

*QUOKA.
Don't search, find.*



The QUOKA eCommerce Platform



Platform for business on the web

offers



enquiries

basic functions

- articles and services offered by private individuals
- articles and services offered by commercial dealers
- cooperations (content partner)
- virtual marketplace (article database)
- targeted search for articles by properties and regions
- immediate sales (shopping basket) within ProShops
- online input of articles
- community elements
- searching for specific articles or services by private individuals or commercial dealers
- business-to-business enquiries (in preparation)
- cooperation (traffic partner)

How QUOKA Works

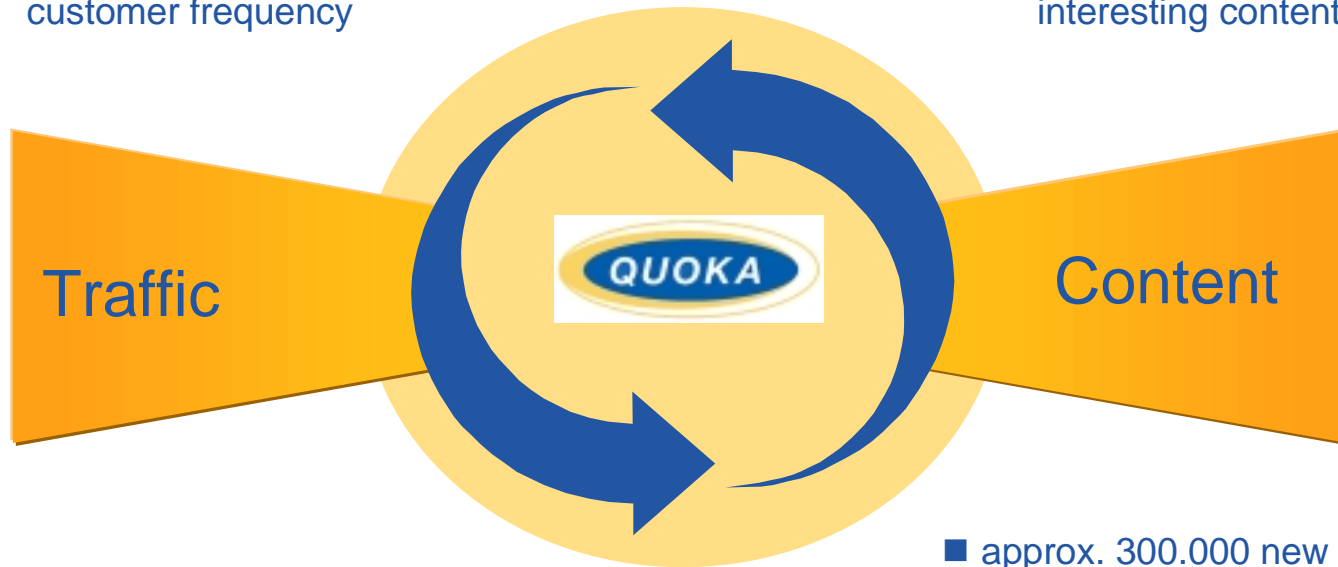


Traffic-Content Cycle



Sellers choose the web environment with the highest customer frequency

customers choose the web sites with the greatest/most interesting content



7 million pageviews per month shortly after the official start

- approx. 300.000 new articles per week
- approx. 50.000 commercial ads customers

Content Sources



direct input

shops

branches

shopping malls

auction houses

business-to-business

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product-orientated search

Content Sources



direct input

private individuals offer their goods/services online on the QUOKA-platform, incl. graphics, audio and video files

shops

branches

shopping malls

auction houses

business-to-business

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product-orientated search

Content Sources



direct input

shops

online shops rented by dealers from QUOKA
(DigiShops, ProShops)

branches

shopping malls

auction houses

business-to-
business

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product-
orientated
search

Content Sources



direct input

shops

branches

dealers place the goods/services from their own website into QUOKA

shopping malls

auction houses

business-to-business

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product-orientated search

Content Sources



direct input

shops

branches

shopping malls

auction houses

business-to-business

cooperations with internet shopping malls



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product-orientated search

Content Sources



direct input

shops

branches

shopping malls

auction houses

business-to-business

internet auction houses place their articles into QUOKA

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product-orientated search

Content Sources



direct input

shops

branches

shopping malls

auction houses

business-to-business

offers for trade between commercial partners

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product-orientated search

Content-Sources



direct input

private individuals offer their goods/services online on the QUOKA-platform, incl. graphics, audio and video files

shops

online shops rented by dealers from QUOKA (DigiShops, ProShops)

branches

dealers place the goods/services from their own website into QUOKA

shopping malls

cooperations with internet shopping malls

auction houses

internet auction houses place their articles into QUOKA

business-to-business

offers for trade between commercial partners



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product-orientated search

Intelligent Online Advertising



enquiry from the customer's point of view

abstract, vague idea of the product

interest in only certain properties of the product

buying the product which most meets personal requirements

enquiry from the database's point of view

1st problem: Inability to fulfill the customer's requirements because of insufficient input

2nd problem: incomplete search data

- selection from several products
- weighting of priorities by the stated criteria

knowledge database which creates a relationship between the article's properties !

Intelligent Online Advertising: Homepage



Home - Netscape
File Edit View Go Communicator Help

QUOKA
Nicht suchen, finden.

