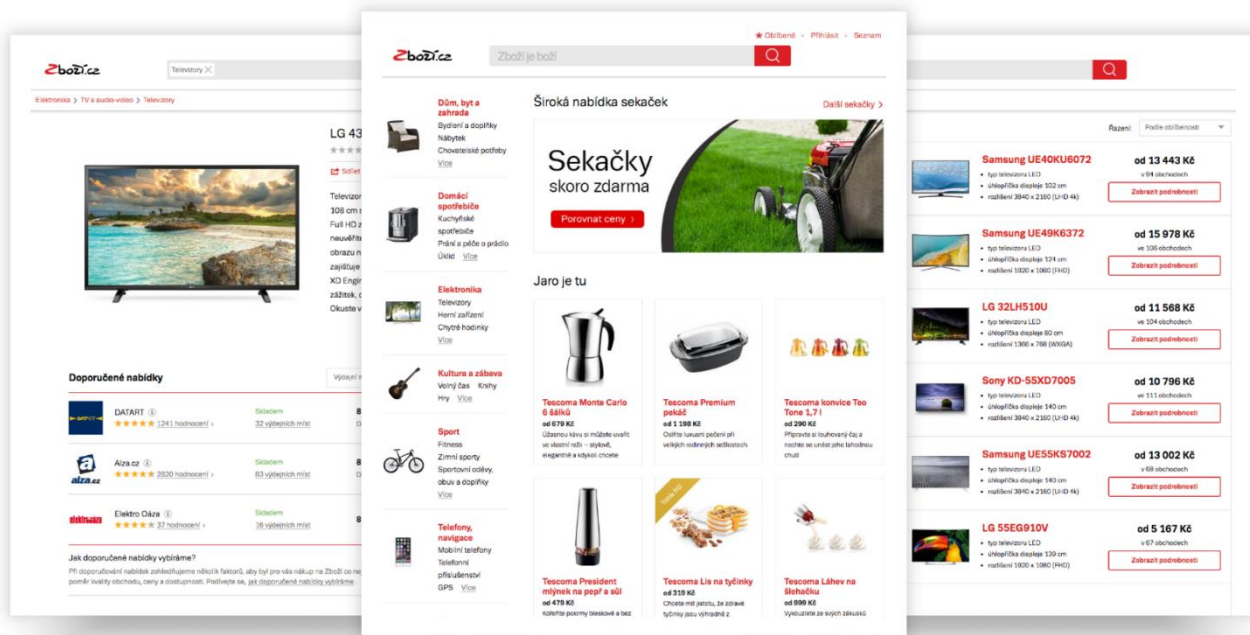


# Zboží.cz Product List

PPC advertising – Pay-Per-Click Internet Advertising



Zboží.cz

# About the Service

Zboží.cz is a service focused on searching for goods from internet shops properly registered on the Zboží.cz portal. The displayed search results may be sorted using selected criteria (popularity, price) or filtered according to parameters such as availability, price range, brand, region, etc..

Data	Values
Avg. Daily Traffic (RU)	152 980
Monthly Pageviews (PV)	31 783 040
Avg. Visit Duration	0:03:57
Gender Structure	51,3% men x 48,7% women

# Zboží.cz Service

This service provides e-shops with the following:

- The opportunity to present their goods on the Zboží.cz Server.
- Redirection (click-through) from Zboží.cz to their internet shop, charged a minimum cost-per-click of CZK 0.50-2.00 (exclusive of VAT) according to the sale price.
- Ability to download data from an XML file (from the URL registered with the Zboží.cz administrator) to the Zboží.cz Server up to 12 times per day.
- Technical support provided by Zboží.cz from 9 am to 5 pm on business days via the [zbozi@firma.seznam.cz](mailto:zbozi@firma.seznam.cz) email address.
- A list of corresponding offers displayed in the Product Details in those cases when the Zboží.cz system creates Product Details. The nature of the items included in the product details listings must correspond to the relevant product detail, and the list of these items is automatically generated by the Zboží.cz system.
- A list of items for which no Product Details have been created is included in the displayed list of search results as well as in the Zbozi.cz categories.
- Ability to set the maximum cost-per-click the e-shop is willing to invest to have Zboží.cz include an item in the Product Details listing or the search results. The system calculates the cost-per-click required to maintain a given position (second-price).

