

# Revenue generating ideas – Learn from the innovators



ICMA "Expanding Beyond Classifieds" Conference,  
13-16 November 2013, Prague, Czech Republic.

Katja Riefler  
Principal / Director EMEA  
AIM Group//Classified Intelligence LLC  
katjar@aimgroup.com  
tel. +49 89 621 460-44

**Feed your  
business  
beast!**



# About us ...

**aimgroup.com**

## Advanced Interactive Media Group

Consultants and publishers of

A publication of the **AIMGroup**

**classified**intelligence report

Consulting Services for Interactive Media and Classified Advertising

# Small team spread around the world



# classifiedintelligence report

Consulting Services for Interactive Media and Classified Advertising

A publication of the **AIMGroup**

Vol. 14 No. 6R2 April 2013

AIM GROUP 2013 REAL ESTATE ADVERTISING ANNUAL

## 'Make it easy for them to give you money'

Best practices for selling property ads across the whole wired world



Illustration by Robert Dibrell © 2013 Advanced Interactive Media Group LLC

© 2012 Advanced Interactive Media Group LLC

info@aimgroup.com +1-407-788-2780

# classifiedintelligence report

Consulting Services for Interactive Media and Classified Advertising

A publication of the **AIMGroup**

Vol. 14 No. 5 March 14, 2013

## Google Cars hitting the road

Sources, report: Moving out of beta for U.S.-wide rollout

By Clifford Wolf

# classifiedintelligence report

Consulting Services for Interactive Media and Classified Advertising

A publication of the **AIMGroup**

Vol. 14 No. 20G October 31, 2013

AIM GROUP 2013 GLOBAL CLASSIFIEDS REPORT

## Craigslist revenue soars 'Big Five' battle globally



Illustration by Mike Ricigliano © 2013 Advanced Interactive Media Group LLC

© 2013 Advanced Interactive Media Group LLC

info@aimgroup.com +1-407-788-2780

aimgroup.com

Cars, we've heard from several sources, Google might well be a serious player. Edmunds.com, AOL Autos and

### INSIDE

#### Merger in Russia

Reported on [AIMGroup.com](#) and in [Media Alert](#) to clients on Tuesday, Russia's Avito.ru is expected by its owners to merge with the No. 3 classified advertising site in the world as part of a half-billion-dollar merger with Naspers' Slando.ru and [Rambler.ru](#) sites.

It will have more than 100 million page views a day when the three sites are merged, the companies said. If so, that would put Avito.ru behind only U.S.-based Craigslist and China's 58.com.

Read [extended coverage of the merger beginning on Page 8](#) with analyses from senior consultant Lars Herlin and senior consultant Martin Kalabin.

It offers no reviews, and no consumers can leave reviews. What reviews might be in the offing?

