



Reappraisal, rebuttal and reputational rewards

ICMA, Barcelona – October 2017

Gumtree

What I'll cover

- Gumtree in perspective
- Reputation challenge
- Fraud trends
- Fighting back

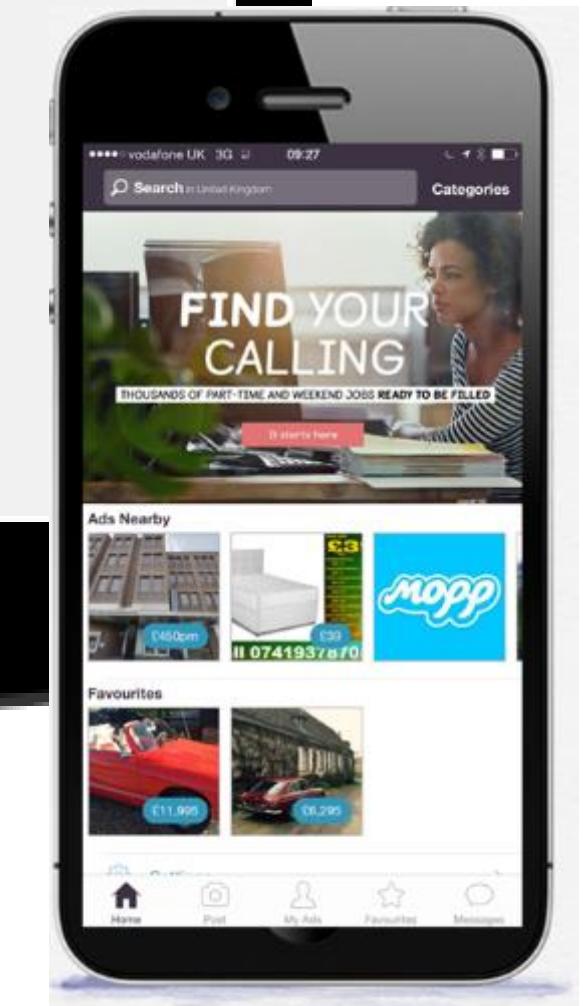
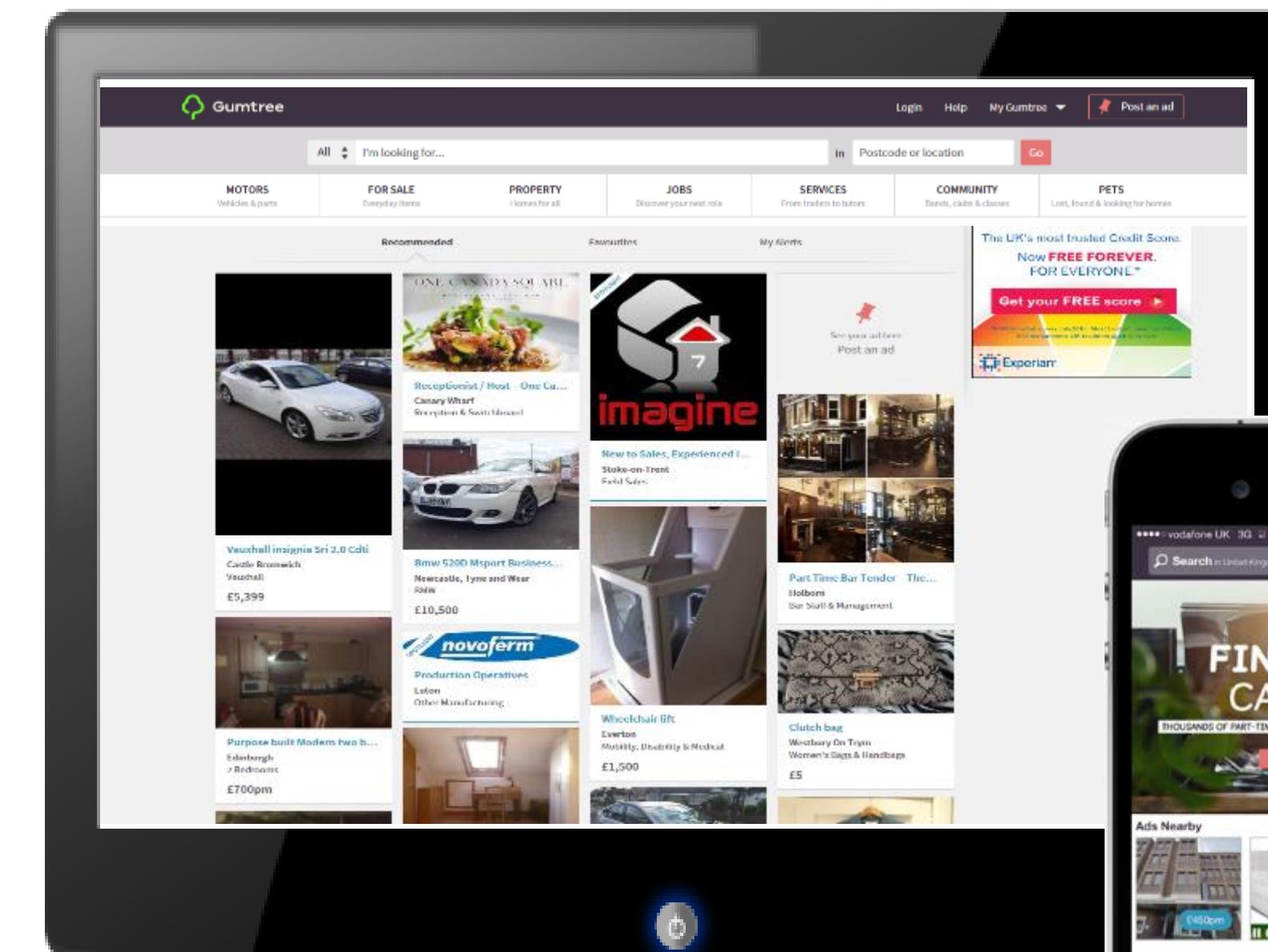


