



## Monetising Local Search

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1

### Strong market position in the German Directory market

**customized and localized –  
a winning product strategy to mass market since decades**

- 3 different brand products which cover the whole territory 3 times

- White pages for all over Germany
  - Yellow and local yellow pages for all over Germany
  - more than 1,000 local pages

- products are being published also on DVD, online and mobile

[www.dastelefonbuch.de](http://www.dastelefonbuch.de)

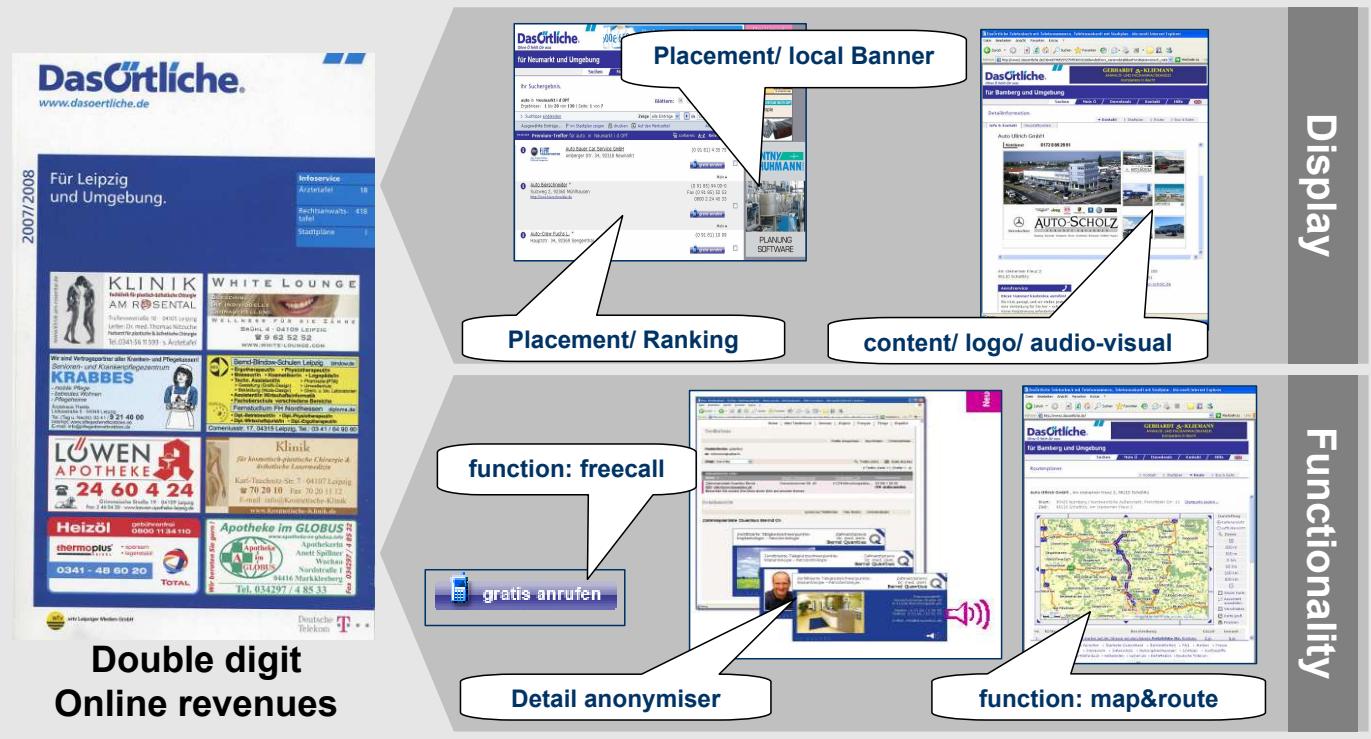
[www.gelbeseiten.de](http://www.gelbeseiten.de)

[www.dasoertliche.de](http://www.dasoertliche.de)



- products are being distributed also over two DA short codes (11833, 11811)
- Strong Partnership with DeTeMedien and over 60 partners

## Example of sales convergence in the traditional directory product



## Alternative Business Model – a start-up to deliver auction based leads



**blauarbeit.de**  
Lieber "blau" arbeiten, als "schwarz" tragen

**Start | Auftrag vergeben | Aufträge finden | Mein blauarbeit**

**Aufträge finden per Kategorie**

- Auto & Mobilia
- Betreuung & Pflege
- Computer & Büro
- Foto, Design & Internet
- Geld, Steuern & Recht
- Lernen & Bildung
- Party & Event
- Haus, Bau & Handwerk
- Haushalt & Garten
- Reisen
- Style & Fitness
- Tiere
- Transport & Umzug
- Sonstiges

