

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 4th 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 20th 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

Finnish buyers & sellers get connected on the cloud

Innovators Ajay Garg, Päivi Kaarina Laajanen (Hakema Team members)

Company **HAKEMA SOLUTIONS OY, FINLAND | www.hakema.net**

Summary Channels for buyers to contact sellers/advertisers have been limited to phone & 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

Results 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.

74 m², 3h + k + s + ps..., 157 000 €



Safe rentals in Switzerland motivates renters & tenants

Innovators

Gianfranco Gaio, Product Manager

Company

HOMEGATE LTD, SWITZERLAND | 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*	<input type="text"/>
Name*	<input type="text"/>
Date of birth	<input type="text"/>
Address, No.	<input type="text"/>
Zip / City	<input type="text"/>

File-ID homegate.ch application file

[Start request](#)

oder

[Start request](#)

homegate.ch

The real estate portal

homegate.ch

Einfach und praktisch
für unterwegs



homegate.ch
Das Immobilienportal

Inserieren

Mieten

Kaufen

Finanzieren

Umziehen

Wohnen

homegate.TV

Home DE FR IT EN
Login

homegate.ch - das Immobilienportal: 59'762 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

Inserieren

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

Mieten

Wohnung, Büro oder Ferienhaus mieten? Hier finden Sie die passende Immobilie.
» Zu den Mietinseraten

Finanzieren

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

Umziehen

Umzugstips, Checklisten und Umzugskisten - alles was Sie für Ihren Umzug brauchen.
» Umzug planen

homegate.TV



Bananenkisten gesucht?



Top-Links

- [homegate.ch-Bewerbungsdossier](#)
- [Wohnung zu vermieten? Jetzt inserieren!](#)
- [Umzugskisten bestellen](#)
- [Suchanzeige aufgeben](#)
- [Vorlage zur Wohnungskündigung](#)
- [Versicherungen für Hausbesitzer](#)

Newsletter

- [Newsletter jetzt abonnieren](#)

Kaufen

- [Wohnung, Büro oder Haus kaufen? Hier finden Sie die passende Immobilie.](#)
- [» Zu den Kaufinseraten](#)

Wohnen

- [Wollen Sie ein neues Styling für Ihr Zuhause? Hier finden Sie Tipps zum schöneren Wohnen.](#)
- [» Einfach schöner wohnen](#)

Letzte Suchen

- [Keine letzten Suchen gefunden. Führen Sie zuerst eine Immobilien-Suche, um diese später hier einzusehen.](#)
- [Mit der Funktion <Suchen-Suchen> gelangen Sie später direkt auf die entsprechende Trefferliste.](#)

Immobilienbewertung

- [Immobilienbewertung: Bevor Sie Ihre eigene Immobilie verkaufen oder sie vererben, sollten Sie eine Immobilienbewertung durchführen. Mit dieser können Sie Ihre Immobilie zu einem fairen Preis verkaufen.](#)

Frage & Antwort

- [Frage & Antwort: Beantworten Sie Ihre Fragen zu den verschiedenen Themen wie Umzug, Finanzierung, Wohnungskündigung, etc. Sie können Ihre Fragen hier eintragen und erhalten eine schnelle Antwort.](#)

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	
Rigiweg 5, 8406 Winterthur	4 Months	31.02.2012
Bergstrasse 35, 8406 Winterthur	7 Months	28.10.2011
Flüelastrasse 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