What's our story

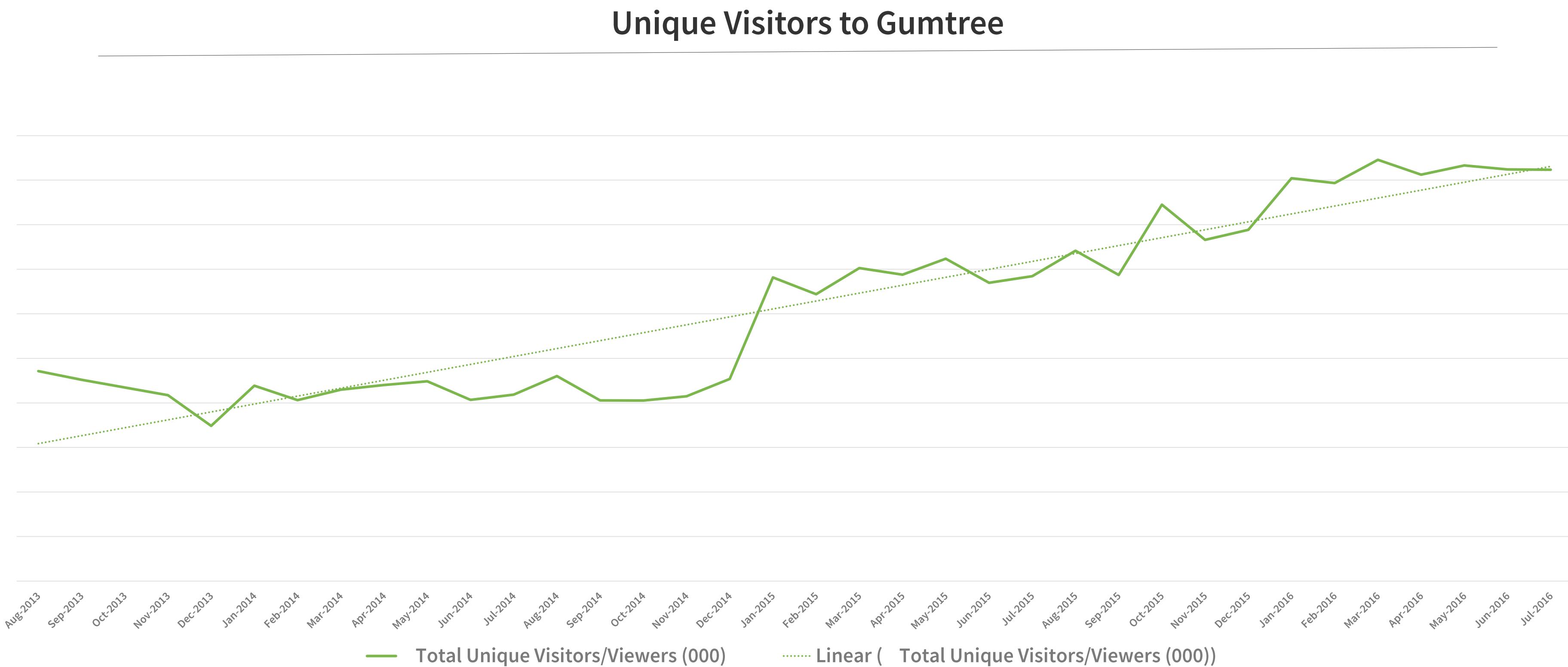
- 'The original' online classifieds site
- Founded by Brits – though still has strong antipodean associations
- Owned by eBay (since 2005) – global sister platforms via eBay Classifieds Group
- Key categories include For Sale, Jobs, Housing, Motors, Community, Services and Pets
- Reaching 37%* of UK internet-using population every month



Then and now...



Today we deliver approx. 18m UVs and 37% reach



‘Classic’ fraud issues

Car Fraud

- Typically try to circumvent reply filters by including contact details (usually email address) in ad pictures
- Involved in Account Takeover (ATO) whereby they send phishing attempts to steal a users account
- Traits include:
 - Significantly underpriced
 - Short, generic ad description
 - Ad being copied from another website
- Fraudster claims vehicle is overseas so cannot be inspected
- Payment occurs through Escrow services or fake Gumtree/eBay payment services (that do not exist), although they are happy to take holding deposits
- Diversifying into Caravans & Van categories

FOR A FAST ANSWER PLEASE EMAIL ME DIRECTLY AT :

emilyWil42@outlook.com

PRICED FOR A QUICK SALE
I'm not able to receive calls now. Please contact me via email.

