

# **2013 ICMA INNOVATION AWARD**

**CREATIVE SOLUTIONS  
FOR A MULTI-CHANNEL WORLD**

**Summary of Shortlisted Submissions**

# FOREWORD

**THE ICMA CLASSIFIED MEDIA INNOVATION AWARD** is an annual recognition of creativity and innovation in the classified advertising industry. The award is organized by the International Classified Media Association and it is an open competition for members and non-members of the association. The 2013 award is in its 4<sup>th</sup> edition since the start at 2010.

The ICMA Board of Directors acts as the jury of the award. The applications are judged on novelty, creativity, results, sustainability and presentation. Based on the commercial nature of the association, the financial and business component of the results weighs heavily in the evaluation.

After a thorough analysis, the ICMA Board of Directors has selected eight submissions that stood out along these critical dimensions. One of these

submissions will get the ICMA Classified Media Innovation Award. The winners will be announced during the ICMA Innovation Award Gala Party on in Cologne on April 20<sup>th</sup> 2013.

In the following pages, the shortlisted submissions are presented in *alphabetical* order. They represent ideas which range from contact solutions to sales optimization to mobile apps for C2C trading. The ideas are diverse, creative and highly practical.

The teams and companies behind the shortlisted ideas have shown great creativity and skills, but above all, they have successfully executed the ideas into a profitable business!

Clara Llamas  
Managing Partner | Vaibmu | [www.vaibmu.com](http://www.vaibmu.com)

# Finnish buyers & sellers get connected on the cloud

<b>Innovators</b>	Ajay Garg, Päivi Kaarina Laajanen (Hakema Team members)
<b>Company</b>	<b>HAKEMA SOLUTIONS OY, FINLAND</b>   <a href="http://www.hakema.net">www.hakema.net</a>
<b>Summary</b>	<p>Channels for buyers to contact sellers/advertisers have been limited to phone &amp; email. Statistics show that advertisers miss about 20-30% of calls, and 10-15% of emails remain unopened. In 2012 Oikotie.fi (Sanoma Digital's real-estate portal) launched a service to allow sellers to publish their availability for appointments in real-time. Buyers can then book or suggest an appointment right from the listing page. Both sellers and buyers get instant notifications and SMS reminders. The cloud based service seamlessly integrates with existing websites allowing publishers to offer a multi-channel contact solution for their advertisers</p>
<b>Results</b>	<p>The service went live for a few hundred listings and crossed over 1,000 users in 6 months. It received about 20 clicks per item and generated over 1,000 leads for sellers and agents. Now the service is included for all sellers on Oikotie.fi. It lowered the threshold for buyers to contact sellers and reduced chance for advertisers to miss important leads. SMS open house reminders improved buyers' experience, generating relevant leads for realtors.</p>

74 m², 3h + k + s + ps..., 157 000 €



Tervetuloa! Valitse sopiva aika ja anna yhteystietosi

3h + k + s + psh + erillinen wc + ulkovarasto,...

Ma	Ti	Ke	To	Pe	La	Su
27.8	28.8	29.8	30.8	31.8	01.9	02.9
			17:00	17:00	17:00	17:00
			17:30	17:30	17:30	17:30
			18:00	18:00	18:00	18:00
			18:30	18:30	18:30	18:30
			19:00	19:00	19:00	19:00
+1	+1	+1	+1			
muuta	muuta	muuta	muuta			

Kunniotamme yksityisyyttäsi ennakko-  
luovutusta tietojasi kolmansille  
osapuolille

Etu- ja sukunimi

Sähköpostiosoite

Matkapuhelin

Olen lukenut ja  
hyväksyn  
käyttöehdot

**Varaa**

Designed by Hakema

Ihastuttava paikka  
sijainnilla. Hyvä  
harrastusmahdollisuus  
naapurissa.

Hyväkuntoinen kaunis rivitalokoti  
remontoitu 2006. Auninkosella asun  
kulkuyhteydet sekä bussilla että  
vain n. 20 min. ja linja-autolla n. 30 min.



