The role of AI for second-hand marketplaces

Ferdinand Vogler — **DMA Conference** Berlin — November 7th, 2024

Who are you?

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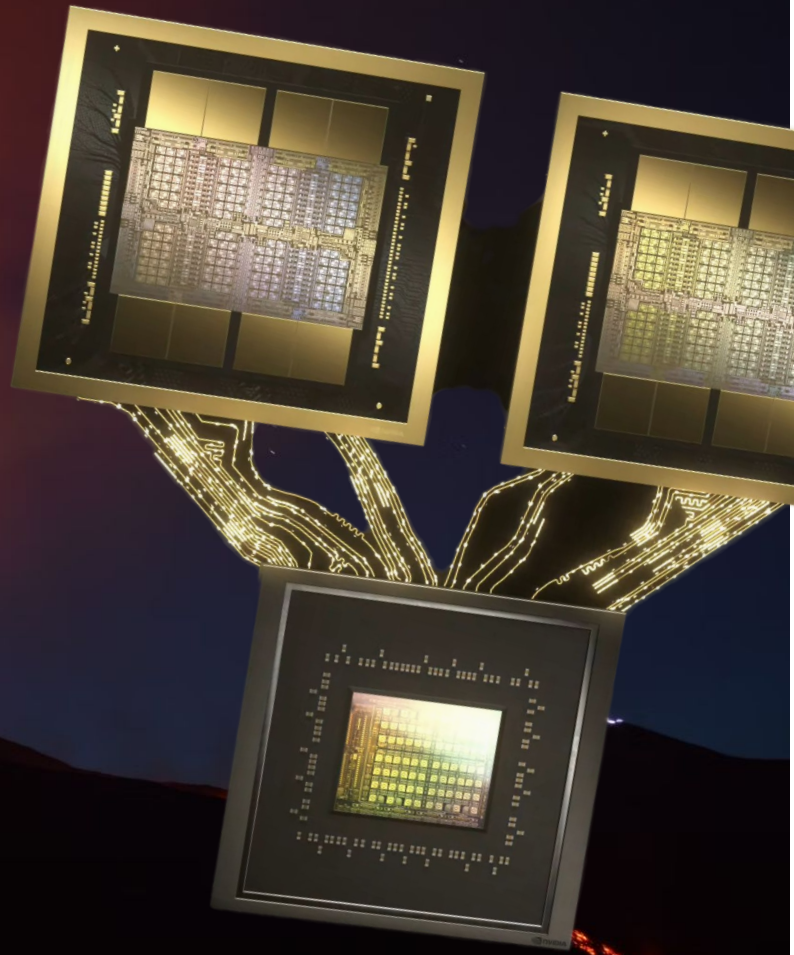
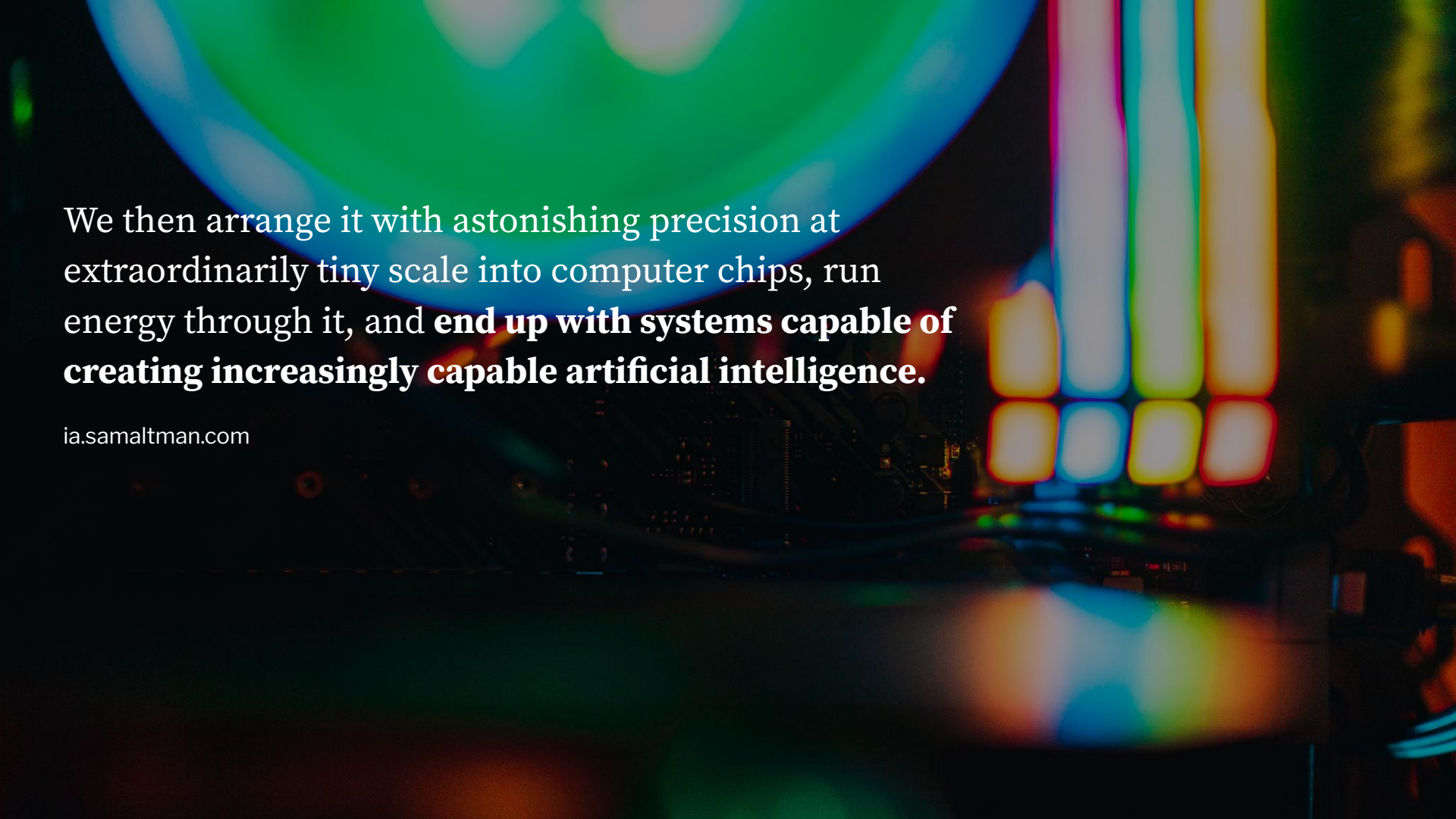
smg swiss marketplace group