2 of 6

Posted Just now

Make Audi

Model A3

Year 2000

Mileage 21121

Description

Electric windows, Air conditioning, CD player, Leather trim, Height adjustable seats, Child seat points (Isofix system), Sports seats, Metallic paint, 18" wheel reach adjustment, Traction control, Central locking, Alarm, Imm

Ad ID: 1191363438

Stay Safe

Most face to face, never send payment for items you've not seen

Post a reply

Share:

£3,200

Mohammed
Posting for 7+ months
Contact details
0770441XXXX

Wallasey, Merseyside

£3,200

Mohammed
Posting for 7+ months
Contact details
0770441XXXX

Wallasey, Merseyside

£3,200

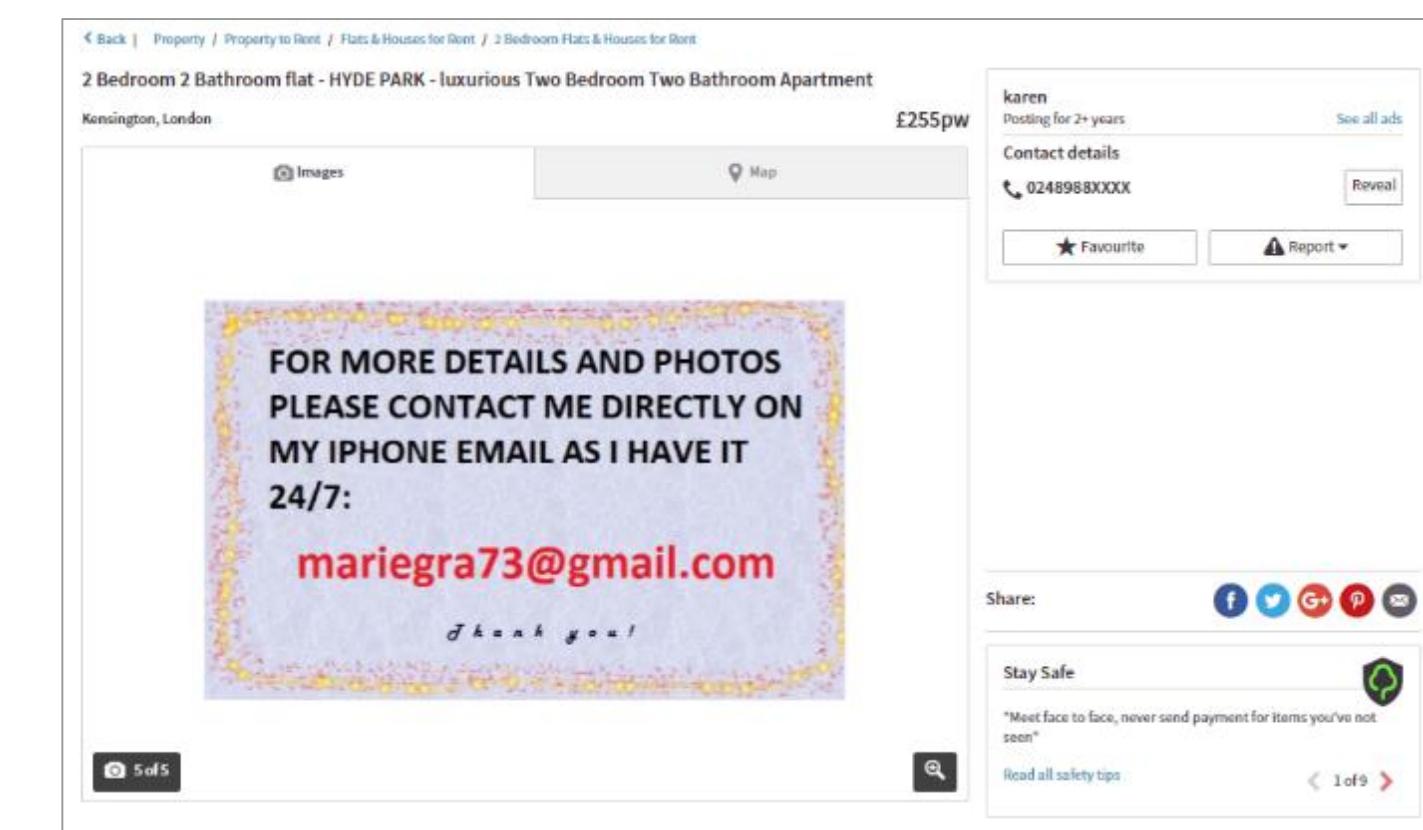
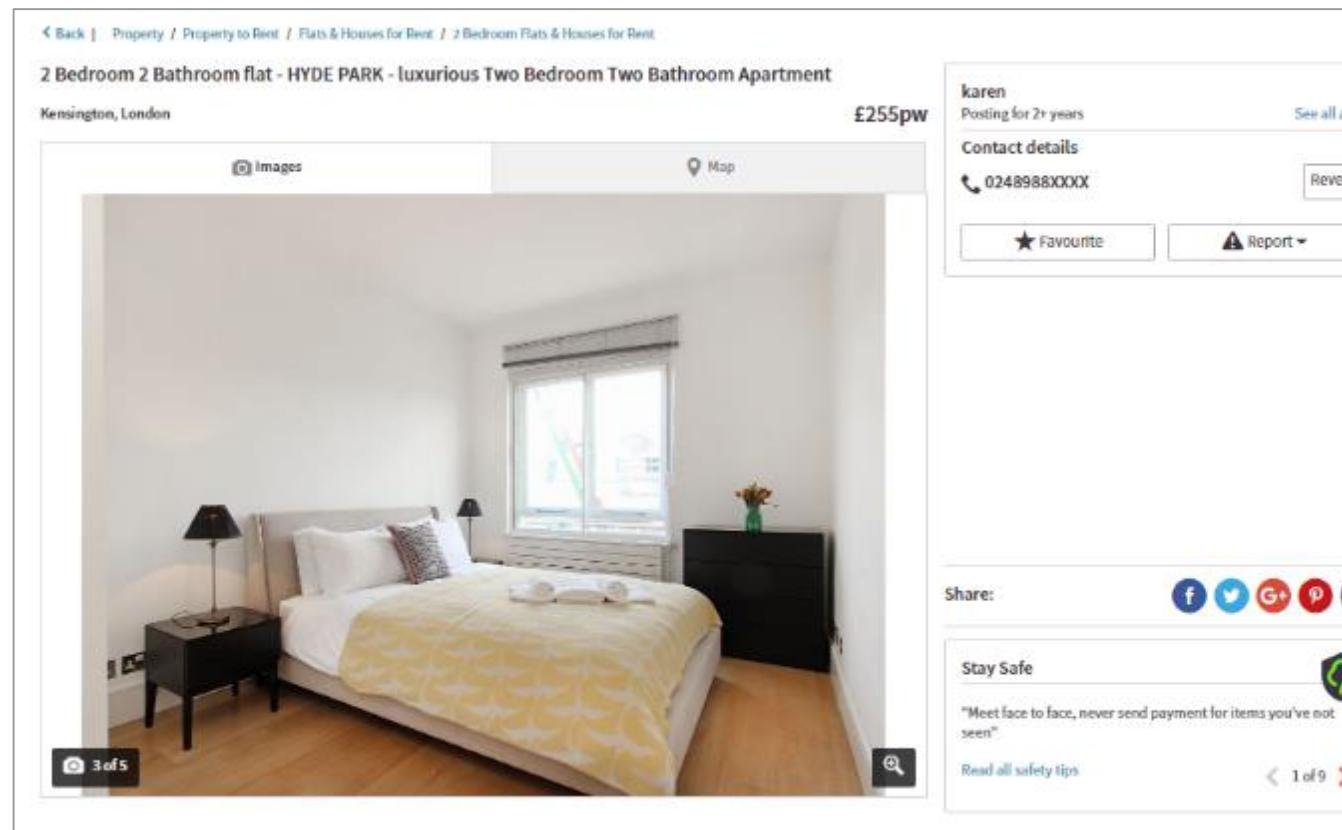
Mohammed
Posting for 7+ months
Contact details
0770441XXXX

