

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



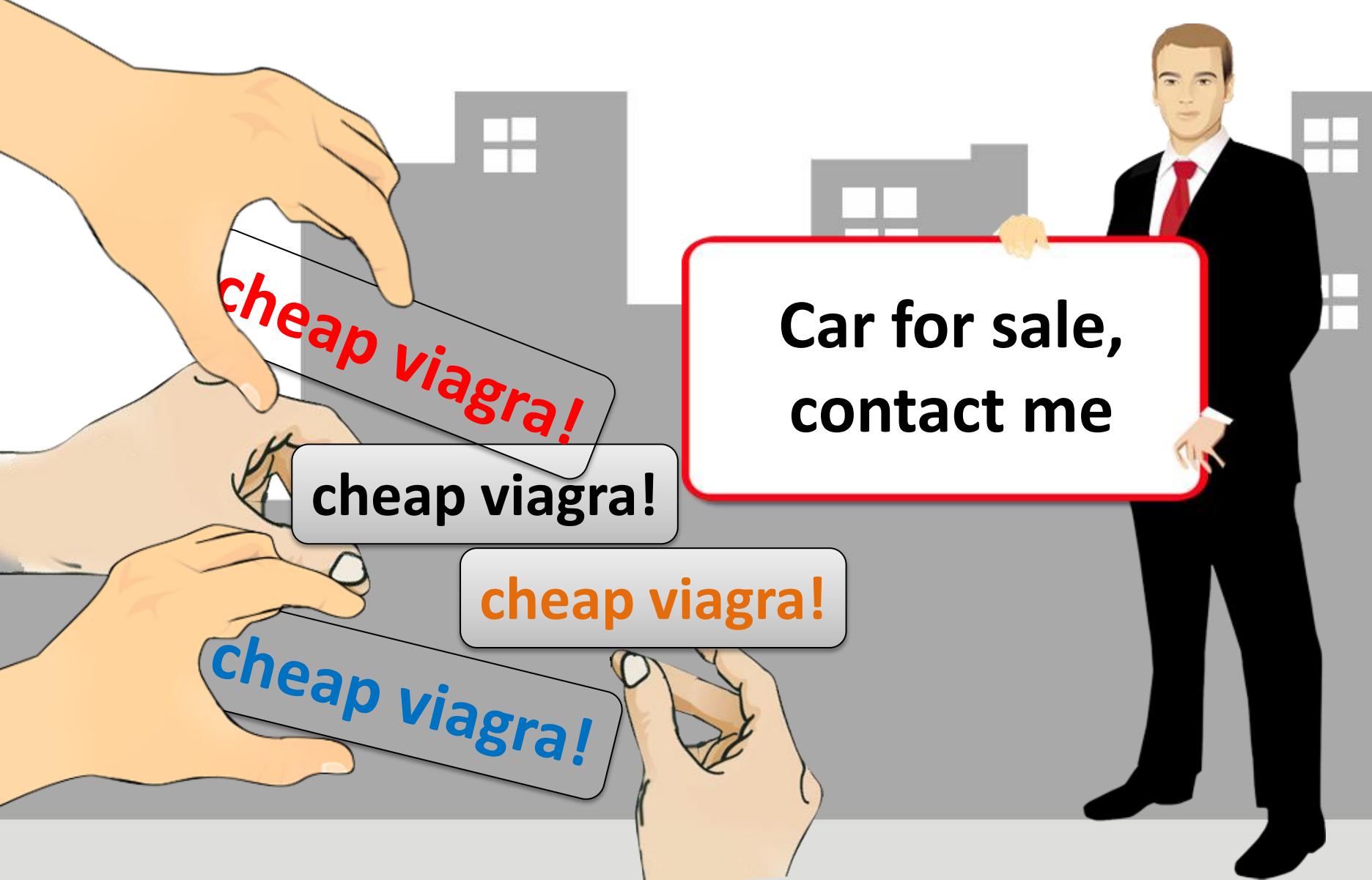
Next thing you know, you get tons of spam and scam ads



And when somebody posts a real ad



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

Upload Image 59 : *Click thumbnail image to add to post content

Post Icon :

<input checked="" type="radio"/> No icon	<input type="radio"/>						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Verification * :

Additional

Misc Option : Automatically convert links in text

Subscription : Do not subscribe Subscriptions (0 Threads)

