

Effective advertising on Marktplaats.nl

Goal-oriented communication with a relevant audience.



Marktplaats.nl.

The Netherlands' number one e-commerce site



Effective and popular

What started off in 1999 as a virtual trade site for consumers among themselves, over the last ten years grew out to be the Netherlands' most successful e-commerce platform and one of the most popular Dutch brands.

On the BrandAsset Valuator 2009*, the world's largest brand survey, Marktplaats is number 5 in the list of strongest Dutch brands.

Marktplaats is the heart of national as well as regional online trade in secondhand and new products and services for both consumers and businesses. Every month 6.6 million singular visitors browse well over 5 million advertisements.

* BrandAsset Valuator's brand top 1000 was carried out by Consult Brand Strategy, brand counsel office, 28 April 2009.

Marktplaats in numbers**

- 6.6 million singular visitors a month
- 50% of Dutch population over 13 years of age visit Marktplaats every month
- 49% of visitors come in under social class A/B1
- A total of 61.5 million visits per month
- Visitors spend 15 minutes on Marktplaats on average
- 5 million advertisements live daily
- 250,000 new advertisements a day
- 40% of visitors search for new products

** Source: Stir June 2009 and internal data Marktplaats.nl

6.6 million singular visitors a month: The Netherlands' busiest shopping mall

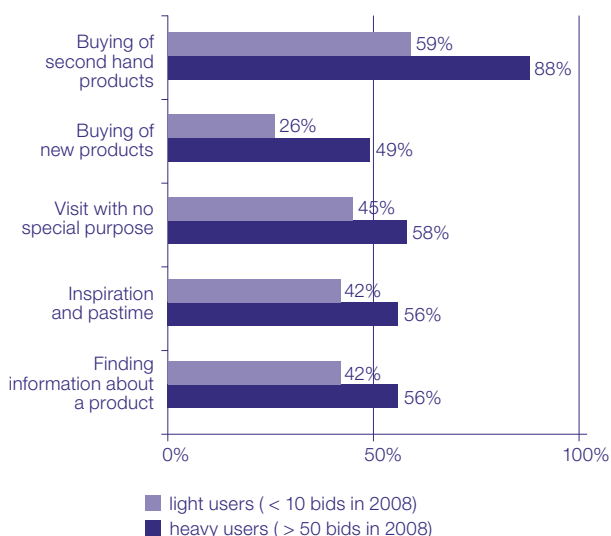
Eager to buy-audience

Marktplaats offers an interesting context for advertisers to effectively reach an eager to buy-audience. 1.2 million buyers and 'window shoppers' a day make Marktplaats.nl the busiest shopping mall in the Netherlands. Marktplaats' visitors are a typical reflection of the Dutch population. We translated our extensive knowledge of our user's orientation and buying behavior to a wide portfolio of advertising feasibilities and clever targeting methods. You can address specific target groups and even communicate one-on-one.



Our users visit us for more than trade alone

What are your reasons for visiting Marktplaats?



Marktplaats.nl's visitors*

| Marktplaats | Absolute reach | reach (%) | |
|-----------------|----------------|-----------|---------------------------------|
| Total 13+ | 6,582,000 | 100% | |
| Men 13+ | 3,242,000 | 49% | Good balance men/women |
| Women 13+ | 3,340,000 | 51% | |
| Ages 13-19 | 673,000 | 10% | Well-balanced population spread |
| Ages 20-34 | 1,901,000 | 29% | |
| Ages 35-49 | 2,382,000 | 36% | |
| Ages 50-64 | 1,314,000 | 20% | |
| Ages 65 and up | 313,000 | 5% | |
| Social class A | 889,000 | 14% | 47% in social class A/B1 |
| Social class B1 | 2,336,000 | 35% | |
| Social class B2 | 1,582,000 | 24% | |
| Social class C | 1,644,000 | 25% | |
| Social class D | 131,000 | 2% | |

* Source: Stir, June 2009

Your message in a relevant context

Reach consumers during the orientation and buying process

From our homepage Marktplaats' visitors can search for goods and services in 35 groups and over 1,500 categories. By advertising in one or more groups which fit your product or service you can upgrade the relevance of your message and herewith its effectiveness.

