MÜLLER MEDIEN

Monetising Local Search

Michael Oschmann, MD, Müller Medien

MÜLLER MEDIEN

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

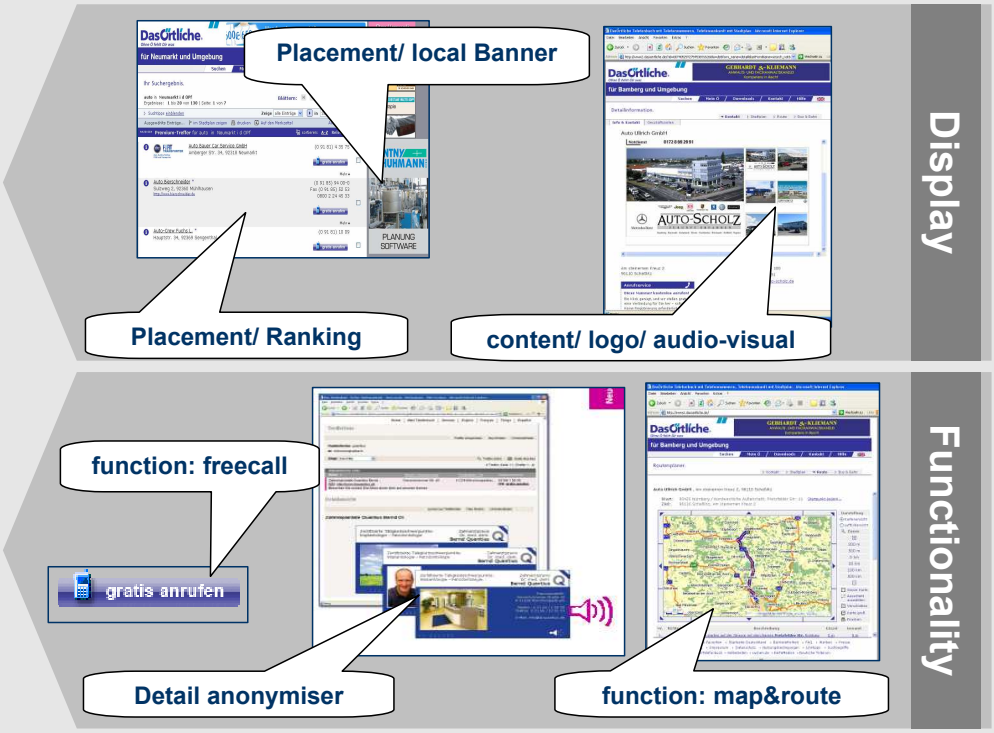
  www.gelbeseiten.de

  www.dasoertliche.de

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

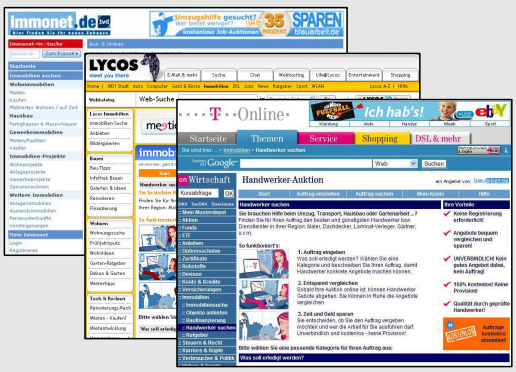
Example of sales convergence in the traditional directory product

Double digit Online revenues



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

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



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

MÜLLER MEDIEN

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

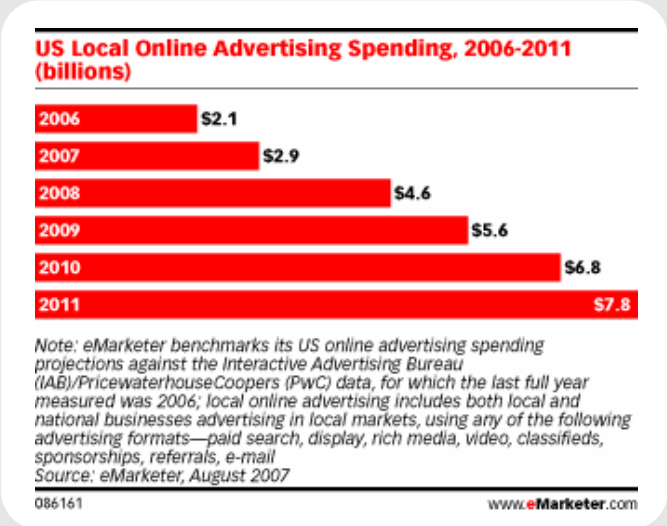
- created a "blue-ocean" product against former non-consumption – a new generic habitude has been created
- much broader queries and Results create a much bigger market
- relevance and proximity overrule placement