Here is one narrow way to look at human history.

After thousands of years of compounding scientific discovery and technological progress, we have figured out ***how to melt sand*** and ***add some impurities.***




We then arrange it with astonishing precision at extraordinarily tiny scale into computer chips, run energy through it, and **end up with systems capable of creating increasingly capable artificial intelligence.**
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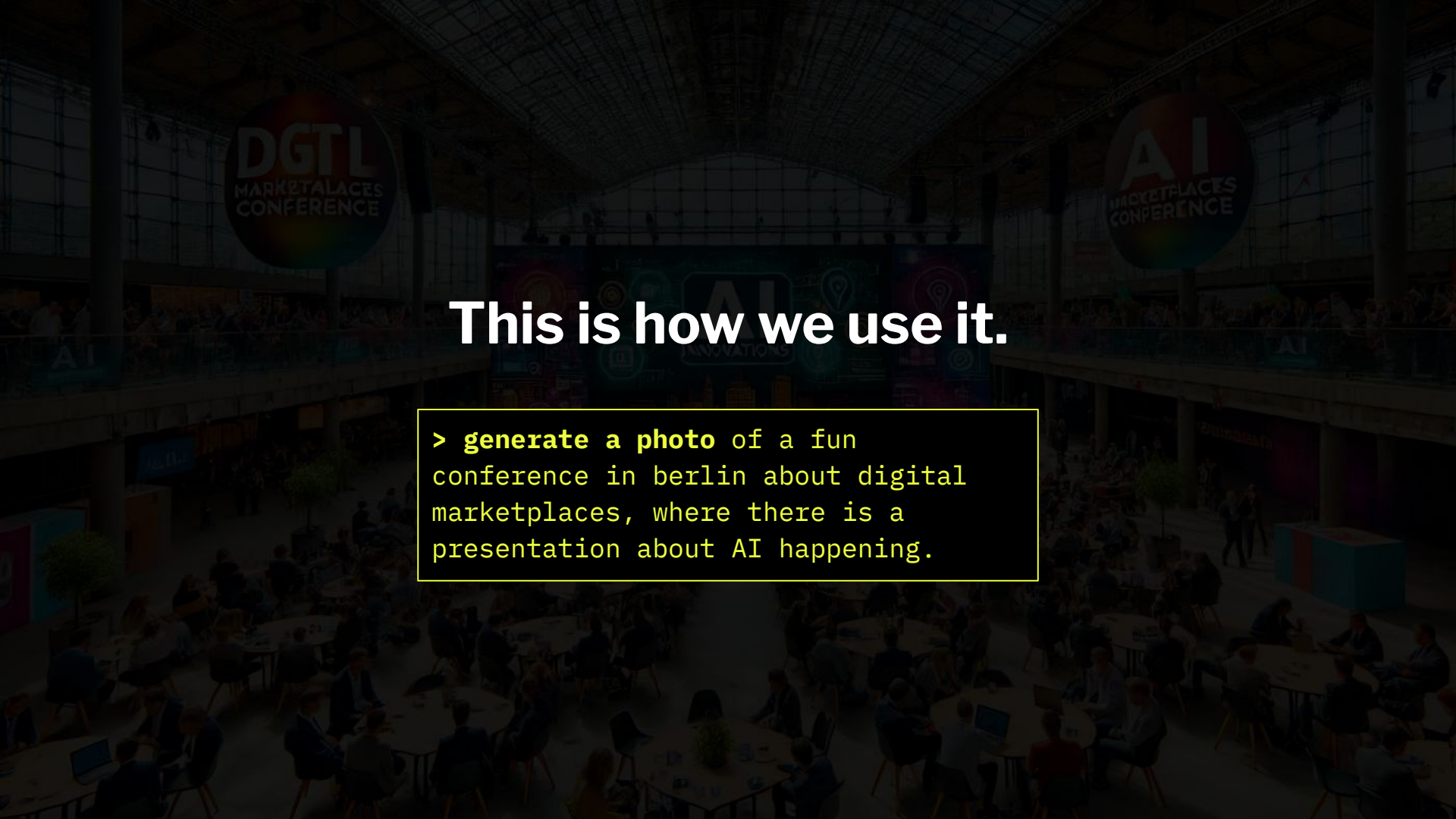


