

ICMA

Classified Media Innovation Award

# **The 8 Finalist Ideas in Brief**

The 2011 ICMA Classified Media Innovation Award is handled by Vaibmu Ltd. for the International Classified Media Association. Winners will be presented at the ICMA Conference in Nice, France 27-30 April 2011.



# Background on the ICMA Classified Media Innovation Award

The International Classified Media Association (ICMA) and Vaibmu Ltd have partnered to launch the 2011 Classified Media Innovation Award. The award is open to all companies in the classified advertising industry who want to share and showcase their various innovations, whether in print, internet or via mobile platforms.

The ICMA Classified Media Innovation Award is meant to bring all classified media players together through innovation and to recognize those companies that are most innovative in various areas of their organization. The results of the 2011 award will be unveiled at the ICMA Conference, 27 – 30 April 2011, in Nice, France.

## **Keeping Innovation Alive**

Innovation allows us to continue serving customers with services they need at a profit. Innovation can be a new way of marketing or selling, it can be a change in processes, it can be the improvement of an old product or the delivery of a totally new one; often it is a combination of many of these. There are essentially two types of innovations: sustaining and disruptive. The latter is referred to as game changing innovation, which may show decreased performance in some areas, but ultimately brings outstanding value in areas that were previously underserved.

Successful innovation is often based on totally new kinds of value propositions and some sources even talk about value innovation. Motivating innovative individuals in our organizations should not only be related to receiving bonuses, but also being able to challenge the status quo and having the freedom to take risks.

The ICMA Classified Media Innovation Award was organized for the first time in the spring 2010. The winner of the first ever Classified Media Innovation Award was Farm Country Trader, USA. IPC Media of UK took home the Quick Implementation award and PennySaverUSA.com won in the Show Me the Money category.

In the following pages you will find a short description of the eight finalists for the 2011 ICMA Classified Innovation Award, who were chosen based on novelty, creativity, sustainability, results and presentation.

# Concentra

## CONCENTRA, Belgium

### **JouwVoordeel / 'YourBenefit' project description: Shopkeeper Coupons in Your Neighborhood**

YourBenefit is a multi media-coupling platform for neighborhood stores. It gives local advertisers the opportunity to advertise at low rates in print and online. The project was first analyzed in October 2010 with a first publication in February 2011. In less than four months, the print product was created, the website was developed and e-mail marketing tools were set up, all with the existing team and in parallel with daily classified business-as-usual.

Estimated sales of 144 coupons over 9 weeks, were met in 4 weeks time with three FTE in sales. Handling is done in a cost effective way in the back-end. Response so far has been great and advertisers are excited. It started in one region as a test but is being deployed in five other regions in Antwerp, Belgium. If current trends continue, the model will be profitable next year!



## Delovoy Mir, Russia

### **Status PRO in Realty.Dmir.ru Real Estate Website**

Status PRO is a web-service to promote both a professional and individual classifieds, which includes a realtor's personal page (experience, achievements, transactions, feedbacks etc.); a realtor's ads on the pages of Realty.dmir.ru, and in Yandex.ru search engine (Russia's #1 search engine). The Status PRO system places the realtor's classifieds into the contextual ads system of the biggest local search engine in a completely automated manner.

PRO ads are viewed 15-20 times more than non-PRO ads (depending on region and type of property). Over 20,000 real estate professionals registered on the site over a 1.5 year period. At a cost of 110 eur per month, Status PRO sales are growing rapidly, thus, the site gets an audience which is paid for by realtors. The current monthly audience is over half a million unique visitors (it has increased ~10 times since its May 2009 launch). Realty.dmir.ru has become a Top 5 real estate site in Russia.



## Friday Media Group, United Kingdom

### **Business Customer Reporting: Utilizing Google Analytics to Create Bespoke Customer Reports**

The goal is to provide Friday-Ad business customers with clear and accurate reporting on their website's content performance, (s) from initial interest to actual response/conversion. By injecting Friday-Ad specific data into Google Analytics and incorporating it with advanced Event Tracking features, reports can be generated at the customer level within Google Analytics from one global account.

