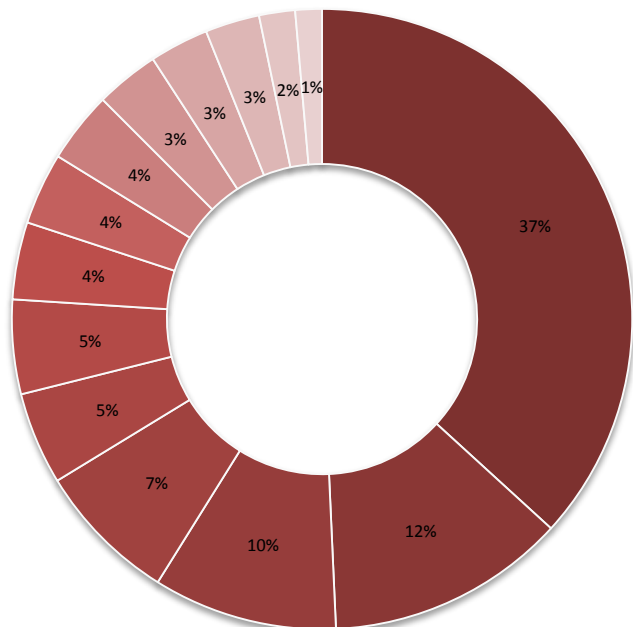


neo@Ogilvy Czech

Brand Lift

look-a-like

affinity | targeting | inventory



Regions

- Prague
- South Moravian Region
- Moravian-Silesian Region
- Central Bohemian Region
- Plzen Region
- Usti nad Labem Region
- Olomouc Region
- Pardubice Region
- Zlin Region
- South Bohemian Region
- Liberec Region
- Hradec Kralove Region
- Vysocina Region
- Karlovy Vary Region

Desktop Web

Mobile Web

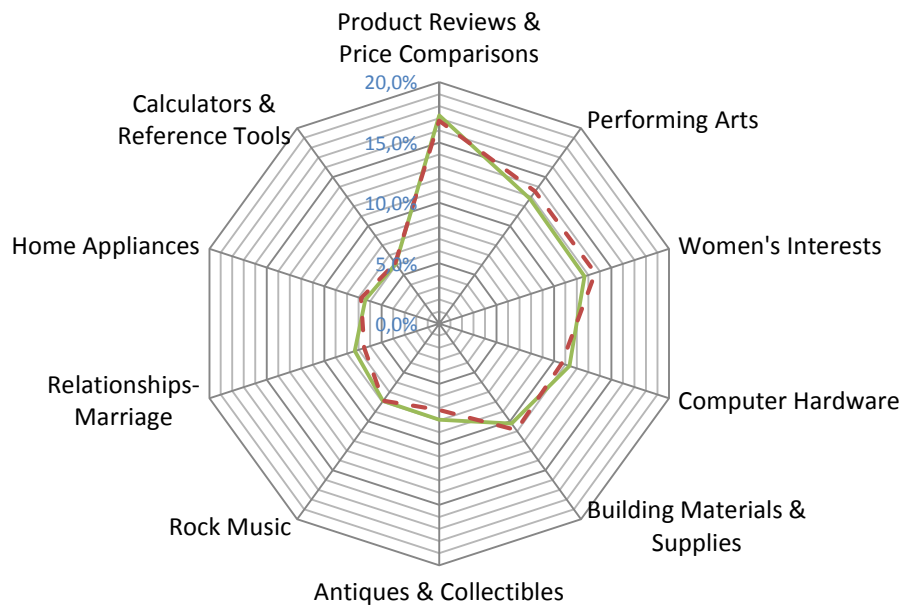
Collections Management

74%	26%	10k
81%	19%	2.1k
79%	21%	2.0k
82%	18%	1.5k
85%	15%	1.4k
78%	22%	<1k
79%	21%	1.4k
81%	19%	<1k
81%	19%	<1k
82%	18%	<1k
79%	21%	<1k
79%	21%	<1k
81%	19%	<1k
81%	19%	<1k
78%	22%	

