

# Marketplace gains from AI in the MENA Region

No AI Fairy Dust



MENA  
Marketplaces  
Group

# Crafting perfect matches with tech & data

## Our Mission

Creating perfect matches  
enabling Moroccans to benefit  
from best opportunities, daily  
life improvements and growth  
perspectives



**+6.5M**  
**Monthly Users**



**+8M**  
**Monthly Leads**



**+800K**  
**Active items**



**+400M**  
**Monthly minutes  
Spent**

## What a description for a typical ad looks like?

“3andi Dacia Logan diesel, modèle 2020.  
moteur zin, contrôle technique ok. l'carrosserie  
fiha chi petites rayures, mais rien de grave. prix:  
75.000dh قابل للنقاش. الاتصال ف الواتساب  
svp, merci.”

## Let me help you with a legend!

“Salam 3andi Dacia Logan diesel, modèle 2020. moteur zin, contrôle technique ok. l'carrosserie fiha chi petites rayures, mais rien de grave. prix: 75.000dh عيطو ف الواتساب قابل للنقاش. svp, merci.”

Arabic using latin letters

Arabic using latin letters  
& numbers

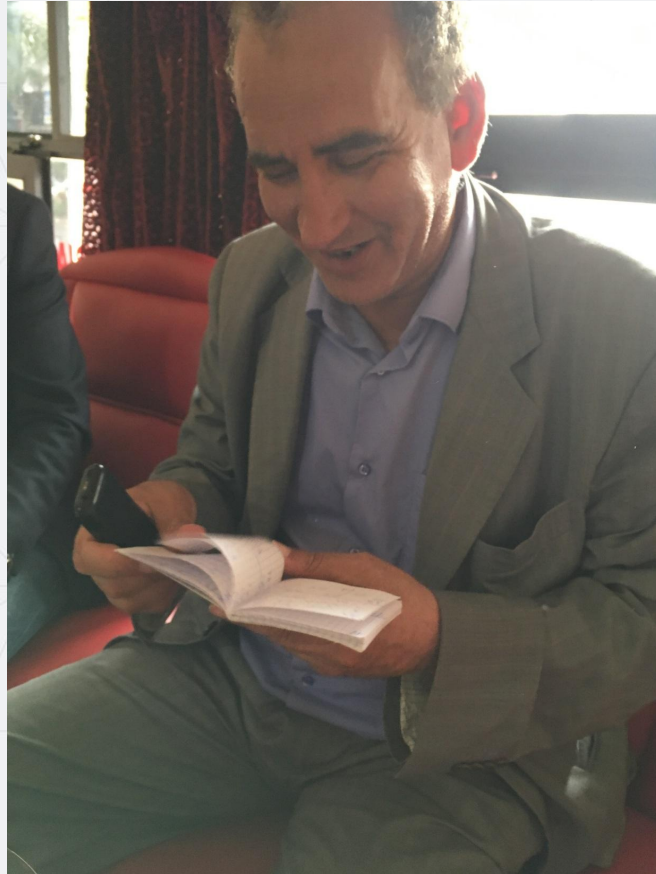
French

Mixed Arabic  
darija & French

Arabic  
Darija

Arabic

**Now meet Salah...one of our users**



**Now meet Salah tools to bypass our systems!**



## **The Samsar syndrome!**

**Everyone's a bit of a broker – the  
doorman, the neighbor, or your cousin**

## A bargaining market

**The price is just the start of the conversation**



**Navigating all these local specificities leveraging AI in domains such as**



**Content  
Quality &  
users  
experience**



**Leads  
Qualification**



**Personalization  
& matchmaking**



**Accelerating go to  
market**

# Use case 1: Improving Content quality & user experience

Achieve Instant  
moderation Time

Increase Quality  
score

Continuous learning

AI based Instant  
moderation that  
improves listing quality  
and gets smarter with  
every post

From 30 min Avg  
moderation time to  
instant

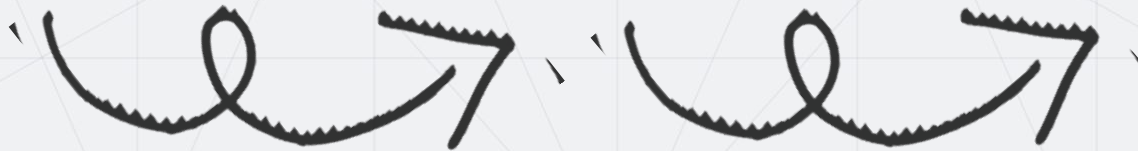
+98% Accuracy +20%  
increase in buyers  
NPS

