



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+

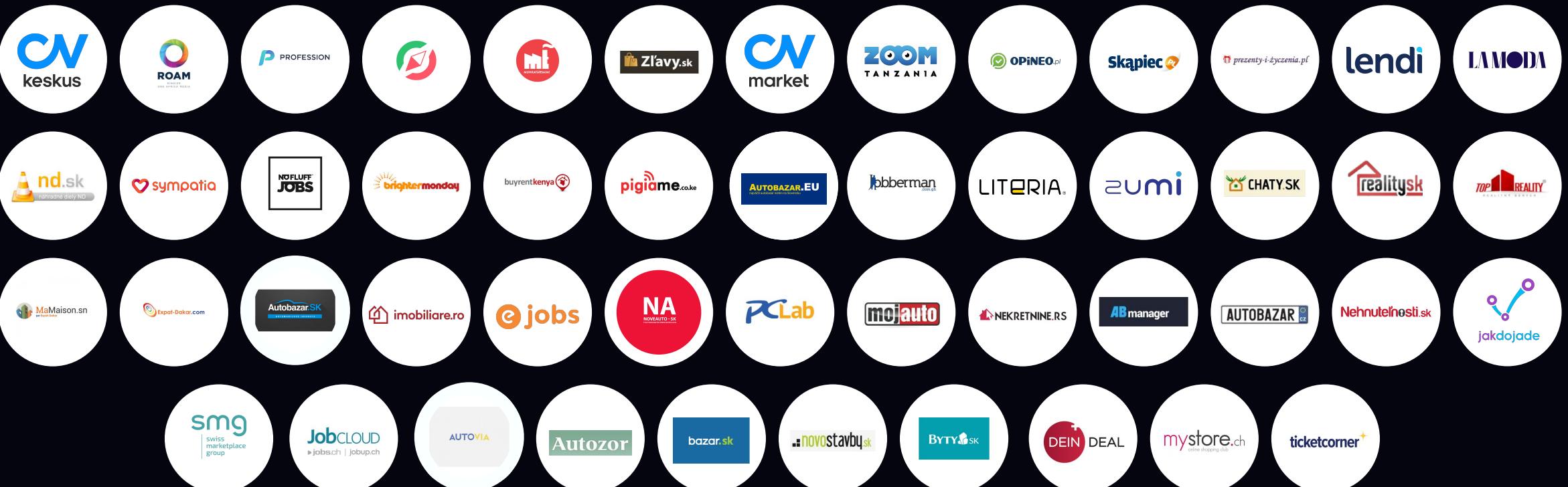
countries

83% of EBITDA from digital activities





Marketplaces



My Ringier Journey

Hello!



What I do now

Matthew Page

Commercial Director
Ringier South Africa

2020- Present
Commercial Director
Ringier Core Tech,
South Africa

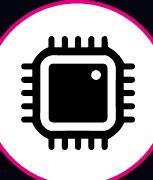
2018-2020
Managing Director
Ringier Africa Jobs
Marketplaces

Ringier South Africa provides the core tech
solutions for Ringier Portfolio Businesses

Driving internal Business
Growth

Playing a bridging role
between the Product and
Tech.

Focus on:
- Product Value Proposition
Refinement
- Launching new products and
services
- Commercialisation and monetisation
of services
Scaling solutions to external businesses
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**





All SEO tactics have been exhausted



What it feels like to be in the traffic jam



Common SEO Practices

- Keyword Optimization
- Meta Tags & Descriptions
- Backlink Strategies
- SEO Tools Usage

Emerging SEO Gaps and Opportunities

- Advanced Keyword Clustering
- Long-Tail Keyword Optimization
- Semantic SEO
- Technical SEO Improvements

New SEO Strategies

- Voice Search Optimization
- Leveraging Structured Data and Rich Snippets

How do we get into the fast lane with SEO?



