

# Building irresistible match-making products that create **happy moments** every day.



How Schibsted Marketplaces bring buyer & seller together.

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VP of Product & UX Mature Marketplaces  
Schibsted Media Group



# Schibsted Marketplaces by the numbers

- 3,000+ employees
- 22 countries
- 38 products
- 1.2bn people
- 30m+ daily users
- €903m revenue
- €263m EBITDA



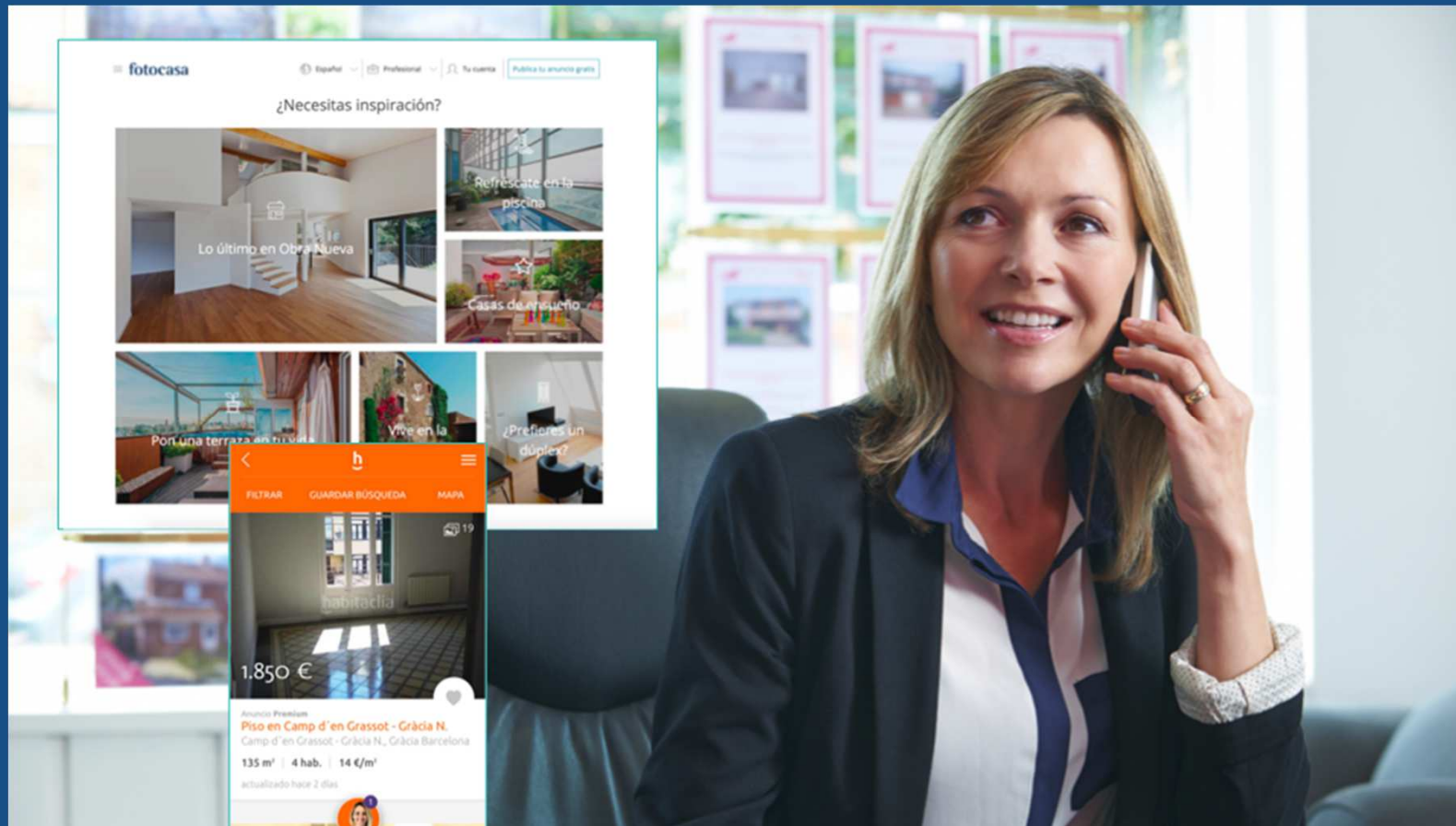
# A global family of local brands



We help landing dream jobs...

