

auto.ru

auto.ru

How tech helped us grow auto.ru

Anton Zabannykh, CEO auto.ru

Vast and mysterious country
to support a few players

Russia is here

We are
here

• Saint-Petersburg

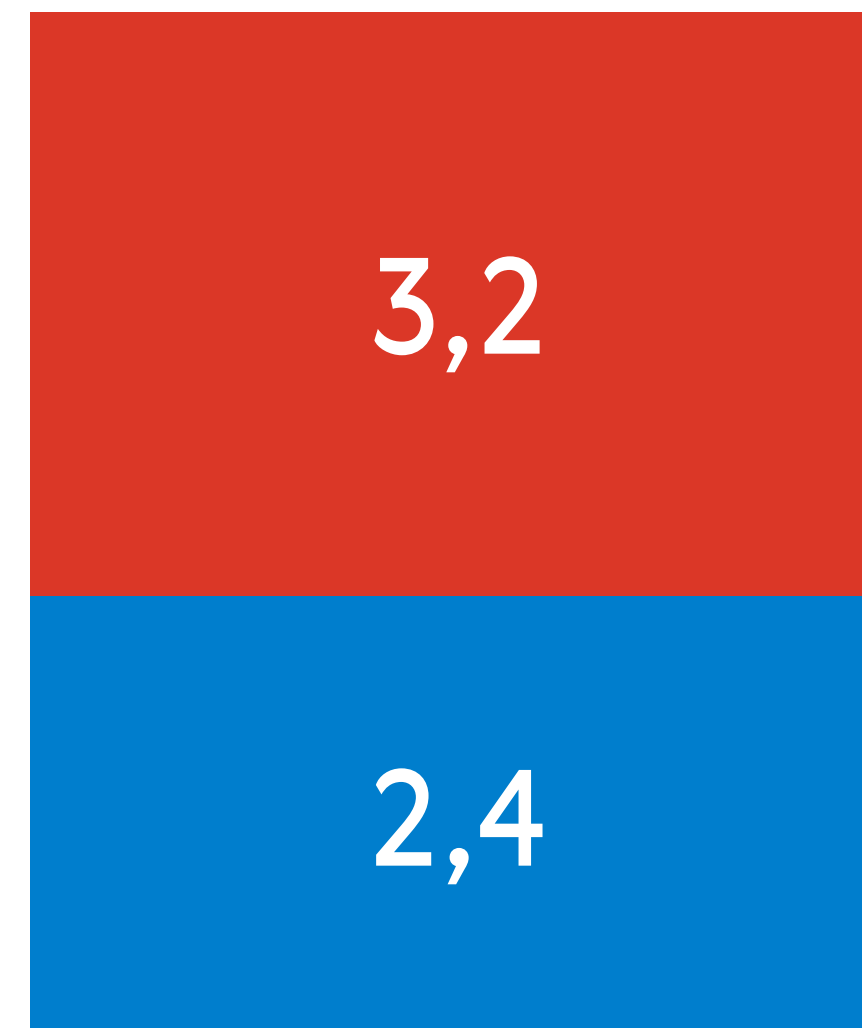
