

Database Magic: YELL.RU Yellow Pages Potential for WAP *(and other mobile technologies!)*

MobileMonday, Nevskiy Palace

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Yellow Pages

1. What about the Company?
2. What about the Database?
3. How Accurate is the Database?
4. What Do We Do With the Database Now?
5. What Can **You** Do with the Database in the Future?

What about the Company?

- YPI Yellow Pages
- Founded 1992
- Privately Held
- Operates in St. Petersburg, Moscow and Perm
- Database of over 250,000 Records
- Prints over 330,000 Directories
- Operates popular www.yell.ru
- And the wap.yell.ru portal



What about the Database?

- Database contains over 250,000 records
- Each core record consists of:
 - Company name
 - Address
 - Tel
 - Fax
 - Email
 - Web site address
- And complimentary info...



What about the Database?

YPI data bases		
City	No records	% growth per annum
St. Pete	98,000	5%
Moscow	130,000	10%
Perm	32,000	6%



How accurate is the Database?

- In 2006 the Company Decided to Test the Accuracy of the Database!!!
 - Hired a World Famous British Consultant
 - Developed a Methodology to Test the Accuracy to a Confidence level of 95%
 - Methodology was 'Blessed' by the Imperial College, London UK
 - Tested for:
 - Accuracy
 - Completeness of Records

How accurate is the Database?

- ***From the Statement of Work (SOW)***

“To determine a methodology which can accurately and consistently measure the accuracy of the St. Petersburg and Moscow YPI Yellow Pages and the accuracy of other local directory businesses”

How accurate is the Database?

We grouped discrepancies in the test records into four areas of business importance

1) Errors with a critical impact on YPI customer business

- 'Critical' ('Major' (see below) and/or 'Invalid'(see below))

2) Correctness of record

- 'Minor' (no more than three spelling errors)

- 'Major' (e.g. wrong digit in telephone number making company not contactable)

3) Validity of record

- 'Invalid' (presence of information for a company that no longer exists)

4) Completeness of record

- 'Missing' (where information currently available about the company is not present in their record)

How accurate is the Database?

Target Accuracy to be Tested	Sample Size Required
99.7%	1,500
99%	500
98.33%	300
95%	100

How accurate is the Database?

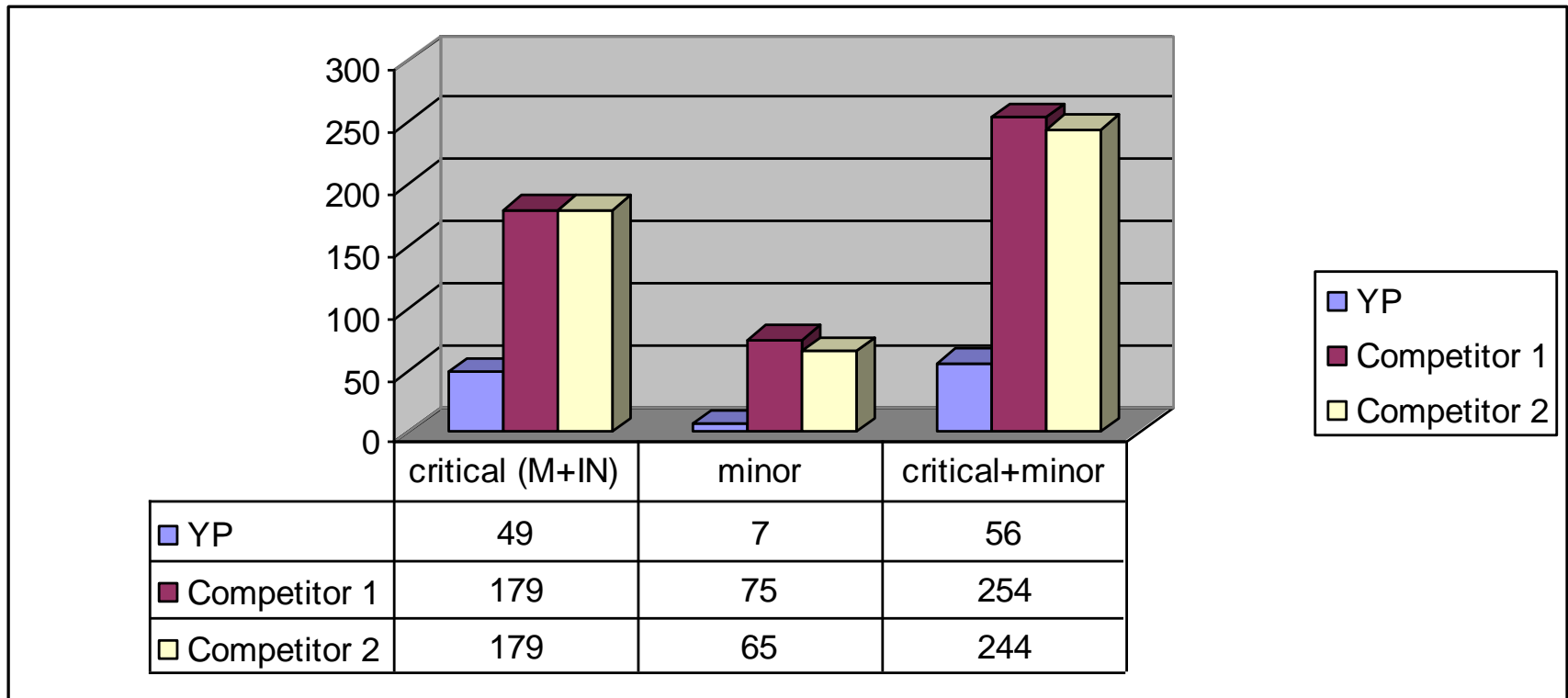
In our sample we found 57 records with at least one error in the YPI St Petersburg database from a sample of 500 records. Based on this, we can say (with a precision of +/- 2.8%) that the YPI database is 91% accurate, whereas Competitor A is 66% accurate and Competitor B is 55% accurate

