

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

# Who the hell is this guy?



**Doron Nir**

CEO/Product/Marketing

**happysale**  
Your friendly marketplace

# State of **Web Classifieds**

[illegible]

# What's new

# Monthly desktop traffic for Blocket - 24 months

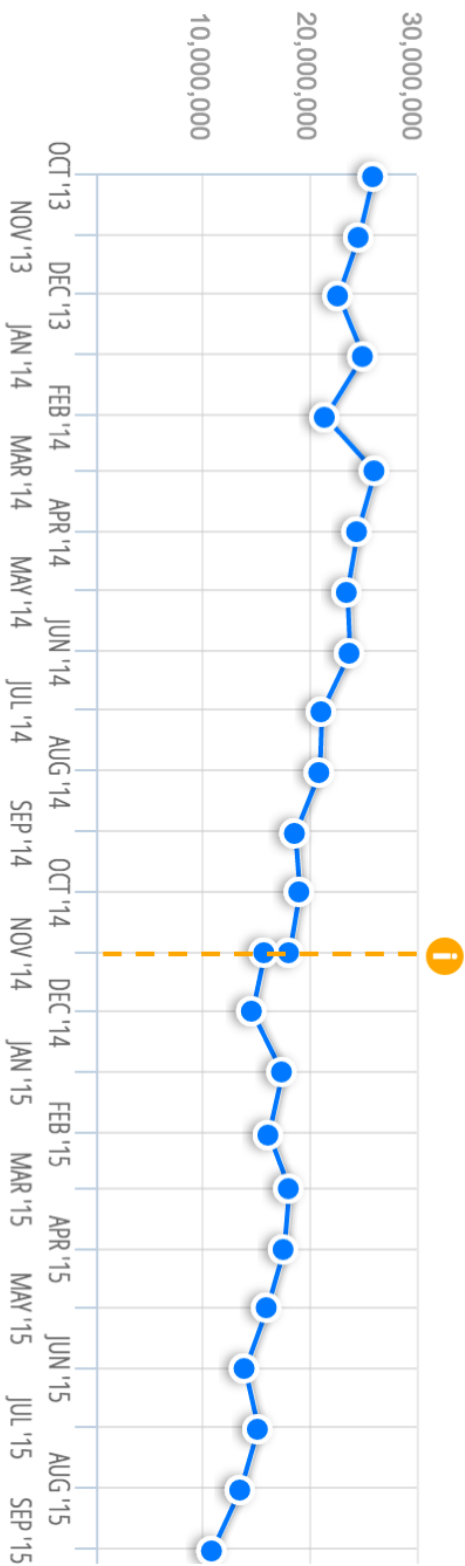
Visits from Oct, 2013 to Sep, 2015

On Desktop

☐ Daily

☐ Weekly

☒ Monthly



Avg. Monthly Visits

**19,400,000**

Avg. Visit Duration

**00:10:50**

Pages / Visit

**16.05**

Bounce Rate

**16.77%**

# Mobile/Desktop traffic - Blocket

• Mobile • Desktop



Avg. Monthly Visits

13,600,000

15,500,000



Avg. Visit Duration

