InfoCommerce**2007**

oodle
the search engine for local classifieds

Model of Excellence | Oodle

Company:	Business Model:
Oodle Inc. **San Mateo, CA 94401** **www.oodle.com**	Advertising & Transaction Supported: Free Listings with Paid Enhancements

Business Model

The **Advertising and Transaction Supported: Free Listings with Paid Enhancements** business model represents the traditional buying guides/yellow pages model executed online. The value of the free basic listing is it allows the database to be comprehensive in coverage, which builds usage that in turn drives demand for listing enhancements from listed companies and professionals seeking increased visibility.

Overview

While at first glance Oodle may appear to be just another aggregator of classified advertising, it has actually gone to great lengths to differentiate itself, with an impressively searchable database and innovative twists on the data it brings together.

Oodle has recently launched the "Oodle Index," which processes the millions of classified ads in its database to calculate median prices of specific categories of goods and services in specific geographic areas. For example, with just one click Oodle will tell an apartment hunter the median price for apartments in their area and the price trend over the past six months. One more click allows a look at "inventory," in this example, how many apartments are available, and what the trend looks like. In addition to this real-time analysis, Oodle has created a series of more detailed reports for popular categories in major markets.

The Oodle Index provides the site with a powerful value-add. In addition to the Index, Oodle also offers users a compact and highly intuitive user interface, remarkably deep content, a daily email alert feature, even RSS syndication.

By delivering data so well organized, in an intelligent format and with all the features needed to help users make not only fast, but smart, buying decisions, Oodle is helping to move the online aggregation business from simply delivering "more" to delivering "better."