

Annotation

The bachelor thesis focuses on the topic of banner advertising in online marketing and the influence it has on Internet users. The structure of the thesis is divided into a theoretical and practical part.

The theoretical part is devoted to the general knowledge of banner advertising. It discusses reasons for using banner advertising, its individual types, targeting and purchasing of banner advertising on the Internet. These topics are divided into individual chapters that focus predominantly on banner advertising from the viewpoint of advertisers. The final two chapters of the theoretical part deal with topics related to the role of the user, namely adblocking, anti-adblocking and banner blindness. The thesis contains an analysis of these concepts describes their influence on the Internet environment. Concerning banner blindness, international studies are further used to describe banner advertising factors that can affect this phenomenon.

The practical part contains an empirical analysis of different banner ad sizes based on anonymised data from concluded advertising campaigns in AdWords and Sklik. The analysis includes an evaluation of the most effective formats within the system and an analysis of the relationship between the banner ad size and its efficiency. The results indicate that the efficiency of analysed banner sizes can vary significantly within advertising systems.