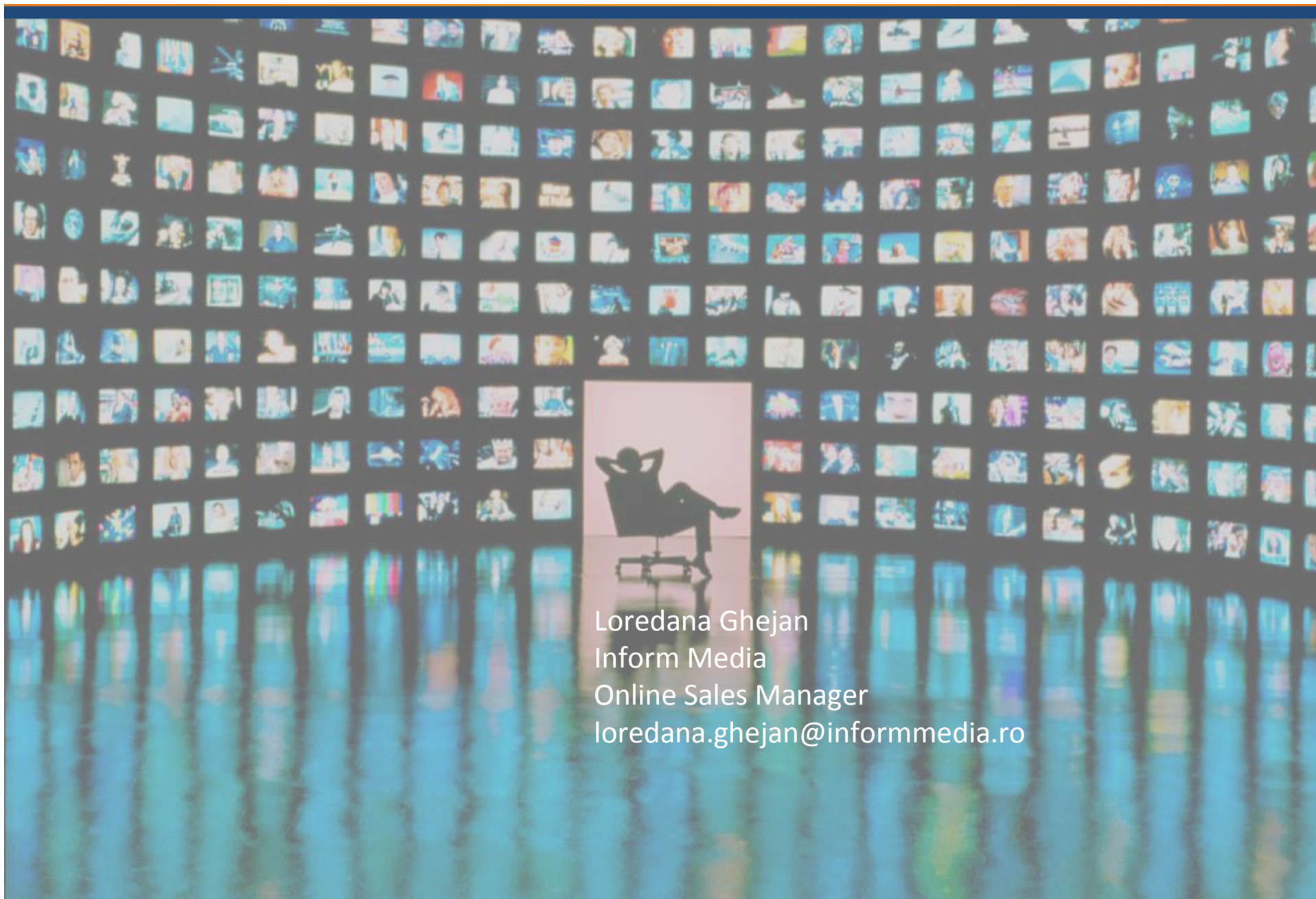


Online Sales Workshop – Budapest 2009



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- ➡ Quick facts about Romania
- ➡ What are we selling online?
- ➡ How to calculate correct online advertising price?
- ➡ Profit margin
- ➡ Market Segmentation
- ➡ How users are responding to advertising?
- ➡ Case studies

