



Case Study

Leiki Focus Content Linking and Ad Targeting Connecting Catalogs to Content



fonecta



talentum

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Background

Fonecta is the market leading directory service company in Finland. Some of Fonecta's best-known services are Phone Books, 020202 and 118 directory assistance services and Internet-based Fonecta Finder and Inoa company directory. Fonecta's services are used altogether more than 1.5 million times each day.

Talentum offers professionals magazines, books, seminars and online services, operating in Finland, Sweden, the Baltic countries and Russia, and employing about 1,000 people. Media content produced by Talentum is based on strong expertise and journalistic skills. Some of Talentum's media in Finland are Talouselämä, Arvopaperi, Tekniikka & Talous, Tietoviikko, Markkinointi & Mainonta, Metallitekniikka and Mediutiset. Talentum's shares are listed on the OMX Nordic Exchange in Helsinki.

Approach

In early 2008 Fonecta integrated its Inoa company directory, containing approx. 400.000 company titles in Finland, with the Leiki Focus content discovery engine to launch Leiki's new advertising model. This system is the first in the market to enable **automatic contextual linking of products** from catalogs next to any relevant online content. The system allows any product catalogs (such as e-commerce sites' product lists, "yellow pages" directories etc.) to target ads of each of the products in the catalog to relevant content on other sites, e.g. news or blog sites.

Results

By integrating the Inoa directory with Leiki Focus, the companies in the Inoa directory are advertised by linking the companies with other online content, offering the users a direct access to directory. The targeted Inoa company advertisements are placed next to news articles on various Talentum business and technology news sites such as www.talouselama.fi and www.tietoviikko.fi. This way the most relevant companies in the Inoa directory are automatically shown next to each news article on the Talentum sites. Inoa's company directory is good match with Talentum's news sites as the various news sites cover a wide variety of fields of business and technology, as does the Inoa directory. This allows a comprehensive utilization of the directory.

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Fonecta's B-to-B –services, such as Inoa and Fonecta Finder offer a wide range of content from contact and financial information to the actual people in charge. It makes us happy that Leiki has boldly introduced new opportunities to move Finnish web users with us, Talentum and Toinen. As a new feature this enables more detailed targeting of products and services, and certainly a new way for the advertisers to do business.

Jukka Tukiainen, Senior Manager, Strategic Partnerships of Fonecta

Companies strive to target all their advertising, especially in the web. Now a whole new opportunity opens up to advertisers and the companies that we have been talking with are really excited about this.

Tero Pajunen, New Business Manager of Talentum

[...] New contextually targeted online advertising is a unique example on how the internet can be used in a completely new way.

Hanna Kivelä, Director of Nordic Online Business and IT of Talentum

Targeted online advertising sets itself in an environment where the reader has arrived from its own will and therefore is already interested on the topic. Targeted advertising is also at its best a solution that benefits both [the media and the advertiser] as from the context the reader has a direct access to the solution or the further information.

Marja Virmalainen, Marketing Manager of Henki-Sampo

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A screenshot of a news article on Talouselama.fi showing Leiki Focus recommendations

Talouselämä

Keskiviikko 14.5.2008



■ Etusivu
■ Sijoittaminen
■ Yrityskaupat
■ Talouselämä 500
■ Pörssi

Operaattorit

Dna ei lupaa hintasotaa

[Matti Kankare 18.2.2008]

Maakuntien puhelinyhtiöiden omistama tietoliikennekonserni **Dna** kasvatti kännykkäliittymiensä määrää 265 000:lla yli 1,2 miljoonaan liittymään viime vuonna, yhtiö **kertoi tänään**. Markkinaosuudekseen Dna laskee 21,6 prosenttia, kun osuus vuonna 2006 oli 18,9 prosenttia. Kasvu oli viime siten roimaa, vaikka **Elisa** ja **Telia-Sonera** ovat edelleen kaukana. Niiden liittymien määrä on 2,3 ja 2,4 miljoonaa.

Kännyköiden liittymäkohtainen liikevaihto putosi kuitenkin 27,7 euroon, mikä vei parhaimman terän mobiili-Dna:n kasvulta.

Silti Dna Oy:n konsernijohtaja **Jan-Erik Frostdahl** oli maanantaina lähes hymyä telekonsernin viime vuoden tuloksesta. Koko konserni ylsi 534 miljoonan euron liikevaihtoon ja liiketulos kasvoi 65 miljoonaan euroon.