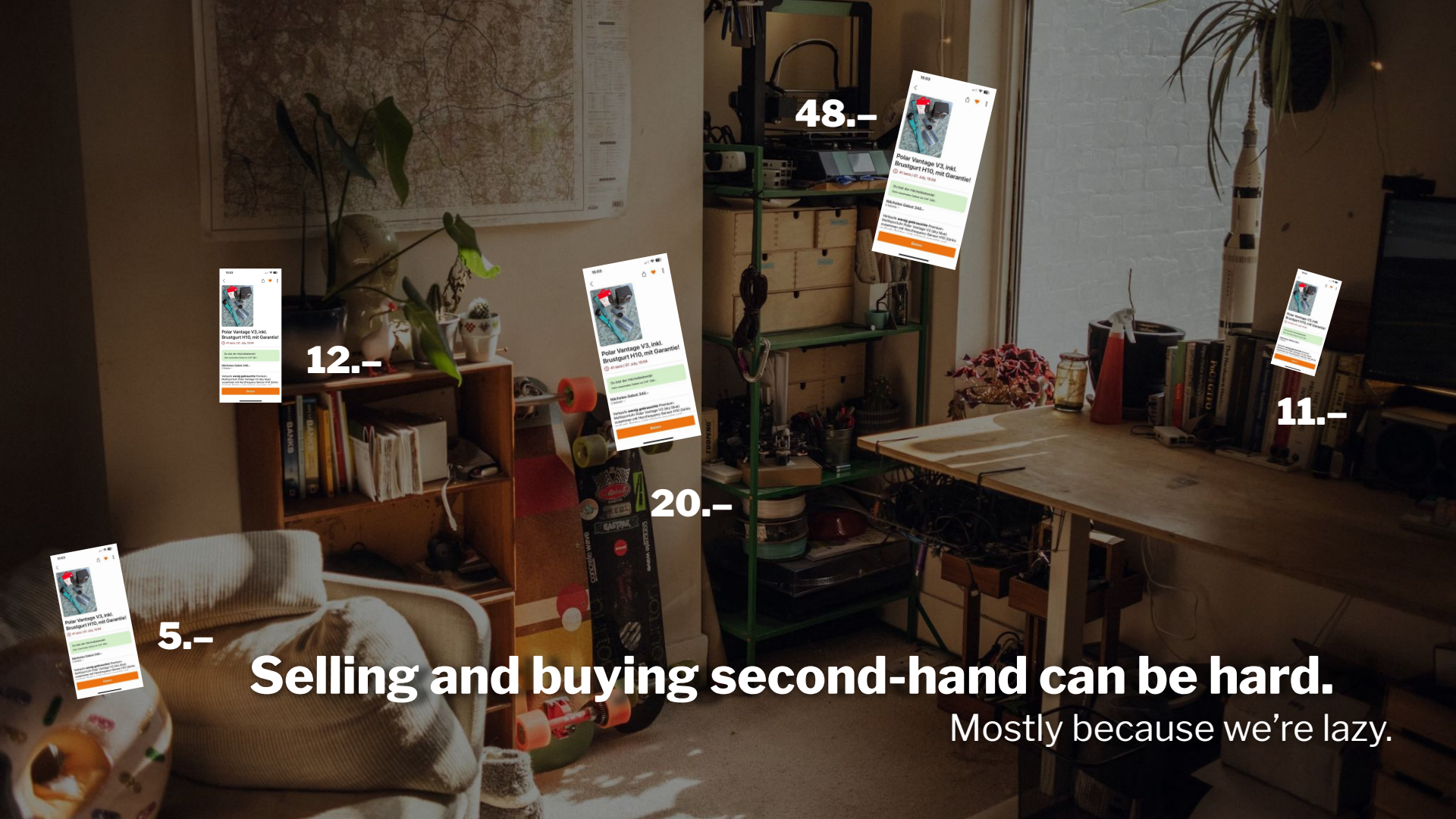
This is how we use it.