2h+k+s

Visitors

Sort by: Private Showing Open House Show all

Search

Rajesh 086-80587942	Dimitri Dimit... 040-4174144	Harri Keskinen 040-7215545
Teemu Sihvola 040-7358885	Petteri Hir... 050-0122444	Ajay 041-8418618
Tongthos 018-65712188	Ari Al... 040-50...	Jari Hall... 09000222
Name 066-6666666	andriy 036-097986666	reeva 012-3
Anviti Kharana 081-8220643777	Tim West 041-5696060606	Rikoo@muuk... 054-4780099
523523 053-2523496243624	JHJH 067-79678	Mika 050-5737126

Contact person:  
Hakema Oy  
050-5737126  
mika@hakema.net



# *Safe rentals* in Switzerland motivates renters & tenants

**Innovators** Gianfranco Gaio, Product Manager

**Company** **HOMEGATE LTD, SWITZERLAND** | [www.homegate.ch](http://www.homegate.ch)

**Summary** Usually, anyone interested in renting a flat in Switzerland has to fill out an application form with large amounts of information. To prove one's ability to pay the rent it is often necessary to provide an official document from the debt enforcement register. To relieve this process Homegate.ch introduced an online personal apartment rental "Application File". In order to increase the sales volume, Homegate.ch provided an online tool for real estate agencies to verify the credit rating of applicants. The tool is free of charge for the agencies. In return, the agencies commit themselves to promote the "Application File" on their real estate listings

**Results** Agencies are welcoming "Application Files". Because of this, tenants are more motivated to order the file, assuming their application is being handled with preference. Actively promoting the "Application File" on their listings, gets agencies 50% more than competitors. As a result of these measures, transparency in credit risk assessments and the speed of decisions have improved and *financial fallout* has declined. "Application File" sales in general went up by 20%.

## Person analyzer



- Identification
- Address verification
- Address history
- Credit rating person and household
- Economic environment

View example of a person analyzer result

First name\*

Name\*

Date of birth

Address, No.

Zip / City

File-ID homegate.ch application file

Start request

oder

Start request

## Person analyzer



### Personal information:

Peter Muster  
Musterweg 31  
8002 Zürich  
(since 01.05.2007)  
  
Date of birth: 31.10.1975  
Phone number: 044 111 22 33

### Household members:

Maria Muster, Date of birth: 24.05.1976  
Tamara Muster, Date of birth: 01.09.1999

## Show credit rating of person and household:



### Credit rating: Peter Muster, 31.10.1975

Based on our independent analysis a substandard payment history is shown. The probability of a payment loss is above average.



### Credit rating: Household

Based on our independent analysis a poor payment history is shown. The probability of a payment loss is high.

## Address history:

Address	Duration	Moved
Zürichstrasse 101, 8000 Zürich	6 Months	
Riglgweg 5, 8406 Winterthur	4 Months	31.02.2012
Bergstrasse 35, 8406 Winterthur	7 Months	28.10.2011
Flüelstrasse 10, 8047 Zürich	6 Months	15.03.2011
Josefstrasse 92, 8000 Zürich	8 Months	13.09.2010
Limmatstrasse 13, 8953 Dietikon	unknown	31.01.2010

**homegate.ch**  
The real estate portal

**homegate.ch** Einfach und praktisch für unterwegs iPhone

Home DE FR IT EN Login

Inserieren Mieten Kaufen Finanzieren Umziehen Wohnen

homegate.ch - das Immobilienportal: 59762 Immobilien (plus 180'000 Ferienwohnungen) - 139 neue Immobilien seit 06:31

**Umzugsplaner**  
Der homegate.ch-Umzugsplaner steht Ihnen mit Rat und Tat zur Seite!  
» Umzugsplaner abonnieren

**Top-Links**  
» homegate.ch-Bewerbungsdossier  
» Wohnung zu vermieten? Jetzt inserieren!  
» Umzugskisten bestellen  
» Suchabo aufgeben  
» Vorlage zur Wohnungskündigung  
» Versicherungen für Hausbesitzer

