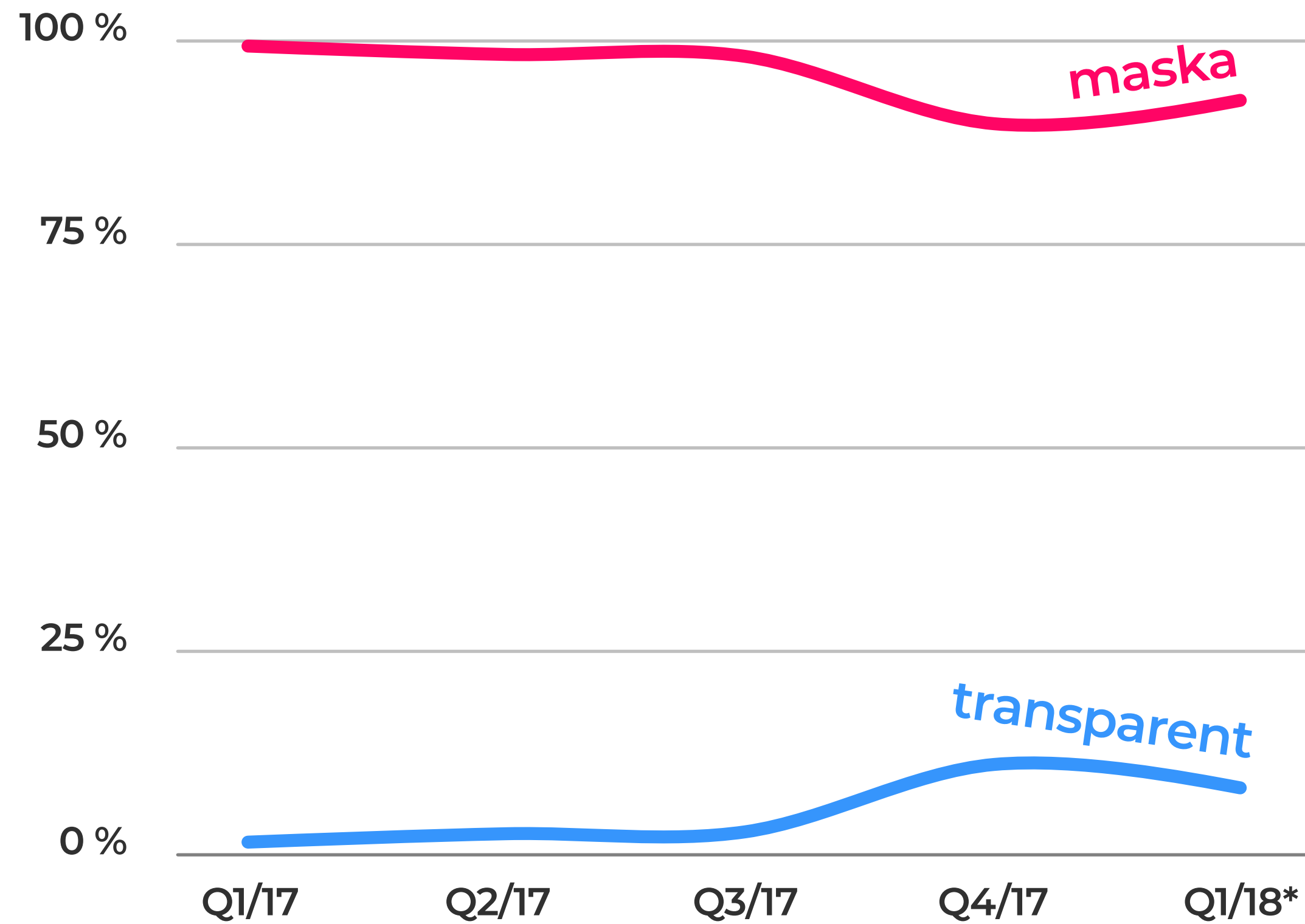


Transparentní nákup Instream vs. Outstream



Transparentní nákup

Instream vs. Outstream

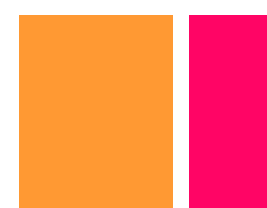


RTB INDEX

CPM – maskovaný a transparentní nákup

Transparentní

Maskovaný



Banner

300×600 px



Branding



**Mobilní
Branding**

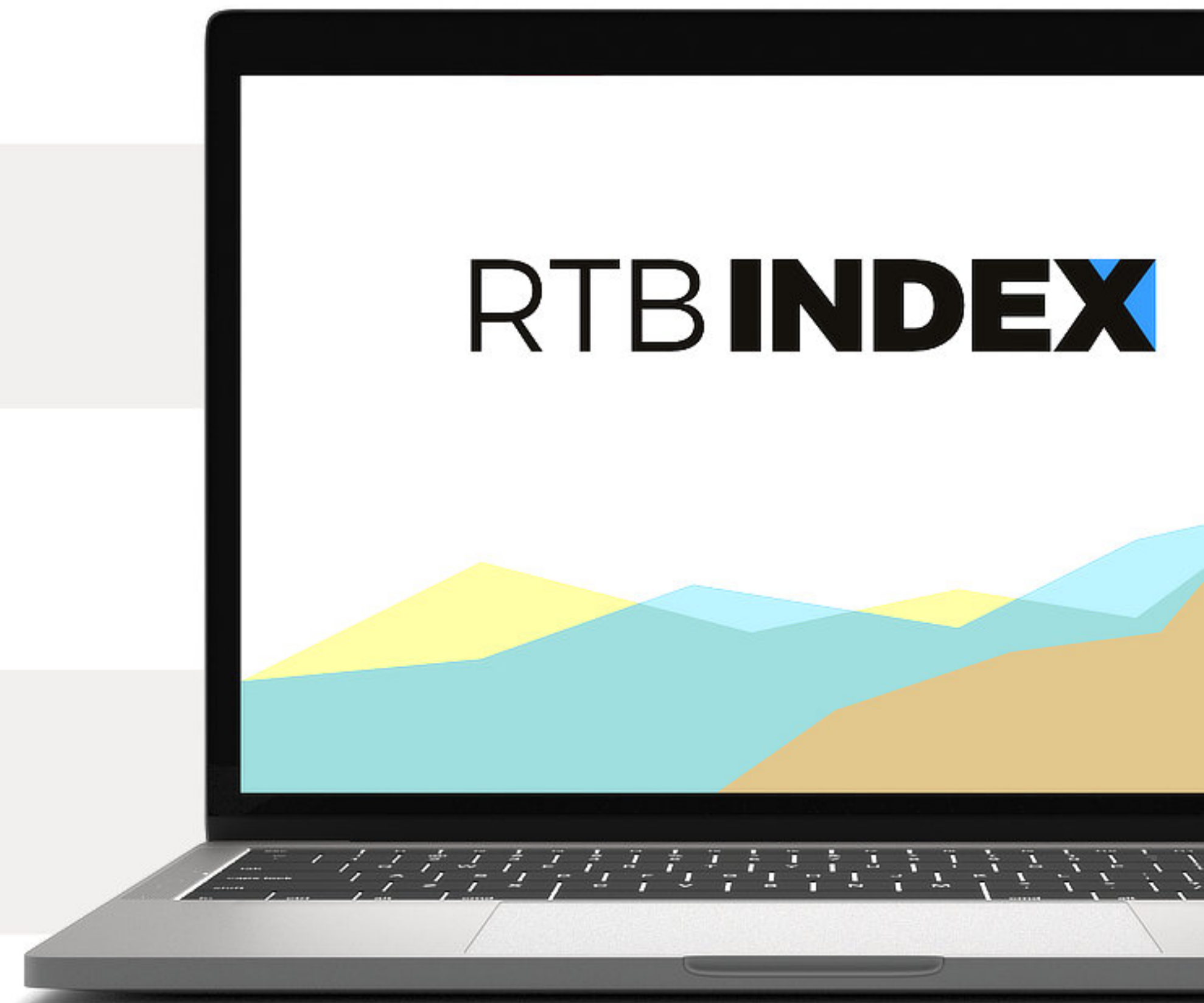


