

# SiteBlackBox

**ICMA Nov' 2012**

**Is this a leak in your pocket?**

# The reason we're all here: improving profitability



The problem is we're  
a little like this guy



# So, you started an online classifieds site



**www.FREE-Classifieds.com**



Google

online classifieds

Google Search


I'm Feeling Lucky



# Next thing you know, you get tons of spam and scam ads



# And when somebody posts a real ad



**Car for sale,  
contact me**

An illustration of a man in a black suit, white shirt, and red tie, holding a white rectangular sign with a red border. The sign contains the text 'Car for sale, contact me'. The background features stylized grey buildings with white windows.

# They get swamped with spam





# You put a lot of hard work, but you see your content and then your users somewhere else



**www.All-ads-  
aggregated.com**



**www.FREE-Classifieds.com**





# When you try to fight it, you get user churn

???

File Edit View History Bookmarks Tools Help

www.freeclassified.net

smarter hotel booking

Upload Image : \*Click thumbnail image to add to post content

Browse...

Post Icon :

No icon

Verification : hystoc returning

Additional

Misc Option : ☒ Automatically convert links in text

Subscription : Do not subscribe Subscriptions (0 Threads)

Rate Thread : Give rating

Submit reply Preview post

Game Printing & Publishing



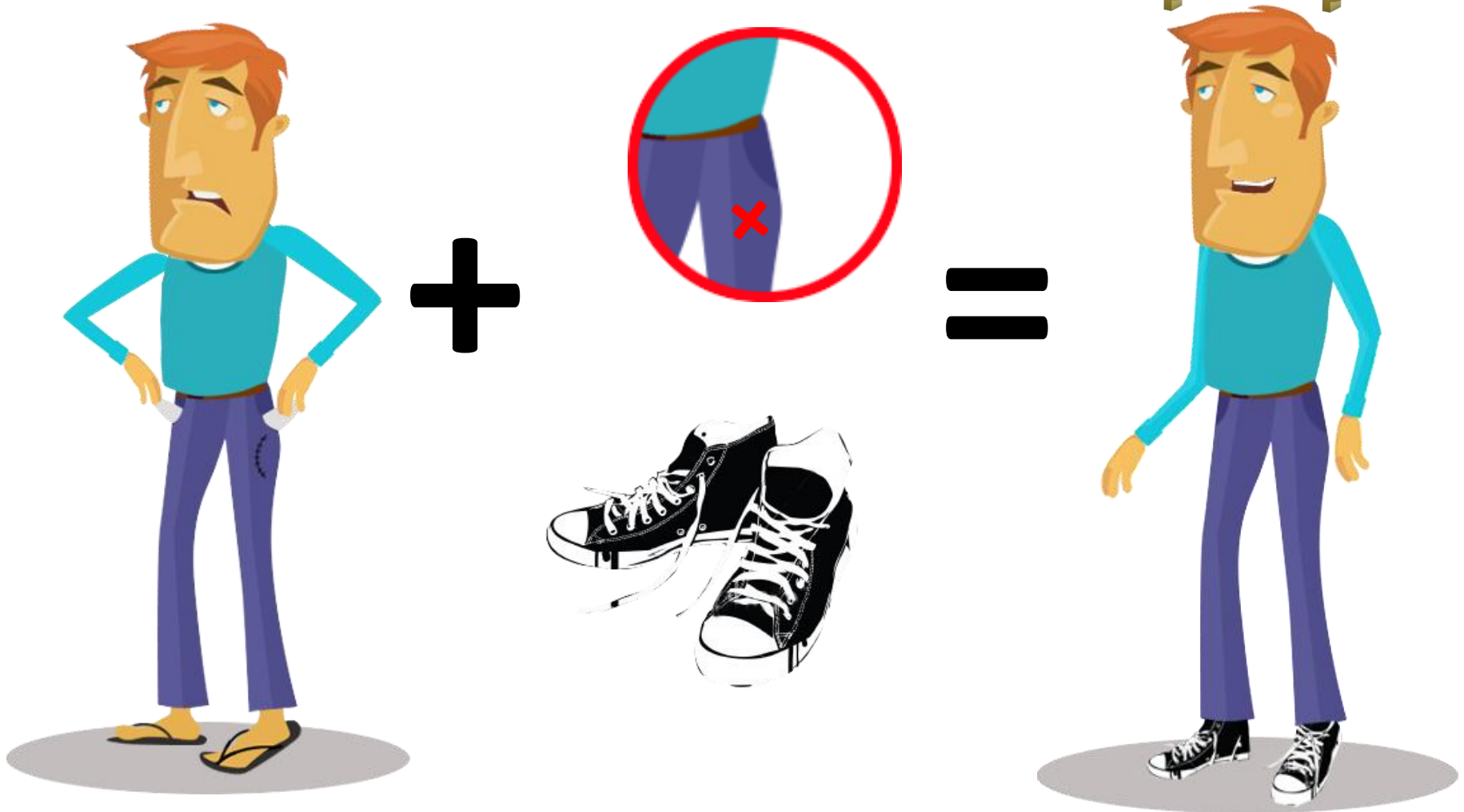
# And for no apparent reason, your site slows down



# Really down



# Our mission is prevent losses and boost revenues



**We offer a cloud service that secures and optimizes your traffic to lets you do business**





# Our service fights spammers and scammers for you



# It also keeps your content truly yours



[www.FREE-Classifieds.com](http://www.FREE-Classifieds.com)

An illustration of a man with orange hair, wearing a light blue long-sleeved shirt and purple trousers, holding a large white rectangular sign with a red border. The sign contains the text 'www.FREE-Classifieds.com'.



