

Online Sales Workshop – Budapest 2009



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AGENDA

- ▶ 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

VERTICALS

SUNTEM EXPERTI ÎN PIATA AUTO!
bestauto.ro







LOCURI DE MUNCA

EXPERTI ÎN IMOBILIARE



NEWSPORTALS












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. = $600 \text{ Euro} \times 2 = \text{1.200 euro}$

\Rightarrow 1.200 euro are generated in average from **6 contracts**

\Rightarrow **200 euro/ product** sold by reps.

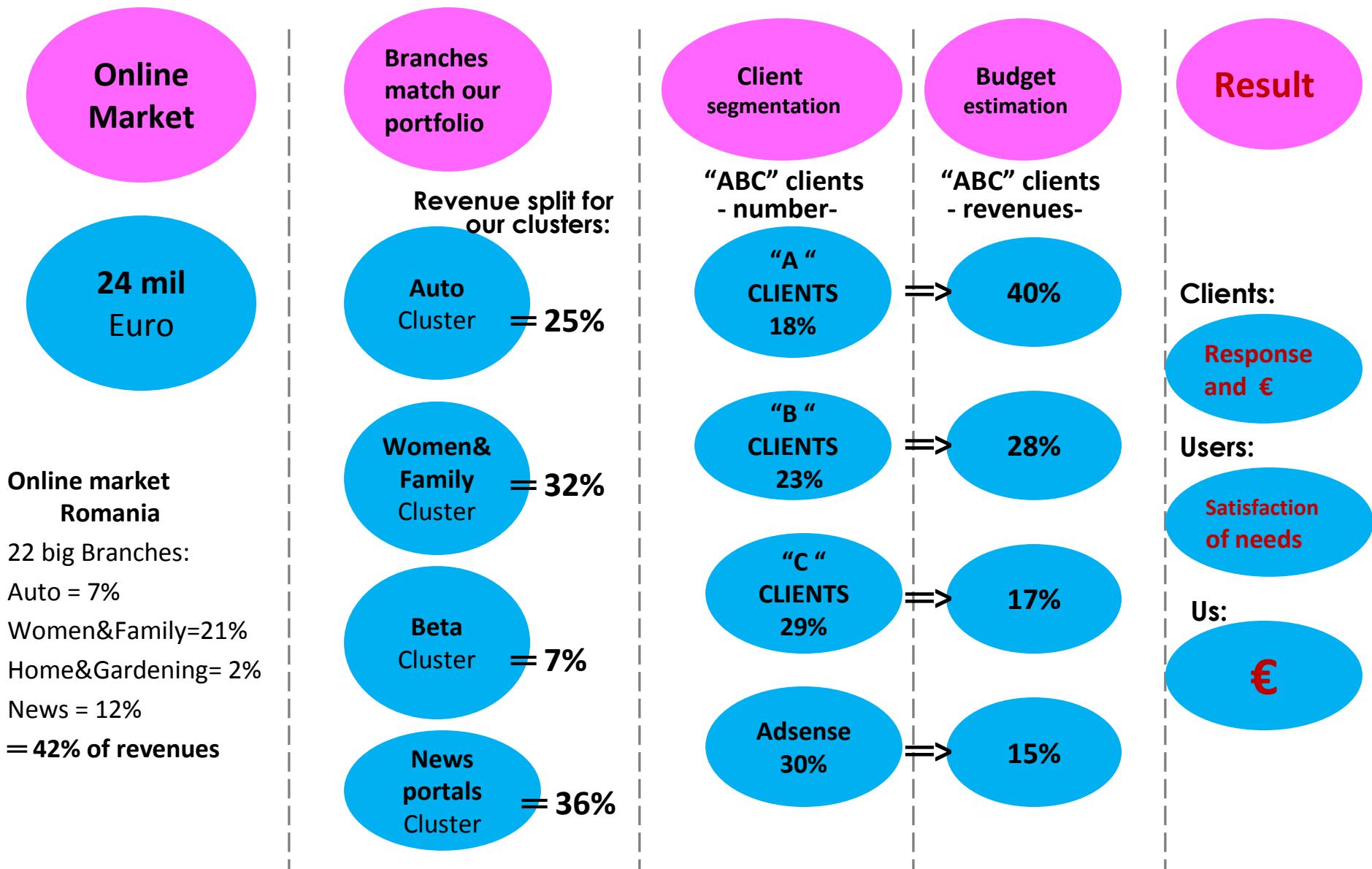
Online revenues/agent 2008 versus 2009:

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

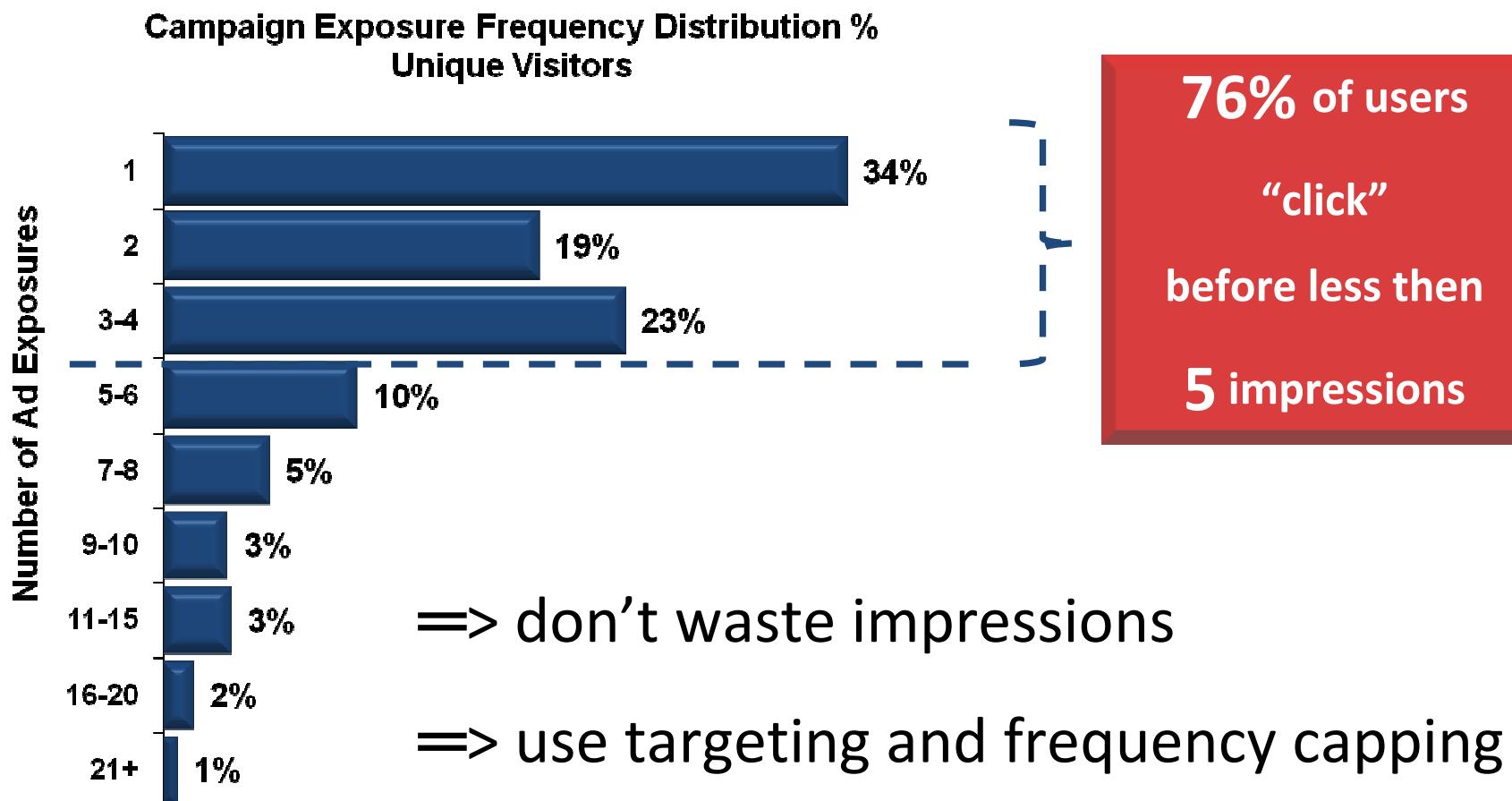
Sales representatives are sending to all clients **personalized offers** and the values **MUST** be minimum 200 euro.