00:07:50

00:09:41



Pages / Visit

11.83

14.67

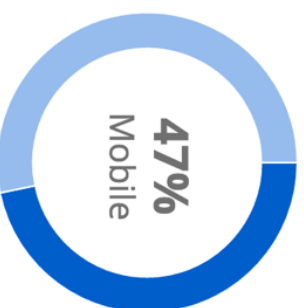


Bounce Rate

31.35%

19.16%

Mobile Visits



# Monthly traffic for Craigslist - 24 months

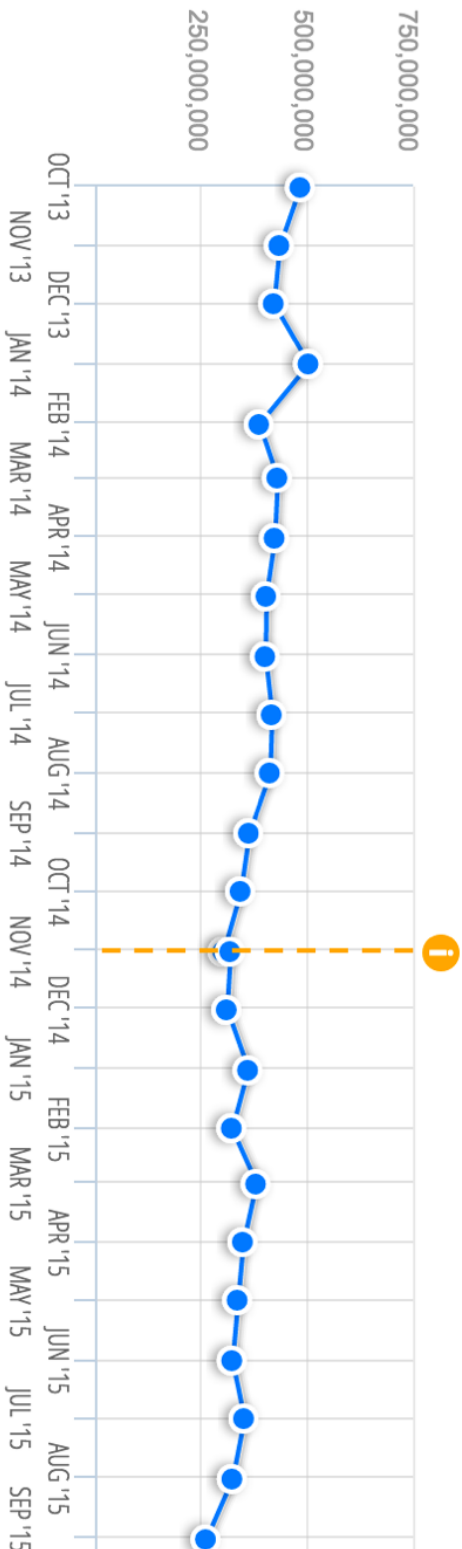
Visits from Oct, 2013 to Sep, 2015

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%**

# Mobile/Desktop traffic - Craigslist

• Mobile • Desktop



Avg. Monthly Visits

631,000,000  
329,000,000



Avg. Visit Duration

00:10:44  
00:11:15



Pages / Visit

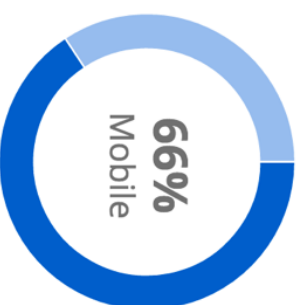
13.22  
19.77



Bounce Rate

26.61%  
16.48%

Mobile Visits