Quick facts – Online Market situation in Romania



Online Market in Romania

Population	22,906 mil	
Internet Users 2009	6,9 mil	
ONLINE MARKET 2009	24 mil Euro	
Online revenues	16 mil Euro	- 6%
Adsense	8 mil Euro	+33%
ONLINE MARKET 2010	29 mil Euro	+21%
Online revenues	18 mil Euro	13%
Adsense	11 mil Euro	38%

Inform Media Romania

PI / month 2009	57,906 mil	
UV / month 2009	4,2 mil	
INFORM MEDIA 2009	450.000 Euro	+200%
Online revenues	385.000 Euro	+205%
Adsense	65.000 Euro	+170%
INFORM MEDIA 2010	1.000.000 Euro	+122%
Online revenues	800.000 Euro	+107%
Adsense	200.000 Euro	+208%

CONCLUSION 2009:

- ➡ **Market:** National revenues represent 67% from the market and decreased by 6%; Adsense increased by 33% in Romania.
- ➡ **Inform Media:** Online revenues are 85% and increased 2 times, while Adsense revenues increased 1,7 times

Quick facts – Market position



SEPTEMBER 2009	UV deduplicated
INFORM MEDIA	2.736.999
forum.softpedia.com	2.648.038
www.trilulilu.ro	2.498.821
www.ejobs.ro	1.899.129
www.bestjobs.ro	1.722.094
www.rol.ro	1.529.576
www.bizoo.ro	1.488.284
www.acasa.ro	1.478.632
www.gsp.ro	1.433.891
www.realitatea.net	1.373.802
www.stirileprotv.ro	1.298.316
www.hotnews.ro	1.246.285
www.libertatea.ro	1.241.923
www.computergames.ro	1.234.226
www.9am.ro	1.211.718
www.clopotel.ro	1.140.784
www.sport.ro	1.137.353
www.apropo.ro	1.132.916
www.ele.ro	1.067.798
www.filebox.ro	1.057.497

Inform Media is the
1st publisher in
Romania in terms of
UV

WHAT ARE WE SELLING ONLINE?

Banner advertising it is told to be dead. Who's next?

2009

- ➔ 2% Video sales
- ➔ 2% SMS
- ➔ 3% E-mail marketing
- ➔ 15% Adsense
- ➔ 17% Branding (take over)
- ➔ 19% Classified listings
- ➔ 42% Banners

€450.000

2010

- ➔ 3% Video sales
- ➔ 2% SMS
- ➔ 6% E-mail marketing
- ➔ 20% Adsense
- ➔ 17% Branding (take over)
- ➔ 19% Classified listings
- ➔ 33% Banners

€1.000.000

HOW TO CALCULATE CORRECT ADVERTISING PRICE?



How it works for us:

Displayed:

CPM model: same CPM over the site

CPC model : same CPC for all positions

Examples:

CPM examples: between 7-13 Euro

CPC example: between 0,1 – 0,5 Euro

- Nice exceptions: 2,3 euro/click for special projects

Listings&classifieds:

Competition: cheaper then competition

Increase price: if we are 50% sold out

Examples

Competition: in average we are with 7-10%
cheaper then competition

Increase price:

Pole position Ad

- start price = 7 euro/ week
- Very good performance
- Now the price is 35 euro/ week

=> + 400%

PROFIT MARGIN FOR SALES REPS.

IM Romania - Calculation of minimum offer for a sales rep.:

Total cost of a sales representative = **600 Euro**/month

Profitable sales rep. = 600 Euro x 2 = **1.200 euro**

=> 1.200 euro are generated in average from **6** contracts

=> **200 euro/ product** sold by reps.

