

Focus: Private Party (The Integrated Online Marketplace)

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The Integrated Online Marketplace

A Proposed Strategy

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Business as usual, usually a simple platform shift

- Repurposed print classifieds
- Separated ROP
- Separated Special Sections
- Separated Business Directory
- Multiple search mechanisms

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Modest nods to the web

- Verticalization of Real Estate, Employment and Automotive
- Self-service print/online ad placement
- Limited online-only ad placement
- Beginnings of web-enhanced up sells
 - Top Ads
 - Photos
- Shopping/Classified splash pages

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Consider the customer experience...

- Limited listings:
 - In quantity
 - In quality
 - In isolation
- Difficult to navigate
- Challenging to do business

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From online classifieds to an online marketplace...

- Search
- Stuff
- Stores
- Specials
- Simple
- Service

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The Search...

- Single point
- Global
- Delivers integrated, intelligent results



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The Stuff...

- Integrated content drawn from multiple sources:
 - Print classifieds
 - ROP
 - Retail inventory feeds
 - Web site indexing
 - Online self-service interface

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The screenshot displays the Star Tribune website's search results page for the keyword 'plymouth'. The page is organized into several columns and sections:

- Star Tribune news:** Features a main article titled "Plymouth: The Pretty Home Again, Man!" dated April 3, 2005, and a smaller article about a 7th grader named Nathan Cornelius.
- Real Estate:** Lists several properties for sale, including "5410 Plymwood Ln., Plymouth, MN" for \$1,450,000 and "19100 County Road 6, Plymouth, MN" for \$385,000.
- Local News:** Includes a "Welcome to Plymouth" notice from the Plymouth Chamber of Commerce and a "Public Notice" regarding a change of location for the City of Plymouth.
- Classified Ads:** Lists various services such as "203 Announcements & Legal Notices" and "203 Cars/Vans/ SUVs & Trucks".
- Right Side Ad:** A prominent orange banner for "Sign up for Online Billing today" from CenterPoint Energy.
- Footer:** Contains the Star Tribune logo, copyright information for 2005, and contact details for the newspaper.

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The stuff looks good...

- Multiple photos
- Interactivity
- Fielded data (e.g. price, location, etc.) for better search results
- Extended descriptions
- Best, Bid, Buy

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Item Description:
Powerware Line-interactive UPS (350 VA) / Model No: PW 5110-350 / Part No: 103004255-5501 Power Out (VA/Watt): 350/210 Input Connection: 1.8 meter Line cord with 90 degree 5-15P Output Connection: 8 5-15R Outlets (4 Battery Backup & Surge Protection; 4 Surge Protection only) Unit Dimensions (HxWxD inches): 10.6x3.4x10.2 Weight (lb): 11.9 List Price: \$95. The Powerware 5110 uninterruptible power system (UPS) was designed to provide the best UPS power protection against the threats that lurk in public utilities. This line-interactive UPS system delivers the ultimate in power quality, constantly safeguarding your equipment from power outages, surges, sags, brownouts, and over-voltage conditions—while also providing varying degrees of power management for additional threats. If utility power is interrupted, even briefly, the Powerware 5110 transfers to UPS battery power.



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Store Information:
RMS Electric
• [E-mail this store](#)
• [E-mail this ad to a friend](#)
• [View this store's inventory](#)
• [View this store's home page](#)
• [Store feedback](#)  [I'm New](#)

Are you the seller?
• [Log in to your account](#)

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The Stores...

- Comprehensive Basic Directory
- Enhanced listings
 - Logos
 - Links
 - Products & Brands
 - Maps
 - Single-page websites
- Premium positioning
- Integration with Product listings
- Interactivity

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planet discover

Local Search Demo

SEARCH bike

Results for "bike"

2005 Little Miami Triathlon: Registration now open!

Montgomery Cyclery & Fitness

Leveland Bike Tr...

The Rock Boardz, Bk...

Aven Woods Natural Area/Preserve

South Park

City of Cincinnati

Related Categories

Look here for more

Sears

17" Chain Drive Bik...

Little Tikes FunRider RC Cycle

Head With Mount Bike Carrier, 48In. x 27In. Basecat...

Best CB&T

25% Blow Out Sale Today

Best Chiller Florida

Enhanced Listings

Results Plug-In

Graphic & Text Ads

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The Specials...

- Premium positions
- Paid Search
- Self-serve option
- Bid or fee model

Classifieds

Featured Classifieds

GREAT DANE AKC pups \$400+ & adults \$2...
[more info](#)

1929 PACKARD 633 Coupe Car has been i...
[more info](#)

Moving Sale-DR Set Love seat, Recline...
[more info](#)

212 Total Items Sort: Price Product Store

Home > Shopping > Furniture & Furnishings > Furniture Accessories

GRAND HARBOUR IMPORT CO.
15 Metro Atlanta Locations
Factory Direct Importers of Value Priced Furniture & Home Decorative Accessories. Click here for a map to our 15 Metro Atlanta Locations or call 770-591-2232 to find the location nearest you.

Red Poppies Canvas Artwork
FREE SHIPPING! This contemporary floral simplifies the idea of a flower as playful red poppies bloom in a field of earth toned geometric plains. An original acrylic on gallery wrapped canvas. Hand painted in the USA...
Price: \$239.99
From: ROOMS TO GO

African Journey II Canvas Artwork
FREE SHIPPING! As in African Journey I these two women continue their journey through the warm, flat plains. An original acrylic on gallery wrapped canvas. Hand painted in the USA...
Price: \$239.99
From: ROOMS TO GO

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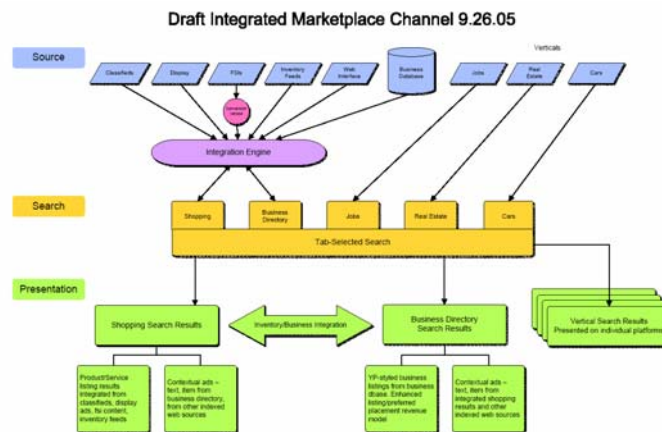
Service...

- Self service 24/7 ad placement
- Online only options
- Results feedback
- Spam control
- Walk the local trust walk

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If you want to build one...



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Thank you. Let's continue the conversation:

<http://www.southofboston.net/sna/sna.ppt>

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