Affinity | @Existing @Walk-in

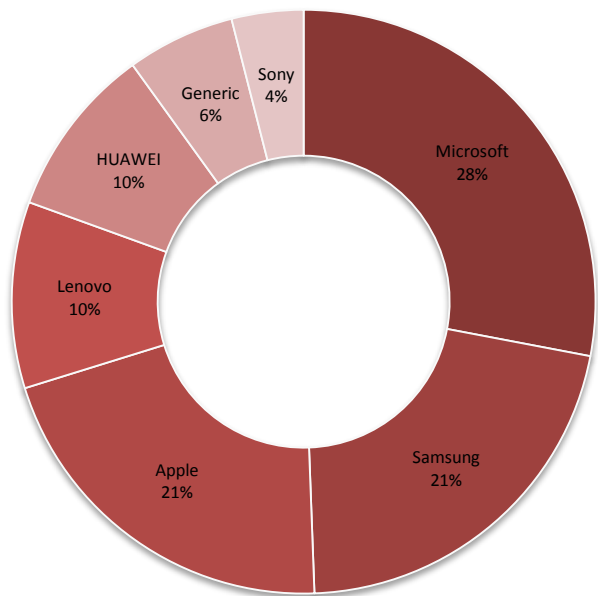
Category Page

— Page 1 - - Page 2



Category	Page 1	Page 2	Diff.
Price Comparisons	17.2%	16,8%	-0.4%
Performing Arts	12,8%	13.5%	0.8%
Women's Interests	12.7%	13.6%	0.9%
Computer Hardware	11.4%	10.7%	-0.7%
Building Materials & Supplies	10.2%	10.9%	0.7%
Antiques & Collectibles	8.0%	7.1%	-0.8%
Rock Music	7.9%	7.9%	0.0%
Relationships - Marriage	7.3%	6.5%	-0.8%
Home Appliances	6.4%	6.8%	0.4%
Calculators & Reference Tools	6.1%	6.2%	0.1%

Mobile | @Existing

Device
Logout - Page

Brand	Mobile Make	Desktop on Mobile	Mobile Web	Mobile App
Microsoft	20.5%	17%	81%	1.4%
Samsung	15.7%	40%	57%	1.8%
Apple	15.2%	36%	61%	1.8%
Lenovo	7.6%	44%	55%	0.0%
HUAWEI	7.0%	40%	55%	4.0%
Generic	4.4%	37%	55%	6.3%
Sony	2.9%	36%	54%	9.5%
LG	1.9%	37%	62%	0.0%
Xiaomi	1.2%	43%	56%	0.0%
Prestigio	1.1%	37%	62%	0.0%
Vodafone	1.1%	33%	41%	25.0%
Nokia	1.1%	38%	61%	0.0

Generally Reach | @Existing

Brand	Share Logout	Total Visits	Bounce rate	Brand	Share Logout	Total Visits	Bounce rate
idnes.cz	29%	68.4M	34%	aktualne.cz	9%	18.1M	51%
seznam.cz	22%	183.6M	24%	bazos.cz	8%	11.8M	23%
novinky.cz	16%	69.4M	51%	nova.cz	8%	10.7M	45%
super.cz	14%	40.3M	52%	heureka.cz	8%	23.3M	30%
blesk.cz	12%	19.7M	44%	denik.cz	6%	7.6M	49%
iprima.cz	10%	10.0M	43%	idos.cz	6%	1.4M	72%
sport.cz	10%	20.9M	59%	penize.cz	6%	2.7M	57%
prozeny.cz	9%	8.9M	64%	kurzy.cz	6%	3.0M	59%
centrum.cz	9%	26.3M	34%	linkedin.com	6%	584k	39%
csfd.cz	9%	26.5M	33%	e15.cz	5%	4.4M	57%

Category | @Walk-in

Category Age Gender (thousand)	Female				Male			
	25-34	35-44	45-54	55-64	25-34	35-44	45-54	55-64
Price Comparisons	164	104	47	44	175	162	88	60
Performing Arts	216	161	105	96	191	163	96	67
Women's Interests	619	373	218	145	258	210	113	73
Computer Hardware	229	145	72	57	528	386	192	106
Building Materials & Supplies	308	234	137	119	377	352	197	116
Antiques & Collectibles	107	82	40	34	157	97	57	47
Rock Music	196	113	61	42	235	171	90	50
Relationships - Marriage	202	130	76	50	99	78	42	25
Home Appliances	230	161	91	85	183	164	100	61
Calculators & Reference Tools	211	111	63	46	208	148	81	47