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Background MyPostNumber (MPN)

Local marketing is growing strongly. The development has started in US and is now moving into Europe. MPN is a Swedish answer to the rapid movement within local marketing on the internet. The company has started up in Sweden and is looking into the possibility to start up new countries in Europe.

Trends

Internet has already seen four mega trends that each has created values for billions of dollars. MPN believes that the next mega trend is local internet.



- Local search grew 58% in 2008 over 2007 - while overall search were up 21%
- 23% of the SMB companies use less money on Yellow Pages compared to earlier
- Only 44% of SMB companies have their own homepage

Trends – US Media

Traditional Ads

Magazines



14,8%

TV



10,1%

Radio



11,7%

Newspapers



18,7%

18,1%



Mobile

9,2%



Internet

Digital Ads



Reasons to build MPN

- A lot of the marketing dollars are changing hands, from traditional media to internet related advertising – especially local
- All sites and all users are in need of increased relevancy
- Almost all information has a local tag, the zip code is very common
- Almost all users know their zip code at home, at work and at the vacation spot
- 50% of all SMB has no presence on the internet



Idea

- Buy all zip codes in Sweden – 7000 domains
- MPN is the modern bulletin board - to be compared with the historic local supermarket bulletin board
- All local information is gathered into one place – super relevant information for the local internet user
- Everything is free for the private user
- The income is coming from traditional internet ads, from user generated hyper local ads and from newpages.se (read YP).
- The business in the area is run by a local agent

Alla

Företag & Föreningar

Anslagstavla

Nyheter

Områdesinfo

Forum

Agentforum

Annonser

Gammalt

Välkommen till Mittpostnummer.se!

SÖK

Mittpostnummer.se är en superlokal anslagstavla. Här hittar du företag, sälja eller köpa prylar, hitta barnvakt, eller diskutera med dina grannar. Välj ett närområde på ett ställe. » [Läs mer](#)

Visar ett litet urval av de 133 inlägg som ryms inom kartan.
Välj en av flikarna ovan eller använd kartan för att gå vidare!

Erik Bertilsson vann Svenska Cupen

Av Peter · 8 Oct · 1 kommentar
[Nyheter](#) » [Lokalt](#)



Ralph Lauren tröja skjorta

Från Eniro · 6 Oct
[Anslagstavla](#) » [Säljes](#)



Barnpassning sökes

Från Grannar.se · 29 Sep
[Anslagstavla](#) » [Hjälp sökes](#)

Kullaviks Hamnlopp

· 27 Aug
[Områdesinfo](#) » [Övrigt](#)

