



Деловой Мир
Онлайн

Мировые классифайды

ТОР-5 мировых сервисов объявлений

Тенденции и тренды классифайдного сегмента

Самый успешный кейс

Звягин Денис

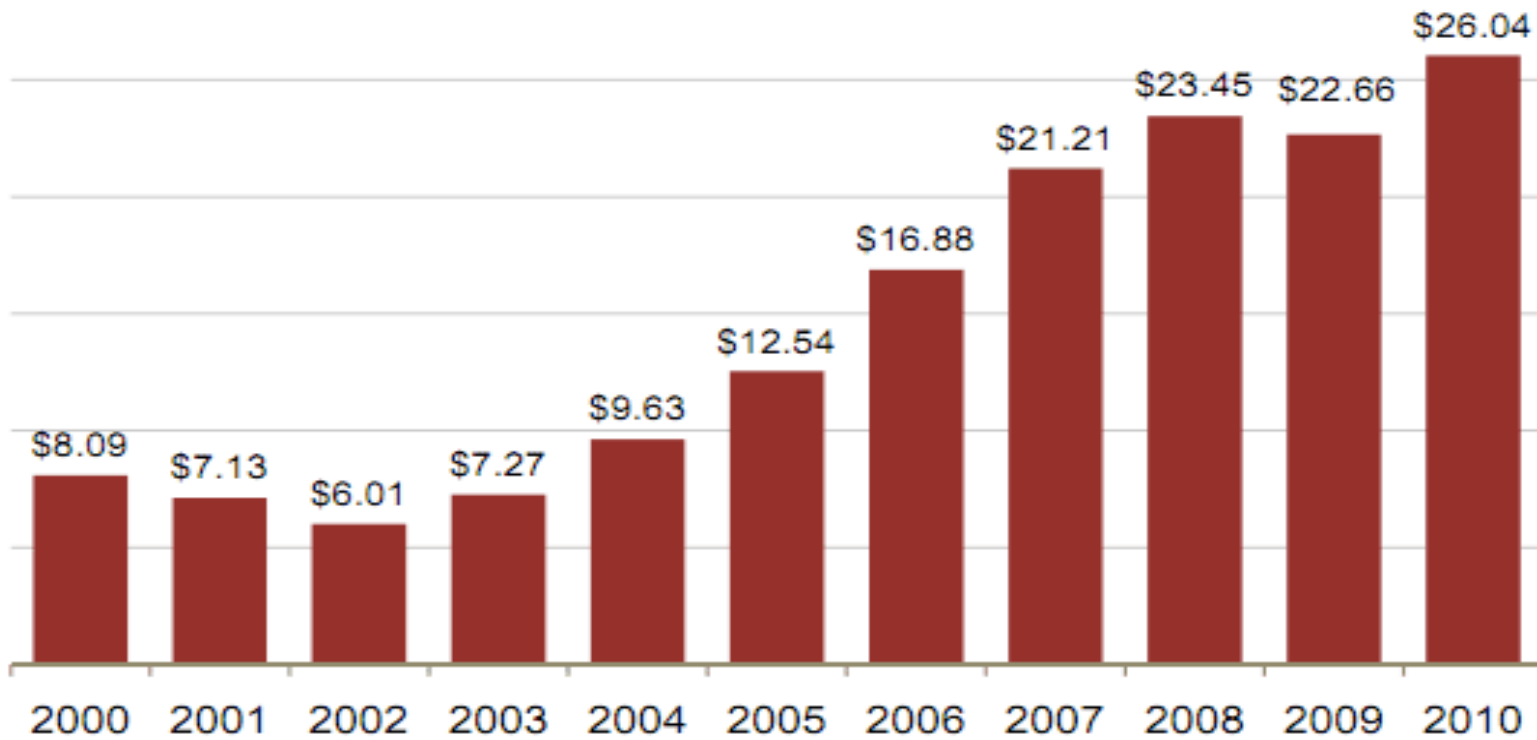
Деловой Мир Онлайн

Апрель 2011



Рынок интернет рекламы США в 2010г. прибавил 15%, доля классифайдов ~10%

Annual Revenue, In billions



TOP-5 мировых классифайдов



craigslist

backpage.com

 oodle

ebay

classifieds

OLX

TOP-5 мировых классифайдов



	Дата основания	Место в рейтинге	Инвестиции
	1995г.	10	\$13,5 млн.
	1999г.	148	
	2005г.* 2010г.	691	
	2005г.	805	\$23 млн.
	2006г.	1 831	\$70 млн.

