

How Mobile/Social Platform Disrupt Digital Classifieds AKA Winter is Coming!


happysale
Your friendly marketplace
Doron Nir | CEO

Who the hell is this guy?

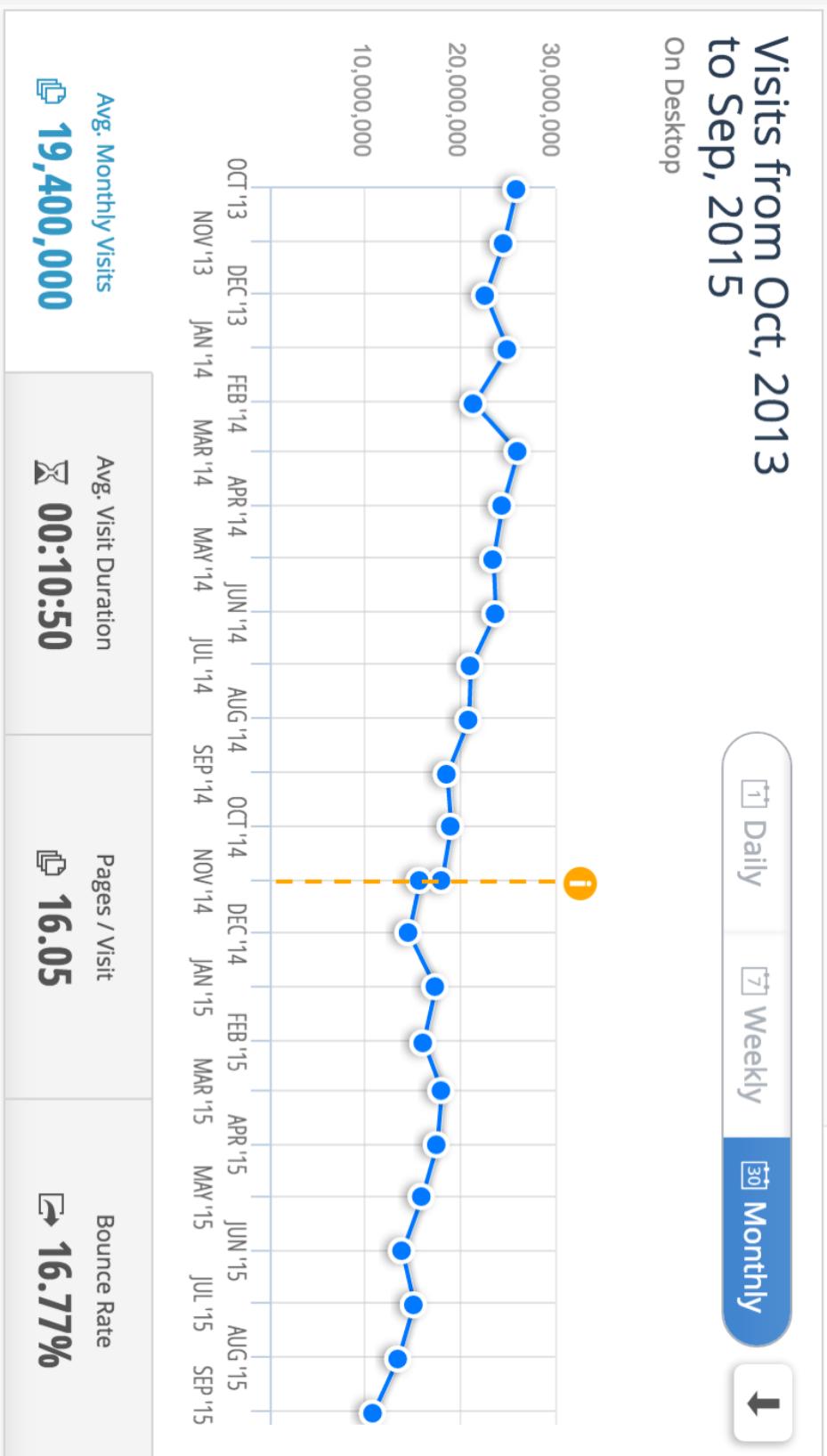


Doron Nir
CEO/Product/Marketing

happysale
Your friendly marketplace

State of Web Classifieds

Monthly desktop traffic for Blocket - 24 months



Source:
 **SimilarWeb**

Mobile/Desktop traffic - Blocket

- Mobile
- Desktop



Avg. Monthly Visits

13,600,000



Avg. Visit Duration

00:07:50



Pages / Visit

11.83

14.67

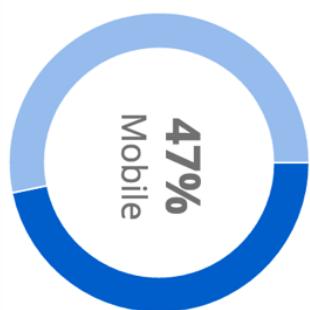


Mobile Visits

Bounce Rate

31.35%

19.16%

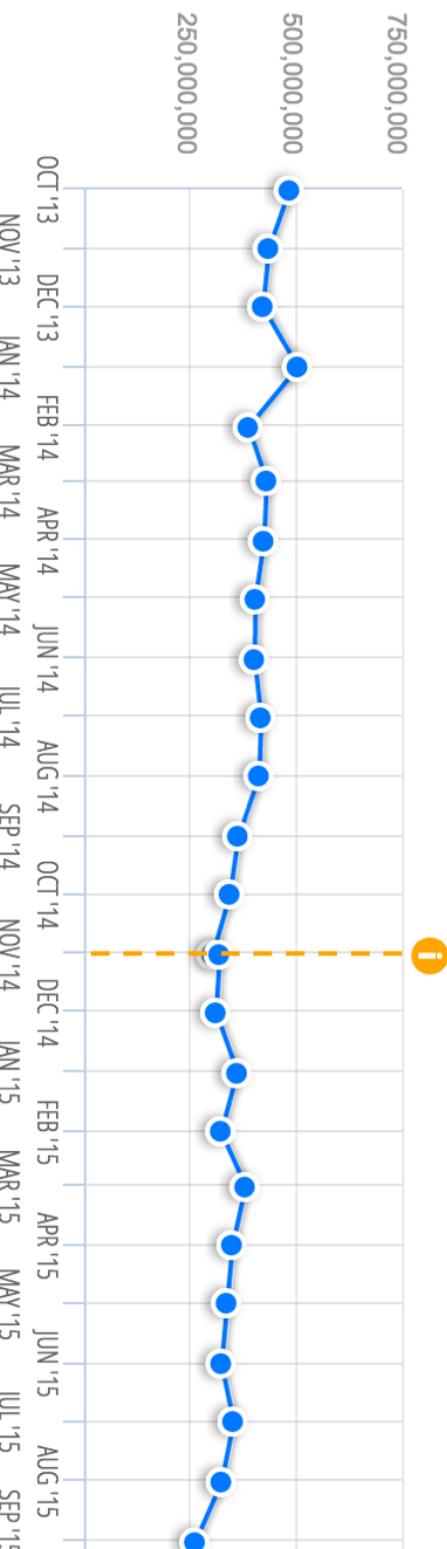


Monthly traffic for Craigslist - 24 months

Visits from Oct, 2013 to Sep, 2015

On Desktop

Daily Weekly **Monthly**



Avg. Monthly Visits
376,500,000

Avg. Visit Duration
00:12:28

Pages / Visit
22.05

Bounce Rate
14.35%



Source:

Mobile/Desktop traffic - Craigslist

- Mobile
- Desktop



Avg. Monthly Visits

631,000,000



Avg. Visit Duration

00:10:44



Pages / Visit

13.22



Mobile Visits



Bounce Rate

26.61%

Mobile
66%

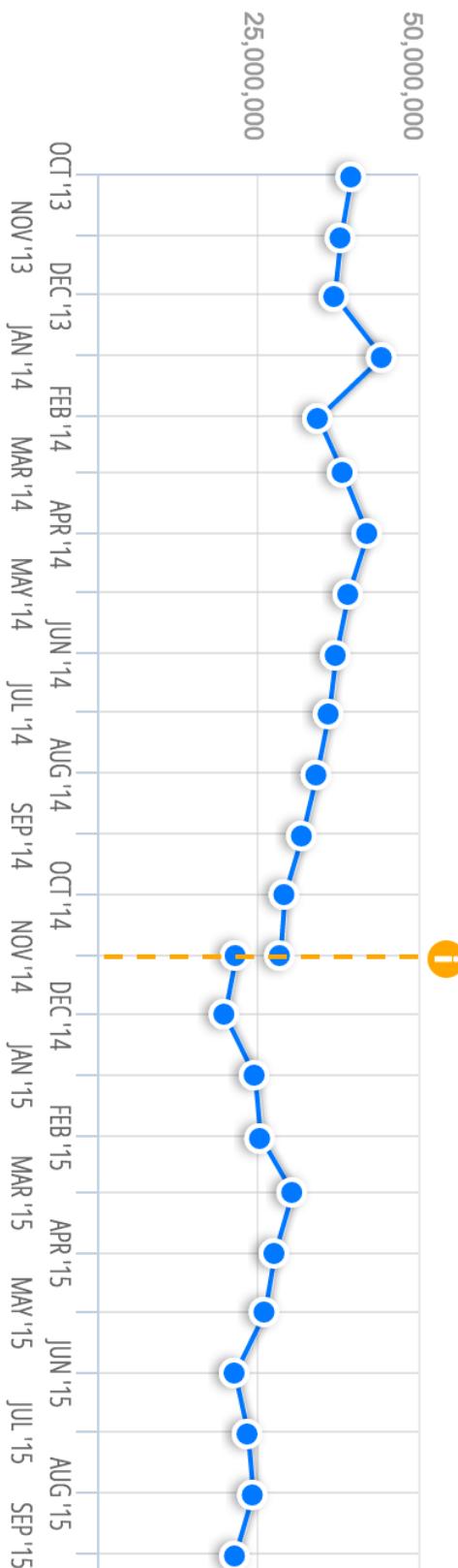
16.48%

Monthly traffic for Gumtree UK - 24 months

Visits from Oct, 2013 to Sep, 2015

On Desktop

Daily Weekly **Monthly**



Avg. Monthly Visits	Avg. Visit Duration	Pages / Visit	Bounce Rate
31,100,000	00:09:25	9.99	22.20%