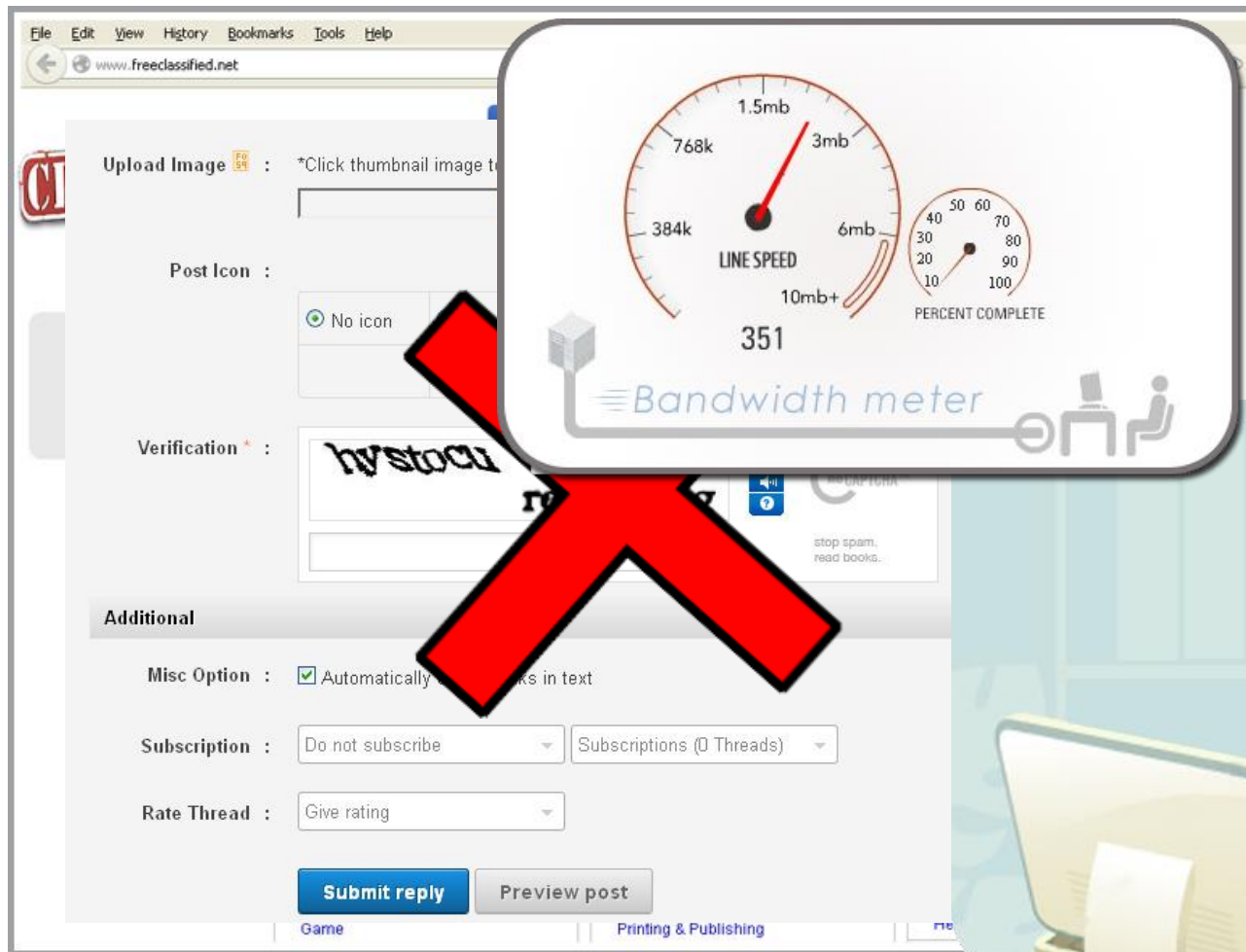
[www.All-ads-aggregated.com](http://www.All-ads-aggregated.com)

An illustration of a man with brown hair, wearing a teal long-sleeved shirt, holding a large white rectangular sign with a red border. The sign contains the text 'www.All-ads-aggregated.com'. Another man with orange hair, wearing a light blue long-sleeved shirt and purple trousers, is standing behind him, holding a large black mallet over his head.





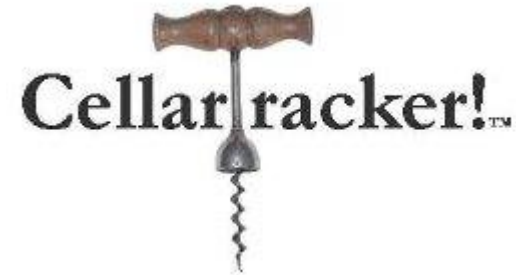
# Your users get a faster, smoother, uninterrupted experience



# Our customers can testify



Scraping and spam blocked



Scraping and bots blocked  
6X CTR, 2X eCPM in 2 months



Spam and scam activities blocked  
Content scraping under control



1 Billion malicious page requests  
blocked per month, 50% IT costs saved