



# Busting Marketplace Myths



Finding new ways to unlock  
value in Online Classifieds



Marketplaces are a crazy and tough world







190

years

Family owned

140

+

businesses

20+

countries

83% of EBITDA from digital activities

 Ringier





# Marketplaces





Hello!

My Ringier Journey

2020- Present  
Commercial Director  
Ringier Core Tech,  
South Africa

2018-2020  
Managing Director  
Ringier Africa Jobs  
Marketplaces



Matthew Page

Commercial Director  
Ringier South Africa



What I do now

Product and Financial Reporting



# Ringier South Africa



100

People

80

Engineers

**Cube Marketplace Software**  
**Platform Independent SaaS Products**





Marketplaces are a crazy and tough world





# Myths we set out to bust



**All SEO  
tactics have  
been  
exhausted**



**Social channels  
don't generate  
significant  
uplift for  
marketplaces**



**We have  
Maxed Out  
Seller  
Monetization**





## Myths

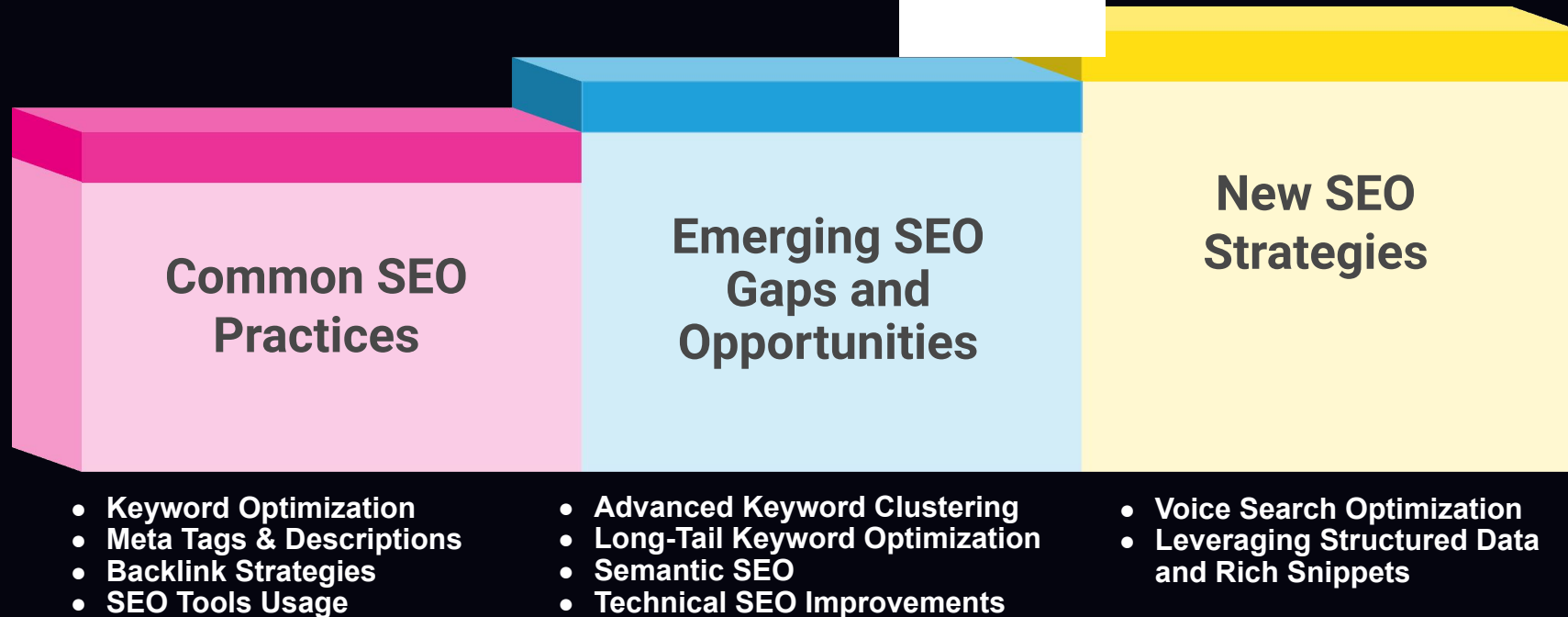


# All SEO tactics have been exhausted





# What it feels like to be in the traffic jam





# How do we get into the fast lane with SEO?



How can  
we tame  
Google?

