

# 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. عيطة ف الواتساب قابل للنقاش.svp, merci.”

Arabic using latin letters

Arabic using latin letters

& numbers

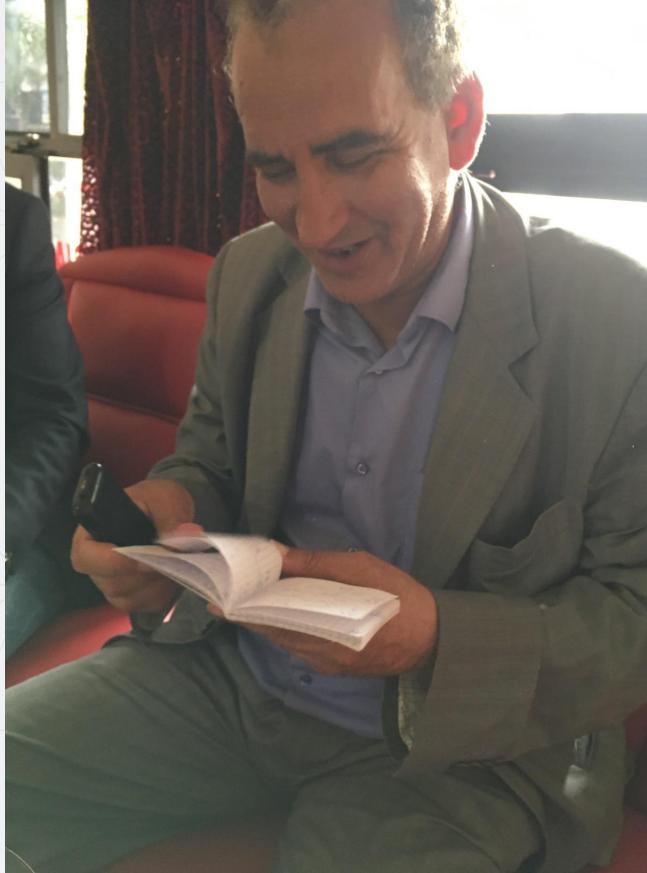
French

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

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

Currently experimental with promising results

50% Conversation to leads Vs 30% Search to lead

Goal

Solution

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

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

PoCs delivered in a couple days Vs couple weeks

**Goal**

**Solution**

**Results**



# Use case 4: Accelerating go to market

The image shows a browser window with two main panes. The left pane displays the Avito website for a Dacia Diesel 2023 car listing. The right pane shows the Lighthouse performance audit results for the same page.

**Avito Website (Left Pane):**

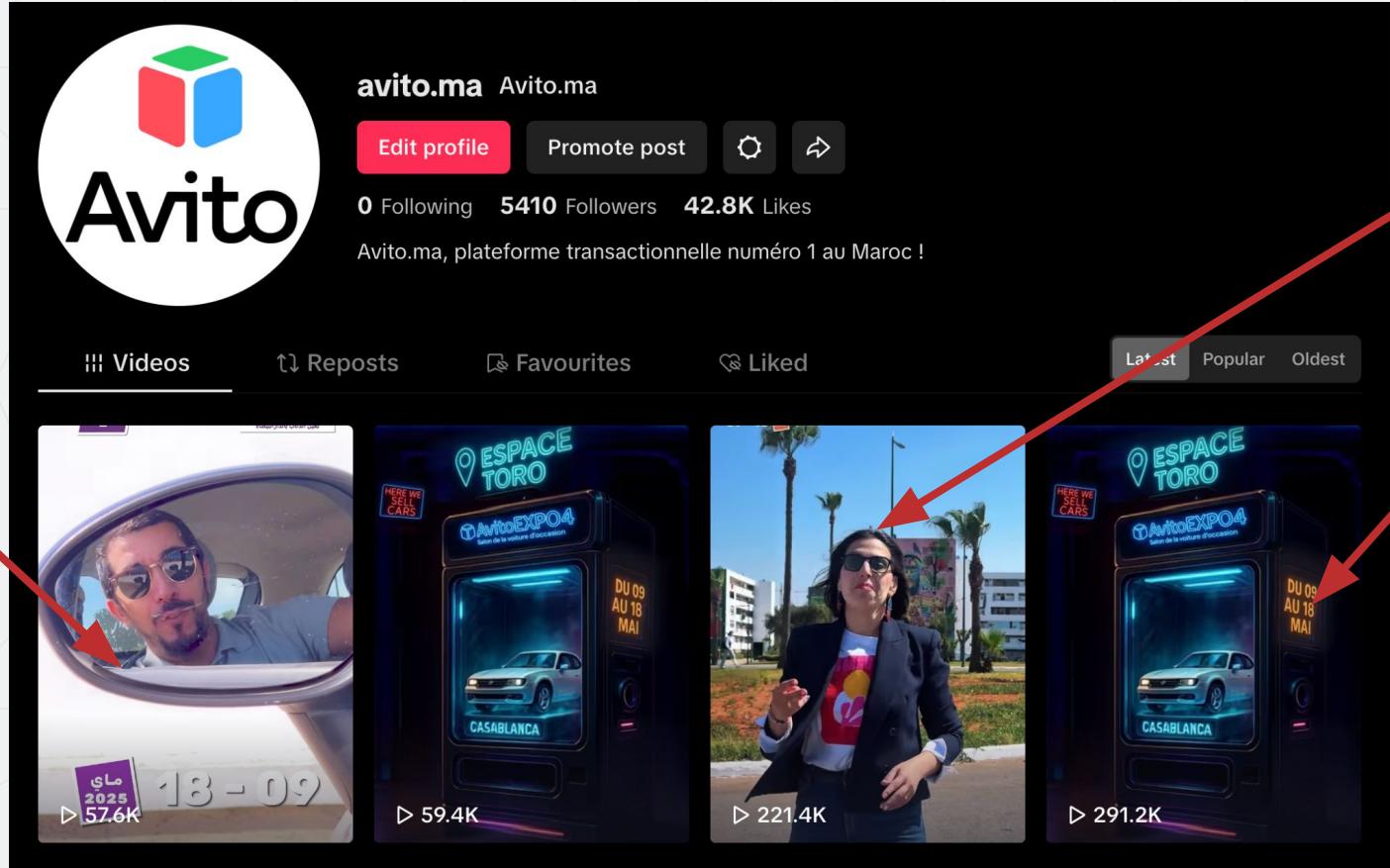
- Dimensions: Samsung Galaxy S20 Ultra, 412 x 915, 84%, No throttling.
- Page URL: https://www.avito.ma/sp-beta/volvoes/dacia-diesel-2023
- Page Title: Dacia Diesel 2023
- Search bar: Que cherchez-vous? (Rechercher)
- Filter buttons: Kilométrage, Marque, Modèle, Ville
- Image: A blue Dacia Logan Diesel 2023 car.
- Text: il y a environ 3 heures, Agadir, Hay Dakha.
- Car details: Dacia Logan diesel 2023, Diesel, 2023, 6 CV, 95 000 - 99 999 KM.
- Text: Dacia Logan diesel Modèle mois 10/2023 6 chevaux 90 000km Manuelle tout option clim caméra écran android volant multi fonction fard secours ...
- Price: 140 000 DH
- Text: il y a environ 4 heures, image of the car.