From 11 to 2  
moderators

Goal

Solution

Results



## Use case 2: Automating & scaling leads qualification in the real estate builders segment

Increase reachability

Automate & scale the lead based model

Improve clients ROI

Whatsapp AI based lead qualification agent that automatically analyzes user inquiries to assess intent, readiness, and fit

From 60% to +80% in reachability

From 23H Avg first reach time to instant

Scale capability 10x cheaper than human

Goal

Solution

Results



## Use case 3: Improving the search experience & enhancing matchmaking

Reduce 0 search results

Simplify the search experience

Increase search experience personalization

**Goal**

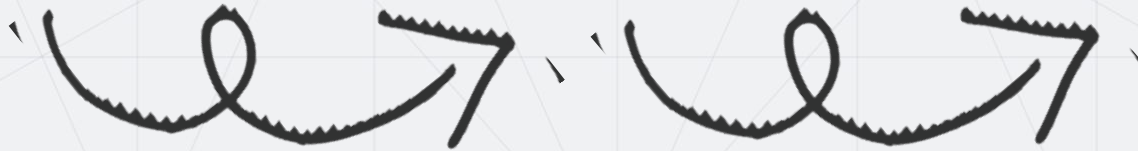
AI assistant that understands user intent, even in vague, misspelled, or multilingual queries and guides them to relevant listings through personalized and predictive support

**Solution**

Currently experimental with promising results

50% Conversation to leads Vs 30% Search to lead

**Results**



## Use case 4: Accelerating go to market

Reduce development  
cycles and  
time-to-production

Deliver Faster  
Iterations & PoCs

Improve Time-to-Value  
for Users

**Goal**

Foster an AI-first culture  
within Product &  
Development by  
integrating AI coding  
assistants to enhance  
productivity, accelerate  
delivery