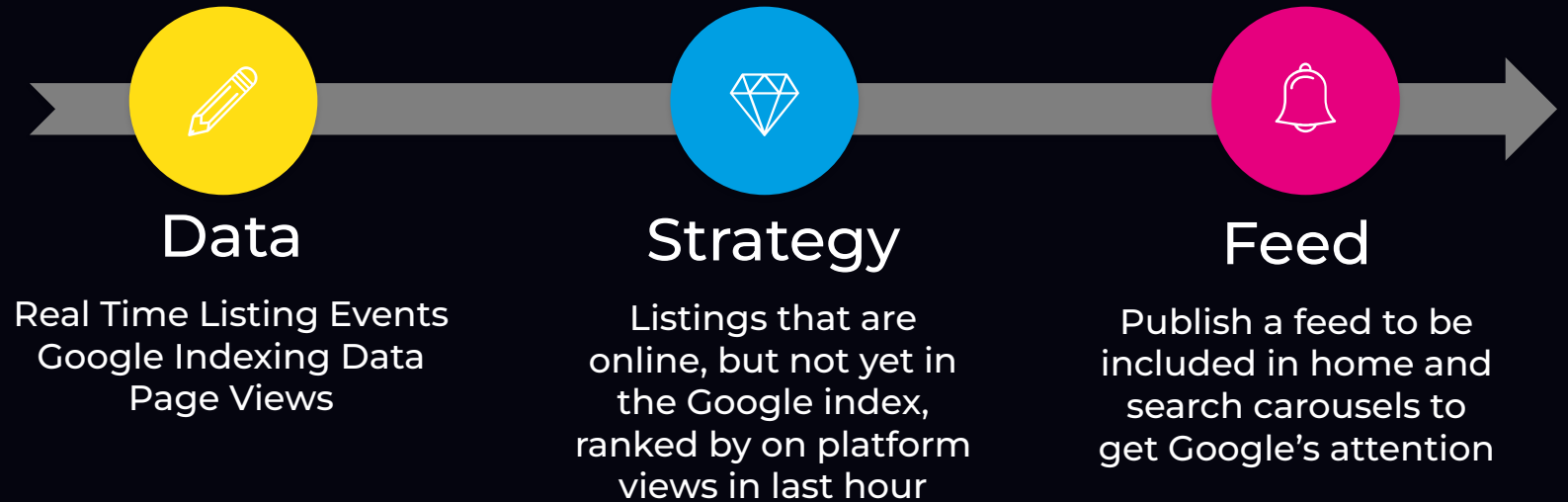
How do we invent  
new ways to solve  
for long tail  
searches and  
changing search  
behaviours?





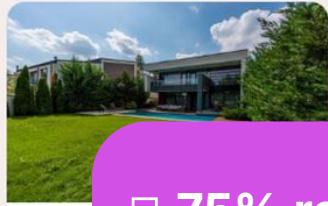
# Identify content that is not yet Indexed

