

2013 ICMA INNOVATION AWARD

**CREATIVE SOLUTIONS
FOR A MULTI-CHANNEL WORLD**

Summary of Shortlisted Submissions



FOREWORD

THE ICMA CLASSIFIED MEDIA INNOVATION AWARD is an annual recognition of creativity and innovation in the classified advertising industry. The award is organized by the International Classified Media Association and it is an open competition for members and non-members of the association. The 2013 award is in its 4th edition since the start at 2010.

The ICMA Board of Directors acts as the jury of the award. The applications are judged on novelty, creativity, results, sustainability and presentation. Based on the commercial nature of the association, the financial and business component of the results weighs heavily in the evaluation.

After a thorough analysis, the ICMA Board of Directors has selected eight submissions that stood out along these critical dimensions. One of these submissions

will get the ICMA Classified Media Innovation Award. The winners will be announced during the ICMA Innovation Award Gala Party on in Cologne on April 20th 2013.

In the following pages, the shortlisted submissions are presented in *alphabetical* order. They represent ideas which range from contact solutions to sales optimization to mobile apps for C2C trading. The ideas are diverse, creative and highly practical. The teams and companies behind the shortlisted ideas have shown great creativity and skills, but above all, they have successfully executed the ideas into a profitable business!

Clara Llamas
Managing Partner
Vaibmu Ltd. | www.vaibmu.com

Finnish buyers & sellers get connected on the cloud

Innovators Ajay Garg, Päivi Kaarina Laajanen (Hakema Team members)

Company **HAKEMA SOLUTIONS OY, FINLAND** | www.hakema.net

Summary Channels for buyers to contact sellers/advertisers have been limited to phone & email. Statistics show that advertisers miss about 20-30% of calls, and 10-15% of emails remain unopened. In 2012 Oikotie.fi (Sanoma Digital's real-estate portal) launched a service to allow sellers to publish their availability for appointments in real-time. Buyers can then book or suggest an appointment right from the listing page. Both sellers and buyers get instant notifications and SMS reminders. The cloud based service seamlessly integrates with existing websites allowing publishers to offer a multi-channel contact solution for their advertisers

Results The service went live for a few hundred listings and crossed over 1,000 users in 6 months. It received about 20 clicks per item and generated over 1,000 leads for sellers and agents. Now the service is included for all sellers on Oikotie.fi. It lowered the threshold for buyers to contact sellers and reduced chance for advertisers to miss important leads. SMS open house reminders improved buyers' experience, generating relevant leads for realtors.

74 m², 3h + k + s + ps..., 157 000 €

Tervetuloa! Valitse sopiva aika ja anna yhteystietosi

3h + k + s + psh + erillinen wc + ulkovarasto,...

| Ma | Ti | Ke | To | Pe | La | Su |
|------|------|------|-------|-------|-------|-------|
| 27.8 | 28.8 | 29.8 | 30.8 | 31.8 | 01.9 | 02.9 |
| | | | 17:00 | 17:00 | 17:00 | 17:00 |
| | | | 17:30 | 17:30 | 17:30 | 17:30 |
| | | | 18:00 | 18:00 | 18:00 | 18:00 |
| | | | 18:30 | 18:30 | 18:30 | 18:30 |
| | | | 19:00 | 19:00 | 19:00 | 19:00 |
| | | | +1 | +1 | +1 | +1 |
| | | | muuta | muuta | muuta | muuta |

Kunniotamme yksityisyyttäsi emmekä luovuta tietojasi kolmansille osapuolille

Etu- ja sukunimi

Sähköpostiosoite

Matkapuhelin

Olen lukenut ja hyväksyn käyttöehdot

Varaa

Designed by Hakema

Ihastuttava paikka sijainnilla. Hyvä harrastusmahdollisuus naapurissa.

Hyväkuntoinen kaunis rivitalokoti remontoitu 2006. Aurinkoisella alueella kulkuyhteydet sekä bussilla että jalkaisin vain n. 20 min. ja linja-autolla n. 30 min.



2h+k+s Visitors

Sort by Private Showing Open House Show all Search

| | | |
|----------------------------------|--------------------------------|-------------------------------|
| Rajesh 099-80587942 | Dimitri Dimi... 040-4174144 | Harri Keskinen 040-7315545 |
| Taemu Sihvola 040-7358865 | Petteri Hir... 050-0122644 | Ajay 041-8418618 |
| TongHao 019-65712188 | Ari A... 040-50... | John Bull 09-9000222 |
| Name 066-66666666 | andriy 036-0879856565 | reeva 012-3 |
| Anviti Kharana 081-8220545777 | Tim West 041-56565656565 | ikkooomusk... 054-47899999 |
| 523523 053-2523456243624 | [N/N] 087-78678 | Mika 050-5737128 |