**Nützliches**

- Last Minute Aufträge
- Beliebte Aufträge
- Aufträge ohne Gebote
- Diese Seite als Startseite
- Diese Seite als Lesezeichen
- Aufträge per RSS

Already a track record of white-label solutions for regional Partners:



**immojet.de**

**Lycos**

**Handwerker-Auktion**

**1. Auftrag vergeben**

**2. Angebot vergeben**

**3. Angebot annehmen**

**4. Zahlung**

**5. Qualitätssicherung**

**6. Bewertung**

**7. Wiederholung**

### new business model:

- businesses (craftsmen) bid for leads of possible customers for free
- businesses can subscribe to get advantages before and during auctioning process
- additional revenue from p4p advertising
- stand-alone start-up with great founder team
- roll-out with additional partners to start in Q4/ 2007

## Local search – an additional very fast growing market

compared to the main directory markets, local search brought ....

### New users

- fast adoption in influential targeting groups
- viral spread of the new services

### New products

- created a “blue-ocean” product against former non-consumption – a new generic habitude has been created
- much broader queries and Results create a much bigger market
- relevance and proximity overrule placement

### New advertisers

- pay-for –performance
- 24/7 self service environment
- transparent, immediate reporting

## Market statistics

### US Local Online Advertising Spending, 2006-2011 (billions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2006; local online advertising includes both local and national businesses advertising in local markets, using any of the following advertising formats—paid search, display, rich media, video, classifieds, sponsorships, referrals, e-mail

Source: eMarketer, August 2007

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[www.emarketer.com](http://www.emarketer.com)

## Other sources have even higher expectations:

- Veronis Suhler Stevenson expect over 19.2 Billion USD in 2011
- see also the blogs of [www.kelseygroup.com](http://www.kelseygroup.com) or [www.screenwerk.com](http://www.screenwerk.com)

## Our strategy to achieve a relevant market position in local search sales

### What we can't do:

- we can't compete on an even level for users / customers as the big search engines and networks
- we can't compete on an international level.

### What we can do:

- partner with larger players
  - Leverage our strengths:
  - Start-up instincts, great tech-and sales driven personalities
  - Extensive data-research and data-management
- operating different local search sales forces with regular direct contact with SME's

## So we tried to focus on two main elements:

### Building a company (t-info) with DeTeMedien and other publishers who

- created an up-to-date index out of different sources of structured and crawled data
- has the ability to run a website with a generic URL: suchen.de (means "search" in German)
- focuses on being partner to bigger portal as a specialist for the local services of portals

### Create a new sales approach

## Local search is...

... localized

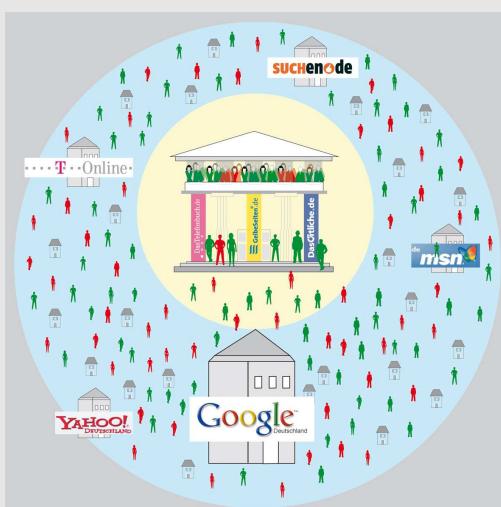
... focused on

- companies
- services
- people
- products/brands
- events
- news
- ...



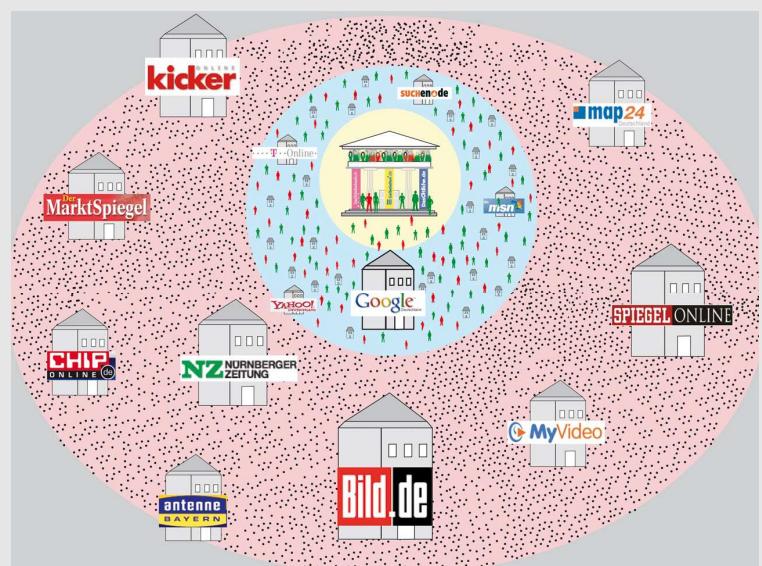
- unique combination of directory and search engine logic
- several millions of local addresses with current information
- an own, on-going developed and sophisticated search logic
- an additional manual quality assurance
- a real semantic search for highly relevant results (in preparation for 2008)