• Moscow



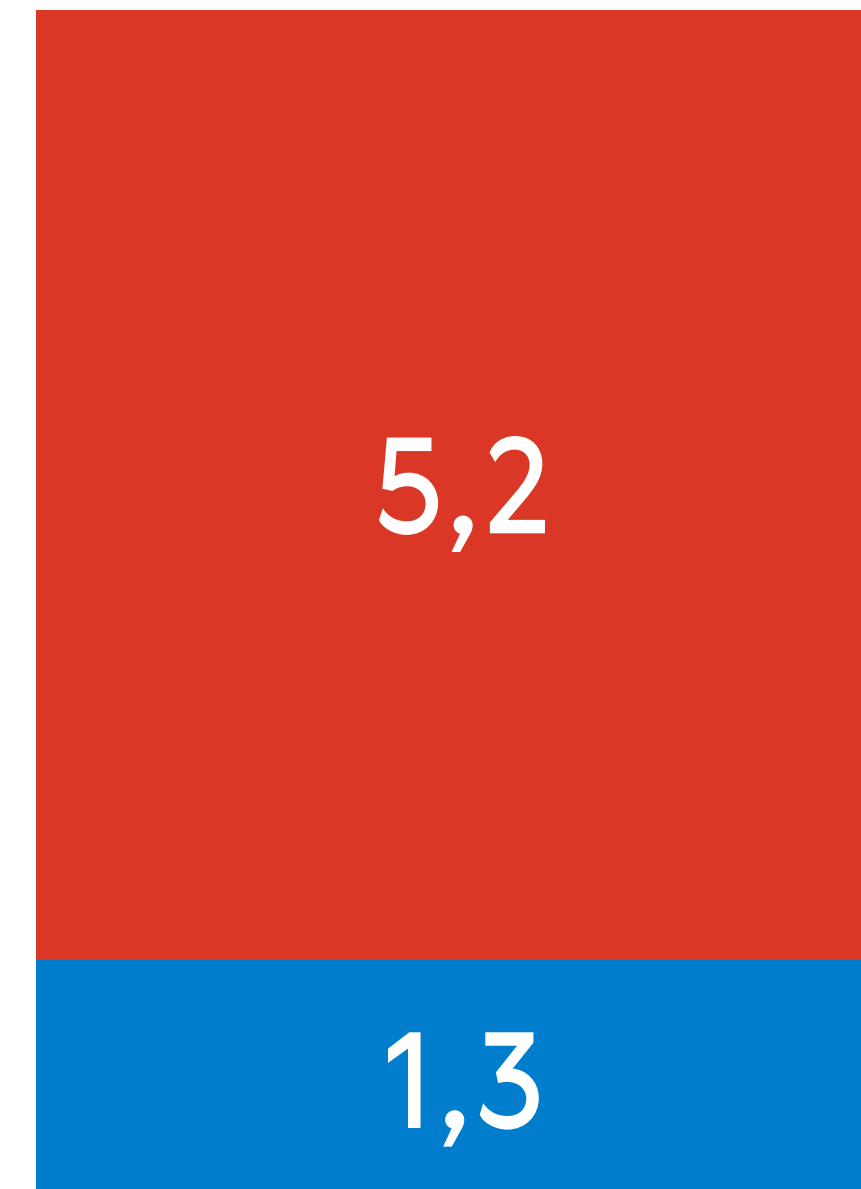
85%

of car sales in Russia
are C2C sales

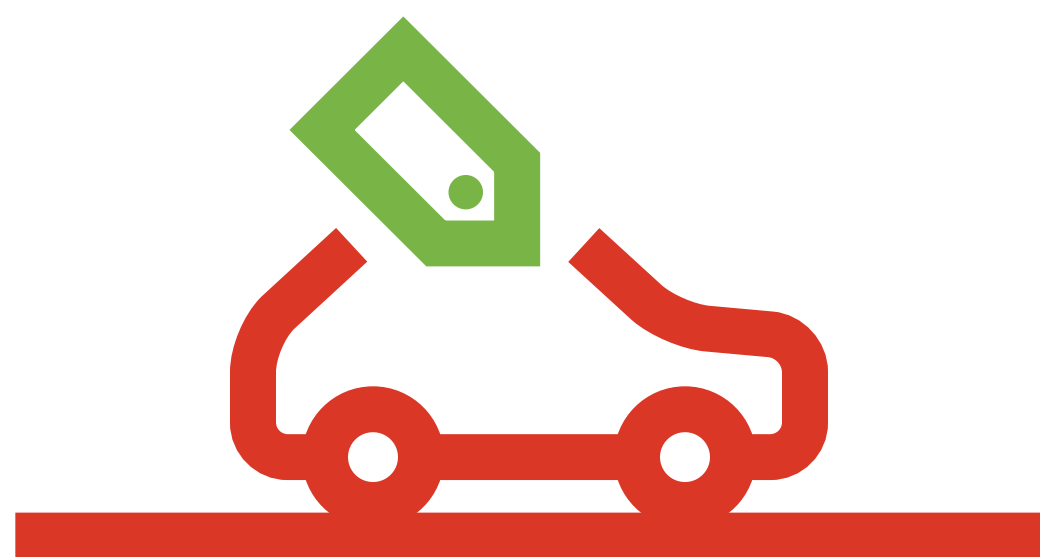
Used / New cars, mln



2007



2016



540k car
listings



