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Tento druh marketingu je zaměřen na zvýšení přímé podpory návštěvnosti cílových webů.  PPC kampaň je jako jedna z mála forem internetové reklamy zaměřena primárně na podporu návštěvnosti. V případě středně a dlouhodobě vedené PPC kampaně má za cíl sekundárně podpořit povědomí o značce BusinessInfo.cz v prostředí sítě internet v důsledku toho, že placené odkazy se po zadání klíčového slova zobrazují na prvních místech výsledků vyhledávání.  Cena bez DPH 67 000 Kč Cena včetně DPH 81 070 Kč  Úhrada bude provedena formou zálohové faktury |  | | |  | |  | | **Předpokládaná cena (vč. DPH):** | | 81 070,00 Kč | | **Termín dodání:** | | 31.12.2020 | | **Místo dodání:** | | Dittrichova 21, 12801 Praha 2, CZ - Česká republika | | **Způsob úhrady:** | | bankovním převodem | | **Potvrzení objednávky:** | | faxem nebo e-mailem | |  | |  | |  |  | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | |  | | | | | |  | | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | | | |  |  |  |  | |  | | | | | Datum |  | Razítko a podpis odběratele |  | | Objednávku akceptujeme v celém jejím znění |  |  |  |  | | | | | |  | | | | |  |  |  |  | |  | | | | | Datum |  | Razítko a podpis dodavatele |  | |  | |  |  | |  | | | | | |  | | | | | |  | | |  | |  |  |  | |  | | | | | |  | | | | | | |  | | --- | | **Pokyny pro dodavatele:** | | Na faktuře vždy uvádějte **číslo objednávky**. Pokud nejste plátci DPH, na faktuře uveďte: Nejsme plátci DPH. V daňovém dokladu vždy uvádějte číslo příslušné zálohové faktury. | |  |  | | | |  |  | | |  |
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