## Importance of the local online market – intensive competition



query-based advertising market

contextual/ behavioural targeting/... advertising market

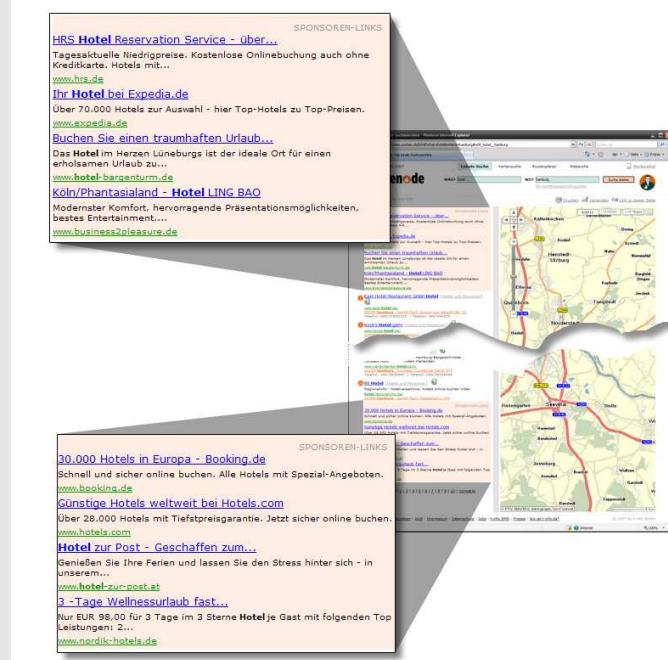


## Pay-for-performance: important monetisation of local search

Local and national p4p advertisers

- above and below –

complete the organic listings



## Creating an own small network with different (directory) publishers

### SALES

**Publishers**

### TECH

#### Advertising Platform “Revenue Engine”

**Self Service**

Advertiser database  
Advertising inventory  
Keywords inventory  
Customized GUI's  
Geo content  
Fraud protection  
Auction engine  
Customer care  
Billing  
Reporting

### DISTRIBUTION

#### Website partner:

[suchen.de](#)

[t-online.de](#)

[mopo.de](#)

[webadress.de](#)

[msn.de](#)

#### Local publisher

**properties**

eg. Classifieds,  
radio stations

#### Mobile partners

Device producers  
like Nokia or  
navigation systems

## FAST AdMomentum Plattform

- innovative local PPC platform
- real local PPC
- yield based and rotating ads
- customisable GUI
- flexible, open architecture
  - possibility to handle
    - Managed service campaigns
    - Self service campaigns
- possibility to create and maintain an own ppc network
- totally white-labeled





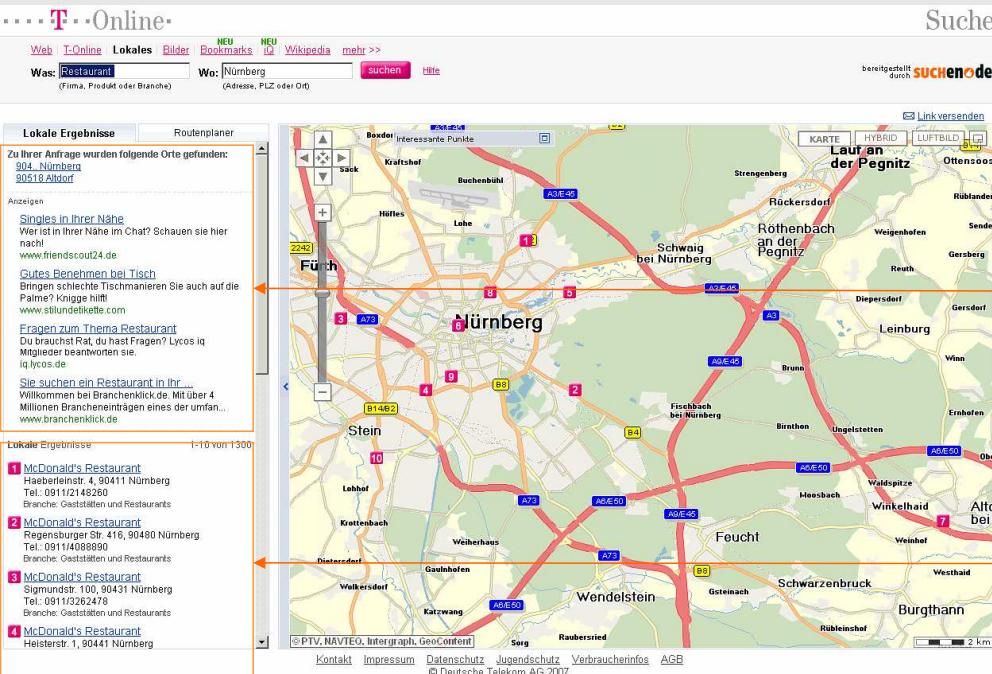
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2. November 2007