# Get Google's Attention

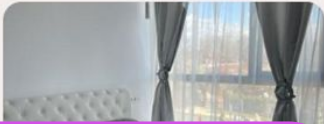




## Cele mai noi proprietăți



CASĂ ÎN  
VÂNZARE  
ZONA 1  
1.850.000 €  
lanca



APARTAMENT DE ÎNCHIRIAT CU  
2 CAMERE, MOBILAT ÎN ZONA  
GARA DE NORD, SECTOR 1

750 €

Gara De Nord, București



APARTAMENT DE ÎNCHIRIAT CU  
2 CAMERE ÎN ZONA TUDOR,  
TÂRGU MUREȘ

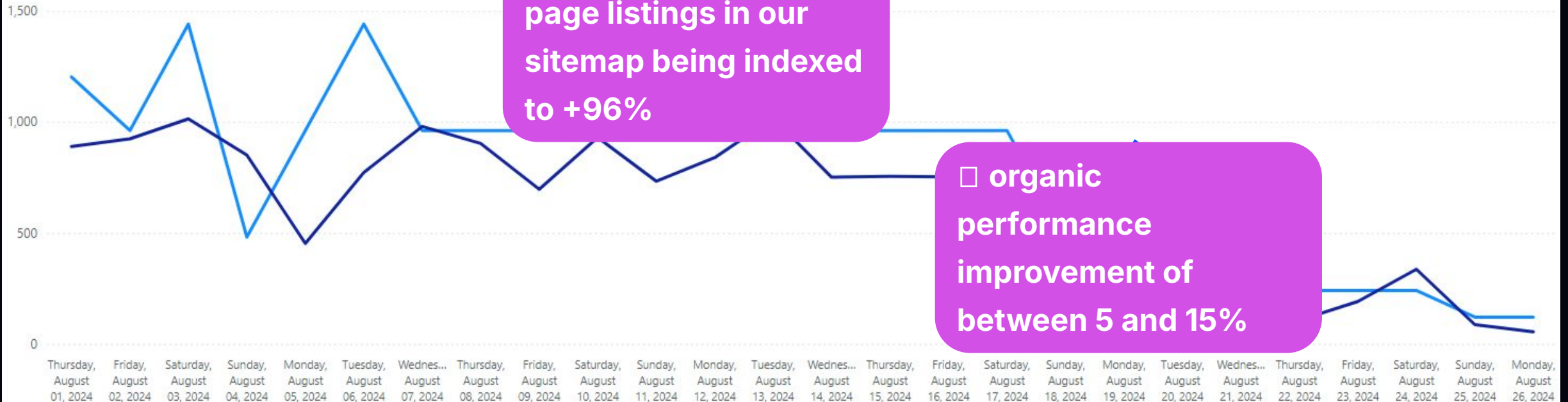
350 €

Tudor, Județul Mureș

75% reduction in  
time for listings to be  
indexed



Indexing efficacy Crawl efficacy



from 40% detail  
page listings in our  
sitemap being indexed  
to +96%

organic  
performance  
improvement of  
between 5 and 15%





❑ Can we get Google AI overview to quote our data?

Yes we can...in under 1 hour

### 4 Bed Villa With En Suite At Muigai

📍 Muigai, Kitengela

285 m<sup>2</sup>

🛏 4

🚗 4

4 Bedroom Mansionette for sale in Kitengela

**KSh 15,000,000**



Luxurious villas for sale, averaging KES 65.7M, nestled in expansive plots of approximately 1092m<sup>2</sup>. Most villas feature gardens and ample parking, located near top schools and shopping centres, catering to an elite lifestyle.



Activate Notifications for the latest property updates and news.

Activate

### 4 Bed Villa With En Suite In Kitengela

📍 Kitengela

🛏 4

🚗 4



Search: how much is rent for an apartment in Westlands Nairobi

All Images News Videos Maps Books Finance

Search Labs | AI Overview

The cost of rent for an apartment in Westlands Nairobi can vary depending on the size and type of apartment, but here are some examples:

- Studio apartment**  
A furnished studio apartment with a swimming pool in Westlands can cost around KSh 100,000 per month. A fully furnished studio apartment with parking in Nyari can cost around KSh 70,000 per month.
- One-bedroom apartment**  
A fully furnished one-bedroom apartment in Westlands can cost around KSh 160,000 per month.
- Two-bedroom apartment**  
A furnished two-bedroom apartment in Westlands can cost around KSh 197,000 per month on average. A fully furnished two-bedroom apartment in City Park can cost around KSh 250,000 per month.
- Three-bedroom apartment**  
A three-bedroom apartment in Westlands can range from KSh 95,000 to KSh 700,000 per month.
- Four-bedroom apartment**  
A four-bedroom apartment in Westlands can cost around KSh 300,000 to KSh 750,000 per month.

Many apartments in Westlands are close to schools, hospitals, and shopping centers.

**BuyRentKenya**  
https://www.buyrentkenya.com  
**Studio Apartments for Rent in Westlands, Nairobi - BuyRentKenya**  
\* Furnished Studio Apartment with Swimming Pool in Westlands Area. Furnished Studio Apartment with Swimming Pool in Westlands Area. KSh 100,000 / month. Furnis...

**BuyRentKenya**  
https://www.buyrentkenya.com  
**2 Bedroom Apartments for Rent in Westlands, Nairobi - BuyRentKenya**  
Furnished 2 Bed Apartment with En Suite at Westlands ... Explore 2-bedroom apartments in Nairobi, Westlands averaging KES 197K in rent, each offering approximat...

**BuyRentKenya**  
https://www.buyrentkenya.com  
**3 Bedroom Apartments for Rent in Westlands Area, Nairobi**  
3 Bed Apartment with En Suite in Westlands Area ... Apartments for rent in Nairobi's prestigious Westlands area range from KES 95K to KES 700K. The typical unit...

**BuyRentKenya**  
https://www.buyrentkenya.com  
**4 Bedroom Apartments for Rent in Westlands, Nairobi - BuyRentKenya**  
4 Bed Apartment with En Suite in Rosslyn \* 4 Bed Apartment with En Suite in Rosslyn. KSh 300,000 / month. \* 4 Bedrooms Duplex Apartment. Rosslyn, Westlands. 4 ...

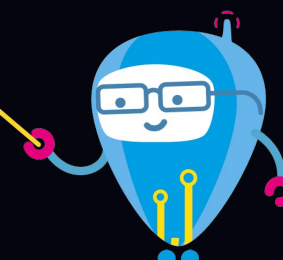
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https://www.buyrentkenya.com  
**Apartments for Rent in Westlands Area, Nairobi | BuyRentKenya**  
\* Furnished 2 Bed Apartment with En Suite at City Park. Furnished 2 Bed Apartment with En Suite at City Park. KSh 250,000 / month. Elegant and Luxurious fully ...

