



NEWS RELEASE

Leiki recommendations monetise classifieds and product catalogues for Arena Partners

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Product catalogues and classified ads are a great untapped resource for publishers. Previously it has not been possible to automatically recommend products and classifieds that are most closely related to a displayed article. Leiki Focus releases the potential of ad inventories by automatically selecting the most relevant ads and products, which greatly increases traffic compared to generic brand promotion such as “click here for our classifieds service”.

Arena Partners, an online service provider jointly owned by eight Finnish newspapers, has chosen Leiki Focus for automatic content recommendation and ad targeting on leading regional publications including Ilkka, Keskipohjanmaa and Pohjalainen. At the end of the articles on these online newspapers there are links to similar editorial articles and classifieds. This helps the user by enabling easy study of the article topic from different viewpoints and the publisher by increasing page views and the number of users for previously undiscovered service areas. Contextual text and banner advertising is also shown, bringing new ad revenue to the publisher.

With Leiki’s patented targeting and recommendation solution both publishers and advertisers significantly increase value by displaying the most relevant content and offers for each context. This results in click through rates that are typically over ten times higher than in traditional online advertising. It also allows publishers to fully utilize the investment they have made in creating their content archives.

Arena Partners Ilkka Korjus: “Leiki Focus is an excellent example of a product that Arena Partners can offer through its partner Leiki to enable the success of its owner news papers in the digital classified ads.”

Leiki CEO Dr. Petrus Pennanen: “Classifieds are very valuable content but it takes effort and motivation from the reader to find personally relevant products. Arena Partners is one of our first customers that uses contextual classified recommendations to help readers to find interesting products without searching. This gives a strategic advantage to the publisher by taking the monetisation of their classifieds inventory to the next level.”

Ends

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Notes to Editors**About Leiki**

Leiki provides publishers and advertisers a complete solution for targeted advertising and automatic content discovery. The patented technology is based on uniquely detailed automatic content analysis and learning of the user's preferences. 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, in 2007 received the European ICT Prize and in 2008 the Media Innovation of the Year Award. Leiki's customers include Financial Times, Nokia and Sun Microsystems.

www.leiki.com

About Arena Partners

Arena Partners is a common consulting and development e-company of eight local newspapers. The company was founded in 2000 and has offices in Kuopio and Joensuu. The company's operations focus on the development its owner corporations' digital classified ad solutions and web services' content. The core of Arena Partners' activities is the owner corporations' business strategies and based on them it endeavours to find partners to carry out the strategies in the multi channel business environment.

www.arenapartners.fi