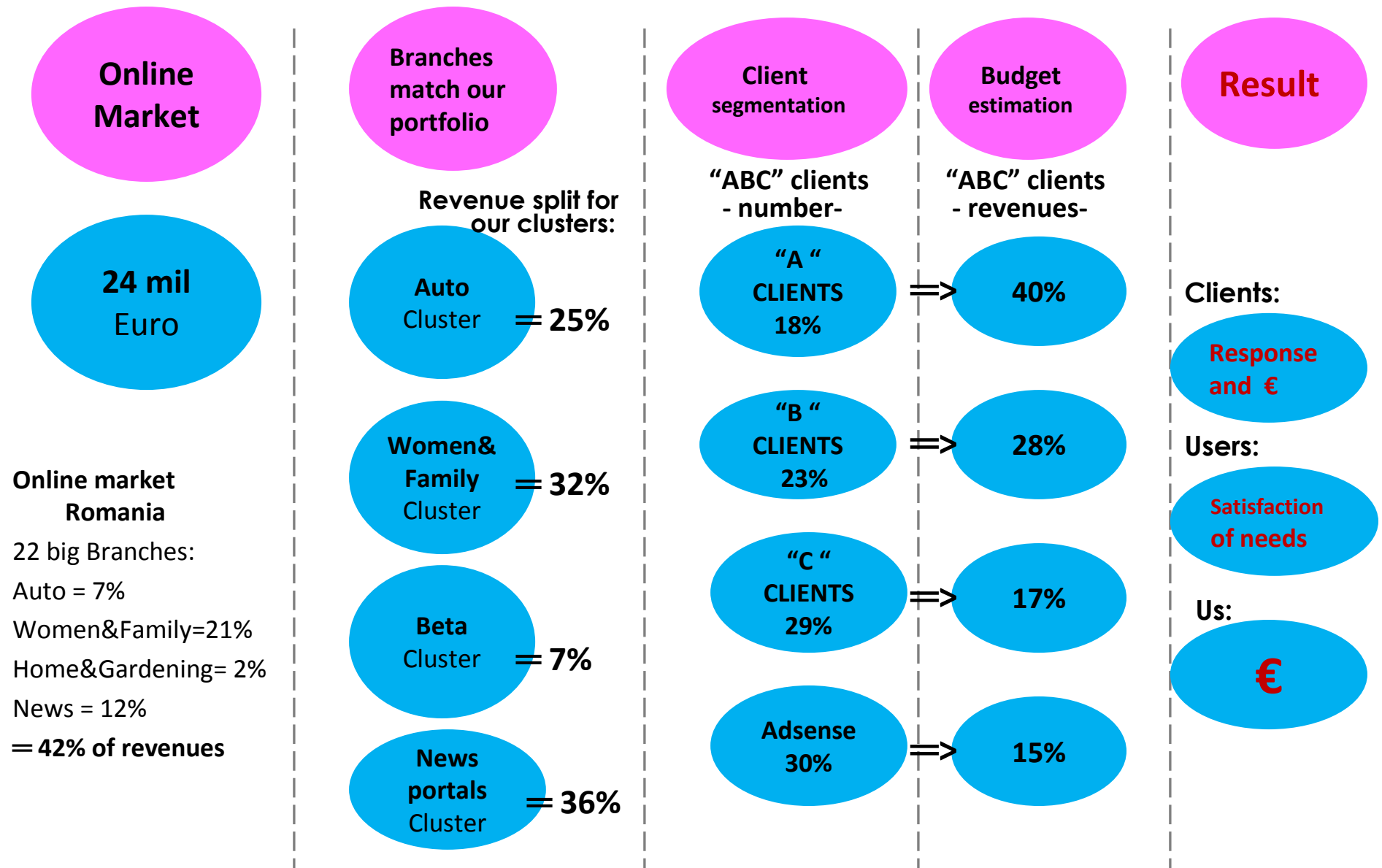
Online revenues/agent 2008 versus 2009:

2008: 1.016 Euro/ rep
2009: 2.239 Euro/rep

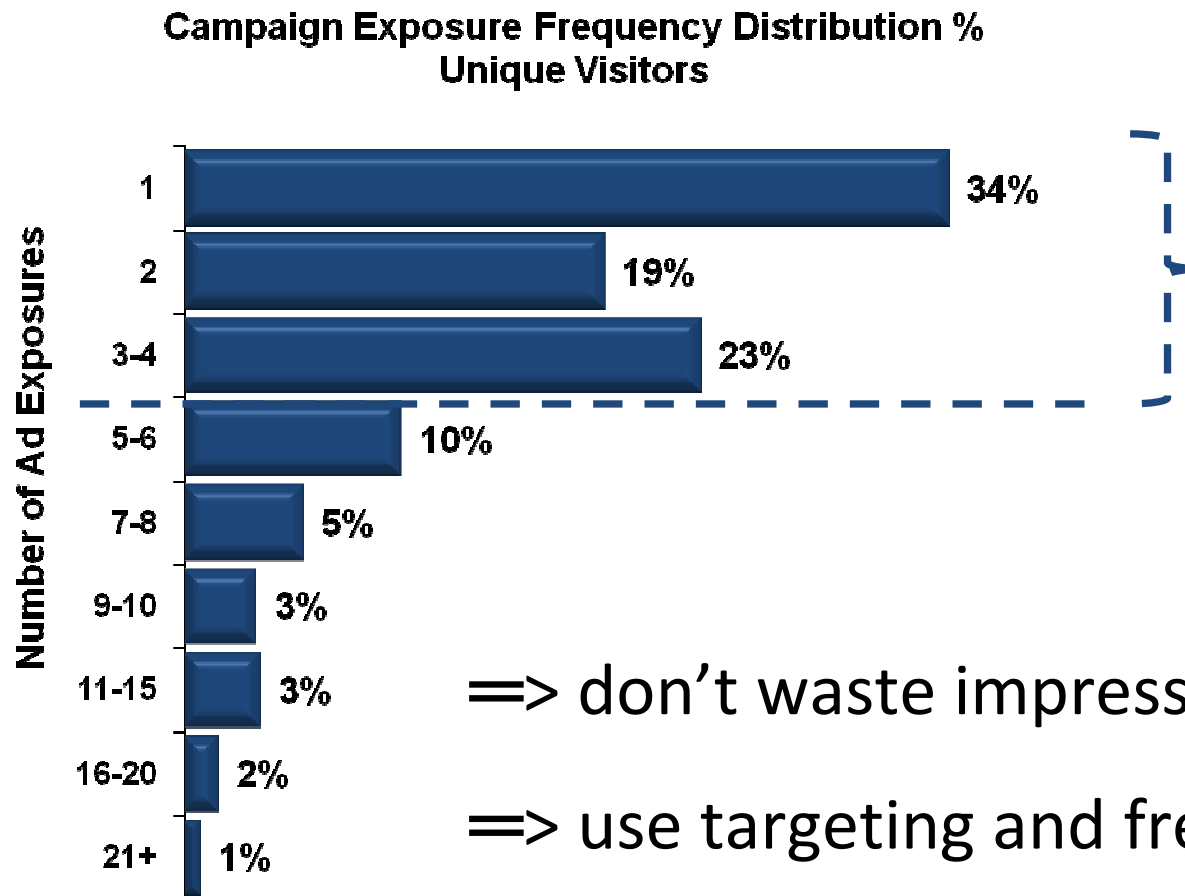
Sales representatives are sending to all clients **personalized offers**
and the values **MUST** be minimum 200 euro.

MARKET SEGMENTATION

Match clients with users:



HOW USERS RESPOND TO ADVERTISING?