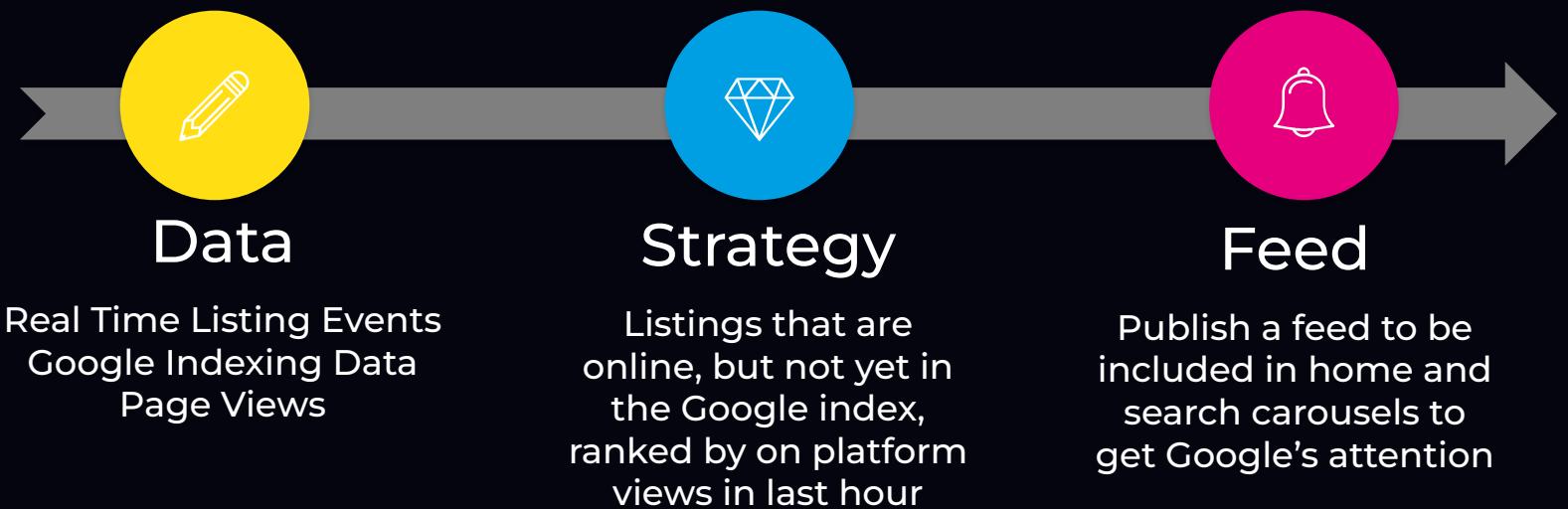
How can
we tame
Google?

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



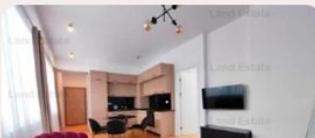
Identify content that is not yet Indexed