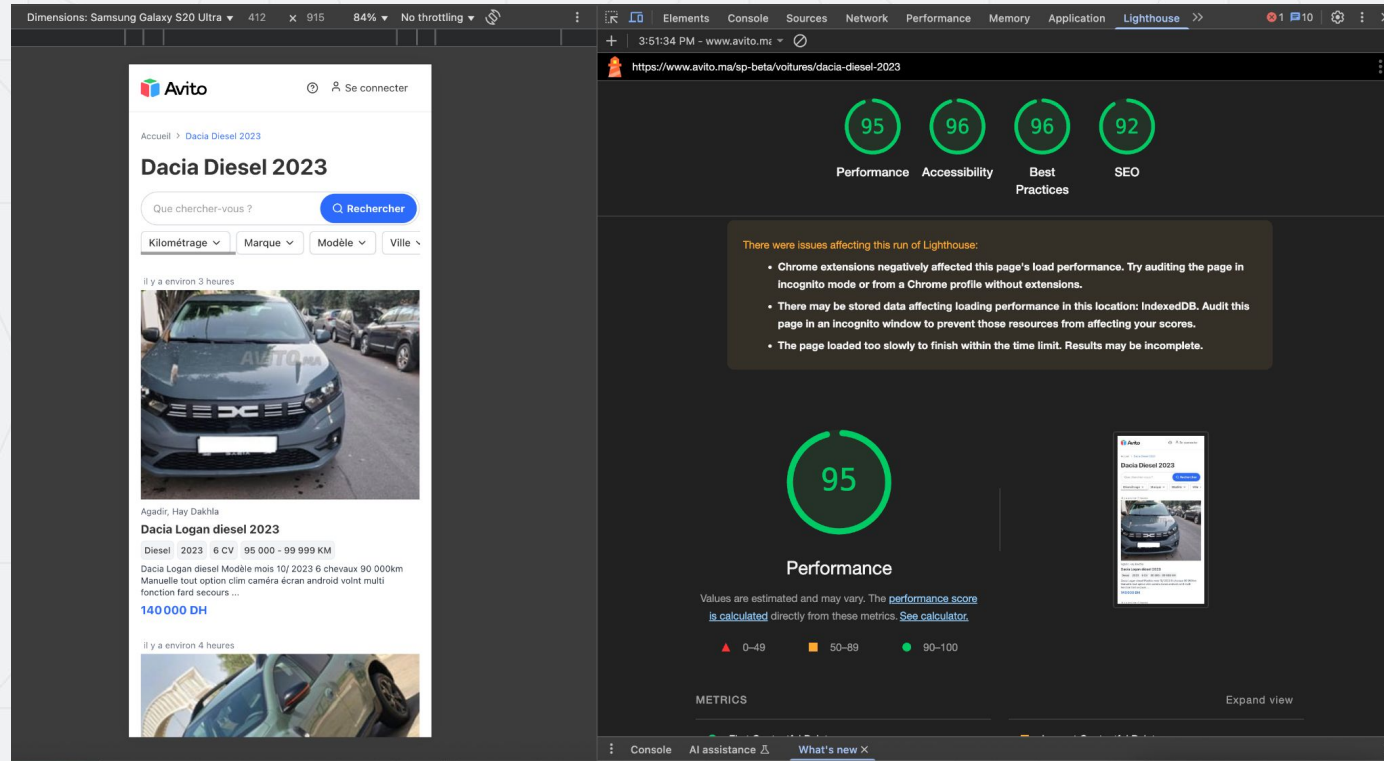
**Solution**

PoCs delivered in a  
couple days Vs couple  
weeks

**Results**

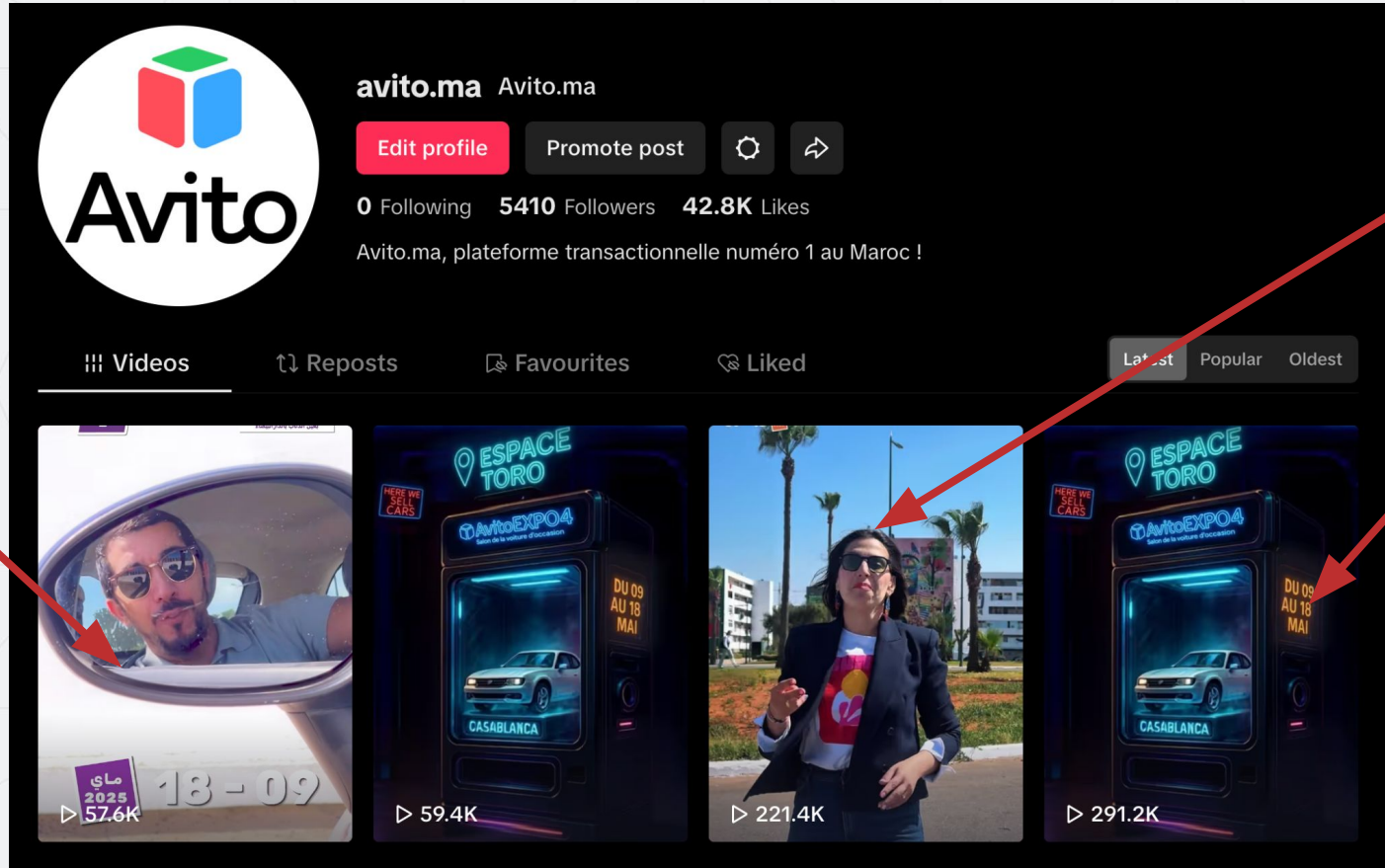


# Use case 4: Accelerating go to market



For the code generator: Vs code extension Cline with claude sonnet model  
& Mermaid for pipeline and flow chart using AI

# Use case 4: Accelerating go to market (Marketing)



Voice over

Script

Images &  
Animation



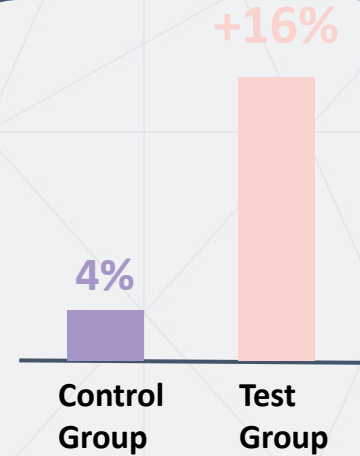
## Use case 4: Accelerating go to market (Unlocking value with structure & enrichment)

Increase users  
1st week  
retention &  
engagement with  
real users on  
new buildings  
segment

