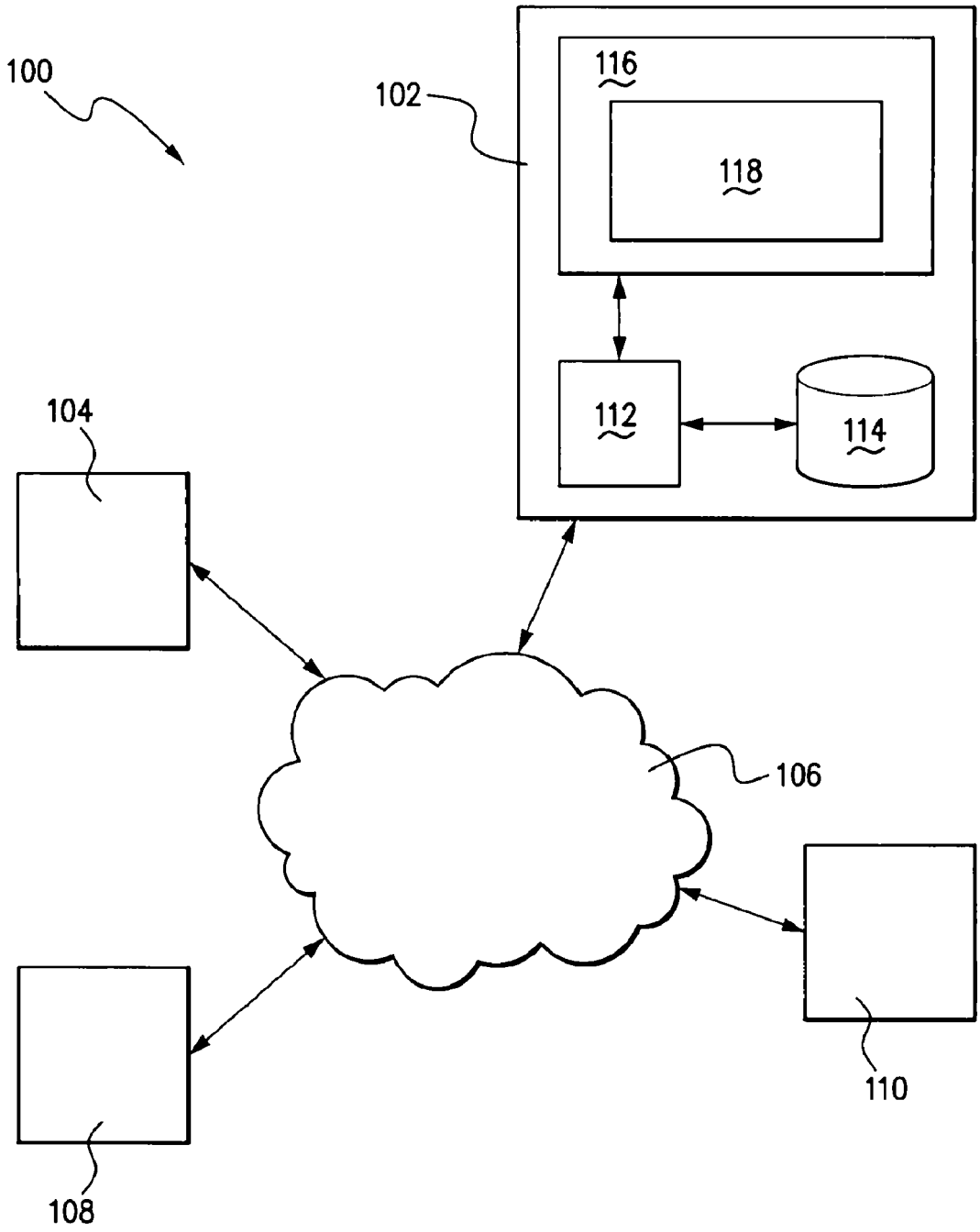


FIGURE 1

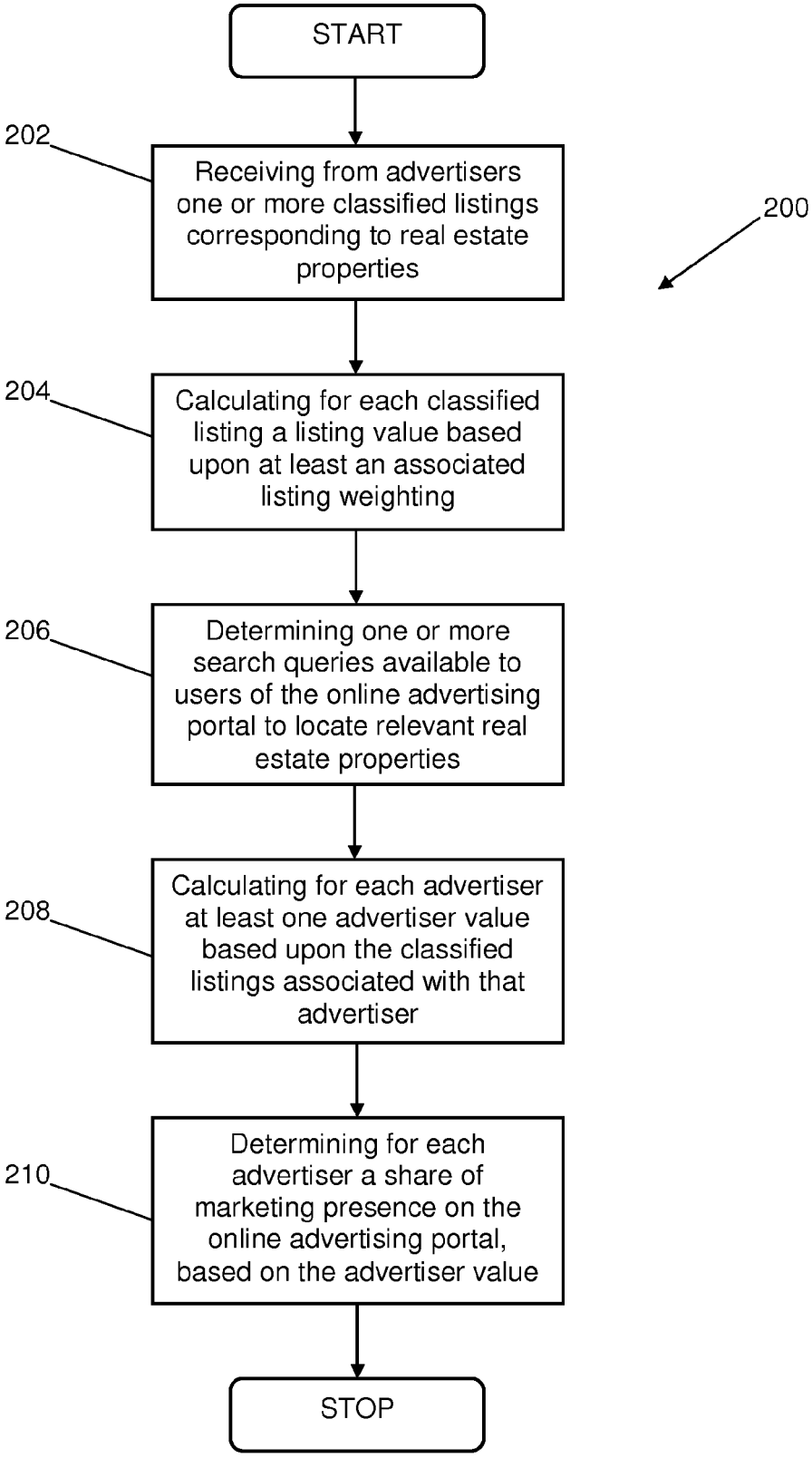

START
202
Receiving from advertisers one or more classified listings corresponding to real estate properties
200
204
Calculating for each classified listing a listing value based upon at least an associated listing weighting
206
Determining one or more search queries available to users of the online advertising portal to locate relevant real estate properties
208
Calculating for each advertiser at least one advertiser value based upon the classified listings associated with that advertiser
210
Determining for each advertiser a share of marketing presence on the online advertising portal, based on the advertiser value
STOP