Get Google's Attention





75% reduction in time for listings to be indexed



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

750 €

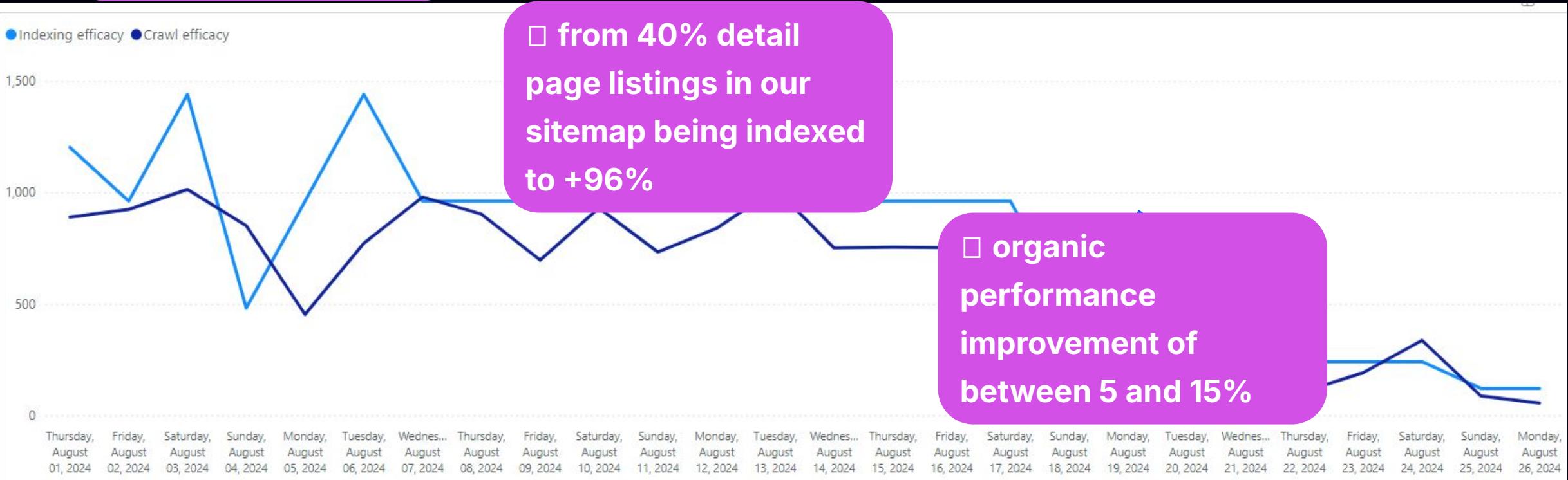
📍 Gara De Nord, București



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

350 €

📍 Tudor, Județul Mureș





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 m² 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 1092m². 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



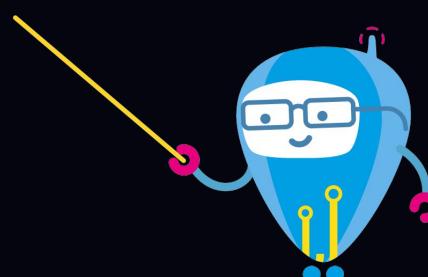
Search results for "how much is rent for an apartment in Westlands, Nairobi" showing detailed information for various apartment types and their rental costs.

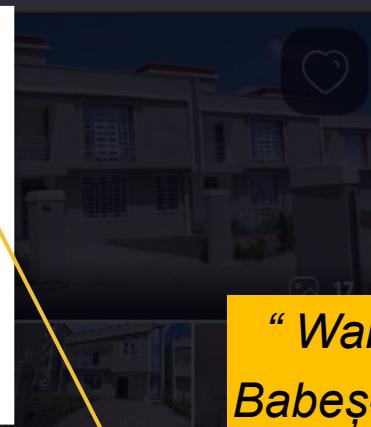
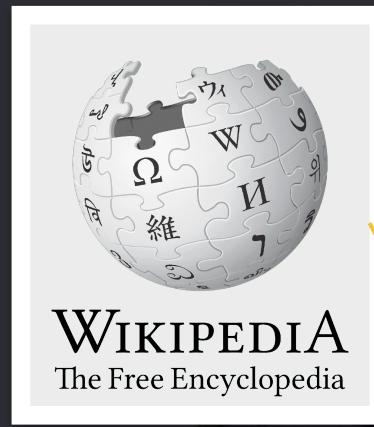
The search results are as follows:

- 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...
- 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...
- 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...
- 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 ...
- 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 ...

Arrows point from the detailed information in the search results back to the corresponding sections in the main search results page.

- 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





4 Bed Villa With En Suite At Muigai

📍 Muigai, Kitengela

285 m² 4 4

4 Bedroom Mansionette for sale in Kitengela



villas
lifestyle.

“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 Bruno Restaurant and then catching the M8 tram into town.

