AthensBook & GEO|ADS

Building an Innovative, Socially-aware Platform for the City
(that pushes the envelope on mobile advertising in the meantime)

Dimosthenis Kaponis & Yorgos Panzaris

June 2011

susukomaka

COSMICAL TECHNOLOGY

So, what is **AthensBook**?

- A smart city guide for Athens
- An iOS application (coming to Android very shortly!)
- Innovative, Useful, Practical, Timely, Personal
- *"A reason for getting the iPhone"*

So, what is **AthensBook**?

- Development started in mid-2008. Launched in March 2009. First Hellenic Mobile Advertising platform!
- One of the most popular iOS apps in Greece. More than 95K users! Second 'all time' Hellenic app in the Greek AppStore!
- GEO|ADS inaugural vehicle. Promoting high profile brands since Q4 2009.
- Constantly Evolving!

Media coverage.

Η ΚΑΘΗΜΕΡΙΝΗ

ΠΡΟΣΩΠΑ

ο success story δύο νέων επιστημόνων

ATHENS voice

paper >> άρθρα

Η ζωή μας σε 5 χρόνια

10 Tech Excellence Awards

MEGA

ΕΡΤ

Γνωρίστε το AthensBook
Τον δωρεάν, έξυπνο οδηγό πόλης

ΝΕΕΣ ΙΔΕΕΣ ΑΠΟ ΝΕΟΥΣ ΕΠΙΧΕΙΡΗΜΑΤΙ

MEGA Σαββατοκυριακο

210 6903644-6

ATHENS voice

MOSTHENIS KAPONIS & ORGOS PANZARIS

app and at 'em

software developers Dimosthenis Kaponis and Yorgos Panzaris are the brains behind AthensBook, a popular iPhone application which aims to make life in this city a little less difficult. Page 13

AthensBook

ΔΩΡΕΑΝ ΓΙΑ ΠΑΝΤΑ

και ορισμένες άλλες λ

Η ΝΑΥΤΕΜΠΟΡΙΚΗ

Athens Plus

Userbase Growth

~95,000 users

~2,500-4,500 new users each month

AthensBook & ThessBook have >120,000 users

AthensBook Today

- 15 categories
- The information you need *on the go!*
- *Great* User Experience
- *Powerful* filtering options
- *Timely, smart, relevant* information

AthensBook Today

- Exclusive functionality.
- *Realtime, accurate traffic. 24/7. 270+ segments all over Athens Metropolitan area.*
- The only app that offers this in Greece at no charge to the end user!
- One of our most popular sections!

Geographic **Growth**

More Cities.

ThessBook launched early Summer ’09.
More than 20,000 users already!

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The ‘Book in a nutshell

Smart city guide

Social network around urban life

Bet on soaring platforms

Location

Usability & Design

3 axes of growth for a global market

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iOS & Android

iPhone
iPod touch
iPad

More than 15
Android phones
and tablets

Dedicated User Community

2000+

User-contributed POIs

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AthensBook in 2011

More and Refreshed Categories.

Social Features & Integration

Personalized Recommendations

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An Explosive Market

"Mobile devices will pass PCs as the access device of choice by **2013**."

– Gartner, 2010

"⅓ of all mobile subscribers in Europe will use a location-enhanced app on a regular basis by 2015"

– Berg

Smartphones to surpass feature phones in 2011.

– Nielsen, 2010

An Explosive Market

144.7% growth των smartphones στην Ελλάδα το 2010, 36% κάτω συνολικά τα κινητά. Διείσδυση smartphones 2010: **16%**.

– GfK, 2010

50% των πωλήσεων νέων κινητών στην Ελλάδα είναι smartphones

– OTE, 2011

What does the Platform Offer to Businesses and Agencies?

Innovation

Demographics

High impact

Targeting

Quality

Market Research

Interaction

Analytics

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Promotional Services

Gold Sponsorships

Category Sponsorships

GEO|ADS Campaigns

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GEO|ADS. Premium Mobile Advertising Platform

Clean and prominent
Location, Context Targeted
Rich Interaction capabilities
Not annoying!

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GEO|ADS. Premium Mobile Advertising Platform

A Real Example: Prasino Biomarket
Location-specific banners invite users to find out more about the nearest store to their location

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GEO|ADS. Premium Mobile Advertising Platform

Mobile-optimised microsite
Call-To-Action!
Map Display
Dynamic Content / Coupons / Offers / QR

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Featured Campaign: AB

May 2010 –

3-5% CTR
throughout the campaign

Featured Campaign: AB

May 2011 –

Weekly updates

Featured Campaign: BP/Bonus

Summer 2010

Super targeted
Context-specific campaign
Digital Billboard

Geo|Ads Analytics

Geo|Ads Analytics

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Questions?

More info about us at:
http://www.athensbook.gr
http://www.geoads.gr