

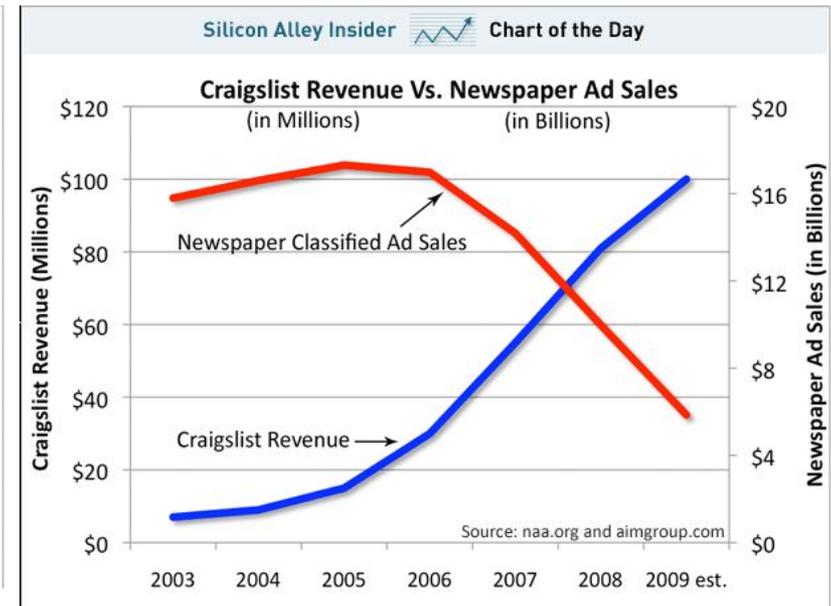
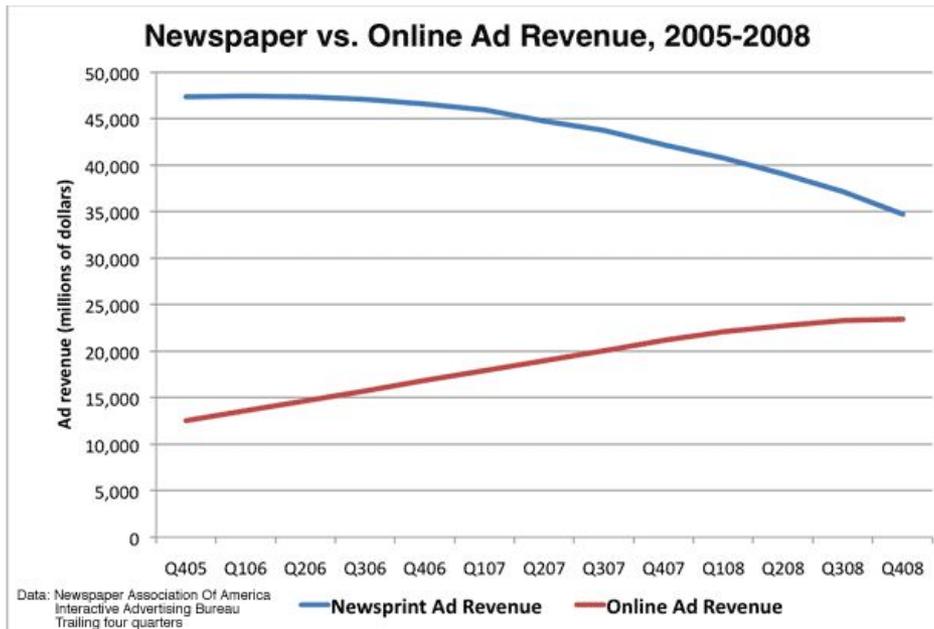


Free Classifieds

Обзор рынка “Классифайдс”

РИФ 2011

- Размер рынка “классифайдс” в мире: \$100 миллиардов (онлайн+офлайн)
- Быстрое движение от печатных классифайдов в онлайн и от платных к бесплатным