Social channels don't generate significant uplift on marketplaces



MAX



Data Manipulation prior to sharing



Data Manipulation prior to sharing



Production
Data



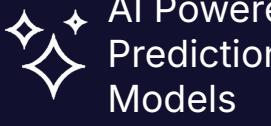
Platform
Analytics
Data



Customer &
Billing
Data

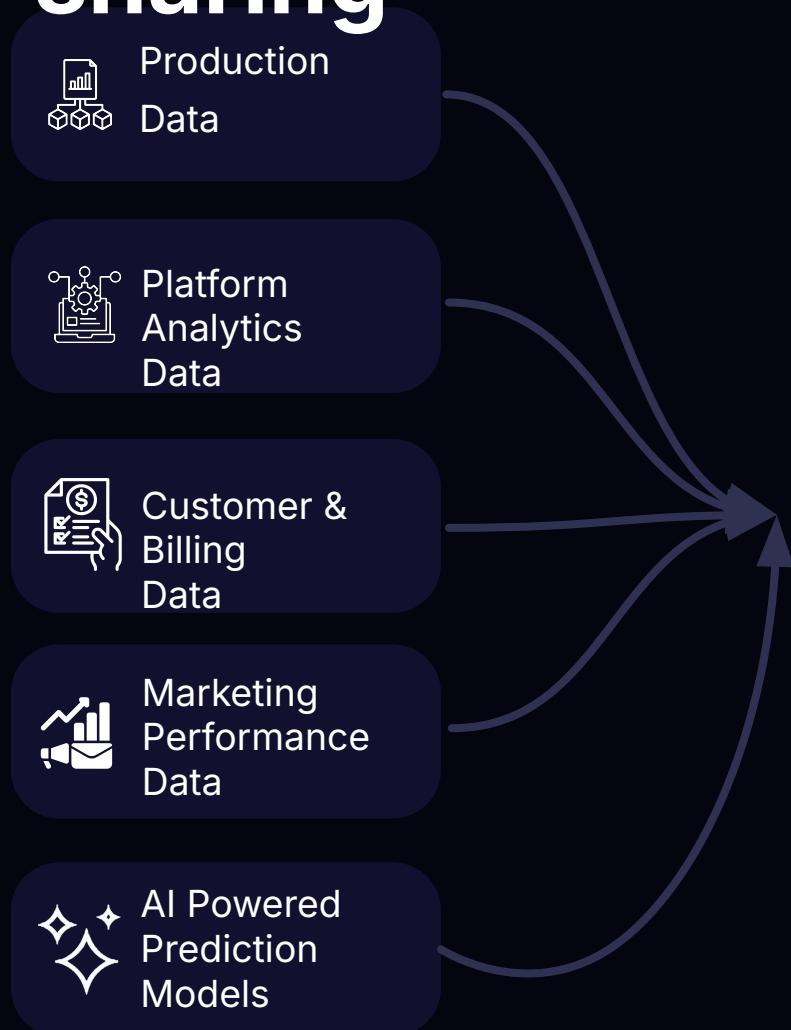


Marketing
Performance
Data



AI Powered
Prediction
Models

Data Manipulation prior to sharing



Data Manipulation prior to sharing



Data Manipulation prior to sharing



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

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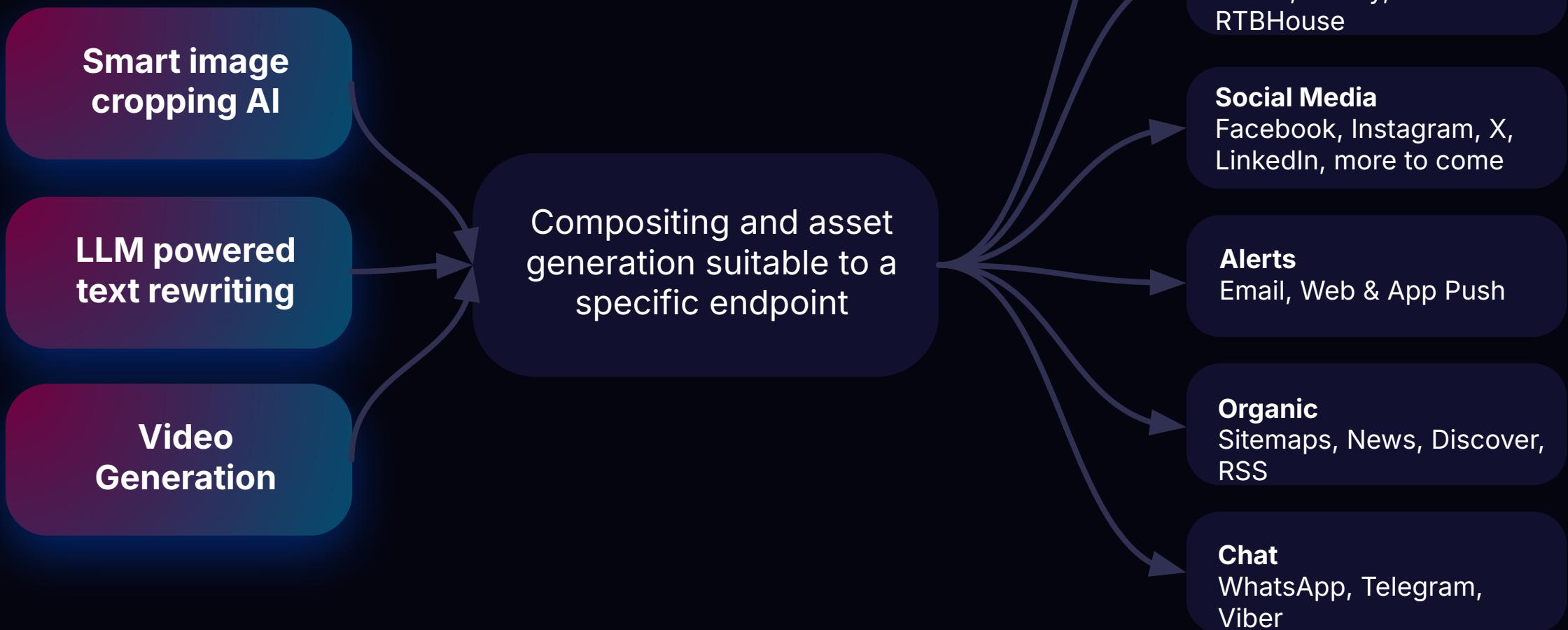
The category / suburb combination with the highest Google Analytics page views in last 14 days