Kuluttajille paremmin tuttu kännykkäoperaattori **Dna Finland Oy** nosti liikevaihtonsa 395 miljoonaan ja liiketuloksensa 44 miljoonaan euroon. Suhteessa liikevaihtoon operaattorin tulos heikkeni edellisvuodesta, koska yhdysliikennemaksun alentuminen söi tuloksesta liki 10 miljoonaa euroa.

Frostdahl sanoi kuitenkin olevansa erittäin tyytyväinen Dna Oy:n muokkautumiseen yhdeksi konserniksi.

Puheet ovat viime kesästä tasaantuneet, kun Dna Oy:tä nautti yhteen. Kesäkuussa Frostdahl **sanoi** että yhtiön tavoite on kasvaa ja viime vuonna Dna:n lii

Näin ei käynyt, vaikka operaattorin lukuihin lisättäi tammi-kesäkuun liikevaihto. Talusjohtaja **Simo** miljoonaa euroa lisää.

Aiemmin verkkopalvelussa
DNA parantaa hintahäirikön tapansa (28.6.2007)

Muulla verkossa
Dna:n tilinpäätös

Muulla Talentumin verkostossa
DNA paransi kannattavuuttaan (Tietoviikko 07.08.2007)
DNA ei lupaa hintasotaa (Tietoviikko 18.02.2008)
DNA kelluu valtaviirassa (Talouselämä 07.08.2007)
Elisa kaappaa kännykkäruunun Telia-Soneralta (Talouselämä 26.10.2007)
Telia-Sonera kiusasi alkuvuonna Elisaa (Talouselämä 25.04.2008)

[mainos]

dna Yrityslittymä - kustannustehokasta tavoitettavuutta

dna Yrityslittymä on yrityksen käytön mukaan hinnoiteltu liittymä, joka mahdollistaa muiden yrityksille suunnattujen matkaviestinpalvelujen käytön. Se voidaan mm. kytkeä dna Mobilivaihteen alaliittymäksi tai osaksi kiinteää puhelinjärjestelmää. Tutustu dna Yrityspalveluihin >>

Aiheeseen liittyviä työpaikkoja Uratiellä
Senior Consultant Elisa Oyj:lle Helsinkiin

Aiheeseen liittyvien yritysten tiedot (Inoa.fi)
dna-myyntipiste Kokkolan Puhelin
Matkafon Oy
DNA Palvelut Oy

News article about teleoperators in talouselama.fi business news site.

Automatic content linking by Leiki Focus based on the article profile.

- * Similar articles from the Talouselämä news site.
- * Similar items on the web.
- * Similar articles on other Talentum news sites.

Most similar advertisement, automatically selected based on the article profile.

* Job ads from a recruitment site Uratie.fi, and

* Companies from Fonecta's Inoa.fi directory most similar to the article.



How does it work?

The new advertising model is based on Leiki's very detailed ontological analysis of content topics and their relevance. This advertising model is particularly helpful for e-commerce product catalogs, any type of directories or content databases. So far, online advertising has either been untargeted banner-type brand promotion or ads targeted using manually defined keywords. This means that online retailers have marketed their services mainly as generic, untargeted brand promotion.

However, with Leiki Focus it is possible to **advertise actual products from the catalog or directory on any media site** by displaying the most relevant products next to the most relevant content, automatically showing personally relevant items to consumers. The detailed ontology spots the connections beyond simple keywords and allows the catalog owners fully utilise their entire product catalog, without being dependent on keyword matches or "most popular items" lists.

Taking retail marketing to the next level

With the "Catalogs to Content" model the eCommerce retailers' online marketing for becomes much more effective than the existing brand promotion, with targeted product advertising seen more as a useful service than just another pushy banner campaign. Showing eCommerce products on media sites instead of just the online store makes a huge difference both for the retailer and the consumer.

**For more information, please contact: sales@leiki.com
or go to www.leiki.com**



About Leiki

Leiki provides patented software technology that automatically recommends users with interesting content, relevant advertisements and other users with similar interests. The functionality is based on the most detailed content analysis and real-time learning of user preferences and uniquely enables linking products from catalogs to online content. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list and in 2007 received the European ICT Prize. Leiki's customers include Financial Times, Nokia and Sun Microsystems.