# Monthly traffic for Gumtree UK - 24 months

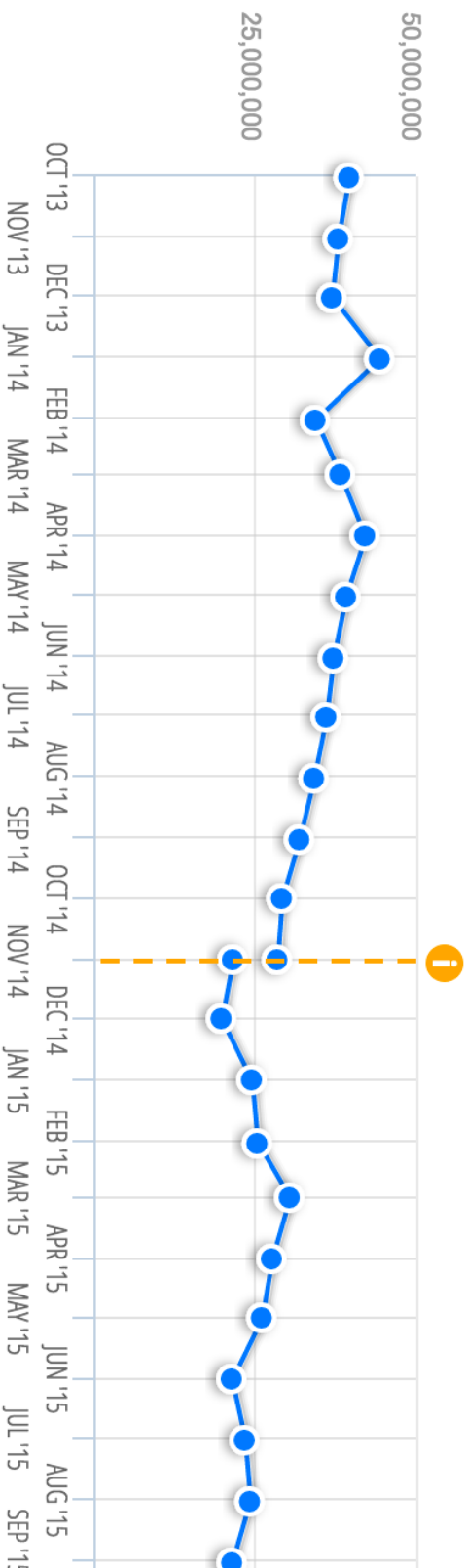
Visits from Oct, 2013 to Sep, 2015

On Desktop

1 Daily

7 Weekly

30 Monthly



Avg. Monthly Visits

31,100,000

Avg. Visit Duration

00:09:25

Pages / Visit

9.99

Bounce Rate

22.20%

# 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

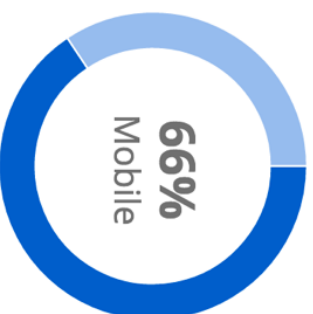


Bounce Rate

33.30%

25.53%

Mobile Visits



# Monthly traffic for Gumtree AU - 24 months

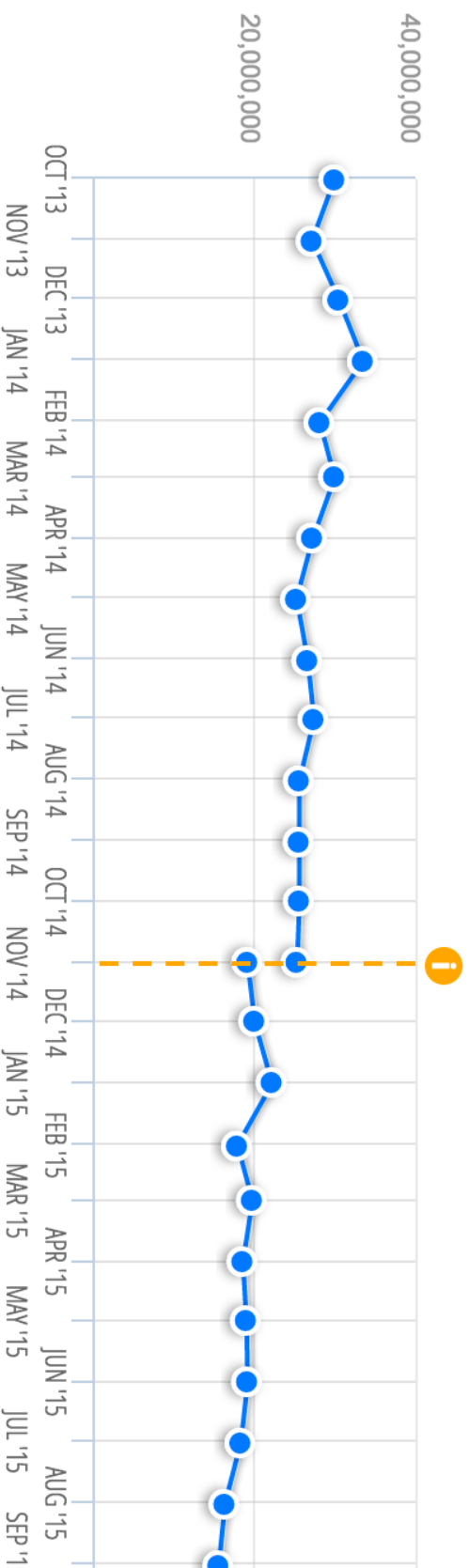
Visits from Oct, 2013 to Sep, 2015

On Desktop

☐ Daily

☐ Weekly

☒ Monthly



Avg. Monthly Visits

**23,600,000**

Avg. Visit Duration

**00:09:35**

Pages / Visit