 Source: **SimilarWeb**

Mobile/Desktop traffic - Gumtree UK

- Mobile
- Desktop



Avg. Monthly Visits

46,100,000
24,100,000



Avg. Visit Duration

00:07:20
00:08:16

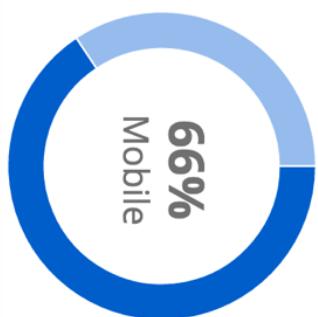


Pages / Visit

7.14
9.38



Mobile Visits



Bounce Rate

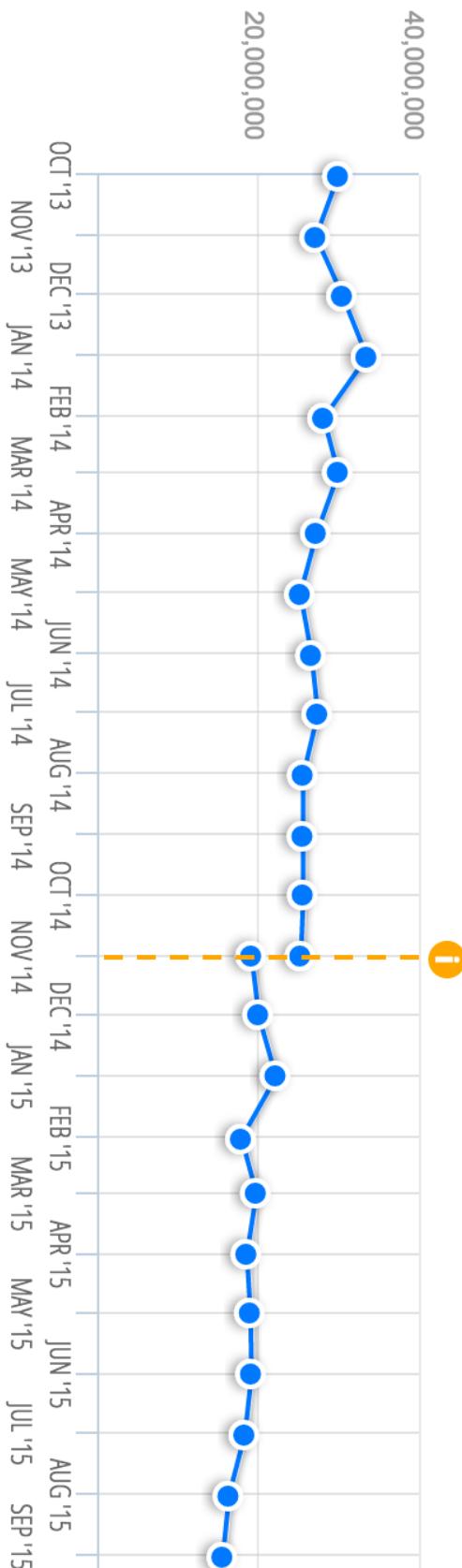
33.30%
25.53%

Monthly traffic for Gumtree AU - 24 months

Visits from Oct, 2013 to Sep, 2015

On Desktop

1 Daily 7 Weekly 30 Monthly



23,600,000

00:09:35

9.43

24.12%

Source:
SimilarWeb