**Nativní
reklama**



Video

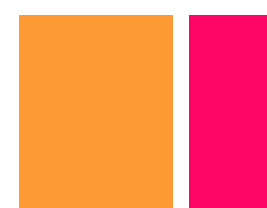
preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM



Branding



**Mobilní
Branding**

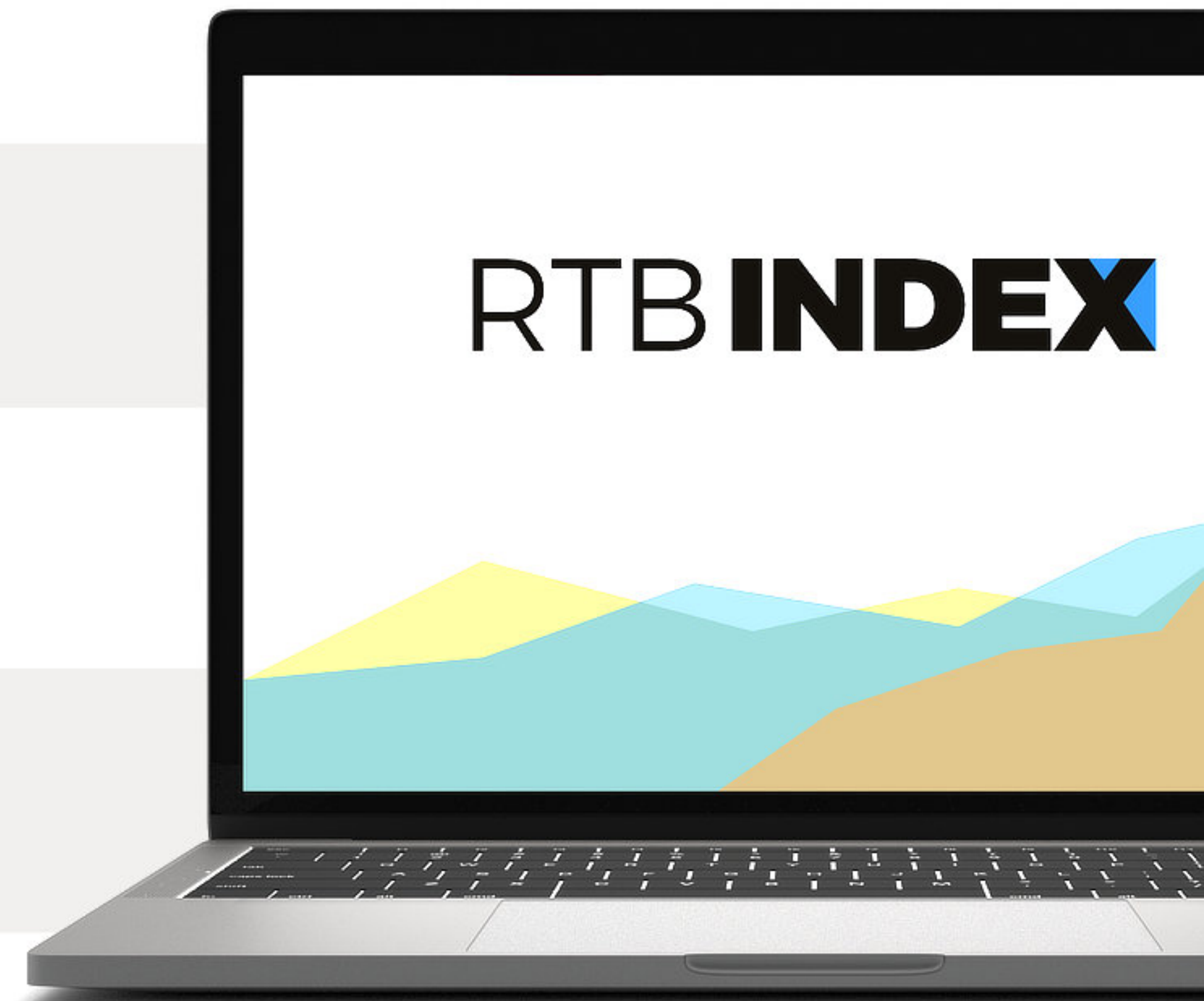


**Nativní
reklama**



Video

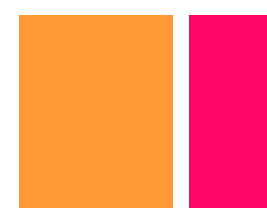
preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