Wallasey, Merseyside

Fraud trends

Fake Property

- Advert for a property that does not exist
- Situated in a desirable area, e.g. central London or University towns
- Too good to be true – the rental price is completely unrealistic
- Targeted at students and overseas property seekers
 - The victim will transfer money for deposit or first months rent via bank transfer or wire transfer services such as MoneyGram without seeing the property



Fraud trends

Phone and electricals

- **Centres around a number of common traits**
 - Highly desirable, new or high end technology, e.g. Quadcopters, MacBooks, Go Pro Cameras
 - Reasonably priced
 - Item is advertised in a remote location (Northumberland, Cornwall, Isle of Wight) or the seller will tell buyer they are somewhere far away from where the item is advertised as being
 - Photos of items are copied from other websites, although not stock images
 - Buyer will pay via Bank Transfer and expect delivery; the item will never arrive
- **Phone fraud is our biggest issue in terms of volume of fraud**
 - We rarely link fraud gangs or find commonality amongst phone fraud ads
 - Assumption is majority are 'chancers'; the seller receives money via bank transfer and does not send the item knowing there will not be any recourse
- **Nearly all fraud in Phones & Electronics is a result of bank transfer and not meeting to exchange and check the item (i.e. not following our core safety message of meeting f2f)**

However change is afoot

2018

Going big on key campaigns (focus on consumers)

2017

Putting head above the parapet (focus on stakeholders)

2016

Putting resource and structure/processes in place

What this means for Gumtree



At the core is a drive to improve Trust & Safety for users, and challenge misperceptions of the brand by communicating the ‘surprisingly good’ status quo – and ambitious plans for the future

Testing and learning



BDAILY

HOT TOPICS ▾ REGIONAL NEWS ▾ SECTOR



Gumtree is utilising AI-powered linguistic algorithms to drive customer engagement

 **EDITOR**
Billy Wood
25 MAY 2017

UK classified platform Gumtree has begun working with London-based AI startup Phrasee to support its customer engagement efforts and get more people reading its targeted emails.