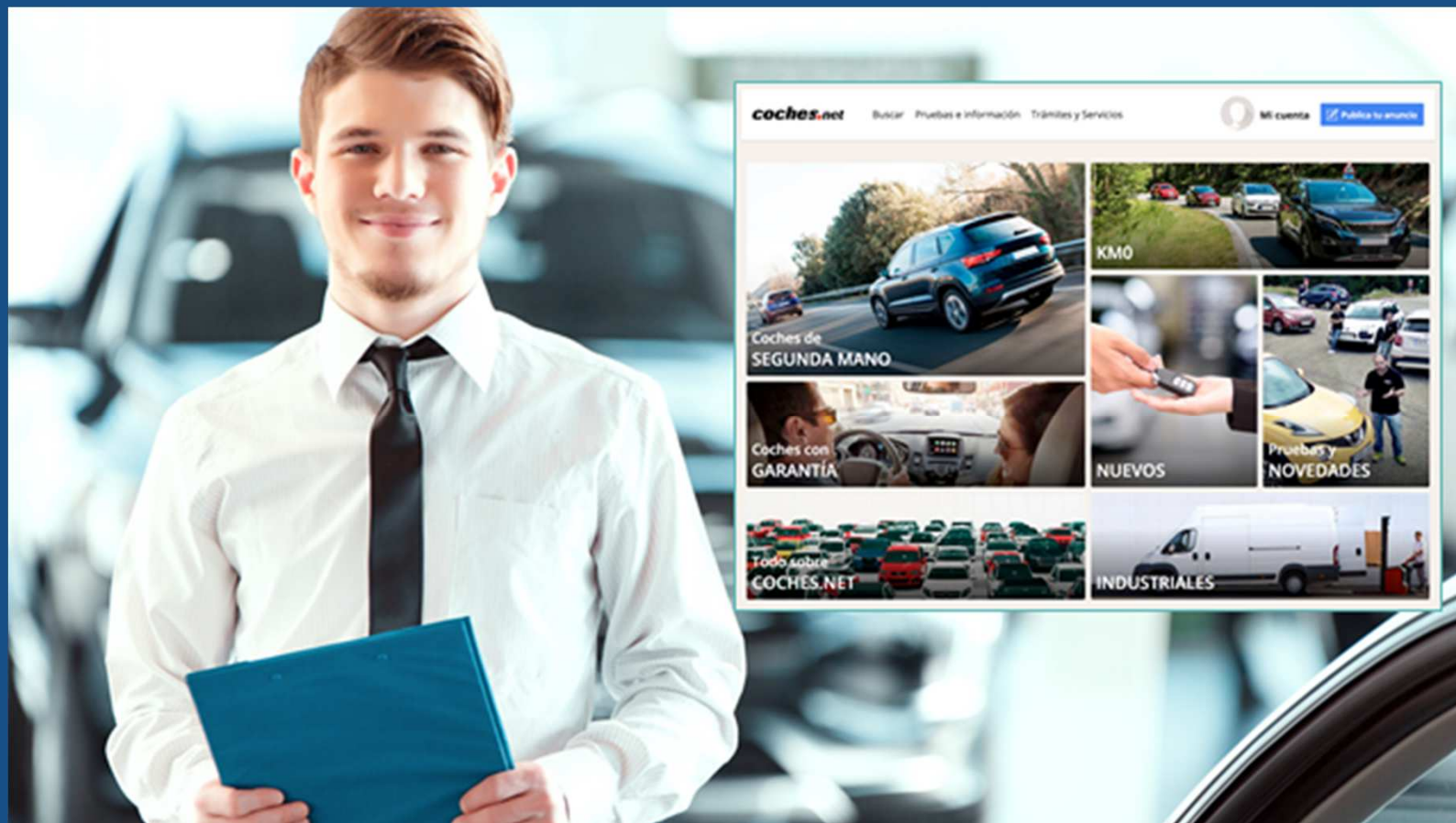


# ...finding new homes...





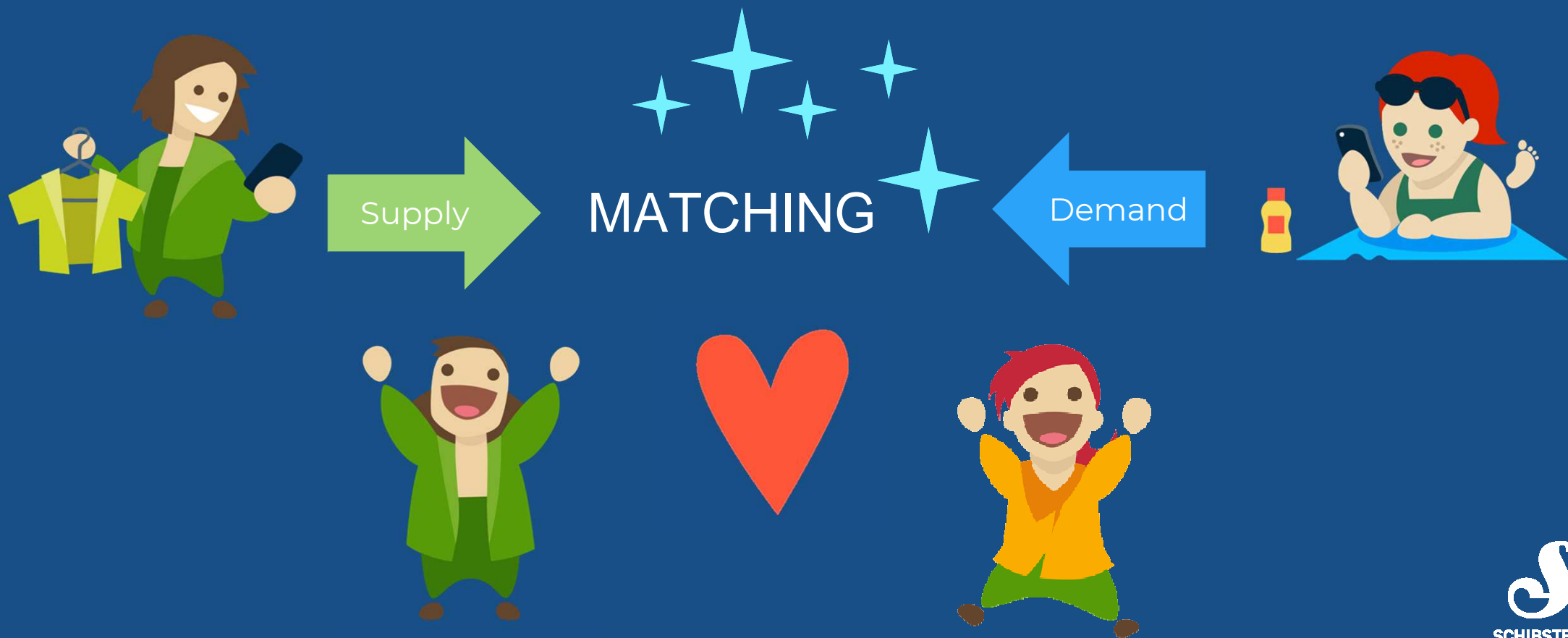
... and new owners for cars!



# Why we are here



The ❤️ of our business is matchmaking between buyers and sellers





# TRENDS AFFECTING US

## HOW USERS INTERACT WITH US

### VOICE ASSISTANTS

Amazon Alexa, Google Assistant, Siri etc.