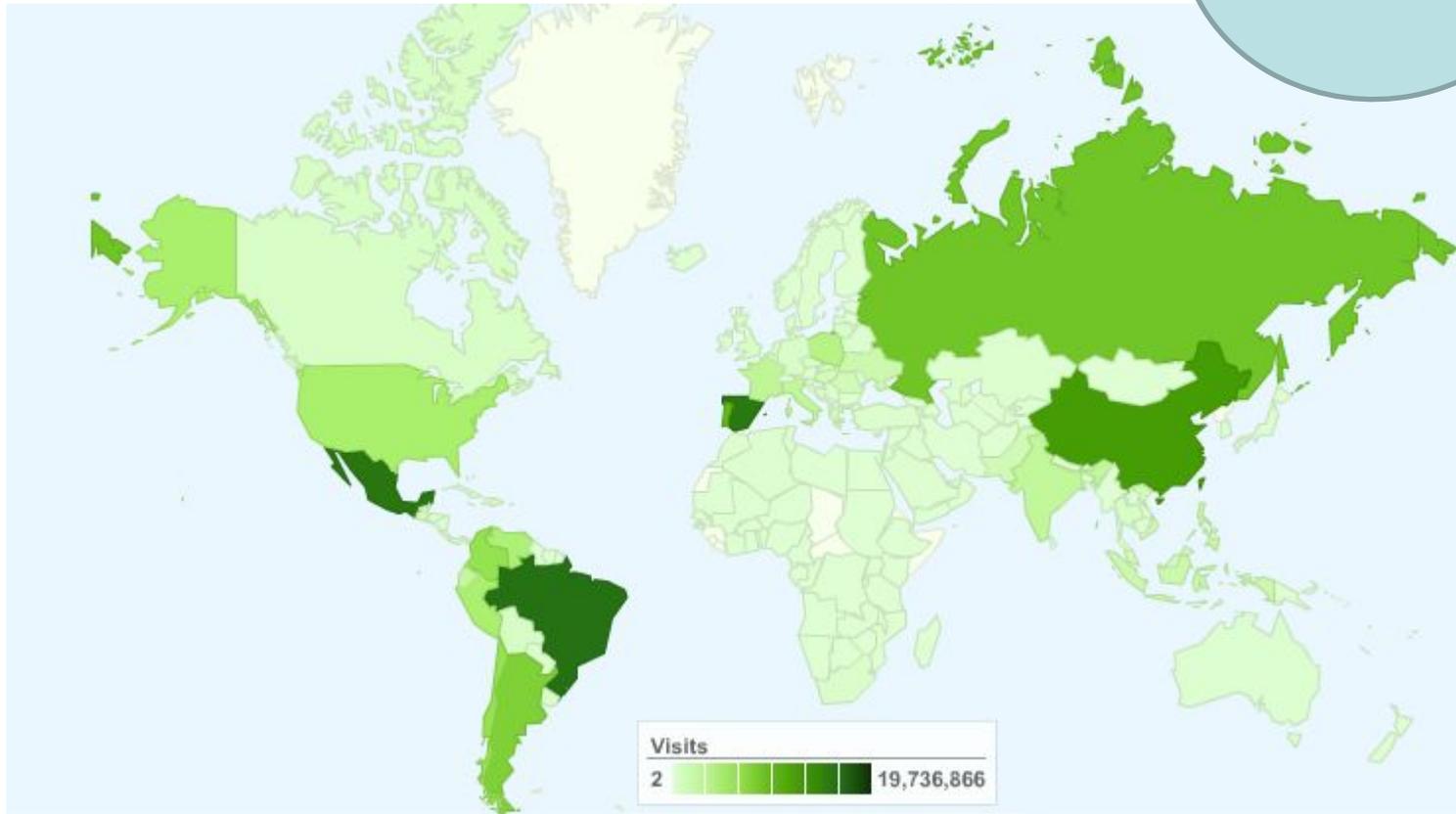


Craigslist – лидер рынка США

- Craigslist (США, с 1994 г.) лидер рынка, команда менее 50 человек
- Craigslist мог бы быть \$20 миллиардной компанией
 - 22 миллиарда просмотров страниц в месяц
 - Мог бы иметь доход \$1.2 миллиарда в год и \$1 миллиард EBITDA
- В основе бесплатный сервис, платные рубрики “работа” и “недвижимость” и доход около \$200 М
- Основатель (Craig) публично заявлял, что не хочет улучшать монетизацию сайта и “death is my exit strategy”
- Проект остается маргинальным игроком за пределами США, не был успешно локализован и продвинут на международных рынках

Группа OLX – в 100 странах мира

Наша цель
завоевать
мир 😊!



Рынок объявлений высоко конкурентен

Это не легко!
Будет
борьба!