Using the Google Analytics API this data can then be extracted and imported into a Friday-Ad branded template and emailed via an automated process directly to the customer and internal sales representative every week.



## JUNKMAIL, South Africa

### **SMS Classified Search Function**

Now anyone with a mobile phone has the option to browse and shop through Junk Mail's classifieds. A WAP-enabled mobile phone is not required. Search for the latest Junk Mail classified ads (over 120,000 new ads per month) for whatever you want, wherever you are, just by sending an SMS.

Mobile advertising (which is the ability to list an ad on the Junk Mail site via SMS) has been part of Junk Mail's service offering since 1999. More than 24,000 SMS ads are received by Junk Mail per month (that's almost 20% of all ads posted!). Classifieds remain a simple, convenient and very, very popular way to buy and sell.

The SMS search functionality offers Junk Mail users greater exposure to the market. The goal is to provide customer value: the service adds value for the buyer, who has immediate access to the latest Junk Mail bargain from anywhere and it t also adds value for the seller by extending the reach of Junk Mail classifieds, both private or trade.



## Kalaydo.de, Germany

### Fraudulent Ad Identification System

While having previously manually checked and sorted the ads in generally fraudulent categories, Kalaydo has established an automated system in order to identify fraud potential in ads. Common characteristics of fraudulent ads have been listed, rated with a multiplier and classified in risk categories. The ads are automatically evaluated and scored. Depending on the score, an ad is pre-sorted and either published or rechecked manually or automatically.

Since changing the vetting process in February 2011?, ~350.000 ads have been checked and sorted automatically. With the help of the defined scoring, the vast majority of ads were published without manual checks and others identified as fraud and thus eliminated correctly. Now, only ads with high fraud potential are checked and the efforts of manual control and personnel costs have been reduced ~90%.



## SAHIBINDEN, Turkey

### Güncelim Highlight Service

Post dates are crucial on sahibinden.com as search lists are sorted by date by default. This ensures that the newest ads are always listed first. However, about 20,000 ads are updated every day on sahibinden.com, but the original post date does not change. sahibinden.com used this limitation to offer the possibility to update the original post date of the ad for a small extra payment.

"Güncelim" was launched in August 2010. Since using credit cards online is still an issue in Turkey, the option of mobile payment for increased convenience and trust was offered. The incremental revenue from "Güncelim" is 400,000 eur per annum, the majority of which comes from the mobile payment option!



## **SPIR, France**

### **LOGIC-IMMO.com iPHONE Application**

This is a full service application that gives access to all Logic-Immo listings all over France and is a pioneer and leader mobile application worldwide (now also available on Android, Nokia Ovi...). The service complements both print and web versions of the real estate service and brings an astonishing growth potential. It is a new source of business through a tariff increase on the web package and via new display advertising revenues (85,000 eur in 2010).

The Product is a Facebook like homepage giving access to all Logic-Immo services, including search, search history, favorite properties, results pages, detail pages, editorial content and videos of experts. First launched March 2009, it was the first ever real estate iphone app on the European market. It is now on 510,000 unique downloads and 800,000 sessions per / month, 18 mil. page views (23 page views per/ visit) and is a top 25 free "Lifestyle apps" in iTunes. It has been chosen by Apple for its TV campaign in France and generates 100,000 push notifications for users daily.



## **SPIR, France**

### **Puissance 3 Real Estate Ad Distribution Service**

Puissance 3 is the #1 property classified solution for real estate professionals in France since 2010, based on a partnership between SPIR and Schibsted. Launched in Q2 2009, the service consists of an integrated monthly registration to display property ads on the three sister websites: Leboncoin.fr (the French Craigslist, published by Schibsted), Logic-Immo.com (#2 property portal) and Topannonces.fr (the pioneer real estate portal).

The benefits for advertisers are simplicity (one unique bridge to transfer the ads to three portals), reach (combined, the three sites reach 5M unique visitors) and efficiency (~2 phone calls per ad). Pricing starts at 399 eur / month for 50 properties. The product is sold by Regicom and Concept Multimedia in exclusivity, covering 110 cities in France through a local sales force of 500 sales people.