Mobile/Desktop traffic - Gumtree AU

- Mobile
- Desktop



Avg. Monthly Visits

26,000,000



Avg. Visit Duration

00:07:17



Pages / Visit

6.70

8.43

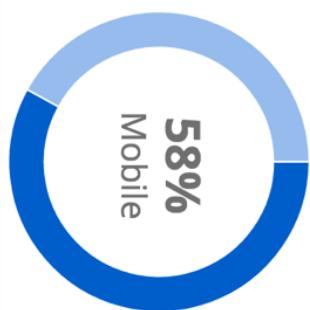
Mobile Visits



Bounce Rate

37.80%

26.27%

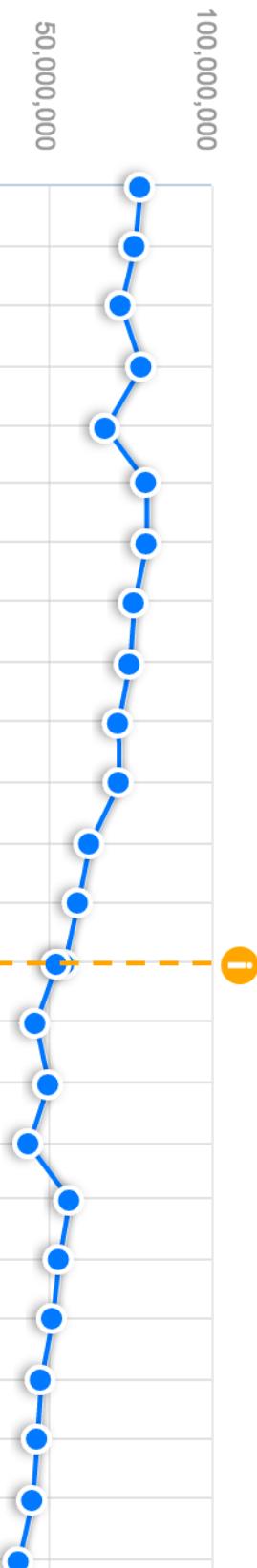


Monthly traffic for Kijiji (CA) - 24 months

Visits from Oct, 2013 to Sep, 2015

On Desktop

Daily Weekly Monthly All ▼



61,400,000

00:10:47

14.68

19.22%

Avg. Monthly Visits

Avg. Visit Duration

Pages / Visit