13

## Local search; relevant ads and content – t-online



**P4P slot for relevant P4P-Ads above and below the index search results**

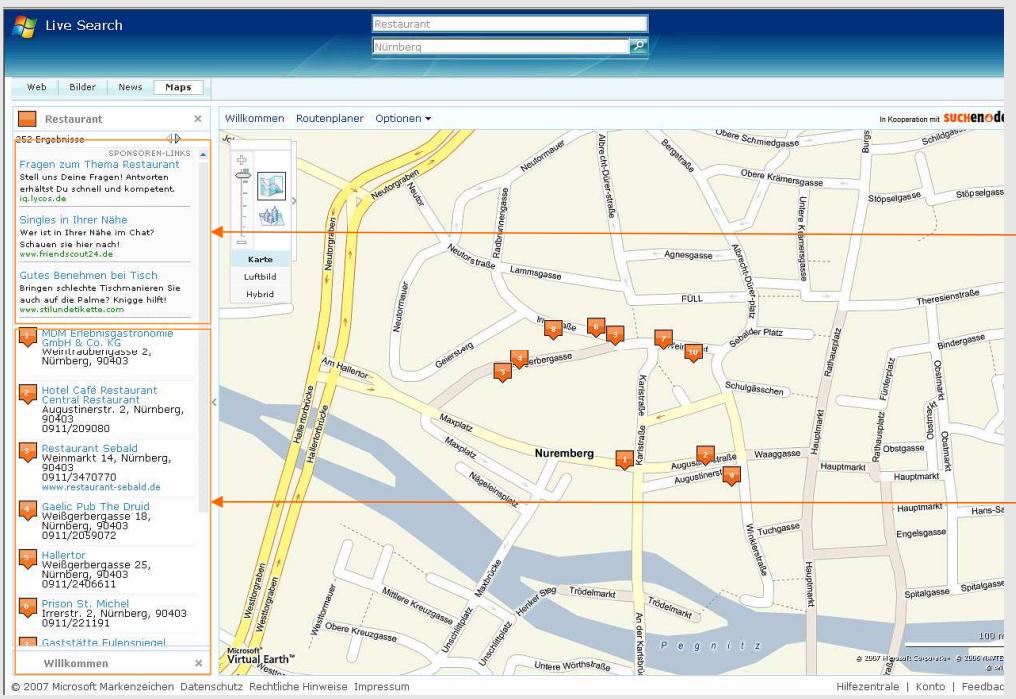
**Mixed content zone to enhance relevant P4P listings**

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14

## Local search; relevant ads and maps – msn.de and live.de



P4P slot for relevant P4P-Ads above and below the index search results

Mixed content zone to enhance relevant P4P listings

## Local PPC Ad's on news portal (Hamburger Morgenpost Online)



## Sales Approach for P4P ads

### self service campaigns

- self-registration online
- selecting keywords, creation of text ads by customers themselves
- editorial check and automatic reporting and billing

### managed service campaigns

- acquiring customers with more than 2,000 local sales people
- keyword selection and text creation by the publishers
- permanent support and campaign optimization
- billing via publisher ERP systems

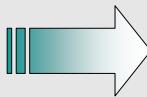
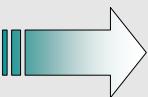
### fixed click campaigns

- package with a defined number of clicks to a fixed price
- all-Inclusive Support
- periodic reporting

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17

## The latest scenario – mobile search on mobil.suchen.de geocoded ads and pay-per-call business models



- ① **Braun Henryk Friseur**  
[www.friseur.com/](http://www.friseur.com/)  
14467 Potsdam, Hebbelstr. 44  
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Thank you !