25.03.12 Private Showing

Contact person:
Hakema Oy
050-5737126
mika@hakema.net

Safe rentals in Switzerland motivate renters & tenants

Innovators Gianfranco Gaio, Product Manager

Company **HOMEGATE LTD, SWITZERLAND** | www.homegate.ch

Summary Usually, anyone interested in renting a flat in Switzerland has to fill out an application form with large amounts of information. To prove one's ability to pay the rent it is often necessary to provide an official document from the debt enforcement register. To relieve this process Homegate.ch introduced an online personal apartment rental "Application File". In order to increase the sales volume, Homegate.ch provided an online tool for real estate agencies to verify the credit rating of applicants. The tool is free of charge for the agencies. In return, the agencies commit themselves to promote the "Application File" on their real estate listings

Results Agencies are welcoming "Application Files". Because of this, tenants are more motivated to order the file, assuming their application is being handled with preference. Actively promoting the "Application File" on their listings, gets agencies 50% more than competitors. As a result of these measures, transparency in credit risk assessments and the speed of decisions have improved and *financial fallout* has declined. "Application File" sales in general went up by 20%.

Person analyzer

- Identification
- Address verification
- Address history
- Credit rating person and household
- Economic environment

[View example of a person analyzer result.](#)

First name*

Name*


Date of birth

Address, No.

Zip / City

File-ID homegate.ch application file


Person analyzer




Personal information:
 Peter Muster
 Musterweg 31
 8002 Zürich
 (since 01.05.2007)
 Date of birth: 31.10.1975
 Phone number: 044 111 22 33

Household members:
 Maria Muster, Date of birth: 24.05.1976
 Tamara Muster, Date of birth: 01.09.1999

Show credit rating of person and household:




Credit rating: Peter Muster, 31.10.1975
 Based on our independent analysis a substandard payment history is shown. The probability of a payment loss is above average.




Credit rating: Household
 Based on our independent analysis a poor payment history is shown. The probability of a payment loss is high.

Address history:


| Address | Duration | Moved |
|---------------------------------|----------|------------|
| Zürichstrasse 101, 8000 Zürich | 6 Months | |
| Rigweg 5, 8406 Winterthur | 4 Months | 31.02.2012 |
| Bergstrasse 35, 8406 Winterthur | 7 Months | 28.10.2011 |
| Flüelastrasse 10, 8047 Zürich | 6 Months | 15.03.2011 |
| Josefstrasse 92, 8000 Zürich | 8 Months | 13.09.2010 |
| Limmatstrasse 13, 8953 Dietikon | unknown | 31.01.2010 |



Einfach und praktisch für unterwegs



iPhone




Das Immobilienportal

[Inserieren](#)
[Mieten](#)
[Kaufen](#)
[Finanzieren](#)
[Umziehen](#)
[Wohnen](#)

[Home](#)
[DE](#)
[FR](#)
[IT](#)
[EN](#)

homegate.ch - das Immobilienportal: 59762 Immobilien (plus 180'000 Ferienwohnungen) - 139 neue Immobilien seit 06:31



Umzugsplaner
 Der homegate.ch-Umzugsplaner steht Ihnen mit Rat und Tat zur Seite!
 » Umzugsplaner abonnieren

Top-Links

- » homegate.ch-Bewerbdossier
- » Wohnung zu vermieten? Jetzt inserieren!
- » Umzugskisten bestellen
- » Suchabo aufgeben
- » Vorlage zur Wohnungskündigung
- » Versicherungen für Hausbesitzer

Newsletter

» Newsletter jetzt abonnieren

Inserieren

Immobilien schnell vermieten oder verkaufen? Jetzt einfach und kostengünstig inserieren.
 » Ihr Inserat jetzt erfassen

Mieten

Wohnung, Büro oder Ferienhaus mieten? Hier finden Sie passende Immobilien.
 » Zu den Mietinseraten

Kaufen

Wohnung, Büro oder Haus kaufen? Hier finden Sie passende Immobilien.
 » Zu den Kaufinseraten

Finanzieren

Vergleichen Sie Hypotheken und erfahren Sie mehr zum Finanzieren.
 » Einmaleins der Finanzierung


Umziehen

Umzugstipps, Checklisten und Umzugskisten - alles was Sie für Ihren Umzug brauchen.
 » Umzug planen


Wohnen

Wollen Sie ein neues Styling für Ihr Zuhause? Hier finden Sie Tipps zum schöneren Wohnen.
 » Einfach schöner wohnen

homegateTV



Bananenkisten gesucht?



Letzte Suchen

Keine letzten Suchen erkannt. Führen Sie zuerst eine Immobiliensuche aus, um diese später hier wiederzufinden. Mit der Funktion «Letzte Suchen» gelangen Sie später direkt auf die entsprechende Trefferliste.