# Internet Shop Registration

## Conditions for registering an online shop

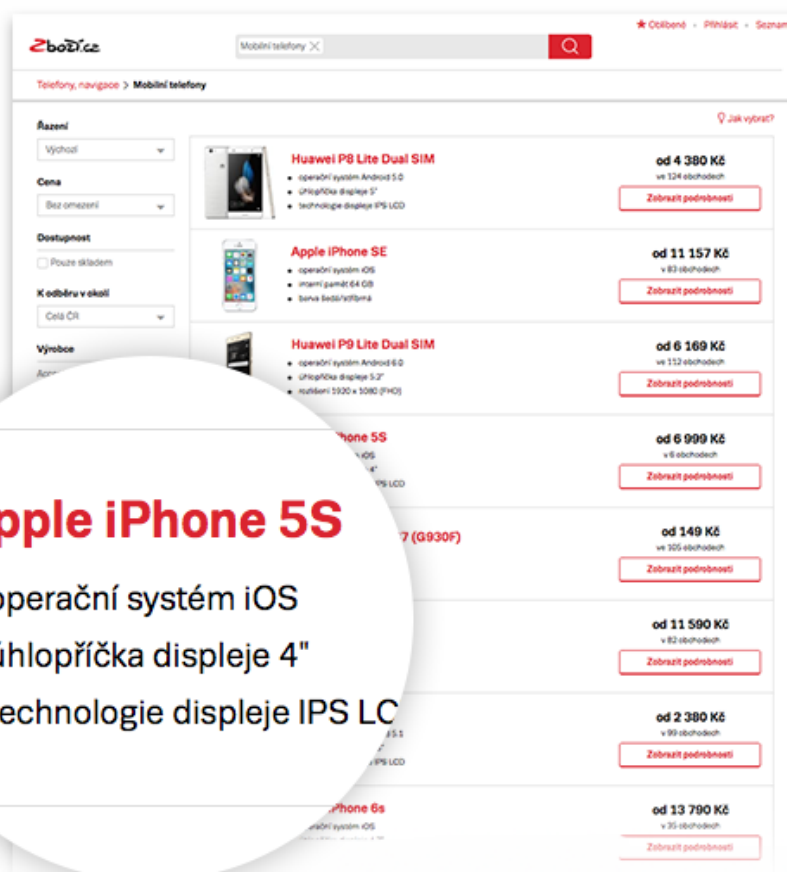
- The shop must really exist, and its website must be fully functional.
- The shop must be registered using the Registration Form in the client zone available at: [klient.seznam.cz/registration/zbozi/](https://klient.seznam.cz/registration/zbozi/).
- The shop must have an accessible data file (XML feed).  
[napoveda.seznam.cz/cz/zbozi/specifikace-xml-pro-obchody/specifikace-xml-feedu/](https://napoveda.seznam.cz/cz/zbozi/specifikace-xml-pro-obchody/specifikace-xml-feedu/).
- The shop must comply with the Rules for Online Shops, which are accessible at: [napoveda.seznam.cz/cz/zbozi/napoveda-pro-internetove-obchody/pravidla-pro-internetove-obchody/](https://napoveda.seznam.cz/cz/zbozi/napoveda-pro-internetove-obchody/pravidla-pro-internetove-obchody/).
- The shop must adhere to the Zboží.cz Terms & Conditions, which are accessible at: [napoveda.seznam.cz/cz/zbozi/vseobecne-obchodni-podminky/](https://napoveda.seznam.cz/cz/zbozi/vseobecne-obchodni-podminky/).
- In order for offers to be displayed on Zboží.cz, the credit in the shop's Seznam Wallet must be topped up.
- For instructions on how to create a campaign, see: [napoveda.seznam.cz/cz/zbozi/napoveda-pro-internetove-obchody/produktovy-list-cenik/navod-k-vytvoreni-kampane/](https://napoveda.seznam.cz/cz/zbozi/napoveda-pro-internetove-obchody/produktovy-list-cenik/navod-k-vytvoreni-kampane/).

