



Managing the Marketing Portfolio

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Peter Rees

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About Us



Trader Classified Media is a Leader in classified advertising with strong local brands serving local markets

We have more than 350 print titles and 60 websites in 21 countries

In 2002 we listed over 25 million items of content in 75 million ads.

We reach 9 million readers a week and our websites together attract 5.6 million unique visitors each month.

Gula Tidningen

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CERCAeTROVA

Expressz
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TRADING POST

LaCentrale

Träder Paper

TRADER
UNITED

COMMERCE
REVUE

La Guía

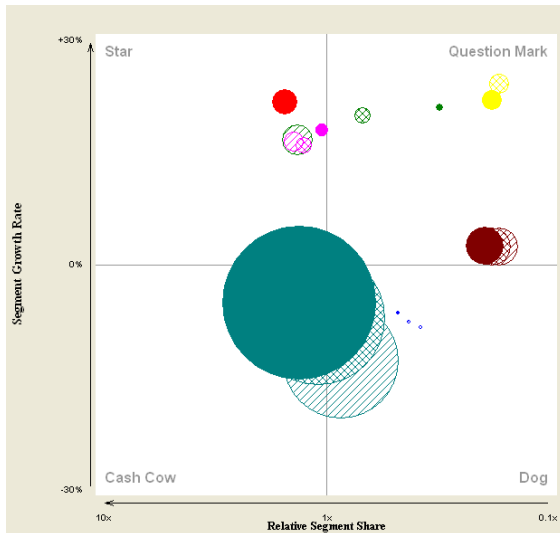
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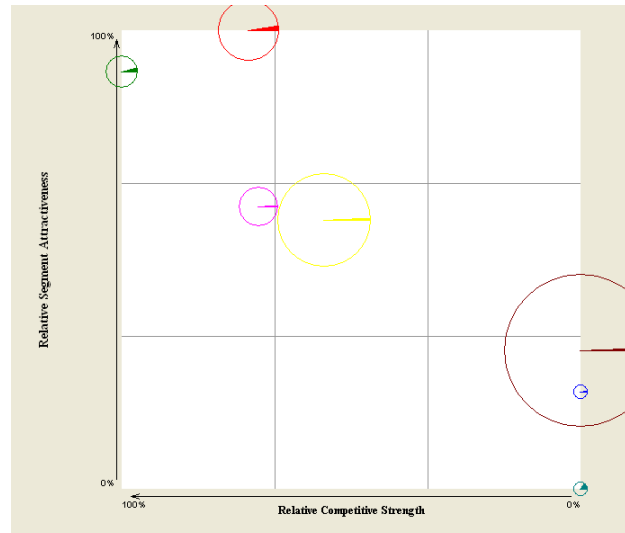
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Portfolio Management

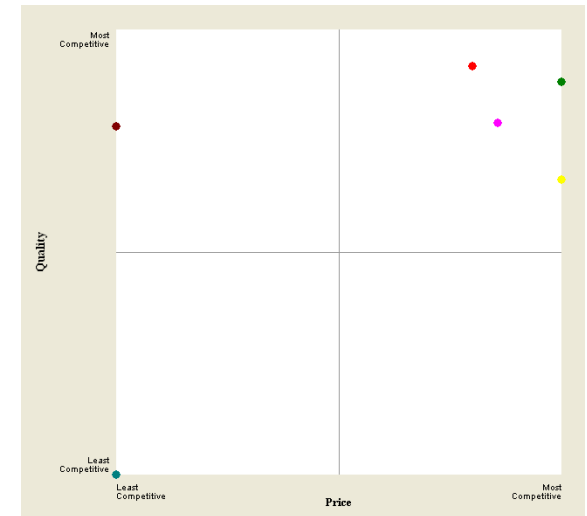
Some Thoughts



Boston Matrix



Directional Policy Matrix



Perceptual Map

Portfolio Management

Some (More) Thoughts

At a high level – S/W Based Portfolio Management tools are useful:

- ✓ Helps strategic and longer term thinking
- ✓ Understand business economics better, improves quality of business plans
- ✓ Improve communications – Corporate to business units
- ✓ Eliminate weaker businesses and focus investment