70% YoY app
growth



↑60% Market
share in calls

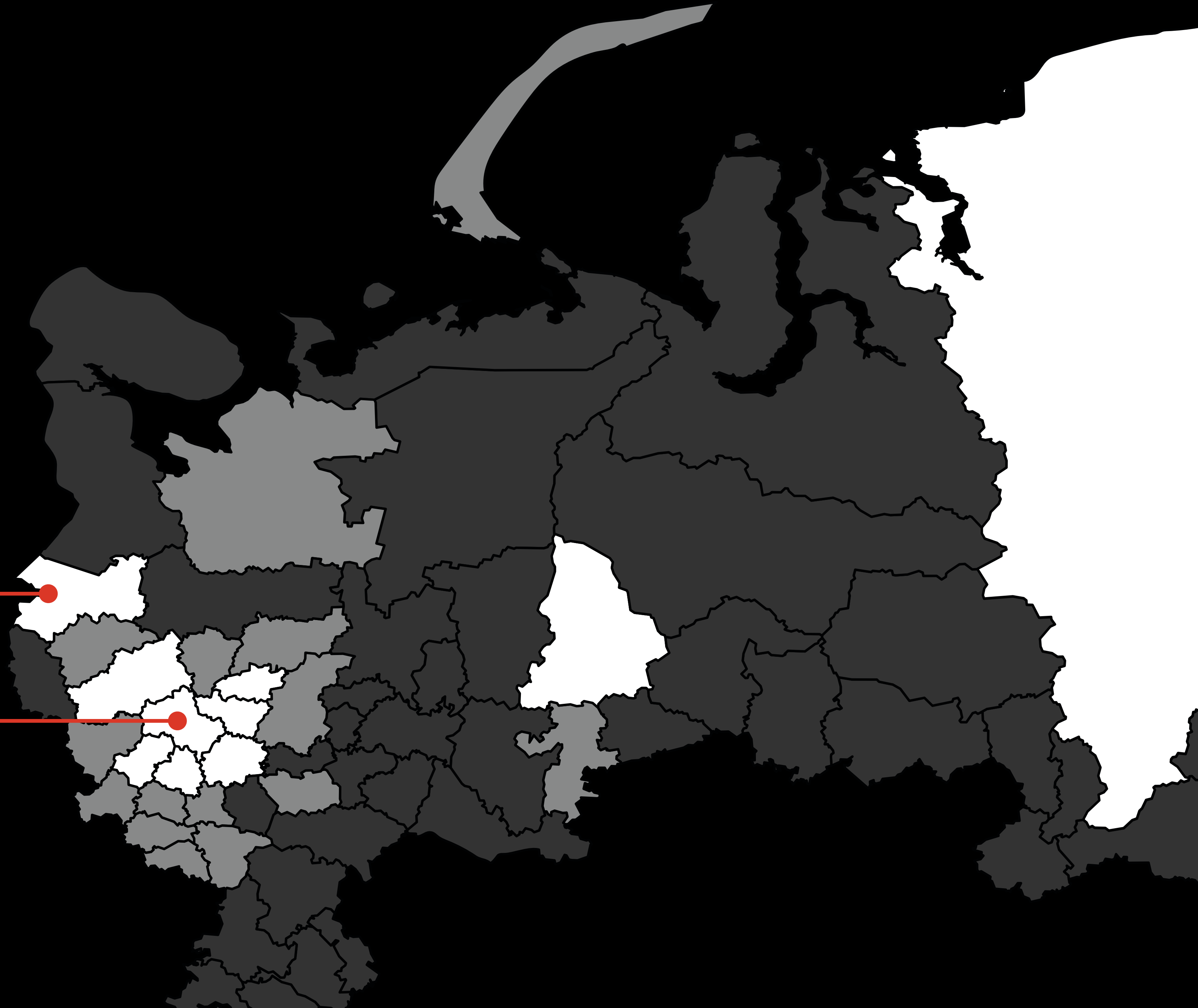
St. Pete & Moscow

Leadership

- Auto.ru is a leader
- Is becoming a leader

Saint-Petersburg