Основной конкурент:

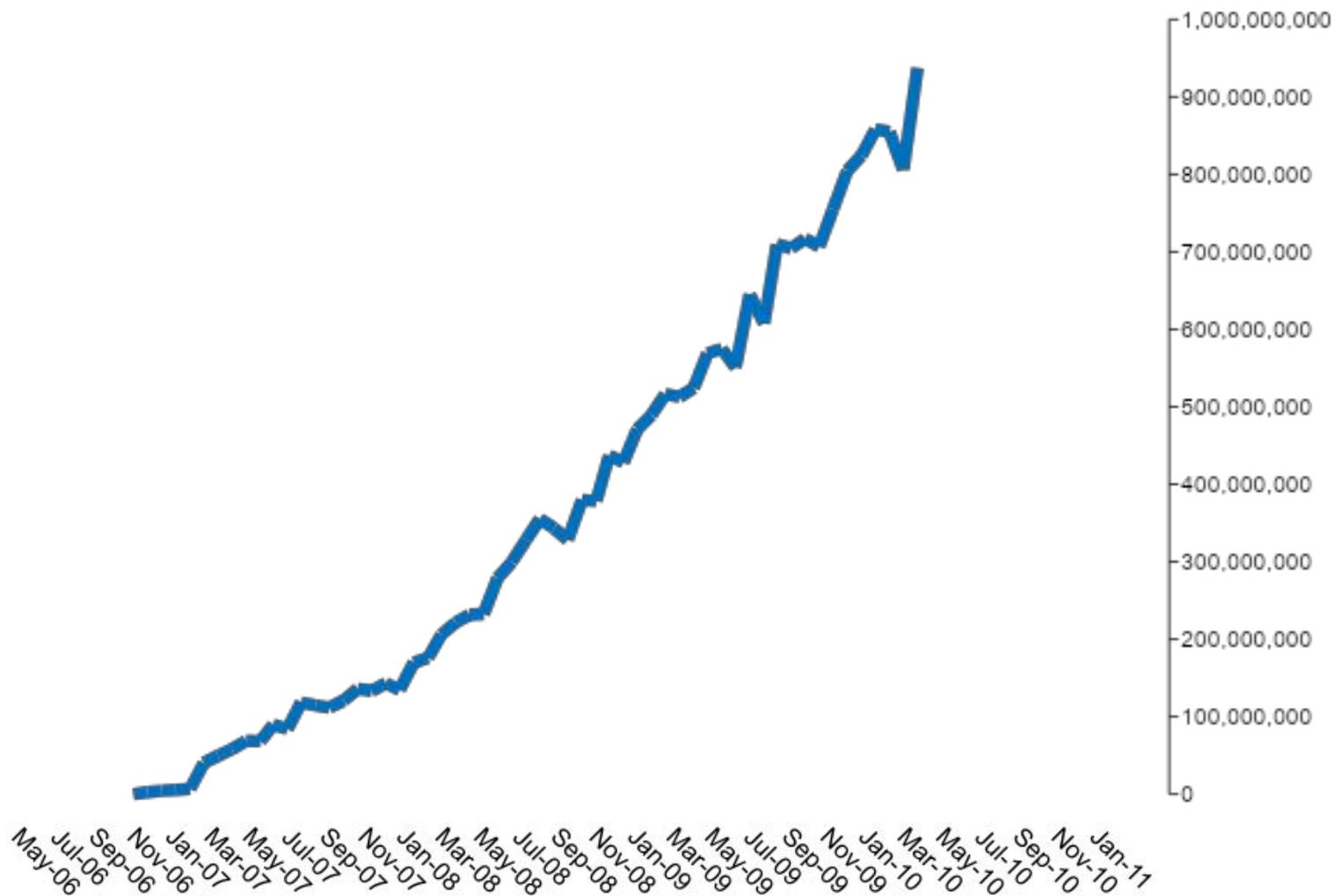


Но также и:



OLX – с 0 до 1 млрд показов за 5 лет

Группа OLX (показы)



Россия среди лидирующих рынков OLX

Страна OLX	Показы (GA)
Португалия	76,750,000
Бразилия	61,600,000
Мексика	55,860,000
Россия	47,200,000



OLX теперь часть Naspers



Schibsted наш основной глобальный конкурент

- Россия: Avito (независимый игрок)
- Бразилия: Balcao (Schibsted)
- Португалия: Custojusto (Schibsted)
- Мексика: Segundamano (Schibsted)