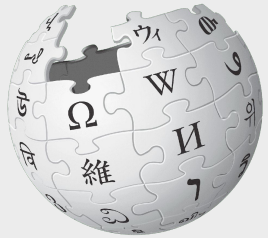
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- On a localized search “How much is rent for an apartment in Westlands Nairobi”
- Because no other platforms serve the content at the level of detail AIO is looking for, every link in the results pointed to BuyRentKenya





WIKIPEDIA  
The Free Encyclopedia

*“ Walking distance to Universitatea Babeş-Bolyai, renting an apartment in the Becas district of Cluj will cost on average 1,200 € per month for around 90 square metres. The detached partitioned apartments are often furnished with a comfort level of 1. Live the student lifestyle of hanging out in Pippa Square, dinners at Brulo Restaurant and then catching the M8 tram into town.*



**Social  
channels don't  
generate  
significant  
uplift on  
marketplaces**

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MAY



# Data Manipulation prior to sharing





# Data Manipulation prior to sharing



Production  
Data



Platform  
Analytics  
Data



Customer &  
Billing  
Data

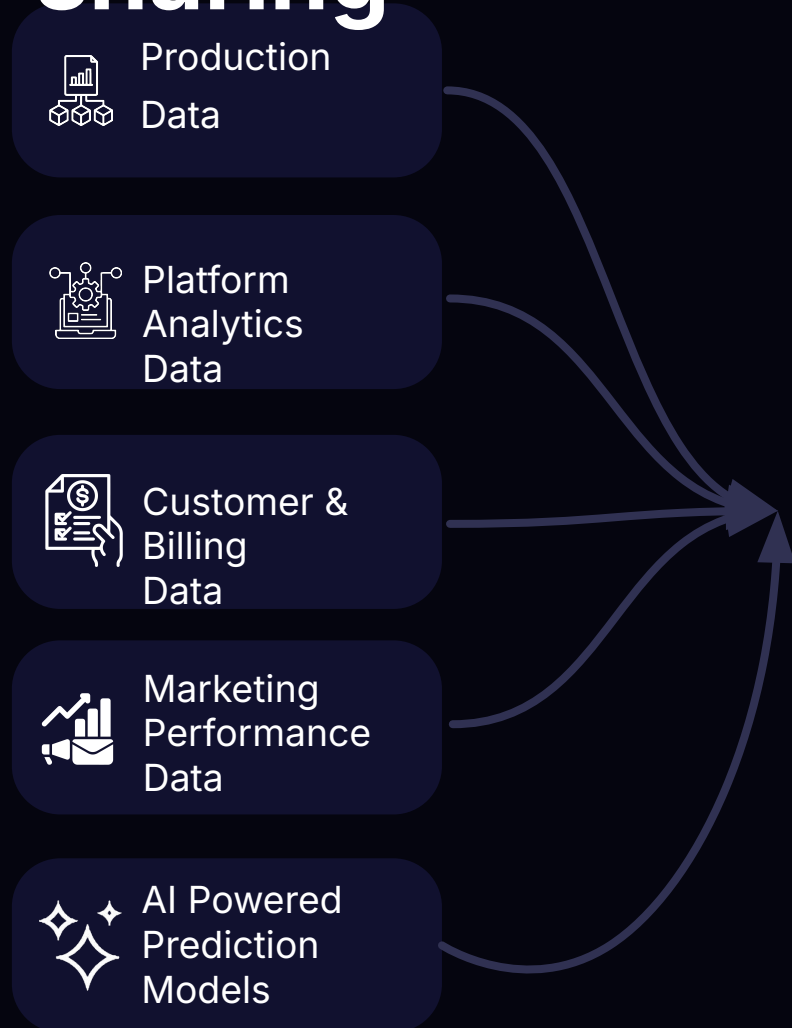


Marketing  
Performance  
Data



AI Powered  
Prediction  
Models

# Data Manipulation prior to sharing





# Data Manipulation prior to sharing



Production  
Data



Platform  
Analytics  
Data



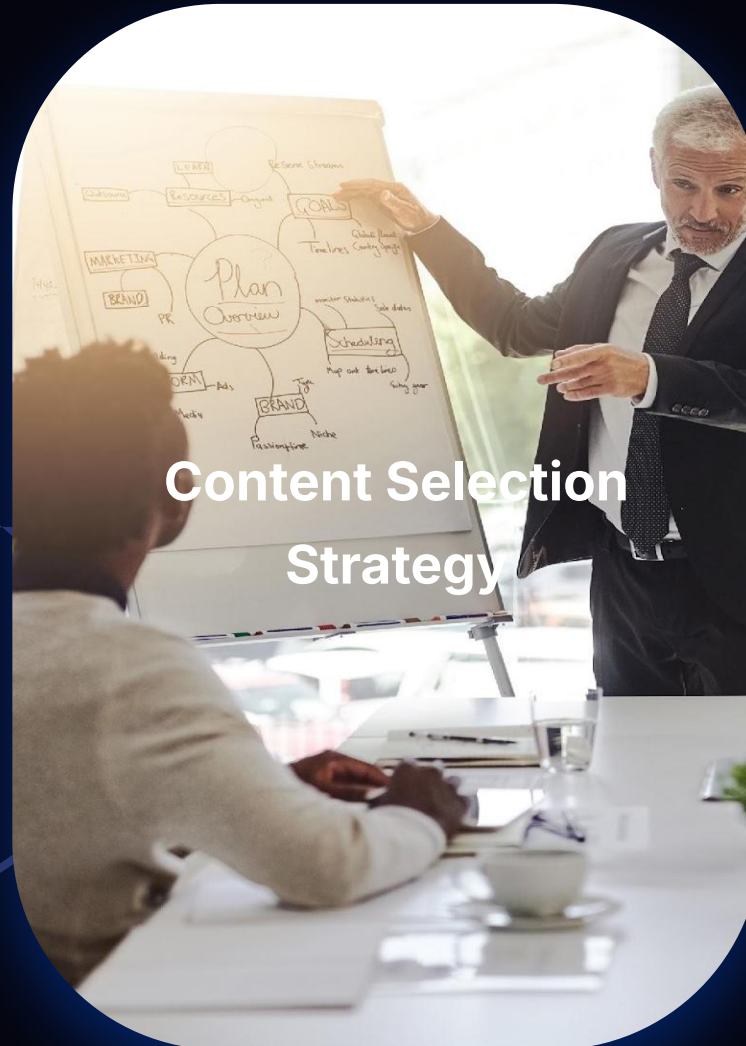
Customer &  
Billing  
Data



Marketing  
Performance  
Data



AI Powered  
Prediction  
Models



# Data Manipulation prior to sharing



## Content Selection Strategy

The listing that the AI performance model predicts will have the highest engagement on Facebook

All Listings for a customer with less than four leads per listing and is due to renew their subscription in the next two weeks

The category / suburb combination with the highest Google Analytics page views in last 14 days



# Data Manipulation prior to sharing

The listing that the AI performance model predicts will have the highest engagement on Facebook