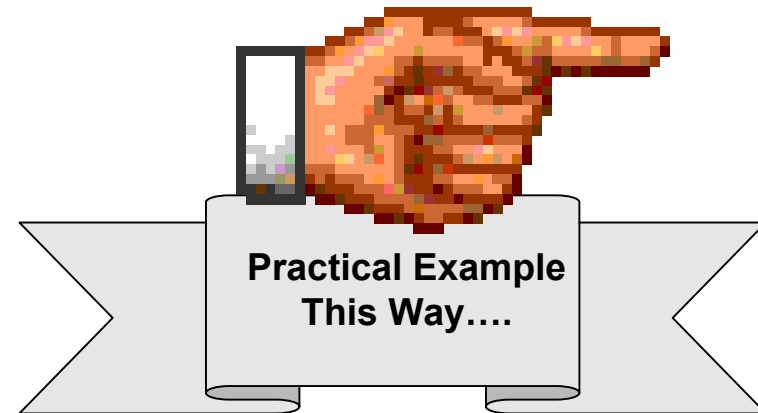
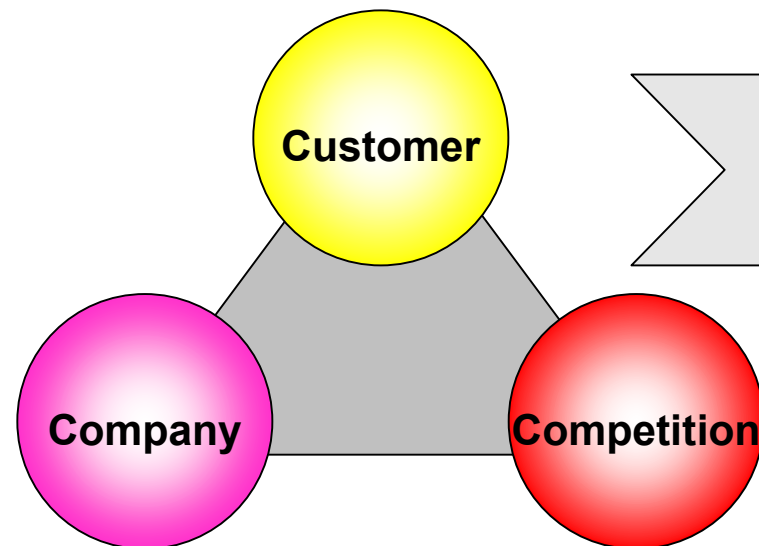
BUT – there are limitations:

- ✖ May lead to too much emphasis on market share growth and entry into high growth businesses
- ✖ Sensitive to the rating and weights given inside the models
- ✖ Don't take account of business synergies
- ✖ Can cause everything to be 'stuck in the middle'