# Searching on Zboží.cz

The Zboží.cz service has its own primary search database of products organised according to industry categories.

The results displayed on Zboží.cz may be:

## 1) In a specific category, such as “Mobile Phones”



The screenshot shows the Zboží.cz website interface for mobile phones. The search results list several models, including Huawei P8 Lite Dual SIM, Apple iPhone SE, and Huawei P9 Lite Dual SIM. A circular callout highlights the Apple iPhone 5S with the following specifications:

- operační systém iOS
- úhlopříčka displeje 4"
- technologie displeje IPS LCD

# Searching on Zboží.cz

## 2) on the basis of search terms entered in the search field

This listing appears when searching for products that match a requested keyword. The top navigation bar provides information about categories similar to the searched term.

The screenshot shows the Zboží.cz search results for the query "lenovo ideapad". The search bar at the top contains the text "lenovo ideapad" and a magnifying glass icon. Below the search bar, the text "Na dotaz „lenovo ideapad“ jsme našli:" is displayed. The results are categorized into "Notebooky" and "Tablety". The "Notebooky" category is expanded, showing three products:

- Lenovo IdeaPad Yoga 300-11IBY (80M0005HCK)**: od 5 858 Kč v 16 obchodech. [Zobrazit podrobnosti](#)
- Lenovo IdeaPad B50-30 (59435349)**: od 1 890 Kč ve 2 obchodech. [Zobrazit podrobnosti](#)
- Lenovo IdeaPad Z50-75 (80EC00DKCK)**: od 12 999 Kč v 23 obchodech. [Zobrazit podrobnosti](#)

Each product listing includes a small image of the laptop, a list of specifications (e.g., "typ notebooku notebook", "úhlopříčka displeje 11.6\"", "rozdělení 1366 x 768 (WXGA)"), and a "Zobrazit podrobnosti" button. The top navigation bar includes links for "Obíbené", "Přihlásit", and "Seznam". A sidebar on the left shows the "Výrobce" (Manufacturer) filter with options like ANSMANN, Avacom, EnergyLine, and IBM.

# Product Details

After the user clicks on the selected product, the system displays the Product Details. The three best offers are listed in the Recommended Deals section, and an additional five in the Offers According to Price section, starting with the lowest priced one. For all e-shops, we also display their logo from Firmy.cz (if it is there). It is also possible to filter results according to availability or region, or to select an option and subsequently choose a store. Shoppers can rate products, add them to favourites and compare them with other products.

The screenshot shows the product details for an Apple iPhone 6s on the Zboží.cz website. The page includes a search bar, navigation links, and a main product image. A circular callout highlights the 'Doporučené nabídky' (Recommended offers) section, which lists three offers from different retailers:

Store	Rating	Number of Reviews
Alza.cz	★★★★★	2785
Smarty CZ	★★★★★	69
Comfor.cz	★★★★★	44

# Product Details

In the Product Details section, the only offers displayed are those from e-shops that have an offer paired with the given product.

The pairing of e-shop offers to product details is automatic, performed mainly through an item's name matching the name of the product detail and an EAN code match.

## What affects the order of items in the Recommended Deals section?

The top three recommended offers are selected and ranked according to factors such as free shipping, stock availability, the e-shop's rating, the price of the product in comparison to other sellers and the offered cost-per-click (MAX\_CPC). The calculation may take additional factors into account.

