

Abstract

This thesis analyzes internet marketing and within in especially PPC advertising – including its structure and calculation of efficiency. There are two most commonly used PPC systems in the Czech Republic – AdWords and Sklik. Within these systems, there are marketing campaigns created and they consist of suitable marketing sets, which are combinations of ads and key words. Project Ehrliches Bier used the AdWords system for its campaign and within this system the project has been propagated since August 2014. Goals, which were set for this campaign, combine the effort to increase turnout, sales and number of orders. The year comparison for three consecutive months is used to measure the efficiency of the campaign. The objectives were met in three out of five cases.