

# Exalead CloudView™ 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.

### FEATURES 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

### 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 this 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.

## 3 Making the Right Move with RightMove.co.uk

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.

"We have been very impressed with Exalead and the company's tight focus on its core search solutions which are feature rich and extremely easy to implement."

"Rightmove has already found that Exalead CloudView has allowed the speedy development of advanced search functionality whilst reducing search costs by 83%."

"Not only does Exalead CloudView require minimal hardware to work effectively, but Exalead has a strong, accessible support team and a culture that seems to truly care about its customer implementations."

"Installing CloudView has provided us with the perfect mix of reduced administration costs and a better search experience for our customers, enabling them to quickly and easily find their ideal property."

Peter Brooks-Johnson  
Rightmove Product Director

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](http://www.hometrader.ca), [www.yakaz.com](http://www.yakaz.com) and [www.vivastreet.com](http://www.vivastreet.com).

## About Exalead

Founded in 2000, Exalead S.A. is a revolutionary global software provider in the enterprise and Web search markets. More than 200 companies worldwide and 100 million unique users a month employ Exalead's technology for search, information access and reporting, including leading companies such as AFP, PricewaterhouseCoopers, Michelin, Friendster, Yellow Pages Group, American Greetings and Sanofi Aventis. Exalead is reshaping the digital content landscape with a platform that uses advanced semantic technologies to bring structure, meaning and accessibility to previously unused or underutilized data and content in the disparate, heterogeneous enterprise information cloud. This cutting edge technology makes Exalead one of the most important companies contributing to the fields of digital content search, discovery, management, contact center enablement, security, and storage. Headquartered in Paris, France, with a global office network covering Europe, the United Kingdom and North America, you can find more information about Exalead at [www.exalead.com](http://www.exalead.com).



### Exalead France

10 place de la Madeleine  
75008 Paris  
Tel: +33 (0) 1 55 35 26 26  
Fax: +33 (0) 1 55 35 26 27

### Exalead USA

221 Main Street, Suite 750  
San Francisco, CA 94105  
Tel: +1 (415) 230 3800  
Fax: +1 (415) 230 3850

### Exalead UK

33 Cavendish Square  
London W1G 0PW  
Tel: +44 (0)207 182 4003  
Fax: +44 (0)207 182 4181

### Exalead Germany

Niederlassung Deutschland  
Robert-Bosch-Strasse 7  
64293 Darmstadt  
Tel: +49 6151 35 99 690-0  
Fax: +49 6151 35 99 690-35

### Exalead Italy

Corso Giuseppe Garibaldi, 86  
20121 - Milano  
Tel: +39 02 62 71 10 10  
Fax: +39 02 62 71 10 11

### Exalead Benelux

Dodeweg 6c  
3832 RC LEUSDEN  
The Netherlands  
Tel: +31 85 201 59 82  
Fax: +31 85 201 61 80

### Exalead Spain

José Abascal, N°52, Ático D  
28003 Madrid  
Tel: +34 902 10 43 51  
Fax: +34 91 399 55 75