**9.43**

Bounce Rate

**24.12%**

# Mobile/Desktop traffic - Gumtree AU

• Mobile • Desktop



Avg. Monthly Visits

26,000,000

18,800,000



Avg. Visit Duration

00:07:17

00:09:01



Pages / Visit

6.70

8.43

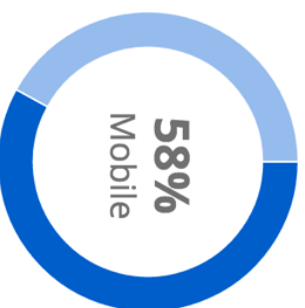


Bounce Rate

37.80%

26.27%

Mobile Visits



# Monthly traffic for Kijiji (CA) - 24 months

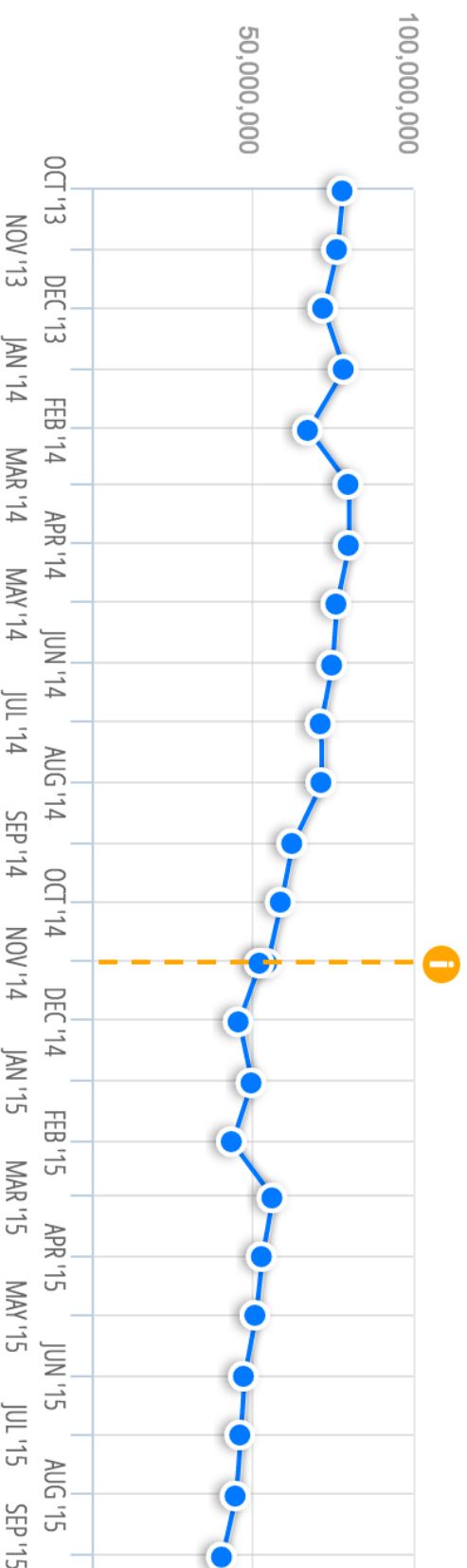
Visits from Oct, 2013 to Sep, 2015

On Desktop

☐ Daily

☐ Weekly

☒ Monthly



Avg. Monthly Visits

**61,400,000**

Avg. Visit Duration

**00:10:47**

Pages / Visit

**14.68**

Bounce Rate

**19.22%**

# Mobile/Desktop traffic - Kijiji CA

• Mobile • Desktop