info@aimgroup.com +1-407-788-2780

# Consultants who publish...



**Katja Riefler,  
Director - EMEA**



**Peter M. Zollman,  
founding principal**

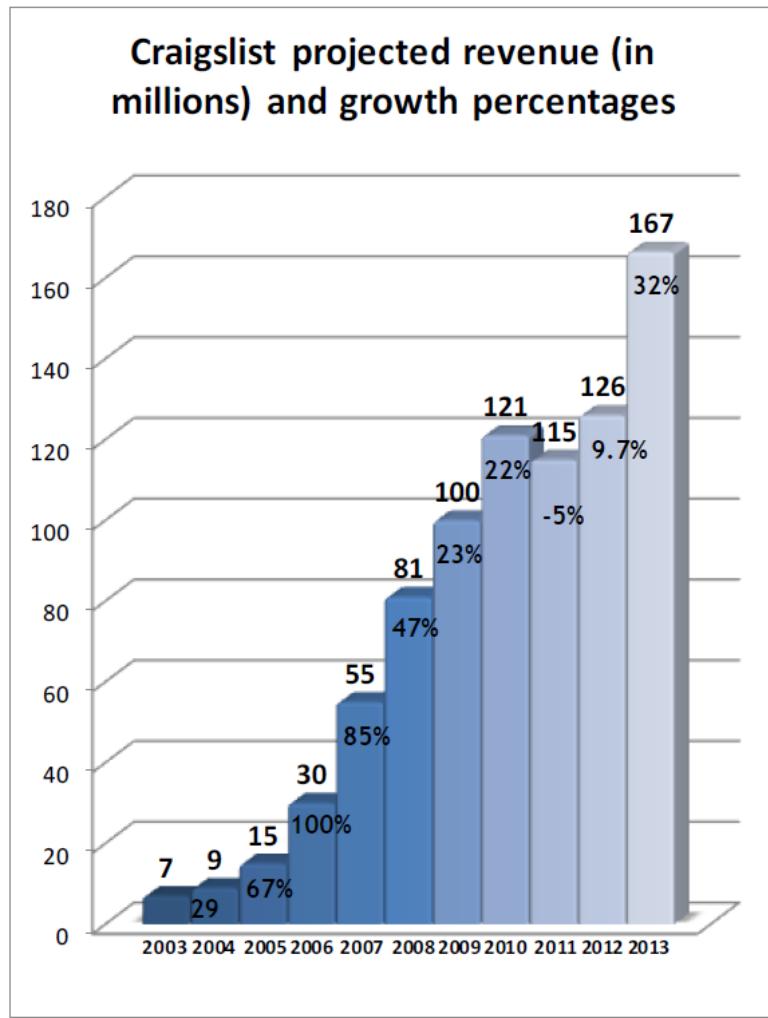
**...not publishers who consultant!