

kalaydo.de
das regionale Findernet

Introduction Premium Account

ICMA Classified Media Innovation Award 2013

Cologne, 20.04.2013

Executive summary

- In 2012 we 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 **much more comfortable and successful**
- Both buyers and sellers can opt for a **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, listings of premium users are achieving more than 30% clicks and buyer request in comparison to basic users
- we was the first general classified platform to introduce a premium account which became an important and sustainable source of revenue in addition to the upsells
- With the new product we were able to strengthen customer loyalty and confidence on the website!

premium account

product features and user value

Seal „Trusted Premium User“



All listings are automatically highlighted with the seal „Trusted User“

iPhone 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

Details **Merken**

Details **Merken**

Details **Merken**

Higher confidence and visibility

Many more visits und contacts

... without additional clicks and for the entire run-time of the listings

The seal “Trusted Premium User“ is granted after a detailed security check by kalaydo.de.

Higher visibility by refreshing the listings (run-time: 7 days)

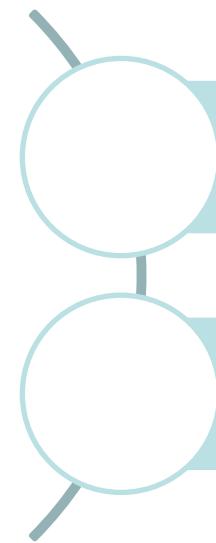
TOP-ANGEBOT



Ads appear always on the top of the result lists

Much more visits and contacts

... no payment required, 30% discount to regular prices!

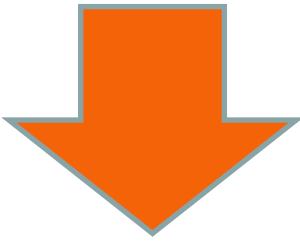


Premium user get search results via email before all other users

Users can contact the seller first!

Watchlist with notification of price drops

Price Drop



	LEKMAN Box Passend für Ikea EXPEDIT Blau	Preis: € 8 Festpreis	Ort: 53721 Siegburg	<input checked="" type="checkbox"/> Aktualisierungen per E-Mail	<input checked="" type="checkbox"/> Notiz hinzufügen	Aus Liste entfernen
Zustand: gebraucht						
	Spielhaus aus Kunststoff, weiß/ bunt, guter Zustand	Preis: € 50 Festpreis	Ort: 50937 Köln	<input checked="" type="checkbox"/> Aktualisierungen per E-Mail	<input checked="" type="checkbox"/> Notiz hinzufügen	Aus Liste entfernen
Zustand: gebraucht						
	Edle Krokotasche in Braun inkl. Portmonee	Preis: € Bestes Angebot	Ort: 50765 Köln	<input checked="" type="checkbox"/> Aktualisierungen per E-Mail	<input checked="" type="checkbox"/> Notiz hinzufügen	Aus Liste entfernen
Zustand: gebraucht						
	Saunafass, Fasssauna, Sauna, Saunahaus, Saunakota, Gartensauna, Aussen sauna, Saunabau, Saunazubehör	Preis: € 3299 Verhandlungsbasis (VHB)	Ort: 15366 Hoppegarten	<input checked="" type="checkbox"/> Aktualisierungen per E-Mail	<input checked="" type="checkbox"/> Notiz hinzufügen	Aus Liste entfernen
Zustand: neu						
	Als Premium-Nutzer von kalaydo.de noch schneller verkaufen!	Preis: € 6,99 Festpreis	Ort: 50933 Köln	<input checked="" type="checkbox"/> Aktualisierungen per E-Mail	<input checked="" type="checkbox"/> Notiz hinzufügen	Aus Liste entfernen
Zustand: neu						

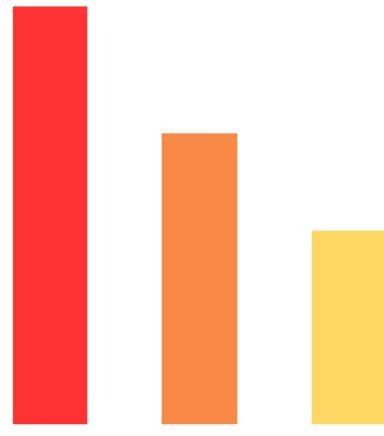
Users get a notification via email of price drops or when product information has been updated

Users can quickly respond to price drops!



Users with premium account get an overview about sent contact requests or received mails

Faster access to send and received e-mails!



Three teal circles are arranged vertically, connected by thin grey lines. Each circle points to a text box on the right. The circles are white inside and have a thin teal border. The text boxes are light blue with dark blue text.

- Provide an overview about visits, search agents or watching lists
- Users can manage their listings much more professional
- By low response users can activate upsells for free und refresh ads!

No limit for text length and picture number



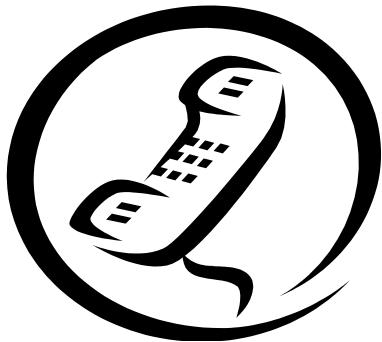
max. Characters per Ad
for Basic Users





- No disturbing display ads
- Faster loading of the website
(approximately 20% faster)
- Users can concentrate on their business!

Customer care only for premium users



Free hotline only for premium users

Direct response to questions or problems!

Business model

Development of an innovative product that...

- ... enables our users to sell or buy much faster and more comfortable
- ... strengthens the customer loyalty and confidence on the website
- ... generates sustainable and scalable all-time revenue without distribution efforts
- ... has high potential for growth
- ... should not affect the public perception of our website as a free online classified portal!

- We have generated several thousand trusted premium users who are charged a monthly subscription fee
- We enhanced sales success for the sellers and satisfied buyers by offering useful features
 - 30% more visits on listings of premium users (Figure 1)
- We enhanced confidence and security on our website
 - premium users generate actually more than 10.000 trustworthy listings per month (appr. 3% of all listings)
- We are already generating an increasing deferred revenue stream which is highly scalable
- We were the first online classified website in Europe to introduce a premium account!

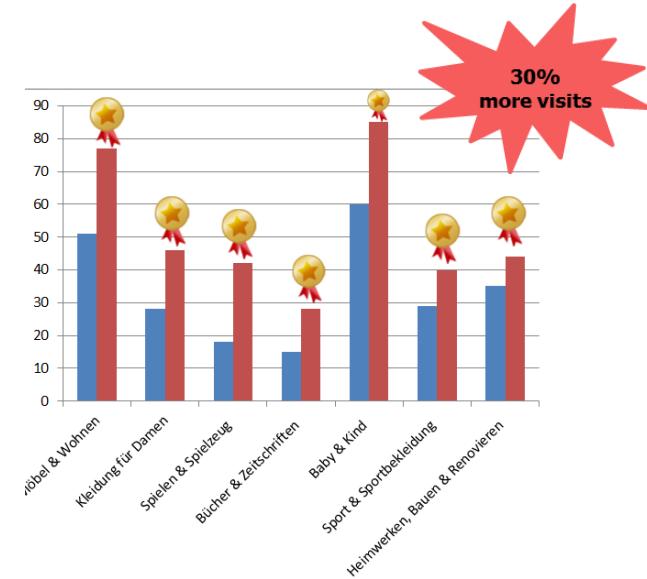


Figure 1: A/B-Tests: ads of basic users (blue) vs. ads of premium user (red)

Thank you for your attention!