Avg. Monthly Visits

52,500,000

48,900,000



Avg. Visit Duration

00:07:29

00:09:33



Pages / Visit

8.88

12.85

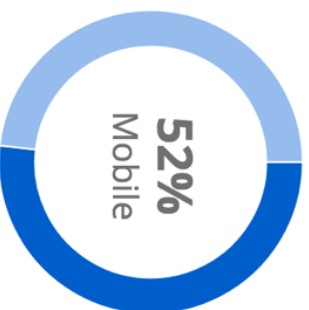


Bounce Rate

34.92%

20.79%

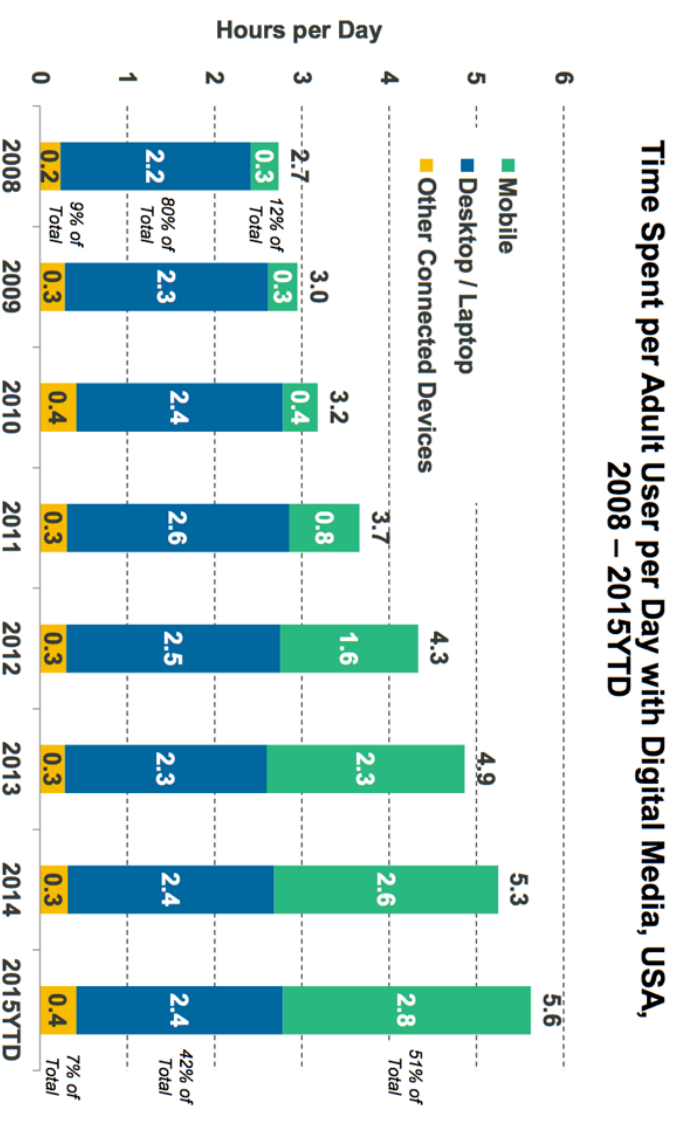
Mobile Visits



# Mobile time spent growing

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

Internet Usage (Engagement) Growth Solid  
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA



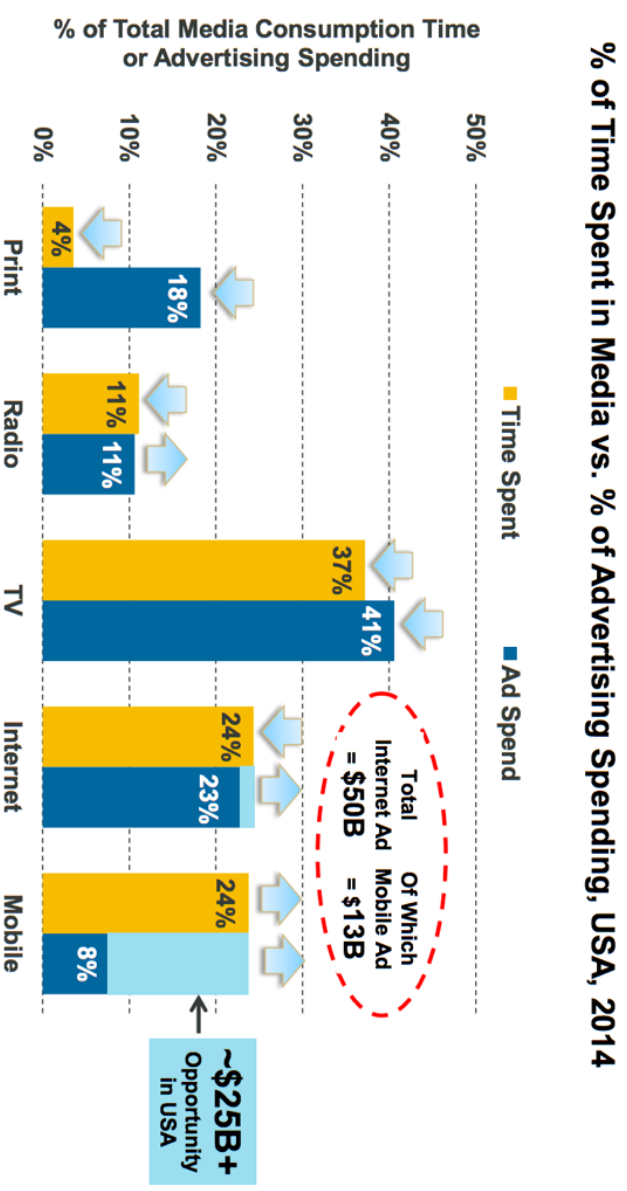
Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+. Time spent with each medium includes all time spent with that medium, regardless of multitasking.

