

auto.ru

**auto.ru**

# How tech helped us grow auto.ru

Anton Zabannykh, CEO auto.ru

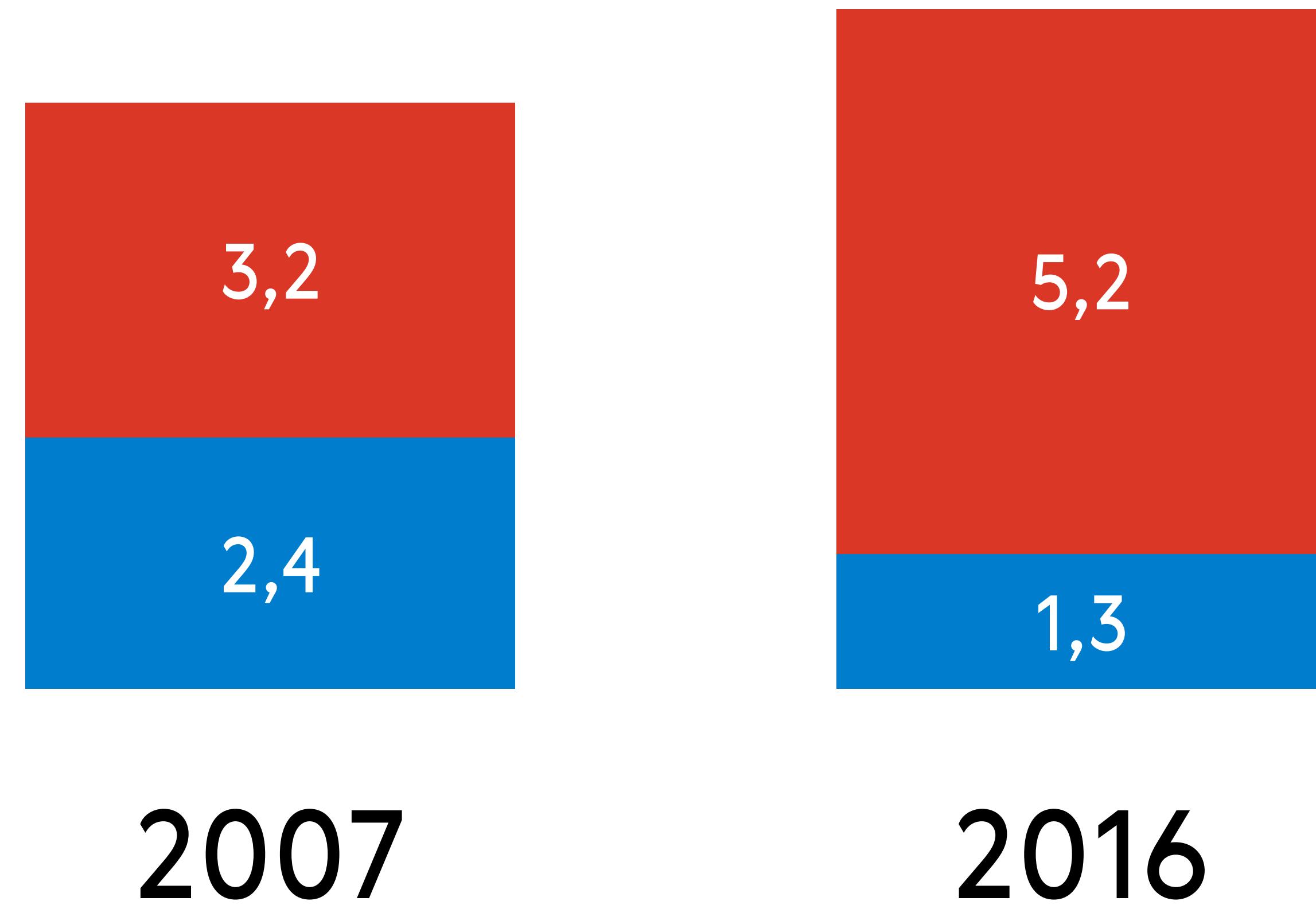
Vast and mysterious country  
to support a few players