- Испания: Segundamano (Schibsted)
- Аргентина: Vivastreet (Independent)
- Греция: AggelioPolis (Schibsted)
- Чиле: Yapo (Schibsted)
- Перу: Vende (Schibsted)
- Индия: Quickr (Independent)





Англия, Ирландия, Польша, ЮАР, Австралия, Новая Зеландия, Сингапур, Гонконг



Австрия, Бельгия, Канада, Япония, Швейцария, Тайвань, Турция



Франция, Германия, Италия, Испания, США и теперь Россия



Голландия



Китай



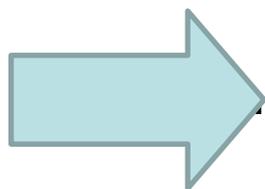
Дания



Россия, Украина, Казахстан, Белоруссия, Венгрия, Чехия, Словакия, Португалия, Бразилия, Греция

Почему Schibsted основной конкурент, а не Ebay?

- Основной бизнес компании Ebay – аукционы
- Основные доходы компании Ebay с аукционов – Ebay не включает доходы с направления “классифайдс” в квартальных и годовых отчетах
- Ebay обычно покупает лидеров, а не инвестирует в создание лидеров
- Ebay последовательно показывает нежелание серьезно вкладывать в сегмент “классифайдс”



Schibsted более серьезный конкурент чем Ebay

Есть страны, где лидер - игрок одного рынка (Sahibinden в Турции и SS в Латвии)

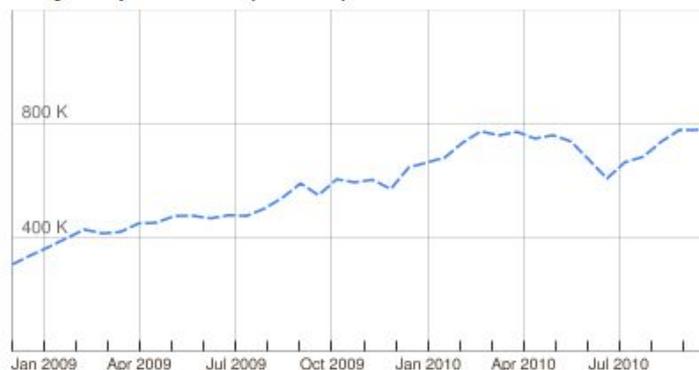
- Лидер в турции - 3.4 миллиарда показов!
- 9^й самый большой сайт в Турции (Alexa)

Traffic statistics

All traffic statistics are estimates ?

	Country	Worldwide
<input checked="" type="checkbox"/> Unique visitors (cookies) ?	7.4M *	18M
Unique visitors (users) ?	3.2M	3.2M
Reach	14.8%	0.2%
<input checked="" type="checkbox"/> Page views	3.3B	3.4B
<input checked="" type="checkbox"/> Total visits	51M	52M
Avg visits per visitor	8.6	8.7
Avg time on site	20:00	20:00

Daily Unique Visitors (cookies)



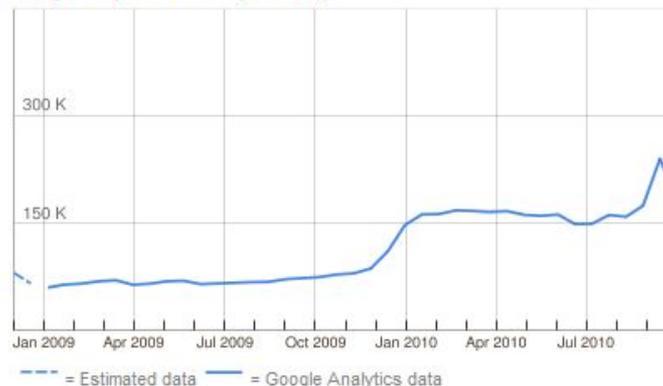
- 240 М показов (в стране с населением 2.2 М)!
- 7^й самый большой сайт в Латвии (Alexa)

Traffic statistics

All traffic statistics are estimates ?

	Worldwide
<input checked="" type="checkbox"/> Unique visitors (cookies) ?	2.8M
Unique visitors (users) ?	680K
Reach	0.0%
<input checked="" type="checkbox"/> Page views	240M
<input checked="" type="checkbox"/> Total visits	11M
Avg visits per visitor	8.1
<input checked="" type="checkbox"/> Avg time on site	10:40

Daily Unique Visitors (cookies)



= Google Analytics data shared by publisher

* = Estimated

Конкуренты в России – Avito и Slando



AVITO.RU

Traffic statistics

All traffic statistics are estimates ?