Getting more sales in Hungary with better internal processes

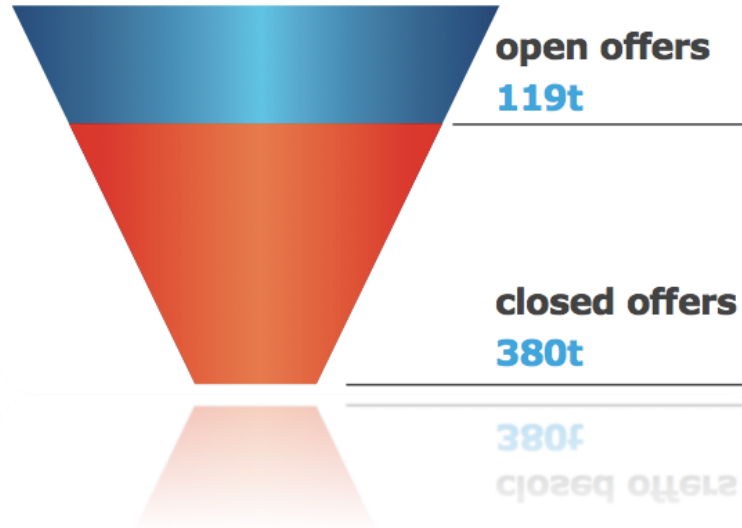
Innovators Josef Kogler, Imre Polonkai, Gábor Kis

Company **INFORM MEDIA KFT, HUNGARY** | www.inform.hu

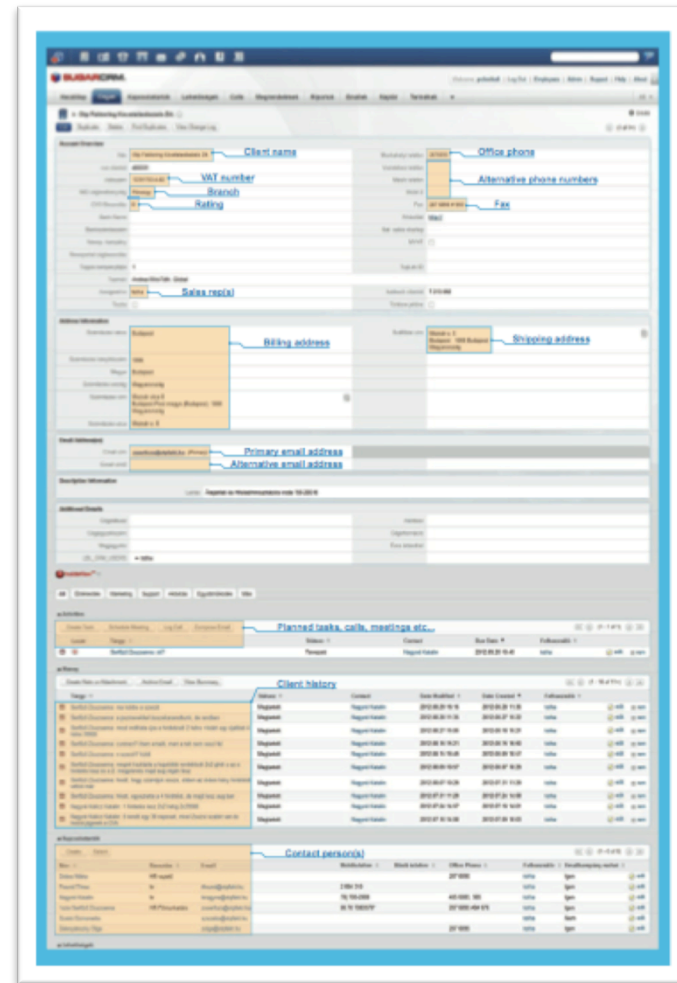
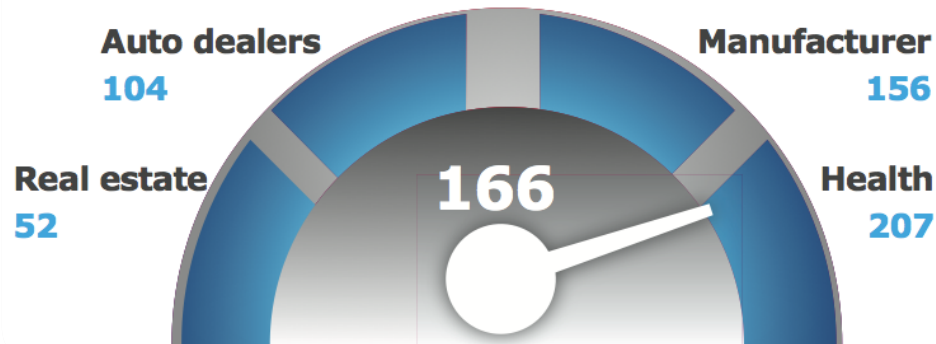
Summary Inform Media has created a Sales Information System which integrates all client related data into one place. Its goal is to support sales and improve productivity. The idea is simple: save time by reducing systems used by reps to get customer information and store all client related data in one place. The most important rules are that sales reps should use only one CRM system for everything. The philosophy behind this is: "if something's not in it, it doesn't exist". Inform Media had 9 different client databases for departments working on the same market, in separate IT systems filled with duplications and redundancies and siloed