Regarding the databases as wholes, we can say that Competitor A contains between 18.9% and 27.9% more records with at least one error than YPI, and Competitor B contains between 28.3% and 38.6% more than YPI. The tests are reliable to confidence of 95%.

Test period: 08/02/07 – 08/03/07

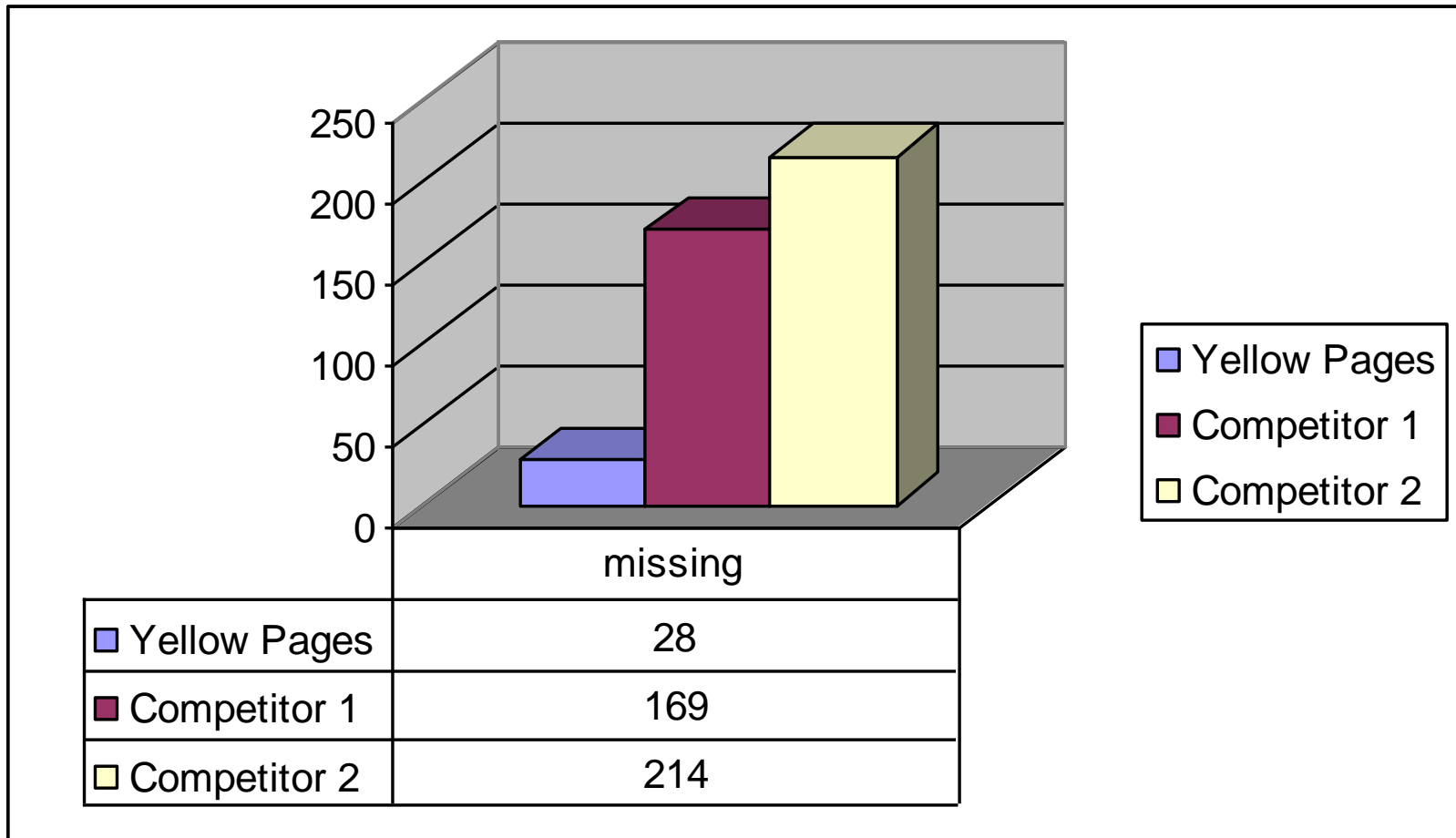
How accurate is the Database?