FIGURE 2

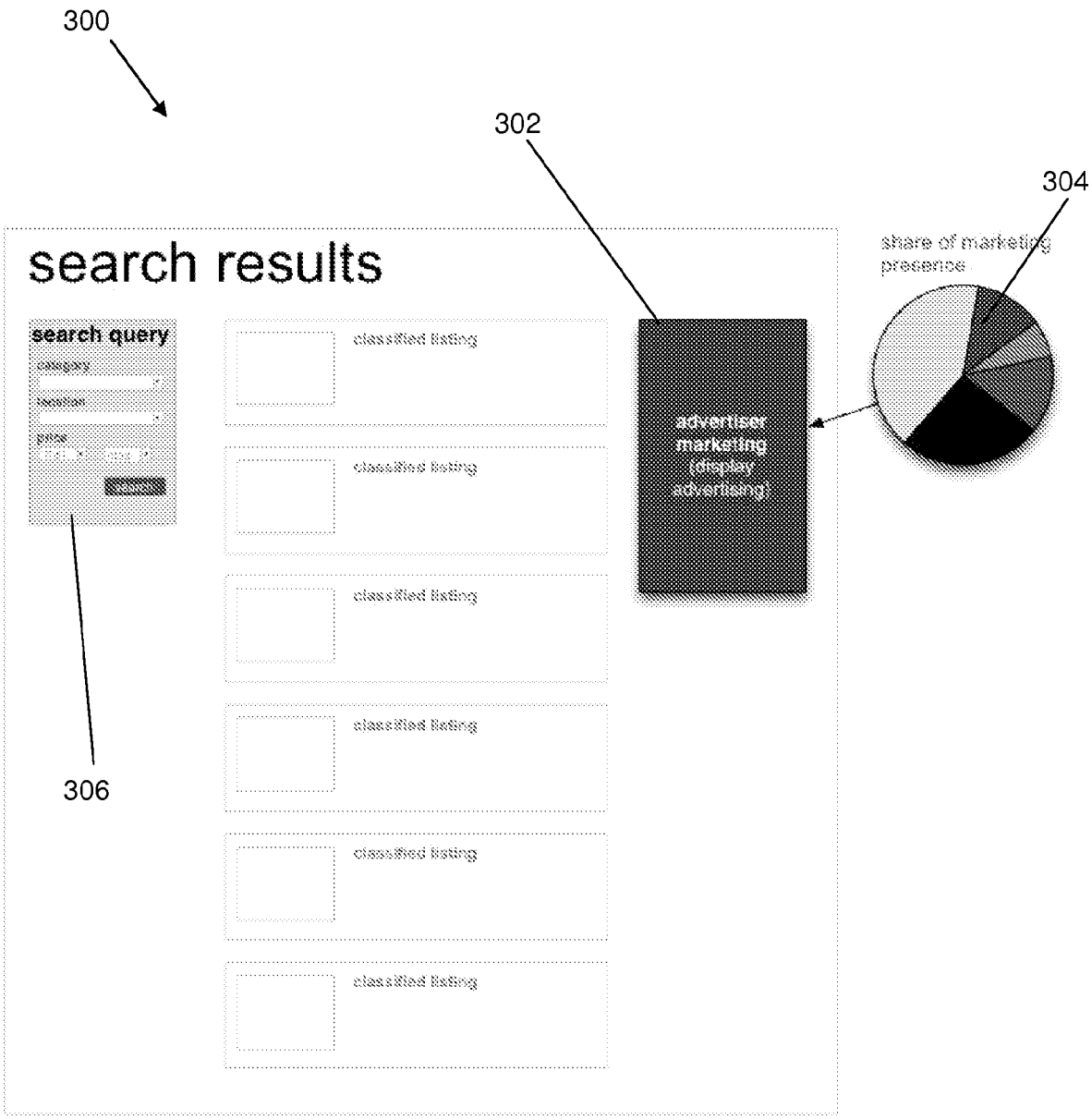

300
302
304
search results
search query
classified listing
classified listing
classified listing
classified listing
classified listing
classified listing
advertiser marketing (display advertising)
share of marketing presence
306

