

Revenue generating ideas – Learn from the innovators



ICMA “Expanding Beyond Classifieds” Conference,
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business
beast!**



About us ...

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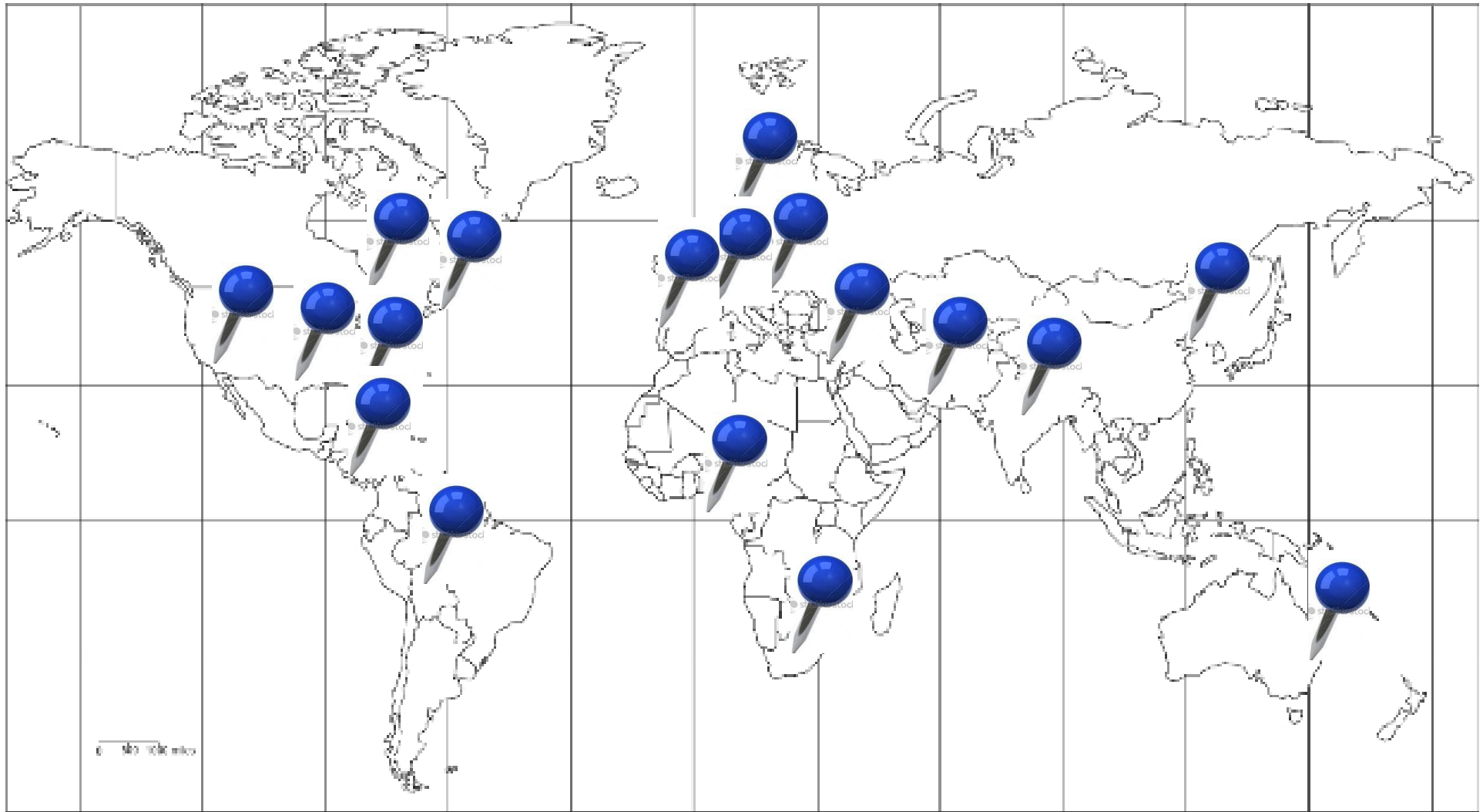
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Consulting Services for Interactive Media and Classified Advertising

Small team spread around the world



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Consulting Services for Interactive Media and Classified Advertising

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



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Consulting Services for Interactive Media and Classified Advertising

Vol. 14 No. 5 March 14, 2013

Google Cars hitting the road

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

By Susan H...