Overall St. Pete Results



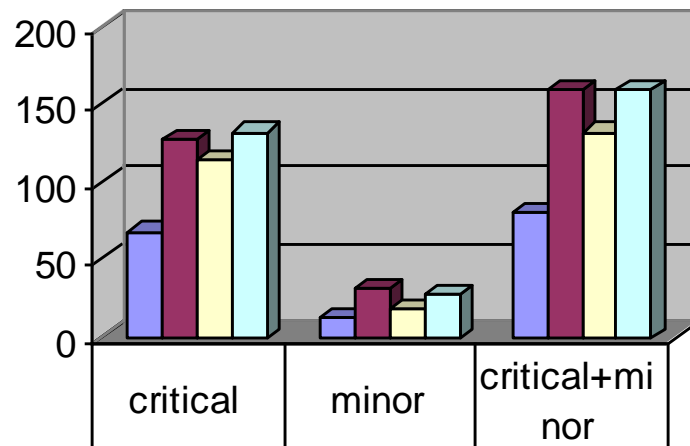
How accurate is the Database?

St Pete results – missing information

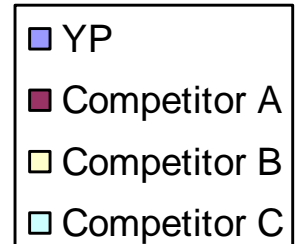


How accurate is the Database?