@KPCB

# Mobile advertising opportunity

- Mobile represents a massive opportunity for advertising.

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



**@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 omnivox 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 from the Facebook app, illustrating the integration of commerce into social media groups.

**Top Screenshot: Marketplace Feed**

- Navigation Bar:** Includes the Facebook logo, a search bar, and icons for Home, Groups, and Marketplace.
- Left Sidebar (Interests):** Lists categories such as Games, On This Day, Candy Crush Soda..., Diamond Dash, Candy Crush Saga, Kobolo, Games Feed, Friends, Close Friends, DEVELOPER, Manage Apps, Insights, Best Blackjack, Happy/Sale Stage, and INTERESTS.
- Main Feed:** Displays a grid of items for sale with prices in Israeli Sheqels (₪):
  - For Sale Posts: A bicycle (₪500), a chandelier (₪800), a lamp (₪100), a vacuum cleaner (₪50), and a washing machine (₪400).
  - See all 9,713 sale posts
- Right Sidebar (Promoted Posts):** Features several sponsored listings:
  - New Red 7 Drawer Cabinet:** \$400, by Auburn, California.
  - Children's ebook:** \$4, by Amazon.com.
  - Countdown Calendar:** \$14, by Countdown Calendar!!!.
  - Free money:** FREE, by Los Angeles, California.
  - Caps and Bracelets:** \$9, by Facebook Church Bracelets.
  - Whitening toothpaste:** FREE, by Vancouver, Canada.

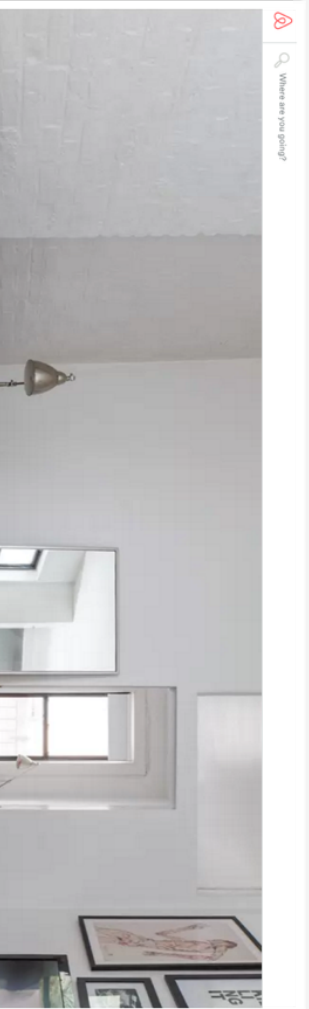
**Bottom Screenshot: 'Buy And Sell In Halifax And Around' Group Page**

- Group Header:** Shows the group name, a cover photo, and a 'Join Group' button.
- Group Description:** A public group for buying and selling items in Halifax and the surrounding area.
- Group Activity:** Displays recent posts from members, including:
  - For Sale Posts:** A vacuum cleaner (₪70), a washing machine (₪400), and a lamp (₪100).
  - Recent Activity:** A post about a 'Shave Damagh' (shaving head) and a 'Pearl hair remover'.
  - Recommended Groups:** Lists other groups like 'CREATE NEW GROUPS' and 'RECENT GROUPS'.