FIGURE 3

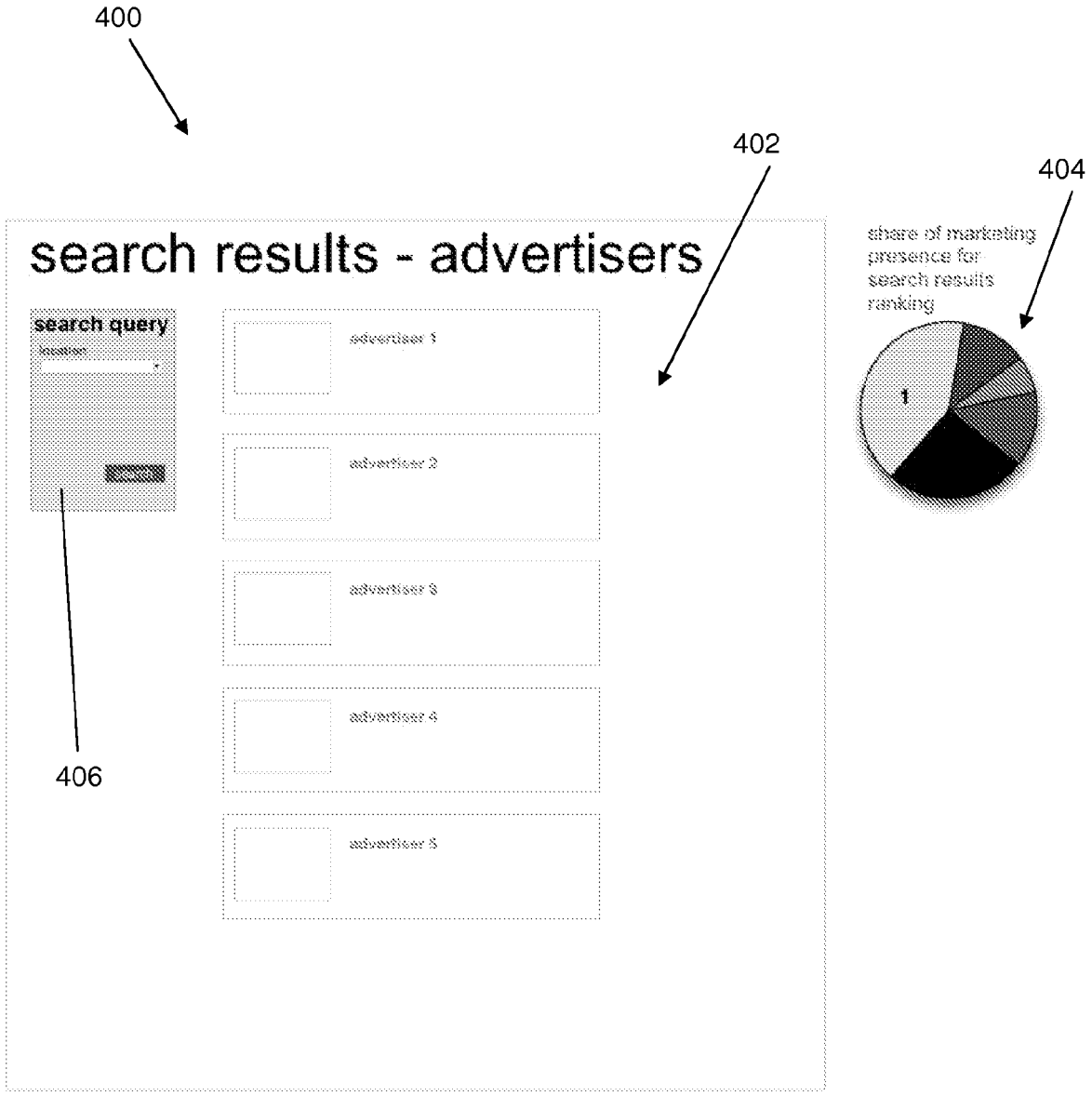

400
402
404
search results - advertisers
search query
406
share of marketing presence for search results ranking
1