### CHATBOTS

Chat assistants for real-time automated dialogue

### AUGMENTED REALITY

Digital objects placed on top of the real-world

### VIRTUAL REALITY

Stepping into a virtual experience

## ENABLING TECHNOLOGIES



### ARTIFICIAL INTELLIGENCE

Object recognition, speech recognition, intelligent computing



### BLOCKCHAIN

Open flow of financial value and trust



### CONNECTIVITY / 5G

All things connected, high speed and reliable



### MOBILITY

Autonomous vehicles, access vs. ownership



### DATA & PRIVACY

Personalised user experiences while respecting privacy

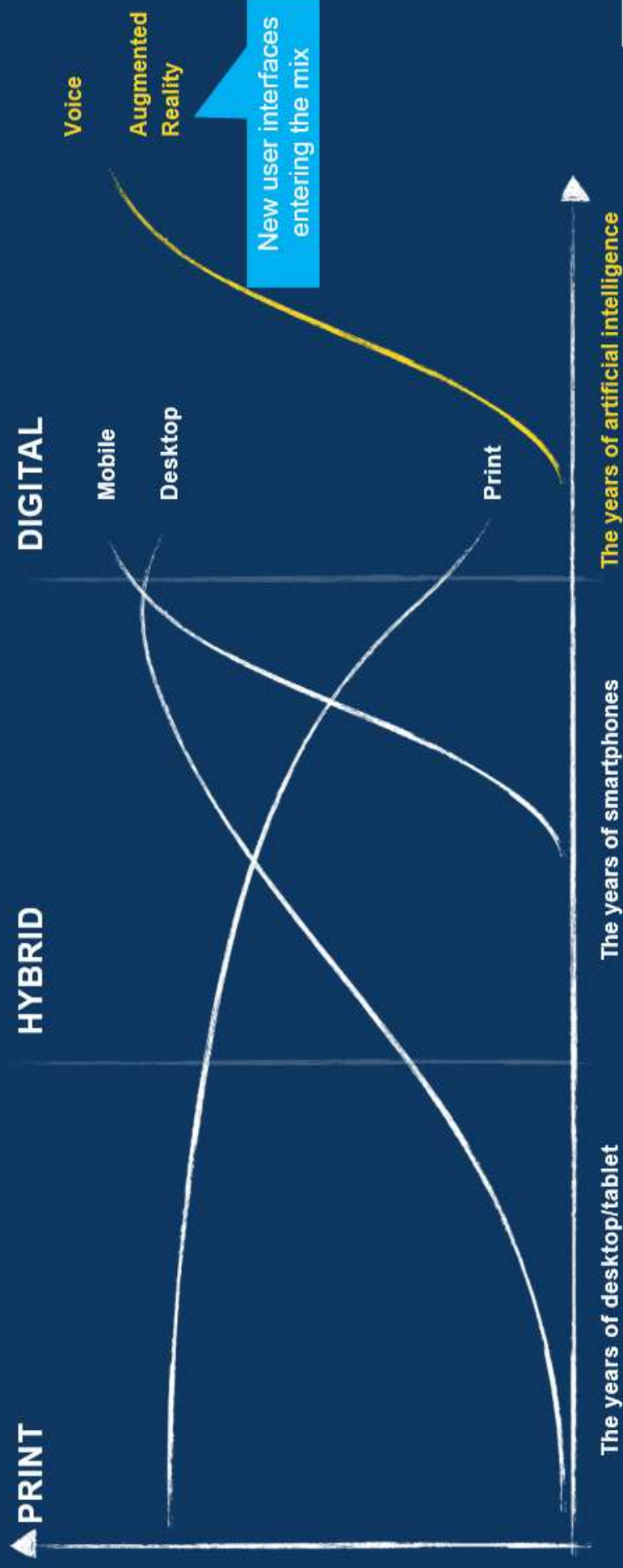


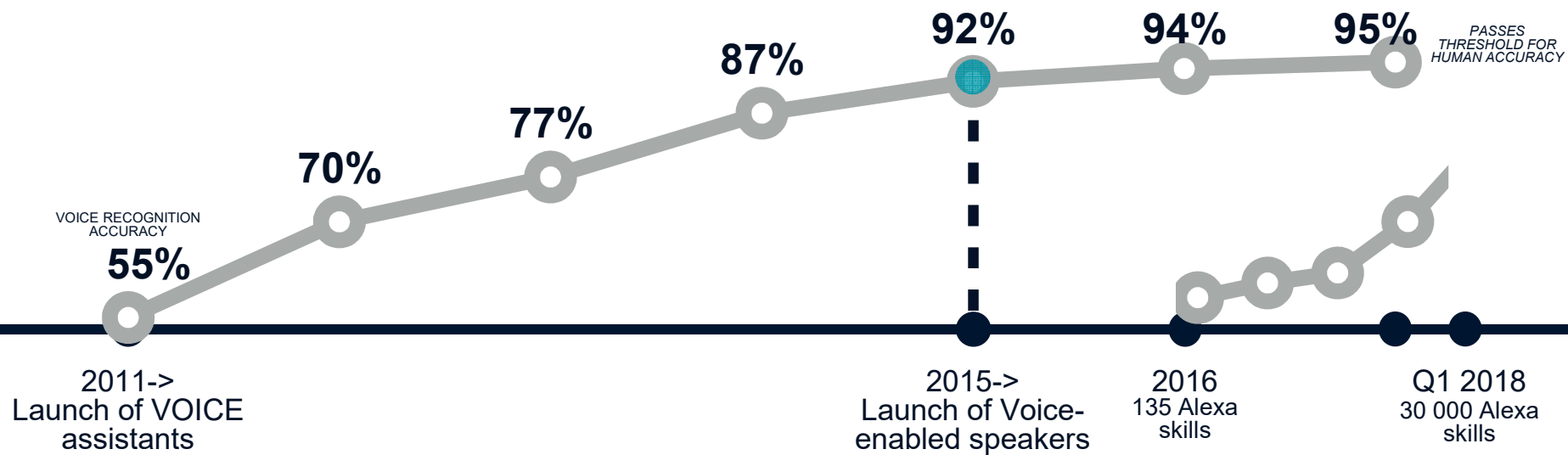
# Voice



# NEW USER INTERFACES

ENABLED BY TECHNOLOGY ADVANCEMENTS





Apple Siri



Alexa

40 million  
Americans own a  
smart speaker (~16%  
of population)