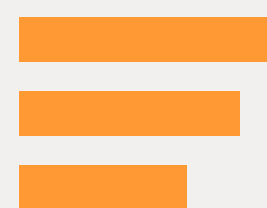
CPM



Branding



**Mobilní
Branding**

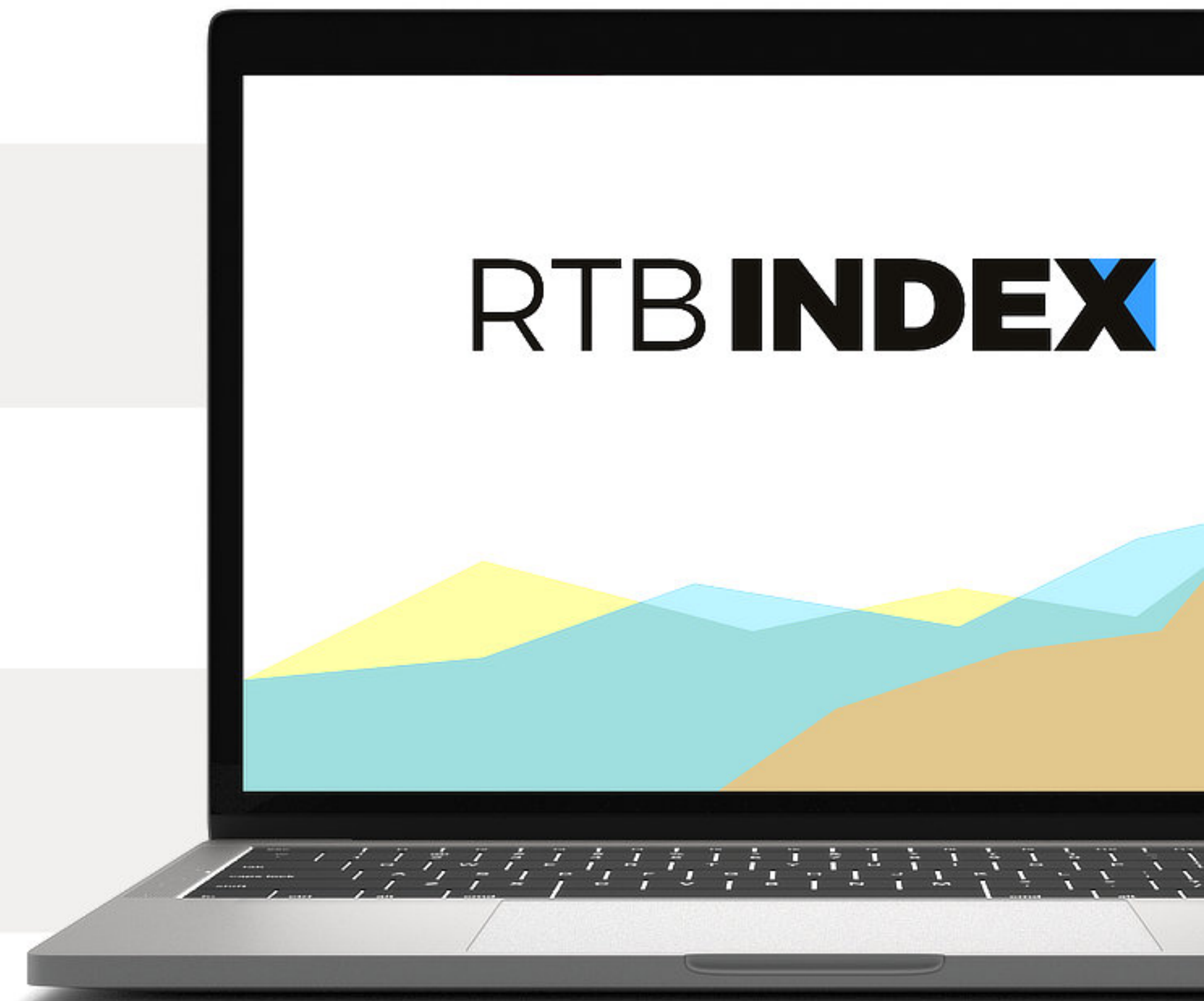


**Nativní
reklama**



Video

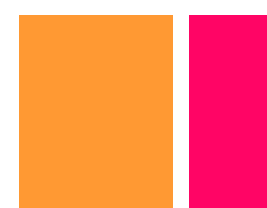
preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



