

INVESTOR DAY
2010

Yellowpages 3.0

User and advertiser experience

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Vice President, Digital Media



**Commerce is about
Connections and
Conversations**

The slide features a solid yellow background. The text is centered and consists of three lines: "Commerce is about", "Connections and", and "Conversations". The word "Conversations" is the largest and is partially overlaid by several horizontal, wavy lines in shades of yellow and white that span the width of the slide.

A group of indigenous people, likely from a tropical region, are shown in traditional attire. They are gathered around a large stone mill, using wooden tools to process grain. The scene is set outdoors, with a stone wall and greenery in the background. A yellow banner with the text "1st Era of Commerce" is overlaid on the image.

1st Era of Commerce

A photograph of a traditional market stall, likely in a historical or cultural setting. The stall features ornate, arched wooden structures with intricate carvings and painted patterns. The interior is filled with various goods, including textiles, carpets, and furniture. A man in a light-colored shirt and dark trousers is standing near a display of carpets on the right side of the stall. The overall atmosphere is one of a busy, traditional marketplace. A yellow banner with a dashed border is overlaid at the top of the image.

2nd Era of Commerce



3rd Era of Commerce

4th Era of Commerce

facebook[®]

twitter

You Tube



New Intuitive Ways to Access Information



Key Market Trends

Social Networking

471MM users
+100% Y/Y

500K+ Apps
500MM+ Downloads

Facebook

Mobile

85MM users
+130% Y/Y

185K+ Apps
4B+ Downloads

Apple
iPhone/iTouch

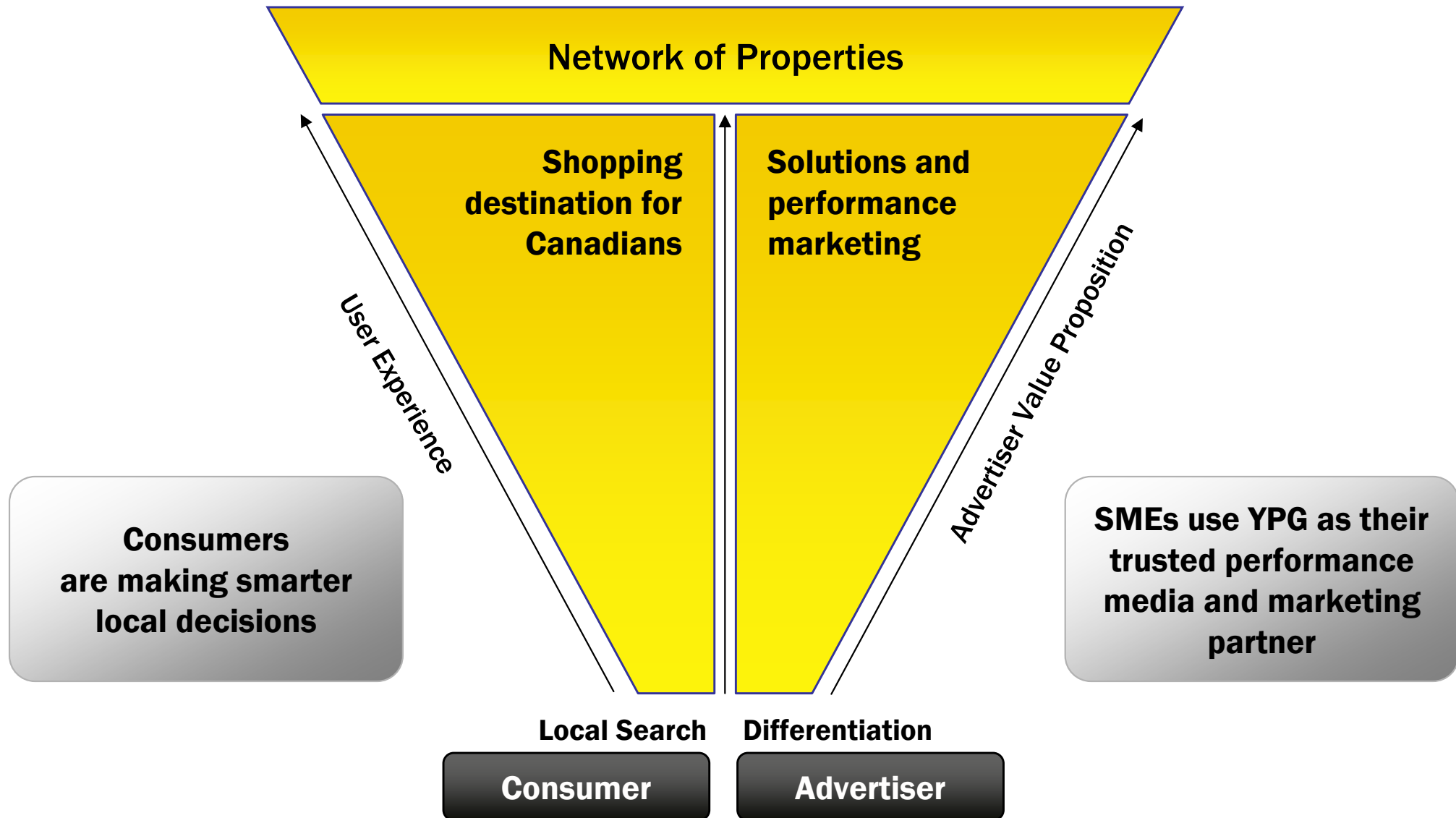
Mobile will outpace internet

Opportunity to Lead the Market Place

- 1. YPG wins when our advertisers win**
- 2. Our advertisers win when their customers win**
