

Abstract

This bachelor thesis deals with a comparison of the effectiveness of advertising tools available online. The theoretical part addresses characteristic features of the work of the advertising channels studied and presents the Google Analytics traffic measurement tool, along with those functions that allow a deeper understanding of the equivalence of different sources of traffic on the conversions performed. The practical part compares paid advertising channels - Sklik, Google Adwords and Facebook ads - with the organic search results. The thesis explores user behaviour on websites, with an emphasis on the effectiveness of the campaign as expressed by conversion indicators. Using segmentation, the results obtained are compared in terms of age group, location, gender or the type of device used. In the final evaluation, the author places the results of the research into an overall context, emphasising the interplay between different marketing activities and analysing the influences which play a role in the effectiveness evaluated.