### *Redirection (click-through) to the e-shop*






Each redirection to the e-shop from the Recommended Deals section is billed at a cost-per-click of CZK 0.50-2.00 according to the sale price, or more if the e-shop has set up Auction Pricing.

## What affects the sequence of shops listed in Offers According to Price?

The system sorts all offers by lowest price.

### *Redirection (click-through) to the e-shop*

Each redirection to the e-shop from the Offers According to Price section is always billed at a cost-per-click of only CZK 0.50-2.00 according to the sale price.

	Sale price	Cost-per-click	
	up to 100	0.50 CZK	
	up to 300	1.00 CZK	
	up to 1000	1.25 CZK	
	up to 5000	1.50 CZK	
	over 5000	2.00 CZK	



# Search Results

This type of list is displayed when there are no products or not enough products in the database (created on Zboží.cz) that match the searched term (keyword) and can be paired with offers from individual shops. This type of list also appears when the item is unique and not offered by multiple stores. These offers appear in the Individual Offers section.

The list of offers is sorted according to relevance and the defined auction cost-per-click. If no cost-per-click is set, the system always charges a minimum cost-per-click of CZK 0.50-2.00 according to the sale price.

The screenshot shows the Zboží.cz search results page for the query "benzinová sekačka s pojezdem". The search bar at the top contains the query and a magnifying glass icon. Below the search bar, there are three category icons: "Sekačky", "Zahradní sestavy", and "Vertikutátory". The main content area displays a list of products. The first product is "Hecht 5533 SWE - benzinová sekačka s pojezdem" priced at "od 10 990 Kč" with 25 offers. The second product is "benzinová sekačka s pojezdem" priced at "od 6 490 Kč" with 31 offers. The third product is "benzinová sekačka s pojezdem" priced at "od 8 516 Kč" with 22 offers. The fourth product is "AL 5 in 1 - benzinová sekačka s pojezdem" priced at "15 990 Kč" with a note "Přejít do obchodu Jarabák.cz" and a 5-star rating. A circular callout box highlights the text "Nabídky" and "Všechny výsledky v kategorii". The left sidebar contains filters for "Řazení", "Cena", "Dostupnost", "K odběru", and "Výrobce".

# Auction Pricing

The Zboží.cz service works on a similar basis as classic pay-per-click (PPC) services. The e-shop can set a maximum price per visitor (click) that they are willing to pay. An e-shop is able to improve its position in the Recommended Deals section and in the Zboží.cz full-text search by setting its maximum cost-per-click correctly.

Setting an auction cost-per-click improves the e-shop's position in the search results when they are sorted according to popularity (the default sort option).

The actual cost-per-click may be less than the maximum bid price (for a click-through, the system charges the lowest amount needed to maintain a given position in the ranking).

## Setting the Maximum Cost-Per-Click

### In the XML feed:

#### *Defining values for tags*

- The MAX\_CPC (maximum cost-per-click for items listed in the Product Details)
- MAX\_CPC\_SEARCH (maximum cost-per-click for items listed under Individual Offers)

### In the administration interface:

#### *For individual items*

- The cost-per-click is set in the product detail for each product in the Zboží.cz administrative interface.