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

INSIDE

Merger in Russia

Reported on AIMGroup.com and in a press alert to clients on Tuesday, Rus- to.ru is expected by its owners to be the No. 3 classified advertising site in the world as part of a half-billion-dollar merger with Naspers' Slando.ru sites.

It will have more than 100 million page views per 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.

Extended coverage of the merger begins on Page 8 with analyses from senior analyst Lars Herlin and senior consultant Vladimir Kalabin.

AIMGroup.com offers no reviews, and no consumer reviews might be in the offing.

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AIM GROUP 2013 GLOBAL CLASSIFIEDS REPORT

Craigslist revenue soars 'Big Five' battle globally



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Consultants who publish...



**Katja Riefler,
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**Peter M. Zollman,
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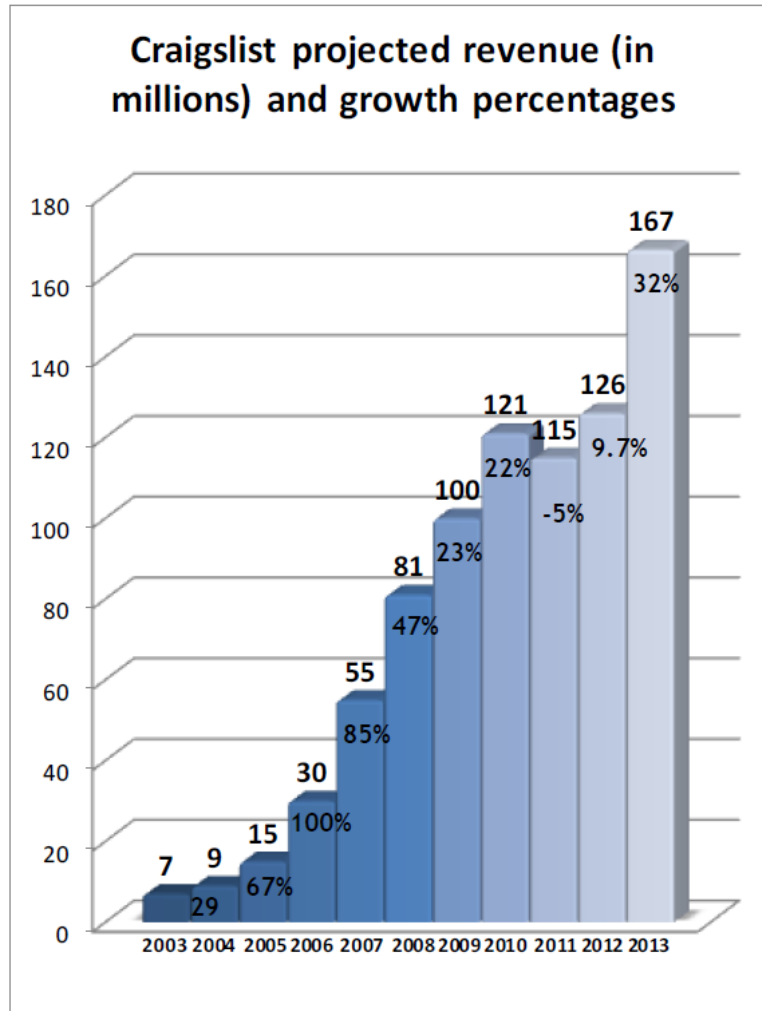
...not publishers who consultant!

