

Type Classified advertising

Customer Associated Newspapers Ltd

Summary Loot.com is the UK's biggest classified publisher, with 8 regional editions and a huge volume of ads

- Millions of searches per day
- 10,000 ad bookings per hour

A complete self-service website where users can quickly and easily carry out every task related to buying and selling. The site offers advertisers a choice of free or paid advertising options, and every ad can be placed online, in print, or both.

The website is fully integrated in real time with the publisher's existing back-end publishing systems. Loot.com shows how Rosetta can help publishers to integrate systems quickly.

- A complete self-service solution for advertisers
- Fast, simple searching and browsing
- Easy-to-use online ad entry for print and web
- Manage your ads and searches in "My Loot"
- Secure online payments (SSL)
- Integrated banner advertising solution
- Restricted access to sections of the site
- Email alerts are fully automated and branded
- SMS alerts and SMS ad entry via mobile phones
- Advanced searching with 'pre-search' features and postcode proximity

The website is built on Rosetta System 6.3.

