



Monetising Local Search

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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

www.gelbeseiten.de

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

DasÖrtliche
www.dasoertliche.de

Placement/ local Banner

Placement/ Ranking

content/ logo/ audio-visual

function: freecall

Detail anonymiser

function: map&route

Double digit Online revenues

Display

Functionality

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

blauerarbeit.de
Lieben 'blau' arbeiten als 'Schwarz' statt!

Auftrag vergeben **Aufträge finden** **Mein blauerarbeit**

Aufträge finden per Kategorie

- Auto & Mobiles
- 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

Aufträge finden über Region

Bundesland: Bitte wählen... GO

Plz: Radius: 30 KM GO

Stadt/Ort: GO

Aufträge finden über Karte

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

Immonet.de
LYCOS
Handwerker Auktion

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

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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

Other sources have even higher expectations:

- Veronis Suhler Stevensen expect over 19.2 Billion USD in 2011
- see also the blogs of www.kelseygroup.com or 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

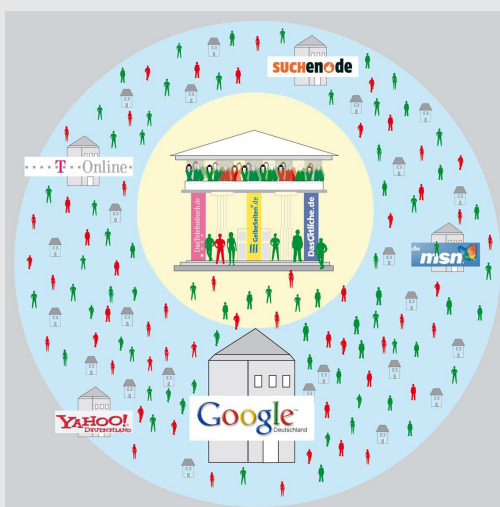
... focused on

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



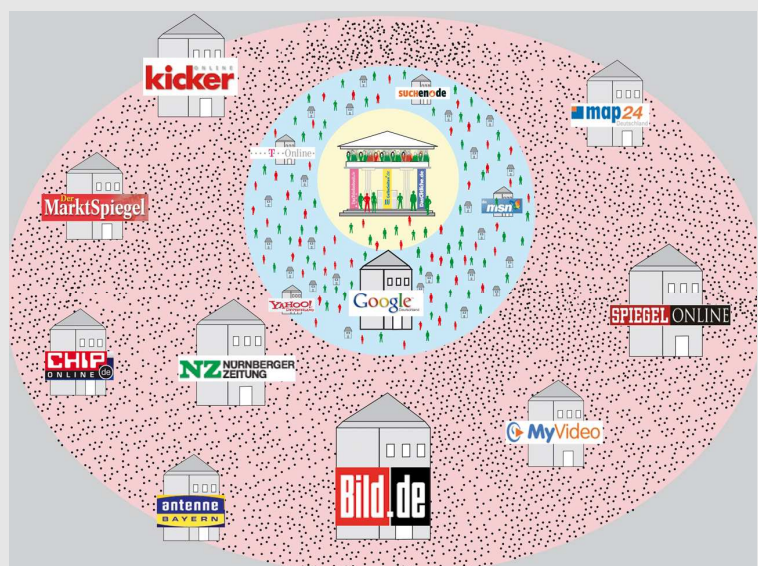
- unique combination of directory and search engine logic
- several millions of local addresses with current information
- an own, on-going developed and sophisticated search logic
- an additional manual quality assurance
- a real semantic search for highly relevant results (in preparation for 2008)

