

9 reasons why buy ad space at Seznam in RTB



Premium Space

People always come first. This is why we limit the number of viewable ad positions.



Fraud-free

No click farms or bot visits.



Brand Safety

Our excellent partner network keeps your brand safe. Our content is produced by our in-house editors or meticulously hand-picked partners.

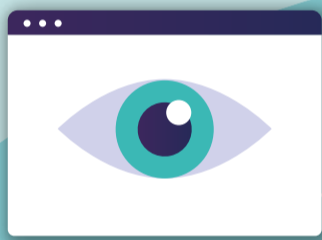
Users

Our websites abound in quality content which gives you a guarantee of quality audience for your campaigns.



Transparency

All domains in our partner network are unmasked, so you always know on which websites your ad is being displayed.



80%

Ads published on Seznam websites have up to 80% visibility on desktop and up to 75% visibility on mobile devices.

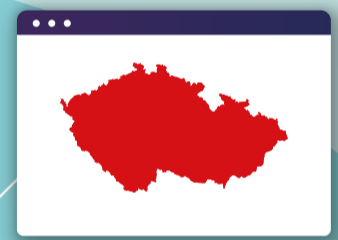


600

We use our own data pooled from all our services. As a result, we have one of the best data in the market. Our data supports targeting of more than 600 segments.

90%

Advertising on Seznam and partner websites reaches as much as 90% of Czech online population.



We partner with NetMonitor under the auspices of SPIR.