- 3. Their customers win when they make smart local purchase decisions**

**Bring local consumers and businesses together via our network
of properties**

Executing on Strategy – User Experience





Help Consumers Make Smarter Buying Decisions

3. Facebook Connect

What? clinics

Where? montreal

Find.

Other searches

2. Richer Search Experience

Like  Karine Darby and 2 other people like this

5. Facebook like

1. Geo-relevancy

Fleurs et Gourmandises Inc
8100, boulevard Metropolitain Est
Anjou, QC H1K 1A1



Overall rating:  (17 reviews) | Read

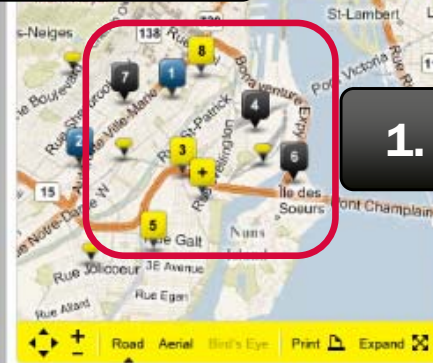
Ad
Website
Video



4. Ratings and Reviews

Business details

Reviews (17)



Driving directions

To: Fleurs et Gourmandises Inc
From: Find.

What's nearby

Find other businesses nearby:
What? Find.

Social activities

YellowPages.ca is much more than a search engine

Register Login Français Help

restaurantica
powered by 

What? Where? **find.**

Your Page

Your guide to local restaurants and nightlife.

Find and share restaurant reviews, ratings, menus, coupons, maps, photos and more...

Montréal

[Change Your Location](#)

Nizza

★★★★☆
Cuisines: [European](#), [French](#)
(514) 861-7076
1121, rue Anderson coin René-Lévesque
Neighbourhoods: [Chinatown](#), [Ville-Marie](#)


[Upload](#) [All Photos](#)

[Write a Review](#) [Map it!](#) [More Montréal Restaurants](#)

Neighbourhoods	Top Cuisines
Pointe-Claire (44)	Italian (258)
Dorval (28)	European (194)
Beaconsfield (4)	more neighborhoods ▶
Pointe-aux-trembles	more cuisines ▶
St-Anne de Bellevue (5)	

Highest Rated

1. [Tapeo Bar Tapas](#)
★★★★☆
511 Villeray, Montréal, QC, H2R 1H5

2. [Tasso bar à mezza](#)
★★★★☆
3829 St-Denis

3. [Garde-Me](#)
★★★★☆
408 St-Fran

4. [Restaura](#)
★★★★☆
138 Saint P

Recently Added

Join Restaurantica

Isn't it time you joined the fastest growing online community of restaurant goers?



Ratings and Reviews

Find.