Branding

202 Kč

CPM



**Mobilní
Branding**

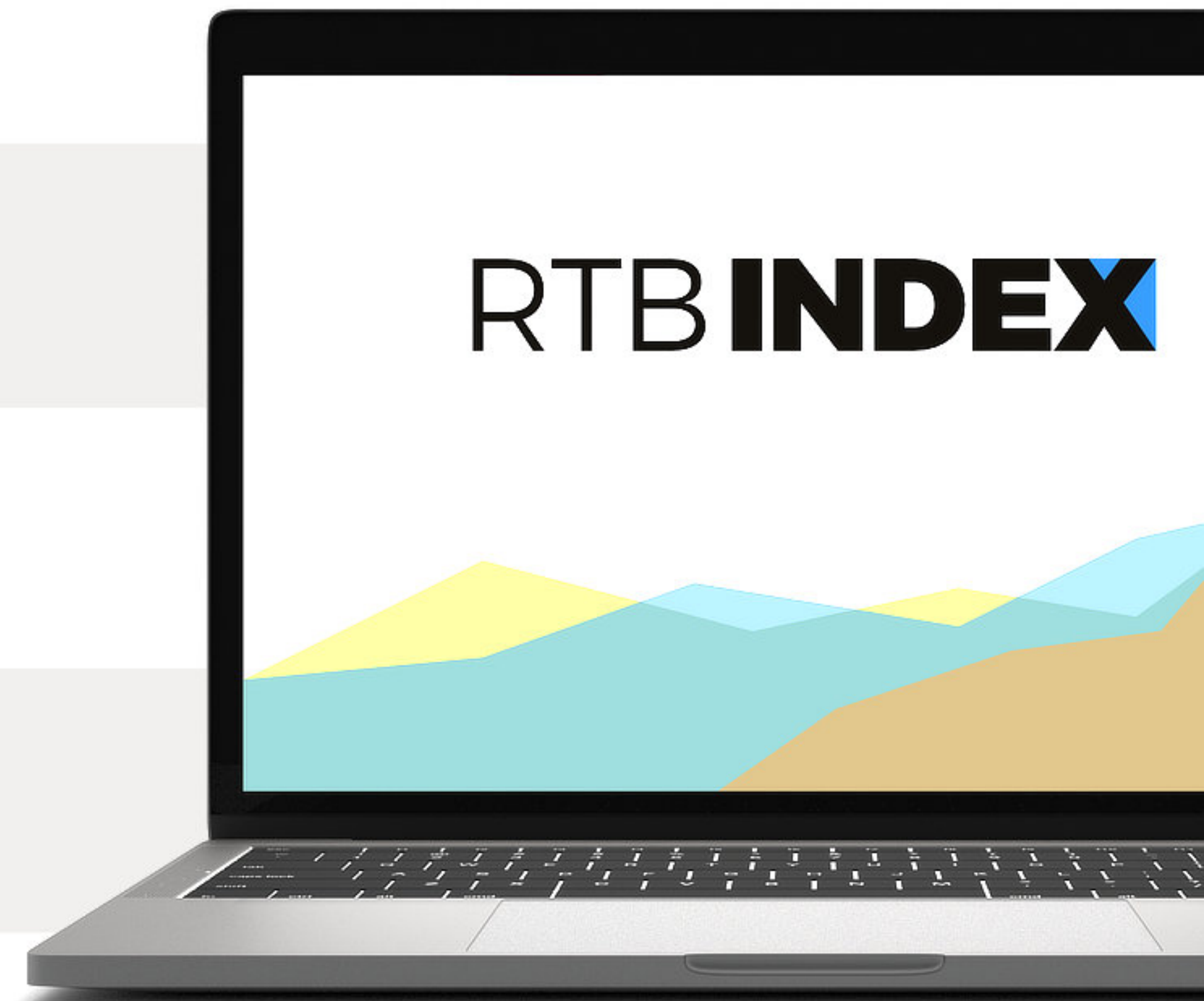


**Nativní
reklama**



Video

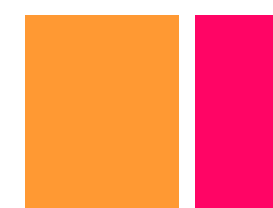
preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



Branding

202 Kč

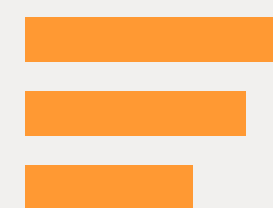
CPM

100 Kč

CPM



**Mobilní
Branding**

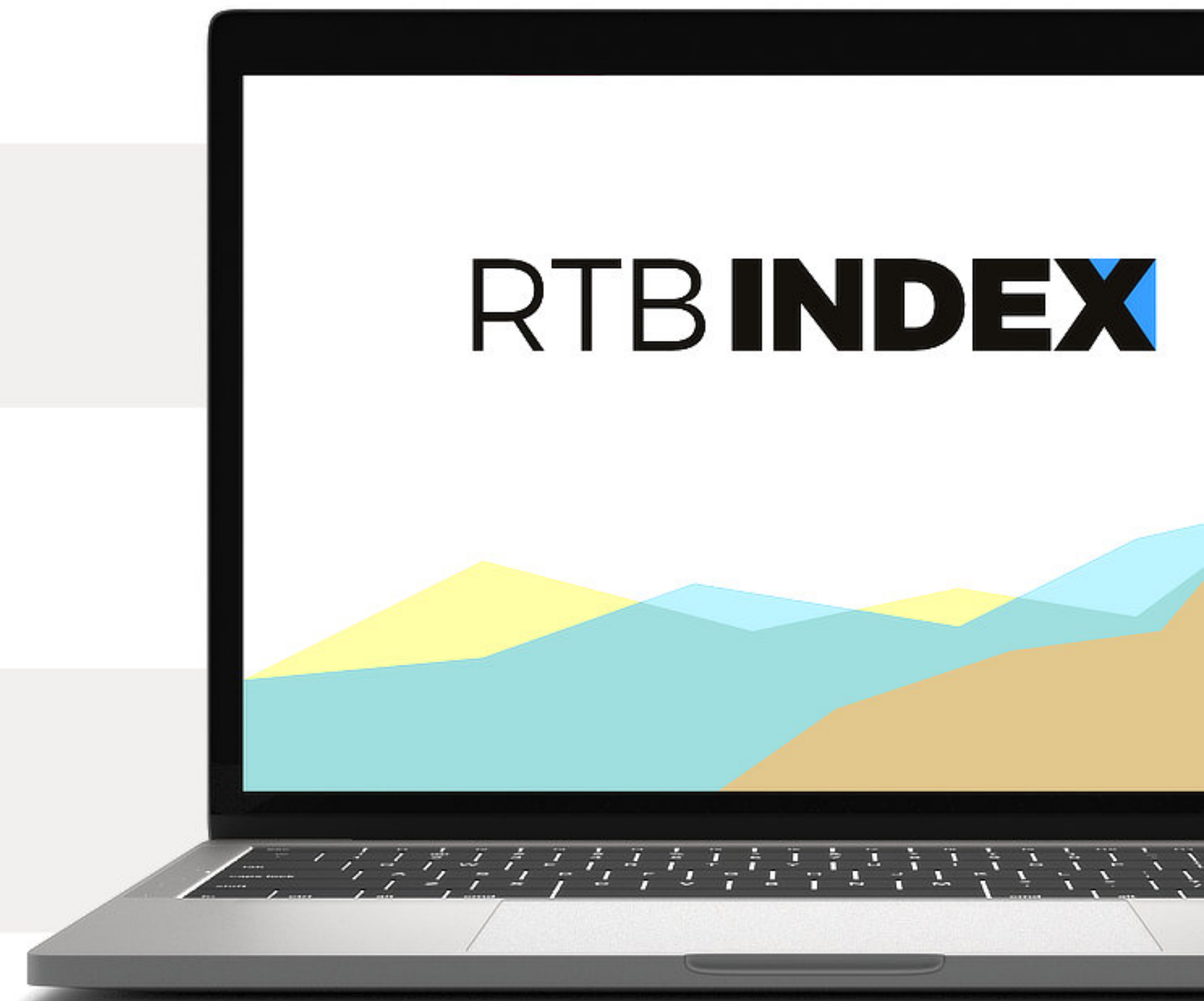


**Nativní
reklama**



Video

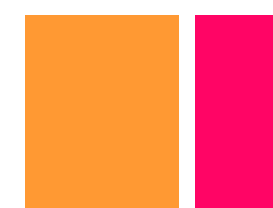
preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