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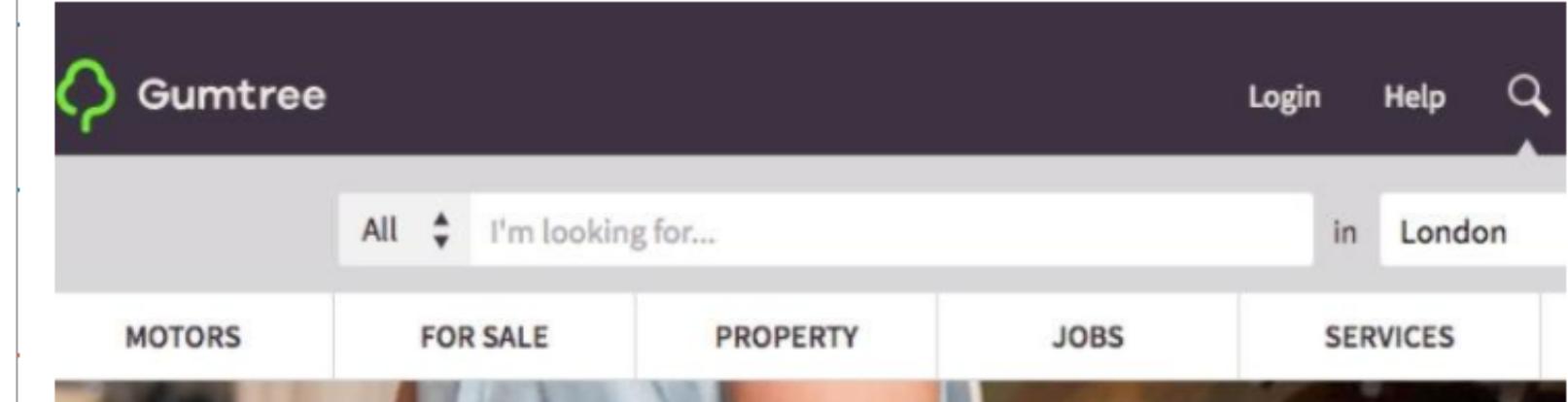
Gumtree modernises its CRM strategy with eye on AI use cases

The popular classified ads site is bringing its CRM strategy into the 21st century by shifting from simple email campaigns to a personalised approach based around Salesforce's popular SaaS CRM and some new AI capabilities

 **Scott Carey**
June 9, 2017

Gumtree, the popular British classified ads website owned by eBay, is embarking on a new customer relationship management (CRM) strategy based around Salesforce's Marketing Cloud SaaS solution. Once it has this in place the company wants to leverage AI and machine learning techniques for better personalisation of its marketing messaging.

Upon joining the company in 2016 from Marks and Spencer, Gumtree's head of CRM, Matt Button said that the organisation's idea of CRM was "really just email".



Gumtree [Login](#) [Help](#) [Search](#)

All [▼](#) I'm looking for... [in](#) [London](#)

[MOTORS](#) [FOR SALE](#) [PROPERTY](#) [JOBS](#) [SERVICES](#)

Working with partners

- **Horizontal level**

- City of London Police / Action Fraud / National Fraud Intelligence Bureau (NFIB)
- Cyber Aware / National Cyber Security Centre
- Get Safe Online (GSOL)
- Trading Standards
- Citizens Advice
- Which?

- **Vertical - Property**

- Residential Landlords Association (RLA)

- **Vertical - Jobs**

- SAFERJobs

- **Vertical - For Sale**

- Transport for London (TfL) / Met Police / Bike Register

- **Vertical - Motors**

- Vehicle Safe Trading Advisory Group (VSTAG)

- **Vertical - Pets / animals**

- Pets Advertising Advisory Group (PAAG)
- International Fund for Animal Welfare (IFAW)
- RSPCA



Re-setting the conversation with stakeholders

- Prioritise and engage – amongst both industry and amongst PA audiences
- Genuine contribution, and in it for the long-haul