FIGURE 4

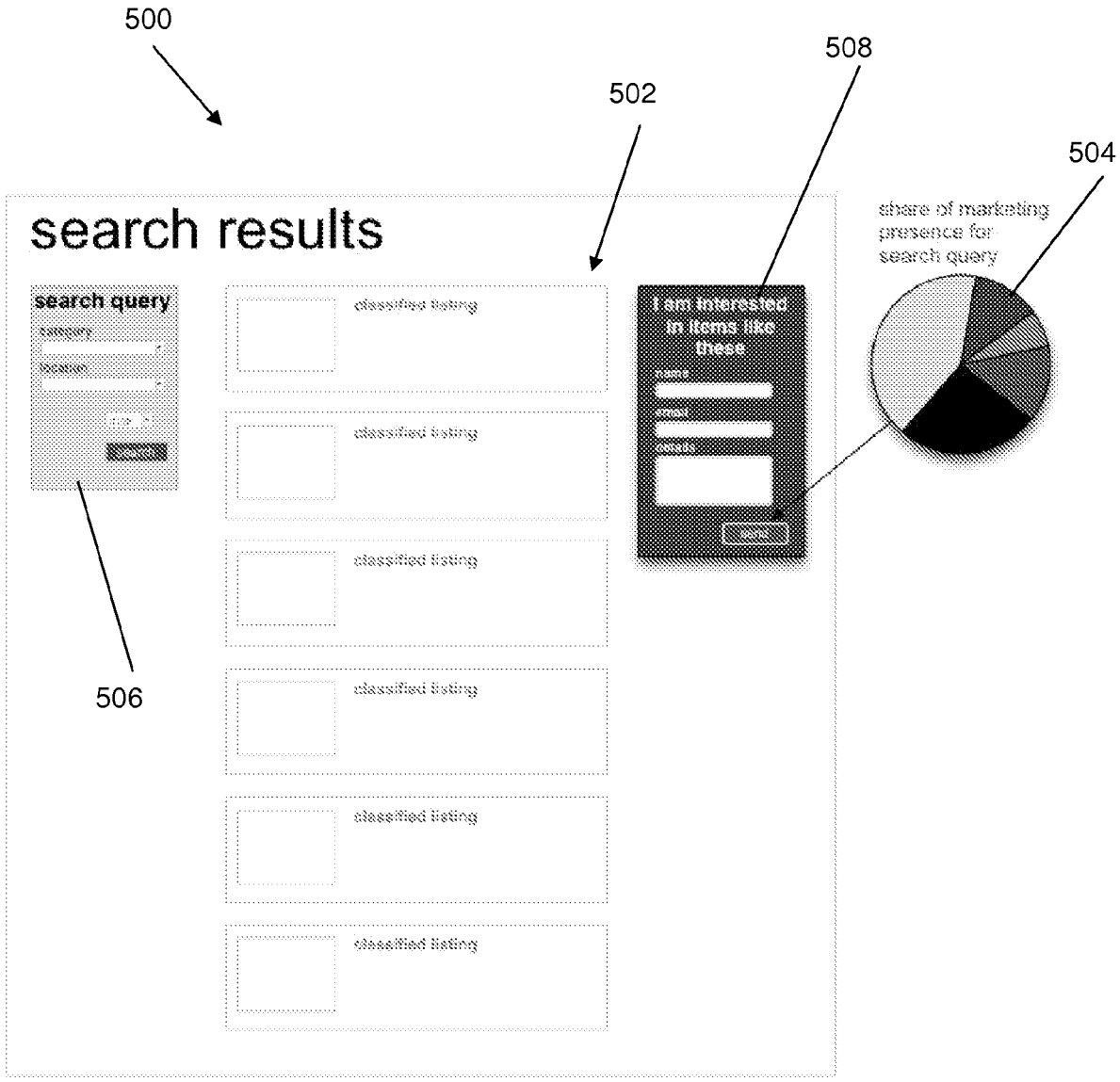

500
502
508
504
search results
search query
classified listing
classified listing
classified listing
classified listing
classified listing
classified listing
I am interested in items like these
share of marketing presence for search query
506

FIGURE 5


600
604
602
view my share of marketing presence
search query
query
location
price
date
to
current share of marketing presence
for <search query>
16%
share of marketing presence over time
<from date> to <to date>
9%
606
% share
date