Today`s focus:

REVENUE GENERATING IDEAS IN CLASSIFIEDS

There's money in digital classifieds

Craigslist revenue estimate



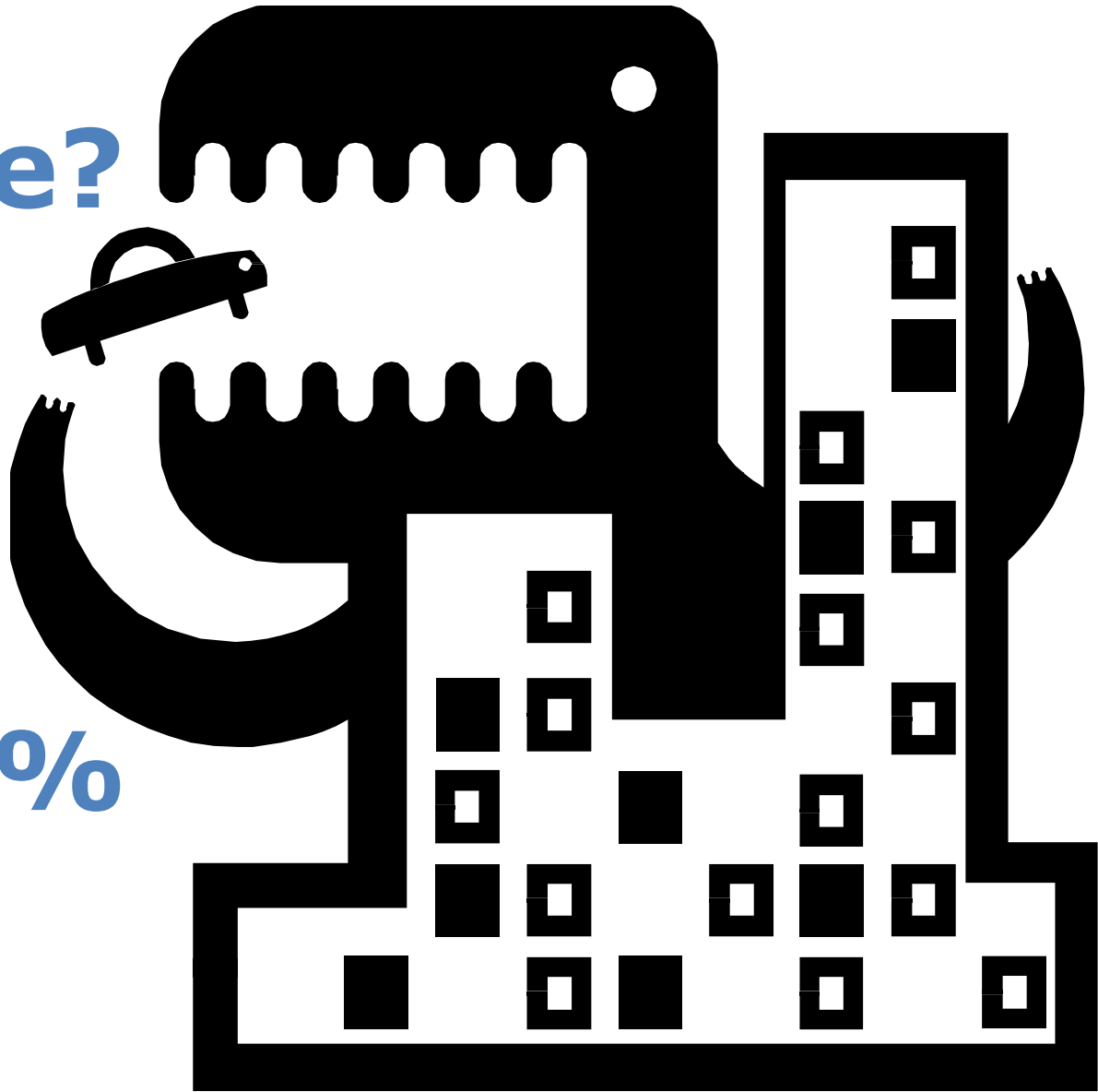
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Craigslist revenue sources

- 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.