**Newsletter**  
» Newsletter jetzt abonnieren

**Inserieren**  
Immobilien schnell vermieten oder verkaufen? Jetzt einfach und kostengünstig inserieren.  
» Ihr Inserat jetzt erfassen

**Mieten**  
Wohnung, Büro oder Ferienhaus mieten? Hier finden Sie passende Immobilien.  
» Zu den Mietinseraten

**Kaufen**  
Wohnung, Büro oder Haus kaufen? Hier finden Sie passende Immobilien.  
» Zu den Kaufinseraten

**Finanzieren**  
Vergleichen Sie Hypotheken und erfahren Sie mehr zum Finanzieren.  
» Einmaleins der Finanzierung

**Umziehen**  
Umzugstipps, Checklisten und Umzugskisten - alles was Sie für Ihren Umzug brauchen.  
» Umzug planen

**Wohnen**  
Wollen Sie ein neues Styling für Ihr Zuhause? Hier finden Sie Tipps zum schöneren Wohnen.  
» Einfach schöner wohnen

**homegateTV**  
HEV Zürich

**Bananenketten gesucht?**

**Letzte Suchen**  
Keine letzten Suchen erkannt. Führen Sie zuerst eine Immobiliensuche aus, um diese später hier wiederzufinden. Mit der Funktion «Letzte Suchen» gelangen Sie später direkt auf die entsprechende Trefferliste.

# Getting more sales in Hungary with better internal processes

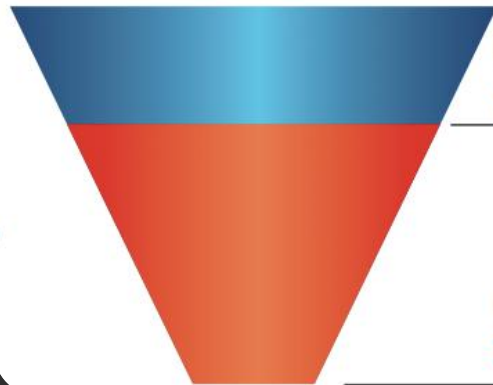
**Innovators** Josef Kogler, Imre Polonkai, Gábor Kis

**Company** **INFORM MEDIA KFT, HUNGARY** | [www.inform.hu](http://www.inform.hu)

**Summary** Inform Media has created a Sales Information System which integrates all client related data into one place. Its goal is to support sales and improve productivity. The idea is simple: save time by reducing systems used by reps to get customer information and store all client related data in one place. The most important rules are that sales reps should use only one CRM system for everything. The philosophy behind this is: "if something's not in it, it doesn't exist". Inform Media had 9 different client databases for departments working on the same market, in separate IT systems filled with duplications and redundancies and siloed

**Results** The Inform Media Management now has a real-time reporting tool which measures their team's fact numbers compared to the targets. The client database quality has improved by 40%. The sales workflow has expanded with receivable management. The sales reps now have 20% more time to focus on sales, which means 300-350 more prospects to call for the company per week. As a result, they get 15-20 extra orders weekly. Management and sales reps now also have complete traceability of process bottlenecks, which they can analyze and repair