Results The Inform Media Management now has a real-time reporting tool which measures their team's fact numbers compared to the targets. The client database quality has improved by 40%. The sales workflow has expanded with receivable management. The sales reps now have 20% more time to focus on sales, which means 300-350 more prospects to call for the [OBJ] company per week. As a result, they get 15-20 extra orders weekly. Management and sales reps now also have complete traceability of process bottlenecks, which they can analyze and repair

Pipeline



Revenues by industries



South Africa's C2C transactions get a revolutionary app

Innovators The JunkMail xChange Team, Pretoria

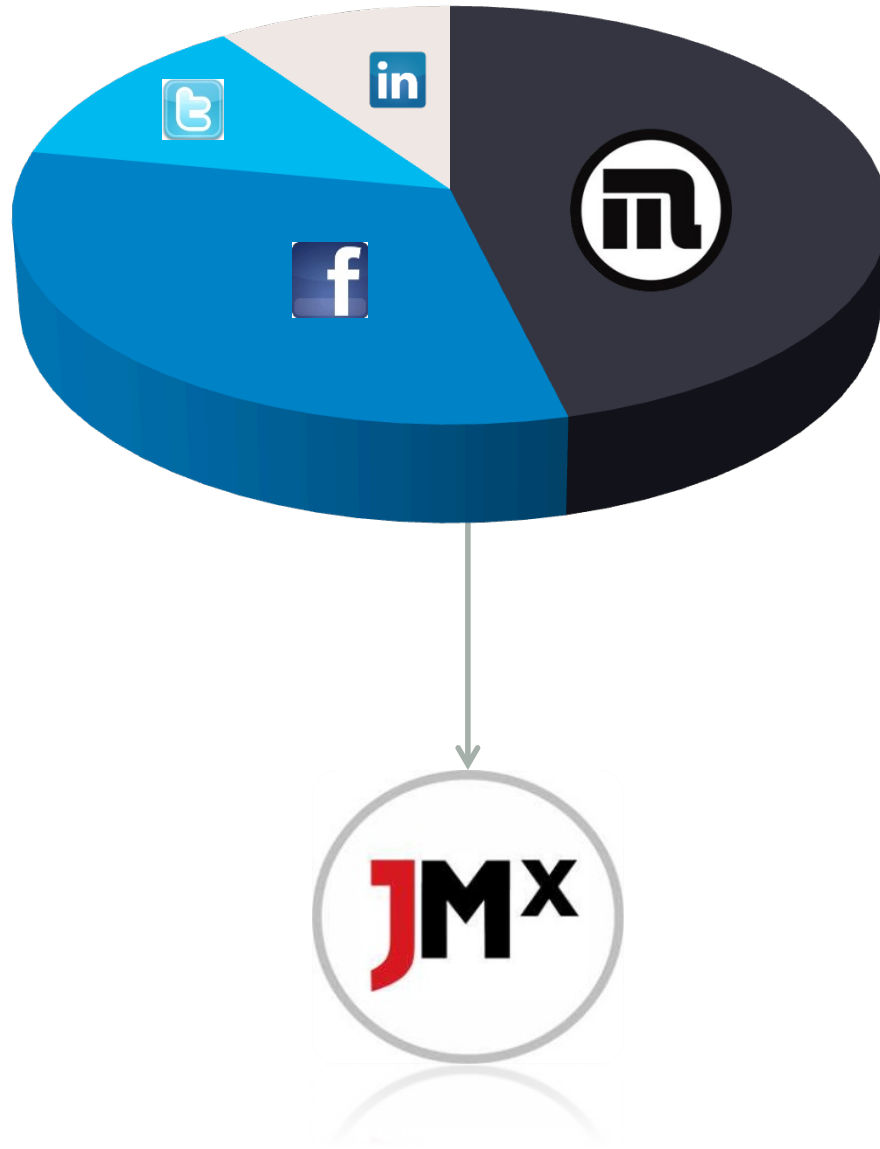
Company **JUNK MAIL PUBLISHING LTD, SOUTH AFRICA**
www.junkmail.co.za

Summary JunkMail xchange (JMx) is a classifieds app hosted with Mxit, Africa's biggest social network. During 2011 Junk Mail formed a content sharing partnership with Mxit's then internally run classifieds. After understanding the potential of the Mxit instant message platform in a classifieds context, Junk Mail entered negotiations with Mxit to take control of the Mxit classifieds portal. JMx launched in October 2012 as the completely rebuilt, more sophisticated classifieds portal. It works simply: download free app; post or buy free and get responses via instant message