	Country	Worldwide
Unique visitors (estimated cookies) ?	9.9M	9.9M
Unique visitors (users) ?	4.2M	4.2M
Reach	10.1%	0.3%
Page views	490M	490M
Total visits	27M	28M
Avg visits per visitor	6.5	6.7
Avg time on site	15:10	14:30

Daily Unique Visitors (cookies)



Traffic statistics

All traffic statistics are estimates ?

	Country	Worldwide
Unique visitors (estimated cookies) ?	5.1M	5.6M
Unique visitors (users) ?	2.1M	2.3M
Reach	5.1%	0.2%
Page views	38M	38M
Total visits	8.2M	8.1M
Avg visits per visitor	3.9	3.5
Avg time on site	6:00	6:10

Daily Unique Visitors (cookies)



OLX

Traffic statistics

All traffic statistics are estimates ?

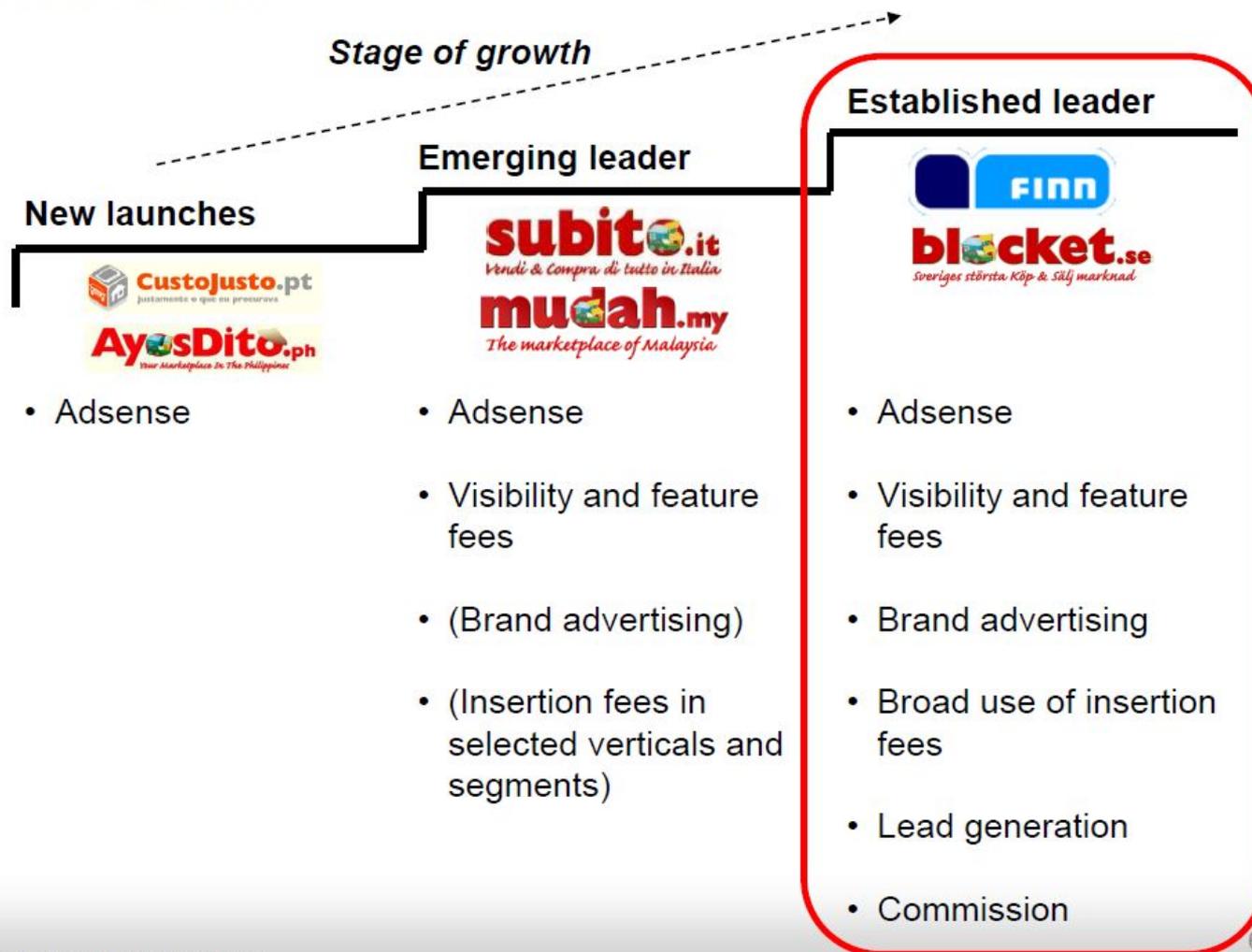
	Country	Worldwide
Unique visitors (estimated cookies) ?	2.9M	2.9M
Unique visitors (users) ?	1.1M	1.2M
Reach	2.7%	0.1%
Page views	34M	34M
Total visits	4.7M	5.1M
Avg visits per visitor	4.3	4.2
Avg time on site	7:00	6:50