Homepage and group top 10

Numbers per month

| | Group | Absolute reach | Page views |
|----|---------------------------|----------------|-------------|
| | Homepage | 5.604.000 | 140.999.000 |
| 1 | Home and design | 2.079.000 | 78.135.000 |
| 2 | Babies and children | 1.615.000 | 87.128.000 |
| 3 | Services and experts | 1.307.000 | 9.522.000 |
| 4 | Garden and terrace | 1.274.000 | 31.890.000 |
| 5 | Cars | 1.253.000 | 58.733.000 |
| 6 | Bicycles and mopeds | 1.222.000 | 42.191.000 |
| 7 | Hobby and leisure | 1.144.000 | 35.328.000 |
| 8 | Books | 1.106.000 | 26.016.000 |
| 9 | Animals and appurtenances | 1.047.000 | 48.812.000 |
| 10 | Ladies' clothing | 1.014.000 | 56.105.000 |

Source: Stir, June 2009



Computers en
Contacten en Berichten
Diensten en Vakmensen
Dieren en Toebehoren
Doe-het-zelf en Verbouw
Fietsen en Brommers
Hobby en Vrije tijd
Huis en Inrichting
Huizen en Kamers
Kinderen en Baby's
Kleding | Dames
Kleding | Heren
Motoren
Muziek en Instrumenten
Postzegels en Munten
Sieraden en Tassen
Spelcomputers, Games
Sport en Fitness

Clever targeting methods: one-on-one or six million

Behavioral targeting

- Based on specific interest in goods or services.
- Your advertisement is linked to the search, click, buy and sell behavior of the users of Marktplaats.
- Relevant if you want to reach people in a particular phase of the buying cycle.

Business targeting

- Based on business relevance.
- Your advertisement is only visible to people that visit Marktplaats for business purposes, mainly SME

Financial targeting

- Based on the recommended price of goods or services offered.
- Effective if you aim to reach people with a certain pattern of spending.

Gender targeting

- Based on gender.
- Effective if you explicitly want to address men or women.

Keyword targeting

- Based on Marktplaats users' specific search terms.
- Your advertisement is linked to particular (compilations of) keywords.

Lifestyle targeting

- Based on stage of life and consumer behavior.
- Advantageous when addressing target groups with a particular lifestyle.

Spot-on advertising thanks to advanced targeting solutions

Utilize your marketing budget optimally. Marktplaats' clever targeting possibilities help to communicate purposefully with your particular target group and minimize waste.



Product targeting

- Based on particular groups of products or services.
- Your advertisement is visible in groups which are popular amongst your target group or which comprise a relevant context for your product or service.

Regional targeting

- Based on geographic selection.
- Your advertisements are only visible to people from selected regions and/or postal code areas.

Time targeting

- Based on day, daily period and/or point in time.
- Your advertisement is visible only at previously determined moments in time.
- Effective when implementing an intermittent campaign or if you want to attune the campaign to other media.

That is why: Marktplaats.nl*

- The Netherlands' number one e-commerce site.
- In the Netherlands' top 3 of online platforms for commercial advertising
- One of the Netherlands' most popular brands.
- Easily reaches a mass audience (6.6 million singular visitors per month), but also spot-on your target group thanks to extensive clever targeting methods.
- Acquisitive and loyal audience which is open to your message.
- Solutions made to measure in order to realize your goals.
- Always a relevant context due to 35 groups on the site.

* Source: Stir, June 2009

Tailor-made solutions

From extensive online branding to generating traffic for your website, Marktplaats always knows of effective ways to realize your goals.

We offer advice and diverse options on positions on Marktplaats which are relevant for you, differing from display advertising and text links to rich media and online video solutions. Of course we can also develop tailor-made overall projects

Additional information

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Advertisers who successfully preceded you on Marktplaats

 accenture

 deBijenkorf

 HALFORDS

 NISSAN

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LOTERIJ

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