* До 2010г. Проект работал на домене kijiji.com

oodle Pro Local Business? Get more with Oodle Pro **Post an Ad FREE**

Friends Stuff Cars Rentals Real Estate Jobs More Categories Sign Out

Search the Marketplace Post Listing to Marketplace

What are you looking for? United States (change) Search

Most Popular near United States (change)

Previous Next

<p>Mazda MAZDA 6 Elmwood Park, NJ Andy J.</p>	<p>BMW 328 Lexington, KY James B.</p>	<p>Harley-Davidson XL Kearney, NE Marketplace User on ...</p>	<p>Dogs Albany, NY Tiffany D.</p>
<p>Pontiac Grand Am Hoboken, NJ Dan S.</p>	<p>Chevrolet Equinox Fort Mitchell, KY Erin B.</p>	<p>Horses Onida, SD Brent S.</p>	<p>PC Components Overland, MO Andrew J.</p>
<p></p>	<p></p>	<p></p>	<p></p>

Friends on Marketplace
See 0 listings from friends...

Browse the Marketplace

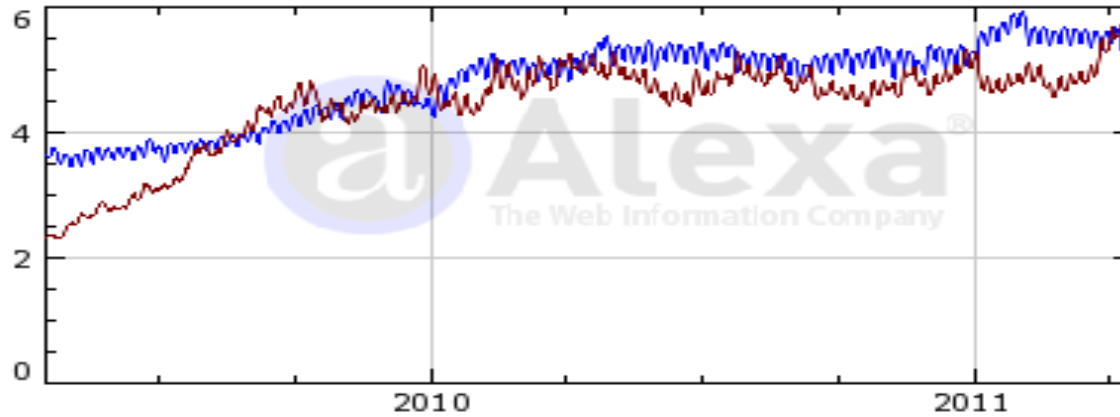
- Stuff
 - Books & Magazines
 - Clothes & Accessories
 - Computers & Acc.
 - More
- Vehicle
 - Cars
 - Motorcycles
 - Boats
 - More
- Rentals
 - Apartments
 - Condos
 - Homes
 - More
- Real Estate
 - Single Family
 - Condo/Townhome

Oodle, сделал ставка на соц. сети

Daily Pageviews (percent)

google.com

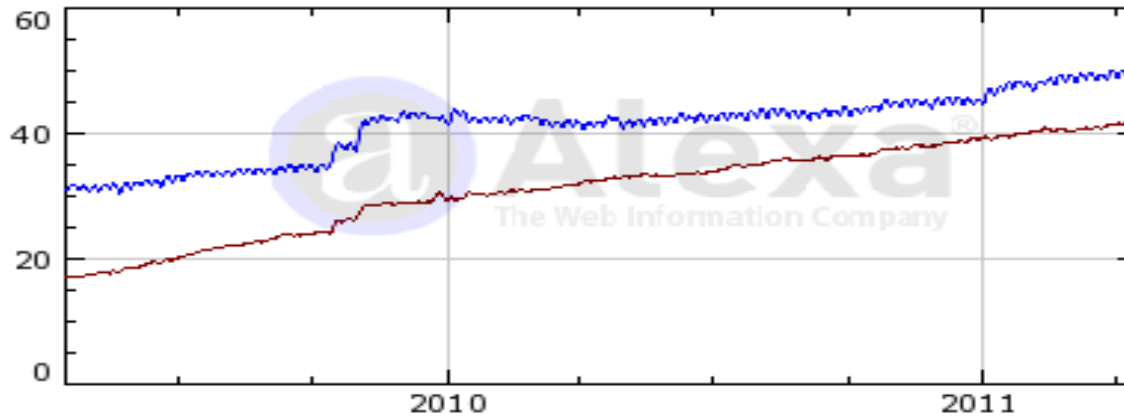
facebook.com



Daily Reach (percent)

