



## THE MISSION

OLX, a free online classifieds site, was founded in 2006 with international ambitions.

Its founders, Fabrice Grinda (Aucland, Zingy) and Alec Oxenford (DeRemate.com, Dineromail), presented Keyade with a daunting challenge: populate each local classified ad site in over 60 countries, over a four year period.

To this day Search Marketing remains the sole acquisition marketing channel employed by OLX, which has grown to 150 employees with offices in New York, Buenos Aires, Sao Paulo, Delhi and Moscow.

## THE CHALLENGE

The challenge was twofold.

**Linguistic:** The project now covers more than 20 languages in over 60 countries spanning a range of diverse cultures.

**Technical:** Search Marketing is a vast and complex operation that must be tailored to each market's conditions (Google's dominance in Europe, Baidu's and Yandex's in China and Russia; Yahoo and MSN/Bing and their local divisions). This exponentially increases the number of required contact points and streams of red tape.

The challenge is heightened by the fact that the expected growth must be strong and speedy, backed by several million dollars of media investments.

Having the right organization was therefore essential to merge cultures, languages and local know-how into a centralized, comprehensive and global approach that cultivated best practices, exchanges, brainstorming, cross-border unified tracking and homogenous reporting.

## THE SOLUTION

Keyade made the decision to create an internal international team, based in Paris, consisting of account managers native to the main countries OLX operates in.

We were thus able to cover 7 languages: English, German, Italian, French, Spanish, Russian and Chinese.

A team of offsite freelancers was also assembled to handle the secondary languages. The freelancers, native to their respective countries and based in Paris, were trained in the creation of search marketing campaigns. Ensuing optimization was coordinated by the internal team.



## THE RESULTS

This ad-hoc organization, which placed the customer at the center of the strategy, greatly contributed to the rapid deployment of marketing campaigns across the globe. Good teamwork practices, coupled with centralized coordination, yielded vital work synergies while leaving ample room for each country's cultural diversity.

With 140 million unique visitors monthly, OLX is now a leader in its field in many countries, including Brazil, Spain, Portugal and India.

The company's primary revenue sources are Google AdSense ads and premium classified ad services. In August 2010, South Africa based Naspers invested between 20 and 40 million in OLX, enabling Fabrice Grinda and Alec Oxenford to accelerate OLX's global reach.

**140M** UNIQUE VISITORS / MONTH \*

**125M** ACTIVE LISTINGS ON SITES

**1M** BANNERS SERVED VIA THE GOOGLE DISPLAY NETWORK / MONTH\*\*

**189M** VISITS FROM 233 COUNTRIES\*



\* Google analytics – October 2010

\*\* eCPM \$ 0.10 to \$ 0.20

## FABRICE GRINDA, CO-CEO



Over the last 4 years, Keyade has proven its ability to manage highly effective advertising campaigns, overcoming the constraints typically associated with managing multiple countries and languages, and yielding stronger results than those of the local agencies that we have tested.

## WILLIAM GUILLOUARD, VP MARKETING



The problem for OLX is very simple: How do you manage SEM campaigns for more than 30 countries and 15 different languages? You have two choices. Either you take a local agency for each country which multiplies contacts, capabilities, and reporting interfaces. Or you choose a single agency.

After pitches from agencies around the world, we chose one of the only agencies who could manage our SEM campaigns just as effectively as local agencies – Keyade. Keyade is able to provide us not only centralized management, but also native account managers for our main campaigns (Russia, Latin America, etc.).

## ABOUT OLX

OLX is the next generation of free online classifieds.

OLX provides a simple solution to the complications involved in selling, buying, trading, discussing, organizing, and meeting people near you, wherever you may reside.

The company is based in New York, NY and Buenos Aires, Argentina and operates two leading online classifieds networks hosted at :

[www.olx.com](http://www.olx.com)  
[www.mundoanuncio.com](http://www.mundoanuncio.com)



## A PROPOS DE Keyade

Created in June 2006, KEYADE is an independent online agency specializing in the management of Search Engine Marketing, Facebook Marketing, and Ad Exchange Platforms. Its three founders took a risk giving Keyade an innovative positioning: highly-skilled team, limited number of clients, centralized international management, and innovative proprietary technology.

Currently, Keyade manages campaigns in over 60 countries. And has gained the trust and confidence of clients including La Redoute, Voyages-SNCF, Meetic, Air France, Europcar, Prisma Presse, Lexmark, Photobox, and OLX.