



Model of Excellence

PublicRoutes.com

Company:

Business Model:

PublicRoutes.com
New York, NY
www.publicroutes.com

Advertising & Transaction Supported:
Free with Third-Party Ads

Business Model

The **Advertising and Transaction Supported: Free with Third-Party Ads** business model generally depends on broad interest content to drive strong site traffic which in turn fuels direct and syndicated advertising sales.

Overview

While there is no shortage of sites that provide maps and driving directions between two points, don't look to them for help with using available public transportation. That's where PublicRoutes.com comes in. With gasoline prices creeping every upward, their timing could not have been better.

Currently serving 21 metropolitan areas in the United States as well as London, PublicRoutes.com provides an interface similar to that found on other mapping sites, but with options to specify mode of transportation: bus, subway, rail, even ferry, or the best combination of transport modes to get from one point to another. PublicRoutes.com will even provide the best route between two points for people who – gasp – want to walk.

The site also offers local city guides for hotels, restaurants, attractions and more, although the guides are currently not integrated into the maps. PublicRoutes.com has also partnered with Expedia to provide air and hotel reservations right on the site. The site also provides frequently updated weather and traffic alerts. Map quality is excellent and the user interface is well executed.

The site's business model includes syndicated advertising, enhancements to city guide listings and commissions from transactional partners.

PublicRoutes.com has made a place for itself in the highly competitive online mapping space by adding useful data its competition didn't offer. With a rapidly expanding coverage area, PDA availability, a downloadable toolbar and distinctive content, PublicRoutes.com is well positioned to become a major B2C informational platform which will continue to expand the company's revenue opportunities.