Daily Unique Visitors (cookies)



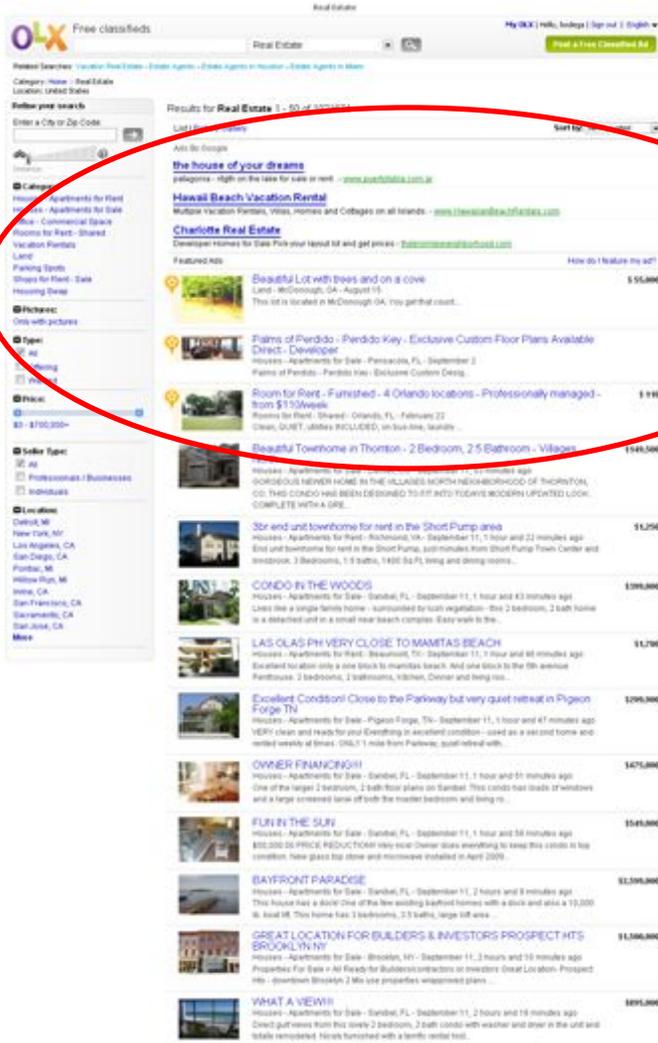
slando

Monetization levers depend on degree of maturity of the business



Какая бизнес модель у OLX?

“Премиум” объявления



Real Estate

Free classifieds

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Category: Home - Real Estate
Location: United States

Follow your search

Enter a City or Zip Code

Category: Home - Real Estate
Apartment for Rent
Apartment for Sale
Commercial Space
Rooms for Rent - Shared
Vacation Rentals
Land
Parking Spots
Shops for Rent - Sale
Housing Swap

Only with pictures

Type: All
Property Type
Price: \$1700,000+

Seller Type: All
Professionals & Businesses
Individuals

Location: Detroit, MI
New York, NY
Los Angeles, CA
San Diego, CA
Portland, ME
Hillside, IL
Irvine, CA
San Francisco, CA
San Jose, CA
More

Results for Real Estate 1 - 50 of 100000

Ads by Google

the house of your dreams
paradise - right on the lake for sale or rent - www.austobella.com.au

Hawaii Beach Vacation Rental
Multiple Vacation Rentals, Villas, Homes and Cottages on all Islands - www.hawaiiislandvacations.com

Charlotte Real Estate
Developer Homes for Sale Pick your rental lot and get prices - www.charlotteparadise.com

Featured Ads: How do I feature my ad?