Rate Thread : Give rating

Game || Printing & Publishing



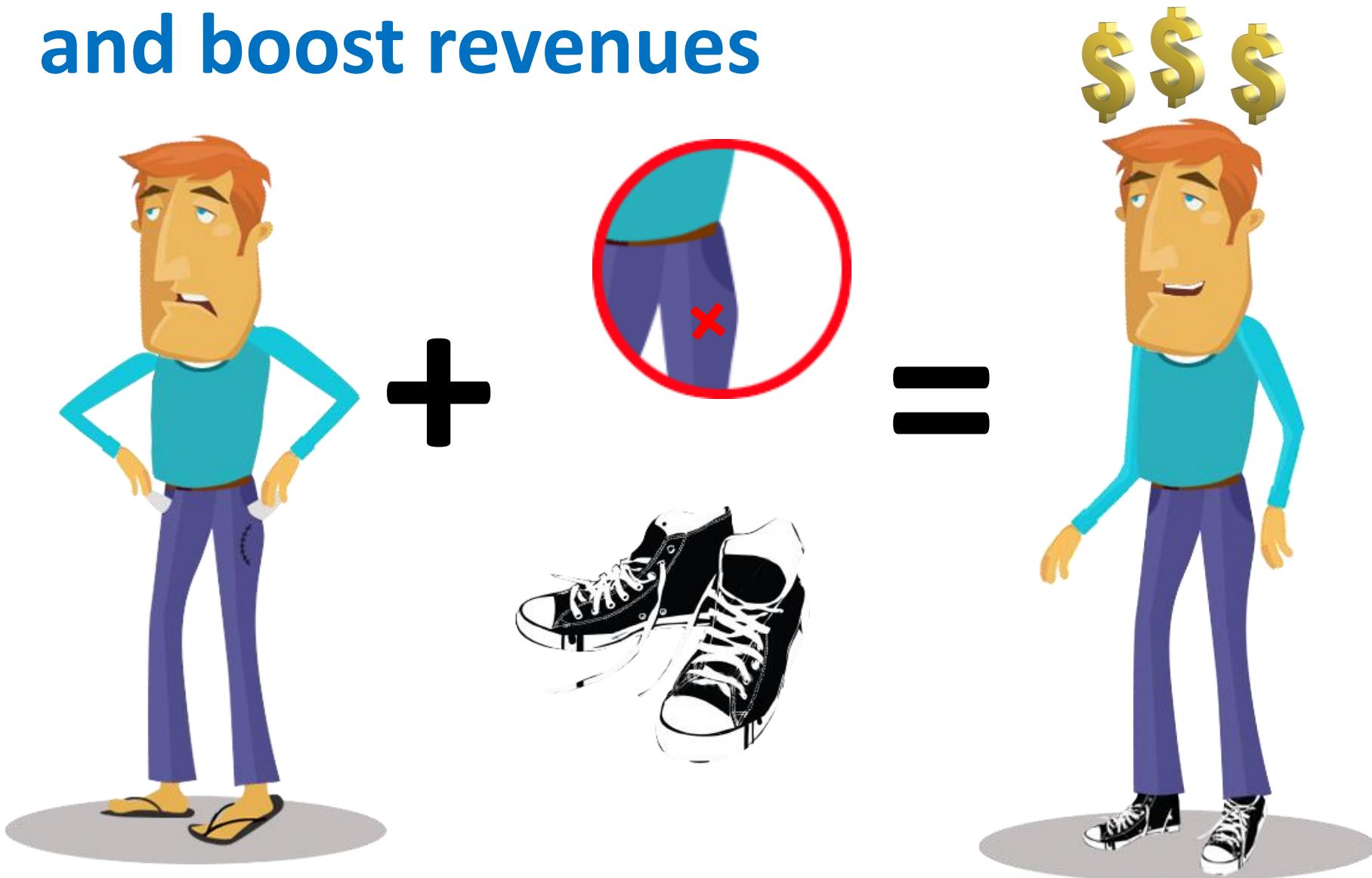
And for no apparent reason, your site slows down



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.All-ads-aggregated.com

www.FREE-Classifieds.com



Your users get a faster, smoother, uninterrupted experience

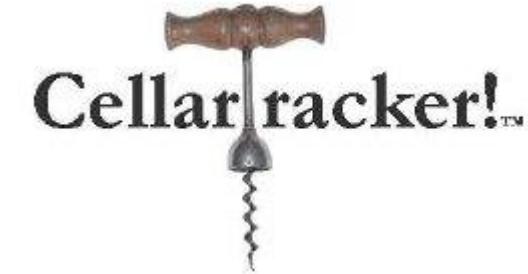


The image shows a screenshot of a web browser window. The address bar says "www.freeclassified.net". The main content area shows a form for posting an image. A large red arrow points from the text above to a "Bandwidth meter" graphic. The bandwidth meter has two scales: "LINE SPEED" (ranging from 384k to 1.5mb) and "PERCENT COMPLETE" (ranging from 10 to 100). The "LINE SPEED" scale has a value of "351" displayed. The "PERCENT COMPLETE" scale has a value of "80" displayed. The bandwidth meter is overlaid on the website's interface, which includes fields for "Upload Image", "Post Icon", "Verification", and "Additional" options. At the bottom are buttons for "Submit reply" and "Preview post". To the right of the bandwidth meter is a cartoon illustration of a smiling man sitting at a desk and using a computer.

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