**

**Today's focus:**

# **REVENUE GENERATING IDEAS IN CLASSIFIEDS**

# There's money in digital classifieds

## Craigslist revenue estimate



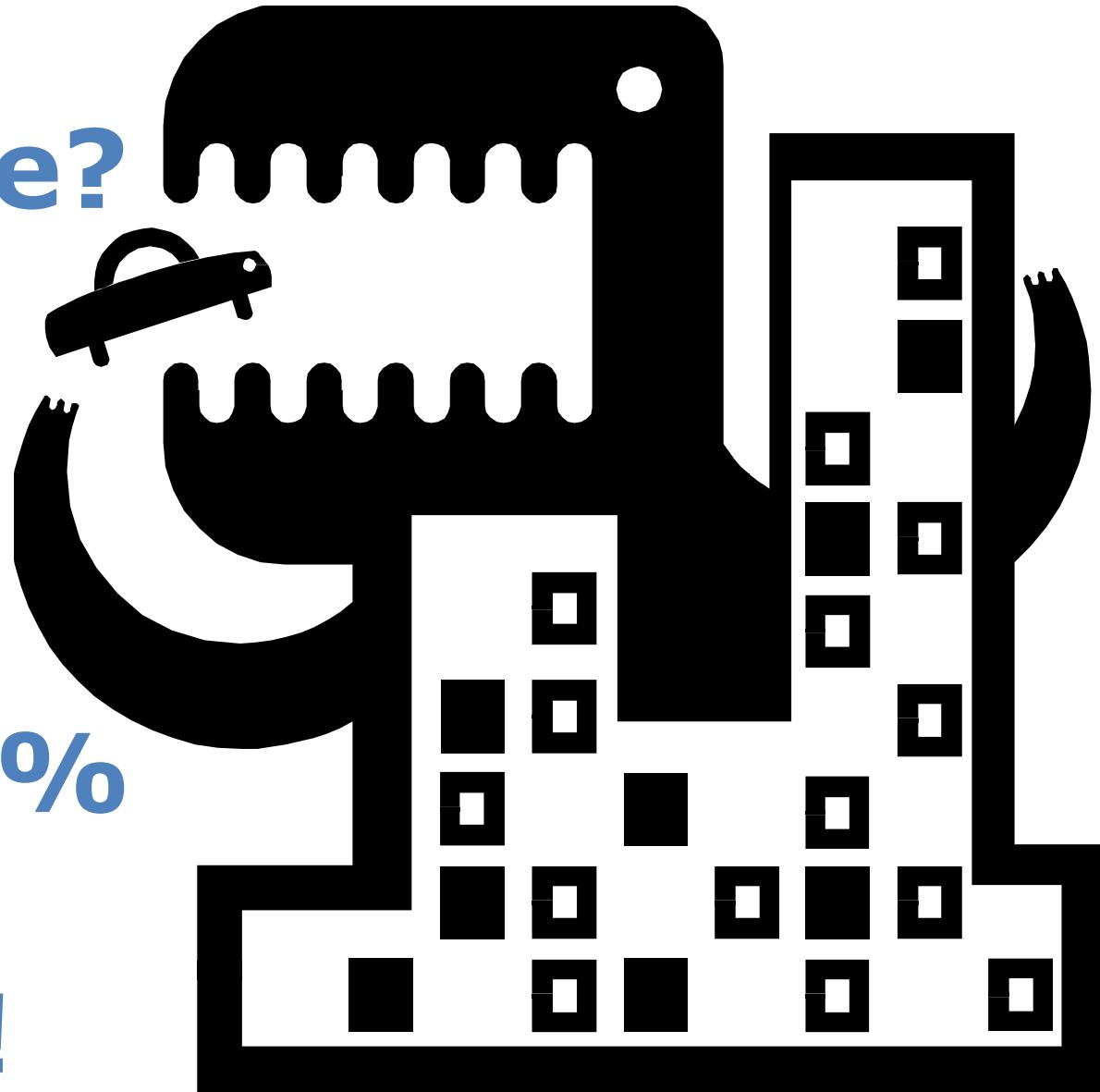
© 2013 Advanced Interactive Media Group LLC