Beautiful Lot with trees and on a cove
Land - McDonough, GA - August 11
This lot is located in McDonough, GA, you get that coast... \$55,000

Palms of Perdido - Perdido Key - Exclusive Custom Floor Plans Available
Direct - Developer
Houses - Apartments for Sale - Panama City, FL - September 2
Palms of Perdido - Perdido Key - Exclusive Custom Desig... 1,110

Room for Rent - Furnished - 4 Orlando locations - Professionally managed - from \$150/Week
Rooms for Rent - Shared - Orlando, FL - February 22
Clean, GUEST JAMES INCLUDED, on-site, weekly... 154,500

Beautiful Townhome in Thornton - 2 Bedroom, 2.5 Bathroom - Village
Houses - Apartments for Sale - Thornton, CO - September 11
HOMERUN NEVER HOME IN THE HILLARIES NORTH NEIGHBORHOOD OF THORNTON, CO. THIS CONDO HAS BEEN DESIGNED TO FIT INTO TOWNIE MODERN UPDATED LOOK, COMPLETE WITH A GRIE... 1,250

Stor and unit lowhome for rent in the Short Pump area
Houses - Apartments for Rent - Richmond, VA - September 11, 1 hour and 22 minutes ago
End unit townhome for rent in the Short Pump, just minutes from Short Pump Town Center and Interstate. 3 Bedrooms, 1.5 baths, 1400 Sq Ft, living and dining rooms... 1200,000

CONDO IN THE WOODS
Houses - Apartments for Sale - Sarasota, FL - September 11, 1 hour and 43 minutes ago
Lives like a single family home - surrounded by lush vegetation - One 2 bedroom, 2 bath home in a detached unit in a small near beach complex. Easy walk to the... 11,700

LAS OLAS PH VERY CLOSE TO MAMITAS BEACH
Houses - Apartments for Rent - Beaumont, TX - September 11, 1 hour and 40 minutes ago
Excellent for short stay a nice block to mamitas beach. And one block to the 5th avenue Penthouse. 2 bedrooms, 2 bathrooms, kitchen, dining and living room... 1200,000

Excellent Condition! Close to the Parkway but very quiet retreat in Pigeon Forge TN
Houses - Apartments for Sale - Pigeon Forge, TN - September 11, 1 hour and 47 minutes ago
VERY clean and ready for great Christmas in an excellent condition - used as a second home and rented weekly of times. Only 11 miles from Parkway, quiet neighborhood... 147,000

OWNER FINANCING!!
Houses - Apartments for Sale - Sarasota, FL - September 11, 1 hour and 51 minutes ago
One of the larger 2 bedroom, 2 bath floor plans on Sarasota. This condo has loads of windows and a large screened porch off both the master bedroom and living room... 154,000

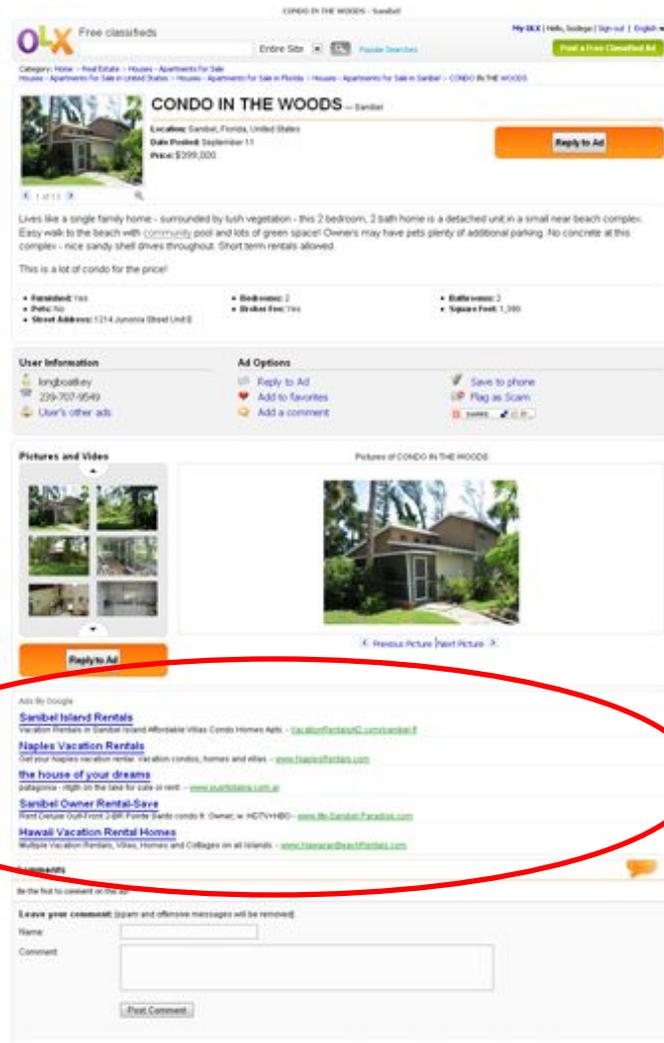
FUN IN THE SUN!
Houses - Apartments for Sale - Sarasota, FL - September 11, 1 hour and 58 minutes ago
\$60,000.00 PRICE REDUCTION! See how Owner plans everything to keep this condo in top condition. Now \$60K! Top show and homebase established in April 2009... 11,300,000