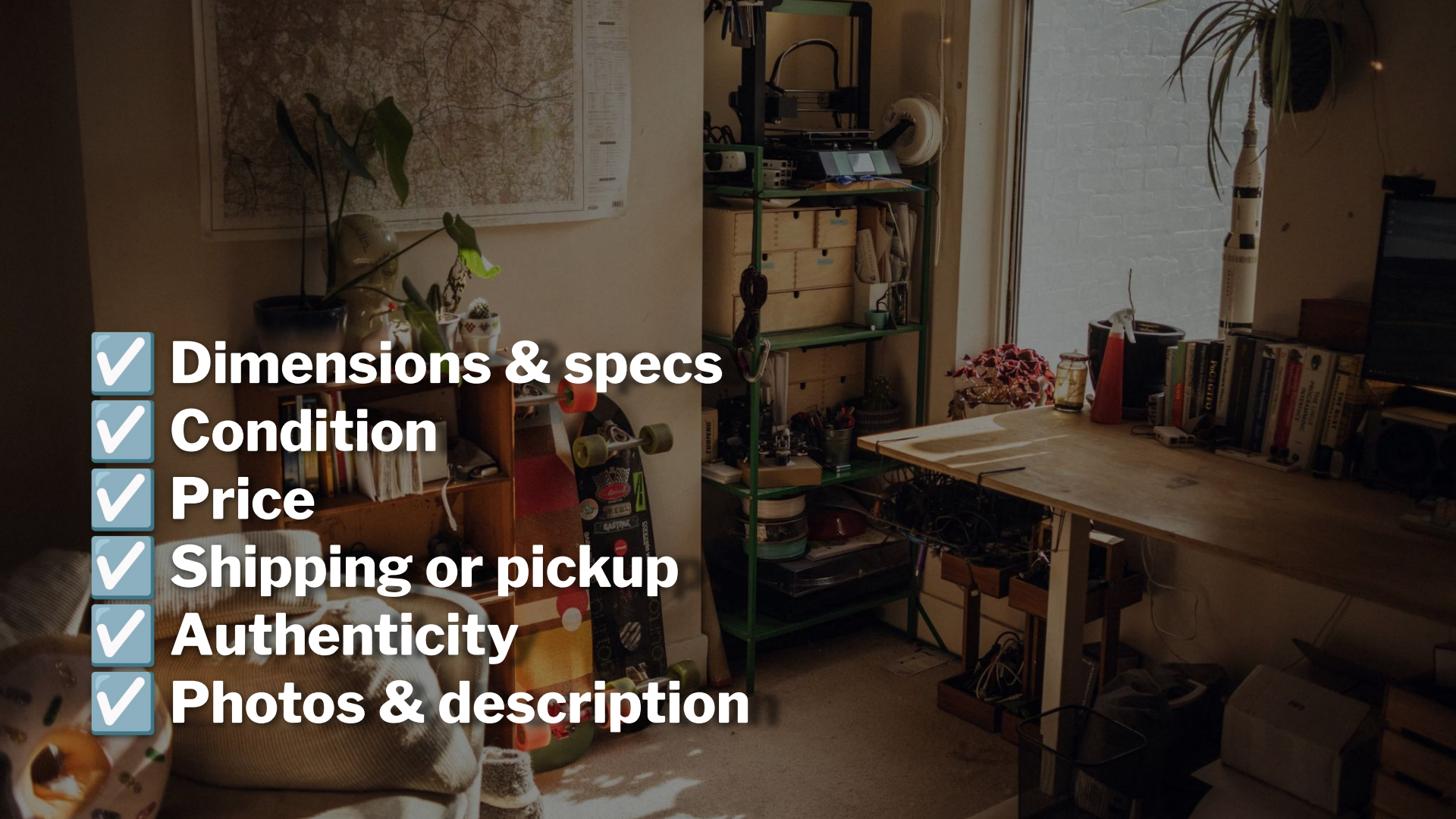
```
> generate a photo of a fun
conference in berlin about digital
marketplaces, where there is a
presentation about AI happening.
```

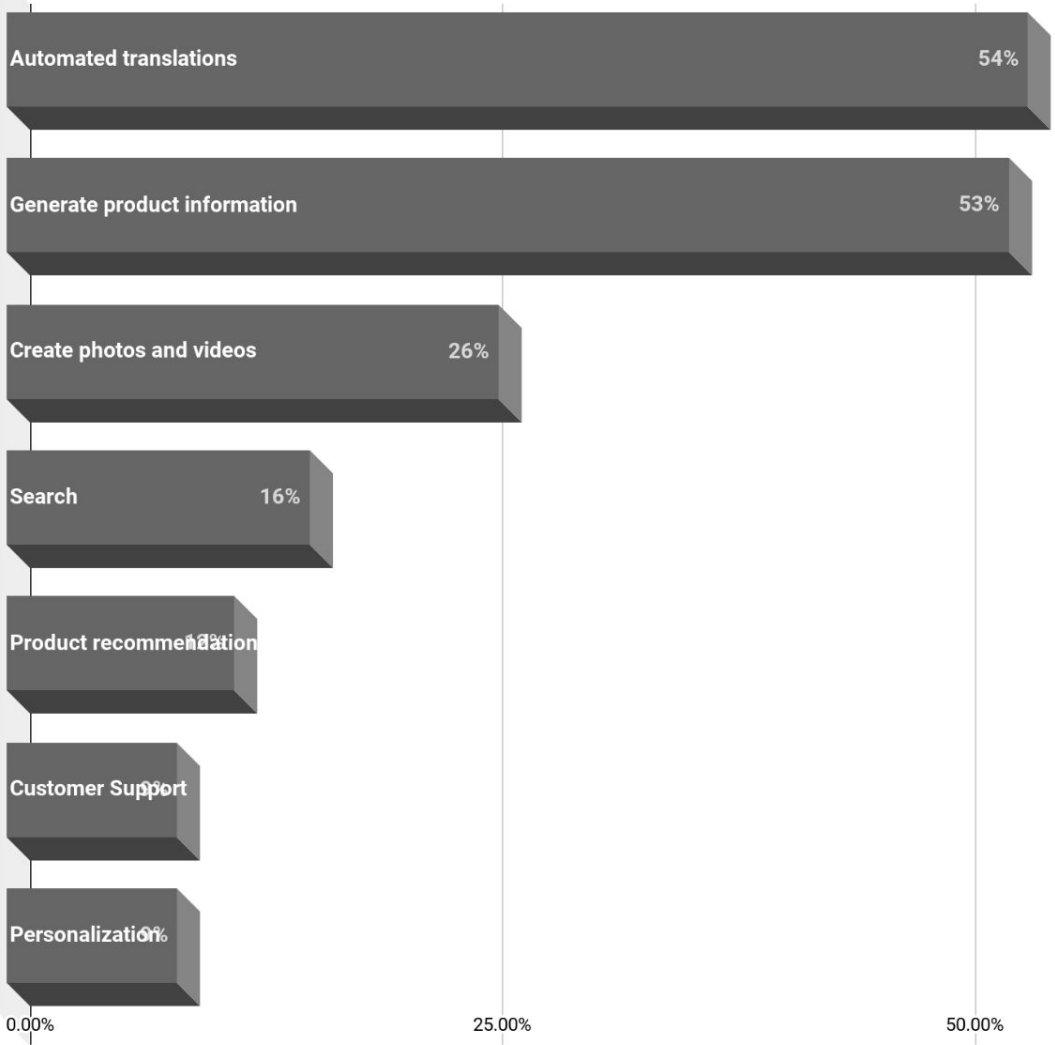
DGTL
MARKETPLACES
CONFERENCE
AI
MARKETPLACES
CONFERENCE
AI
INNOVATIONS
AI
AI

How AI matters for second-hand marketplaces

We have a lot of stuff.


