

# Upselling at loot.com (case study)

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Guy Spriggs, Marcel Dumont

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## Before...

- a home-made website since 1996
- Many patches, inconsistent behaviour
- Site had become slow and difficult to maintain
- The call center was already successfully upselling private ads, but the website still offered all ads free (no upselling)



## 2 business goals

- Increase revenues
  - Upselling extra services via the web
  - Must be same packages as via the call center
- Reduce costs
  - Let customers enter and pay for their ads themselves
  - Must be 100% reliable and secure
  - Must be 100% self-service and integrated
    - eg when ad will be published, etc
    - New ads, renewals, changes, cancellations... (everything)

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# Introducing upselling

- Combination of web and print
- The exact same packages as via the call center
  - Timesaver renewals
  - Power ads
  - Picture power ads
  - Extra editions (“Go Large”)
- Secure credit-card payments in real time
- Integration with main ad systems in real time

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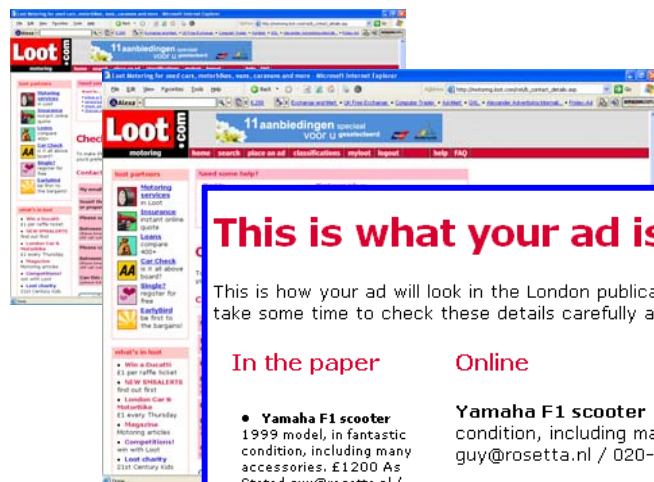
# ad-entry “wizard”

- classification and edition
- contact details
- your ad text
- preview
- **Upselling**
- **More upselling (Go Large)**
- **Payment and confirmation**

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# preview



## This is what your ad is going to say...

This is how your ad will look in the London publication and online. It's a good idea to take some time to check these details carefully at this stage.

### In the paper

- **Yamaha F1 scooter**  
1999 model, in fantastic condition, including many accessories. £1200 As Stated  
guy@rosetta.nl / 020-7123 4567

### Online

**Yamaha F1 scooter** 1999 model, in fantastic condition, including many accessories. £1200 As Stated  
guy@rosetta.nl / 020-7123 4567

### Make changes?

If you want to make any changes, just click 'Back to ad details' and you can make as many amendments as you like, as many times as you need.

<< Back to ad details

### Happy with it?

If you are happy with all the details in your ad, just click 'It looks great' to continue through the ad placing process.

It looks great >>

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# upselling

Loot Motoring for used cars, motorbikes, vans, caravans and more - Microsoft Internet Explorer

File Edit View Favorites Tools Help Address http://motoring.loot.com/rs6/d\_choose\_upsell.asp Go

Alexa 6,258 Exchange and Mart UK Free Exchange Computer Trader Ad-Mart QXL Alexander Advertising Internati... Friday-Ad amazon.com

**Loans**  
compare 400+

**Car Check**  
is it all above board?

**Single?**  
register for free

**EarlyBird**  
be first to the bargains!

**what's in loot**

- Win a Ducati £1 per raffle ticket
- NEW SMS ALERTS find out first
- London Car & MotorBike £1 every Thursday
- Magazine Motoring articles
- Competitions! win with Loot
- Loot charity 21st Century Kids
- EarlyBird Help and advice

## Make your ad *really* stand out!

Choose an upgrade offer to make your ad stand out from the thousands of free-ads we publish every day.

Simply tick one of these options, or leave blank if you want a free ad. Then click 'On to final pages' at the bottom.

### Super Power Ad

Your ad appears online for a minimum of 10 days with an eye-catching purple border and background tint and in the paper for several issues with a bold pink border.

☐ 2 issues £ 15.00  
☐ 5 issues £ 30.00

**Super Power Ad online...**

**YAMAHA F1 SCOOTER** 1999 model, in fantastic condition, including many accessories. £1200 As Stated guy@rosetta.nl / 020-7123 4567

**Super Power Ad in the London paper...**

**YAMAHA F1 SCOOTER** 1999 model, in fantastic condition, including many accessories. £1200 As Stated guy@rosetta.nl / 020-7123 4567

### Power Ad

Your ad appears online for a minimum of 10 days with an eye-catching purple background tint and in the paper for several issues with a bold black border.