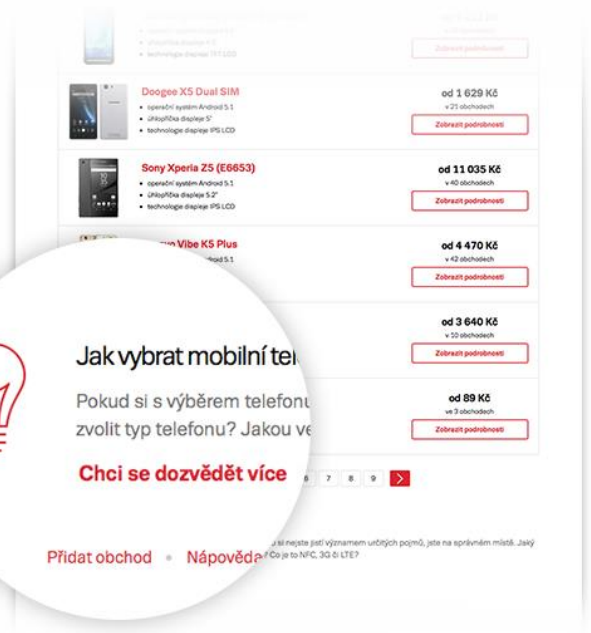
#### *For items collectively*

- Through exporting/importing item entries in a CSV format file to the Zboží.cz system.
- Through exporting/importing category entries in a CSV format file to the Zboží.cz system.
- Through setting the e-shop's sales price ranges, which can be defined in the Zboží.cz Server administration interface.

# Shopping on the Internet is a Breeze

## If you don't know how to start choosing

In the How to Choose section, we explain basic terms, abbreviations and the benefits and disadvantages of individual versions of goods.



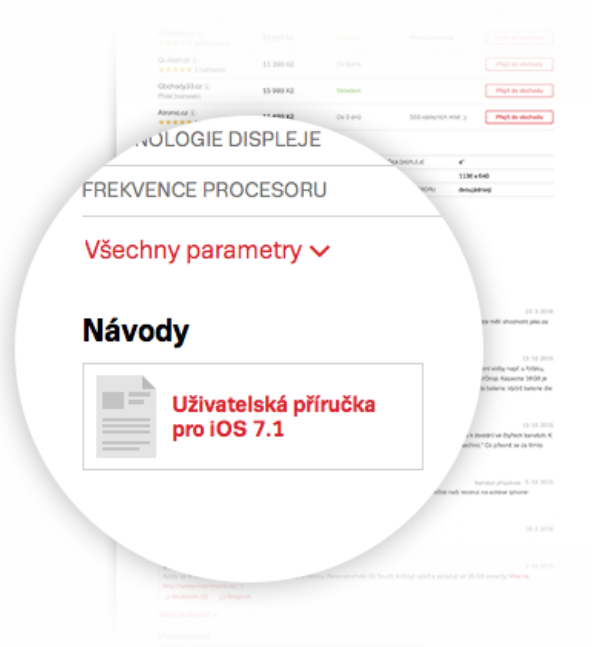
## We remember for you

If you find some goods you like, just click on Add to Favourites, and you can come back to it at any time.

# Shopping on the Internet is a Breeze

## If you are looking for instructions

Someone might not know how to tune a TV, another how to connect a washing machine. Therefore, we include product instruction manuals and, as applicable, drug information leaflets for individual products.