MARKET SEGMENTATION

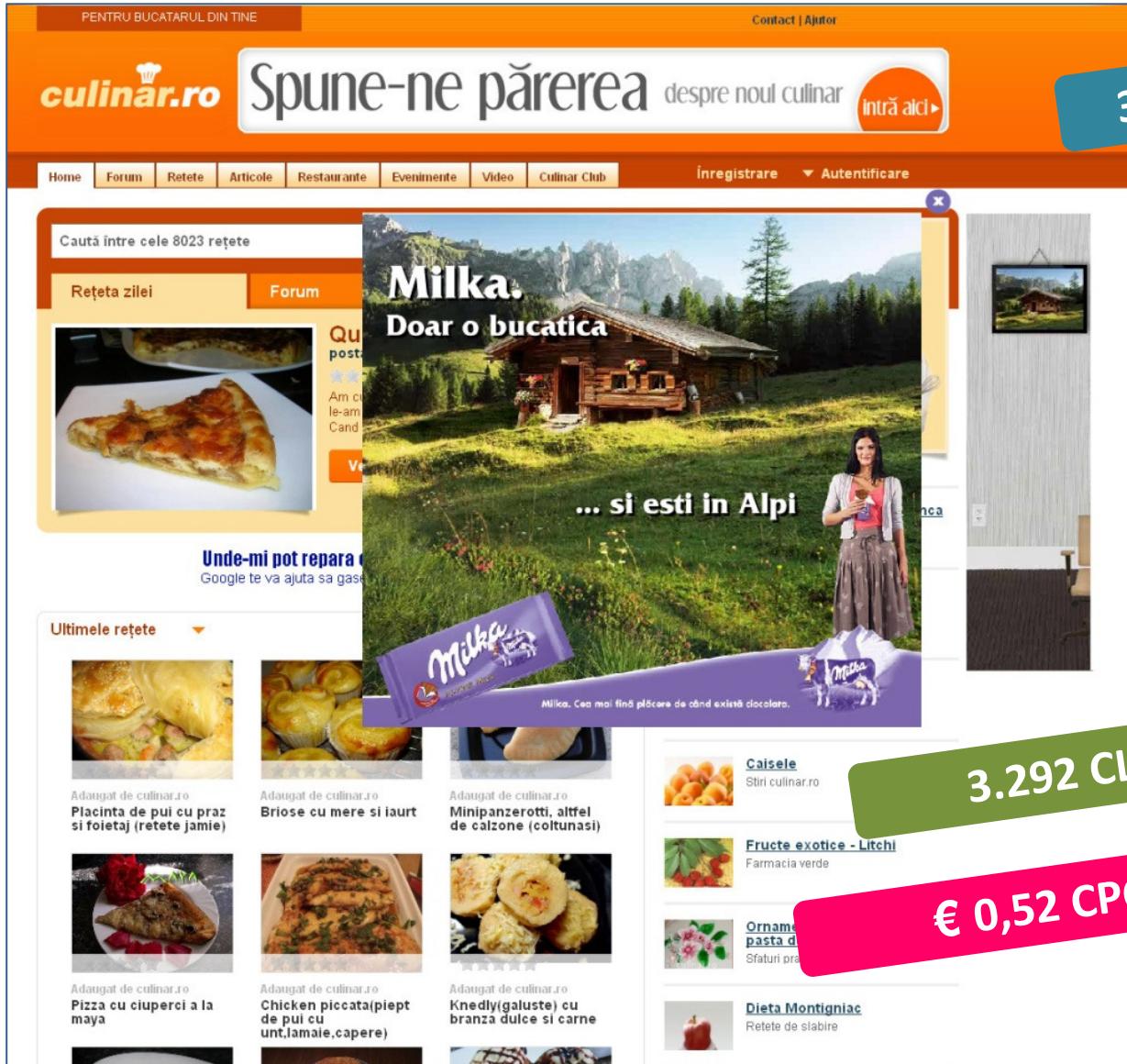
Match clients with users:



HOW USERS RESPOND TO ADVERTISING?