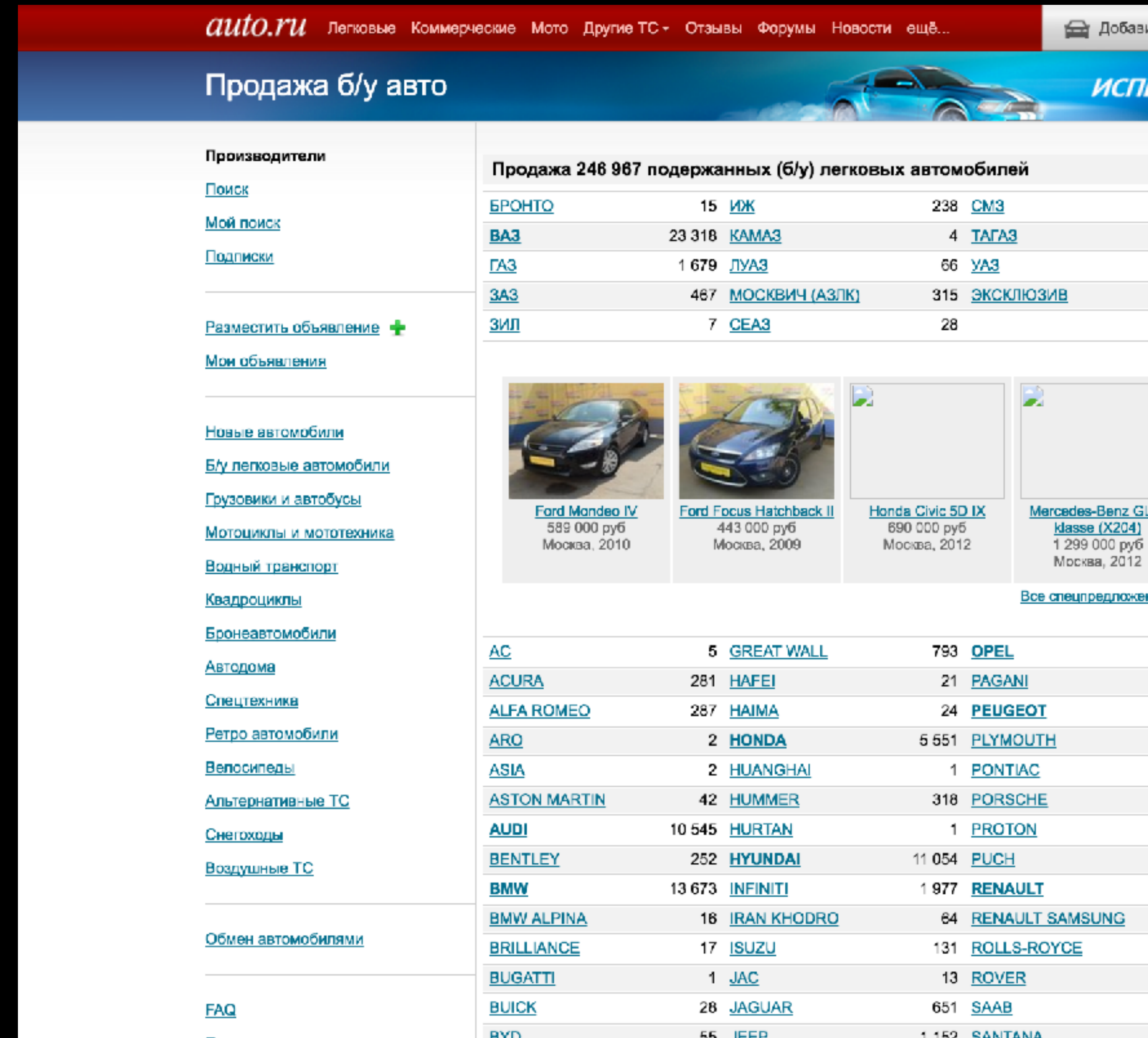
Moscow



1996 — \$0



2014 — \$175 mln



Yandex

one of the largest European internet
companies (cap 11 bln on NASDAQ)
& leading Russian search engine

What would
a search engine do?