## WHAT ARE THEY USING IT FOR?



Advancements in voice-based technology have already started to shift the way consumers interact with brands.

15%

People who often make purchases by voice

### ACTIVITIES CONDUCTED VIA VOICE ASSISTANTS BY US VIRTUAL ASSISTANTS USERS, APRIL 2017 % OF RESPONDENTS IN EACH GROUP

SHOPPING AND PRICE COMPARISONS	67,4%
TURNING ON MY MUSIC	61,3%
CHECKING THE WEATHER OR NEWS	60,2%
GETTING QUESTIONS ANSWERED	55,4%
CHECKING SCORES	54,7%
MANAGING TO-DO LISTS	38,3%
SCHEDULING	35,2%
PLACING A CALL	33,3%
FINDING DINNER RECIPES	26,5%
OTHER	0,4%



# WHY VOICE? THE BEST UI IS NO UI





Alexa, ask Willhaben to keep me updated on 3 room apartments for rent in the 3rd district in Vienna.

Yes! Above 70 square meters

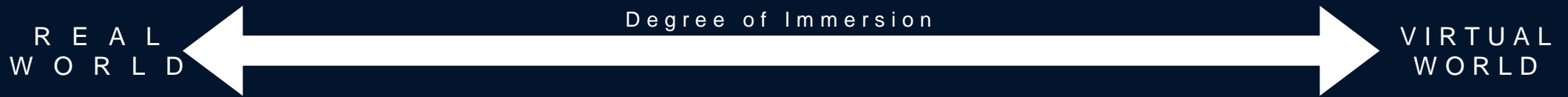
Sure Mirjam! Are you interested in a particular size or price range?