Your Page | [Invite Friends](#) | Popular Cities: [Montréal](#) | [Burnaby](#) | [Calgary](#) | [Charlottetown](#) | [Edmonton](#) | [Guelph](#) | [Halifax](#) | [Hamilton](#) | [Kamloops](#) | [Kelowna](#)

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Quick Links to USA Cities: [Arlington](#) | [Detroit](#) | [Nashville](#) | [Sacramento](#) | [Toledo](#) | [Charleston](#) | [Las Vegas](#) | [Orlando](#) | [Salt Lake City](#) | [Tucson](#)

Quick Links to Canadian Cities: [Burnaby](#) | [Hamilton](#) | [Montréal](#) | [Saint John](#) | [Vancouver](#) | [Calgary](#) | [Kelowna](#) | [Ottawa](#) | [Saskatoon](#) | [Victoria](#)

Search & Sort

Sort Deals by Store
Sort Coupons by Store

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Categories

Last 48h/
Total offers

- ▶ Scarlett Lounge
- ▶ Apparel [28/203]
- ▶ Automotive [1/63]
- ▶ Beauty & Wellness [22/261]
- ▶ Computer & Electronics [11/256]
- ▶ Entertainment [15/302]
- ▶ Financial Services [0/65]
- ▶ Food & Drink [23/421]
- ▶ Freebies [2/245]
- ▶ Green / Eco-Friendly [1/60]
- ▶ Home & Garden [14/282]
- ▶ Small Business [4/252]
- ▶ Sports & Fitness [2/82]
- ▶ Students [21/155]
- ▶ Time Limited Offers
- ▶ Travel [3/138]



All Deals

View: **Newest** Expired RFD Exclusive

Found a deal? [Send it in!](#)

Popular: Last 24hrs Last 72hrs Last 7 Days Last 30 Days All Time



Posted on
Apr. 22, 2010
@ 11:01pm

Expires on
May. 6, 2010

SCORE
695

SPONSORED: Walt Disney World – Kids Stay and Play for FREE

Kids, ages 3 to 9, can [stay and play for FREE](#) with this 4-night/5-day room and ticket package for stays most nights from May 2 through June 3, 2010.

That's **US\$499 per adult** based on adult double occupancy in a standard room at Select Disney Value Resorts.

With the strong Canadian dollar, now is a great time to make your Disney dream vacation come true!

The number of rooms allocated for this offer is limited. Child must stay in same room with adult. Tickets are for one theme park per day and must be used within 14 days of first use. [See Important Details.](#)

[Book online now](#) or call 407-939-7696 (ask for booking code PD8).



J'aime Une personne aime ça.



Posted on
Apr. 28, 2010
@ 1:41pm

Expires on
Apr. 29, 2010

SCORE
52

Save 40% on Ramada Hotel Stays in May,

Planning a trip this May? If you weren't already, you may want to now -- R... Canada, the US, the Caribbean, and Latin America!

This offer is valid for stays between May 1-27, 2010 when booked by April

You can book as many stays as you like, provided all stays are completed by May 27. Rooms at this discounted rate are subject to availability and other restrictions

Source: [MEVL](#) via the [Hot Deals Forum](#)



J'aime Soyez le premier de vos amis à indiquer que vous aimez ça.

0 comments Tell a friend

SCORE
520

AldoShoes.com: Additional 50% Off Women's Clearance Boots + Free Shipping For a Limited Time

