

## News

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### **Award winner selected from online classified market research**

**Advertising sales grew 50 per cent in 2006**

[Sandra Rossi](#) 19/10/2007 10:10:07

Analyst firm Frost and Sullivan completed the first ever detailed study of the online classifieds market in Australia to select the winner of its 2007 Advertiser Satisfaction Award.

The study evaluated a range of key advertiser attitudes, intentions and trends regarding online classified advertising, which grew from 50 per cent from AU\$205 million in 2005 to AU\$308 million in 2006.

As a result of the study, Frost and Sullivan announced carsales.com.au as the winner of its 2007 award which will be presented at a gala banquet in Sydney on November 16, 2007.

The analyst firm's research manager for digital media, Darryl Nelson, said carsales.com.au was able to deliver high advertiser satisfaction, which underwrites its strong market leadership in the online automotive classifieds market.

Nelson said this includes a high level of service to its customers.

The survey covered 120 business advertisers, drawn from the three key markets of recruitment, automotive and real estate.

"Ratings of service factors and of publishers were evaluated separately in each market so that publishers were considered in terms of performance in their own markets," Nelson said.

"Carsales was the only publisher rated highest in each of the eight most important factors used to evaluate the award. Carsales also outperformed advertiser expectations in six of these categories."

Managing director of carsales.com.au, Greg Roebuck, said being selected for this award is a credit to staff who continually strive to meet the needs of customers and respond to feedback.

Computerworld is media sponsor of the Frost and Sullivan Best Practices Awards.



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