48.–
12.–
20.–
11.–
5.–
Selling and buying second-hand can be hard.
Mostly because we’re lazy.


✅ Dimensions & specs
✅ Condition
✅ Price
✅ Shipping or pickup
✅ Authenticity
✅ Photos & description

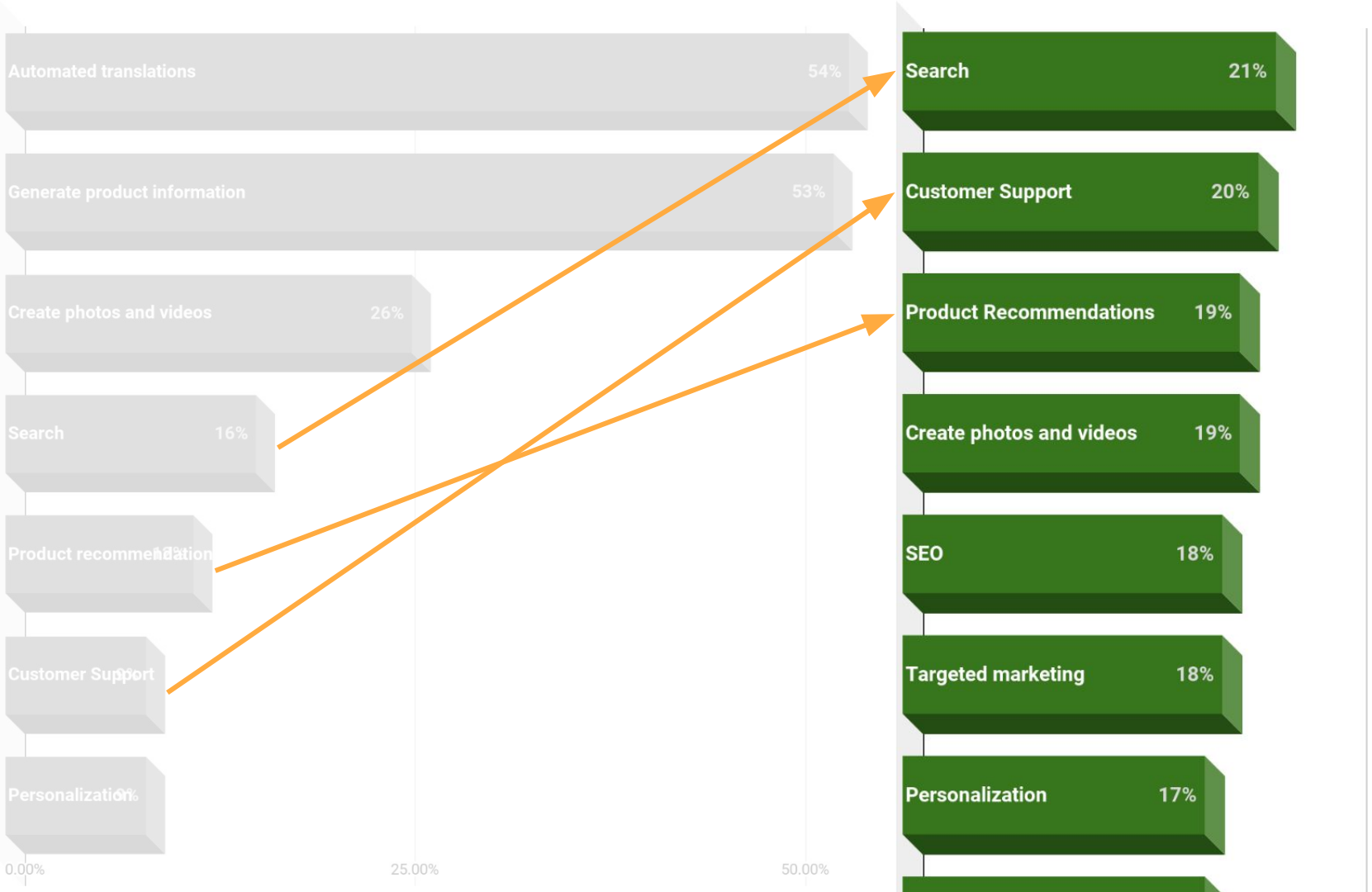