Kategorien

- [Aulus](#)
- [Motorräder](#)
[sonstige Fahrzeuge](#)
- [Computer](#)
- [TV/Video/HiFi](#)
- [Audio-CD's](#)
- [Telekommunikation](#)
- [Vermietungen](#)
- [Immobilien](#)
- [Handwerk/Haushalt](#)
- [Garten](#)
- [Haushalt](#)
- [Freizeit](#)
- [Bücher](#)
- [Kontakte](#)
- [Sammlungen](#)
- [Jobborse](#)
- [Termine](#)
- [Sonstiges](#)

QUOKA Bücher finden

Gehen Sie hier Ihre Suchkriterien ein: 7 R. bmw + 323 [Hilfe!](#)

[erweiterte Suche...](#) [einfache Suche...](#)

[Angebot aufgeben](#) | [Suchanzeige aufgeben](#) | [Kontaktanzeige aufgeben](#)
[QuokaShop eröffnen](#) | [kostenlose Email einrichten](#) | [Chat starten](#)

Gewinnspiel

Gewinnen Sie einen nagelneuen Opel Corsa Webc@r bei unserem Gewinnspiel der Woche... [mehr](#)

Wußten Sie...

...daß an dieser Stelle Platz für redaktionelle Inhalte ist. Hier kann man sehr gut z.B. Tips zum Kaut über Quoka anbieten und vieles [mehr](#)

Aktion der Woche

Quoka und Quelle präsentieren diesmal das Angebot der Woche: Alle Produkte von Quelle im Bereich Computer werden versandkostenfrei zu Ihnen nach Hause geschickt! [mehr](#)

Unsere Partner:
[AuXion](#), [Endemann!](#), [Lycos](#), [FortuneCity](#), [T-Online...](#)

[Quoka Homepage](#) | [Über Quoka](#) | [Impressum](#) | [Pressemitteilungen](#) | [Kontakt](#)

Intelligent Online Advertising: Input Form



Willkommen bei den Intelligenten Quoka Anzeigen Märkten

Seite zum Aufgeben von Anzeigen

Bitte geben Sie eine Anfrage in natuerlicher Sprache ein. Beachten Sie auch, daß Sie für den Preis ein extra Eingabefeld haben.

Bitte geben Sie hier die Anzeigennummer ein:

Intelligent Online Advertising: Parser



Nicht suchen, finden.

Quoka ist die größte Anzeigendatenbank Deutschlands.

Bitte beschreiben Sie hier das gewünschte Fahrzeug:

im Bereich:	<input type="text" value="autos"/>	
Marke:	<input type="text" value="AUDI"/>	
Modell:	<input type="text" value="AUDI A4/80/90"/>	
Farbe:	<input type="text" value="BLAU"/>	
BODY:	<input type="text"/>	
PREIS:	<input type="text" value="17885"/>	EURO
KW:	<input type="text" value="84"/>	
Baujahr:	<input type="text" value="16.7.1996"/>	
KM:	<input type="text" value="100000"/>	
Ausstattung:	<input type="text" value="DIESEL, KLIMA, SITZHEIZUN"/>	

Submit Query

intelligence by [tec:inno](#)

Intelligent Online Advertising: Results



21800,00 DM AUDI 80 / 90: 80, TDI, EZ 4/94, 110 PS, 90 TKM, TUEV/AU 5/01, INDIGO-BLAU, 80, SH-GEPFL., KLIMA, SSD, EFH, SPORT-LR, MOMO-ALU-F., 8F.-BER., AA, ZV M. FUNK-FB, VHB 21.800,-. 0172/ 5270418

24500,00 DM AUDI 80 / 90: 80 AVANT, BJ. 95, 1.9 TDI, 90 PS, DKL.BLAU, 116 TKM, SH-GEPFL., KLIMA, SSD, EFH, DACHRELING, SERVO, WL.-PAKET, ALARM, ZV, FAHRER-/BEIFAHREIRAIRB., VELOURS-SP-SITZE HELLGRAU, VHB 24.500,-. 09122/ 833306, EMAIL: DWAGNER@DE.ORACLE.COM

23900,00 DM AUDI 80 / 90: 80 AVANT TDI, INDIGOBLAU-PERLEFF., 90 PS, MOD. 95, 124 TKM, ALU, KLIMA, ABS, SERVO, AIRB., 4X EFH, RELING, GET. RUECKB., VHB 23.900,-. 0171/ 7680425

20500,00 DM AUDI 80 / 90: 80 2.0E, 115 PS, EZ 12/95, 90 TKM, TUEV/AU NEU, PELIKANBLAUMET., KLIMA, RC BETA, LMF, SERVO, ABS, HOEHENVERSTELLB. VORDERS., SH, U.V.M., 20.500,- VHB. 0621/ 4962106

17800,00 DM AUDI 80 / 90: 80 AVANT TDI, EZ 8/94, 90 PS, 185 TKM, EFH, ZV, BHZB.ASP, SERVO, ABS, KLIMA, SKIS., 4 KOPFST., DZM, LRA, DR, POLLENFILTER, KENWOOD MIT ENDSTUFE UND BOXEN, INDIGOBLAUMET., DIV.VERSCHLEISSTEILE NEU, EURO 2-NORM, VHB 17.800,-. 09441/ 21067 OD. 0172/ 8117688

16400,00 DM AUDI 80 / 90: AUDI 80 B4, TDI, SCHADSTOFFARM, 90 PS, EZ 11/ 93, BLAUMET., 111 TKM, ABS, ESSD, RC, NSL, NSW, ZV, TUEV 12/ 00, WR, DGT, VHB 16.400,-. 07063/ 950639

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Don't search, find.*



Thank You For Your Interest !