10 DOWNING STREET
LONDON SW1A 2AA

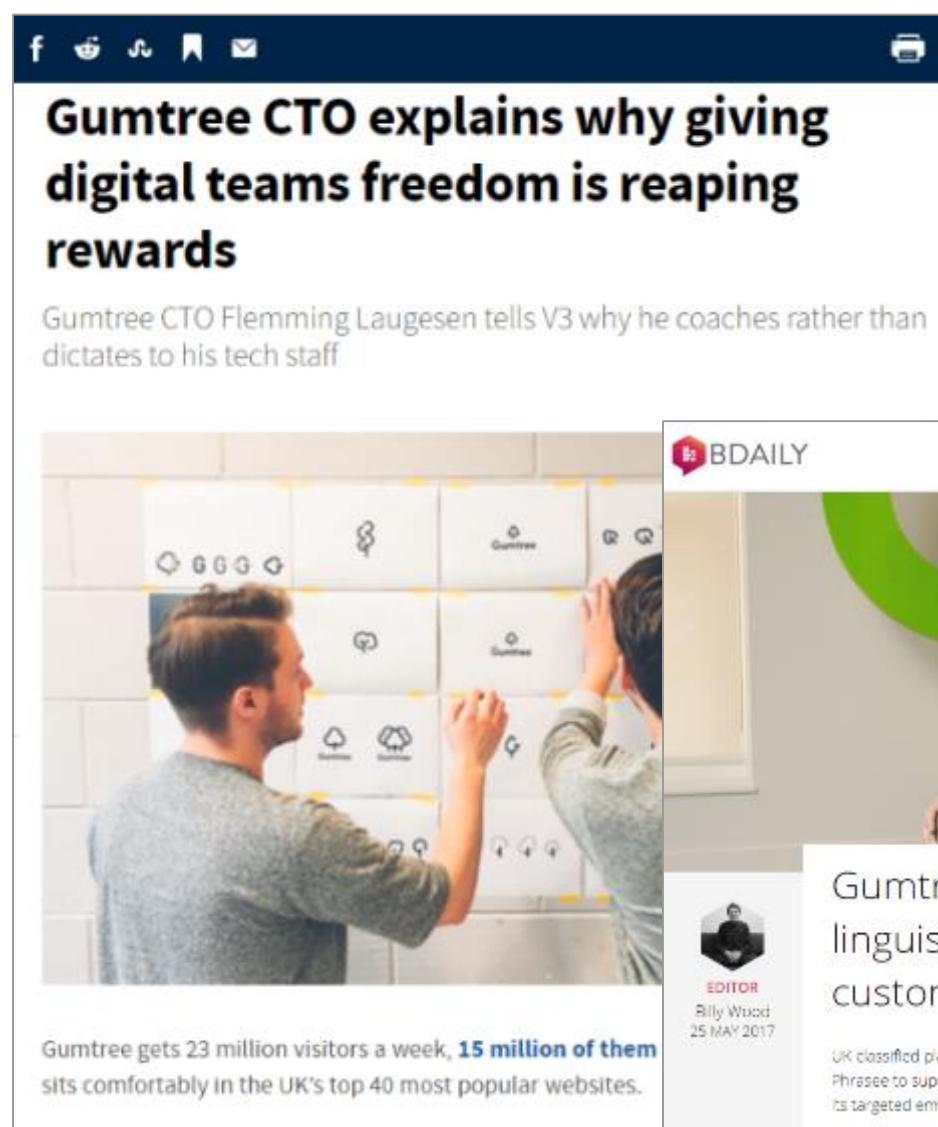


Department
for Culture
Media & Sport

Department for
Business, Energy
& Industrial Strategy

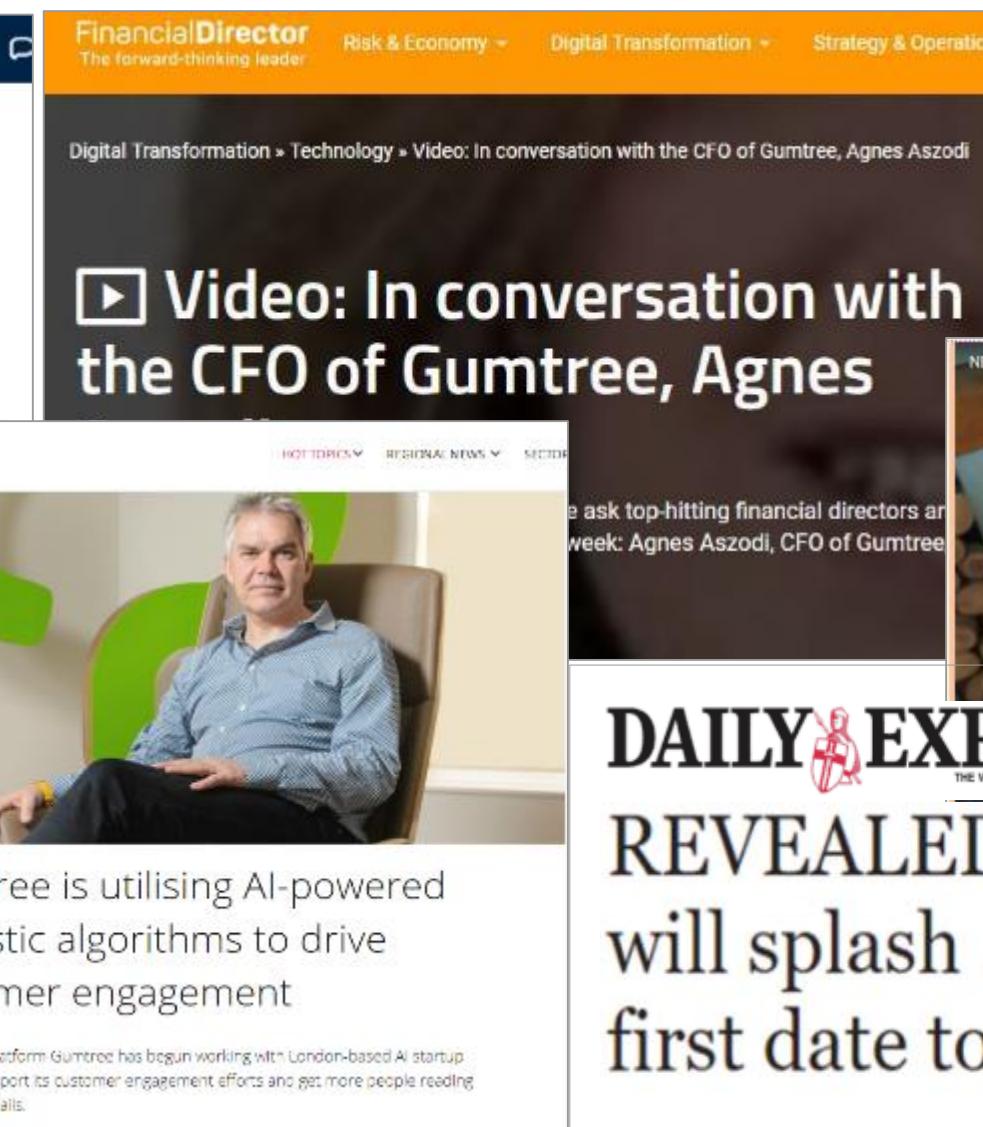
Creating a visible and proactive press office