Source: ZHAW online retailer survey 2024
n = 624

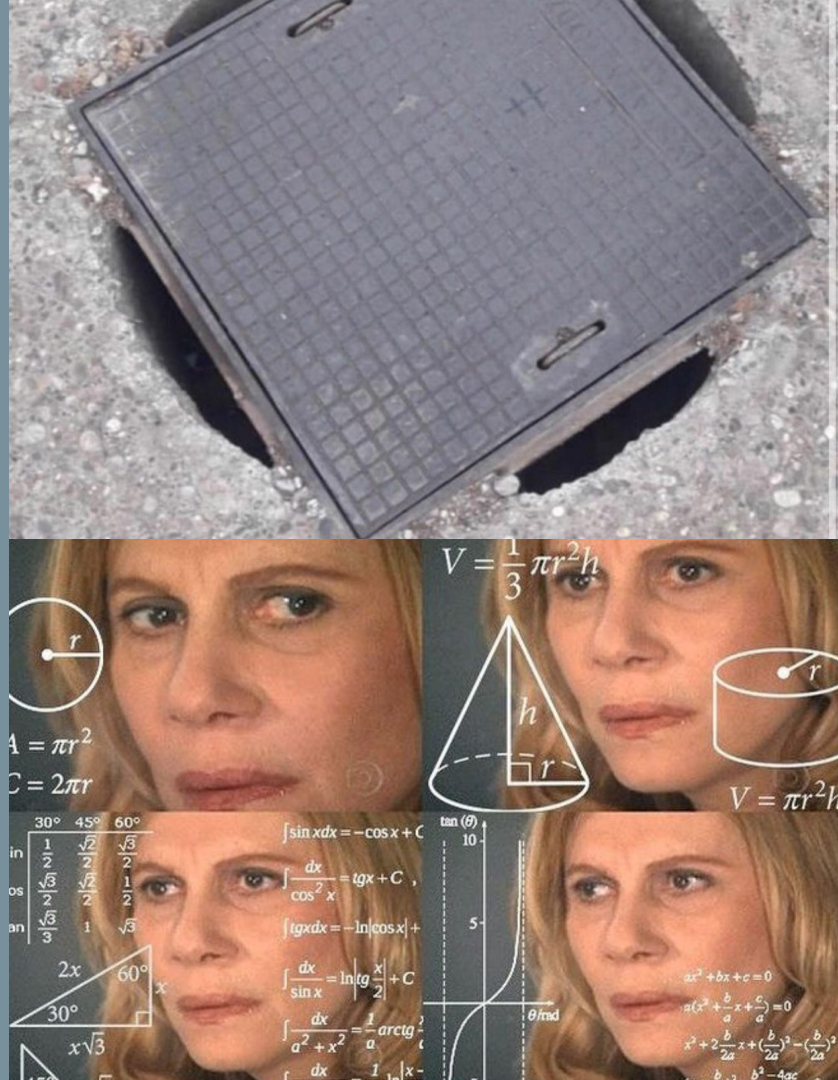
How AI *is currently* used

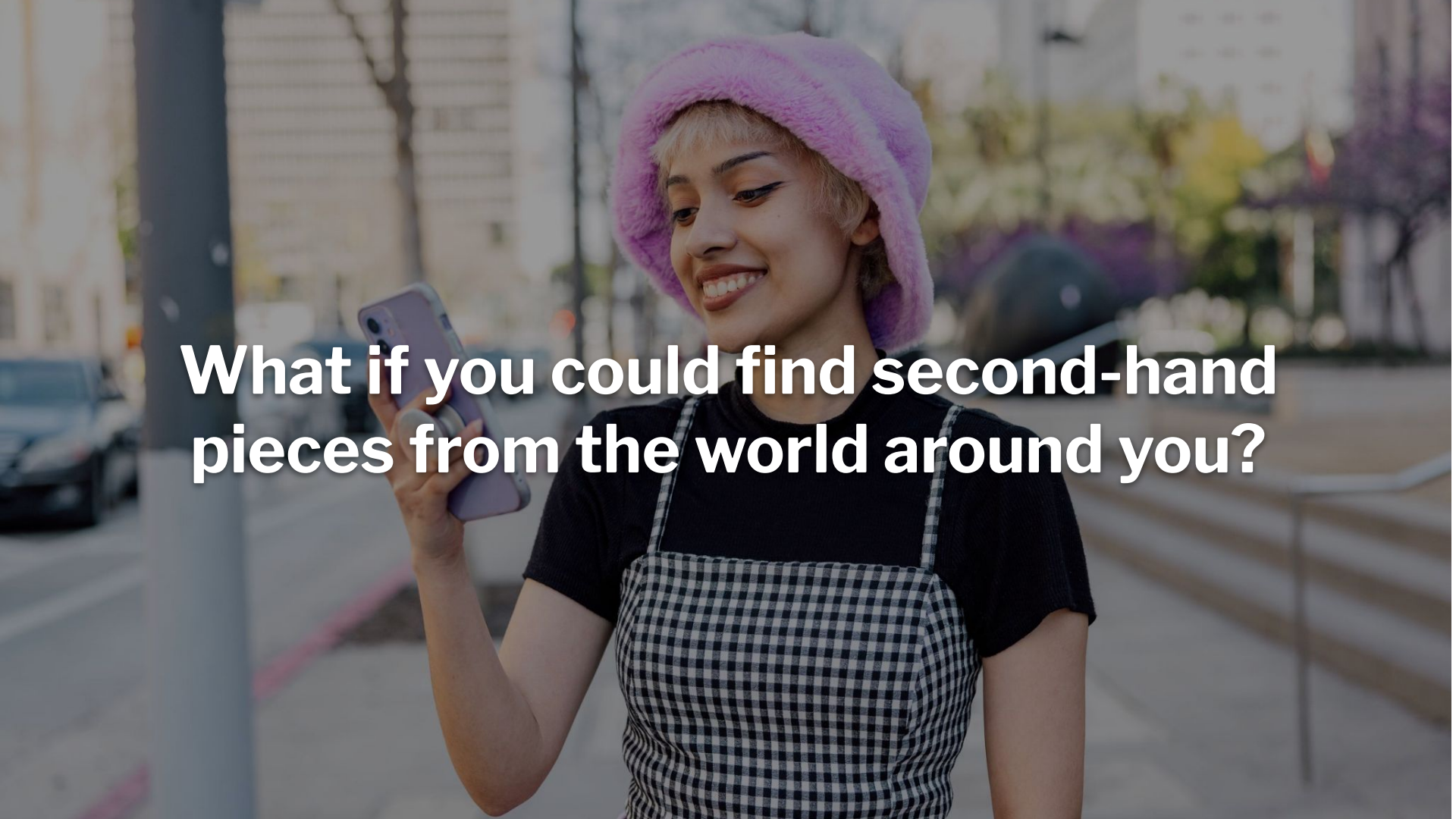
Source: ZHAW online retailer survey 2024
n = 624