Results JMx is integrated into the Junk Mail platform. Ads exchanged freely across BOTH platforms. Results so far are very encouraging: 7 million have added the app and 3.5 million have used JMx in the past 3 months. 30 000 new ads per week and 140 000 Instant Message responses per week. UB's have grown 300% (4M), new ads up 40%, response per ad improved threefold, all growth is on mobile, mobile vs web now 50/50 as a result

JunkMail LOCAL

YOUR KING OF CLASSIFIEDS



Trusted (and premium!) real estate deals in Germany

Innovators Javor Milev & Technical Team

Company **KALAYDO GMBH & CO. KG, GERMANY** | www.kalaydo.de

Summary In 2012 Kalaydo introduced a premium account with a subscription fee. The new product provides a number of advanced features helping premium users to increase sales and to make searching for ads at once more relaxed and more effective. Both buyers and sellers can opt for what is called "trusted user status" which is granted after a detailed security check by Kalaydo and appears in all listings or requests. The user verification is an important confidence-building measure which benefits all website users.

Results Since the introduction in June last year, several thousand users have signed for a premium account. A/B tests showed that listings of premium users are achieving more than 30% clicks and buyer requests as compared to basic users. Kalaydo was the first general classified platform to introduce a premium account which has become an important and sustainable source of revenue in addition to the upsells. With the new product Kalaydo has been able to strengthen its customer loyalty and confidence on the website.



i phone 5 16GB Schwarz

ich biete hier mein ca. 1 Monate altes iPhone5 schwarz 16GB nicht einmal mit telefo... ausgepackt und das war es auch schon

Preis: 580,00 € Festpreis

Details

Merken

TOP-ANGEBOT
Premium-Nutzer



Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras

Zum Verkauf steht ein wunderschönes Apple Iphone 4s mit 64 GB Speicher, aus Vertragsverlängerung, ohne Simlock, iOS6, keine

Preis: 440,00 € VHB

Details

Merken

TOP-ANGEBOT
Premium-Nutzer



IPhone 5, schwarz, 16Gb, OVP+ verschweißt, mit Garantie

Verkaufe ein Original verpacktes und verschweißtes Iphone 5, schwarz, 16GB. Telekom gebunden. Kaufdatum ist der

Details

Merken

Apple iPhone 4S Schwarz 64GB ohne Simlock + Garantie und Extras

Kalaydo-Code: 35589054 | Anzeige vom: 28.01.2013 22:12




Bild 1 von 6 [Weitere Bilder](#)