1. Sorting

~~price or date~~

[user & listing parameters]



algorithm with ML



more relevant sorting

↑ 5%

of additional calls
with new sorting

1. Sorting

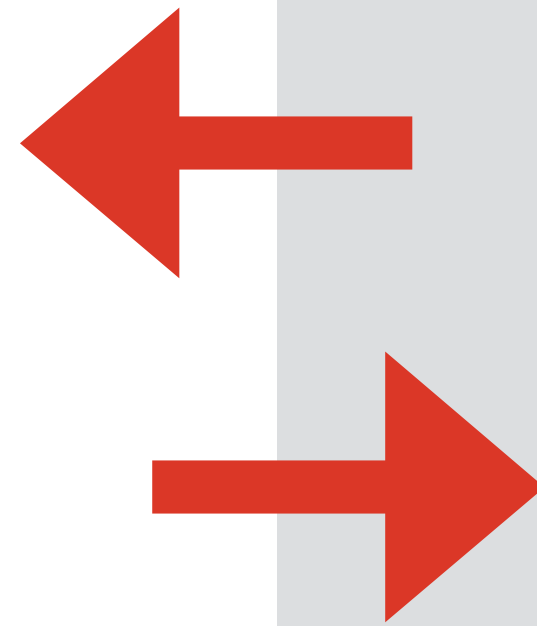
2. Machine learning



~~same price for VAS~~