## Craigslist revenue sources

- **Added nine markets where it charges \$25 or \$75 for help-wanted ads (= \$20 million in new revenue).**
- **Started charging \$5 for ads placed by dealers who sell concert, theater and sporting event tickets in all markets.**
- **Continues to charge \$10 for ads in its “therapeutic services” section and \$10 for New York City apartments advertised by real estate brokers.**

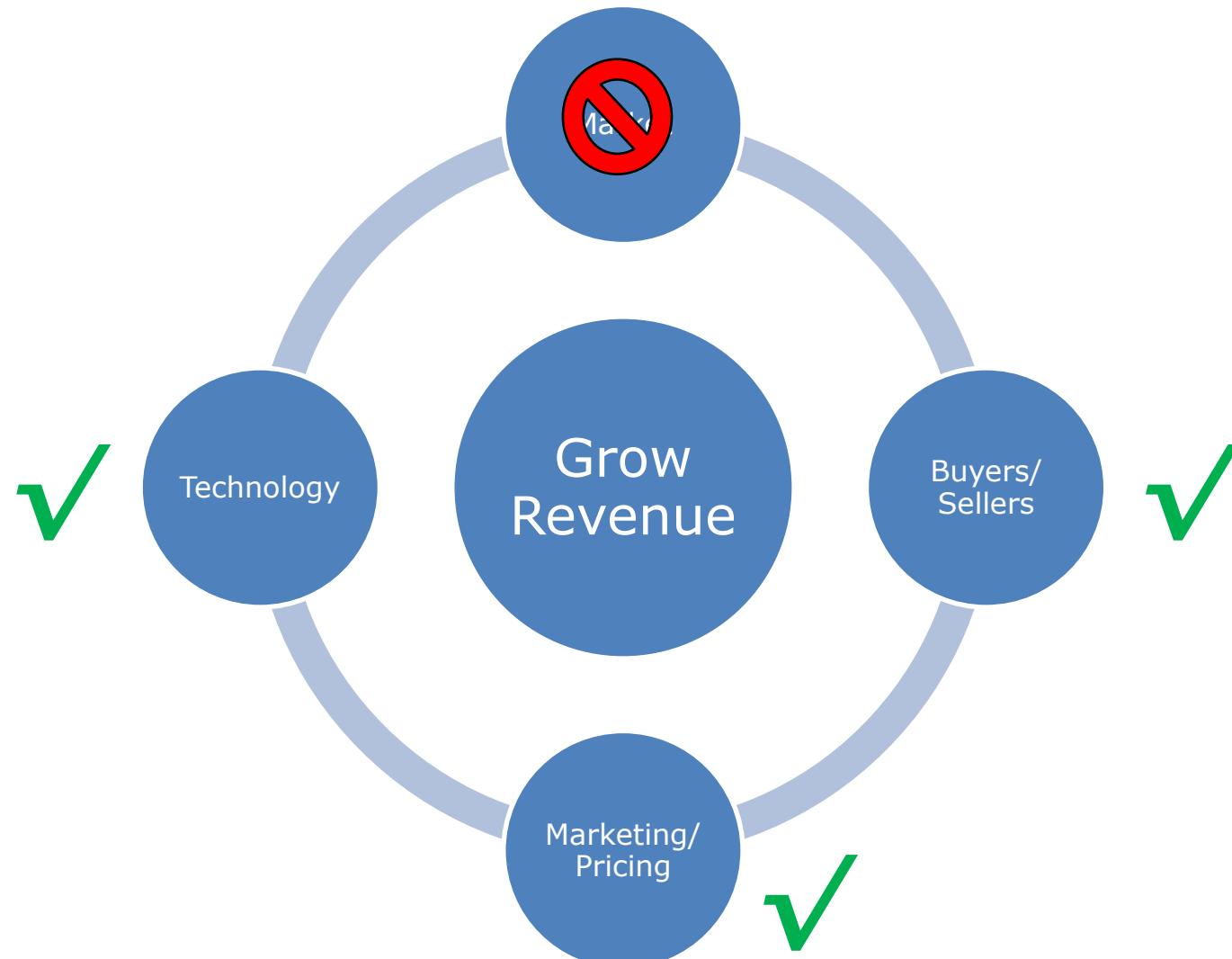
# Is this innovative?

**79% - 84%**  
**profit**  
**margin!**



**You don't need to re-invent  
the wheel to be innovative!**

# You're not Craigslist? You still can grow revenue



**“The biggest secret is that there is no secret. Just listen to what the market is ready to pay for and give it to them. Don’t try to force your ideas about what they should be paying for. Make it easy for them to give you money.”**

**Serge Osipov, founder and CEO of Delovoy Mir Online (Dmir.ru)  
one of Russia’s largest classified sites and a relative newcomer.**

# Buyers/Sellers: Ebay/Kijiji Italy - regional pages, premium users



ebay annunci

INSERISCI ANNUNCIO ▶

| ACCEDI | REGISTRATI | SUPPORTO

COSA CERCHI? es. Iphone 4, Mercedes, Divano

DOVE? Tutta Italia

IN QUALE CATEGORIA? Tutte le Categorie

CERCA

5.142.693

Piccoli annunci. Grandi affari.




IN COPERTINA QUESTA SETTIMANA



Inserisci il tuo annuncio qui

**media3®**  
dynamic cloud hosting  
The Grass Is Greener In The Cloud  
30 Day Free Trial [Learn More ▶](#)

Fai come Giulia, inizia a guadagnare! ▶

Segui Kijiji su [YouTube](#) [Twitter](#) [Pinterest](#) [Google+](#) [Facebook](#)

## Kijiji

Chi siamo  
Supporto  
Contattaci  
Pubblicità  
Versioni per cellulari  
Mappa del sito  
Altri paesi  
Ricerche frequenti  
Blog

## Di tendenza

Trattori usati  
Iphone 3g  
Fresa agricola  
Annunci catanaisetta  
Gomme usate  
Borse Liu jo  
Suzuki samurai  
Ficco nascosta da ricamare