FIGURE 6

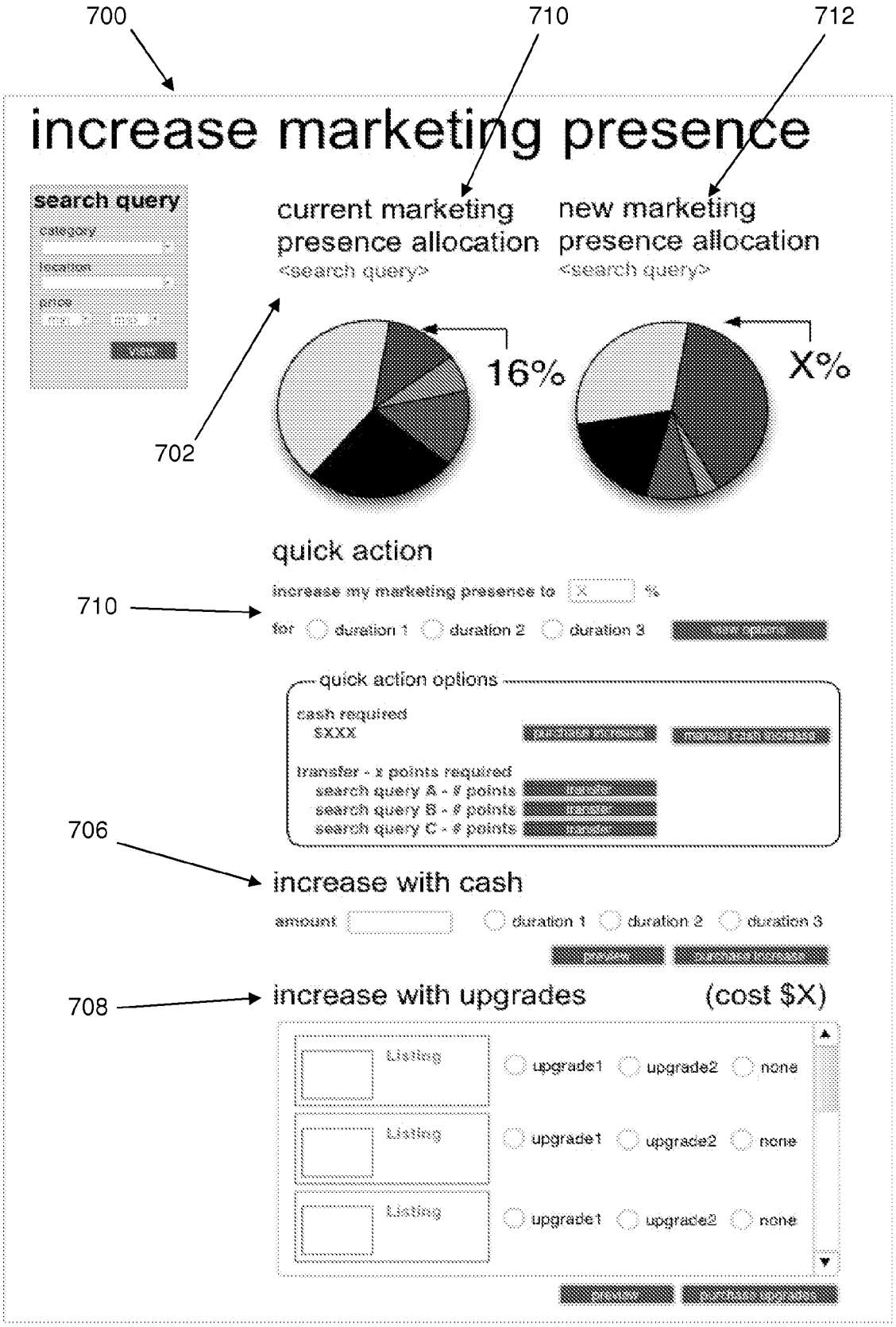

700
710
712
increase marketing presence
search query
current marketing presence allocation
<search query>
new marketing presence allocation
<search query>
16%
X%
702
quick action
increase my marketing presence to X %
for duration 1 duration 2 duration 3
710
quick action options
cash required
$XXX
transfer - x points required
search query A - # points
search query B - # points
search query C - # points
706
increase with cash
amount
duration 1 duration 2 duration 3
708
increase with upgrades
(cost $X)
Listing
upgrade1 upgrade2 none
Listing
upgrade1 upgrade2 none
Listing
upgrade1 upgrade2 none

