

Portfolio Profil: blauarbeit.de

Customers can place their order at blauarbeit.de. By return, contractors out of the region will offer an online calculation. After review of the prices and the valuations the customer decides who will fill the order. After accomplishment the contractor can be evaluated. This service can be used by either side for free. Service providers can purchase additional features. A wide variety of orders can be placed for e.g. renovation, removal, photo shoots. 80% of the placed orders are out of the commercial sector.

Facts

- 1.8 million PIs per month
- 295,000 Visits
- 191,000 Unique user

Quelle: Google Analytics, June 2011.



Target group

60% of the registered users are customers, mainly private user, often real estate owner. 40% of the users are service providers, who generate traffic by visiting the site in order to scan new orders, to offer calculations or to search for new clients. Gender

- 57% male / 43% female

Age

- 3% are under 18 years old
- 11% are aged between 18 and 24
- 16% are aged between 25 and 34
- 39% are aged between 35 and 49



- 28% are aged between 50 and 65
- 3% are 65 years and older

Monthly household net income

- 6% have up to 500 EUR available
- 23% have 500 and 1,500 EUR available
- 28% have 1,500 and 2,500 EUR available
- 23% have 2,500 and 3,500 EUR available
- 14% have 3,500 and 5,000 EUR available
- 6% have 5,000 EUR and more available

Region

- 83% live in Western Germany
- 15% live in Eastern Germany
- 2% live abroad

Profession

- 31% work in the construction industry
- 7% work in business services
- 6% work in health care
- 6% work in the transport sector
- 5% work in IT sector
- 4% work in the industry
- 3% work in the energy industry
- 3% work in finance and insurances
- 3% work in public amenities
- 26% arbeiten in anderen Umfeldern
- 4% are students
- 2% are unemployed or pensioners



Source: Insites eScape, July 2011

Conditions

Medium	Format	Price
Skyscraper	120x600 Pixel	30 Euro + VAT
ContentAD	300x250 Pixel	45 Euro + VAT