

## Enabling classifieds with Carpages.co.uk



### The Challenge

To engage more closely with users by delivering a comprehensive and easy-to-use classifieds solution in a cost-effective way that would generate additional revenue opportunities and strengthen the Carpages brand.

### Goals

- Provide best-in-class solution that integrates seamlessly with existing site
- Provide a compelling user experience
- Persuade the maximum number of dealers to buy advertising space
- Maximise advertising revenue

### Results

- Carpages established as significant motoring car locator (Top 10 motoring classifieds *Hitwise* ranking)
- Growing usage with 15-20% of Carpages traffic now classified search
- Growing dealer classified advertising revenue
- Increased delivery of premium banner advertising

### Skupe Net Software Used

*Brandbuilder* is Skupe Net's own classifieds solution, that provides strategy, processes, technology and sales channels to integrate classifieds seamlessly with clients' web sites.

### For More Information



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**Carpages is a search engine for all things motoring, containing reviews, news and car buyer guides with over 14,000 pages of content. It was established in 1999 and is ranked as a Top 20 UK motoring web site by *Hitwise*. It attracts over 800,000 visitors each month and generates its revenue from display advertising.**

### The Challenge

Although firmly established, Carpages was looking for new growth opportunities, and a key issue was how it could engage more with its users. Classified listings provide such an opportunity, because the volumes involved and the profile of activities certainly increase visitor involvement and also lead to additional revenue streams. Carpages had two options for adding a car locator to the site:

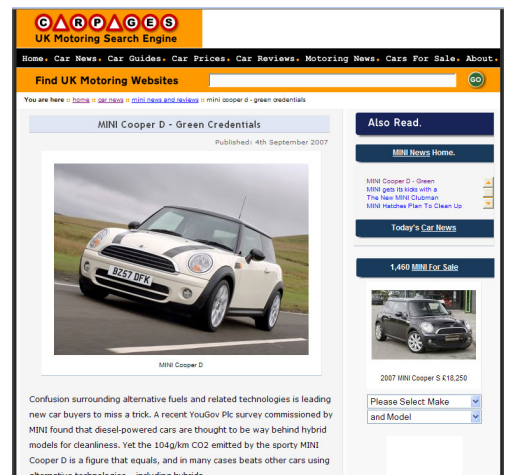
Option 1 involved the listings being delivered via a third party tenancy agreement, but such arrangements rarely engage the user, and it is not unusual for third party solutions to account for less than one per cent of total web site impressions. Further weaknesses are:

- Weak integration with original site content
- Failure to enhance the host organisation's brand, as the branding would be that of the third party which may already be more familiar to users

Option 2 would be for Carpages to implement its own classified solution, which would address the issues above and allow much better engagement with users. Adopting this option, however, included its own challenges:

- Integration to existing content is a key requirement, but typically done poorly in the market
- A large and relevant inventory of cars is key
- Creating and implementing such a solution requires considerable resources
- Additional resources are also required to bring in dealer advertising and revenue, in that dealers must be made aware of the offer and persuaded to buy advertising space

After a review in early 2007, Carpages was clear that Option 1 would not provide the engagement required, and so it asked Skupe Net to come up with a solution that would deliver and address the issues that had to be overcome.



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The Solution

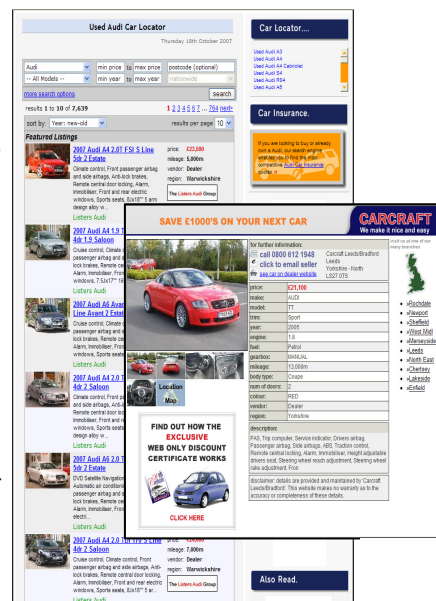
Skupe Net was able to provide Option 2 as an enterprise-strength hosted service on an outsourced basis through its own classifieds solution, *Brandbuilder*. This was integrated into the Carpages web site in April 2007, taking only a matter of days to implement across the entire site. It has proved easy to use with its impressively fast car search facility, carrying a huge inventory of over 200,000 cars from day one. It also incorporates relevant advertisements to every existing page of content in innovative ways. The Skupe Net solution is provided without any branding, so Carpages' own brand is strengthened, not diluted, and also communicated to dealers by Skupe Net.

Skupe Net also sells Carpages advertising to dealers via its own established sales network and includes performance reporting in the package.

Results

There was an immediate increase in the desired user engagement with a big increase in the length of user sessions. The car search tool now accounts for over 15 per cent of the total number of Carpages pages delivered, and the display advertisements placed on each of the car search pages have resulted in much increased revenues. In addition the demographics of users searching for cars is now better understood, which in turn allows more focused banner advertising campaigns generating still more additional revenue through the higher cost of such advertisements.

Greater brand awareness amongst users has resulted in Carpages being ranked as a top 10 UK motoring classifieds destination by *Hitwise*, in addition to its ranking as a Top 20 motoring website. Greater brand awareness amongst car dealers has led to a number of the top 10 UK motor retail groups advertising regularly on the Carpages site.



"We have been working with Skupe Net since April 2007. It provides us with the inventory system for dealer listings and car locators, plus the technology to link everything together on the site to give our visitors all the information they need.

It is a brilliant system and its popularity with our readers is providing car dealers with a highly efficient sales aid – one which is quick to set up, personalised any way the dealer wants, low risk and low cost."

**James Doyle,**  
editor, Carpages

"We have used the Carpages website to promote our brand and dealerships since it launched last year. As one of the largest privately-owned motor groups in the UK with over 35 dealerships, it is important to make full use of the best internet technology available. We have been delighted with the response to our classified listings, and Carpages delivers the sales leads we need."

**Alexandra McGuire,**  
new media communications  
manager, the Lister Group

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About Skupe Net

Skupe Net Limited specialises in search technology and supplies strategy, processes and sales channels to integrate seamlessly with its clients' web sites. In the case of Carpages, its *Brandbuilder* technology provides the inventory system for dealer listings and car locators, plus the ability to link everything together to give visitors all the information they require. The result is that consumers and sellers are put in touch with each other more quickly and more effectively.