How AI *will be* used


Automated translations 54%
Generate product information 53%
Create photos and videos 26%
Search 16%
Product recommendation
Customer Support
Personalization
0.00%
25.00%
50.00%
Search 21%
Customer Support 20%
Product Recommendations 19%
Create photos and videos 19%
SEO 18%
Targeted marketing 18%
Personalization 17%

“For companies **a lack of know-how and specialist knowledge** makes it **difficult** to **identify suitable use cases** that have a tangible **business impact.”**




What if you could find second-hand pieces from the world around you?

Internal hackathon in November 2023

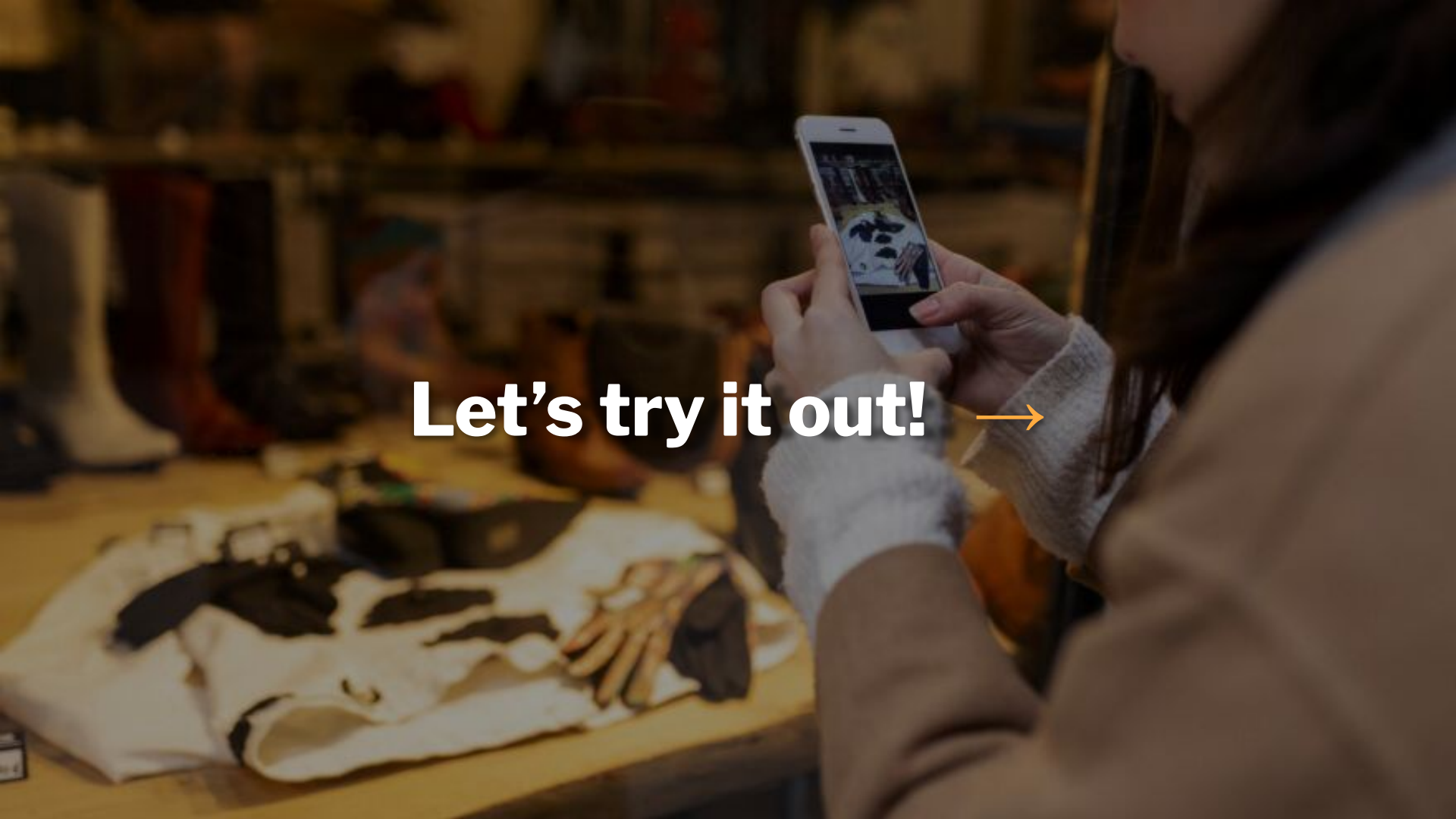
Introducing "Ricardo Lens"

- **Snap a photo**

Upload a screenshot

Snap a photo

- **Upload a screenshot**


Let’s try it out! →

Challenges

“Aha” moment
Get people to try it

Data Quality
Second hand is rarely structured or consistent

Loop of stupidity
Avoid becoming “stupid” by using generated data for further training of LLMs

Bias in algorithms
Favoring certain users or products

Privacy
How is my data used?