☐ 3 issues £ 12.00  
☐ 5 issues £ 20.00

**Power Ad online...**

**YAMAHA F1 SCOOTER** 1999 model, in fantastic condition, including many accessories. £1200 As Stated guy@rosetta.nl / 020-7123 4567


**Power Ad in the London paper...**

**YAMAHA F1 SCOOTER** 1999 model, in fantastic condition, including many accessories. £1200 As Stated guy@rosetta.nl / 020-7123 4567

### TimeSaver Ad

A TimeSaver option means your lineage ad appears in consecutive issues of your chosen paper and online for a minimum of 15 days, without the need to renew each day.

☐ 5 issues £ 10.00



Done Internet

Power ad £12-£20

Super Power ad £15-£30

Time Saver Renewal £10

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# more upselling (Go Large)

## Then expand your horizons...

You've currently chosen a TimeSaver Ad in the London publication but why not have your ad published in the other South East papers as well? For an all-inclusive price, your ad will be seen across the huge area shown on the map.

Interested? Simply tick the 'total cost box' below, then click on 'Submit your ad' beneath the map to go to our secure payment page.

If you'd prefer your ad to remain in one region only, just click 'submit your ad' to be advised of publication dates.

### Go Large!

For a one-off, all inclusive charge, your TimeSaver Ad will appear as follows:

☐ £15 total cost gives you:

London - 5 issues  
Beds, Bucks, Herts - 2 issues  
Surrey and Croydon - 2 issues  
Essex - 1 issues  
Kent - 2 issues  
Web - 10 days (min)



London + regional £15

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Submit your ad >>

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# Secure real-time payments

Loot Motoring for used cars, motorbikes, vans, caravans and more - Microsoft Internet Explorer

Address: [http://motoring.loot.com/rs6/e\\_payment.asp](http://motoring.loot.com/rs6/e_payment.asp)

Alexa: [online quote](#) [Loans](#) compare 400+ [Car Check](#) is it all above board? [Single?](#) register for free [EarlyBird](#) be first to the bargains!

**what's in loot**

- **Win a Ducatti** £1 per raffle ticket
- **NEW SMSALERTS** find out first
- **London Car & MotorBike** £1 every Thursday
- **Magazine** Motoring articles
- **Competitions!** win with Loot
- **Loot charity** 21st Century Kids
- **EarlyBird** Help and advice

**SuperPower Ad** Total cost only: **£30.00**

**How do I pay?**

☐ We currently accept Visa, Mastercard, Barclays Connect, Electron, Solo, Delta, JCB and Switch as payment but not Maestro or Amex. Just enter your details in the boxes below and click 'purchase' **once**.

☐ To read about our commitment to safe transactions and see our information on secure ordering, just click [here](#).

☐ Once your purchase has been authorised, your ad will then be sent for processing and you can check its progress at MyLoot.

**BT Secure Site**  
Click to verify

Name on Card

Card Type

Card number

Expiry date  year

Solo/Switch Issue  
If your Solo/Switch card has an issue number, enter it here. If it has a start date, enter the date of mm/yy

Pay securely with Loot ☒

**SuperPower Ad** TOTAL COST **£30.00**

[Purchase >>](#)

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# Results

- Reduced costs
  - self-service via the web including payment
  - new / renew / cancel / edit... all automated
  - 45% of ads are entered via the web (55% call center)
  - 8400 ads per day average
- Increased revenues
  - 4% conversion to upsell via the web (20% call center)... so far...

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# Conclusions

- The web is not a replacement for a well-trained call center when it comes to sales
- Some customers prefer self-service via the web
  - Open 24 hours
  - Avoid the “hard sell” of the call center !
- 4% conversion is not bad if it's 100% automated...



# Other recent developments

- SMS
  - SMS alerts
  - Enter ads via SMS
- Bulk upload
  - Automatic inventory imports for trade advertisers
  - XML and other formats



# Thank you

- Guy Spriggs  
Managing Director  
[guy@rosetta.nl](mailto:guy@rosetta.nl)
- Marcel Dumont  
Technical Consultant  
[marcel@rosetta.nl](mailto:marcel@rosetta.nl)
- More info:  
[www.rosetta.nl](http://www.rosetta.nl)

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