

# 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)



A mobile advertising format that works on the principle of page movement. The commercial message itself is located in the page background and is gradually uncovered by the site visitor scrolling.



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.



**1.1–1.3 million**

Estimated number  
of impressions  
(not guaranteed)

## 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

## The consumption of advertising on mobile devices is rising rapidly

**80 %**

of Internet users browse the Internet from mobile devices  
(Source: NetMonitor – SPIR – Gemius, STEM/MARK, March 2021)

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

One two impressions issued on Seznam is from a mobile device. Being visible on mobile formats is therefore key for every business or message.



### Placement

Issued only in a mobile on a homepage on the Seznam.cz article feed and in 4th position as Mobile Square. It is not subsequently repeated in the homepage feed.

### Targeting

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

### Price list

**Mobile Interscroller can be purchased for a day for 33% of the time**

Mobile Interscroller	100 000 CZK NET
Mobile Vertical Outstream (mobile video interscroller)	115 000 CZK NET

Mobile Interscroller and Mobile Vertical Outstream can be purchased through direct sale only.