

Online Data Publishing Business Model Inventory and Exemplars

This chart identifies all known business model that exists in the data publishing business, cross-referenced to InfoCommerce Group Model of Excellence award winning products that represent "best of breed" examples of each model.

Advertising & Transaction Supported

Free Listings with Paid Enhancements

Revenue is generated primarily from sale of enhancements to free base listings.

Advertising Specialty Inst.
ESP Online
RestuarantRow
RestaurantRow.com
Martindale-Hubbell
Lawyers.com
Thomas Publishing Company
Thomas Industrial Network
Ziggs
The Ziggs Index

Transactional

Revenue comes from flat or per-transaction fees for referral of buyer to seller, with transaction completed offline, or acceptance of orders on behalf of seller, regardless of sales method

GlobalSpec
SpecSearch
KnowledgeStorm
knowledgestorm.com
1-800-Doctors
1800doctors.com
Business Partnering Intl.
AgencyFinder
ServiceMagic
servicemagic.com

Lead Generation

Revenue is primarily obtained through the sale of sales leads (direct user inquiry or derived from user registration data), on per inquiry base fee plus per inquiry basis, or pay per click basis.

Thomson PDR
PDR xPress

Fully Paid

Revenue is generated primarily from sale of participation in the database, along with different levels of enhancements.

Free with Third-Party Ads

Revenue comes from served, third-party banners or contextual advertising not directly linked to database content, which is available for free access.

Trip Advisor
tripadvisor.com
Zillow.com
Zillow

Click-Through

Revenue comes from identifiable or anonymous click-throughs to vendors whose information is integral to the database content. Click-throughs are on a "per action" as opposed to "per sale" basis.

Subscription Supported

Pure Subscription

Revenue is generated primarily from sale of unlimited access to database for a fixed fee for a specified period of time, whether single or multi-user, and whether or not bundled with a companion print product.

CoStar Realty
Information
CoStar Property
Professional
Carroll Publishing
GovSearch Suite
epipeline
epipeline.com
Primary Intelligence
Account Profile
Wendover
Technology Marketing

Limited Free

Some amount of content is offered for free, with premium content (portion of record not offered free or additional records) offered on a by the slice or subscription basis. Free content area may contain banner or other advertising.

Internet Movie Database
IMDBpro.com
Philanthropic Research
guidestar.org
Zoom Information
zoominfo.com

Free with Paid Extras

Content is offered for free, but third party supplemental content is offered on a by the slice or subscription basis.

EuroInfoPool
euroinfopool.com
HealthGrades
Physician Quality Reports
Thomson Gale
Goliath
North American Publishing
Who's Mailing What Archive

By the Slice

Customers specify desired content based on selection criteria, then purchase access to it. Includes online and offline delivery options.

User Contributed Data

While exact business and revenue models vary, database users are expected to contribute to and/or maintain the database.

Jigsaw Data
jigsaw.com
Linked In
linkedin.com

Mixed Models

Pure Subscription with Paid Enhancements

Revenue comes from subscription access to database and fees for enhanced listings.

Licensed for Distribution

Revenue comes from licensing some or all of the database to a third party that then makes the data available on its own Web site, often for free as a site attraction.

Gracenote
CDDB database
GlobExplorer
globexplorer.com

Free with Custom Upgrades

Base content is offered for free, but the full database is sold in whole or part for analytical or marketing purposes.

Salary.com
Company Analysis

OEM Licensing

Content is licensed to developers and manufacturers to be incorporated into a third-party product whose main function is not information delivery

All Media Guide
allmediaguide.com

Process Integration

Content is sold integrated into a product that has significant non-content components, such as a direct mail kit.

ClickData
ClickData Direct
Automotive

Data Exchange

Company re-distributes data supplied by its customers in some value-added fashion without taking ownership of the data.

Plaxo
plaxo.com