

51Degrees

Seznam provides a gateway to the Czech internet reaching 95% of the population.



SEZNAM.CZ

Their homepage, [www.seznam.cz](http://www.seznam.cz), is visited by almost seven million people each month.

### Background

As a leading online publisher, search engine and advertising platform, Seznam.cz understands the importance of delivering a fast, tailored service to maximise positive user experience. But with the ever-increasing global smartphone usage and browser diversity, Seznam's earlier in-house device detection solution was costly to maintain and keep up with this diversity. Therefore, the decision to source a new solution became necessary.

### The Challenge

Seznam's inhouse solution was one of many internal products. It had become increasingly costly to maintain and took people away from more valuable work. In a world where new smartphones and software updates come out on a weekly basis, they needed a solution which could keep up with this ever-growing list of available devices, to give them accurate analytics and targeting options.

Their main point of focus was to find a modern and easily updatable enterprise solution which would enable better options for their ad targeting within their network. The specific properties of interest were device, manufacturer, device type (smartphone, tablet, etc), OS and browser. This information was crucial for internal analytics and recommendation services. Other properties like price band, device age and currency of browser & operating system will become more useful in the future.

Seznam's analytical approach to selecting a device detection solution confirmed 51Degrees as the leading provider.”  
**James Rosewell, Founder, 51Degrees**

### The Solution

Once they made the decision to switch solutions, Seznam found 51Degrees through their standard market research and Request for Proposal procedures.

During this process, Seznam compared 51Degrees with all the major device detection suppliers in the market. However, as performance and accuracy were at the top of Seznam's requirements list, 51Degrees' Enterprise solution came out as the clear winner. 51Degrees proved their claims of superior accuracy, performance, technology, coverage, and frequency of updates in a live technical deployment prior to selection.

### Seznam used the following criteria to score the device detection solutions during the RFP process:

- Functional requirements, to determine how well the solutions met Seznam's needs.
- Solution architecture, to identify the specific technical details of the solution.
- Company profile, to find out more about the company's history and organisation.
- Pricing, to identify the most cost-effective solution.

Apart from the expected standard packages and services, 51Degrees' proactive and positive approach impressed Seznam. The teams worked together when it came to areas of development and adjustment to make the device detection solution compatible with Seznam's own browser which was an imperative part of their decision. Integration with Seznam's high performance Java and NGINX technologies was simple.

“We chose 51Degrees to supply the device database for Seznam.cz because it delivers stable up-to-date information, high performance, and the flexibility to include our own rules. A great benefit is the NGINX API that will help us integrate the new solution into our systems.” **Tomáš Werner, Head of Product, Seznam**

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## The Results

The data provided by 51Degrees covers everything the Seznam team were looking for and has provided Seznam with more precise information about their users and supplies a high standard of mobile device targeting.

This added capability has allowed Seznam to win the business of clients who had requirements for very

detailed and specific device targeting. Without this additional capability, they would not have been able to do so.

Seznam were also able to update their user interface and allow their clients to use more precise and detailed device targeting in their campaigns. Their analytics teams now have accurate and up-to-date data which they can use to drive business decisions.



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“It provides us with more precise information about our users, and the targeting capability for mobile devices is much better.” 51Degrees provides highly accurate device detection in a fast-paced and dynamic ecosystem with new phone models, OS versions and platforms.” **Jakub Novotný, Programmatic Manager, Seznam**

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Contact our team to find out more about how 51Degrees can help you achieve results like this.  
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