Standort

49439 Steinfeld (Oldenburg), Graf-Spee-
Siedlung
Niedersachsen
Deutschland
[Standort in Karte anzeigen](#)


Kontakt


Geprüfter Premium-Nutzer

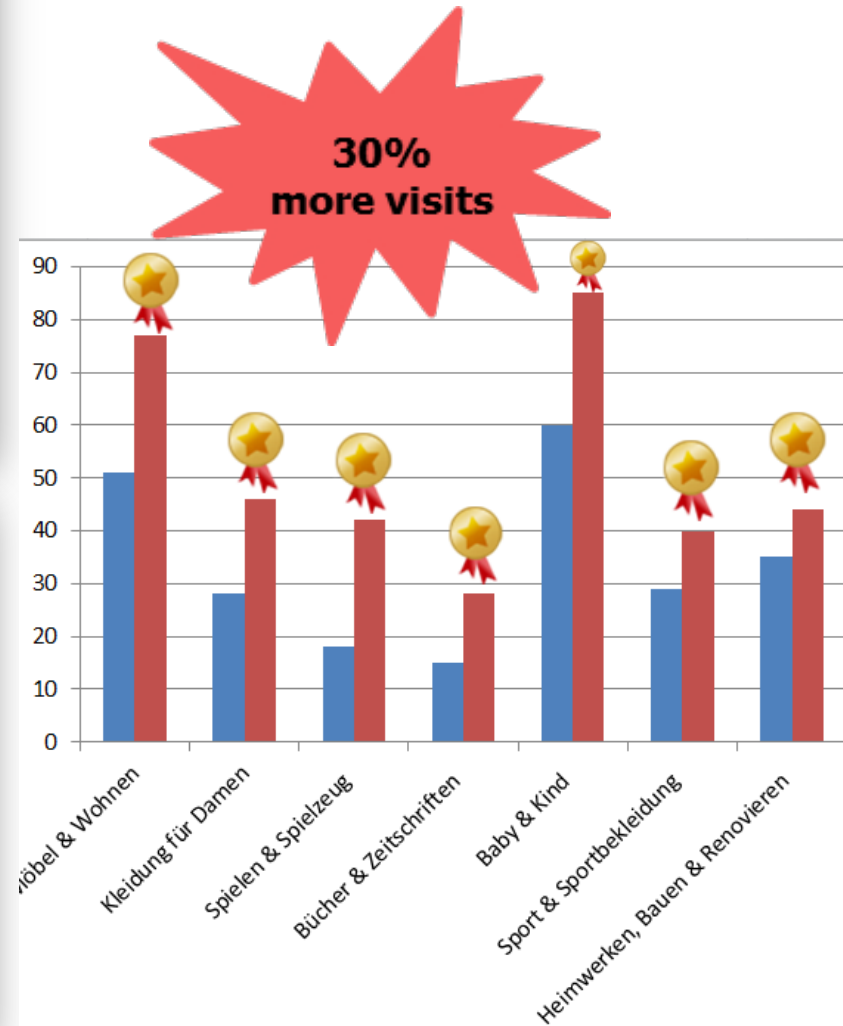
Registriert seit: 23.01.2013

[hier Anbieter kontaktieren](#)

Weitere Anzeigen des Anbieters:

 HP ProBook 6560b, Intel Core i5,...
Artikelmerkmale Zustand: Neu: Neuer, unbenutzt und...
Preis: 599,00 € (Verhandlungsbasis (VHB))

 Lenovo ThinkPad T420S 128GB SSD...
Ram: 8GB Lenovo ThinkPad T420S
128GB SSD 8GB RAM LED Disp
1600x900...
Preis: 499,00 € (Verhandlungsbasis (VHB))



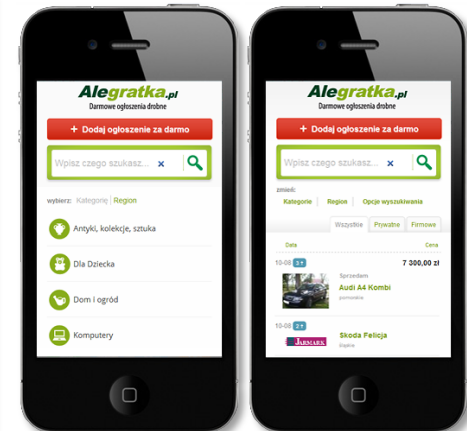
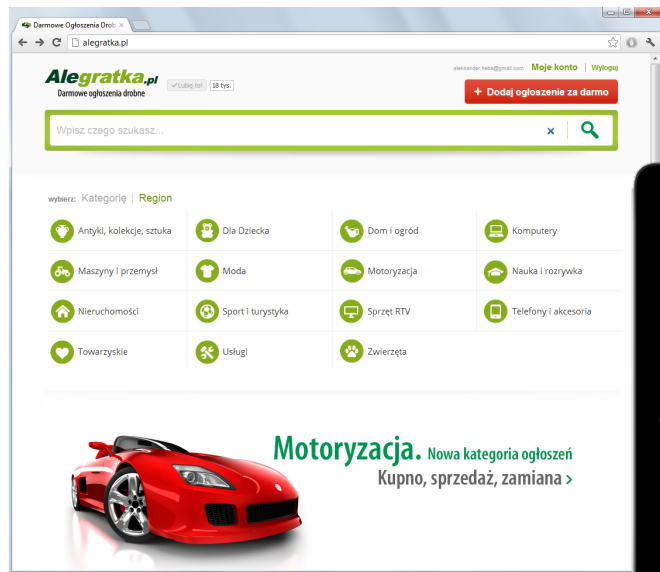
Poland's responsive design answer to multi-channel ads

Innovators The Alegratka.pl Internal Team

Company **POLSKAPRESSE SP. Z O.O, POLAND | www.alegratka.pl**

Summary The goal of the project is to use responsive design to offer great accessibility to the classified portal user base. To this effect, Alegratka.pl offers free ad multi-device posting to target users from different geographical territories and categories. The service is available for all kind of devices through Responsive Web Design technology. Responsive Web Design implementation opened services to mobile users who prefer using mobile web browsers instead of web applications. The service is available in the Polish language.

Results The website now delivers optimized content to all devices. Mobile traffic visits have increased as a result of this project by 71,07 % (in a four month period since launch). Ad numbers also increased from 84,000 to 142,000 and an overall increase of website traffic quality was noticed. Mobile first methodology increased website quality through user-centered design. This also allows the portal to stay in the Google ecosystem and use SEO/SEM to get mobile users. All devices render content from the same URL. Google loves it! and they remain SEO friendly.



Finland's enriching match of relevant jobs and first-class editorial

Innovators Oikotie Jobs and Iltasanomat News Teams

Company **SANOMA, FINLAND** | www.tyopaikat.oikotie.fi

Summary Finland's biggest news site and job board Iltasanomat.fi and **Oikotie Jobs** launched together in October 2012 a new news section Worklife with unique, work related articles written in an entertaining way. In this section relevant Oikotie Job ads are shown next to every article and a complete listing of all of Oikotie's job ads with full search and sorting options is found. This brings interesting content and job possibilities to Iltasanomat readers and more suitable candidates to employers.