Smart image cropping AI

LLM powered text rewriting

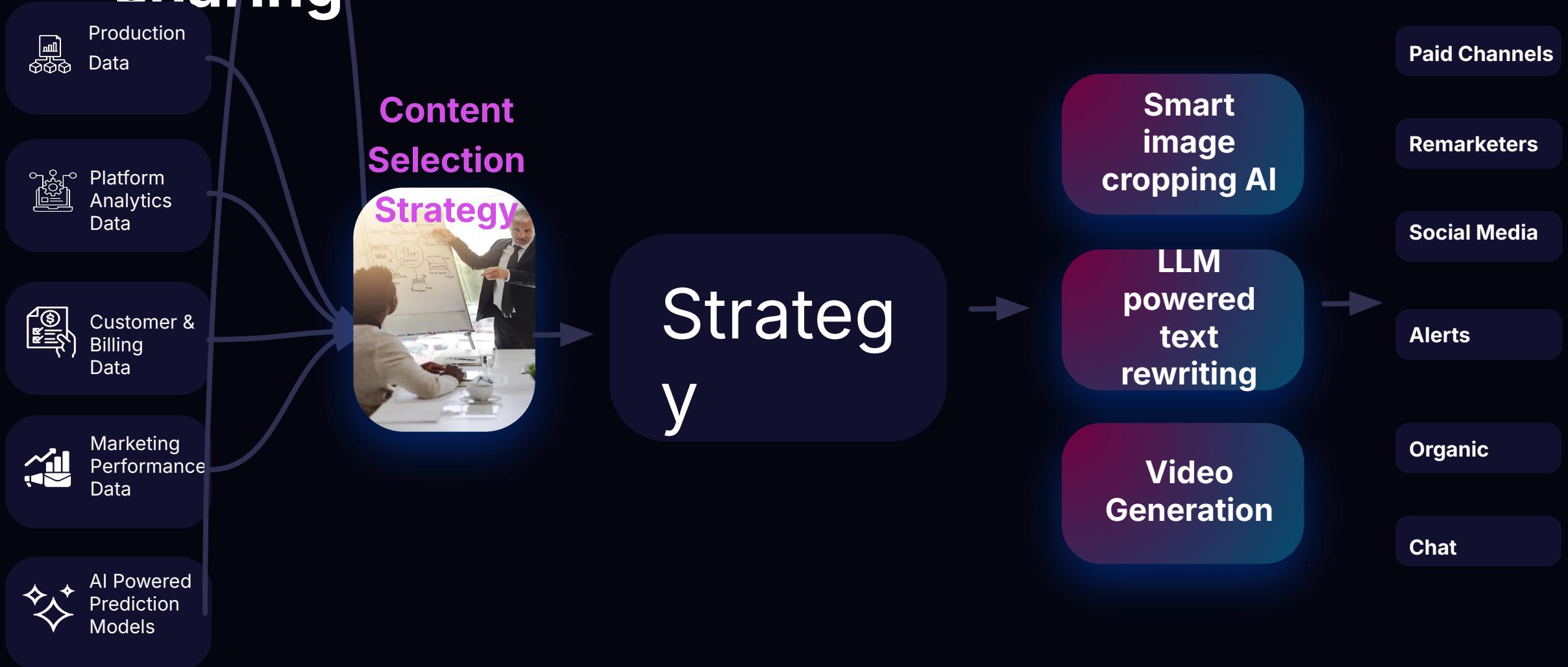
Video Generation

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

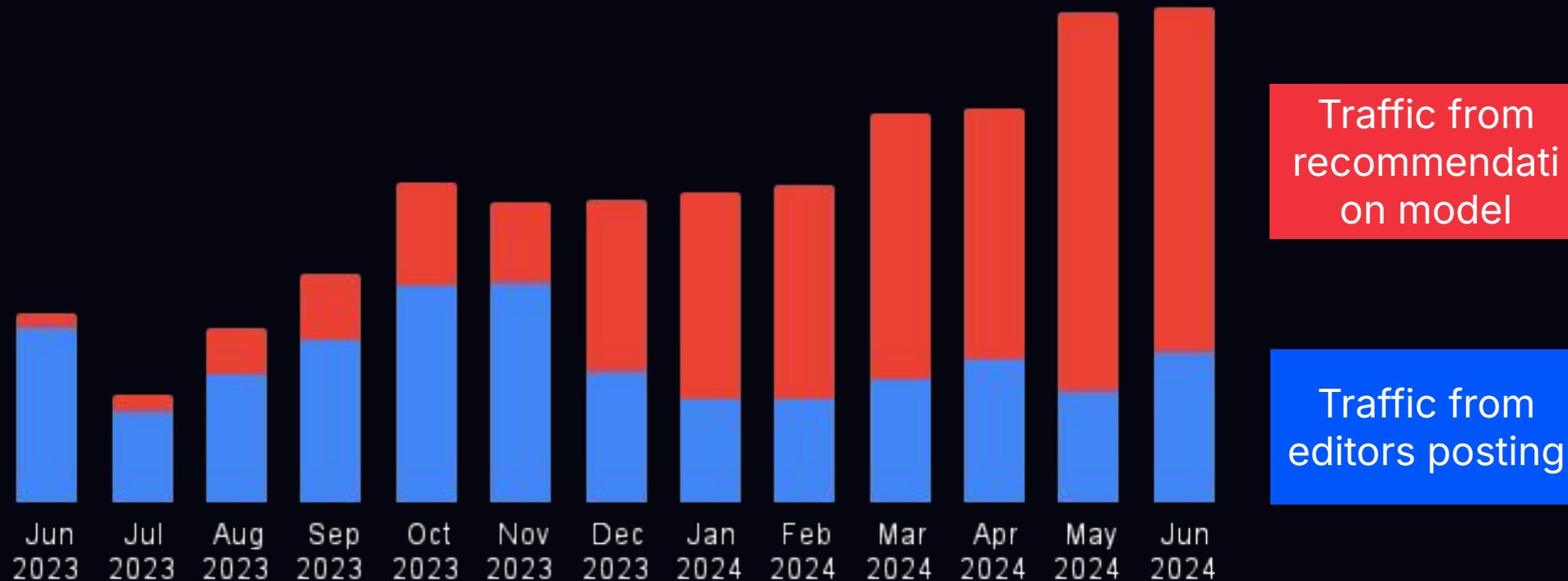
Create pages that represent significant **interest groups** in their market

- 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
 - ~~Advertisement~~

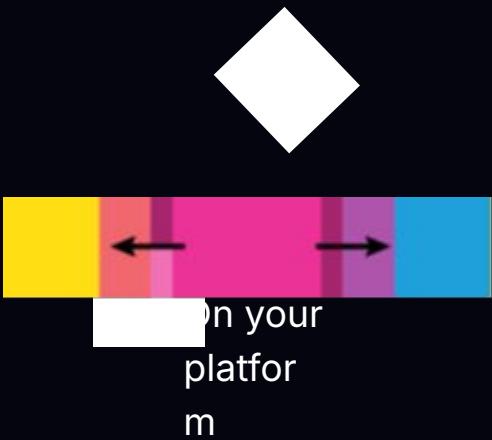


Marketing as a service



Other Digital
On your platform
Other
Mediums

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



- 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

Promote Listings
Leverage Imobiliare'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

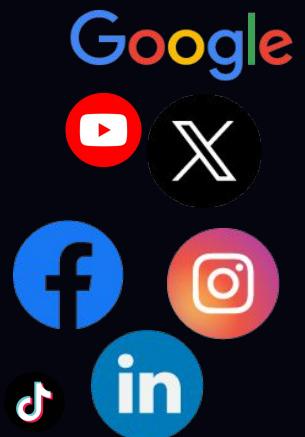
Strategy:
 All online listings
 New listings posted in the last 30 days
 Listings with less than 5 leads in the last 30 days
 Custom

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:
 All online listings
 New listings posted in the last 30 days
 Listings with less than 5 leads in the last 30 days
 Custom





Thank you

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.za



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