~~for every model~~

\$

cheaper
models



\$\$\$

expensive
models

× 30

increase our revenues
from private sellers

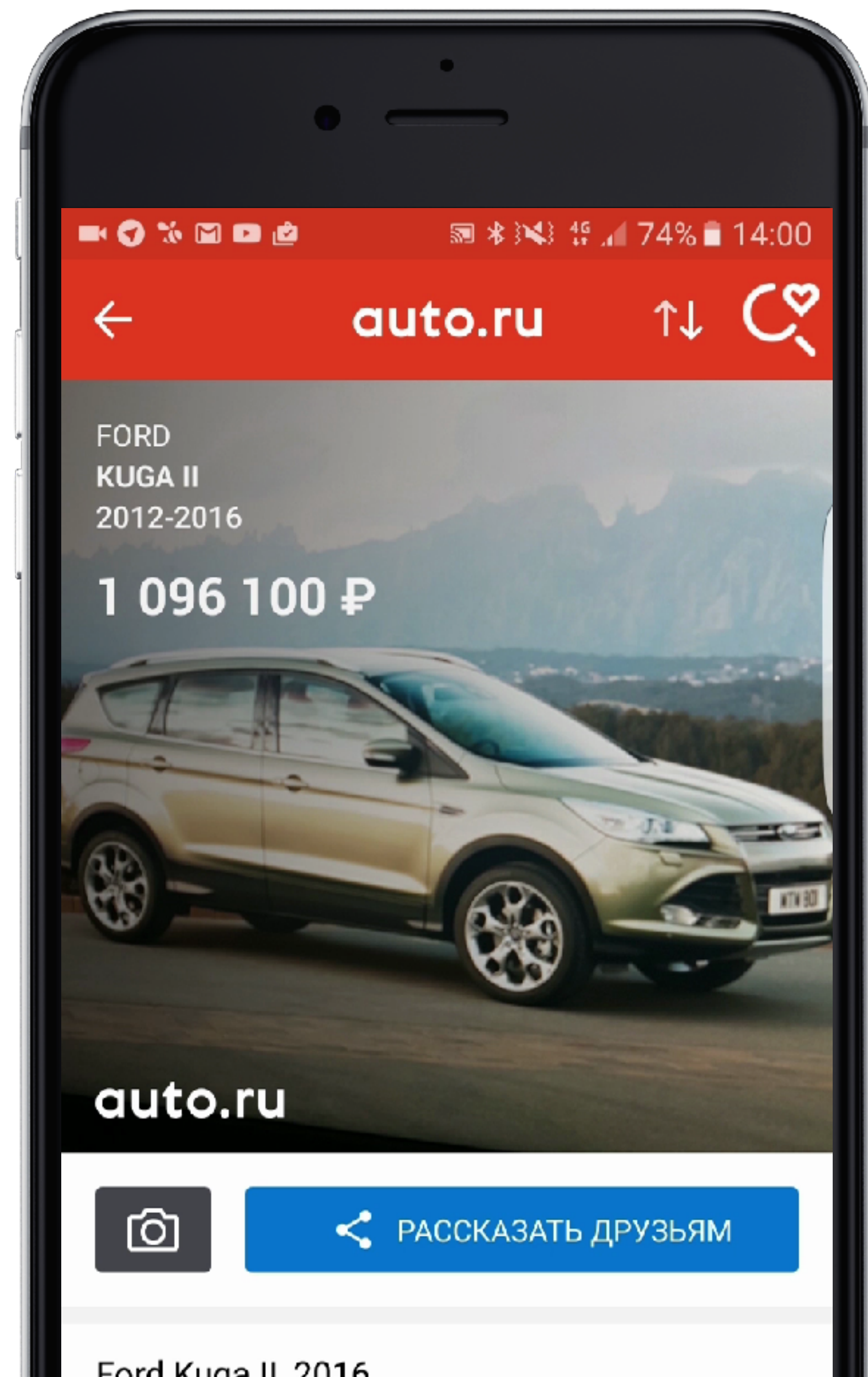
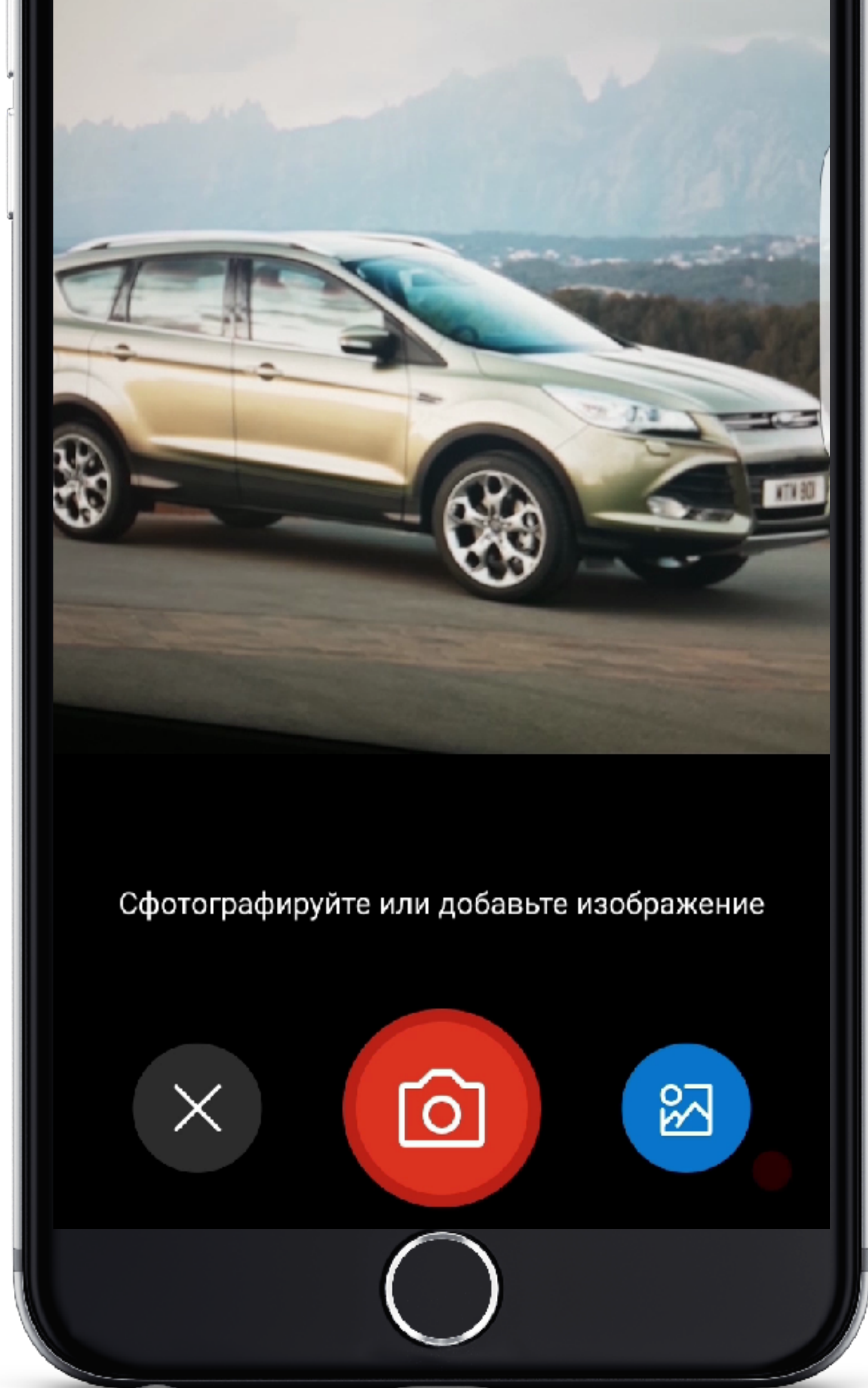
1. Sorting 2. Machine learning