Getting more sales in Hungary with better internal processes

Innovators

Josef Kogler, Imre Polonkai, Gábor Kis

Company

INFORM MEDIA KFT, HUNGARY | www.inform.hu

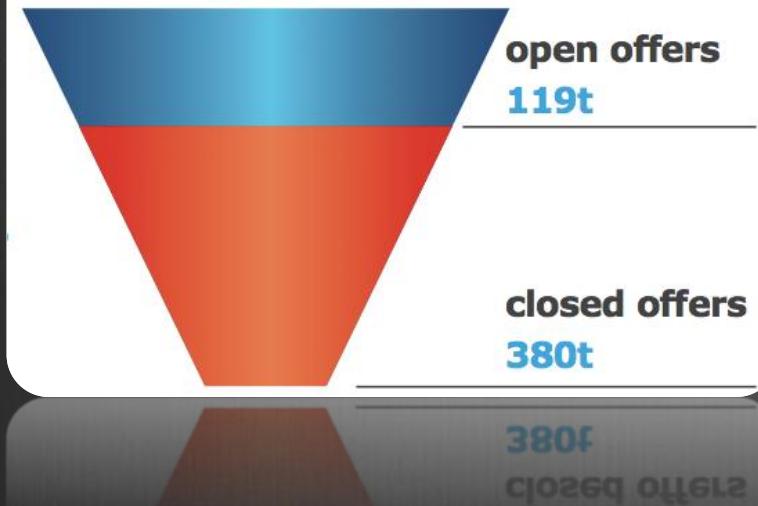
Summary

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

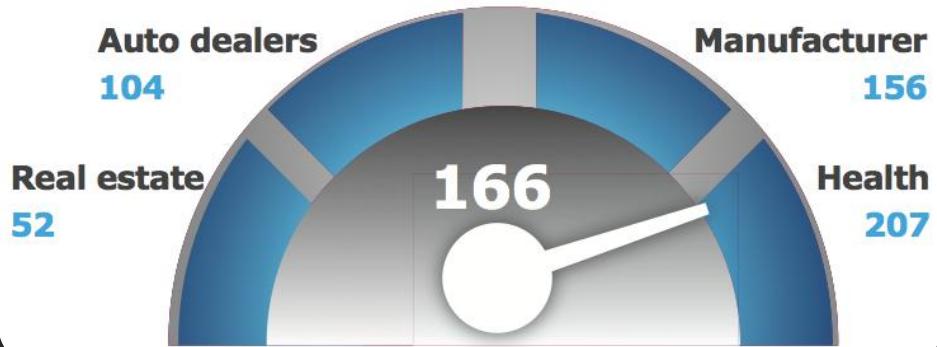
Results

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



Revenues by industries



INFORM MÉDIA

Client name: **Office phone**
VAT number: **Alternative phone numbers**
Branch: **Fax**
Rating: **Mobile phone**

Billing address: **Street address**
Address 2: **City**
City: **State/Province**
Country: **Zip/Postal Code**
Billing address: **Shipping address**

Primary email address: **Alternative email address**

Client history: **Contact** **Date Contact** **Time Contact** **Follow-up**
Follow-up: **Next Follow-up** **Follow-up date**

Contact person(s): **First name** **Last name** **Office phone** **Mobile phone** **Follow-up**

South Africa's C2C trading revolutionary app

Innovators

The JunkMail xChange Team, Pretoria

Company

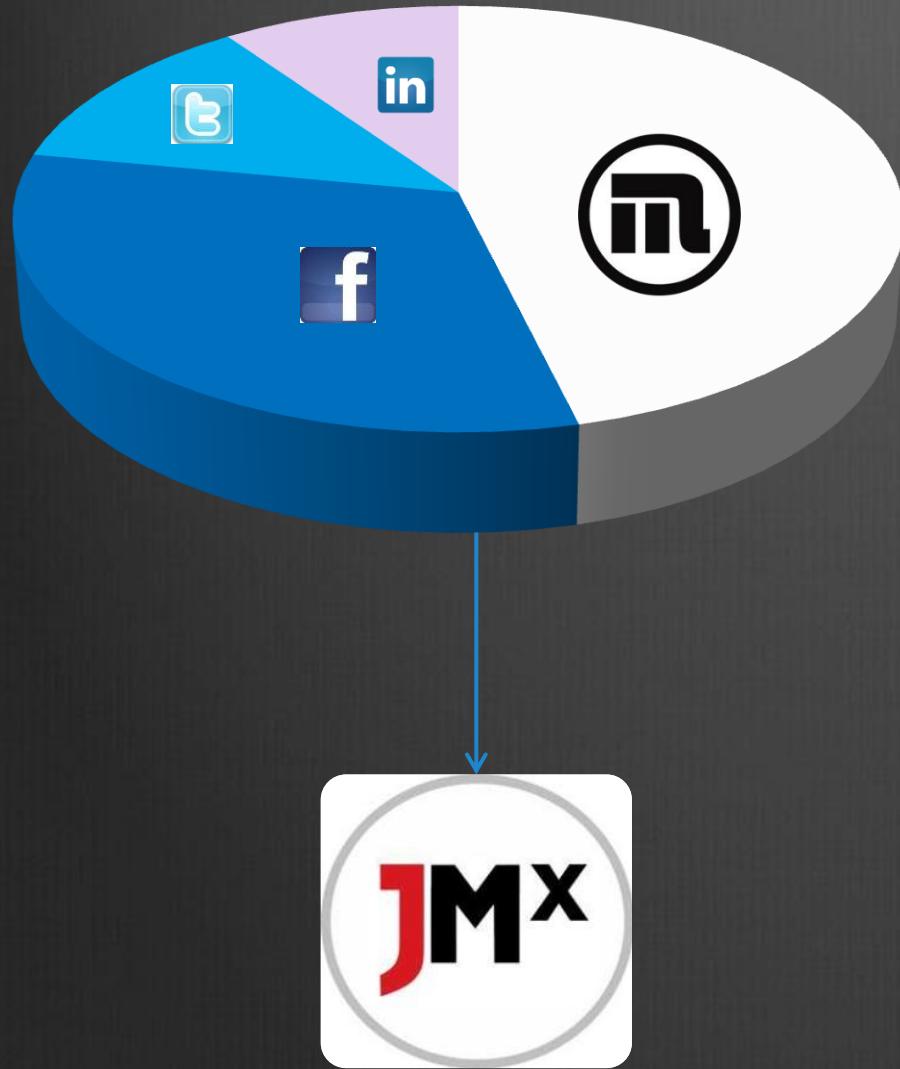
JUNK MAIL PUBLISHING LTD, SOUTH AFRICA |
www.junkmail.co.za

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

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 became 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.