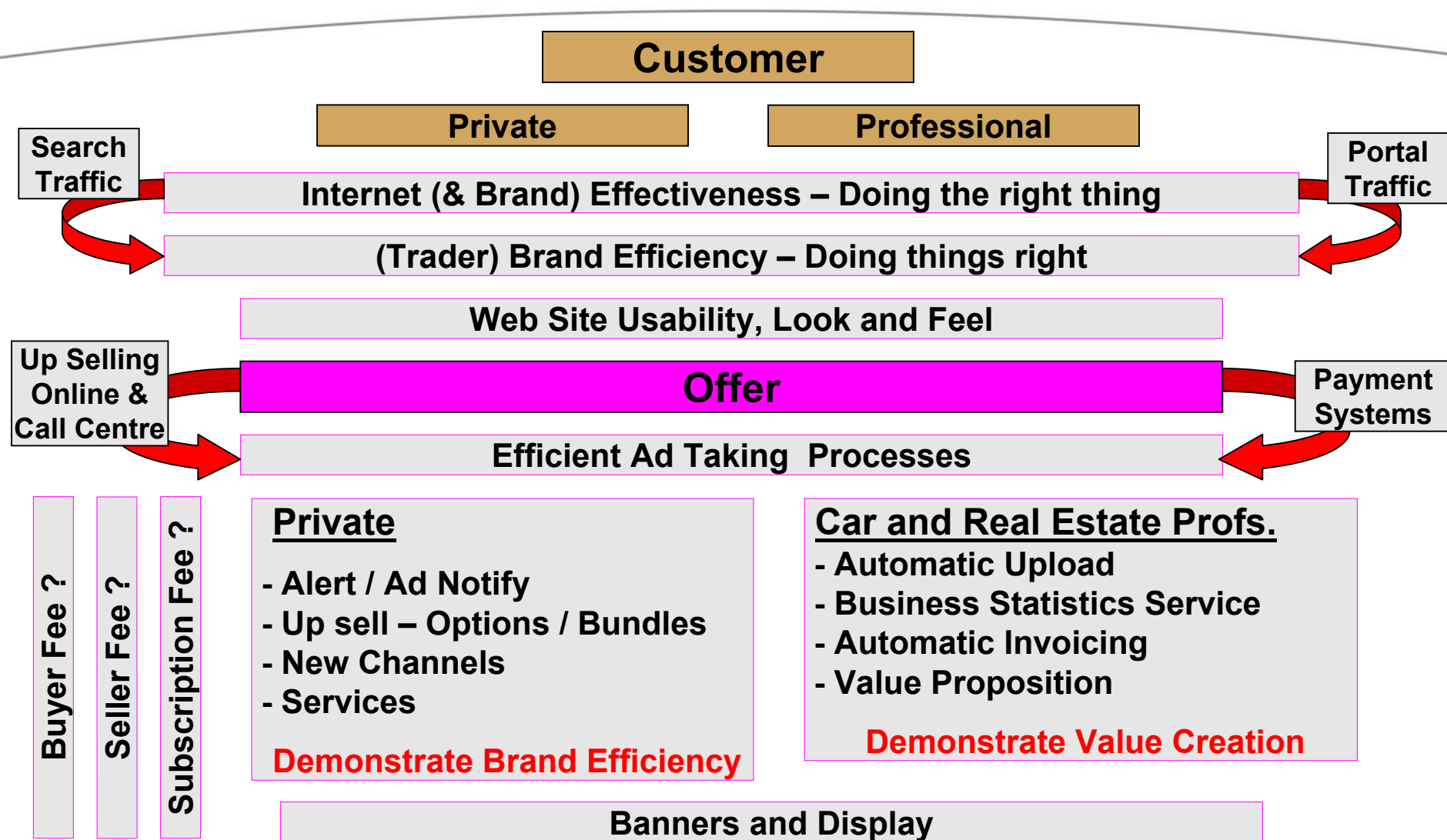
Portfolio Management

Some (Final) Thoughts

- ➔ Portfolio Management is a good 'Theoretically based' technique
- ➔ Benchmarking is another – 'Practically Based' technique
- ➔ Don't fall into the 'IBM trap' and just look inwards!
- ➔ Remember the 3 C's !



An Example Internet Business Model



- **Usability / Look and Feel / Corporate Requirements**
- **Business drivers – Benchmark – Not Discussed Today**
- **Functionality**
 - Ad Taking System
 - Payment System
 - Up Selling Strategy – Call Centre and Online
 - Seller Fees Model
 - Buyer Fees Model
 - Power Page Offers
 - Banners
 - Subscription Fees
 - Services
 - Direct Marketing

Comparative Site Usability

N.B. Masked Data

	Disclaimer	About Us	Privacy	Register	Contact Us	Number Ads	Look & Feel	Ad Notify	Link to Paper
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Opt	Y
<i>www.oursite.com</i>	Y	N	Y	Y	Y	N	Y	N	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	N	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y SMS	Y
<i>www.oursite.com</i>	Y	Y	Y	N	Y	Y	Y	N	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<i>www.oursite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y	N/A
<i>www.compsite.com</i>	Y	Y	Y	Y	Y	Y	Y	N	Y
<i>www.compsite.com</i>	Y	Y	Y	N	Y	Y	N	N	N
<i>www.compsite.com</i>	Y	Y	Y	Y	Y	Y	Y	N	N/A
<i>www.compsite.com</i>	Y	Y	Y	y	Y	Y	N	N ?	N
<i>www.compsite.com</i>	Y	Y	Y	Y	Y	Y	Y	Y	N

Comparative Site Functionality

N.B. Masked Data

	Online Ad Taking	Online Up sell	Online Payment	Pay for Access	Pay for Fresh	Dir. Mkt Programme	Outbound Renewals	Outbound Up Sells	Pay for Ad Placement	Fast Track	Online Svcs	Price Guide
www.oursite.com	Y	Y	Y CC	N	Y	N	Y	Y	N	Y	Y	Y
www.oursite.com	Y	Y	Y CC	Y	Y	Y	Y	Y	Y	Y	Y	N
www.oursite.com	Y	Y	Y CC	N	N	N	Y	Y	N	Y	Y	Y
www.oursite.com	Y	Y	Y CC	N	N	Y	Y	Y	Y	Y	Y	Y
www.oursite.com	Y	N	Y PL	Y	N	N	Y	Y	N	Y	Y	N
www.oursite.com	Y	Y	Y PL	Y	Y	Y		Y	Y	Y	Y	Y Pr
www.oursite.com	Y	N	Y C	N	N	N	N	N	N	N	Y	N
www.oursite.com	Y	Y	Y PL	Y	N	Y	Y	Y	Y	Y	Y	Y
www.oursite.com	Y	Y	Y CC	N/A	Y	Y	N/A	N/A	Y	Y	N/A	Y
www.compsite.com	Y	Y	Y CC	Y	Y	N	N	N	N	N	Y	N
www.compsite.com	Y	N	Y PL	N	N	N	N	N	N	N/A	Y	N
www.compsite.com	Y	N	Y PP	N	N	N	N/A	N/A	N	N	Y	N
www.compsite.com	Y	N	Y CC	N	N	?	?	?	?	?	Y	Y
www.compsite.com	Y	Y	Y CC	N	N	Y	Y	Y	N	N/A	Y	Y

Conclusions

- There needs to be focus on ALL the following areas:
 - Ad Taking System
 - Payment System
 - Up Selling Strategy – Call Centre and Online
 - Seller / Buyer / Subscription Fees Model
 - Power Page / Dealer Offers
 - Banners
 - Services
 - Direct Marketing
 - Portals and Search Engines

Conclusions

- The Internet is a key tool to add value to our brand
- There is a wide variance in the efficiency of our Internet performance across countries, in similarly developed markets – **Be 1st !**
- We need to ensure that measurement of business drivers is done consistently and accurately. Especially traffic and online ad volumes
- We are developing a single methodology supported by standard data sources on internal, external market and competitor data
- **Portfolio Management / Benchmarking is a key tool!**

trader



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