FIGURE 7

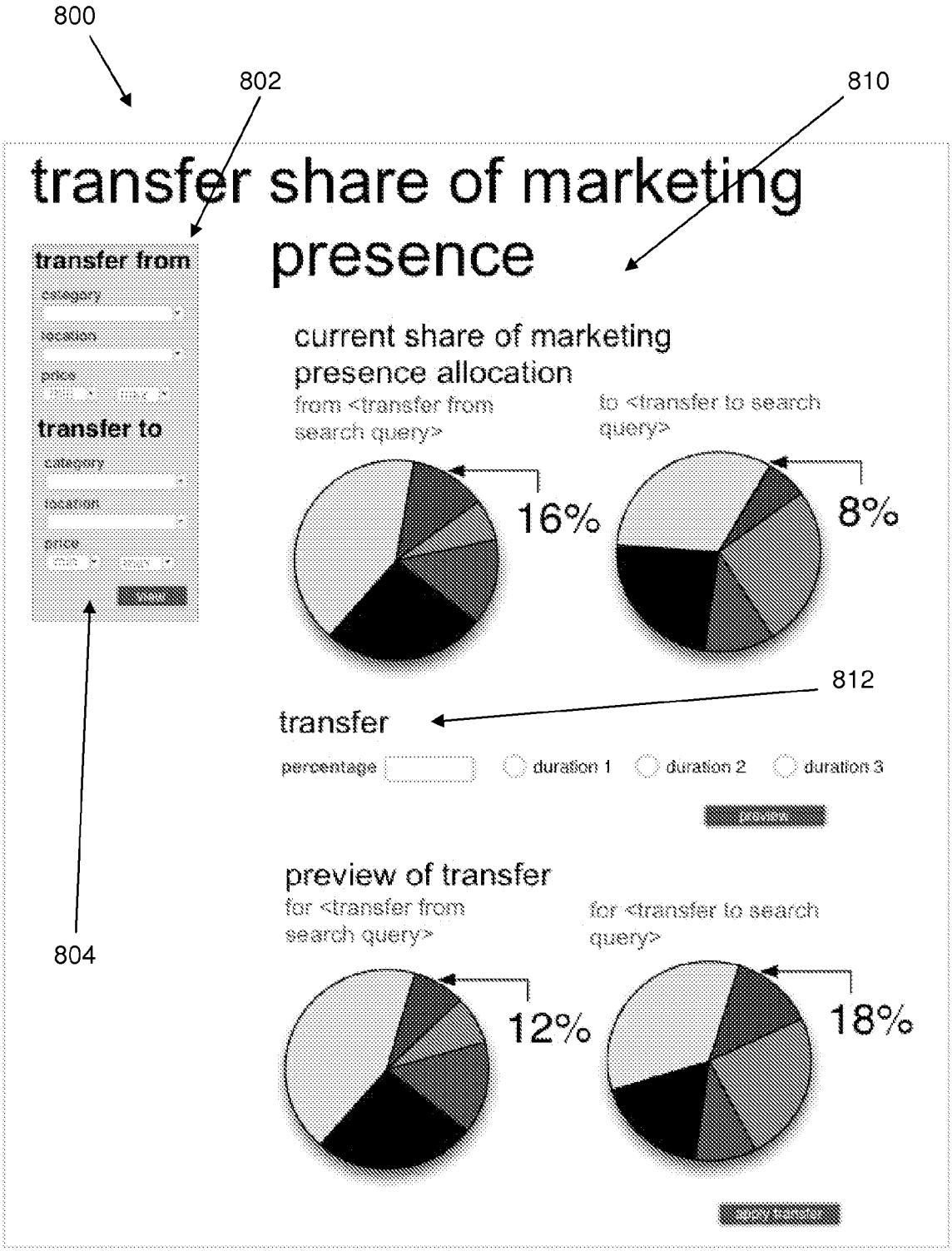

800
802
810
transfer share of marketing presence
transfer from
category
location
price
transfer to
category
location
price
current share of marketing presence allocation
from <transfer from search query>
to <transfer to search query>
16%
8%
812
transfer
percentage
duration 1
duration 2
duration 3
preview of transfer
for <transfer from search query>
for <transfer to search query>
12%
18%
804

FIGURE 8


900
904
Customer profile - salespeople
About us
share of marketing presence for search results ranking
1
2
3
4
902

FIGURE 9