## Ricerca Principali

Lorenz compendium  
Stufe a legna usate  
Iphone 4 usato  
Cerco cane in regalo  
Ps3 usata  
Cucciol  
Macchine d'epoca  
Pincher

## Offerte di lavoro

Agente di vendita  
Autista  
Baby sitter  
Barman  
Call Center  
Coff  
Cuoco  
Domestica  
Elettricista  
Esterista  
Hostess  
Hostess e promoter  
Hostess Roma  
Idraulico  
Modele  
Promoter  
Receptionist  
Saldatore  
Steward  
Cosenza  
Vicenza  
Arezzo  
Bar  
Latina  
Cagliari  
Torino  
Ravenna  
Trieste  
Messina  
Brescia  
Catanzaro  
Mantova  
Udine  
Sassari  
Modena  
Verona  
Parma  
Novara  
Firenze

Copyright © 2013 eBay International AG. Tutti i diritti riservati. I marchi registrati ed i segni distintivi sono di proprietà dei rispettivi titolari. L'uso di questo sito web implica l'accettazione delle Condizioni d'uso e delle Regole sulla privacy di Marktplaats BV.



**Nuova home page regionale!**

Con la nuova home page regionale trovi prima ciò che stai cercando e puoi fruire di contenuti locali come meteo, news, eventi.

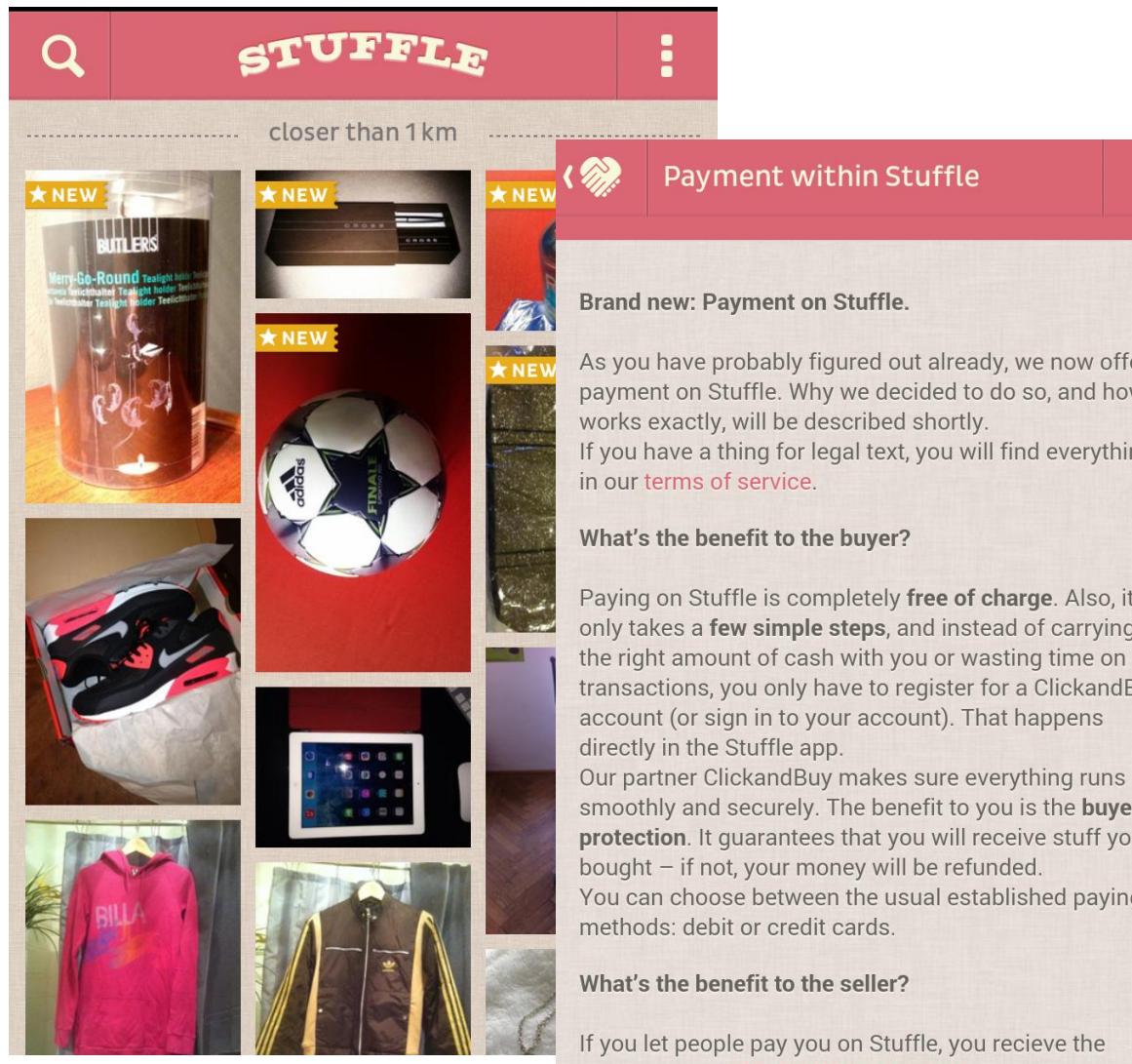
**Vuoi tenere sempre la regione Basilicata in home page?**  
Ricorda che potrai tornare alla home nazionale in qualsiasi momento.