## Pipeline



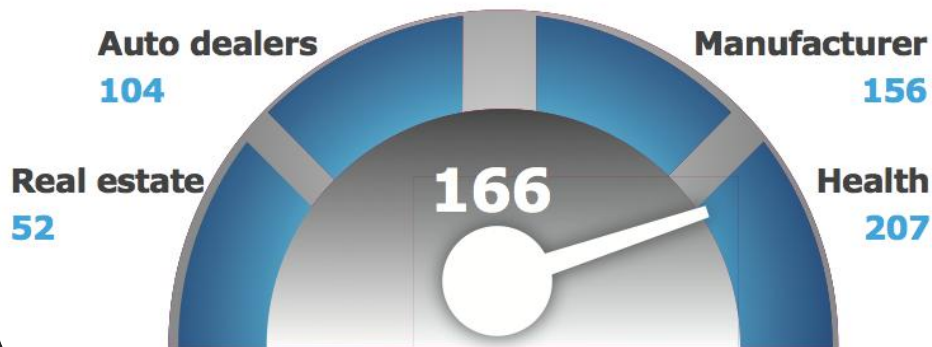
open offers  
119t

closed offers  
380t

380t  
closed offers



## Revenues by industries





# South Africa's C2C trading revolutionary app

**Innovators** The JunkMail xChange Team, Pretoria

**Company** **JUNK MAIL PUBLISHING LTD, SOUTH AFRICA |**  
**[www.junkmail.co.za](http://www.junkmail.co.za)**

**Summary** JunkMail xchange (JMx) is a classifieds app hosted with Mxit, Africa's biggest social network. During 2011 Junk Mail formed a content sharing partnership with Mxit's then internally run classifieds. After understanding the potential of the Mxit instant message platform in a classifieds context, Junk Mail entered negotiations with Mxit to take control of the Mxit classifieds portal. JMx launched in October 2012 as the completely rebuilt, more sophisticated classifieds portal. It works simply: download free app; post or buy free and get responses via instant message

**Results** JMx is integrated into the Junk Mail platform. Ads exchanged freely across BOTH platforms. Results so far are very encouraging: 7 million have added the app and 3.5 million have used JMx in the past 3 months. 30 000 new ads per week and 140 000 Instant Message responses per week. UB's have grown 300% (4M), new ads up 40%, response per ad improved threefold, all growth is on mobile, mobile vs web now 50/50 as a result



# Trusted (and premium!) real estate deals in Germany


**Innovators** Javor Milev & Technical Team

**Company** **KALAYDO GMBH & CO. KG, GERMANY |**  
**[www.kalaydo.de](http://www.kalaydo.de)**

**Summary** In 2012 Kalaydo introduced a premium account with a subscription fee. The new product provides a number of advanced features helping premium users to increase sales and to make searching for ads at once more relaxed and more effective. Both buyers and sellers can opt for what is called "trusted user status" which is granted after a detailed security check by Kalaydo and appears in all listings or requests. The user verification is an important confidence-building measure which benefits all website users.

**Results** Since the introduction in June last year, several thousand users have signed for a premium account. A/B tests showed that listings of premium users are achieving more than 30% clicks and buyer requests as compared to basic users. Kalaydo was the first general classified platform to introduce a premium account which has become an important and sustainable source of revenue in addition to the upsells. With the new product Kalaydo has been able to strengthen its customer loyalty and confidence on the website.

# kalaydo.de




**i phone 5 16GB Schwarz**

ich biete hier mein ca. 1 Monate altes iPhone5 schwarz 16GB nicht einmal mit telefo... ausgepackt und das war es auch schon

Preis: 580,00 € Festpreis

**TOP-ANGEBOT** Premium-Nutzer

[Details](#) [Merken](#)



**Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras**

Zum Verkauf steht ein wunderschönes Apple Iphone 4s mit 64 GB Speicher, aus Vertragsverlängerung, ohne Simlock, iOS6, keine

Preis: 440,00 € VHB

**TOP-ANGEBOT** Premium-Nutzer

[Details](#) [Merken](#)



**IPhone 5, schwarz, 16Gb, OVP+ verschweißt, mit Garantie**

Verkaufe ein Original verpacktes und verschweißtes Iphone 5, schwarz, 16GB. Telekom gebunden. Kaufdatum ist der

[Details](#) [Merken](#)

## Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras

Kalaydo-Code: 35589054 | Anzeige vom: 28.01.2013 22:12





Bild 1 von 6 [Weitere Bilder](#)