Bounce Rate

Source: SimilarWeb

Mobile/Desktop traffic - Kijiji CA

- Mobile
- Desktop



Avg. Monthly Visits

52,500,000



Avg. Visit Duration

00:07:29



Pages / Visit

8.88

12.85

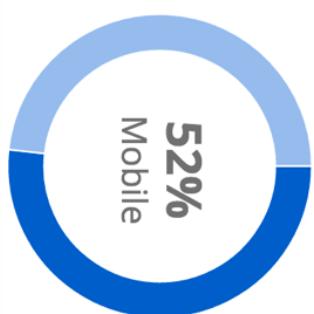
Mobile Visits



Bounce Rate

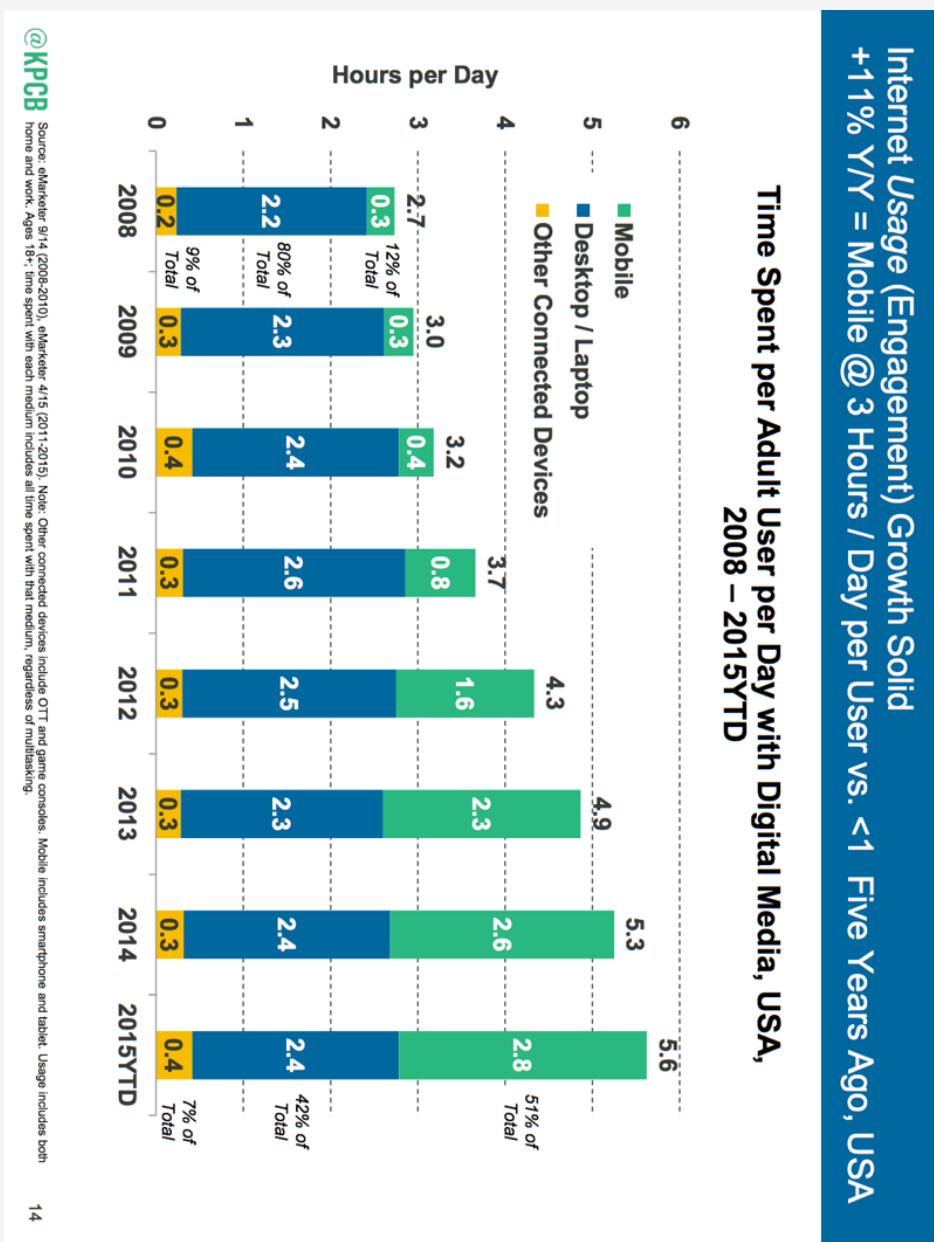
34.92%

52%
Mobile



Mobile time spent growing

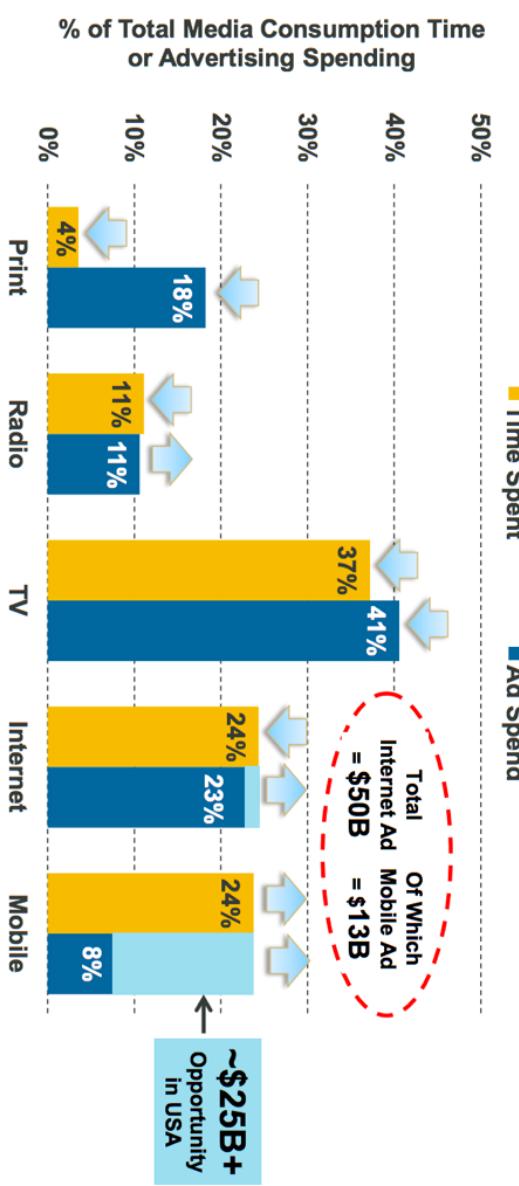
- 7B Mobile Subscriptions Worldwide
- Users spend 5.6 Hrs. per day online.
- 51% of the time is on mobile.



