

## **Abstract**

The main goal of this thesis is to find out whether best practices are used in measuring, evaluation and optimization of online PPC campaigns and whether Czech professional community agrees with these best practices. A questionnaire survey is used to determine whether Czech professional community agrees and uses best practices in their work. In the first three chapters the text concerns itself with the issue of measurement, then evaluation of the results of PPC campaigns and optimization of PPC campaigns. Each chapter sets out best practices that are evaluated in the questionnaire survey. The fifth chapter is dedicated to research and presents the results obtained.

## **Keywords**

performance marketing, SEM, PPC, optimization of advertising campaigns, best practice