**Standort**

49439 Steinfeld (Oldenburg), Graf-Spee-Siedlung  
Niedersachsen  
Deutschland  
[Standort in Karte anzeigen](#)


**Kontakt**

 Geprüfter Premium-Nutzer


Registriert seit: 23.01.2013

[hier Anbieter kontaktieren](#)

**Weitere Anzeigen des Anbieters:**



HP ProBook 6560b, Intel Core i5,...  
Artikelmerkmale Zustand: Neu: Neuer, unbenutzt und...  
Preis: 599,00 € (Verhandlungsbasis (VHB))



Lenovo ThinkPad T420S 128GB SSD...  
Ram: 8GB Lenovo ThinkPad T420S 128GB SSD 8GB RAM LED Disp 1600x900...  
Preis: 499,00 € (Verhandlungsbasis (VHB))

**Preis**

VHB **€ 440,00**

Zustand: gebraucht

**TOP-ANGEBOT**

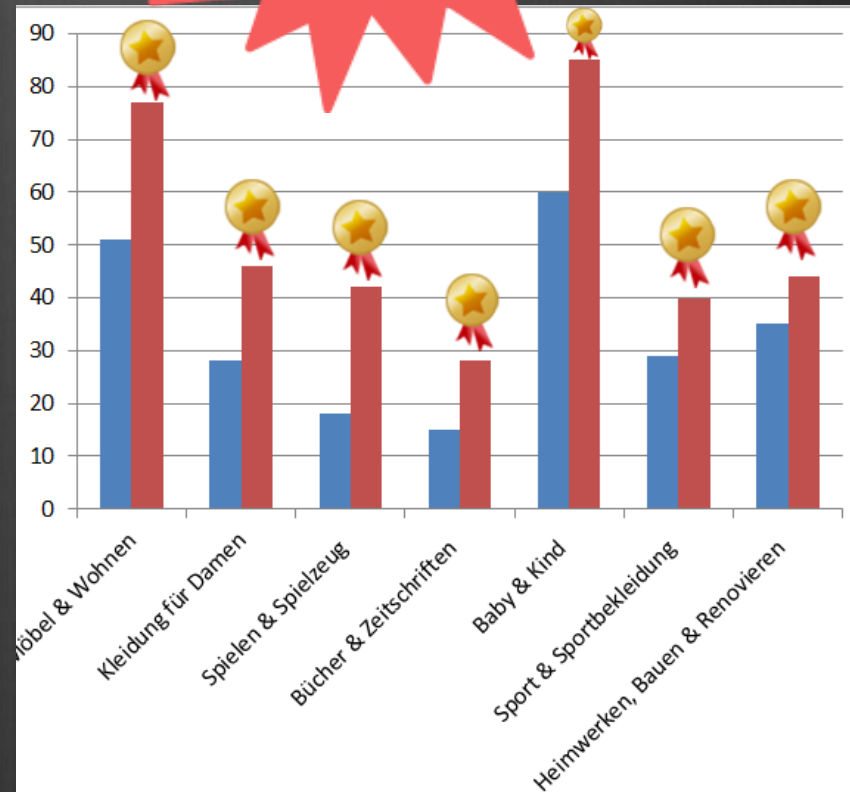
[Weiterempfehlen](#) [Merken](#) [Drucken](#)

**Beschreibung**

**Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras**

Zum Verkauf steht ein wunderschönes Apple iphone 4s mit 64 GB Speicher, aus Vertragsverlängerung, ohne Simlock, iOS6, keine Kratzer oder Dellen, da quasi Neu.  
Mit noch ca. 11 Monaten Garantie. Bitte keine "Was ist letzte Preis" fragen oder ich gebe dir... Hinterlassen Sie mir ihre Telefonnummer und ich rufe Sie ggf. zurück, oder schreiben Sie mir eine E-Mail.