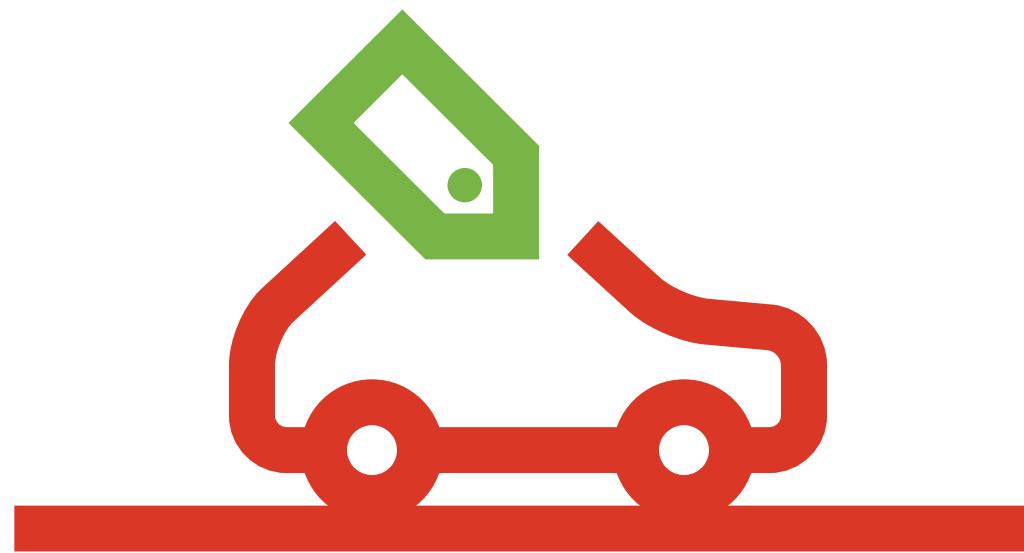


85%

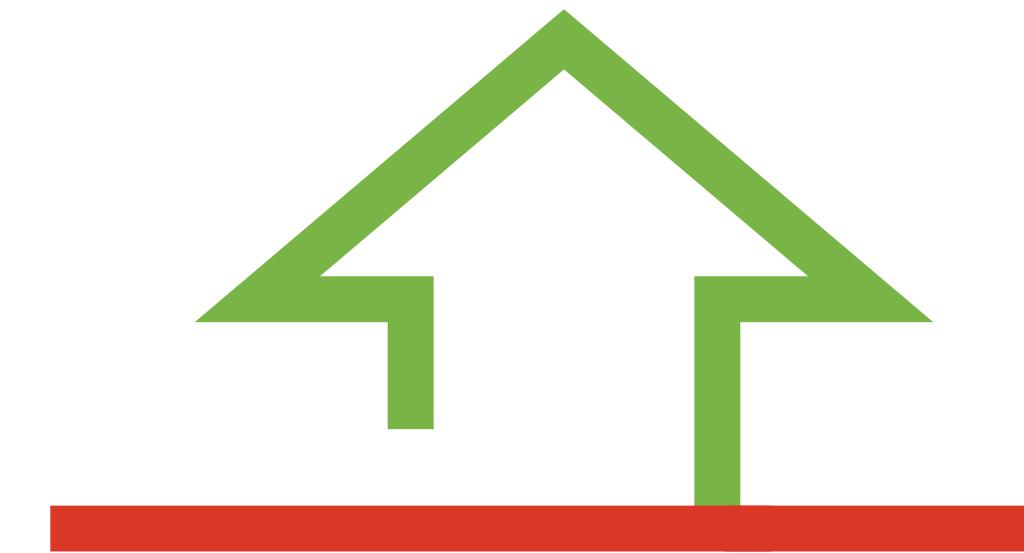
of car sales in Russia  
are C2C sales

# Used / New cars, mln





**540k car  
listings**