Cool! I'll keep you updated 🤖

**WILLHABEN**

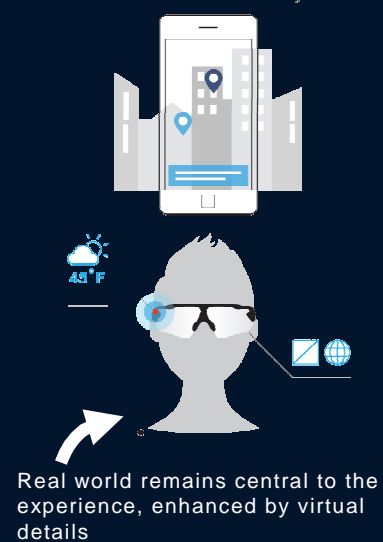
# Augmented Reality





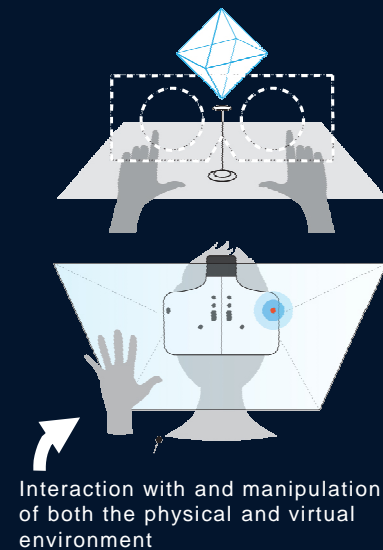
### AUGMENTED REALITY

Real world with digital information overlay



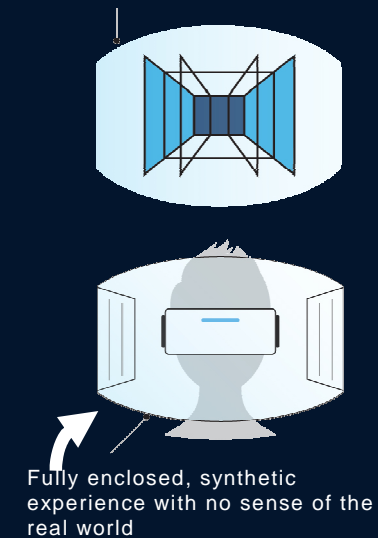