Goal

Leverage AI based  
**intelligent timing**  
**interaction &**  
**dynamic content**  
**personalization**  
based on **enriched**  
**data**

Solution

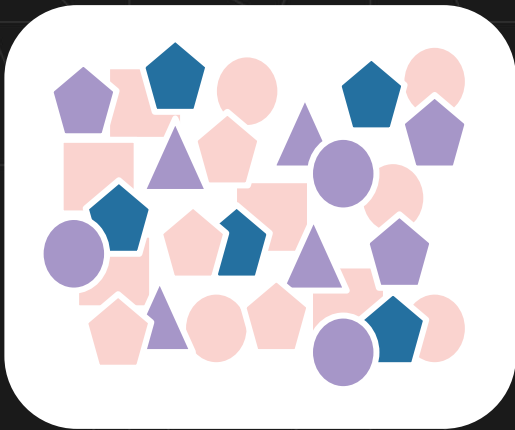


Results

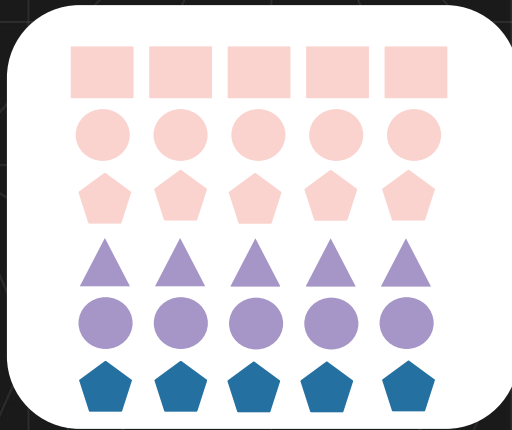




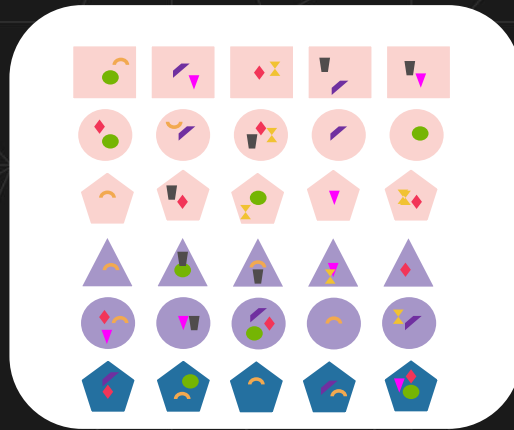
## Use case 4: Accelerating go to market (Leveraging AI to unlocking value with structure & enrichment)



Spaghetti data



Structured data



Enriched data



**Everyone has access to the  
tools. We believe our edge lies  
in Knowing our local chaos  
better than anyone else**

Thank you, Merci, شكرا



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