**70% YoY app  
growth**



**↑60% Market  
share in calls**

St. Pete & Moscow

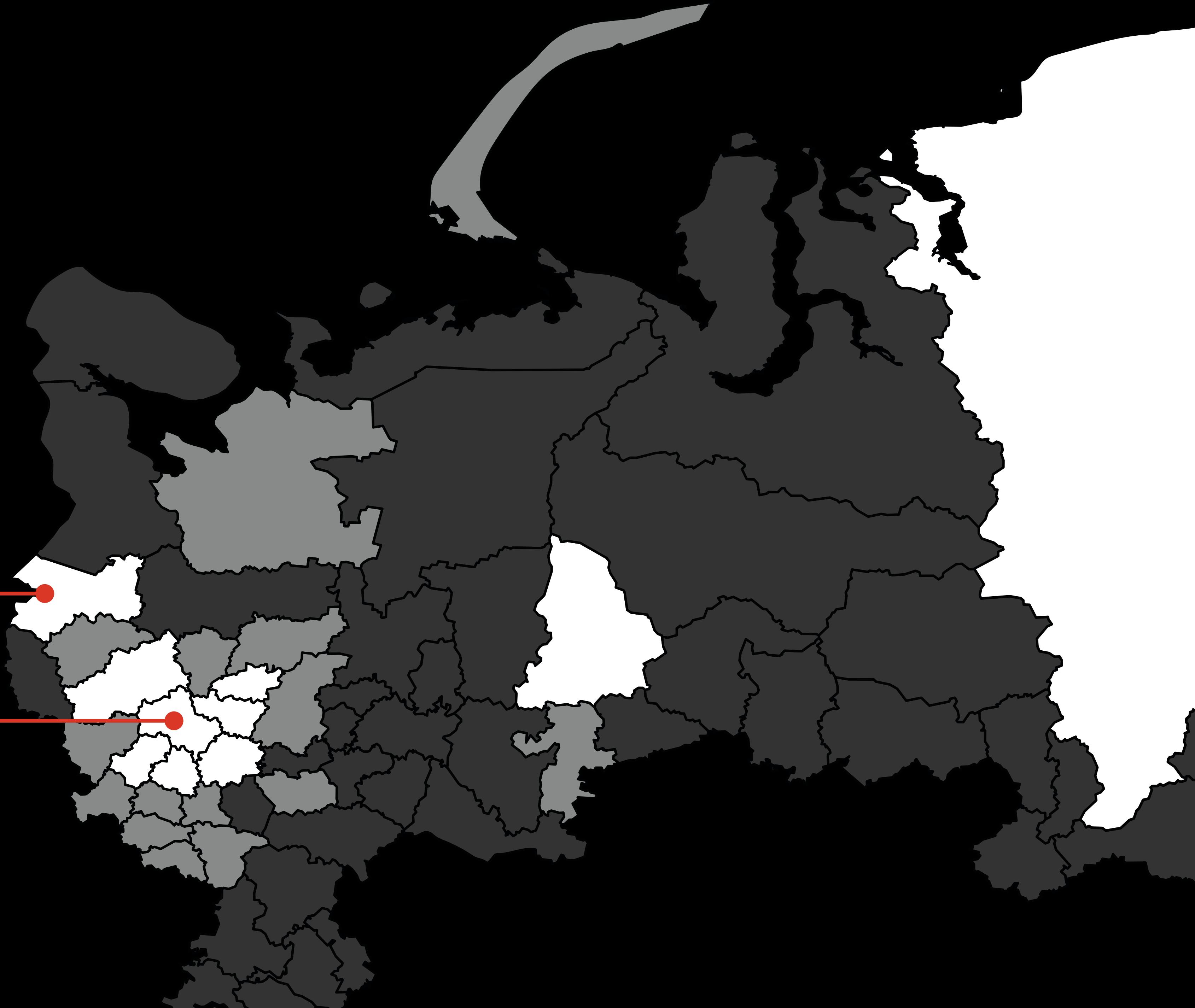
# Leadership

- 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]