Importance of the local online market – intensive competition



query-based advertising market

contextual/ behavioural targeting/... advertising market

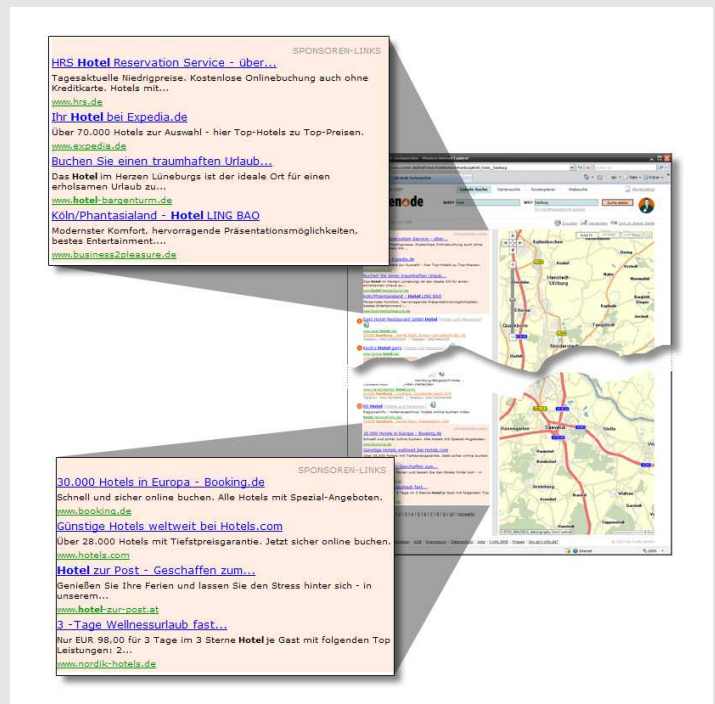


Pay-for-performance: important monetisation of local search

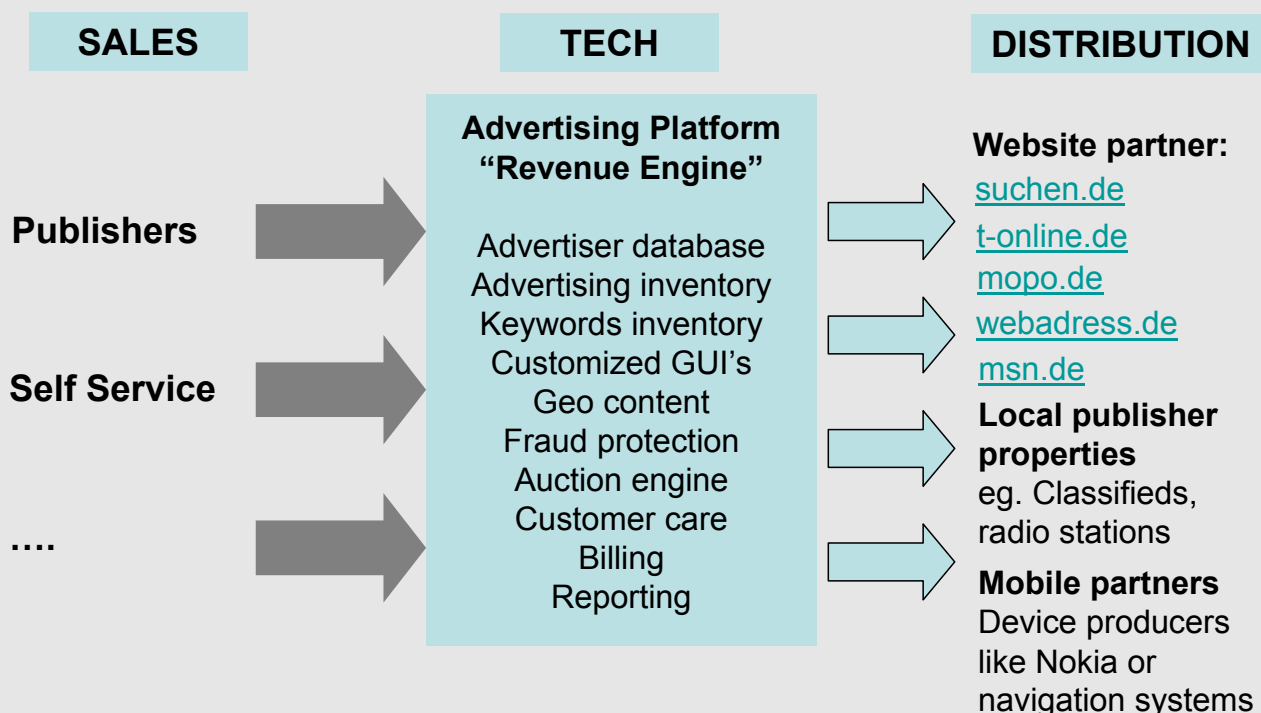
Local and national p4p advertisers

- above and below –

complete the organic listings



Creating an own small network with different (directory) publishers



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

Live Search

Restaurant
Nuremberg

Web Bilder News Maps

Restaurant

262 Ergebnisse

SPONSOREN-LINKS

Fragen zum Thema Restaurant
Stell uns Deine Fragen! Antworten
erhältst Du schnell und kompetent.
iq.lycos.de