 **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**
 **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**
 **iPhone 5, schwarz, 16Gb, OVP+ verschweißt, mit Garantie**
Verkaufe ein Original verpacktes und verschweißtes Iphone 5, schwarz, 16GB. Telekom gebunden. Kaufdatum ist der

Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras
Kalaydo-Code: 35589054 | Anzeige vom: 28.01.2013 22:12

 Bild von 6 **Weitere Bilder**
Bild 1 von 6

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

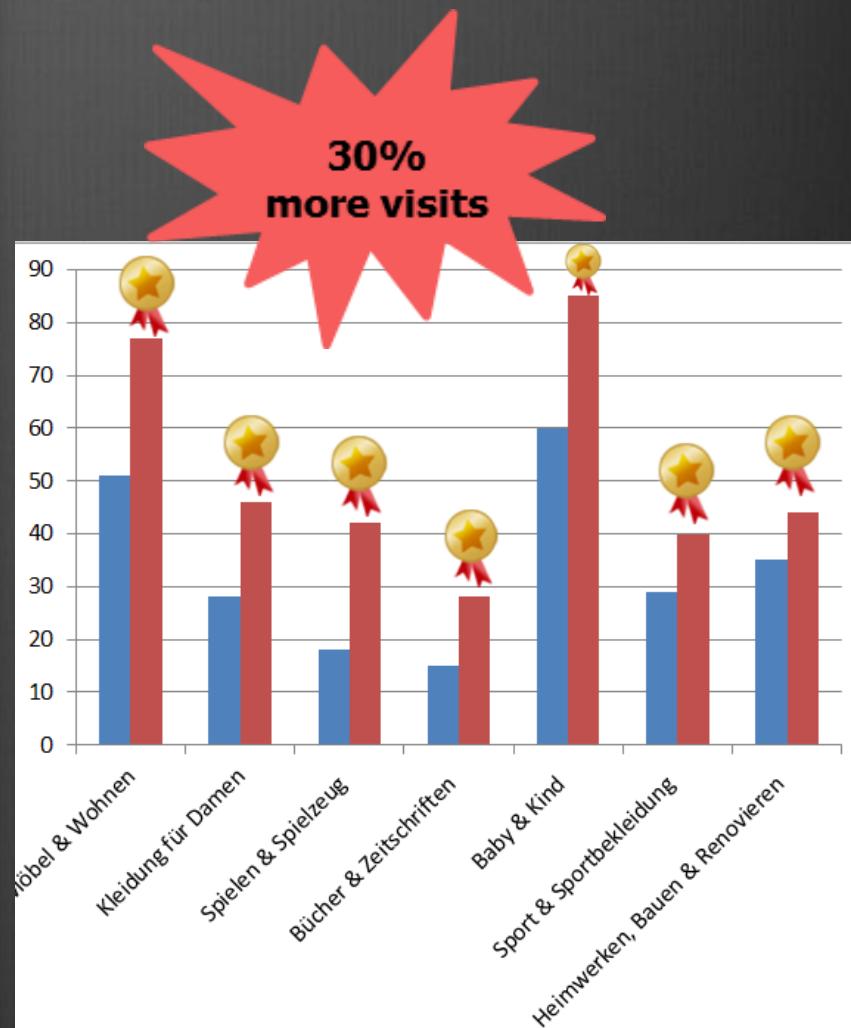
Kontakt
 Geprüfter Premium-Nutzer
Registriert seit: 23.01.2013
[hier Anbieter kontaktieren](#)

Weitere Anzeigen des Anbieters:

-  **HP ProBook 6560b, Intel Core i5...**
Artikelmerkmale: Zustand: Neu: Neuer, unbenutzter 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

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.