Overall Moscow Results

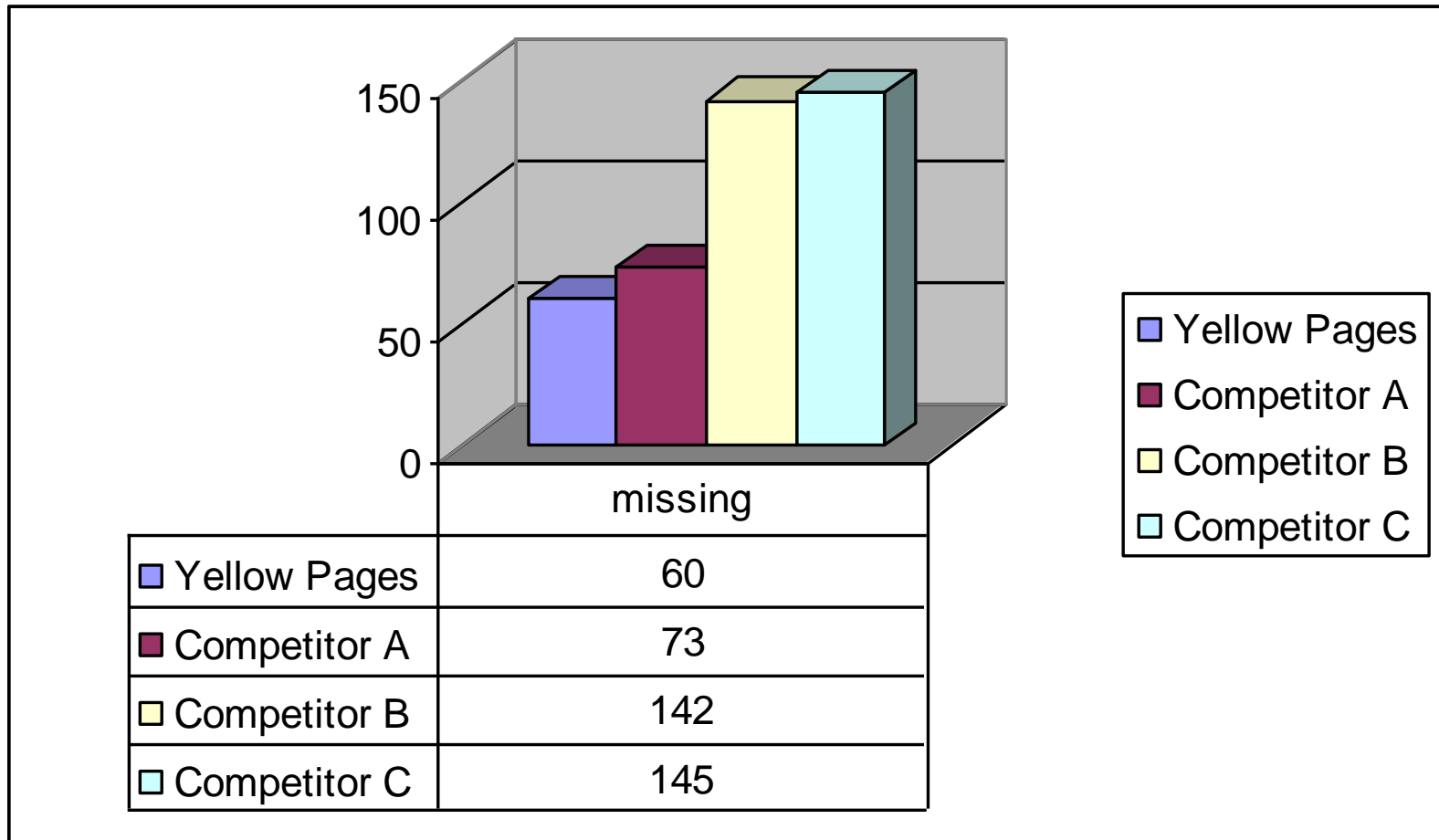


	critical	minor	critical+minor
YP	68	12	80
Competitor A	128	31	159
Competitor B	114	18	132
Competitor C	132	28	160



How accurate is the Database?

Moscow results – missing information



How accurate is the Database?

- YPI Significantly Outperforms its' Competitors on all Areas Under Test
- These Differences are Particularly Strong when Looking at Number of records with:
 - At Least One Error
 - Number of Incomplete or 'missing' Records
- Competitor A contains fewer records with errors than Competitor B
- Competitor B performs better than Competitor A regarding number of complete records

What Do We Do with the Database?

- We Publish:
 - St. Petersburg, Moscow and Perm Yellow Pages
 - St. Petersburg, Moscow and Perm Atlases
 - And coming in May – the EXCITING NEW St. Petersburg VISITOR GUIDE!!!
 - But wait there is MORE!



What Do We Do with the Database?

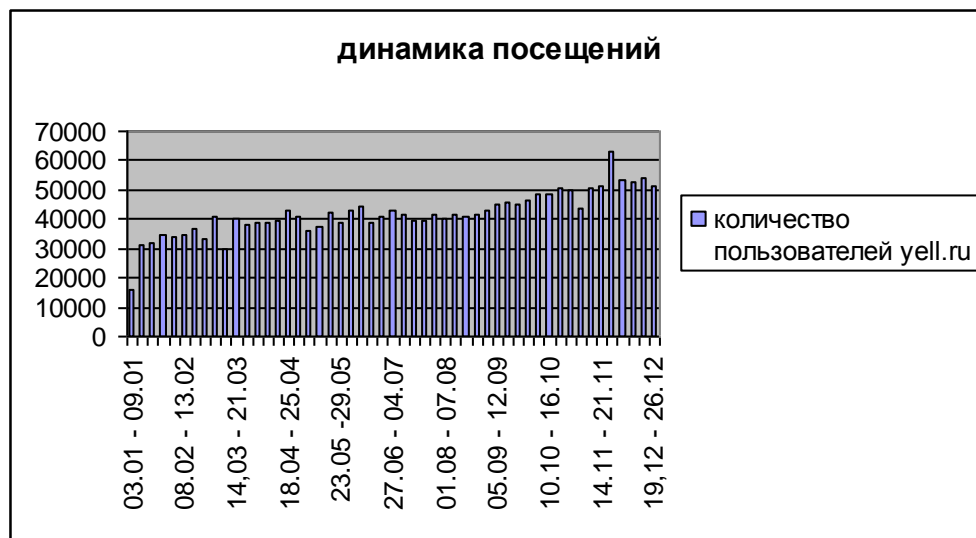
And We Provide:

www.yell.ru site

www.perm1.ru site

wap.yell.ru portal

–Database Information Services (CD and Excel)



What Can *You* Do with the Database?

- Database Applications
 - Direct mail
 - Tele-sales
 - Direct sales
 - Development of Client Data bases
 - Live data updates
 - Call Centres
 - Enquiry services



What Can *You* Do with the Database?

Questions & Answers



Mike

Rick