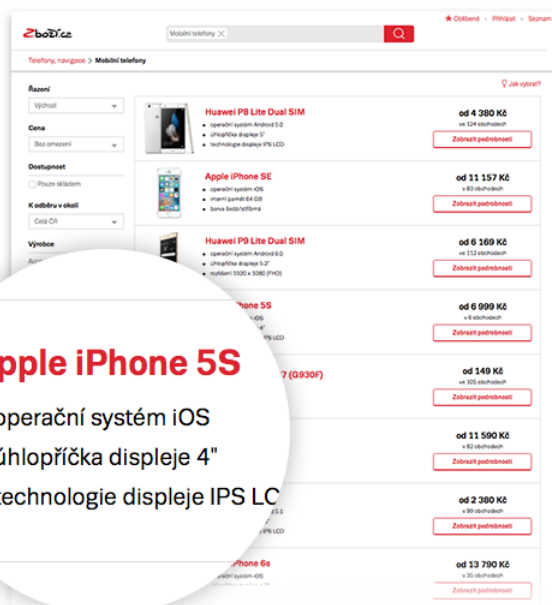
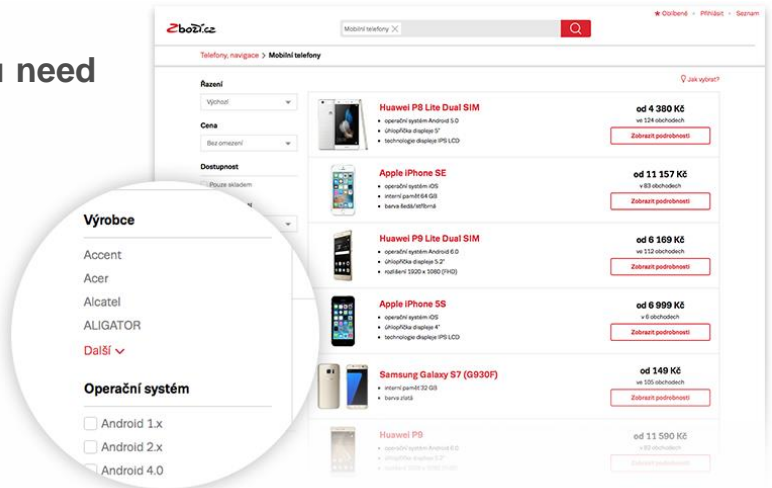
## All accessories together

You don't need to search for accessories separately. We display them directly for specific products.

# Shopping on the Internet is a Breeze

You'll find exactly what you need

Thanks to practical filters, it is easy to find products that match your requirements exactly.



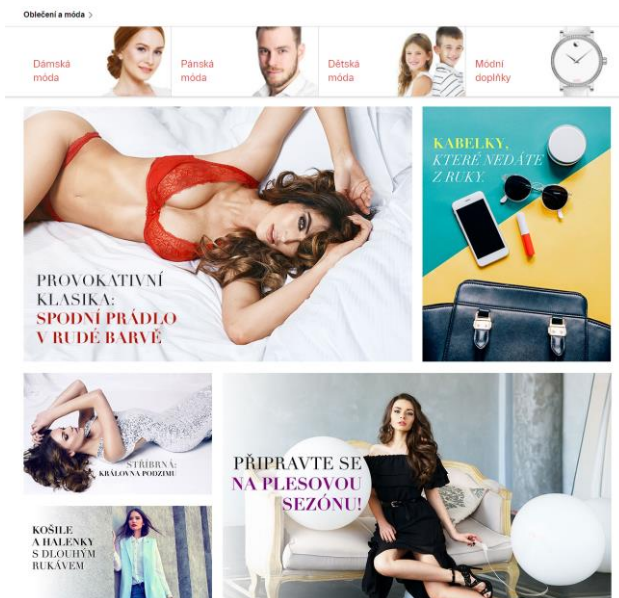
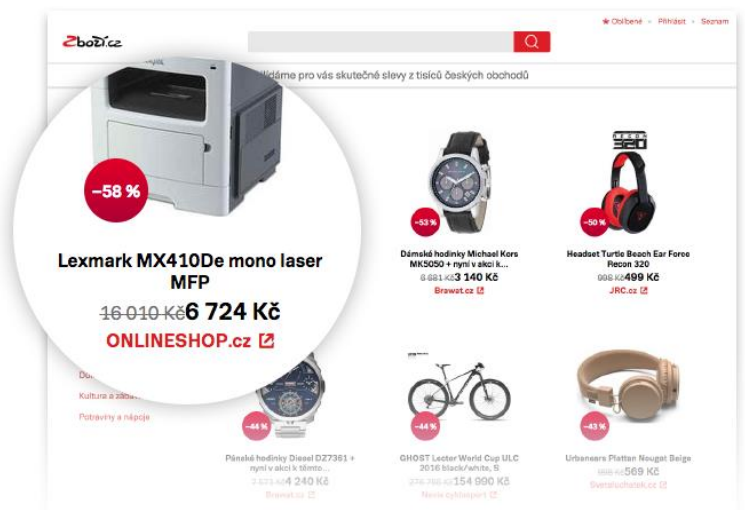
Differences visible at first glance

We show the most important characteristics of individual products. This will help you find out immediately what they are outstanding at.