Linda Bengtström

Från Grannar.se · 18 Aug



Annonser



Annonser

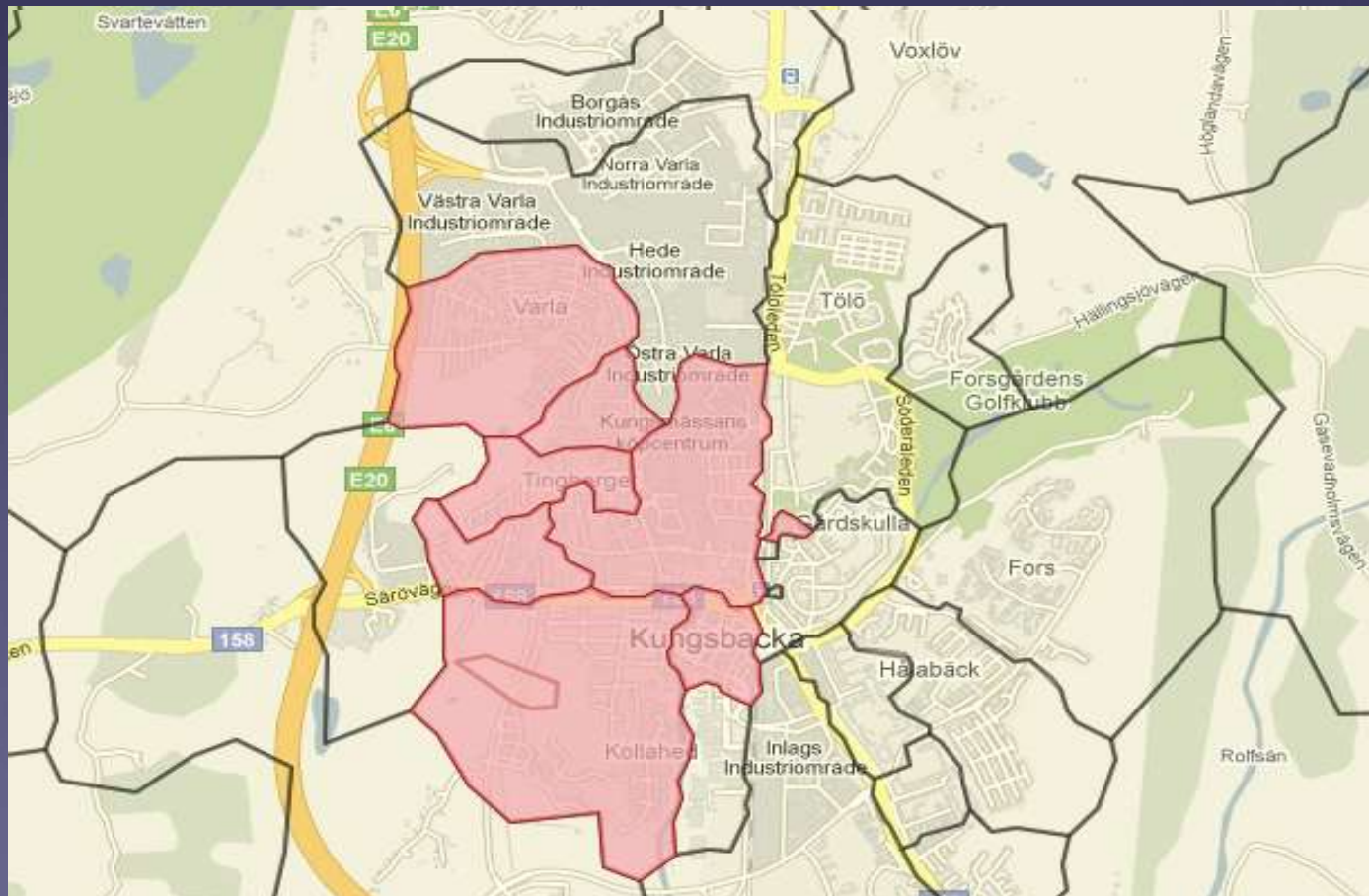
TRYG



Domains as an asset...

- Marketing – all users know their zip codes and like the idea as an identifier
- Sales – all companies understand the area by area idea, geografraphy is often demography
- Protection – whatever any who copies the idea with local internet marketing needs to use something less good compared to zip codes.

Geography is Demography



Business Model

- Alla
- Företag & Föreningar
- Nyheter
- Anslagstavla
- Områdesinfo
- Forum

Lokala företag och föreningar

frisör

SÖK

Du kan söka på namn, bransch och telefonnummer med mera, till exempel frisör, pizzeria eller hantverkare. Använd kartan nedan för att leta i ett visst område.

Sökfilter: frisör X

2

Sortera: relevans

Hittar 26 inlägg inom kartan.

Vildmarksfrisören

0300-31850

sport- fridsaktiviteter - detaljer

Salong Ja

0300-12715 · www.salongjan.se

frisörer hårvård

1

Ulla-Britts Hår Design

0300-19272

frisörer hårvård

Klipptornet AB

0300-71744

frisörer hårvård

10%

Er Salong

0300-15910

frisörer hårvård

Gimmick

0300-14155

frisörer hårvård

Salong Gunne



Annonser i närheten av 43432.



ERA - Mäklaren som ger mer.

På ERA har vi idag 96% nöjda kunder. Även om vi är stolta över det så arbetar vi hårt med att få ännu... Läs mer »

6

KLIPPA

Klippa

Klippas vision är att vara ledande i sin bransch och hos oss arbetar frisörer som vill utvecklas... Läs mer »

7

Annonser från våra partners.



Företagsförsäkring

077-11 11 700



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Business modell

- Advertising via several different techniques:
 - “normal” YP business but in 2.0
 - “normal” banner ads at the top of the page – regional or national
 - UGA (user generated ads) that the local businesses generate on their own in a strongly standardized format. They have a tool where they choose what zip code areas they want to advertise in. These ads are displayed and prioritized to be on top when the user enters the page.
 - When the UGA are not filling up the ad space other ads networks are automatically pulled in (e.g. Google AdSense).



Business modell

- 40% of the money comes from YP – the offer from the traditional YP needs to be modernized, there is a window of opportunity right now, the customer will be given, e.g:
 - Their own homepage (widget)
 - Searchability
 - Nicer layout
 - Sponsored links
 - E-mail functionality
 - Advanced campaign handling (coupons/discounts etc)
- 20% from DM. Direct marketing is also an old advertising channel that is having a hard time with costs and environmental issues. We will be able to give better hit ratio, lower costs and no "waste"
- 20% to be taken from Local Newspapers. In Sweden local papers has a strong position but will over time need to change into a more internetic approach
- 20% from splinks and related techniques



Development over time

- Mobile services (VERY important for local ads/search):
 - Local search; closest, best ranking, best price
 - Coupons that is scanned from the phone
- Recommendations built in
 - The right offer to the right customer.
 - Offer Coupons and rebates in real time. The Ice House recommendation engine will be built in. This technology will offer both better sales and superior measureability
- MPN 3.0 – advanced search on individuals, companies, offers and local information