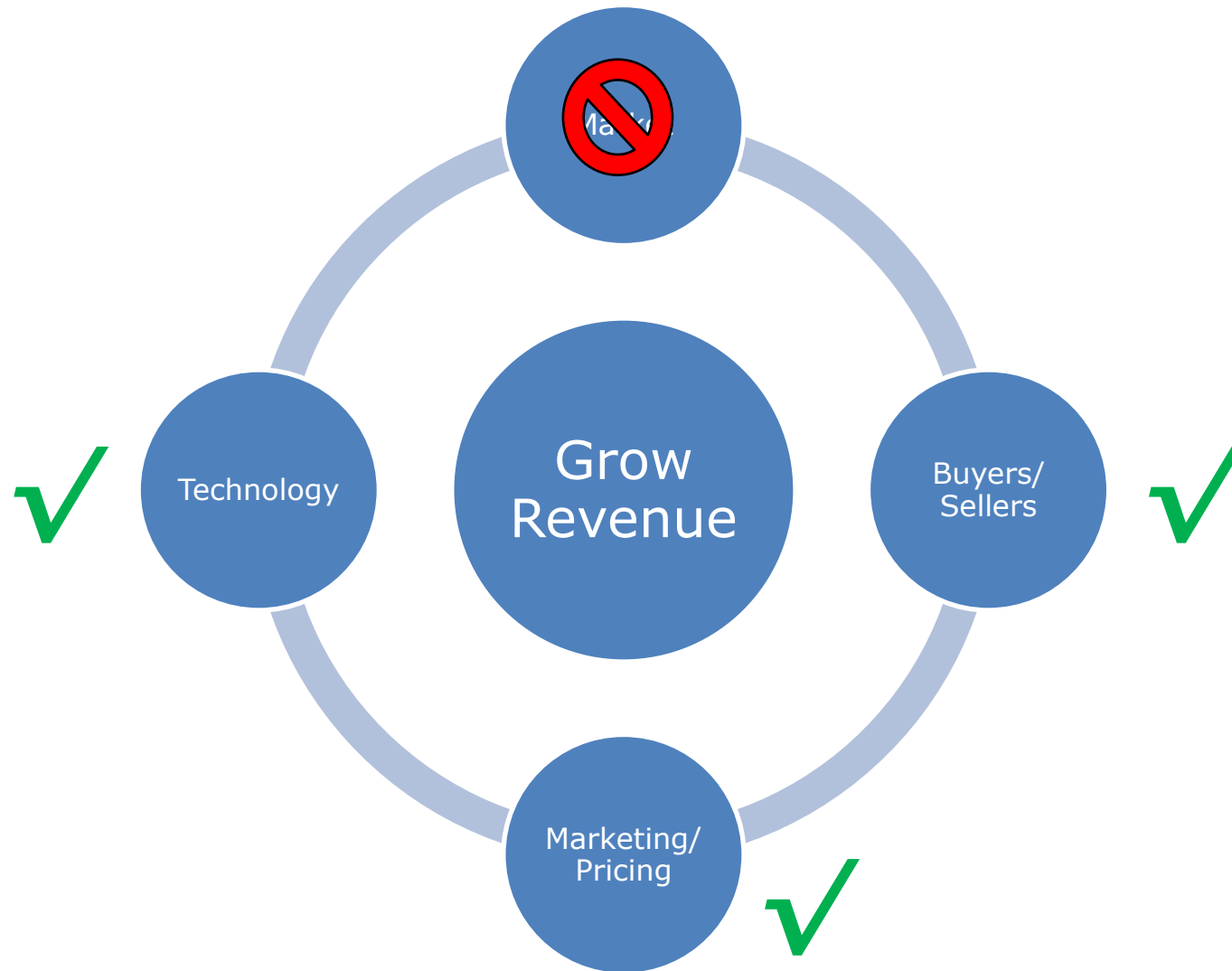
**Is this
innovative?**

**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

Utenti Premium		Scopri come diventare premium >
	INFORMATICA PEROTE 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... Aniccia	Elettronica Vedi tutti i 137 annunci >
	DISFACAR SRL Autodemolizione.....Vendita ricambi auto usati e nuovi con garanzia.....Spedizioni con corriere bartolini.....SCARICA la nostra APP: RICERCA RICAMBI auto usati..... APP STORE: https://itunes.apple.com/app/ricerca-ricambi-auto-usati... Scandicci	Motori Vedi tutti i 141 annunci >
	S.G. srl S.G.A.S.r.l. leader in Italia per l'installazione di scaffalature pesanti e leggere, impianti autoportanti e automatici serviti da trasloelevatori, carpenteria pesante e leggera e la commercializzazione e il ritiro di scaffalature usate e le... Sedriano	Lavoro Vedi tutti i 17 annunci >
	FRIGOTECNICA SRL 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 Vedi tutti i 22 annunci >
	familycar 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 Vedi tutti i 129 annunci >

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Buyers/Sellers:

Let users pay for convenience: Stuffle

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 paying 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 displays the SouFun website interface. At the top, there's a navigation bar with links for '设为首页', '网站地图', '注册', '登录', '搜房网', and