

INMA Global Media Awards 2018

Category 20 | Best new concept/innovation to
create a new profit center

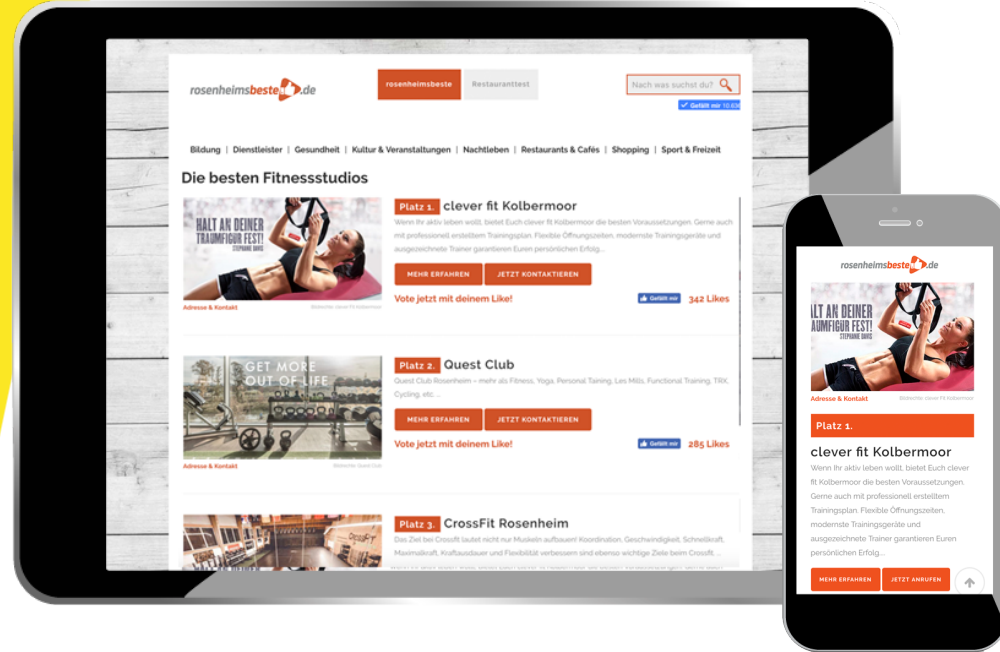
OVB24 |
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Overview

- | We created a modern crowdsourced local guide like yellow pages
- | Guide features rankings of local businesses
- | Ranking is determined by users: They vote for their favorite businesses via Facebook-Like Button on the site
- | New business contributing to our bottom line