**SI** **NO** **Non questa volta**

**Utenti Premium** [Scopri come diventare premium ▶](#)

 <b>INFORMATICAPERTE</b> Nati 10 anni fa ci specializziamo nella vendita al dettaglio e all'ingrosso di prodotti digitali. In pochi anni conquistiamo la vetta più alta sulla piattaforma eBay con oltre 250.000 vendite all'utente finale, 4 account per un to... Ariccia	Elettronica	<a href="#">Vedi tutti i 137 annunci ▶</a>
 <b>DISFACAR SRL</b> Autodemolizione.....Vendita ricambi auto usati e nuovi con garanzia.....Spedizioni con corriere bartolini.....SCARICA la nostra APP : RICERCA RICAMBI auto usati.....APP STORE : <a href="https://itunes.apple.com/it/app/ricarica-ricambi-auto-usati.../id">https://itunes.apple.com/it/app/ricarica-ricambi-auto-usati.../id</a> Scandicci	Motori	<a href="#">Vedi tutti i 141 annunci ▶</a>
 <b>S.G. srl</b> S.G.A.s.r.l. leader in Italia per l'installazione di scaffalature pesanti e leggere, impianti autopontanti e automatici serviti da traslolevatori, carpenteria pesante e leggera e la commercializzazione e il ritiro di scaffalature usate e le... Sedriano	Lavoro	<a href="#">Vedi tutti i 17 annunci ▶</a>
 <b>FRIGOTECNICA SRL</b> Frigotecnica srl dal 1980 si è consolidata grazie alla qualità dei prodotti e servizi offerti e alla soddisfazione del cliente. Vanta una posizione di prim'ordine nel campo della refrigerazione e condizionamento industriale, Fr... Calderara di Reno	Arredamento e Casalinghi	<a href="#">Vedi tutti i 22 annunci ▶</a>
 <b>familycar</b> vendita auto nuove,usate plurimarche e aziendali a km zero finanziamenti e leasing garanzia auto usate 12 mesi certificata valida in tutta italia compreso soccorso stradale 24 ore Viareggio	Motori	<a href="#">Vedi tutti i 129 annunci ▶</a>

# Buyers/Sellers: Let users pay for convenience: Stuffle



STUFFLE

closer than 1 km

Payment within Stuffle

Brand new: Payment on Stuffle.

As you have probably figured out already, we now offer payment on Stuffle. Why we decided to do so, and how it works exactly, will be described shortly. If you have a thing for legal text, you will find everything in our [terms of service](#).

What's the benefit to the buyer?