a list of 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, several large promotional banners are visible, including one for '合生·滨江帝景' (Hesheng Binjiang Dijing) and another for '枫丹壹號' (Fengdan Yishao). A central search bar is prominently displayed with the SouFun logo and the text '北京 [切换城市]'. The search bar includes a search input field, a '搜索' (Search) button, and dropdown menus for '区县/地铁', '物业类型', and '价格范围'. Below the search bar, there are more advertisements, such as '7號院' (7th Courtyard) and '王者风范 大器晚成' (Royal Dignity, Late Bloomer). At the bottom, there's a section with various service links like '新房' (New Homes), '二手房' (Second-hand Homes), '租房' (Rentals), etc., and a list of featured articles or news items.

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

- 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.”

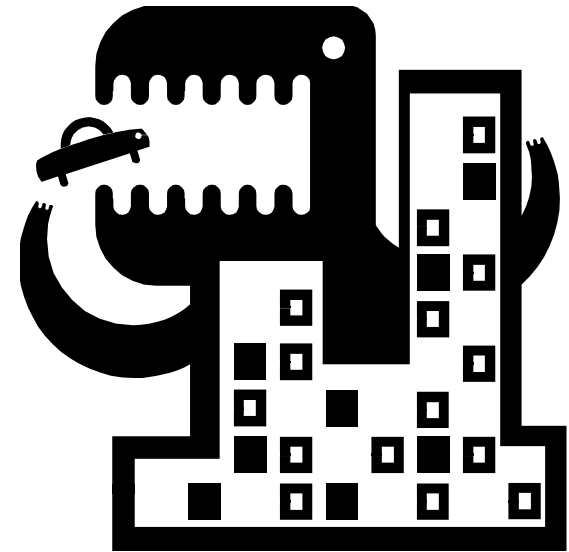


Marketing/Pricing

**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



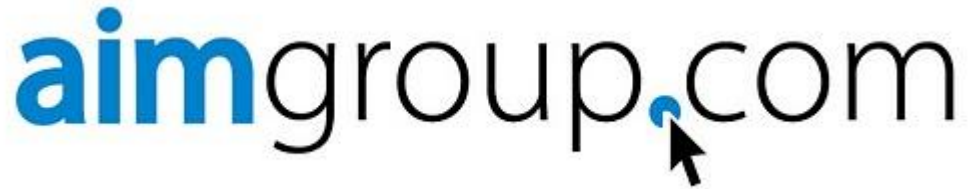
Data is powering the next level of personalization

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

Chart 1 - Recommendations hit their targets



Source: Jofogas.hu



Questions?

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Some of the AIM Group's clients...



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

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