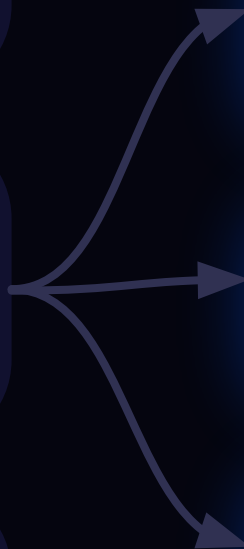
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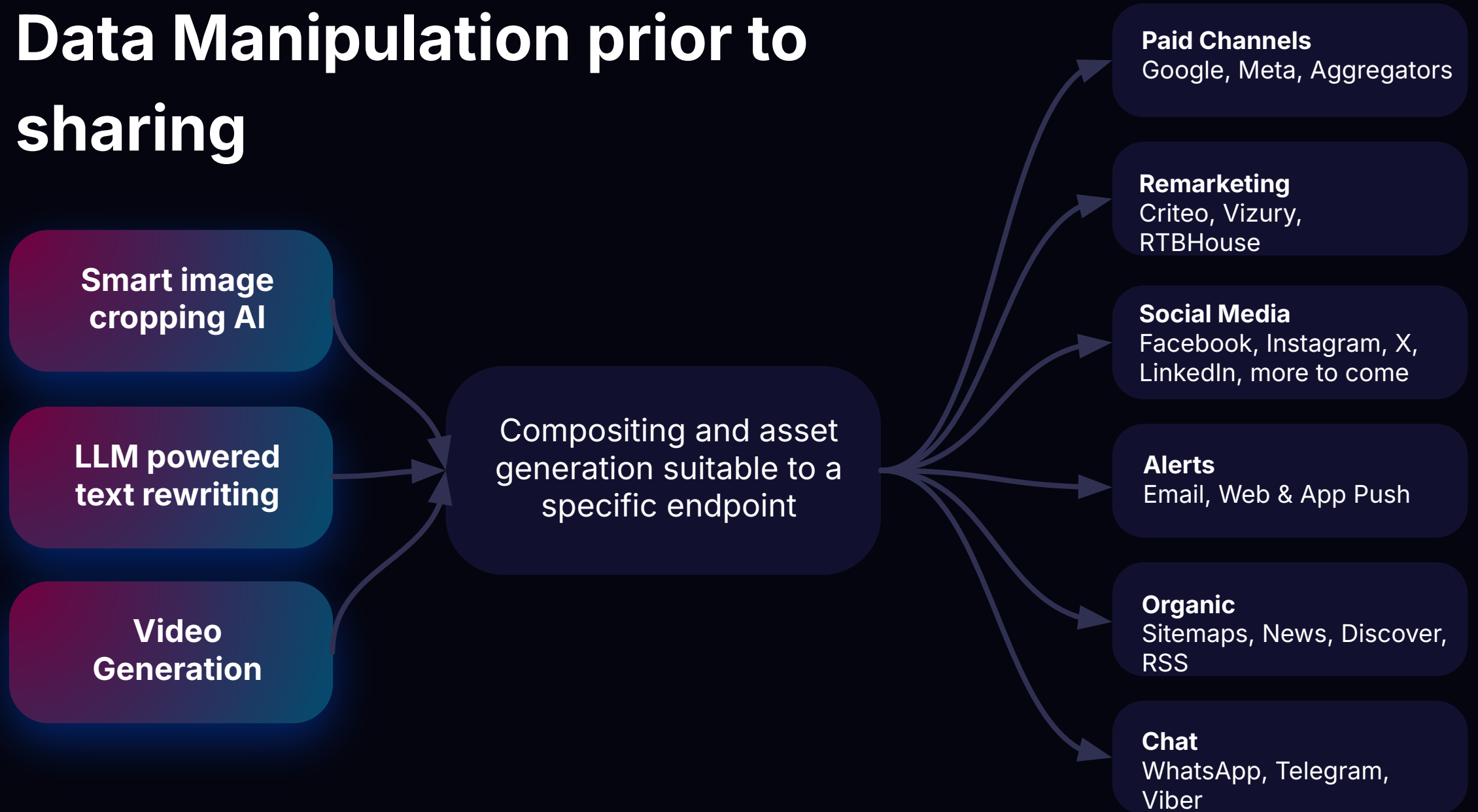
**Smart image cropping AI**

