



KellySearch

Cost-Efficient B2B Search & Revenue Innovator

Kellysearch, a division of Reed Business Information (RBI), is the largest business-to-business (B2B) search portal in Europe. It enables companies to search for B2B suppliers across the globe. Kellysearch serves two million companies, 200,000 products and services, and 10,000 B2B catalogs.

The Challenge:

With digital information and content exploding in volume, customers everywhere did not want to spend valuable work hours on unsuccessful search. As more information moved online, a growing number of results started to emerge, making customers spend even more time within the search results themselves to find exactly what they wanted.

At the same time, as the web became the primary destination to find information for Kellysearch customers, the need to monetize that content became more urgent in order to stay viable. Kellysearch needed to convert its approach to maximize those opportunities and innovate revenue streams.

The Solution:

RBI decided it needed a new infrastructure in order to respond to the demand for timely information and more specific subject matter. RBI invested in software to keep up with the exploding amount of information and its fast flow on the web.

By boosting its content search capabilities for its core professional clientele in science/medical, education, legal and business, it could drive greater ad revenue with directly correlated content and ads. RBI also needed a flexible and scalable solution to move its traditional print ad business to the paid Internet search market in a quick and cost-efficient way.

How It Works:

SchemaLogic Enterprise Suite (SES) integrates with RBI's current system to manage the descriptions of the business listings and their associated goods and services.

A taxonomy team works with partners around the world to enhance the vast vocabulary and refine translations for a variety of foreign languages.

As search relevancy becomes a key driver in revenue streams and data becomes more complex with words and products that vary and overlap, SES is able to channel searches to results that match the query, despite variances in culture, language and terminology.

Challenge Met:

The ability to describe and name content and information with precision and consistency empowers Kellysearch to improve the speed and efficiency of search queries. Detailed content is now read by the right people, at the right time, decreasing time-to-market for developing and publishing advertising information to the Web.

Kellysearch B2B listings now:

- ✦ Integrate quickly
- ✦ Deliver higher qualified leads to the portal's advertisers
- ✦ Enable search customers to find goods and services to support their businesses
- ✦ Moves a traditional print business to a paid, online model

With SchemaLogic providing the infrastructure, Kellysearch can now create more customer satisfaction with greater search relevance, drive online advertising revenue, and remain a leader in its category.