# Shopping on the Internet is a Breeze

## If you want to save

We compare the prices of products from thousands of Czech shops on a daily basis in order to find real deals for you.



## Let yourself be inspired

You'll find inspiration in the fashion categories where you can choose from five collections that are changed every two weeks.

# Manuals and Product Reviews on Zboží.cz

Specifications for providing manuals through Zboží.cz

It is possible to provide instructions and manuals through Zboží.cz. The conditions are as follows:

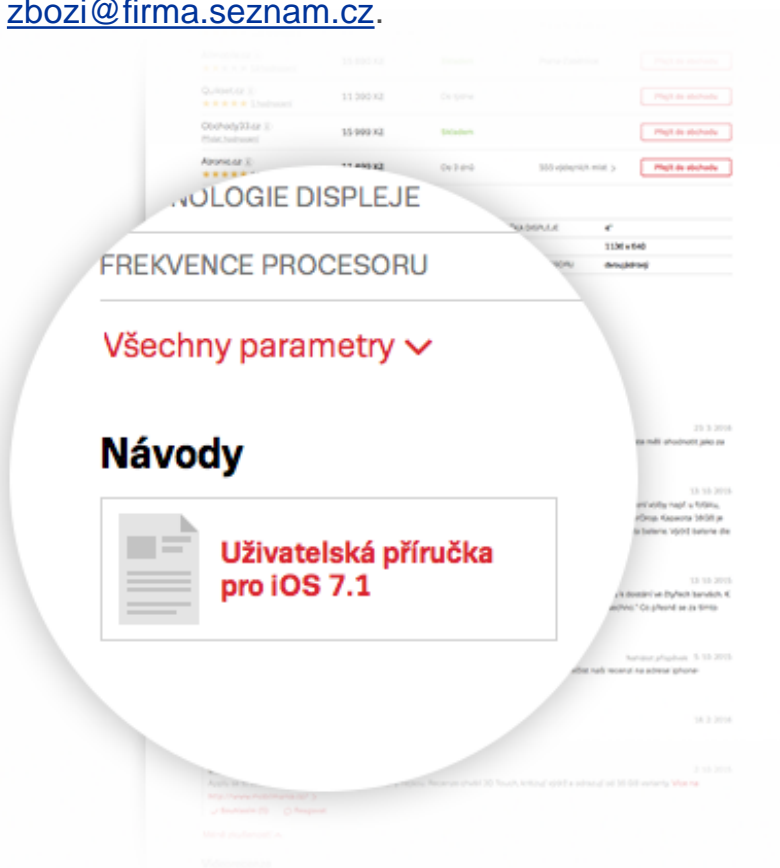
- A CSV format file specifying the URL where the instructions/manual can be downloaded, or a data file accessible at a data storage location.

The CSV format file must contain:

- the product name; and
- the product EAN.

All of the above should be sent to the following email address:

[zbozi@firma.seznam.cz](mailto:zbozi@firma.seznam.cz).



# E-shop Evaluations

The evaluations serve as feedback from the customers of online shops and, at the same time, provide information to other buyers about the trustworthiness of a seller, or, conversely, as warnings about unfair practices in delivering goods, complaints processing, etc.

The system calculates the overall rating (score) of an e-shop as the average of all received evaluations, which is then displayed using a star rating system.

**Users are able to add their evaluation if:**

- They have made a purchase at the applicable shop (verified using a conversion code that the e-shop places on its website); and
- They log into the Zboží.cz service using a Seznam.cz account.



Jak jste byli spokojeni s nákupem

Ohodnotit obchod



**Nakoupili byste v tomto obchodě znovu?**



Ano



Ano, ale



Ne



Co můžete pochválit?