**LLM powered text rewriting**

**Video Generation**



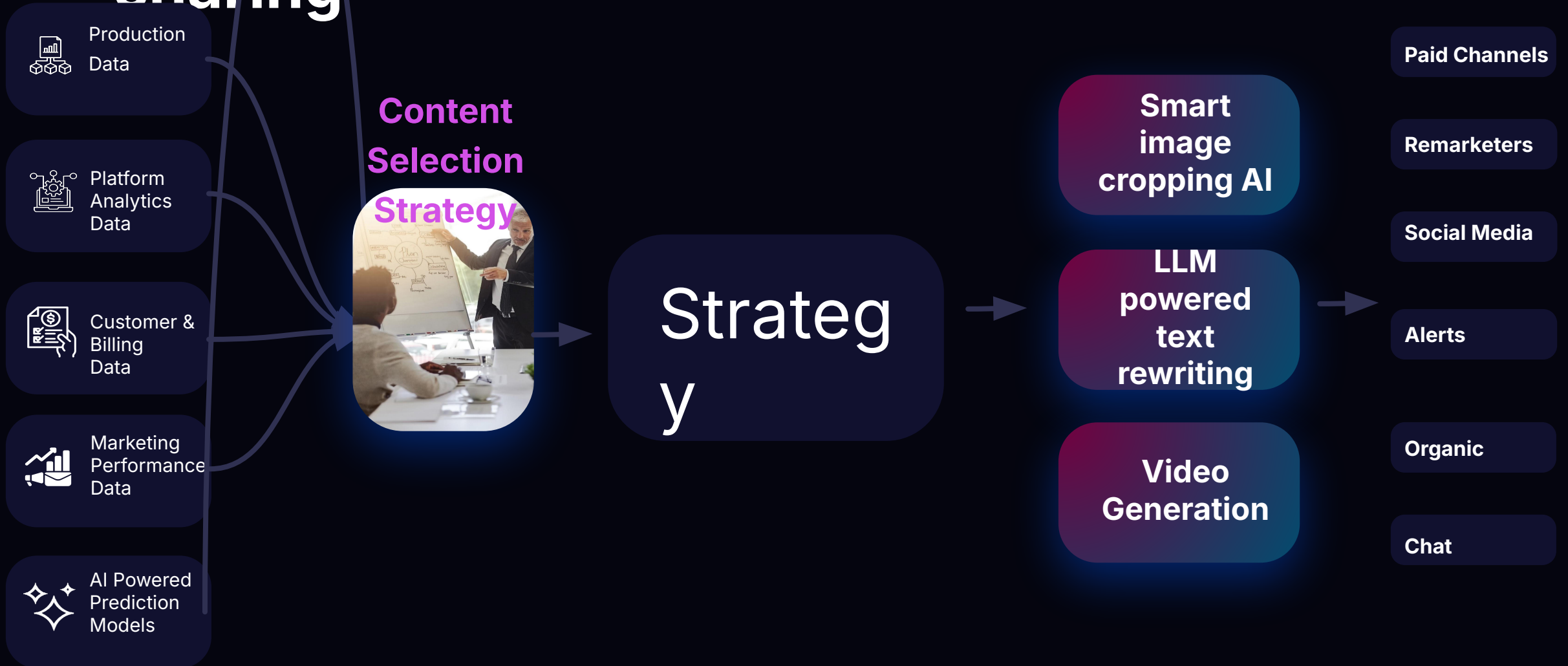
# Data Manipulation prior to sharing







# Data Manipulation prior to sharing



# How a market leading Real Estate Classifieds player achieved a 900% increase in leads from Facebook



## Facebook Multi Page Strategy

### They had a main brand Facebook page

- They posted to this on a set frequency with differentiated content

### Changed this to a main page with:

- Highly curated listings
- Engaging articles
- Well written captions

### Create pages that represent significant **interest groups** in their market

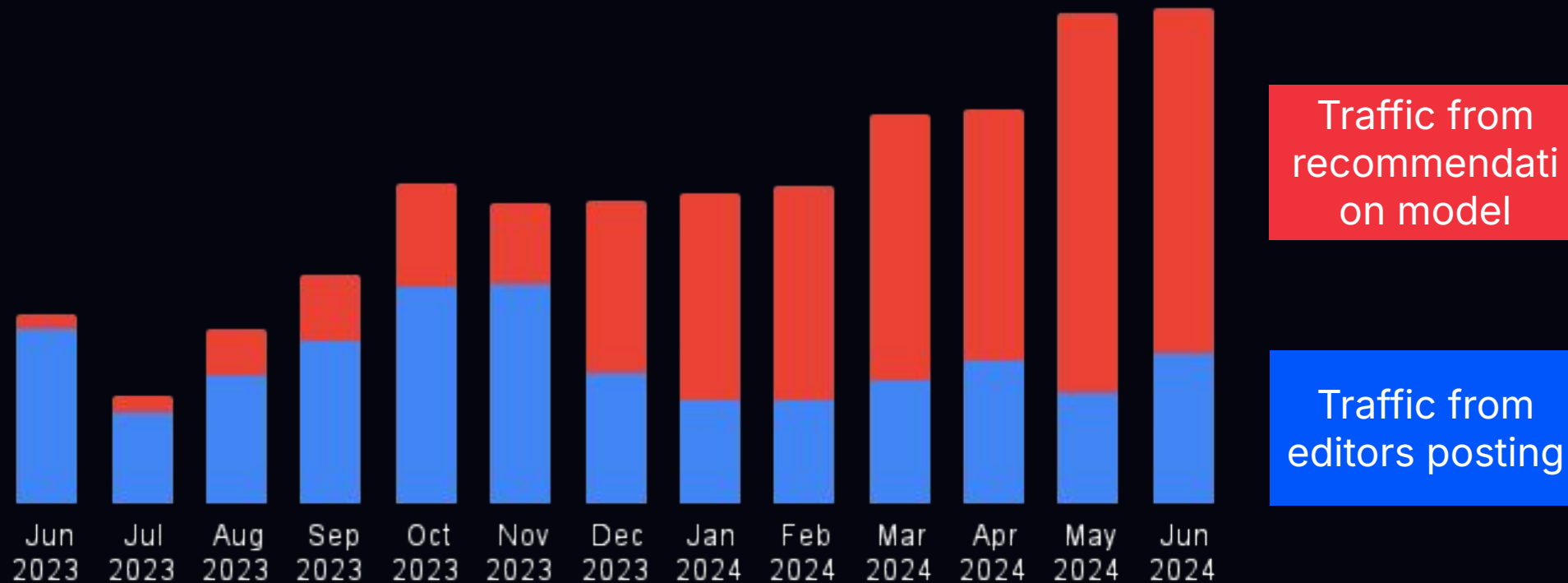
- Attribute Combinations from search results of high interest
  - Houses, apartments, studios in specific locations
  - **Land** rural locations
  - **Office** space more in big cities