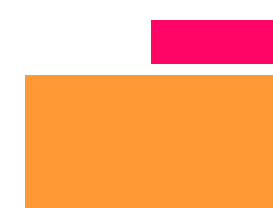
Branding

202 Kč

CPM

100 Kč

CPM



**Mobilní
Branding**

92 Kč

CPM

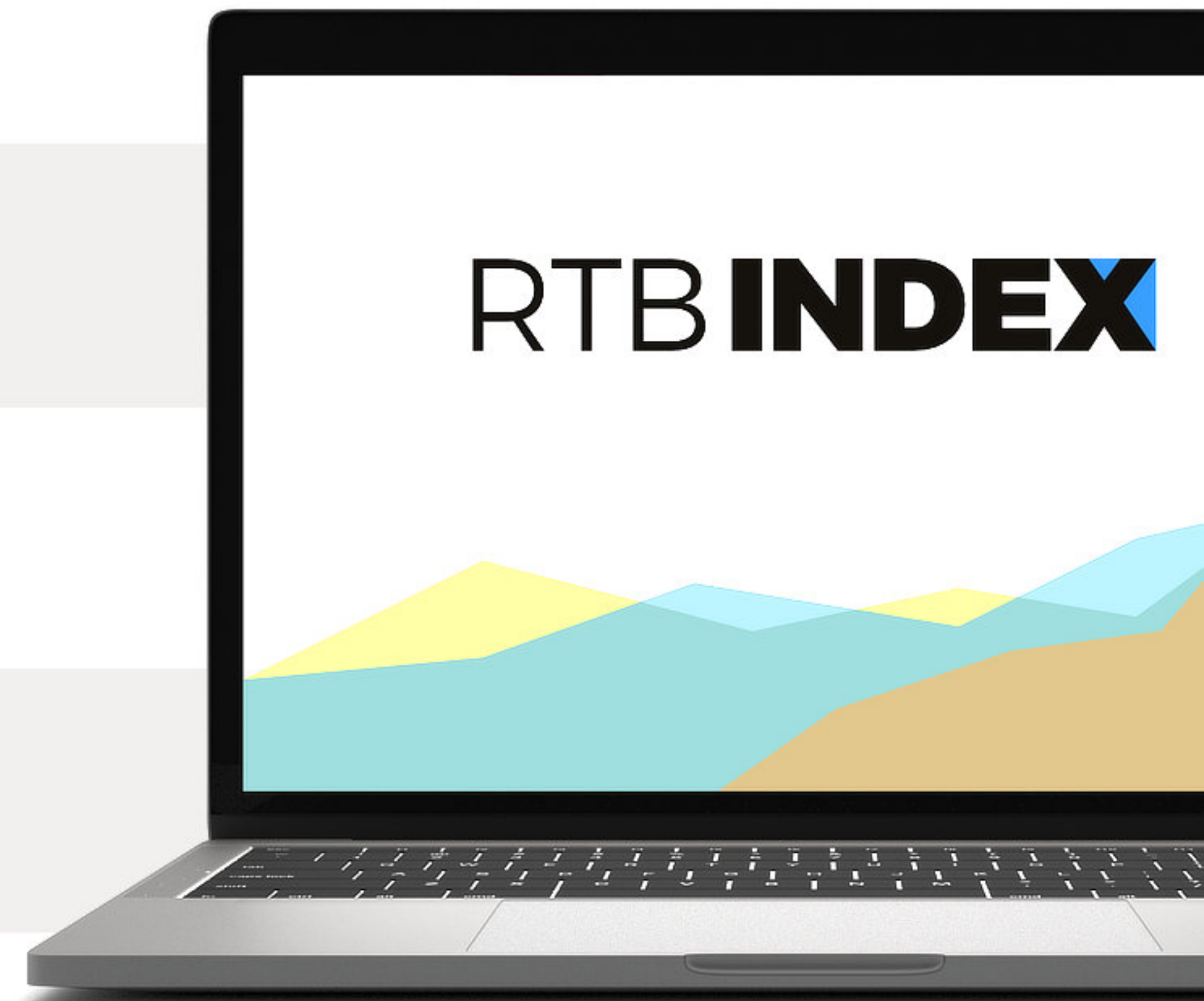


**Nativní
reklama**



Video

preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



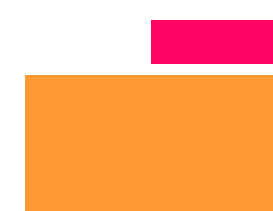
Branding

202 Kč

CPM

100 Kč

CPM



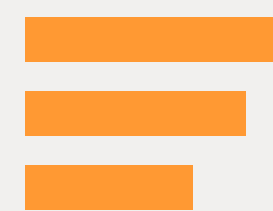
**Mobilní
Branding**

92 Kč

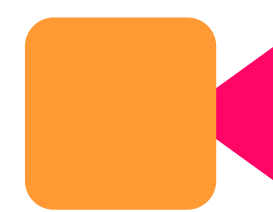
CPM

57 Kč

CPM

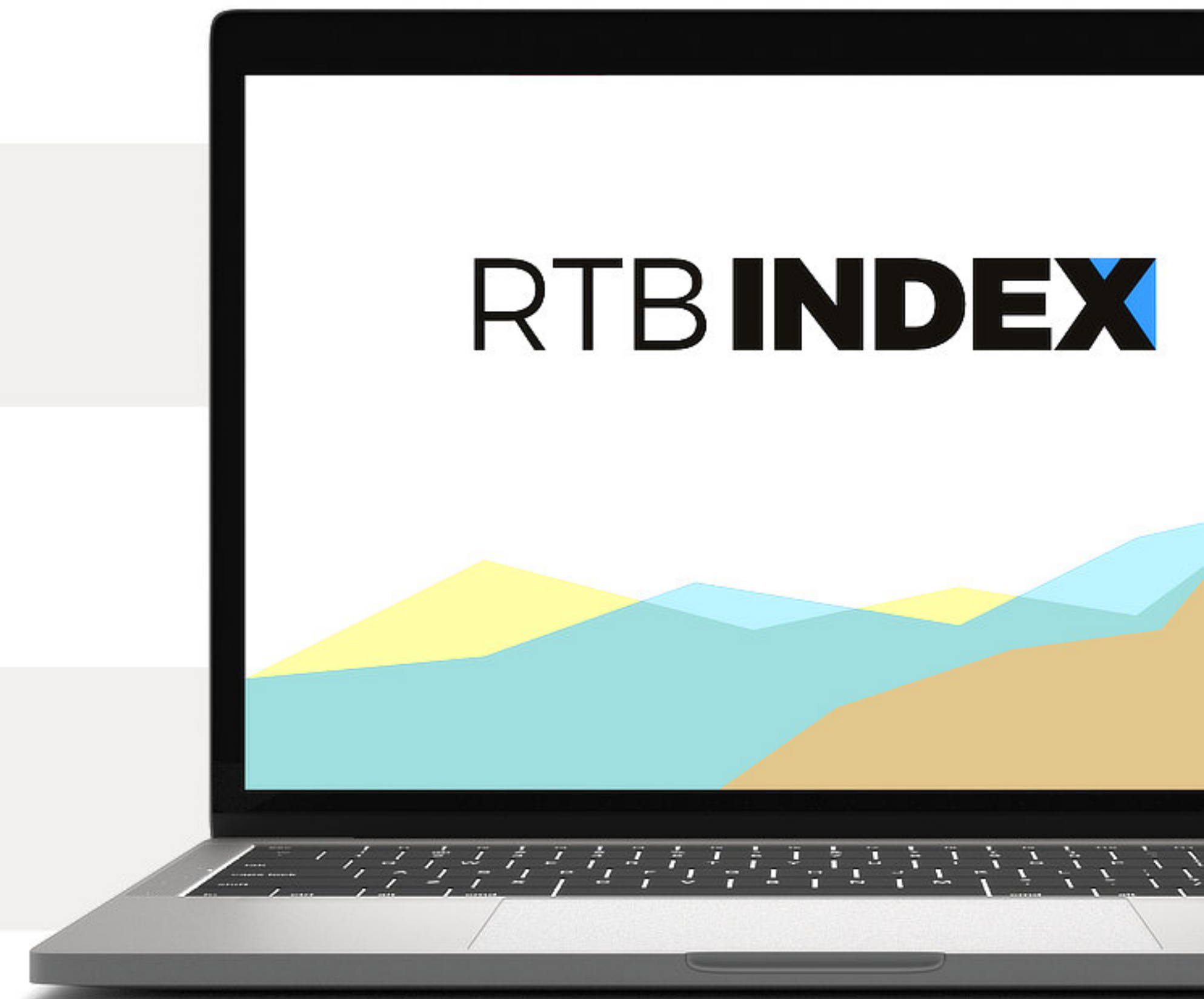


**Nativní
reklama**



Video

preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



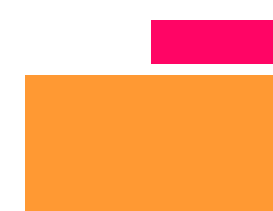
Branding

202 Kč

CPM

100 Kč

CPM



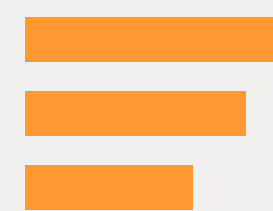
**Mobilní
Branding**

92 Kč

CPM

57 Kč

CPM



**Nativní
reklama**

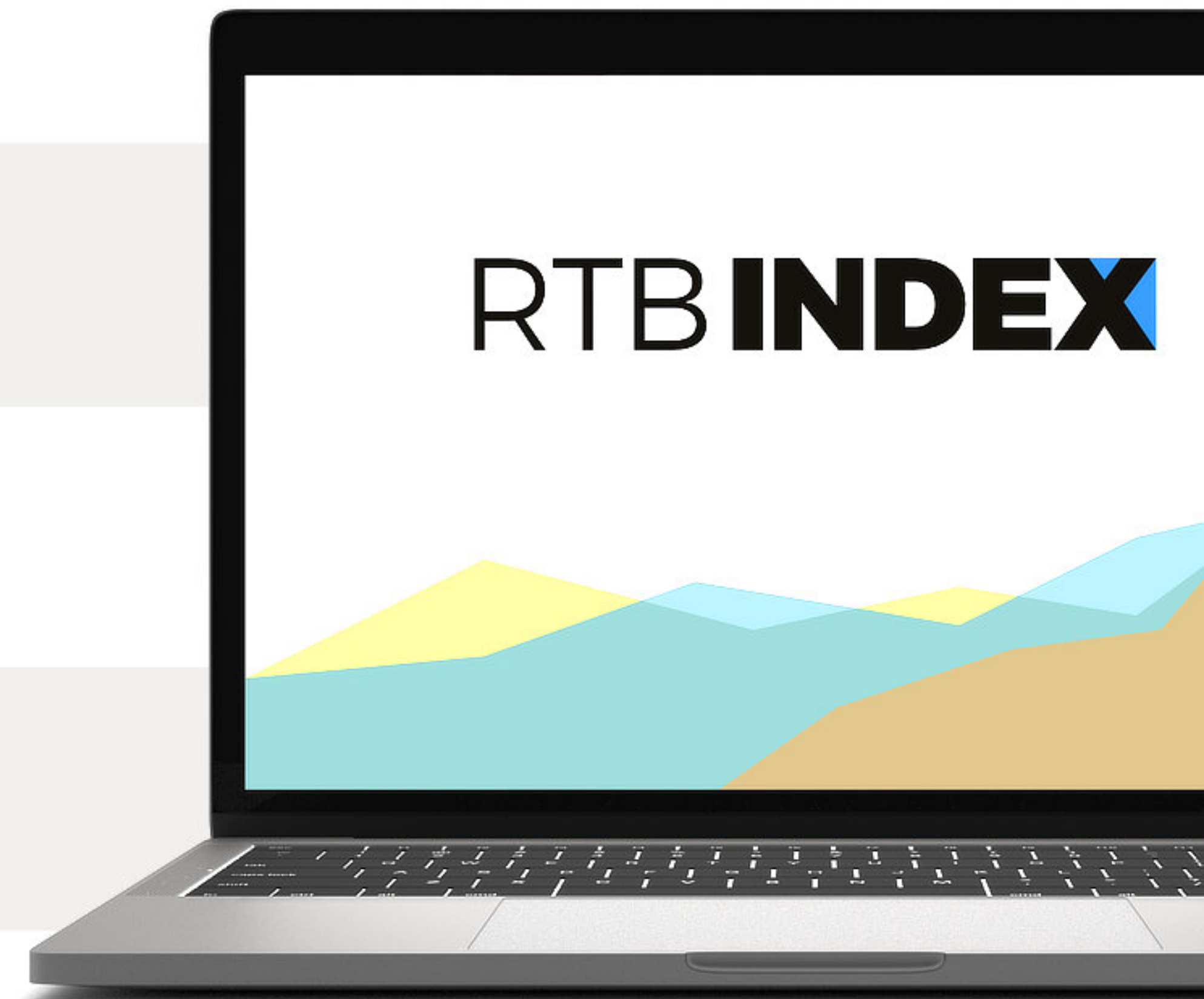
59 Kč

CPM



Video

preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



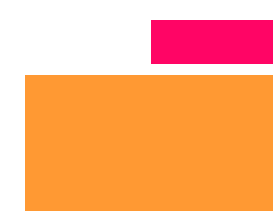
Branding

202 Kč

CPM

100 Kč

CPM



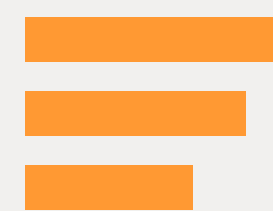
**Mobilní
Branding**

92 Kč

CPM

57 Kč

CPM



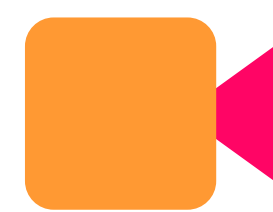
