

COMPANY
INFORMATION



Company information

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The name teliad stands for 'text link advertising'. The Stuttgart-based company was founded in **mid-2005** and was the first marketplace for text links in Germany. The trading platform is the meeting point for advertisers, SEOs, marketing professionals, agencies and webmasters. Text link advertising is one of the most efficient forms of online advertising. The marketplace makes advertising with text links as simple and effective as possible in order to make the customer's online marketing successful. The goal: every customer should earn more money with his webpage.

The business model of text link advertising is easily explained: webpage operators can make advertising spaces (so-called direct HTML links) available and advertisers can book these on the seller's website. With the online marketplace, teliad offers many advantages to both buyers and sellers of text links. **Text link trading is simplified** considerably by the automated system. Customers can save themselves the bother of searching for suitable link partners and processing payments, but still retain constant control over their text links. teliad customers achieve successful linking to their website with less work and a minimum of expended time.

Products

Text link advertising is an effective form of **online advertising** that is becoming more and more popular. As direct HTML links, text links contain an **advertisement in text** form with brief written information. They have established themselves as a successful form of advertising, because they do not immediately stand out as advertising and can be easily adapted to the editorial environment of the website. Unlike to other forms of advertising for example such as banners, advertising with high-quality links is less intrusive.

By means of purposeful link building, buyers increase the number of visitors to your website. Text links are the only form of online advertising that can guide visitors to a website whilst at the same time **raising search engine relevance**. The installation of static links has nothing to do with achieving a particular number of page views or clicks. In the long run, systematic link building should increase the number of visitors to the website, the content relevance and the link popularity. Sellers generate additional income by means of selling text link advertisements on your website.

The newly-developed products **InLinks** and **Content-Links** offer advertisers improved possibilities with regard to the effectiveness and quality of the text link advert, because they exclusively and methodically target the valuable **content area** of a webpage. Text links in the content are classified as more important for search engine relevance, since search engines evaluate not only the link text but also adjacent words. A topically relevant context increases the value of text links in the content. With Content-Links, the advertiser can book a complete section or an area of the content area, which he can then place himself. This might be in the form of small adverts or also blog entries. InLinks are text links that can be booked inside a text which the seller has already

specified. The buyer purchases a text link to a particular keyword within an already existing text on the website. Following the booking, the static word is linked to the buyer's URL.

Success

teliad's success is measurable. With more than **50,000** text link places on over **7,000** offered URLs and **4,000** offered domains, we are the leading German marketplace for text links. The text links on offer are subdivided in a catalogue into over **35** different categories, such as shopping, travel, health or finance.

teliad achieved a growth in **turnover** of **450 %** in the business year 2007 compared to the previous year. On account of this extraordinary success, the establishment of an international marketplace was an important step for the company's further development. The **English, Spanish, French** and **Italian** versions of the marketplace have been online since September 2008. The foundations for a worldwide text link marketplace have thus been laid.

Founder

Andreas Armbruster, born in 1979, is the **founder and Managing Director** of teliad. He studied economic sciences in Ulm. He founded his first company - a renowned German consumer and shopping platform - at the beginning of 2000 while he was still studying. He was decisively involved there in the setup of the company. His many years of experience in the field of **online marketing** and **search engine optimisation** led him to the idea of creating a marketplace for text links, which he successfully put into practice with the founding of teliad in the **middle of 2005**.

Contact

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