Mobile advertising opportunity

Remain Optimistic About Mobile Ad Spend Growth...
Print Remains Way Over-Indexed Relative to Time Spent

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014



@KPCB

Source: Advertising spend based on IAB data for full year 2014. Print includes newspaper and magazine. ~\$25B+ opportunity calculated assuming Mobile ad spend share equal its respective time spent share. Time spent share data based on eMarketer 4/14 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.

Mobile classifieds is a global,
massive opportunity

The impact of **Social**

Social data enhances safety
and trust

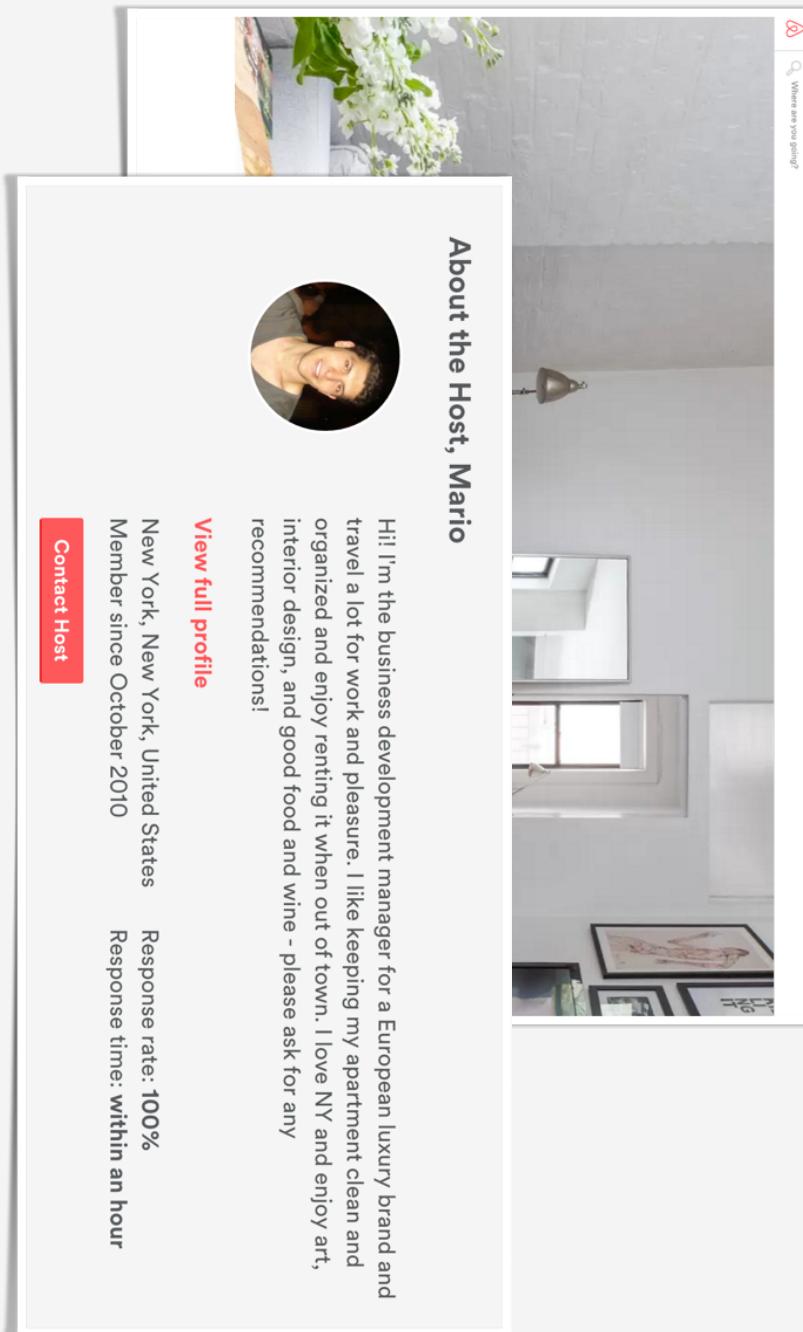
Facebook groups gear towards commerce

The image displays two screenshots of Facebook groups that have been optimized for commerce. The top screenshot is from a group called "Buy and sell STUFF in California", which has over 20,000 members. It shows a "For Sale Posts" section with various items listed for sale, such as a "New Red 7 Drawer Cabinet" for \$400, a "Children's ebook" for \$5, and a "Countdown Calendar" for \$14. The bottom screenshot is from a group called "Buy And Sell In Halifax And Around", which has over 12,000 members. This group also features a "For Sale Posts" section with items like a "Do you have..." post for £70, a "Pearl Hair remover" for £25, and a "Steve Durrough" post for £20. Both groups use a clean, modern layout with large images of the items for sale and clear pricing information.

- High liquidity
- No filters or catalog
- Communication friction
- Best Social graph in the world