**Lighthouse Audit (Right Pane):**

- Score: 95
- Metrics: Performance, Accessibility, Best Practices, SEO
- Score: 95 (Performance), 96 (Accessibility), 96 (Best Practices), 92 (SEO)
- Issues: There were issues affecting this run of Lighthouse:
  - Chrome extensions negatively affected this page's load performance. Try auditing the page in incognito mode or from a Chrome profile without extensions.
  - There may be stored data affecting loading performance in this location: IndexedDB. Audit this page in an incognito window to prevent those resources from affecting your scores.
  - The page loaded too slowly to finish within the time limit. Results may be incomplete.
- Performance: Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
- Metrics: 0-49 (red), 50-89 (orange), 90-100 (green)
- Buttons: Expand view, Console, AI assistance, What's new

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

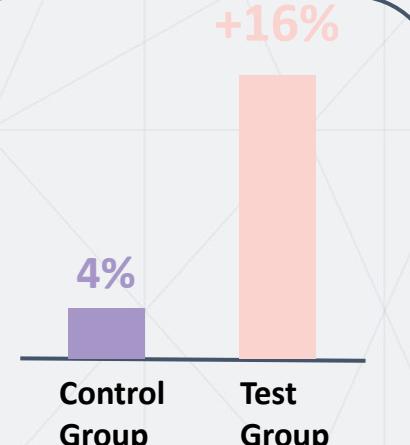
Script

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

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

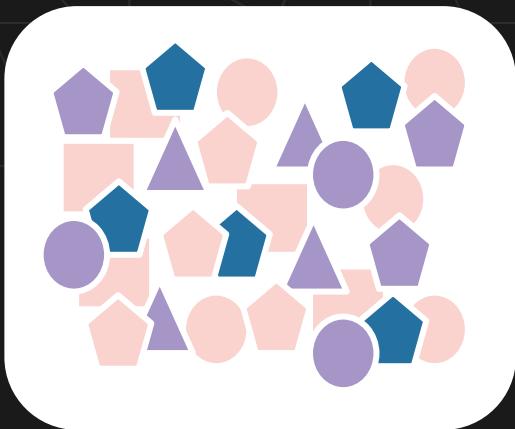


Goal

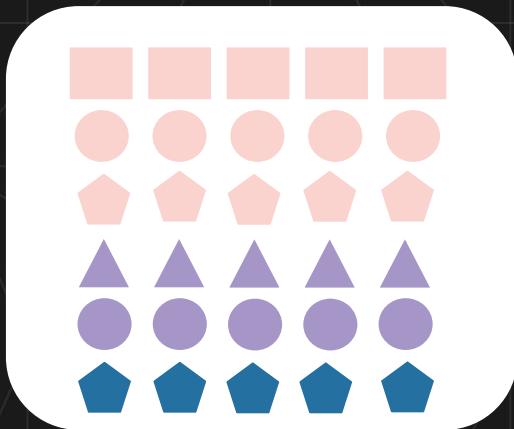
Solution

Results

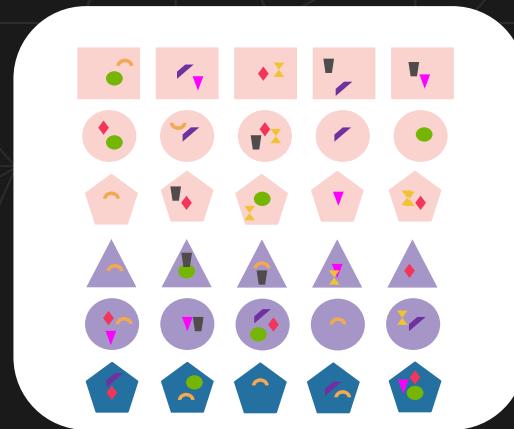
## Use case 4: Accelerating go to market (Leveraging AI to unlock value with structure & enrichment)



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, شكرًا



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