76% of users
"click"
before less than
5 impressions

=> don't waste impressions

=> use targeting and frequency capping

Culinar.ro, Synchronized banners + flap banner



3,64 % CLICK RATE

3.292 CLICKS

€ 0,52 CPC

Bestauto.ro, Home page branding



The screenshot shows the Bestauto.ro homepage with various branding elements and performance metrics overlaid:

- Top Banner:** Features the Bestauto.ro logo, a laptop advertisement with a -8% discount, and a Notebook Asus K500-SX002L.
- Hero Section:** Promotes Renault Megane with the text "NOUL MEGANE. ESTE TIMPUL PENTRU SCHIMBARE."
- Search Bar:** Includes fields for "Căutare", "Adaugă anunț", "Contul meu", and "Dealer".
- Filters:** A sidebar with filters for "Marca", "Modelul", "Preț până la:", "Data fabricației din:", "Kilometri până la:", and "Motorizare".
- Top Listings:** A grid of car listings including Peugeot 206, Opel Vectra, Audi A4, Honda Civic, Peugeot Partner, Opel Vectra, and VW Golf 4.
- Special Offers:** Promotions for Nissan Qashqai and Renault Megane.
- Search by Dealer:** A section for searching by dealer, listing various brands like VW, Opel, Ford, Mercedes-Benz, etc.
- Latest News:** A section for the latest news, including "Ultimelile știri masini.ro" and "Ultimelile discuții forum.masini.ro".

Performance metrics overlaid on the page:

- 1,82 % CLICK RATE** (Blue banner)
- 2.105 CLICKS** (Green banner)
- € 0,50 CPC** (Pink banner)

Flash banner + video banners



The screenshot shows the homepage of the website **culinär.ro**. At the top, there is a large banner for **AMBIENTALIA** featuring a woman and a man, with text indicating a presentation on PRO TV. Below this is a navigation bar with links like Home, Forum, Retete, Articole, etc. The main content area includes a search bar, a featured recipe for **Quiche cu vinete**, and a grid of 'Ultimele rețete' (Latest recipes) with images and titles like 'Plăcintă de pui cu praz', 'Briose cu mere și iaurt', and 'Minipanzeroți'. On the right side, there is a sidebar with a 'Nou pe culinär.ro?' section and a list of featured recipes like 'Briose calde cu forma de cruce' and 'Ajutor în bucătărie'.

1,45 % CLICK RATE

942 CLICKS

€ 2,3 CPC

Case study: Direct mailing

COSURI, PORI DILATATI, LUCIU?



3 din 5 femei
au probleme ale tenului
ce revin periodic

CONSULTA **GRATUIT**
MEDICUL DE
ONLINE

si afla modul in care sa-ti
ingrijesti pielea zilnic...
www.normaderm.ro

21,78% OPEN RATE



INOVATIE VICHY PENTRU TENUL CU PROBLEME

NORMADERM

Prima crema hidratanta pentru tenul cu probleme,
chiar si pentru cele ce revin periodic.

9.345 OPENINGS

€ 0,9 / recipient



THANK YOU ☺

http://www.bannerblog.com.au/2009/03/office_mac_taking_it_to_the_next_level.php - Mac

http://www.bannerblog.com.au/2009/01/audi_1000.php - took me 3 minutes to get the idea, 1 click

<http://www.audi.co.za/a5/s5.php> - minisite

http://www.bannerblog.com.au/2008/03/audi_snow.php - audi

http://www.bannerblog.com.au/2005/09/audi_quattro_ultimat.php - smart expandable

http://www.bannerblog.com.au/2006/03/audi_shake_rattle_ro.php - quattro

Games:

http://www.bannerblog.com.au/2009/02/ea_sim_animals.php

Interactive

http://www.bannerblog.com.au/2009/02/emirates_environmental_trash.php

Mosquito: http://www.bannerblog.com.au/2009/02/sc_johnson_mosquito.php

Job advertisers: http://www.bannerblog.com.au/2008/10/leo_burnett_creative_pencil.php

Olimpiada oamenilor obisnuiti

<http://www.ooo2008.ro/calificari/index.php> - minisite