Store rating
[AldoShoes.com](#)
★★★★☆

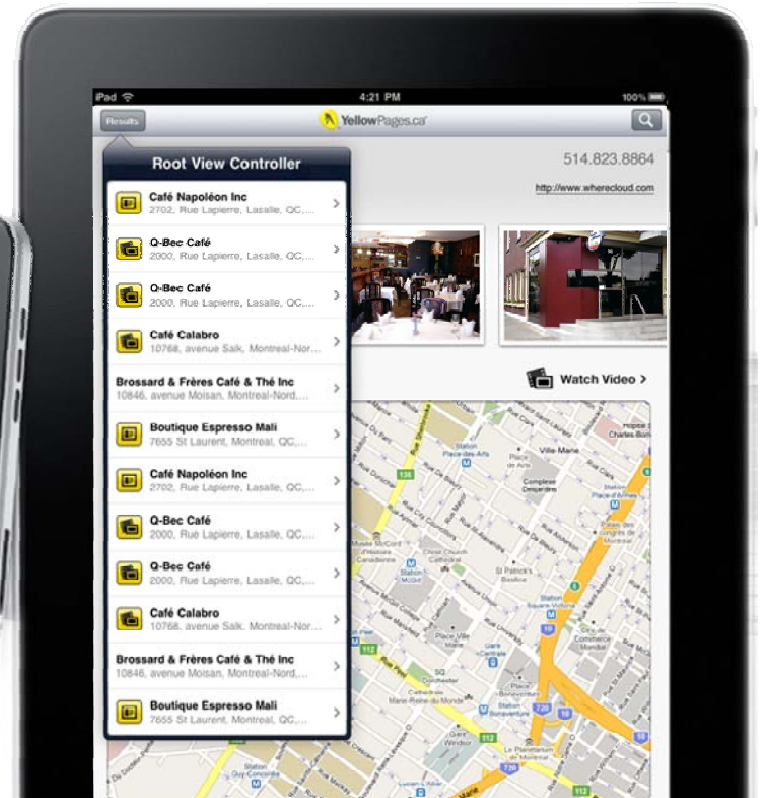
Coupons and Deals

Find.

New World, New Apps



on iPad



More than 1 million downloads

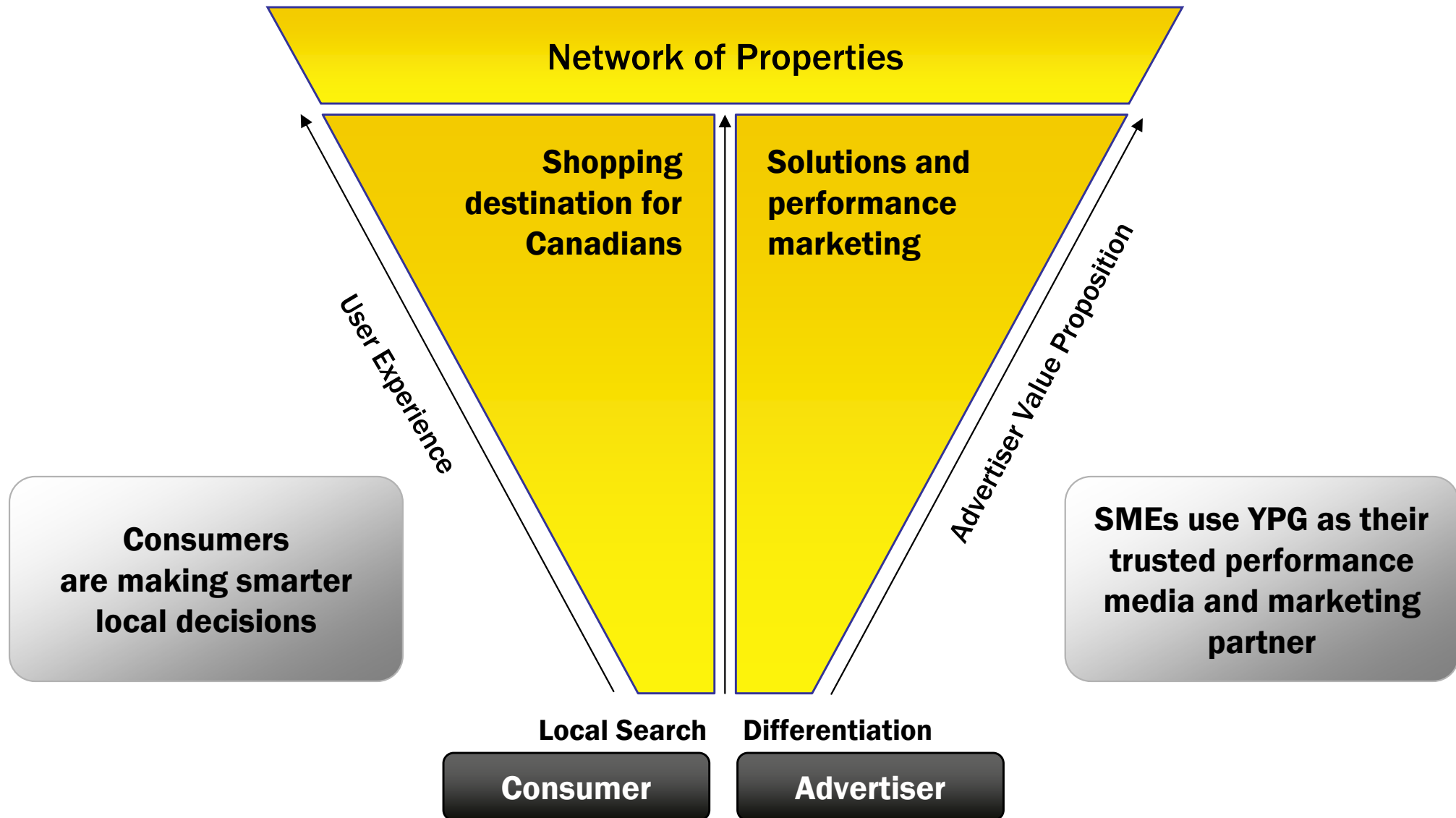
Urbanizer !