**30% more visits**





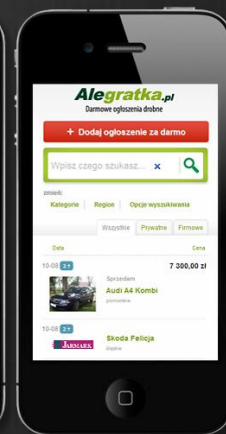
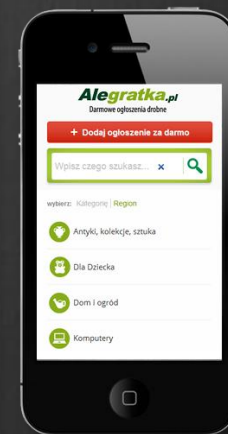
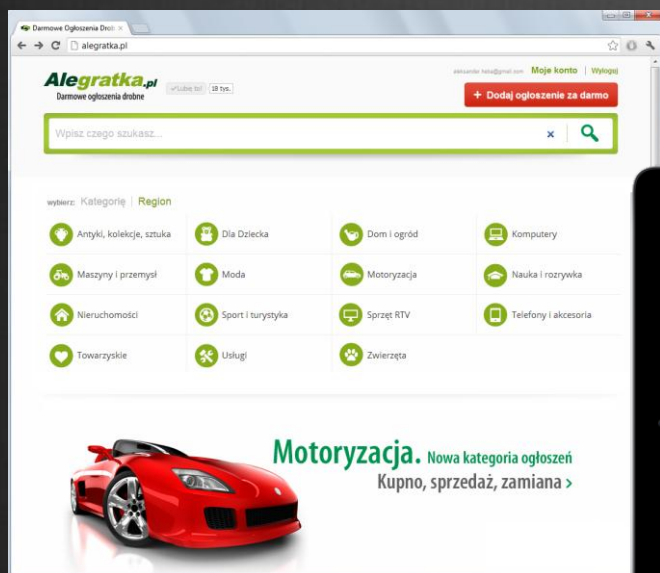
# Poland's responsive design answer to multi-channel ads

**Innovators**      The Alegratka.pl Internal Team

**Company**      **POLSKAPRESSE SP. Z O.O, POLAND** | [www.alegratka.pl](http://www.alegratka.pl)

**Summary**      The goal of the project is to use responsive design to offer great accessibility to the classified portal user base. To this effect, Alegratka.pl offers free ad multi-device posting to target users from different geographical territories and categories. The service is available for all kind of devices through Responsive Web Design technology. Responsive Web Design implementation opened services to mobile users who prefer using mobile web browsers instead of web applications. The service is available in the Polish language.

**Results**      The website now delivers optimized content to all devices. Mobile traffic visits have increased as a result of this project by 71,07 % (in a four month period since launch). Ad numbers also increased from 84,000 to 142,000 and an overall increase of website traffic quality was noticed. Mobile first methodology increased website quality through user-centered design. This also allows the portal to stay in the Google ecosystem and use SEO/SEM to get mobile users. All devices render content from the same URL. Google loves it! and they remain SEO friendly.



# Finland's enriching match of relevant jobs and good writing

**Innovators** Oikotie Jobs and Iltasanomat News Teams

**Company** **SANOMA, FINLAND** | [www.tyopaikat.oikotie.fi](http://www.tyopaikat.oikotie.fi)

**Summary** Finland's biggest news site and job board Iltasanomat.fi and **Oikotie Jobs** launched together in October 2012 a new news section Worklife with unique, work related articles written in an entertaining way. In this section relevant Oikotie Job ads are shown next to every article and a complete listing of all of Oikotie's job ads with full search and sorting options is found. This brings interesting content and job possibilities to Iltasanomat readers and more suitable candidates to employers.

**Results** The new section has found an immediate audience with 350,000 – 700,000 weekly reads on section's articles and 15-25% more weekly visitors and good quality candidates into Oikotie Job ads. 97% of the users are new and complement the Oikotie visitor profile and areal coverage on the Finnish employment market. The co-operation has been widely approved by Oikotie's customers and gives a differentiating edge as well as new pricing options in relation to competitors.