Very fast audience growth & success in upselling premium entries

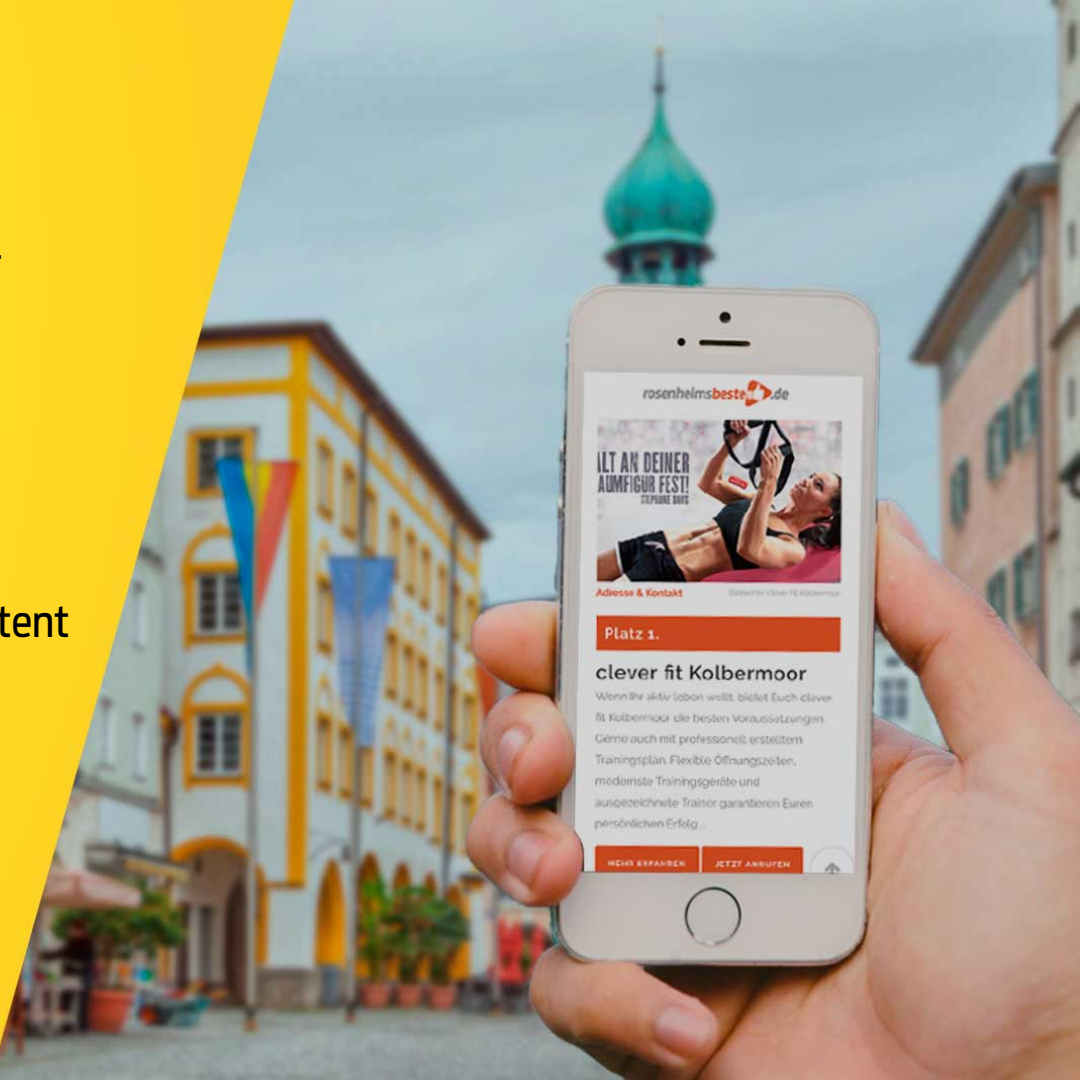


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Objectives

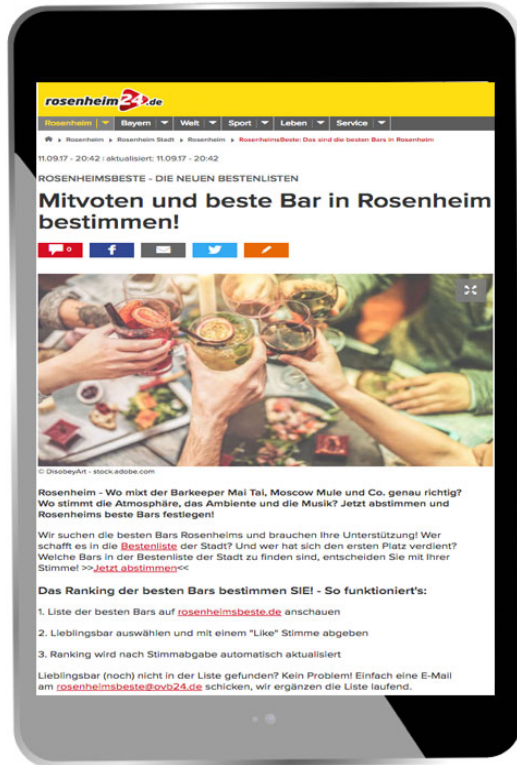
- | Create and grow a new audience to be attractive for the business owners to pay for premium entries
- | Create a new profit center with long-term contribution to our bottom line
- | Create value for our news portals and social media accounts by distributing relevant content for our users as a side effect

A local guide that everyone in the city knows and talks about



How we create engagement

Weekly promotions of the listings via social media accounts and articles on our news portals



Facts & figures

- | Four months after launch, Results have been quick and way above expectations
- | We already sold > 50 premium entries within the first four months period resulting in revenue of 20.000 € (Goal 2018: 100 sales)
- | Audience is motivated and growing fast



60.000 inhabitants - Rosenheim



15.000 active users | 12-2017



32 listings with +50 premium entries



3.500 votes per month



Up to 42.000 post reach

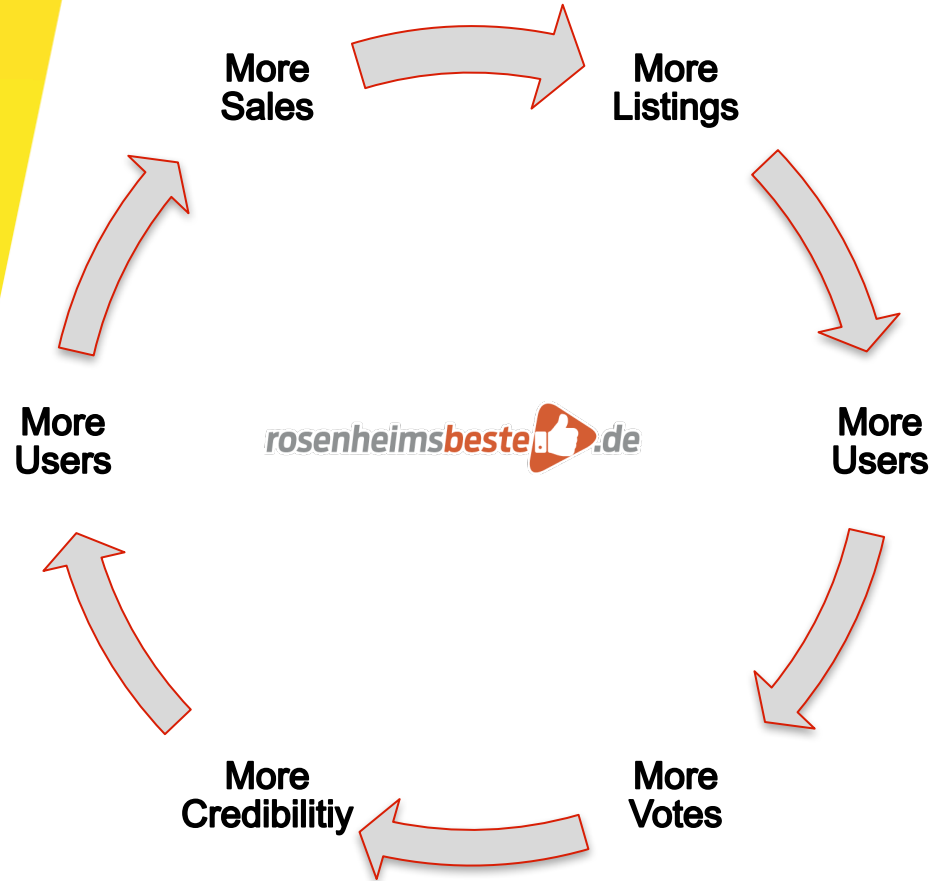


How it works

With each listing we attract more users

- ▶ which in turn cast more votes
- ▶ which in turn gives rankings more credibility
- ▶ which in turn attracts even more users

and makes the product ever more attractive for businesses listed to buy premium entries.





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