3. Computer vision











unordered



certain order:
exterior first, then interior and
then close-ups and details

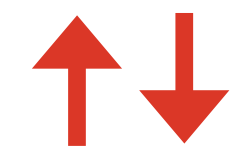
1. Sorting 2. Machine learning
3. Computer vision

4. Call forwarding

buyer



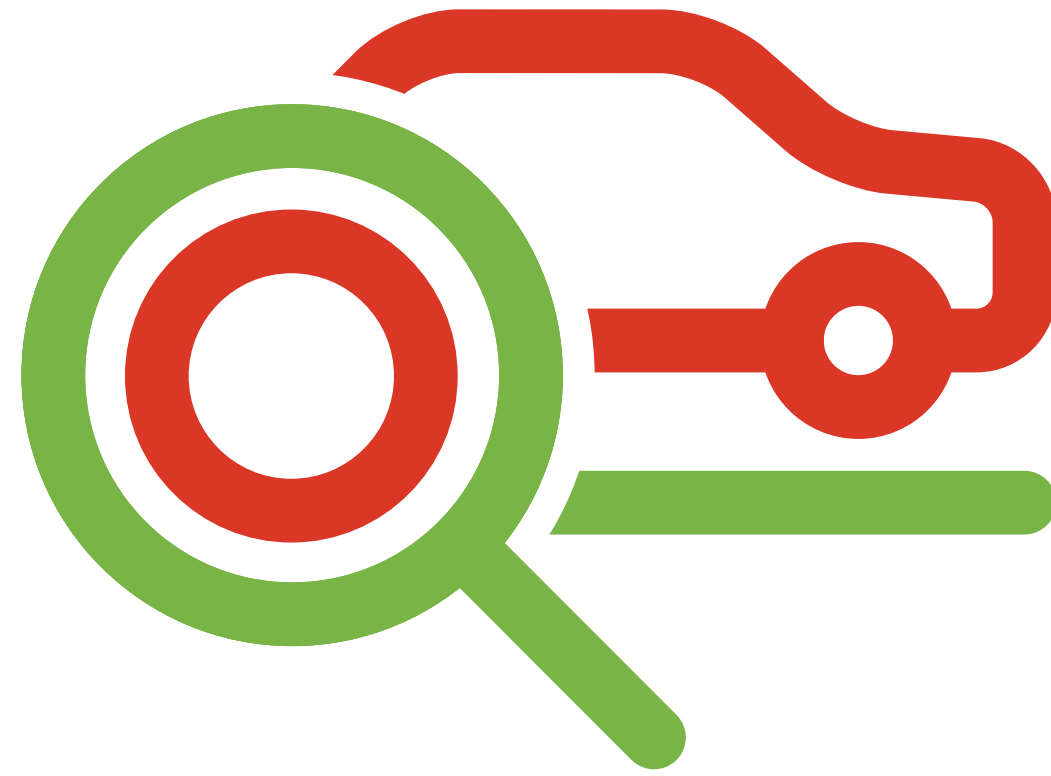
[call forwarding system]



seller

1. Sorting 2. Machine learning
3. Computer vision 4. Call forwarding

5. Offline



certification centers
& car buyout

What would
a _____ do?

Thanks

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