New advertisers

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

MÜLLER MEDIEN

Market statistics



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

MÜLLER MEDIEN

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

MÜLLER MEDIEN

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

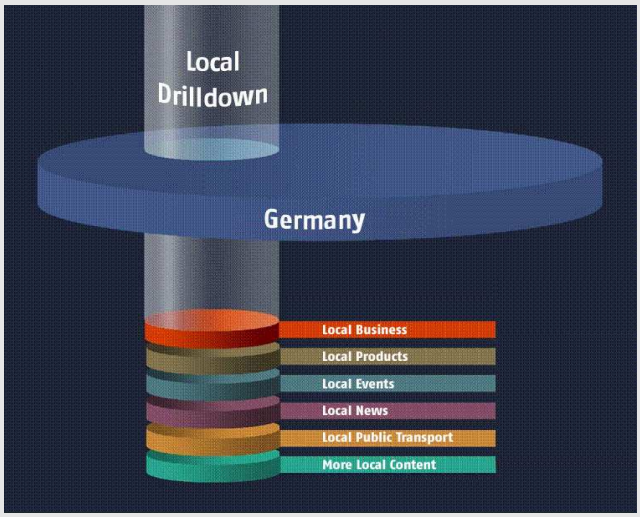
Create a new sales approach

Local search is…

... localized

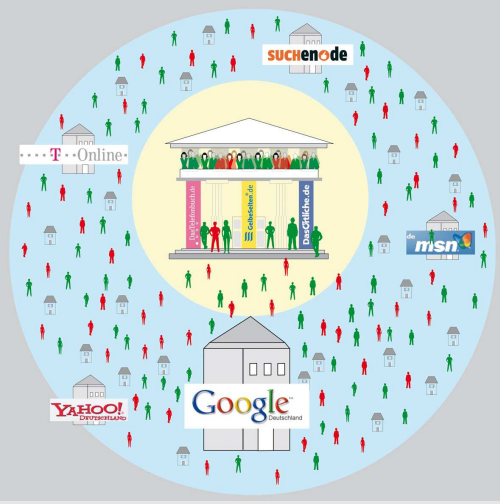
... focused on

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



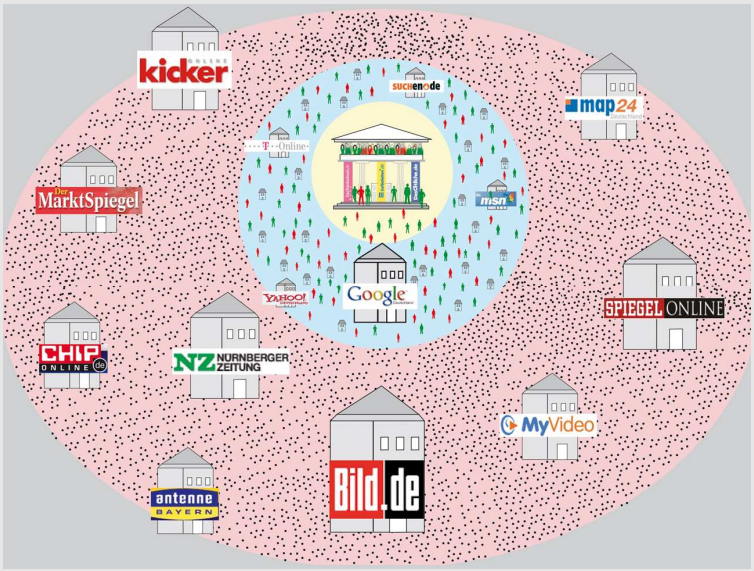
- unique combination of directory and search engine logic
- several millions of local adresses with current information
- an own, on-going developed and sophisticated search logic
- an additional manual quality assurance
- a real semantic search for highly relevant results (in preparation for 2008)

Importance of the local online market – intensive competition



query-based advertising market

contextual/ behaviourial targeting/… advertising market



MÜLLER MEDIEN

Pay-for-performance: important monetisation of local search

Local and national p4p advertisers

- above and below –

complete the organic listings

MÜLLER MEDIEN

Creating an own small network with different (directory) publishers

SALES	TECH	DISTRIBUTION
Publishers	**Advertising Platform "Revenue Engine"**	**Website partner:** suchen.de, t-online.de, mopo.de
Self Service	Advertiser database Advertising inventory Keywords inventory Customized GUI's Geo content Fraud protection Auction engine Customer care Billing Reporting	webadress.de, msn.de
....		**Local publisher properties** eg. Classifieds, radio stations
		Mobile partners Device producers like Nokia or navigation systems