Singles in Ihrer Nähe
Wer ist in Ihrer Nähe im Chat?
Schauen sie hier nach!
www.friendcout24.de

Gutes Benehmen bei Tisch
Bringen schlechte Tischmanieren Sie
auch auf die Palme? Knigge hilft!
www.stilundetikette.com

MDM Erlebnisgastronomie
GmbH & Co. KG
Weintraubengasse 2,
Nürnberg, 90403
0911/209080

Hotel Café Restaurant
Central Restaurant
Augustinerstr. 2, Nürnberg,
90403
0911/209080

Restaurant Sebald
Weinmarkt 14, Nürnberg,
90403
0911/2470770
www.restaurant-sebald.de

Gaelic Pub The Druid
Weißberggasse 18,
Nürnberg, 90403
0911/209072

Hallertor
Weißberggasse 25,
Nürnberg, 90403
0911/249611

Prison St. Michel
Innerstr. 2, Nürnberg, 90403
0911/221191

Gaststätte Fulensniedel

Willkommen

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Hilfezentrale | Konto | Feedback

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)

Anzeige

DER TAG

IN BILDERN

HAMBURGER MORGENPOST

www.mopo.de

Montag, 15.10.2007

MOPO-SERVICE

powered by suchenode

SUCHERGEBNIS: 1 - 10 Treffer von 23

Sponsored Links

Hausgeräte Service Hamburg
Ihr kompetenter werkunabhängiger Kundendienst für
Hausgeräte der Hersteller SIEMENS, BOSCH, CONSTRUCTA,
NEFF und GAGGENAU
www.kundendienst-hamburg.de

kundendienst
Sales & Marketing Jobs bei Monster. Online bewerben für den
Traumjob
www.monster.de

kundendienst - Stellenangebote
Über 36.000 Stellenangebote aus allen Branchen - immer
aktuell
www.StpStone.de

1: Elektrobedarf
Hillermann Walter Elektrofachgeschäft u. Kundendienst u.
Monika Elektro Fernseh
Südquerenweg 633; 21037 Hamburg - Kirchwerder
Telefon: 040/7373535

2: Bauunternehmen
BELLINO A. Elektro Install. u. Kundendienst
Rehblöcken 5; 22359 Hamburg - Volksdorf
Telefon: 040/6034341

MEINUNGEN

Druck & Medien AWARDS 2007
NOMINIERT
Innovativstes
Unternehmen
des Jahres
(Geschäftsmodell)

DER TAG

SUCHE

Archiv

Los

ALLE SUCHE

alle Filme

Los

EVENT-SUCHE

alle Events

Los

LOKALE SUCHE

Was?

Wo?

Hamburg

suchen

powered by suchenode

Twenty VIDEOS

Twenty Hamburg
Das erste Video-
Stadtportal für Hamburg.

IN BILDERN

Sales Approach for P4P ads

self service campaigns

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

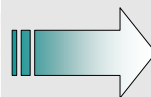
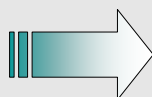
managed service campaigns

- 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

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



- 1 Braun Henryk Friseur
www.friseur.com/
14467 Potsdam, Hebbelstr. 44
Telefon: 0331/2701272
- 2 Friseur Claudia's Haarstudio Inh. C. Wahl
Bei Claudias Haarstudio erwartet Sie ein junges Team was neue Trends in Frisur und Haarstyling für Sie parat hält.
www.friseur-ihrer-wahl.de/
01218 Dresden, Lannerstr. 5
Telefon: 0351/4713576
- 3 Friseur Creation Intercoiffure Inh. Andrea Heitmann e. K.
www.friseur-creation.com/



Thank you !