Privacy is gone, but younger audiences don't care.

AirBnB embraced social with amazing success



Photos About this listing Reviews The Host Location

Where are you going? 

Mario was great - met me late at night - The flat was terrific - comfortable, stylish - and a terrific spot to learn the neighborhood.

Lauren October 2015 

Mario is a very great host who responds to any questions promptly. His apartment is also beautiful, clean and cozy! Great experience!!

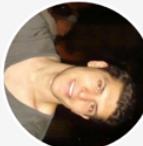
Stephanie October 2015 

Had a wonderful stay in Mario's stylish and well-kept apartment. The location in Nolita was the best, so many wonderful restaurants and shops on your doorstep and easy access to major east and westside subway lines. The small space was immaculately kept, had lovely art, + More

October 2015 

The apartment was lovely and pictured as is. It has a lot of natural sunlight. It was very clean and well kept. It is easy to get to by public transportation. Mario was very quick in responding for a last minute request and was able to accommodate my request. The neighborhood offers a lot of venues to check out and eat. The restaurant located right next door is called YN and has great food.

About the Host, Mario

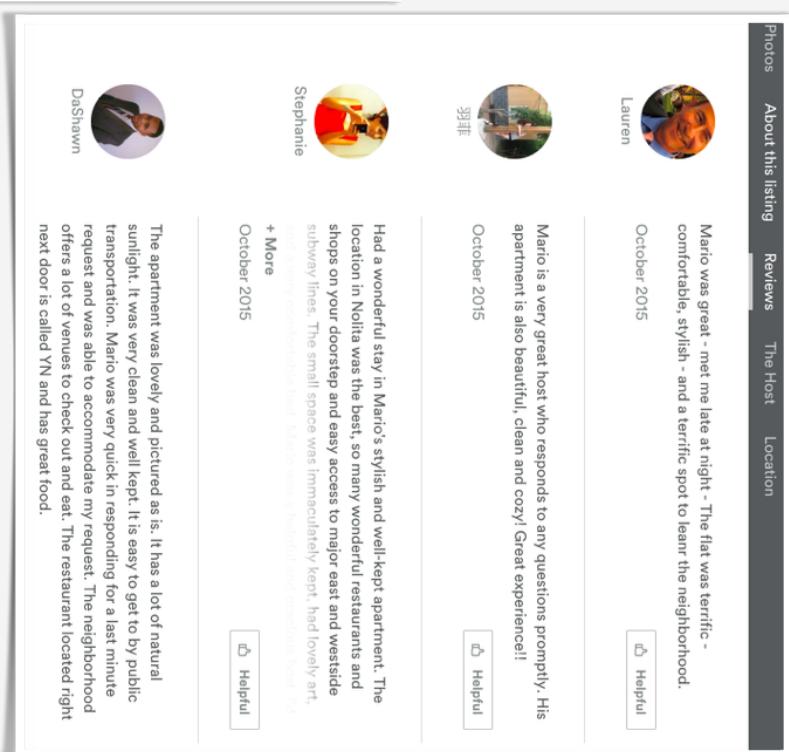


Hi! I'm the business development manager for a European luxury brand and travel a lot for work and pleasure. I like keeping my apartment clean and organized and enjoy renting it when out of town. I love NY and enjoy art, interior design, and good food and wine - please ask for any recommendations!