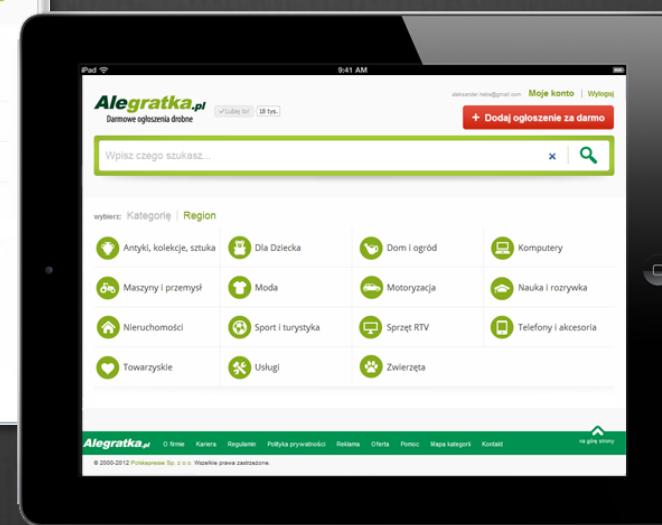
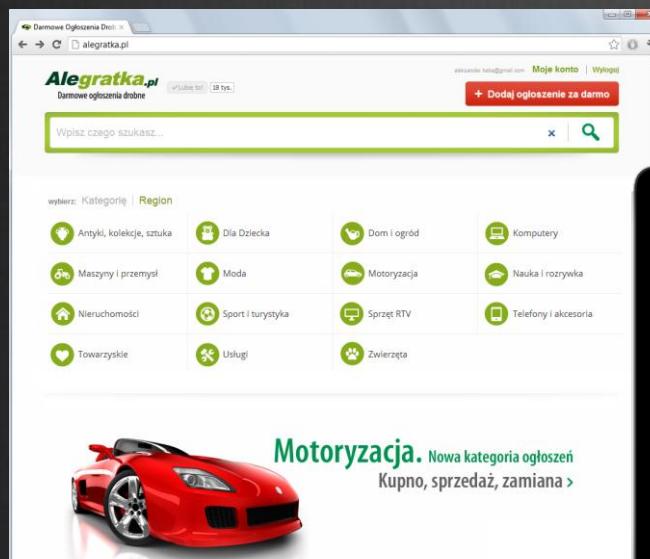
Poland's responsive design answer to multi-channel ads

Innovators The Alegratka.pl Internal Team

Company **POLSKAPRESSE SP. Z O.O, POLAND | www.alegratka.pl**

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**

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.



Real estate agents get quality leads in Finland

Innovators Oikotie Real Estate Team

Company **SANOMA, FINLAND | 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 kiinteistövälittäjä

Autamme sinua löytämään alueesi tuntevan kiinteistövälittäjän myymään asuntoi. Toimitamme tietosi alueen aktiivisimille välittäjille. Saat heiltä tarjouksia, joista voit valita sinulle parhaan. Helpoaa, nopeaa ja ilmaista.

Luovutamme tietosi eriinään viidelle kohteesi myymisestä kiinnostuneelle kiinteistövälittäjälle. Voit myös lopettaa tarjousten vastaanottamisen heti, kun olet saanut mielestäsi sopivan määrän yhitydenottoja.

Täydennä ja saat tarjouksia

1 KERRO KOHTEESTASI

Katuosoite	PAKOLLINEN	Postinumero	PAKOLLINEN
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Pinta-ala m²

2 YHTEYSTIEDOSI

Nimi	PAKOLLINEN	Puhelinnumero	PAKOLLINEN	Sähköpostiosoite	PAKOLLINEN
<input type="text"/>					

Lähetä tarjouspyyntö

Locally Active Agents

Talosivu Facebook 0

Rohkatie 19, 00660 Helsinki

[Mikä on talosivu?](#)
[Testaa kotisi kysyntää ilmaisella Hiltainen myynti™ -ilmoituksella](#)
[Kilpailuta sähköistä ja tee uusi sopimus](#)

Seuraa tätä taloa

Tee konverkintä ja saat tietoa uusista ilmoituksista ja hintamuutoksista.
[Lue lisää](#)

Konverkintse talo

Tässä talossa on 0 konverkintaa

Talon ilmoitukset

Myynnissä

- 3 h, k, s, al 73,5 m², 298 000 €
- Näytä kaikki talon ilmoitukset (2 kpl)

Alueen keskihinta

3 540 Km² (kauden kuuksien määrä + 12 €)

Siirry hintasivulle

Valitse alueen ammattilainen avuksesi

Anna-Erika Mattila
Kintieistövälittäjä Virpi
Alo Oy
00530 Helsinki
[Ota yhteyttä](#)

Ville Mattila
Kintieistövälittäjä, Vallila
00510 Helsinki
[Ota yhteyttä](#)

Heikki Spelman
Kintieistövälittäjä Virpi
Alo Oy
00530 Helsinki
[Ota yhteyttä](#)

Tusia Hiltainen
Etelä-Helsingin Habita
Oy, Habita Etelä-Helsinki
[Ota yhteyttä](#)

Pekka Rönkkö
Kintieistövälittäjä, Vallila
00510 Helsinki
[Ota yhteyttä](#)

[Näytä lisää välittäjää](#)

Who is behind the ICMA Innovation Award?

Vaibmu Oy

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

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