



abacus e-media

Directories Marketplace

Commercial opportunities for online publishers: creative directory solutions

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Abacus e-Media's Marketplace provides a simple yet effective tool for managing company and product directory data. Widely used throughout the media industry, Marketplace supports a wide range of publishing business models allowing your sales team to get creative with the sales opportunity and demonstrate real value to your end customers.

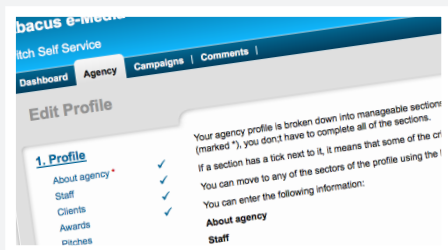
Marketplace has been developed with the industry expertise on which Abacus has built its reputation. The product CMS has an intuitive UI for creating, editing and publishing rich directory data such as picture galleries, audio/video, attachments and branding.

The system is highly configurable and supports the concept of sales "packages" (e.g. gold, silver, free) which provide a quick and easy mechanism for increasing the value of a listing and up-selling the end customer.

Customisation and standard builds

We understand the pressure on our clients to generate significant margins from their digital investments, so with this in mind we have developed a set of company directory pages which can be rebranded quickly and cost-effectively.

If this approach is too formulaic and you need your directory to really stand out from the crowd we can design and build custom pages and integrate other web services like local information and mapping technologies to showcase your data and provide increased functionality to your end users.

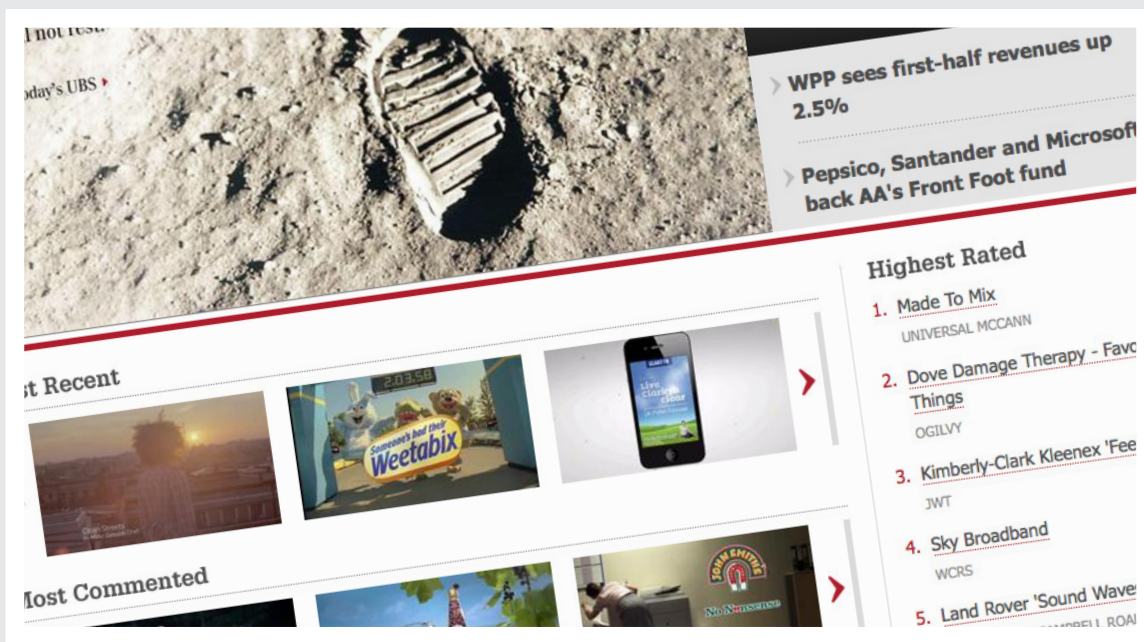


Marketplace meets UGC

Centaur Media has launched Pitch, an innovative reputational network (powered by Abacus e-Media's Marketplace and Webvision v3 CMS, and video streaming from Vyoo), that allows marketing professionals to share business intelligence by rating and commenting on agencies' work.

Agencies use a web-based self-service system to upload digital assets, e.g. Video and audio files and are able to respond to comments on their work. Pitch currently includes details for the 100 leading strategic creative agencies.

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Marketplace is used by leading publishers including Emap, Centaur Media, TSL, Ocean Media and Newsquest, to create, edit and publish rich data such as picture galleries, video/audio files, attachments and branding

Streamlined user interface

Underlying the directory is a powerful content management system, which enables non-technical users to build, populate and edit information and marketing content on the website without technical knowledge. Marketplace uses an industry standard XHTML editor (x-standard) to simplify the workflow and increase your staff's productivity. Directories Marketplace can either integrate with an existing content management system or be supplied with our own CMS.

Secure Self-service

If you have a large volume of listings to manage then Marketplace can be configured to support a web-based self-service area which let's your customers log in, create and update their listings, reducing the overhead on your staff. This can involve full management of text, pictures, audio/video and branding.

Self-service pages can be integrated with payment gateways to provide an online payment mechanism for upgrading and renewing your customer listings.

Directories don't have to be serious! If you've got a good idea for bringing buyers and sellers together in an interactive and engaging environment then contact Abacus e-Media for more information and product demo.

Working with



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