algorythm with ML



more relevant sorting

↑ 5%

of additional calls  
with new sorting

1. Sorting

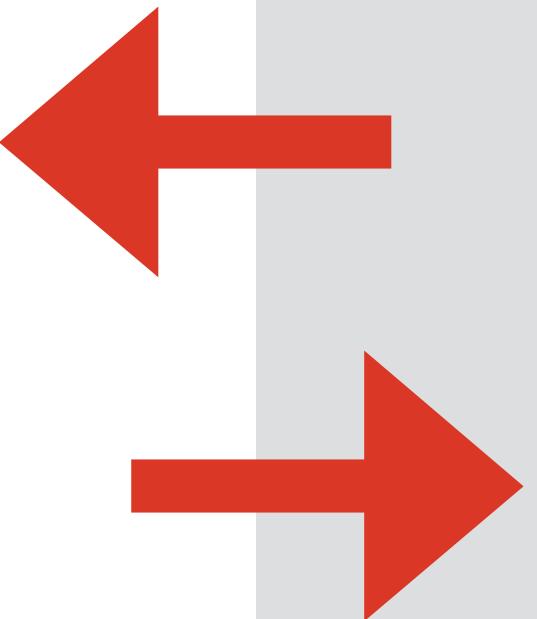
2. Machine learning



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



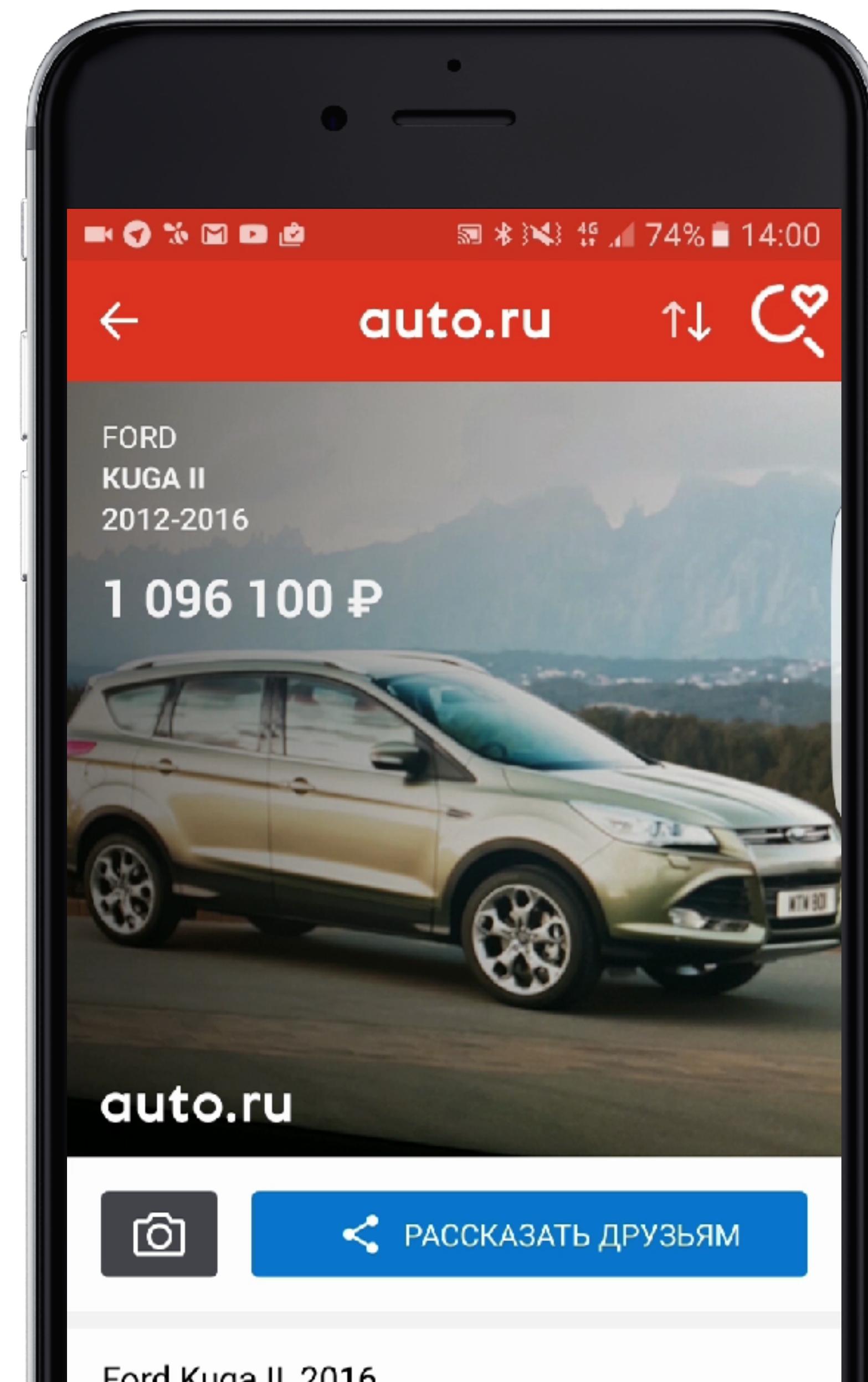
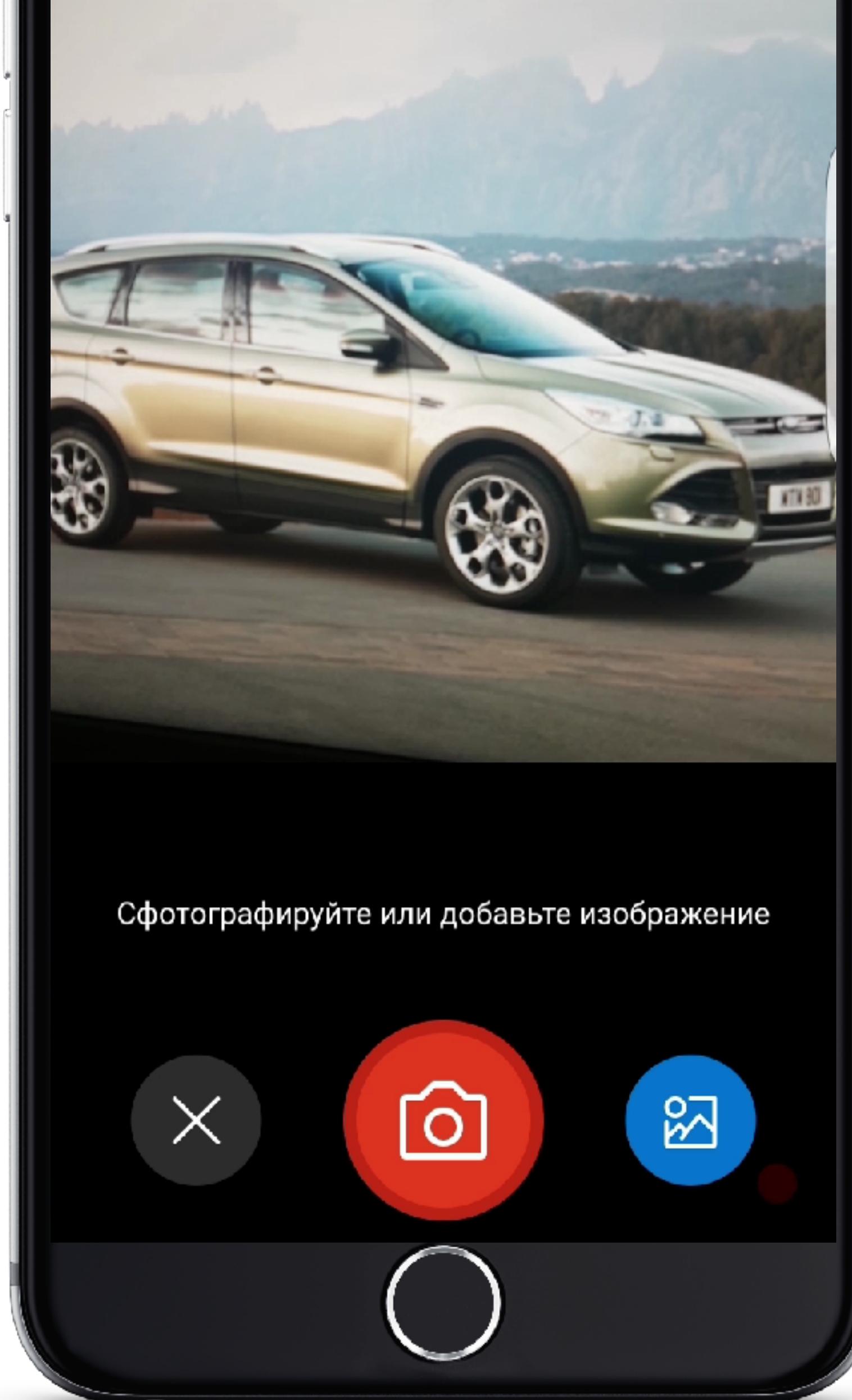


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unordered



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

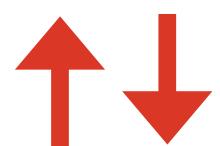
1. Sorting 2. Machine learning  
3. Computer vision

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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