# Featured Listings

We are designing a system to let users ‘feature’ their listings on Rentler.com and KSL’s Homes Classifieds section. The following is a basic report on findings after roundtable discussions with the Rentler and KSL’s development teams.

## Quick Overview of the Model

* Listings split by price, in $50 increments. These are called Featured Sections.
* Items $200 or less, and $2000 or more are resolved into one Featured Section, respectively.
* This creates 37 Featured Sections.
* Each section has three Slots.
* Each Slot can hold up to three listings, in a rotating fashion.
* Yields a maximum of 333 Featured Listings at a time.
* $10 per day to feature a listing.
* Maximum potential revenue: $3,330 per day, $99,900 per month.
* Based on simple threshold projection, assuming popular Featured Sections will be sold out and the rest empty (more than 400 listings in the section, based on the 9,616 listings live at the time of this writing): $1,080 per day, $32,400 per month.
* For Ribbons, assuming 10% of users in a similar group to the threshold, have a potential of $633 per day and $18,987 per month. Maximum potential looks ridiculous and can most likely be ignored, showing $9,616 per day, $288,480 per month.

Figure - Listings on Rentler (Taken February 22nd, 2012)

## Featured Sections

To ensure that featured listings are targeted properly they are split up by their price in $50 increments, called Featured Sections. When a page of search results is acquired, the best Featured Section for the set of results is included. The Featured Section is determined by the first item in the results.

For example, let’s assume a user is looking for Apartments in the $200 to $600 range. The first page of results shows that the first item in the list is $205 a month. The system selects featured listings in the $0-200 Featured Section and prepends them to the search results, since that is the category closest to the results.

## Slots

These represent the available space in a Featured Section. There are three Slots per Featured Section, so three Featured Listings at a time will appear to a user.

## Featured Listing and Rotating in the Slots

There are three Featured Listings for each Slot. They rotate in a simple queue, ensuring 33% of impressions for that slot.

## Ribbons

When a user wants to add a bit of extra ‘flair’ to their listing in search results, they can purchase a Ribbon to dress it up a bit. Ribbons will be bright and colorful, and feature simple terms like “1st Month Free!” or “Great View”. The Ribbon will appear on the listing in the top-left corner.

## Mockups of Search Results – Rentler and KSL

On the left is Rentler, returning 30 results at a time on a 5-column grid with infinite scroll. KSL is on the right, with 27 results at a time, on a 3-column grid with standard paging.