Paying on Stuffle is completely **free of charge**. Also, it only takes a **few simple steps**, and instead of carrying the right amount of cash with you or wasting time on transactions, you only have to register for a ClickandBuy account (or sign in to your account). That happens directly in the Stuffle app. Our partner ClickandBuy makes sure everything runs smoothly and securely. The benefit to you is the **buyer protection**. It guarantees that you will receive stuff you bought – if not, your money will be refunded. You can choose between the usual established payment methods: debit or credit cards.

What's the benefit to the seller?

If you let people pay you on Stuffle, you receive the



Phil H.

Ja, Leine DAMEN UHR wollte ich ja keine Päckchen packen...

vor einem Tag

Naja, ok, weil du es bist ;) Machen wir das Zahlen dann per PayPal oder Überweisung?

vor einem Tag

Super! Ist dann schon inkl. Versand!

vor einem Tag

Angebot: 25 €

Yay! Phil H. hat dein Angebot angenommen! Du hast „Damen Uhr“ für 25 € gekauft.

vor einem Tag

Kostenlos und sicher mit Käuferschutz

Alle Infos Jetzt bezahlen

Private Nachricht schreiben

# Buyers/Sellers: Offer exclusive services

- **SouFun in China issues a “platinum” club membership card that discounts the purchase prices of participating builders.**
- **Revenue from SouFun's e-commerce services jumped from \$24 million U.S. in 2011 to \$102 million U.S. in 2012.**

The screenshot shows the homepage of the SouFun real estate website. At the top, there are links for '设为首页' (Set as Home), '网站地图' (Sitemap), '注册' (Register), '登录' (Login), '搜房帮' (Sofang Help), and a dropdown menu for cities: 全国, 北京, 上海, 广州, 深圳, 成都, 重庆, 天津, 武汉, 杭州, 南京, 苏州, 东莞, 沈阳, 大连, 济南, 海南, 三亚, 香港, [336城市] >>. Below this is a banner for '合生·滨江帝景 1010万m²法式园境八大公园环绕' with a phone number '400-890-0000 转 15332' and a '展开' (Expand) button. The main content area features several property listings:

- 枫丹壹號 墅区华宅 誉领城市公园** 400-890-0000 转 48889
- 环景墅院 6800元/m²起 70年大产权不限购**
- 富立·秦皇半岛 冬天去哪？避霾养生北戴河**
- 城市梦想行动 报名热线: 400-630-8888转1 11.23搜房网大型看房团**
- 45套全城发售 享最高80万优惠** 400-890-0000 转 97397

Below the listings is a search bar with fields for '请输入关键字(楼盘名/地名/开发商等)', '区县/地铁', '物业类型', '价格范围', '地图找房', and '搜索' (Search). The search bar also includes a '北京 [切换城市]' button. At the bottom of the page, there are several promotional banners for different properties and a footer with various service links and a '政府严限预售 房企对赌政策松动' (Government strictly limits pre-sale, real estate companies' bet policy松动) headline.

## Buyers/Sellers: „Urgent offers“

**“Our single most successful premium product so far has been the introduction of the ‘Urgent’ button. Users know that they will probably get less money but they will sell fast.”**

**Olivier Aizak, CEO of LeBonCoin.com, the big French general classified site that currently has a profit margin beyond 70 percent (Oct. 2013).**

