

Exalead CloudViewTM for online classifieds

One of the biggest industry fractures in the shift to digital media has been the emergence of online classifieds. Classifieds used to be the sole domain of print media, but as they have shifted online, so have their requirements for success.

Search is the enabler of the online classified market. Today's generation of successful classifieds is very sophisticated in the way it uses search technology. Online classifieds powered by next generation search technology not only provide a better method for finding an advertisement but also promote specific listings in result lists or cross-sell related goods and services. Some sites are taking it a step further and using search to aggregate product reviews, forums and blogs to generate additional interest in the advertised listings.

Online classified ads, in general, tend to be very short-lived with a number of additional constraints e.g. "only display on Friday evenings", or "always be on top of the list if the query is about 'take out,'" etc. Regional or location-based classifieds are also gaining momentum with the growth of mapping and navigation services.

1 The Challenge

Online classified services, regardless of size, model or market, strive to build audience loyalty, grow revenues (generate more traffic for advertising and sponsors) and control costs. To succeed they must generate a high number of visitors to their web site and capture a larger share of search engine traffic, maintain content interest and relevancy, keep up with Web innovations, and offer the right mix of options and yet guarantee that the time-to-market is very short.

2 The Solution

Exalead, a recognized leader in information access, search and content integration, has developed a solution specifically for online classifieds. Exalead CloudView brings innovative capabilities to online classified sites, all of which improve the visitor experience, generate repeat traffic, improve SEO, increase stickiness of the site, and hence increase advertising revenues.

At a glance

- Add classifieds from other websites
- Offer additional related content with mash-ups, web links, user ratings, forums, blogs, videos, images, etc.
- Automatic extraction in ads by price, color, size, brand, etc.
- Use a metastructure on unstructured content to allow intuitive navigation
- Create a web 2.0 experience with interactive maps and graphs, add user-generated tags/ratings, alerts, etc.
- Increase customization with the ability to save search results
- Use thumbnails and a real geocentric search
- Add a unique search box and decrease response time
- A high performing search toolbar and desktop

Product Benefits

- Increase Pay-Per-Click Revenues by increasing traffic with better content and a better user experience
- Increase Ad Revenues by increasing page views and building attractive and innovative ad packages
- Boost Loyalty through more successful search, deeper content, and a more engaging, multi-faceted content presentation
- Build Better Revenue Models and Secure a Lower TCO by lowering costs for maintenance, training, hardware, set up and administration

Key features of the solution

- Exalead CloudView™ collects and indexes both structured and unstructured data from any source enabling on-line classifieds to efficiently and seamlessly merge content and data from diverse sources such as mapping services, business databases and the Web. This innovative mash-up of information gives your site added depth and encourages deeper exploration by your users.
- Exalead CloudView provides a faceted navigation system that allows your users to limit their results to documents exclusively within a category (location, date, size, language, genre, etc.), exclude a particular category from the search results or broaden the search to all results in a particular category. In addition, Exalead CloudView provides a rich, intuitive content presentation system that is neither overwhelming nor overly restrictive, allowing your users to more easily find what they're looking for, while enticing them to delve deeply into related content, giving your site valuable 'stickiness'.
- Exalead CloudView, engineered for web-scale processing, is the only information access search engine designed from inception for billions of documents and cost effective scalability. Exalead CloudView is extremely resource efficient, supporting real-time indexing of 100 million documents and processing up to 20 queries per second on a single dual-processor server. Exalead CloudView also auto-detects changes in content sources, such as new ads that you want to place, and incrementally pushes those changes to the index in real-time, making them instantaneously searchable by your users.
- Exalead CloudView provides the most agile platform on the market. Its service-oriented architecture (SOA) and extensive application programming interfaces (APIs) ensure you unlimited data flexibility, rapid time-to-market and lower total cost of ownership.

RightMove make the right move

Rightmove is the UK's largest and busiest property website and the first choice for home movers seeking properties to buy or rent. Rightmove's inventory holds details of over 2 million properties. The site processes 400 queries per second and attracts over 29 million visits from active home movers every month, who view over 523 million pages.

Rightmove offers up-to-date property information, available for free, 24 hours a day to anyone with Internet access. Their database is far more complete in terms of number of properties and depth of detail on each property than listings available through other traditional advertising media. With an increase in growth of both the number of visitors and property listings and the need to increase advertising revenues, Rightmove turned to Exalead CloudView™. Today, Exalead CloudView provides a simple, accurate and cost effective online classifieds search solution that can be easily used by all types of users. Despite the size of the property inventory of over 2 million, navigating around the Rightmove site to find the perfect property is quick and intuitive, avoiding the potential for users to become discouraged and abandon their search. The cost per search query has also decreased from \$0.10 to \$0.01.

Further, Exalead CloudView has allowed Rightmove to increase their advertising revenues by maintaining high traffic volumes, improving visitor experience and SEO, generating repeat traffic, and increasing the stickiness of their site.

The Exalead technology underpins a number of other innovative and successful classifieds such as www.hometrader.ca, www.yakaz.com and www.vivastreet.com.



For more information, download our business whitepaper, [CloudView Platform Highlights](#)

About Exalead

- Founded in 2000 by Alta Vista pioneers
- More than 250 enterprise customers
- Clients include Sanger Institute, the World Bank, CSC, PricewaterhouseCoopers, Sanofi-Aventis, Gefco, AFP, PSA Peugeot Citroën, ViaMichelin, NewspaperArchive, U.S. Department of Defense and Yellow Pages Group

Contact Us

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