150 tuoreinta IS kotisivuksi Lukijan kuva Mobiili Digilehti Palaute Uutisvihje Yhteystiedot Treffit Työpaikat Kaa IltaSanomat.fi

# ILTA-SANOMAT TYÖELÄMÄ oikotie.fi

Etusivu Uutiset Viihde Urheilu Sää IS TV Talous Lifestyle Digi Autot Lisää

150 tuoreinta Kotimaa Ulkomaat Työelämä ISTV Dokumentti Tiede Paikirjoitus Hullut jutut Vertiedot

## TOP 30: Tässä ovat Suomen parhaat työpaikat 2013



Ikea oli suurten yritysten Suomessa tavarataloja on Suomessa tällä h Kuopiossa.

Julkaisu: 15.2.2013 11:12, päivitetty: 1

Suosittelee 905

**Suomen parhaat työpaikat**  
Great Place to Work Institute

### Avoimet työpaikat

Tuomala	Työehtoja	Työnantaja	Sijainti
<b>Valitus</b> 2			
<b>Sijainti</b> 2			
<b>Työsuhteen laatu</b> 2			
<b>Työn laatu</b> 2			
<b>Hakusana</b>			

**KATSO TUUMAT TYÖPAIKAT** oikotie.fi

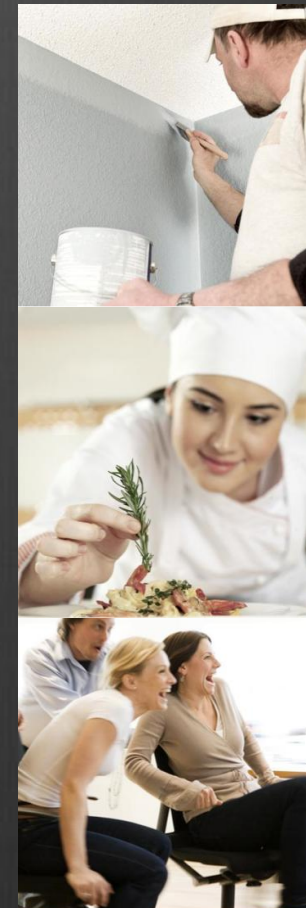
- Koordinaattori Aalto-yliopisto
- Kehittämissiisiantuntija Veikkaus Oy
- Asiakaspalveluassistentti Vantaalle Swatch Group Nordic
- HR SPECIALIST Itella Mail Communications
- Akuemyyntipäällikkö Manpower
- Communications Manager Euroclear Finland Oy
- Projektipäällikkö Sosiaali- ja terveysministeriö
- Henkilöstöpäällikkö

**PROFIILI**

Miksi on oltava tällä? Tällä on samat ja kokenut Suomen kaupunkien ja alueiden - tällä on oltava oltava ja eniten massalla.

**TYÖELÄMÄ TUOHEIMAT**

- Jopa 2000 la tulle laito TallaSoneralla 15.2.2013 9-16
- Isi kummit ja pölyt: "Kärsittä laitoa talle kuto" 15.2.2013 13-14
- Pankkumalle 11000/15 15.2.2013 13-14





# Real estate agents get quality leads in Finland

**Innovators** Oikotie Real Estate Team

**Company** **SANOMA, FINLAND** | [www.asunnot.oikotie.fi](http://www.asunnot.oikotie.fi)

**Summary** Select an Agent is a sales lead service provided to the real estate portal's listing customers. A real estate seller fills a simple web form and the lead is passed to active agents in the region. At most, 5 agents can redeem the contact information. Payable credits are used to redeem contact information. Sales leads are passed to agents who have previously been actively listing properties in the region – sellers can expect that contacting agents have proper knowledge of the area.