**Nativní
reklama**

59 Kč

CPM

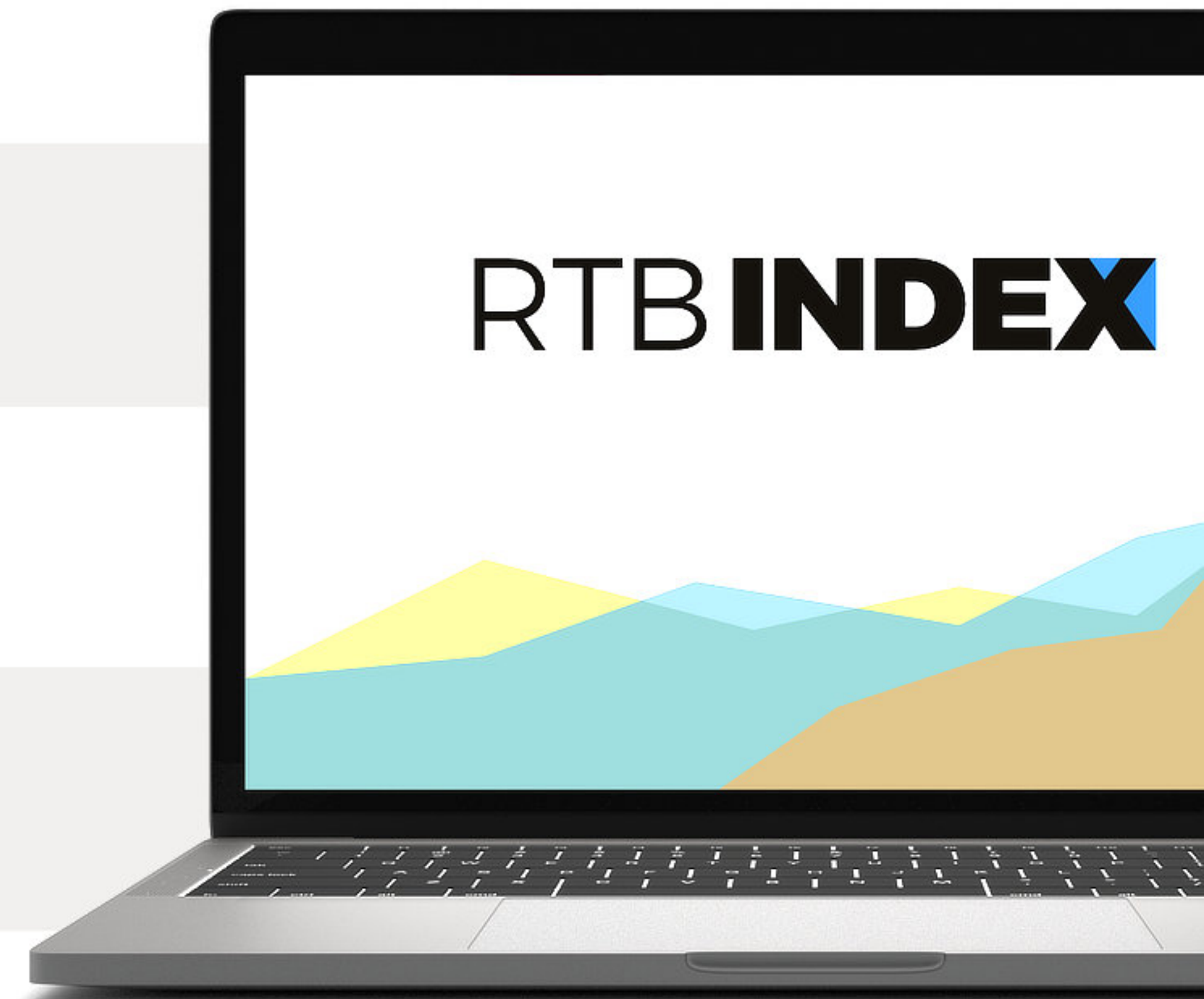
41 Kč

CPM



Video

preroll, outstream



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



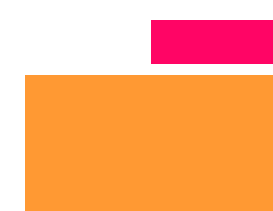
Branding

202 Kč

CPM

100 Kč

CPM



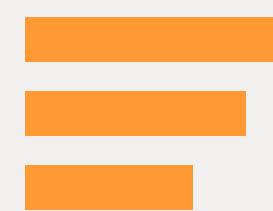
Mobilní Branding

92 Kč

CPM

57 Kč

CPM



Nativní reklama

59 Kč

CPM

41 Kč

CPM

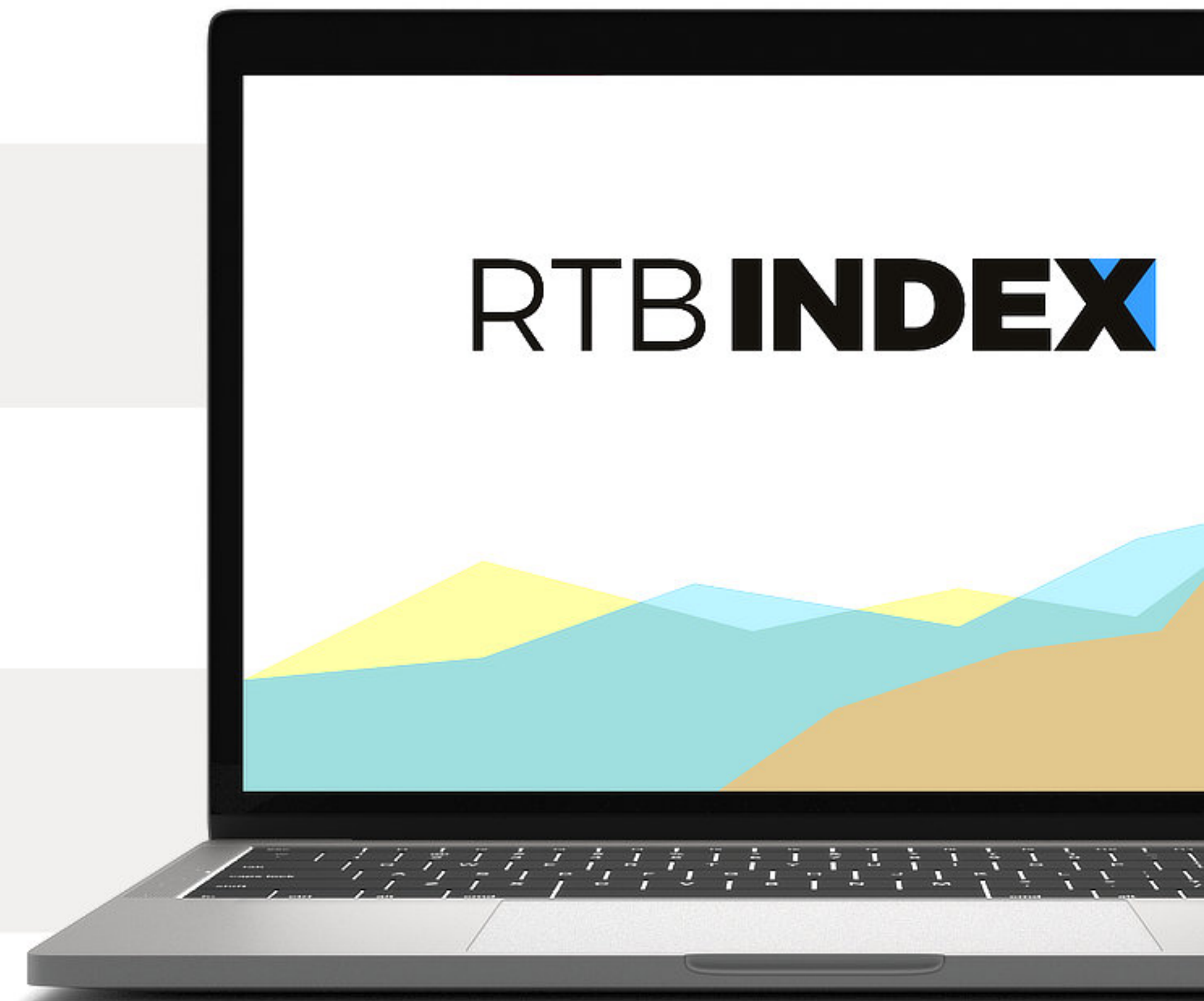


Video

preroll, outstream

165 Kč

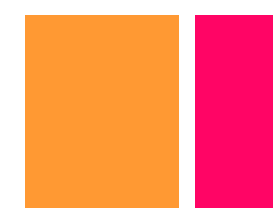
CPM



1. 9. 2017 – 28. 2. 2018

Transparentní

