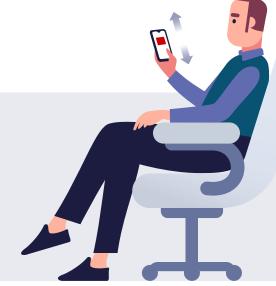
Mobile Interscroller now on the Seznam.cz homepage

The biggest mobile format that responds to page scrolling on a mobile





Mobile Interscroller



Mobile Vertical Outstream (mobile video interscroller)



movement. The commercial message itself is located in the page background and is gradually uncovered by the site visitor scrolling.

A mobile advertising format that works on the principle of page



Thanks to its design it attracts attention more than a classic banner while being simple to produce.

You'll have control over the success rate of your ads and chosen form of creativity, because with the Mobile Vertical Outstream we can measure the viewing rate of a video (25%, 50%, 75%, 100%), CTR, audio trace, video starts and playtime.



Catch people's attention on the most-visited website on the Czech Internet

- The Seznam.cz homepage is visited by up to 4 million real users per day
- In the last two years the number of click-throughs from the homepage has risen by 54%
- The high-quality content in feed articles means that people scroll and become interested in different topics. These are then personalized according to the user's interests and behaviour. More than 1,500 articles appear in the feed every day
- 4.5 million people visit the article feed at least once per month; that's more than half of the adult population of the Czech Republic
- Thanks to its large format, Mobile Interscroller can display up to 80% of the screen area according to the size of the mobile screen

rapidly

The consumption of advertising on mobile devices is rising



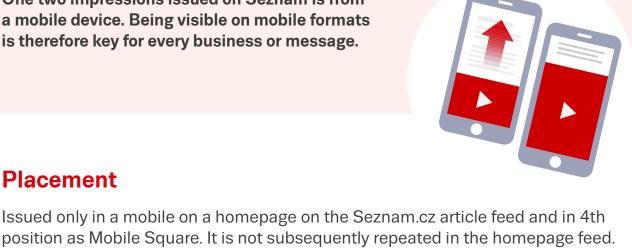
(Source: NetMonitor – SPIR – Gemius, STEM/MARK, March 2021)

of Internet users browse the Internet from mobile devices

Nearly 60 % of people open the Seznam.cz homepage from their mobile

a mobile device. Being visible on mobile formats is therefore key for every business or message.

One two impressions issued on Seznam is from



100 000 CZK NET

Placement

Targeting

You can utilize all currently available types of targeting – for region, gender, age, area of interest, OS, etc. Further information on targeting options.

sale only.

Mobile Interscroller

Price list	
Mok	pile Interscroller can be purchased for a day for 33% of the time

Mobile Interscroller and Mobile Vertical Outstream can be purchased through direct

Mobile Vertical Outstream (mobile video interscroller) 115 000 CZK NET



EZNAM.CZ