### >70 Facebook pages

A diverse social strategy with a lot of niche pages outperforms a brand only page **33x** on sessions and **9x** on leads



# How a market leading media company increased Facebook traffic by 2X in 9 months





# Myths: We have Maxed Out Seller Monetization

- Listing Fees
  - Subscription Models
  - Premium Listing Options
  - ~~Advertisements~~





# Marketing as a service



- 3% increase in revenue
- Retention and stickiness of clients with a more integrated product experience
- Increase in Traffic from user-funded ad campaigns on paid endpoints



Other Digital    On your platform    Other Mediums

Offer a simple way to tap into broader budgets from your users



On your platform

**Promote Listings**

Leverage Immobiliare's digital marketing expertise and buying power to cost-effectively promote your content across all of Google's channels and automatically generate free and paid Social Media content.

**Paid Marketing**

☒ **Advertise on Google Channels**  
(Display, Search, Youtube, Discover)

Monthly Budget  
\$ 500

**Strategy**

☒ All online listings

☐ New listings posted in the last 30 days

☐ Listings with less than 5 leads in the last 30 days

☐ Custom

☒ **Advertise on Meta Channels**  
(Facebook, Instagram, Whatsapp)

Monthly Budget  
\$ 500

**Strategy**

☐ All online listings

☐ New listings posted in the last 30 days

☒ Listings with less than 5 leads in the last 30 days

☐ Custom

**Post To Social Media**

Enable 3 times daily post to social media for (\$50 per month for all channels)

**Strategy**

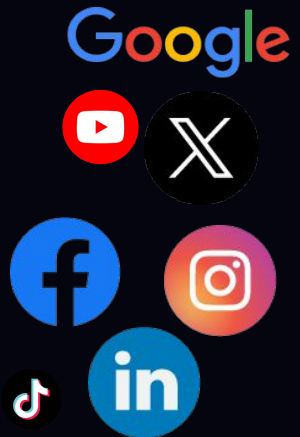
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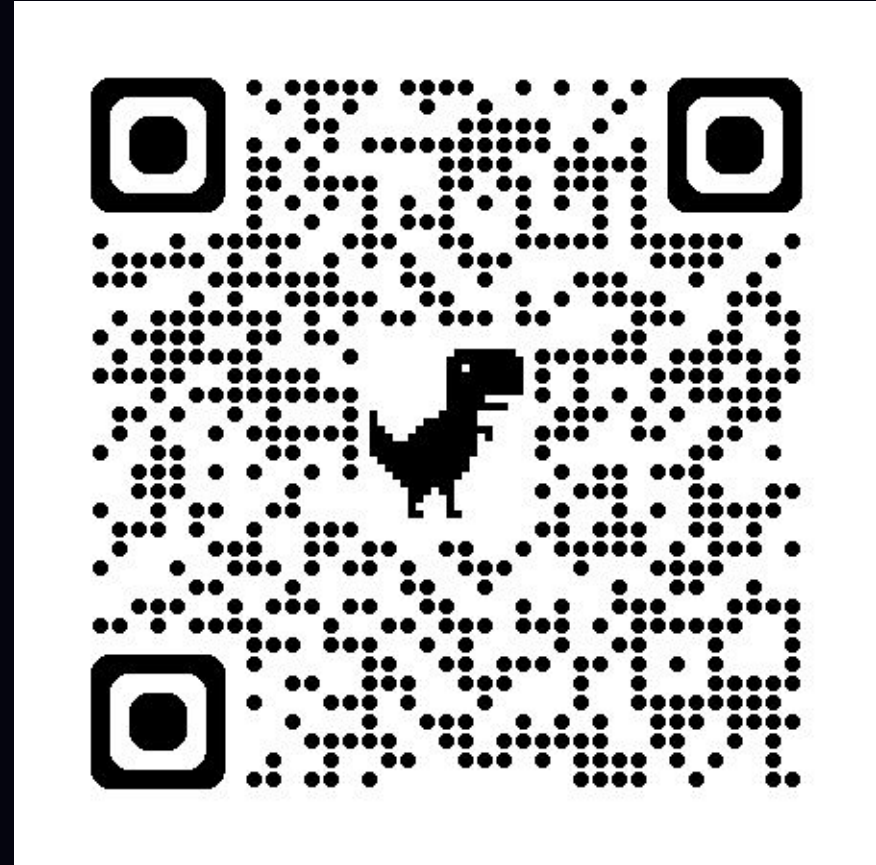
☒ ☒ ☒ ☒ ☒





Thank you

matthewp@ringier.co  
.za



Scan here if you are eager to chat  
about these case studies and how  
you can replicate them