The Facebook page for urbanizer.ca features a blue header with navigation links: Home, Profile, Friends, and Inbox. The user's name, Daniel Mireault, and links for Settings and Logout are on the right. The page content includes the urbanizer.ca logo, a "+ Invite a friend" button, and navigation tabs for Favorites, Friends, and Places. A feed of activity shows users like Antoine Girard, Nicolas Cordeiro, Matthieu Pinard, Daniel Mireault, and Mizia Edmond. A promotional banner on the right says "urbanizer for iPhone" and "Find the ideal place that suit your current mood." Below the banner is an image of the iPhone app and an "Available on the iPhone App Store" badge.



Executing on Strategy – Advertiser Experience




Multi-Media Approach

- 1. Get Found through YP.ca placement products**
- 2. Showcase your business with content products built to display relevant information**


**Customer Programs need to be “Re-Engineered”
to optimize lead generation**


Put Your Business at the Top of the Page


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What? **Where?** [Find.](#) [Other searches +](#)


Listings for florist, City Showing 1 - 60 1 | 2 | 3 | Next


1  **Lisa's Flower Shop** [123-333-9742](#)
★★★★★ (54 reviews)
277 Park Road, City, Province
Artistic arrangements for all occasions... more
[Website](#) | [Map +](#)

 **JH Florist** [123-333-9753](#)
444 Greenwood Ave, City, Province
Flowers Around the Corner or Around the World for Over 60...more
[Website](#) | [Map +](#) | [See all locations +](#)

 **Mori Flowers** [123-333-8452](#)
★★★★★ (54 reviews)
334 Tree Trunk Ave, City, Province
Same day local delivery. Rush order welcome. 24 phone...more
[Website](#) | [Map +](#) | [Video +](#) | [Photos +](#) | [See all locations +](#)


 **Friendly Florist** [123-333-6423](#)
277 Park Road, City, Province
Since 1877 We Deliver Same Day Phone Orders - 24 Hrs...more
[Website](#) | [Map +](#) | [See all locations +](#)

 **2 Sarah's Flowers** [123-333-4125](#)
122 Meadows Ave, City, Province
Open since 1999, our boutique specializes... more
[Website](#) | [Map +](#)

 **Local Florist** [123-333-8842](#)
★ Be the first to review
133 Grey Ave, City, Province
Award Winning Florist right in your...more
[Website](#) | [Map +](#) | [See all locations +](#)

Sort by: A-Z Index Serving the area Located in the area

Florist serving City, Province

 **3 West Hill Flower Shop** [123-333-8842](#)
★ Be the first to review
543 White St, City, Province
Established In 1953 Specialists In Creative Designs For...More
[Website](#) | [Map +](#)

Refine results

Show only businesses with:



- florist in name
- photos
- videos
- reviews


Category


Florists-Retail (100+)*	Brick-Common, Face & Interlocking (<10)
Florists-Whol (10-100)*	Flowers & Plants Artificial-Retail (<10)
Florists' Supplies (10-100)	Nurseries (<10)

Location [+](#)

Eco-Friendly [+](#)

 **The Weather Network** -4 °C mostly cloudy 



 [Road](#) [Aerial](#) [Birds Eye](#) [Expand](#) [Print](#)

Stand out from your local competition

Showcase Your Business With V-Broadcaster



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What? Where? [Find.](#) [Other searches +](#)

Home - Flowers, City

Lisa's Flower Shop

123 Park Rd.
City, Province, Postal Code

123-333-3333

[Email](#)
[Website](#)

[Print](#) | [Send to a friend](#) | [Send to mobile](#) | [Add to address book](#) | [f](#) [t](#) | [Share](#)

Overall rating: **★★★★★** (17 reviews) [Read all reviews](#) | [Write a review](#)

Video

Website

Ad

Photos



-4 °C mostly cloudy

[Road](#) [Aerial](#) [Birds Eye](#) [Print](#) [Expand](#)