**Results** The service was launched for piloting in June 2012 and commercially in November. Hundreds of sales leads are passed to agents monthly. Lead redemption rates are extremely high, as in over 92% of the cases all 5 possible contact slots are redeemed. Sellers are happy with an easy way of finding possible agents with proper knowledge of their area. As the sales lead delivery is based on the listing activity at the Oikotie real estate portal, the service engages with active listing customers.

## Seller Contact Form

### Löydä kiinteistönvälittäjä

Autamme sinua löytämään alueesi tutun kiinteistönvälittäjän myymään asuntosi. Toimitamme tietosi alueen aktiivisimmille välittäjille. Saat heiltä tarjouksia, joista voit valita sinulle parhaimman. Helppoa, nopeaa ja ilmaista.

Luovutamme tietosi enintään viidelle kohteesi myymisestä kiinnostuneelle kiinteistönvälittäjälle. Voit myös lopettaa tarjosten vastaanottamisen heti, kun olet saanut mielestäsi sopivan määrän yhteydenottoja.



### Täydennä ja saat tarjouksia

#### 1 KERRO KOHTEESTASI

Katuosoite PAKOLLINEN Postinumero PAKOLLINEN

Pinta-ala m²

#### 2 YHTEYSTIETOSI

Nimi PAKOLLINEN Puhelinnumero PAKOLLINEN Sähköpostiosoite PAKOLLINEN

**Lähetä tarjouspyyntö**

## Locally Active Agents

### Talosivu

Rohkatie 19, 00660 Helsinki


- Mikä on talosivu?
- Testaa kotisi kysyntä ilmaisella Hiiainen myynti™ -ilmoituksella
- Kilpailuta sähkösi ja tee uusi sopimus

#### Seuraa tätä taloa

Tee korvamerkintä ja saat tietoa uusista ilmoituksista ja hintamuutoksista.

**Korvamerkitse talo**

Tässä talossa on 0 korvamerkintää



#### Talon ilmoitukset

**Myynnissä**


- 3 h, k, s, al 73.5 m², 298 000 €
- Näytä kaikki talon ilmoitukset (2 kpl)

**Alueen keskihinta**


3 540 €/m² (kuuden kuukauden muutos + 12 €)

**Siirry hintasivulle**

### Valitse alueen ammattilainen avukseksi




**Anna-Erika Mattila**  
Kiinteistönvälitys Virpi  
Alo Oy  
00530 Helsinki  
Ota yhteyttä



**Ville Mattila**  
Kiinteistömaailma,  
Valita  
00530 Helsinki  
Ota yhteyttä



**Heikki Spelman**  
Kiinteistönvälitys Virpi  
Alo Oy  
00530 Helsinki  
Ota yhteyttä



**Tuula Hiiainen**  
Elera-Helsingin Habita  
Oy, Habita Elera-  
Helsinki  
Ota yhteyttä



**Pekka Rönkkö**  
Kiinteistömaailma,  
Valita  
00530 Helsinki  
Ota yhteyttä

Näytä lisää välittäjiä

# Who is behind the ICMA Innovation Award?

## Vaibmu Oy

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Vaibmu is a media consulting company born from its founders' expertise in strategy, business and market development in the print and digital media segment. Since launch in 2009 it has helped companies in digital media, classified media, verticals and content production internationally to establish and strengthen their market position

Strategy Development; International Expansion & New Market Entry and Go-to-Market Strategies for Innovation are its core services

Customers include classified portals, directories, newspaper and magazine publishers, digital services and technology providers to the media industry

## International Classified Media Association

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The International Classified Media Association (ICMA) is the global leading community of players in the classified media industry

ICMA's community has recognized the need to act together to build the capabilities and support its members need to respond effectively to the challenges facing our industry. It is dedicated to promoting excellence, co-operation, networking, market leadership, innovation and information-exchange at every level amongst its international membership

ICMA counts more than 70 member companies from 32 countries. Its publishers encompass high-quality classified ad publications and websites