



Aggregators – Friend or Foe?

Agenda

- About me
- What is an aggregator?
- The Good, The Bad and the Ugly
- Why you should care
- Working with search engines & aggregators
- Clever tools

About Me

- Former Marketing Director of Gumtree.com
- VP Marketing Qype / Yelp
- SEO nerd
- Cycling enthusiast



About Adzuna

- Adzuna is the fastest growing classified search engine in Europe, reaching 6.5 million visits a month in just 2 years.
- We operate in Jobs, Property (UK only) & Cars (UK only)
- We have 95% coverage of vacancies in each of our 11 territories:
 - UK, France, Germany, The Netherlands, Poland, Russia, India, Brasil, Australia, South Africa and Canada.
- We aim to use smart technology to make it easy to find your perfect job, home or car
- David Cameron uses our real-time data to track the health of the economy. Our jobs & salary index is a leading employment indicator.
- We are an independent, London-based startup, backed by some of London's best tech investors: Index Ventures and Passion Capital.

So why did I start this website?

What is an aggregator?



Aggregator - 'A website or programme that collects related items of content and displays them or links to them'



The Good, The Bad & The Ugly

The Good

Company reviews from current and past employees

Product Marketing Manager

GOOGLE  ★★★★★ 6 reviews - LONDON



As a Marketing manager, you are a fully dedicated business leader, shaping the future of one of our many Google products. Whether you're on a consumer product (like Gmail, Search, Maps, Chrome, Android) or

JOBSWORTH: £56,622 P.A.

Share - More details »

Salary data for all ads



Your friend Neisha Santamaria works here. Pick their brains »



Your friend Monica Clouting works here. Contact this person »

Social integration to help you find jobs where you friends work

The Bad

- No location or salary information
- Machine generated ad copy
- No value add features

The Ugly

MONSTER

Software-Entwickler (m/w)
Schmitt GmbH

Info

KFZ-SACHBEARBEITER IM INNENDIENST (m/w)
RVM Versicherungsmakler GmbH & CO.KG

Info

Softwareentwicklerin - Berlin
ISG Personalmanagement

Info

MONSTER

Softwareentwickler (m/w) .NET und C# / Java
InfoTeam Software AG

Info

Softwarearchitekt / Softwareentwickler (m/w) Applicat...
KPMG AG Wirtschaftsprüfungsgesellschaft

Info

Softwareentwickler/-architekt (m/w)
Interhyp AG

Info

3 ads before I get to the content!



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Reach 400,000+ buyers & tenants every month.

List Your Property Here Free!

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[3 Bed Terraced House For Sale Caerphilly CF83](#)

REDUCED Reduced By Previous Marketing Price Mid Terrace House Entrance Hallway 1 Reception Room Kitchen 3 Bedrooms Bathroom Double Glazed & Centrally

Posted 2 days ago [Signup For Email Alerts](#)

£90,000

[Mortgages](#)
[Conveyancing](#)
[Gas Electric](#)

The Growth of Aggregators

- Globally, classifieds / vertical search engines share an audience close to 1bn monthly visitors
- Classifieds search engines are an increasingly important source of traffic, accounting for >50% of traffic to many sites
- Landscape and aggregator offering evolving quickly
- Consumer behaviour is moving toward vertical search / having everything in one place
- Everyone and their mother is now becoming a search engine, aggregator or 'backfiller' – If you don't take notice, you'll get left behind
- The long tail of SEO is being dominated by aggregators

Aggregators and SEO



Google either loves us or hates us.

Friend or Foe?

Why should we be friends?

- Aggregators give you access to traffic you can't get (free and paid)
- Many classifieds sites achieving 5x better ROI than Google
- We have awesome data and tools (and we want to share!)
- Your sales team can use us to upsell / close deals

Why should we not be friends?

- Some aggregators might (eventually) approach your customers and eat your lunch
- Poor quality aggregator partners 'can' hurt your SEO
- Distributing your ads may not be the right strategy for you

Focus on building relationships with high quality aggregators who can add value

Tools – A glimpse of how we can work together

Summary

Questions