# Buyers/Sellers: Convenience



The screenshot shows the milanuncios.com homepage. At the top, there are navigation links: 'PUBLICAR ANUNCIOS', 'MODIFICAR MIS ANUNCIOS', 'AGREGAR A FAVORITOS', and 'MI SELECCIÓN DE ANUNCIOS'. A green banner at the top right says 'Confirmado: milanuncios dobla a segundamano.es'. Below the banner, a message says '¡Ya hay 4.600.000 anuncios clasificados !!'. A search bar with a magnifying glass icon and a 'Buscar' button is followed by a link 'Buscar en la sección de contactos'. A map of Spain with the region of Salamanca highlighted in orange is shown. The main content area is divided into several sections with icons: 'MOTOR' (cars, trucks, etc.), 'EMPLEO' (jobs), 'SERVICIOS' (services), 'INFORMÁTICA' (computers), 'TELEFÓNICA' (phones), 'CASA Y JARDÍN' (home and garden), 'CONTACTOS' (contacts), 'INMOBILIARIA' (real estate), 'FORMACIÓN Y LIBROS' (education and books), 'NEGOCIOS' (business), 'IMAGEN Y SONIDO' (image and sound), 'JUEGOS' (games), 'MODA Y COMPLEMENTOS' (fashion and accessories), and 'AFICIONES Y OCIO' (hobbies and leisure). Each section lists sub-categories and a 'más...' link.

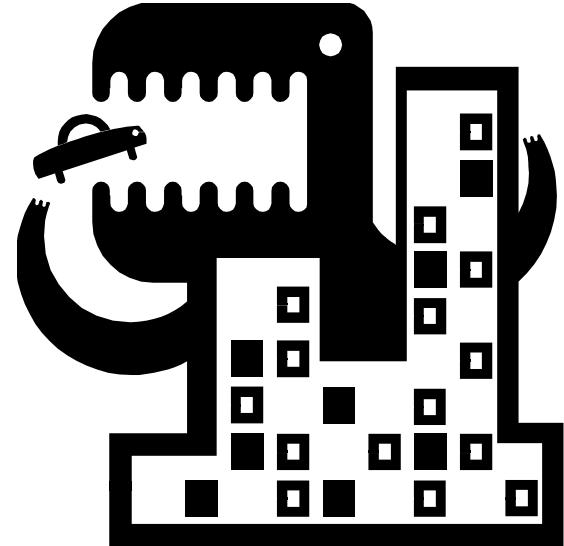
- **Milanuncios monetizes with a paid service called “Auto-Renueva”, which enables sellers to bump their ads to the top automatically every one, three, six, 12, 24 or 48 hours.**
- **Each bump-up costs €0.20. Bump-up are sold in packages. “The service is more transparent, since sellers decide themselves, and everyone pays the same fee to stay on top.”**

# Marketing/Pricing

Pricing is an  
art as much  
as a science

# Pricing arts and sciences:

- **People don't decide rational – emotion rules**
- **Convenience is key: save time, save money, be mobile**
- **Freemium doesn't serve everyone best**
- **Find a value matrix your customers understand**
- **Don't guess. Test**

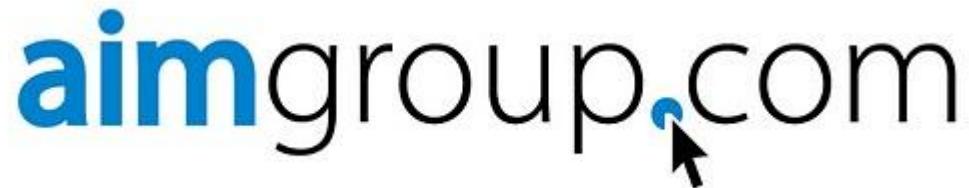


# Data is powering the next level of personalization

- Personalization addresses users as individuals
- Different people shop differently
- Real time analytics is a game changer

Chart 1 - Recommendations hit their targets





# Questions?

**katjar@aimgroup.com**



ICMA "Expanding Beyond Classifieds" Conference,  
13-16 November 2013, Prague, Czech Republic.

Katja Riefler  
Principal / Director EMEA  
AIM Group//Classified Intelligence LLC  
katjar@aimgroup.com  
tel. +49 89 621 460-44

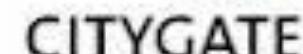
# Some of the AIM Group's clients...



Baring Vostok  
Capital Partners



The New York Times  
Company



**AIM Group and ICMA are partners  
Approach us for special conditions  
for our reports and services**

**Katja Riefler  
Principal / Director EMEA  
AIM Group//Classified Intelligence LLC  
katjar@aimgroup.com  
tel. +49 89 621 460-44**