- Consumer stories
- Faces of the business



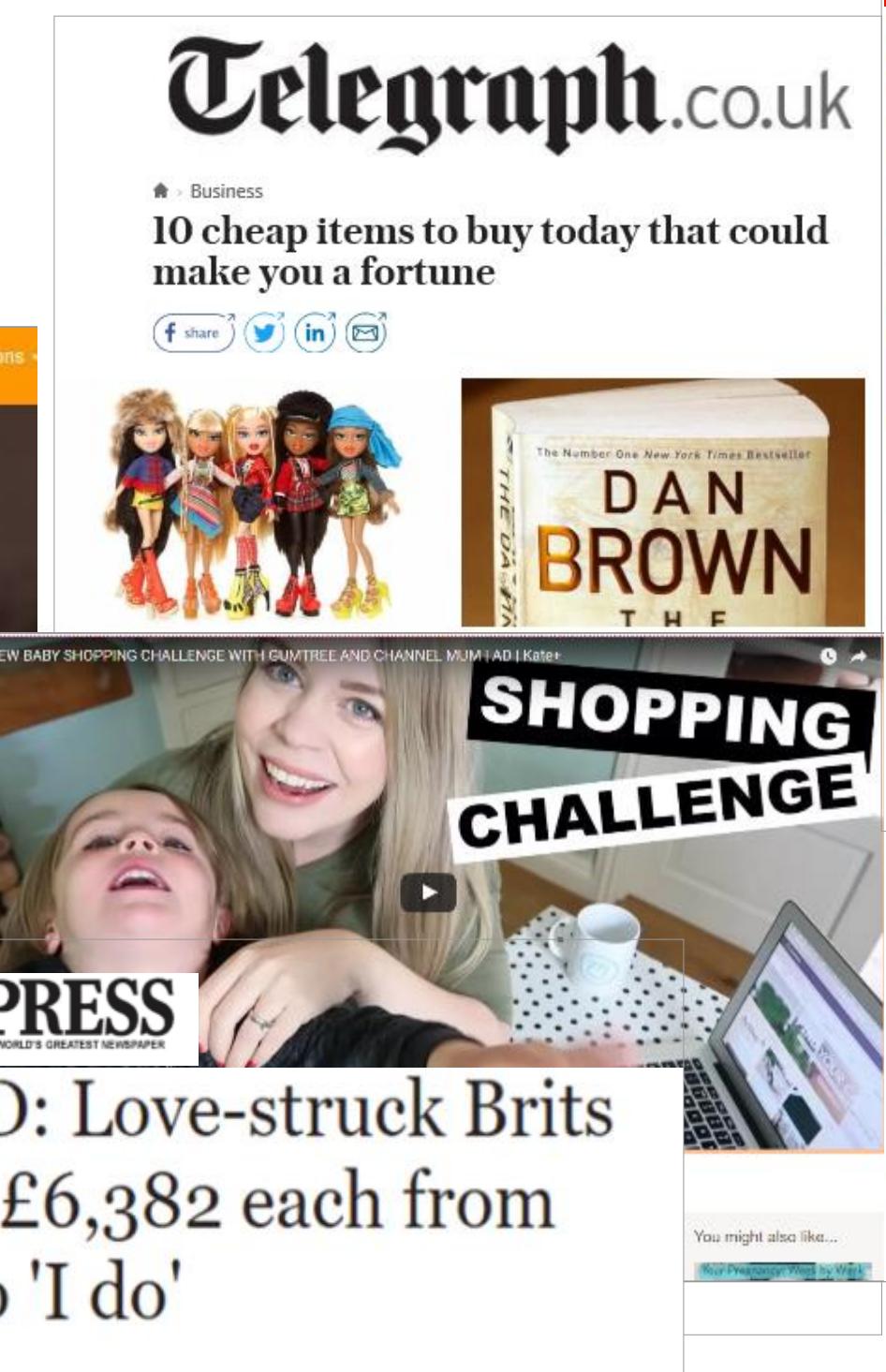
Gumtree CTO explains why giving digital teams freedom is reaping rewards