BAYFRONT PARADISE
Houses - Apartments for Sale - Sarasota, FL - September 11, 2 hours and 8 minutes ago
This house has a view! One of the few existing beachfront homes with a dock and about a 10,000 sq. foot lot. This home has 3 bedrooms, 3.5 baths, large lift area... 11,000,000

GREAT LOCATION FOR BUILDERS & INVESTORS PROSPECT HTS BROOKLYN NY
Houses - Apartments for Sale - Brooklyn, NY - September 11, 2 hours and 10 minutes ago
Prospect Heights - All Ready for Builders/contractors or investors Great Location Prospect Hts - downtown Brooklyn 2 Min use preppers/wasped plans... 895,000

WHAT A VIEW!!
Houses - Apartments for Sale - Sarasota, FL - September 11, 2 hours and 19 minutes ago
Direct golf views from this lovely 2 bedroom, 2 bath condo with washer and dryer in the unit and table remodeled. Nicely furnished with a terrific rental fee...

Реклама



Free classifieds

My OLX | Help, Settings | Sign out | English

Category: Home - Real Estate - Houses - Apartments for Sale
Houses - Apartments for Sale in United States - Houses - Apartments for Sale in Florida - Houses - Apartments for Sale in Sarasota - CONDO IN THE WOODS

CONDO IN THE WOODS - Sarasota

Location: Sarasota, Florida, United States
Date Posted: September 11
Price: \$299,000

Reply to Ad

Lives like a single family home - surrounded by lush vegetation - this 2 bedroom, 2 bath home is a detached unit in a small near beach complex. Easy walk to the beach with community pool and lots of green space! Owners may have pets plenty of additional parking. No concrete at this complex - nice sandy shell drives throughout. Short term rentals allowed.

This is a lot of condo for the price!

• Bedrooms: 2
• Bathrooms: 2
• Square Feet: 1,300

• Finished: Yes
• Pool: No
• Street Address: 1214 Avenue Street (Link)

User Information

longwalkley
209-707-9549
User's other ads

Ad Options

Reply to Ad
Add to favorites
Add a comment

Save to phone
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Share

Pictures and Videos

Pictures of CONDO IN THE WOODS

Reply to Ad

Ads by Google

Sarasota Island Rentals
Vacation Homes in Sarasota Grand Affordable Villas Condo Homes Apts - vacationrentals.com/sarasota/

Naples Vacation Rentals
Get your Naples vacation rental - vacation homes, homes and villas - www.naplesvacation.com

the house of your dreams
paradise - right on the lake for sale or rent - www.austobella.com.au

Sarasota Owner Rental-Save
Rent Custom Built Front 2 GR. Fully Furnished Condo in Owner w/ HDTV+HBO - www.theSarasotaParadise.com

Hawaii Vacation Rental Homes
Multiple Vacation Rentals, Villas, Homes and Cottages on all Islands - www.hawaiiislandvacations.com

COMMENTS

Be the first to comment on this ad.

Leave your comment (spam and offensive messages will be removed)

Name:

Comment:

Post Comment



Free Classifieds

Спасибо!

Диана Молдавская
Директор по России/СНГ
dianam@olx.com