Maskovaný



Banner

300×600 px

51 Kč

CPM

21 Kč

CPM



Branding

202 Kč

CPM

100 Kč

CPM



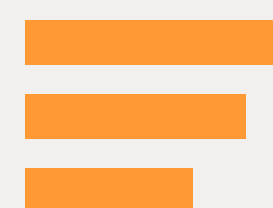
**Mobilní
Branding**

92 Kč

CPM

57 Kč

CPM



**Nativní
reklama**

59 Kč

CPM

41 Kč

CPM



Video

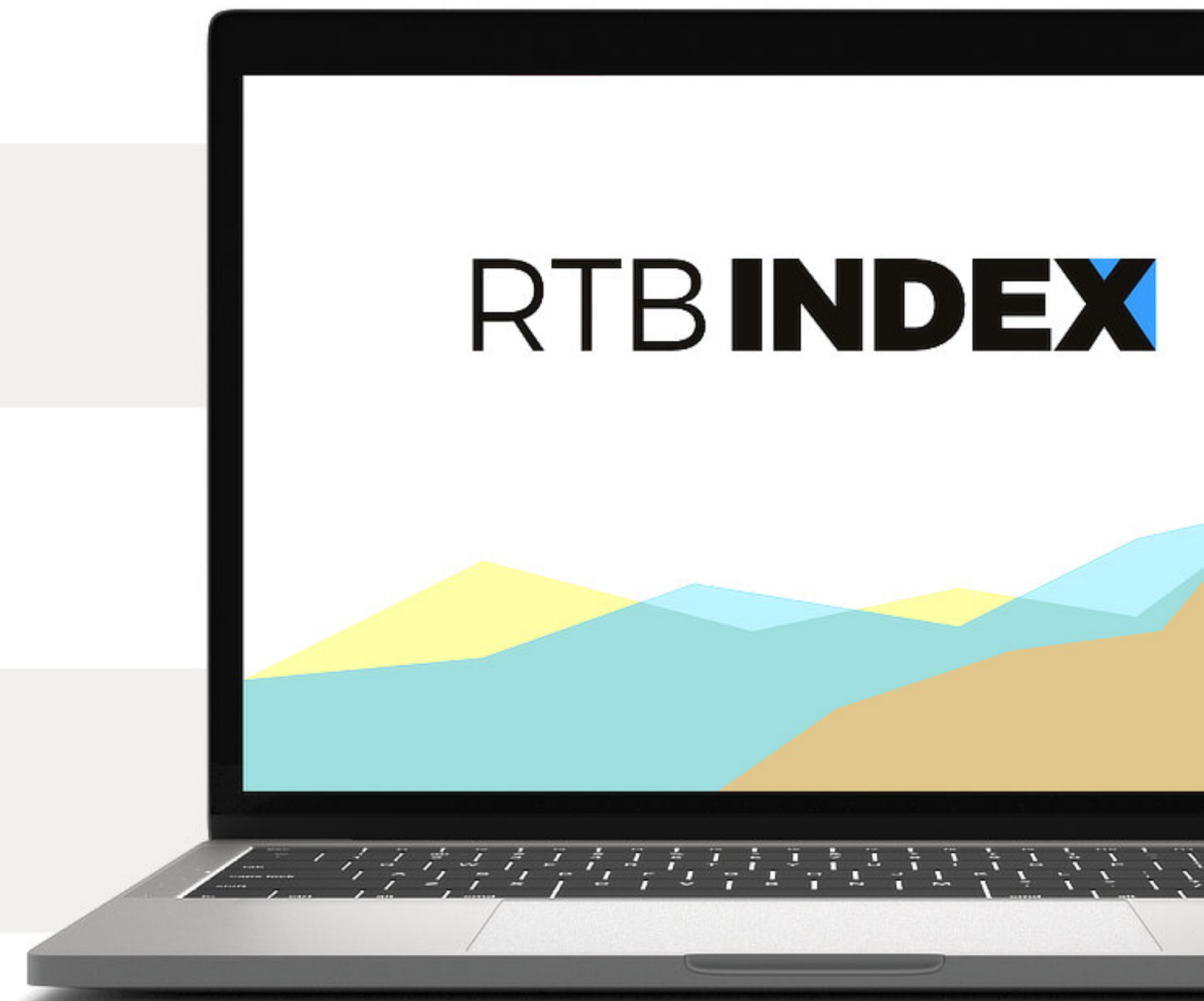
preroll, outstream

165 Kč

CPM

117 Kč

CPM



1. 9. 2017 – 28. 2. 2018

CPM v HbbTV



CPM v HbbTV



CPM v HbbTV



CPM v HbbTV



VS.



Děkuji.

R2B 

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 www.r2b2.cz

 [@R2B2cz](https://twitter.com/R2B2cz)