

Case study: Johann Malle Production s.r.o.



Client: **Johann Malle Production s.r.o.**

About the client

[Johann Malle Production s.r.o.](#) specializes in the production of continental beds and natural mattresses for healthy sleep. The Johann Malle brand is all about products made from natural materials of the highest quality. Johann Malle products are made from 100% natural materials, exclusively by hand and using traditional craftsmanship.



Goal of the campaign

To visibly reach the relevant target group and bring it to the website.



Results



8 278 025
Impressions



0,35 %
CTR



79,21 %
Average visibility



9,3 CZK
eCPC

Targeting the most affluent clientele with discerning taste



The advertiser's brief was to reach clients who can afford hand-crafted products and top-quality materials. We have effectively and systematically reached this target group through Seznam's inventory.



0,57 % CTR

Lifestyle vertical

0,54 % CTR

Entrepreneur –
Business vertical

0,28 % CTR

Luxury brands, furniture,
watches, custom

0,27 % CTR

12-20 million

0,26 % CTR

20+ milion

0,34 % CTR

Equestrian sport

We combine several approaches in your targeting strategy. Czech entrepreneurs are identified as our vertical Entrepreneur – Business clients. Another source of potential clients is found in the activity on selected lifestyle servers from the partner network.

A long-term strategy has been to target users who have been looking at real estate properties at a specific price point on our Sreality marketplace and with a behavioural (long-term) interest in, for example, horse riding.

Lastly, a custom segment, targeting made to measure, the source of which are the search terms for selected brands on Seznam.

Conclusion



With the scope of the services available, Seznam can offer and combine many targeting strategies to maximise the effect of your campaign.



Want to know more details of the campaign?
Contact [Miloš Uldrich](#) or [Patricie Polcová](#).