Co vás zklamalo?

**V jakém stavu je vaše objednávka?**

Zboží dorazilo

Zboží ještě nepřišlo

Objednávka je zrušena

Odesláním formuláře souhlasíte se zveřejněním svého hodnocení a prohlašujete, že uvedené informace jsou pravdivé.

Odeslat formulář

[Odejít bez hodnocení](#)

**Zboží.cz**



# Six Reasons to Register with Zboží.cz



1. **Be visible to those who are looking for what you are offering.**

Your products will be seen by people who are interested in them. The likelihood they will purchase them is much higher than in the case of other forms of advertising.



2. **Increase awareness about your e-shop.**

More than 2,100,000 people visit Zboží.cz every month – they all have the chance to notice you.



3. **You don't pay for an ad, but for the number of click-throughs to your website.**

Your presentation is free, and you pay only for the customers we lead to your e-shop.



4. **Only you determine how high you wish to be positioned in the ranking.**

The cost-per-click starts at CZK 0.50-2.00 according to the sale price. It's up to you to decide how much more you are willing to pay in order to rank higher than your competitors.



5. **You have control.**

Thanks to clearly presented statistics, your investment and campaign efficiency are solely in your hands.



6. **We'll help you.**

In order for your campaign to be as effective as possible, our optimiser will help you define the best parameters and assist you with administering the campaign – free of charge.

# Important Information



## Contacts

It will be our pleasure to answer any questions you may have. Simply call **234 694 333** or send an email to: [zbozi@firma.seznam.cz](mailto:zbozi@firma.seznam.cz).



## Help

You will find instructions about how to use Zboží.cz and the required technical specifications at: [napoveda.seznam.cz/cz/zbozi](http://napoveda.seznam.cz/cz/zbozi).



## News

The most current news from Zboží.cz is available at: [blog.seznam.cz/reklama/zbozi/](http://blog.seznam.cz/reklama/zbozi/).



## Zboží.cz Administration

You will find your account, account statistics and settings at: [admin.zbozi.cz](http://admin.zbozi.cz).



## Client Zone

You can top up your Seznam Wallet credit and see how well your campaigns are doing in the Client Zone, accessible at: [klient.seznam.cz](http://klient.seznam.cz).



## Social Networks

Facebook: [facebook.com/sledujzbozi](https://facebook.com/sledujzbozi)

Twitter: [twitter.com/zbozi\\_cz](https://twitter.com/zbozi_cz)

# Contacts Regions in ČR



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lucie.bittnerova@firma.seznam.cz



**Molčanová Lucie**  
lucie.molcanova@firma.seznam.cz



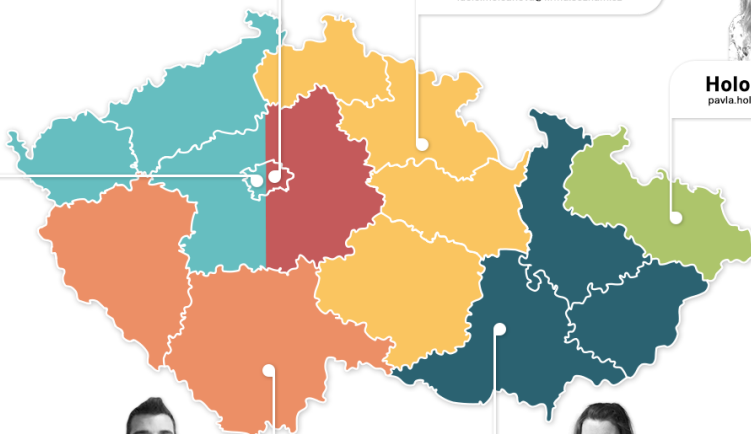
**Holoubková Pavla**  
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**Zboží.cz**

**S**EZNAM.CZ

**...najdu tam, co neznám!**