Culinar.ro, Synchronized banners + flap banner



PENTRU BUCATARUL DIN TINE

Contact | Ajutor

culinar.ro Spune-ne părerea despre noul culinar [intră aici >](#)

Home Forum Retete Articole Restaurante Evenimente Video Culinar Club înregistrare Autentificare

Caută între cele 8023 rețete

Rețeta zilei Forum

Unde-mi pot repăra Google te va ajuta să găsești

Milka. Doar o bucatica ... și ești în Alpi

Milka. Cea mai fină plăcere de când există ciocolata.

3.64 % CLICK RATE

3.292 CLICKS

€ 0,52 CPC

Ultimele rețete

- Adăugat de culinar.ro Plăcinta de pui cu praz și foietaj (rețete Jamie)
- Adăugat de culinar.ro Briose cu mere și iaurt
- Adăugat de culinar.ro Minipanzerotti, altfel de calzone (colțunasi)
- Adăugat de culinar.ro Pizza cu ciuperci a la maya
- Adăugat de culinar.ro Chicken piccata(piertă de pui cu unt, lamaie, capere)
- Adăugat de culinar.ro Knedly(galuste) cu branza dulce și carne

Caisete Stiri culinar.ro

Fructe exotice - Litchi Farmacia verde

Orname pasta Sfaturi pr

Dieta Montignac Retete de slabire

Bestauto.ro, Home page branding



The screenshot shows the Bestauto.ro homepage. At the top, there's a banner for a laptop deal: "Notebook Asus K50ij-SK002L -8% REDUCERE 2.499 lei 2.199 lei". Below the banner, there are two cars: an orange Renault Megane and a silver Renault Megane. A Renault logo is also present. A blue banner on the right side of the page displays the text "1,82 % CLICK RATE". In the center, there's a search bar with the placeholder "CAUTĂ" and a "Caută" button. Below the search bar, there's a section titled "Vrei o masina?" with a list of statistics: "10.441 anunțuri", "226 dealeri", and "Adaugă anunțul tău gratuit". A woman holding a small car model is shown next to this text. A green banner on the right side of the page displays the text "2.105 CLICKS". At the bottom of the page, there are sections for "Ultimite știri masini.ro" and "Ultimile discuții forum.masini.ro", along with a "MASCUS" logo.

€ 0,50 CPC

1,82 % CLICK RATE

2.105 CLICKS

Flash banner + video banners



AMBENTALIA
Stil Peroni prezentat la PRO TV, duminica 23.30

culinar.ro Spune-ne părerea despre noul culinar

PENTRU BUCATARUL DIN TINE

Contact | Ajutor

Home Forum Retete Article Restaurante Evenimente Video Culinar Club Înregistrare Autentificare

Caută între cele 8023 rețete

Rețeta zilei Forum Rețete

Quiche cu vinete
postat de **culinar**
★★★★★
Am curățat vinetele de coajă, le-am tăiat cubulete și le-am pus la prajit în ulei de masline. Cand au fost gata le-am scos pe...
[Vezi Rețeta](#)

Unde-mi pot repara ceasul cu cupe?
Google te va ajuta să găsești un ceasomnicar.

Ultimele rețete

Placinta de pui cu praz și foietaj (rețete Jamie)
Briose cu mere și lăuri
Minipanzerotti, sau de calzone (colțunasi)

Pizza cu ciuperci și maya
Chicken piccata (plept cu pui și lamaie, capere)
Knedly(galuste) cu branza dulce și carne

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

21,78% OPEN RATE

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



INOVATIE VICHY PENTRU TENUL CU PROBLEME

NORMADERM

9.345 OPENINGS

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

€ 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