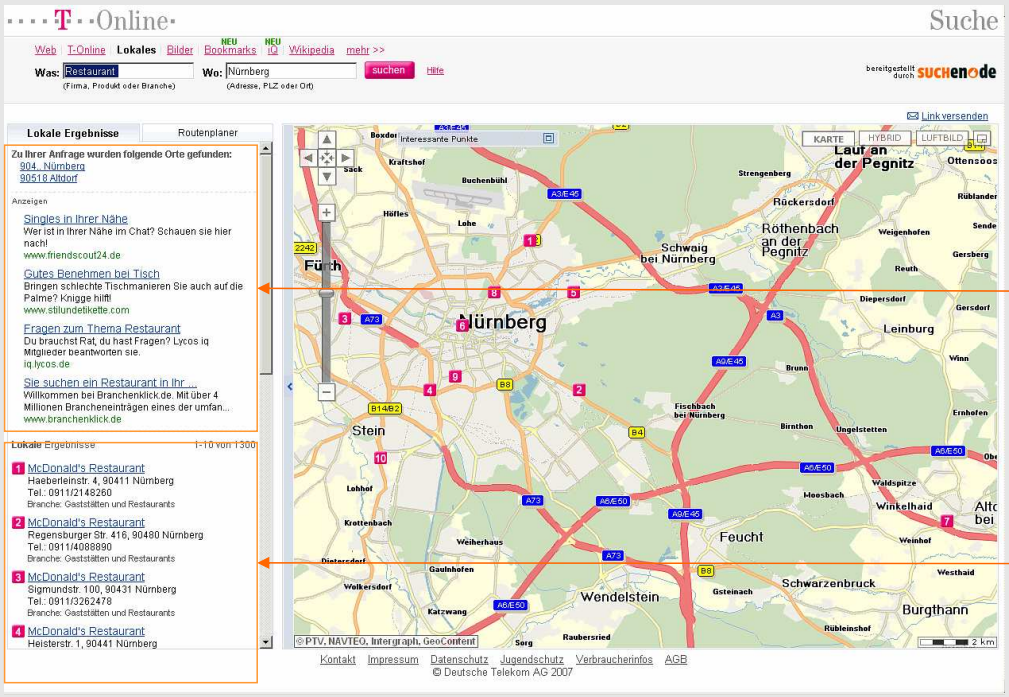
MÜLLER MEDIEN

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

MÜLLER MEDIEN

Local search; relevant ads and content – t-online

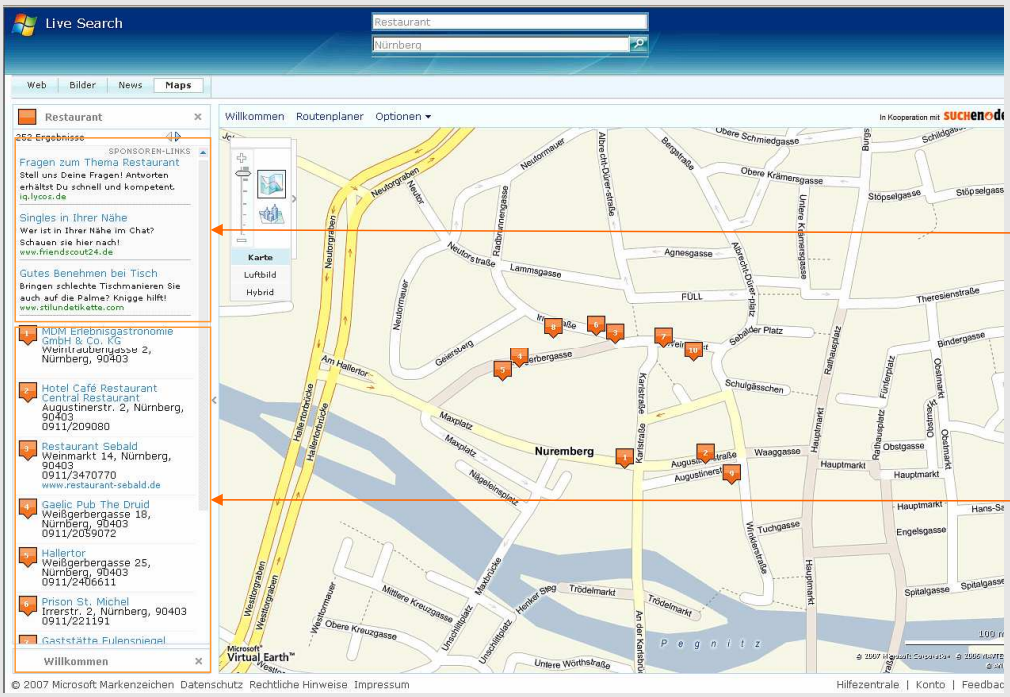


P4P slot for relevant P4P-Ads above and below the index search results

Mixed content zone to enhance relevant P4P listings

MÜLLER MEDIEN

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

MÜLLER MEDIEN

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

MÜLLER MEDIEN

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

MÜLLER MEDIEN

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

Thank you !