Gumtree CTO Flemming Laugesen tells V3 why he coaches rather than dictates to his tech staff



► Video: In conversation with the CFO of Gumtree, Agnes

Digital Transformation > Technology > Video: In conversation with the CFO of Gumtree, Agnes Aszodi

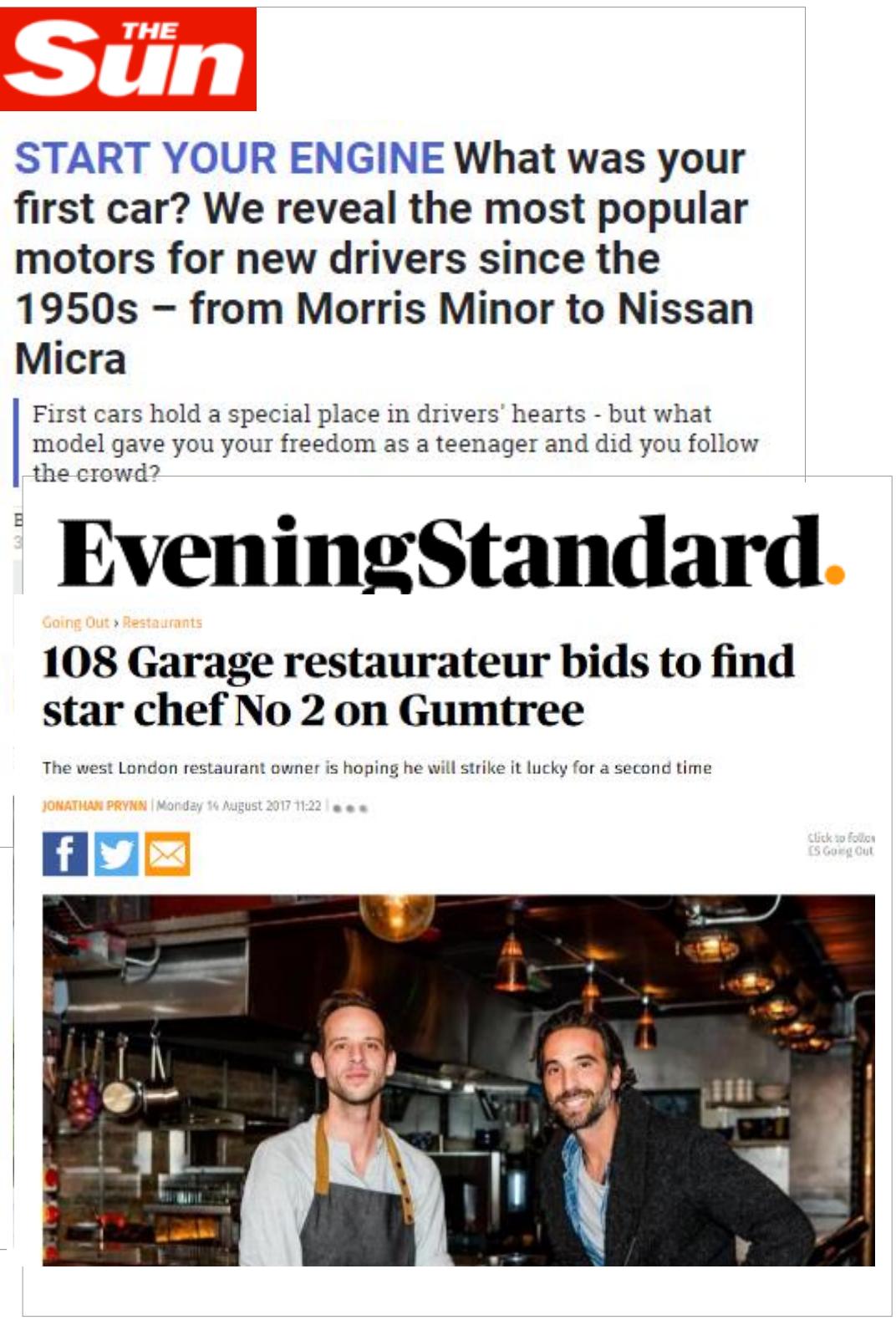


10 cheap items to buy today that could make you a fortune

Business

DAN BROWN

SHOPPING CHALLENGE



START YOUR ENGINE What was your first car? We reveal the most popular motors for new drivers since the 1950s – from Morris Minor to Nissan Micra

First cars hold a special place in drivers' hearts - but what model gave you your freedom as a teenager and did you follow the crowd?

Evening Standard.

108 Garage restaurateur bids to find star chef No 2 on Gumtree

The west London restaurant owner is hoping he will strike it lucky for a second time

DAILY EXPRESS

REVEALED: Love-struck Brits will splash £6,382 each from first date to 'I do'

Creating reasons to reappraise

- Corporate – Trust and Safety
- Consumer – ‘Eertmug’



And finally –

- Bringing the excitement and value of classifieds to life for consumers



Thank you