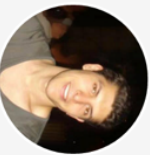
- High liquidity
- No filters or catalog
- Communication friction
- Best Social graph in the world

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

# AirBnB embraced social with amazing success



## 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  
Member since October 2010

Response rate: 100%  
Response time: within an hour

## Contact Host



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

October 2015

Lauren



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

October 2015

羽非



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,

Stephanie

+ More

October 2015

Helpful



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 VN and has great food.

Dashawn

**Social data is key for next  
generation classifieds**

# The impact of **Mobile**



**Location / Communication /  
“On-time information”**

# Location

From this

leboncoin.fr  
vendez, achetez, près de chez vous

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  
Haute-Normandie  
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

Déposez gratuitement vos annonces

- Siloed, segmented, local

To this

No SIM 1:37 PM יד שניה למכירה

€ 650 4 € 19,500 2

€ 60 150 350

Best Offer

Madrid, Spain 1:40 PM

- Global - Hyperlocal

# Communication

From this

90 13 925:-

Visa på karta (Kiruna) Beräkna lånekostnad

Miltal:  
27 500 - 27 999

070 - visa numret

Mejla annonsören (logga in)

Spara

Tipsa

Ta bort, ändra, förnya

KÖPEKONTRAKT ANMÄL

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

- Phone, email routing

To this

happysale LEARN MORE + SELL SHOP

Messages

mes-8001@hotmail...  
הערה: אין תמונה או פרופיל

Sharon Levy  
הערה: אין תמונה או פרופיל

Masran Argaman  
הערה: אין תמונה או פרופיל

Joel Briff  
הערה: אין תמונה או פרופיל

Nathan Droti  
הערה: אין תמונה או פרופיל

Ran Milo  
הערה: אין תמונה או פרופיל

eli nozma  
הערה: אין תמונה או פרופיל

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 dail thats 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

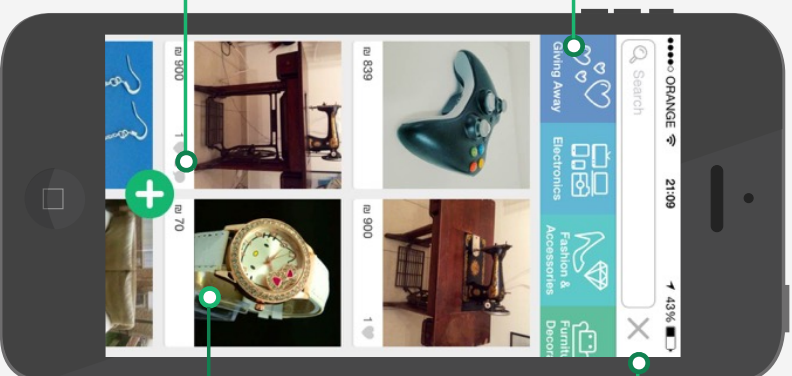
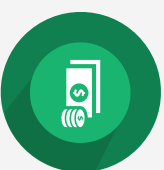
- Private messages - secure
- No disclosure of data

# On-Time Information

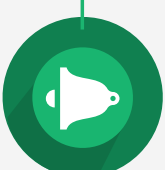
Notifications on new items you searched



Price updates



In-App messaging and notifications.



Comments and feedback



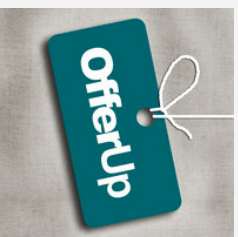
# Disrupting **Classifieds**

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

# The race is heating up



2M Euro Funding  
SOLD



30M USD Funding



wallapop

40M+ Euro funding

STUFFLE



2M Euro Funding



100M\$ Funding



depop

## 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](mailto:doron@happysale.com)