Driving directions

To: Lisa's Flower Shop
From: [Find.](#)

What's Nearby

Find other businesses nearby:
What? [Find.](#)

[Business details](#)

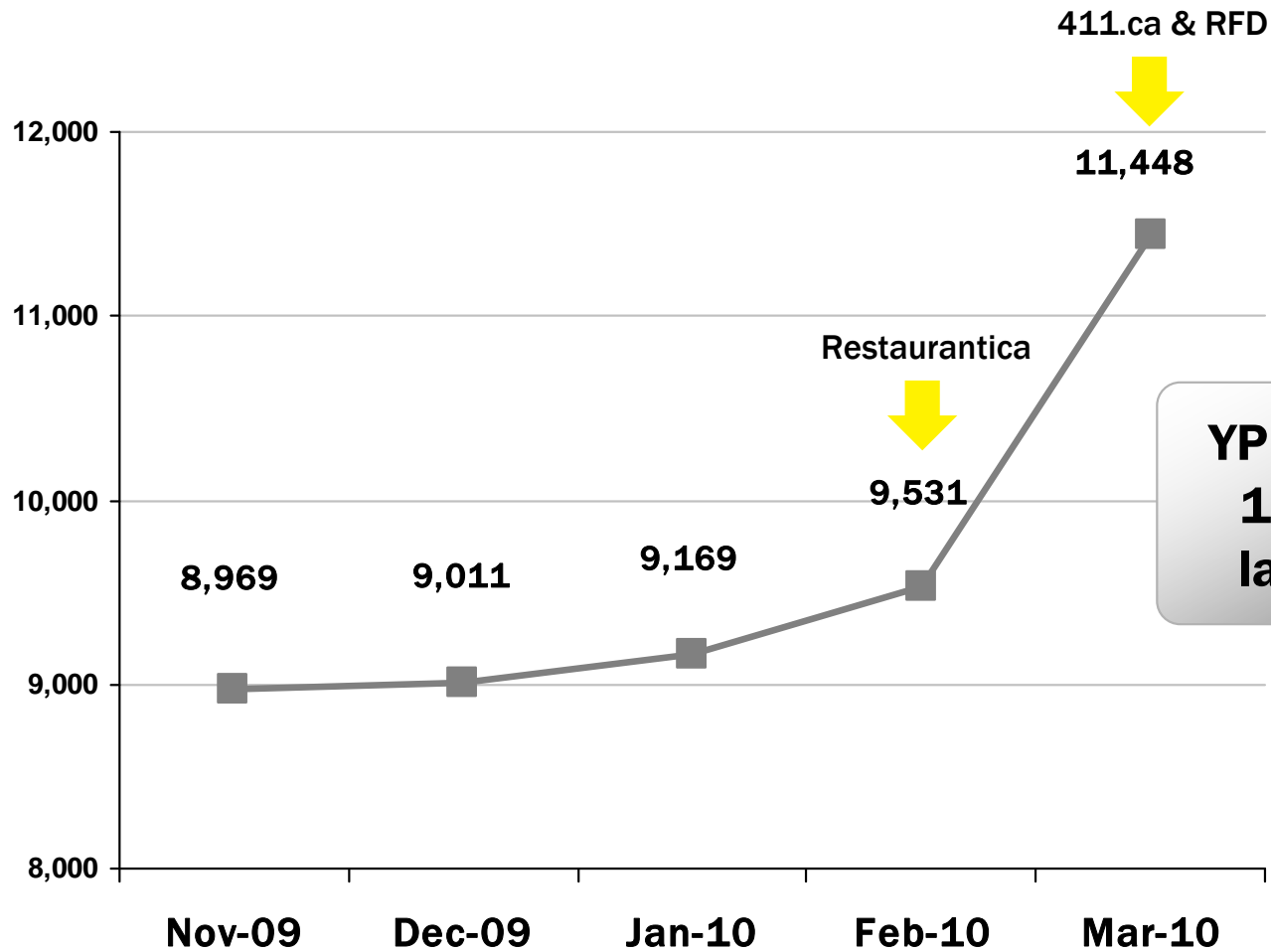
[Reviews \(17\)](#)

Summary of customer ratings & reviews

[Terms and conditions](#)

[Write a review](#)

Leading Online Reach



Network of Properties reaching more than 45% of online Canadians

**The next 5 years will
see an explosion of
marketing technology**