Results The new section has found an immediate audience with 350,000 – 700,000 weekly reads on section's articles and 15-25% more weekly visitors and good quality candidates into Oikotie Job ads. 97% of the users are new and complement the Oikotie visitor profile and areal coverage on the Finnish employment market. The co-operation has been widely approved by Oikotie's customers and gives a differentiating edge as well as new pricing options in relation to competitors.

150 tuoreinta IS kotisivuksi Lukijan kuva Mobiili Digilehti Palaute Uutisvihje YhteysBodot Treffit Työpaikat Hae IltaSanomat.fistä

ILTA-SANOMAT **TYÖELÄMÄ** oikotie.fi

Etusivu Uutiset Viihde Urheilu Sää IS TV Talous Lifestyle Digi Autot Lisää

150 tuoreinta Kotimaa Ulkomaat Työelämä ISTV Dokumentti Tiede Paakirjoitus Hullut jutut Verotiedot

TOP 30: Tässä ovat Suomen parhaat työpaikat 2013



Ikea oli suurten yritysten Suomen tavarataloja on Suomessa tällä h Kuopiossa.

Julkaisu: 15.2.2013 11:12, päivitetty: 1

Suosittelu 905

Suomen parhaat työpaikat Great Place to Work Institute

KATSOTUIMMAT TYÖPAIKAT oikotie.fi

- Koordinaattori Aalto-yliopisto
- Kehittämisasiantuntija Veikkaus Oy
- Asiakaspalveluassistentti Vantaalle Swatch Group Nordic
- HR SPECIALIST Itella Mail Communications
- Aluemyyntipäällikkö Manpower
- Communications Manager Euroclear Finland Oy
- Projektipäällikkö Sosiaali- ja terveysministeriö
- Henkilöstöpäällikkö

150 tuoreinta IS kotisivuksi Lukijan kuva Mobiili Digilehti Palaute Uutisvihje YhteysBodot Treffit Työpaikat Hae IltaSanomat.fistä

ILTA-SANOMAT **TYÖPAIKAT** oikotie.fi

Etusivu Uutiset Viihde Urheilu Sää IS TV Talous Lifestyle Digi Autot Lisää

(24 MOOTTIA)

Avoimet työpaikat

| Toimiala | Työtehtävä | Työnantaja | Sijainti |
|------------------|--|-------------------|--|
| Valitse | Haetaan lehtitoimittajia ja -suostajia | SOL | Vantaa, Uusmaa |
| Sijainti | HRVÄLFORESÄMÄ HD Gruppen | Manpower Oy | Uusmaa, Varsinais-Suomi, Etelä-Pohjanmaa, Keski-Pohjanmaa |
| Työsuhteen laatu | MYNTI-OSUUSTAA (Pohjois-Suomi) | 3M | Pohjanmaa, Etelä-Pohjanmaa, Pohjois-Pohjanmaa, Kainuu, Lappi |
| Työn laatu | HR Consultant, Manager development | Nokia Oy | Espoo, Uusmaa |
| Hakusana | Viestintäpäällikkö | Helvinkimies ry. | Helsinki, Uusmaa |
| | SemorgySÄMÄ-ryhmän ohjaaja | Helvinkimies ry. | Helsinki, Uusmaa |
| | Terveystieteiden tutkija | Heeros Systems Oy | Jyväskylä, Keski-Suomi, Helsinki, Uusmaa |
| | Kirjuri | Helvinkimies ry. | Helsinki, Uusmaa |
| | Projektipäällikkö | Helvinkimies ry. | Helsinki, Uusmaa |
| | Tuotekehittäjä | Transamer Oy Ab | Vantaa, Uusmaa |
| | Taloustieteiden tutkija | HR House | Helsinki, Uusmaa |

Hae

Tule kesä-töihin!

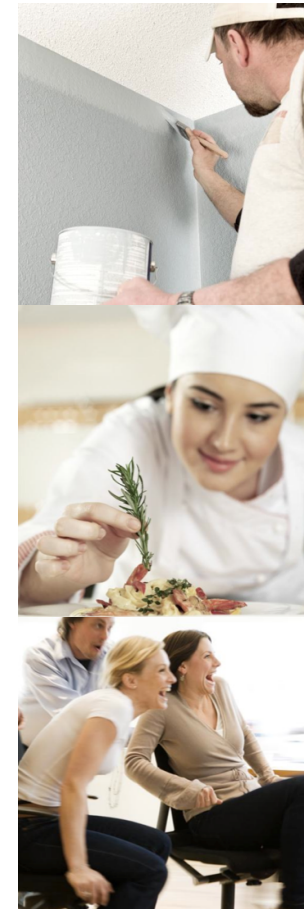
PROFILI

Mulla on pitkä kokemus työstä osaamisen ja kehittämisen alueilta - tästä Profilin vakaan palvelun ja erittäin mielenkiintoisista työtehtävistä.