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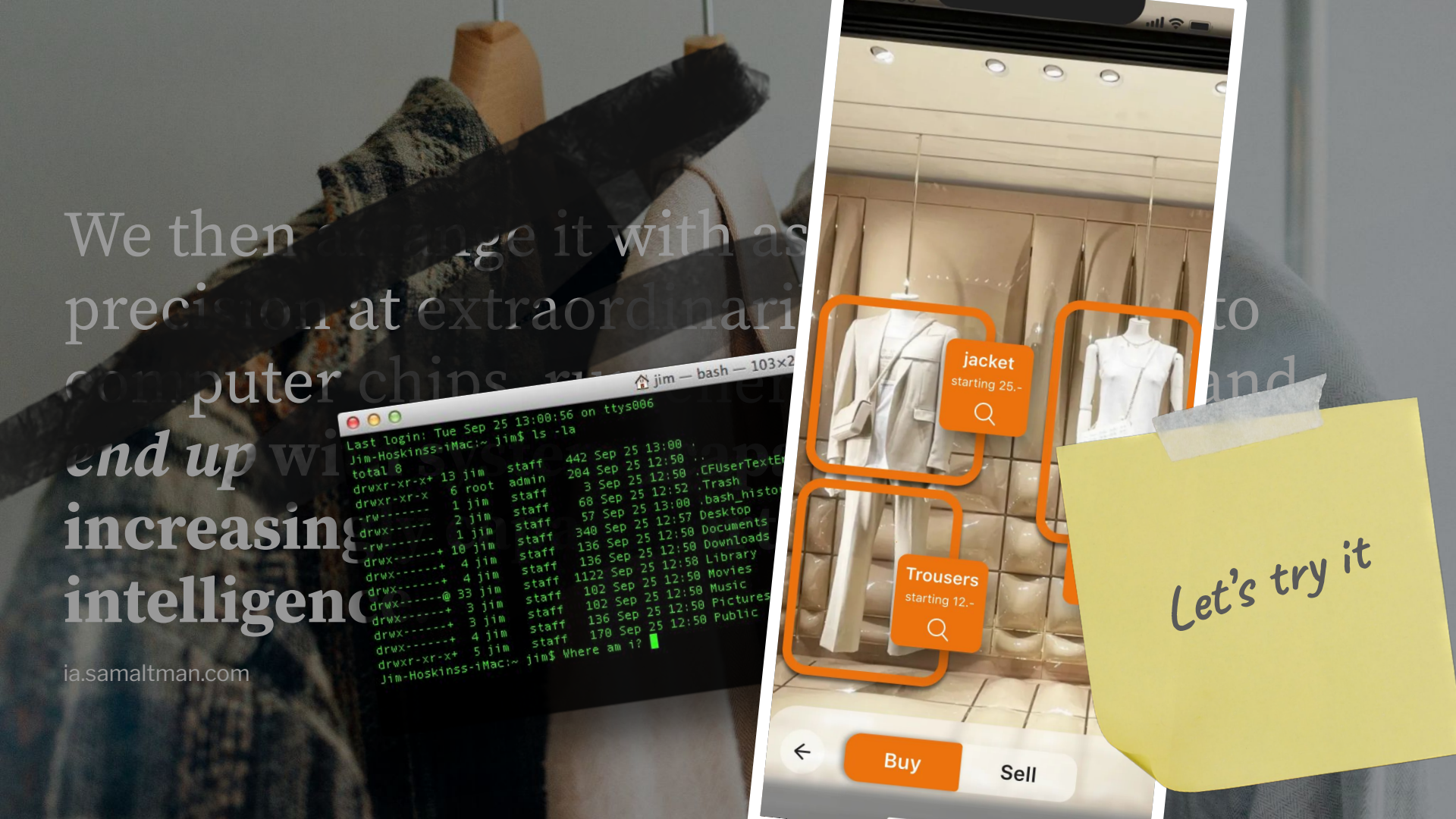
We then
precision at extraordinari
computer chips
end up wi
increasing
intelligenc
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jim — bash — 103×2
Last login: Tue Sep 25 13:00:56 on ttys006
Jim-Hoskinss-iMac:~ jim$ ls -la
total 8
drwxr-xr-x+ 13 jim staff 442 Sep 25 13:00 .
drwxr-xr-x 6 root admin 204 Sep 25 12:50 ..
-rw------- 1 jim staff 3 Sep 25 12:50 .CFUserTextEn
drwx------ 2 jim staff 68 Sep 25 12:52 .Trash
-rw------- 1 jim staff 57 Sep 25 13:00 .bash_histo
drwx------+ 10 jim staff 340 Sep 25 12:57 Desktop
drwx------+ 4 jim staff 136 Sep 25 12:50 Documents
drwx------+ 4 jim staff 136 Sep 25 12:50 Downloads
drwx------@ 33 jim staff 1122 Sep 25 12:58 Library
drwx------+ 3 jim staff 102 Sep 25 12:50 Movies
drwx------+ 3 jim staff 102 Sep 25 12:50 Music
drwx------+ 4 jim staff 136 Sep 25 12:50 Pictures
drwxr-xr-x+ 5 jim staff 170 Sep 25 12:50 Public
Jim-Hoskinss-iMac:~ jim$ Where am i?
jacket
starting 25.-
Trousers
starting 12.-
Buy
Sell
Let's try it

Stay in touch!

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