google.com

facebook.com



Oodle Marketplace в Facebook

facebook Поиск







Marketplace Friends Stuff Cars Rentals Real Estate Jobs More ... **Post** Go Pro

Search the Marketplace Post Listing to Marketplace

What are you looking for? Atlanta, GA (change) Search

Most Popular near Atlanta, GA (change) Friends on Marketplace

← Previous Next

 <p>Everything Else Athens, GA Kristen Hearn</p>	 <p>1 BR Rental Norcross, GA Sheri Thames Killam</p>	 <p>BMW 528 Lawrenceville, GA Joseph Dreher Jr</p>
 <p>Ford Mustang Lawrenceville, GA Sean Letteer</p>	 <p>Suzuki GSX-R600 Duluth, GA Dany Koe</p>	 <p>Chevrolet Venture Atlanta, GA Dwight DaWoopman...</p>

See 0 listings from friends...

Browse the Marketplace

- Stuff
 - Books
 - Clothes & Accessories
 - Computers
 - More
- Vehicle
 - Cars
 - Motorcycles
 - Boats
 - More
- Rentals
 - Apartments
 - Condos
 - Homes
 - More


dmir.ru

Деловой Мир
Онлайн

Oodle Marketplace в Facebook

facebook

Marketplace Friends Stuff Cars Rentals Real Estate Jobs More ... [+ Post](#)

 [Search for a Car](#) [Ask your Friends](#) [Post Listing to Marketplace](#) [Go Pro](#)

[Search](#)

Category

- ✓ Cars
- ✓ Coupes

Make

- Ford (21)
- Porsche (16)
- Scion (16)
- Mercedes-Benz (12)
- Hyundai (11)
- more choices ...

Price

to

Year

to


Mileage

to


Miles Per Gallon

[All Marketplace Users](#) [Your Social Network](#) 0

Coupes For Sale in Atlanta, GA (1 - 25 of 103)

 **For Sale: 1964 Chevrolet Impala SS for \$13,500**
1964 Chevrolet Impala Ss, 124,000 miles
Why? "Bless someone else with it.."
Posted by **Leon Millette**
Atlanta, GA · 2 weeks ago [Comment](#) · [Like](#)

 **For Sale: 2003 Infiniti G35 Coupe LOW MILEAGE for \$15,000**
2003 Infiniti G35, 41,000 miles
Why? "Bought a new car"
Posted by **Adrienne Miller**
Atlanta, GA · 3 weeks ago [2](#) [0](#) [Comment](#) · [Like](#)

 **Parker Griffith** Apr 03
please call me at 7062152370 about your car..Im very interested

Oodle Marketplace в Facebook

The screenshot shows the Facebook Marketplace interface. At the top, the Facebook logo and a search bar with the word "Поиск" are visible. Below this, the "Marketplace" section is active, with tabs for "Friends", "Stuff", "Cars", "Rentals", "Real Estate", "Jobs", and "More ...". A "Post" button is located on the right. Below the navigation, there are three buttons: "Search for a Place", "Ask your Friends", and "Post Listing to Marketplace". A search bar contains the text "What are you looking for?" and "Atlanta, GA (change)", with a "Search" button on the right. The main content area displays a listing for "For Sale: 60 Lake Forest Lane for \$500,000 OBO". The listing includes a "Respond" button, a profile picture of Amanda Nichols & Associates, and a photo of a kitchen with white cabinets and a granite countertop. The text below the photo reads: "Hi, I'm Amanda Nichols & Associates. Let me know if you have any questions. View My Website. I have 186 friends on Facebook."

Подведем итоги

1. Если ваш проект не является национальным достоянием и ваши финансовые возможности не позволяют вам просто задавить конкурентов – ищите свой путь, пример «oodle» тому подтверждение
2. Соц. сети и в России уже совсем скоро станут основным источником трафика для будущих лидеров
3. Интеграция работает не только на молодых ресурсах, как способ быстро расширить свою аудиторию, но и как способ увеличения своей аудитории для проектов исчерпавших ресурсы поисковых систем



*Деловой Мир
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Спасибо за внимание

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