Lisätietoja

TYÖELÄMÄ TUOREMMAT

- 30 p 2000-00 tulee ILMTO TellaSoneralla 21.12.10 9:00
- 100 kummit ja poltti: "Kannattaa lähteä haki kottiin" 20.12.2013 21:44
- Pariskunnalle 1000€:ä lähteen: "Ei näitä tuloja!"



Real estate agents get quality leads in Finland

Innovators Oikotie Real Estate Team

Company **SANOMA, FINLAND** | www.asunnot.oikotie.fi

Summary Select an Agent is a sales lead service provided to the real estate portal's listing customers. A real estate seller fills a simple web form and the lead is passed to active agents in the region. At most, 5 agents can redeem the contact information. Payable credits are used to redeem contact information. Sales leads are passed to agents who have previously been actively listing properties in the region – sellers can expect that contacting agents have proper knowledge of the area.

Results The service was launched for piloting in June 2012 and commercially in November. Hundreds of sales leads are passed to agents monthly. Lead redemption rates are extremely high, as in over 92% of the cases all 5 possible contact slots are redeemed. Sellers are happy with an easy way of finding possible agents with proper knowledge of their area. As the sales lead delivery is based on the listing activity at the Oikotie real estate portal, the service engages with active listing customers.

Seller Contact Form

Löydä kiinteistönvälittäjä

Autamme sinua löytämään alueesi tuntevan kiinteistönvälittäjän myymään asuntosi. Toimitamme tietosi alueen aktiivisimmille välittäjille. Saat heiltä tarjouksia, joista voit valita sinulle parhaimman. Helppoa, nopeaa ja ilmaista.

Luovutamme tietosi enintään viidelle kohteesi myymisestä kiinnostuneelle kiinteistönvälittäjälle. Voit myös lopettaa tarjousten vastaanottamisen heti, kun olet saanut mielestäsi sopivan määrän yhteydenottoja.



Täydennä ja saat tarjouksia

1 KERRO KOHTEESTASI

Katuosoite PAKOLLINEN Postinumero PAKOLLINEN

Pinta-ala m²

2 YHTEYSTIETOSI

Nimi PAKOLLINEN Puhelinnumero PAKOLLINEN Sähköpostiosoite PAKOLLINEN

Lähetä tarjouspyyntö

Locally Active Agents

Talosisivu

Rohkatie 19, 00660 Helsinki

- Mikä on talosisu?
- Testaa kotisi kysyntä ilmaisella Hiiainen myynti™ -ilmoituksella
- Kilpailuta sähkösi ja tee uusi sopimus

Seuraa tätä taloa

Tee korvamerkitä ja saat tietoa uusista ilmoituksista ja hintamuutoksista.

[Lue lisää](#)

Korvamerkitse talo

Tässä talossa on 0 korvamerkitä



Talon ilmoitukset

Myynnissä

- 3 h, k, s, at 73,5 m², 298 000 €
- Näytä kaikki talon ilmoitukset (2 kpl)






Alueen keskihinta

3 540 €/m² (kuuden kuukauden muutos + 12 €)

Siirry hintasivulle



Valitse alueen ammattilainen avuksesi

| | | | | |
|--|--|--|---|---|
|  Anna-Erika Mattila Kiinteistönvälitys Virpi Alo Oy 00530 Helsinki • Ota yhteyttä |  Ville Mattila Kiinteistömaailma, Vallila 00510 Helsinki • Ota yhteyttä |  Heikki Spelman Kiinteistönvälitys Virpi Alo Oy 00530 Helsinki • Ota yhteyttä |  Tuula Hiiainen Etelä-Helsingin Habita Oy, Habita Etelä- Helsinki • Ota yhteyttä |  Pekka Rönkkö Kiinteistömaailma, Vallila 00510 Helsinki • Ota yhteyttä |
|--|--|--|---|---|

Näytä lisää valintoja

Who is behind the ICMA Innovation Award?

VAIBMU

- **Vaibmu** is a media consulting company born from its founders' expertise in strategy, business and market development in the print and digital media segment. Since launch in 2009 it has helped growth companies internationally to establish and strengthen their market position
- Strategy Development; International Expansion & New Market Entry and Go-to-Market Strategies for Innovation are its core services
- Customers include classified portals, directories, newspaper and magazine publishers, digital services and technology providers to media

ICMA

- The **International Classified Media Association** (ICMA) is the global leading community of players in classified media
- ICMA's community has recognized the need to act together to build the capabilities its members need to respond effectively to the challenges facing the industry. It is dedicated to promoting excellence, co-operation, networking, market leadership, innovation and information-exchange at every level amongst its members
- ICMA counts more than 70 member companies from 32 countries. Its publishers encompass high-quality classified ad publications and websites