[View full profile](#)

New York, New York, United States Response rate: 100% Member since October 2010 Response time: within an hour

[Contact Host](#)



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Social data is key for next generation classifieds

The impact of **Mobile**

Location / Communication /
“On-time information”

Location

From this

Leboncoin.fr part d'une idée simple : la bonne affaire est au coin de la rue ! Pour passer ou chercher des annonces, cliquez sur la région de votre choix et trouvez la bonne affaire parmi 25 885 572 annonces.

Simple, rapide et efficace !

- Alsace
- Aquitaine
- Auvergne
- Basse-Normandie
- Bourgogne
- Bretagne
- Centre
- Champagne-Ardenne
- Corse
- Franche-Comté
- Hauts-de-France
- Ile-de-France
- Languedoc-Roussillon
- Limousin
- Lorraine
- Midi-Pyrénées
- Nord-Pas-de-Calais
- Pays de la Loire
- Picardie
- Poitou-Charentes
- Provence-Alpes-Côte d'Azur
- Rhône-Alpes
- Guadeloupe
- Martinique
- Guyane
- Réunion

- Siloed, segmented, local

To this

No SIM 1:37 PM

No SIM 1:40 PM

Madrid, Spain

- Global - Hyperlocal

Communication

From this

90

Visa på karta (Kiruna)

Mjiltal:
27 500 - 27 999

13 925:-

Beräkna lånekostnad

070 - visa numret

Mejla annonsören (logga in)

Spara

Tipsa

• totalt på denna bilen. Familjen
fungerat mkt bra. Men nu är den
indre bil.
vanker men fungerar bra.

✉ KÖPEKONTRAKT ⚡ ANMÄL

To this

happysale LEARN MORE + SELL SHOP

✉ Messages

✉ Messages

interested in buying the pocket watch on ebay they are 3000€ and more
2 months ago

Link?
2 months ago

just wright in ebay "champleve" there you find the watches butt look out most of them are without the date marking in the dial that's why it is so rare
2 months ago

i must have at least 2300€
2 months ago

i mean 2100€
2 months ago

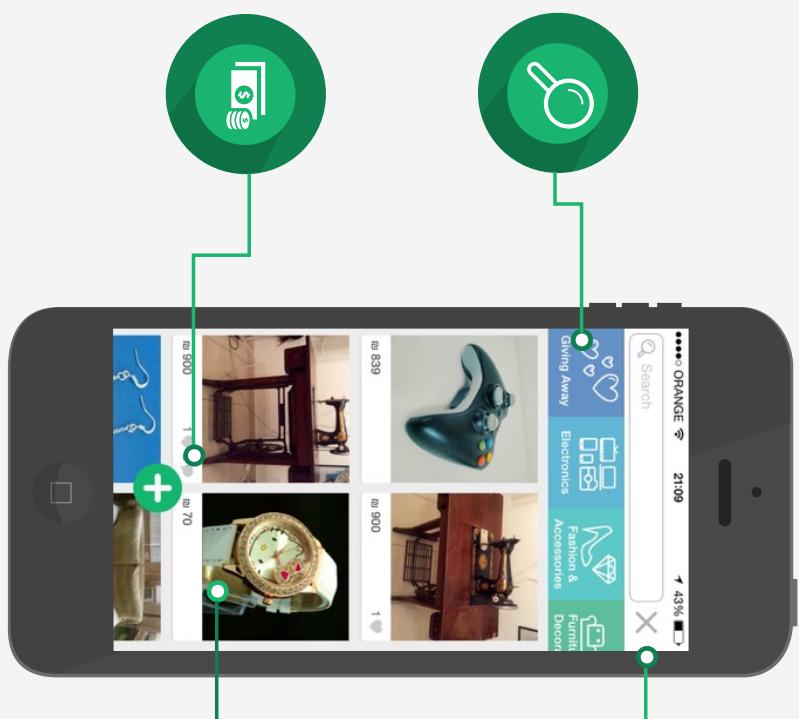
Type a message

send

• Private messages - secure
• No disclosure of data

- Phone, email routing

On-Time Information



Price updates

Notifications on
new items you
searched

In-App messaging
and notifications.

Comments and
feedback

Disrupting Classifieds

- Mobile native experience
- Leverage social data
- Global/Local experience

The race is heating up

 **Shpock**

2M Euro Funding
SOLD



30M USD Funding

 **wallapop**

40M+ Euro funding



100M\$ Funding

 **depop**

2M Euro Funding

 **struffle**



But no real winner yet...



- Cross category mobile
- Global/Local Experience
- Native mobile app
- Leveraging social graph

Looking for strategic partners

Thank You for Listening

doron@happysale.com