### Merged REALITY

Real and the virtual world intertwined



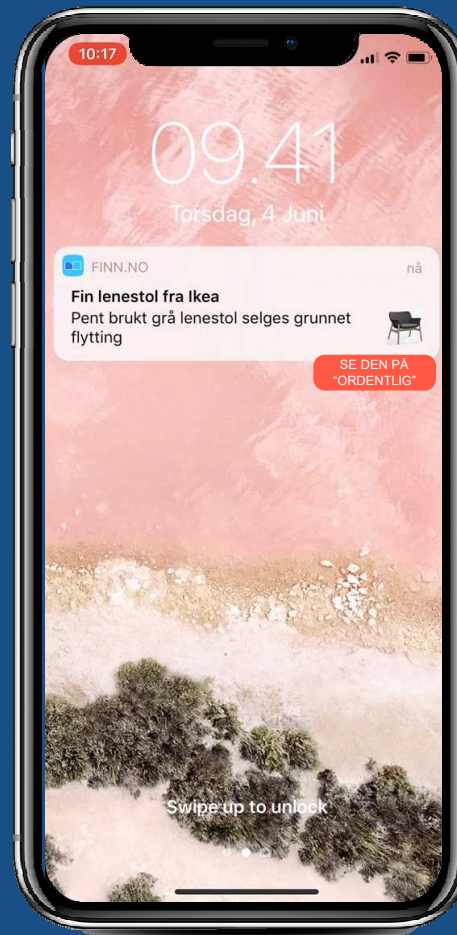
### Virtual REALITY

Completely digital environment



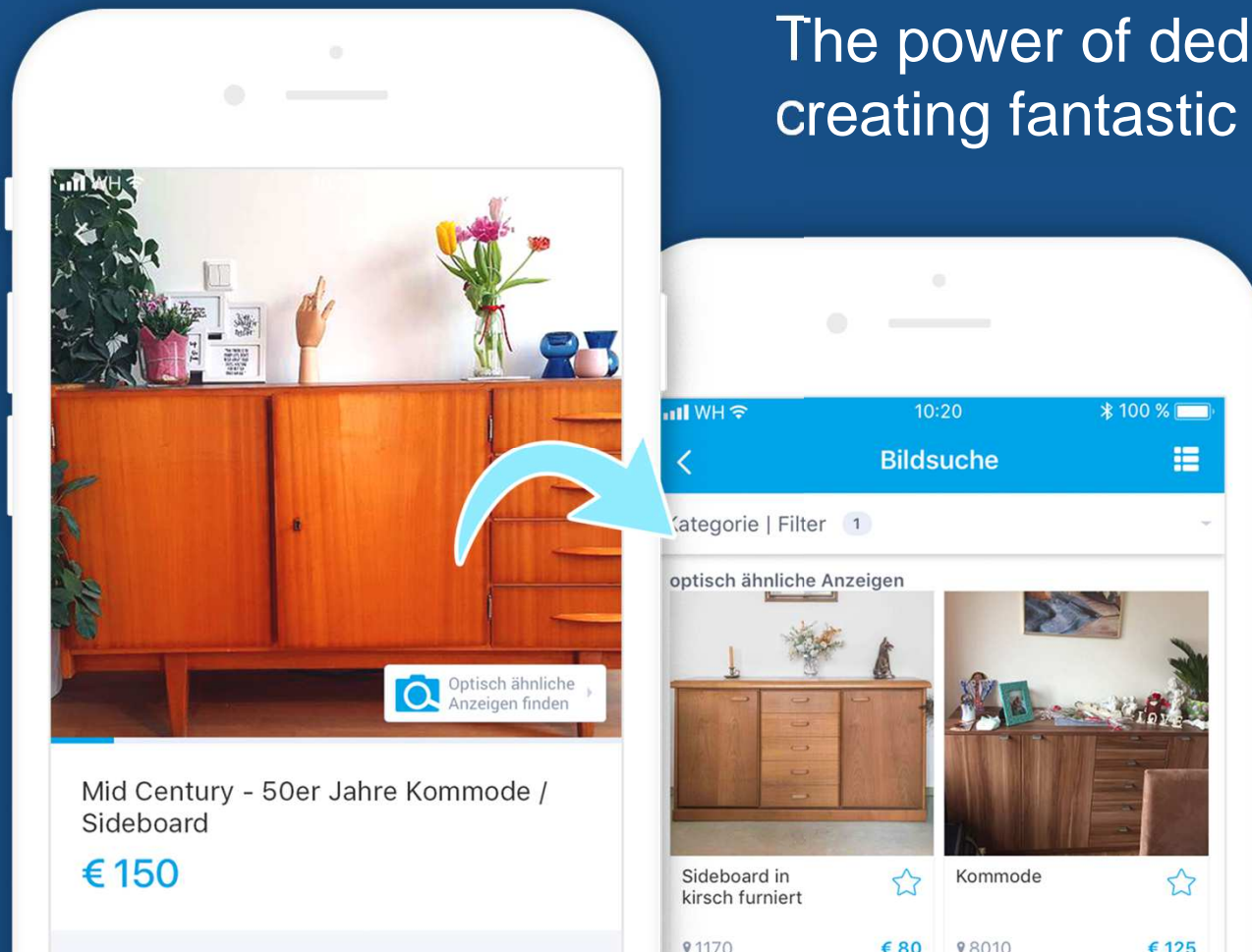


# Finn Use Case



# Willhaben Similarity Search

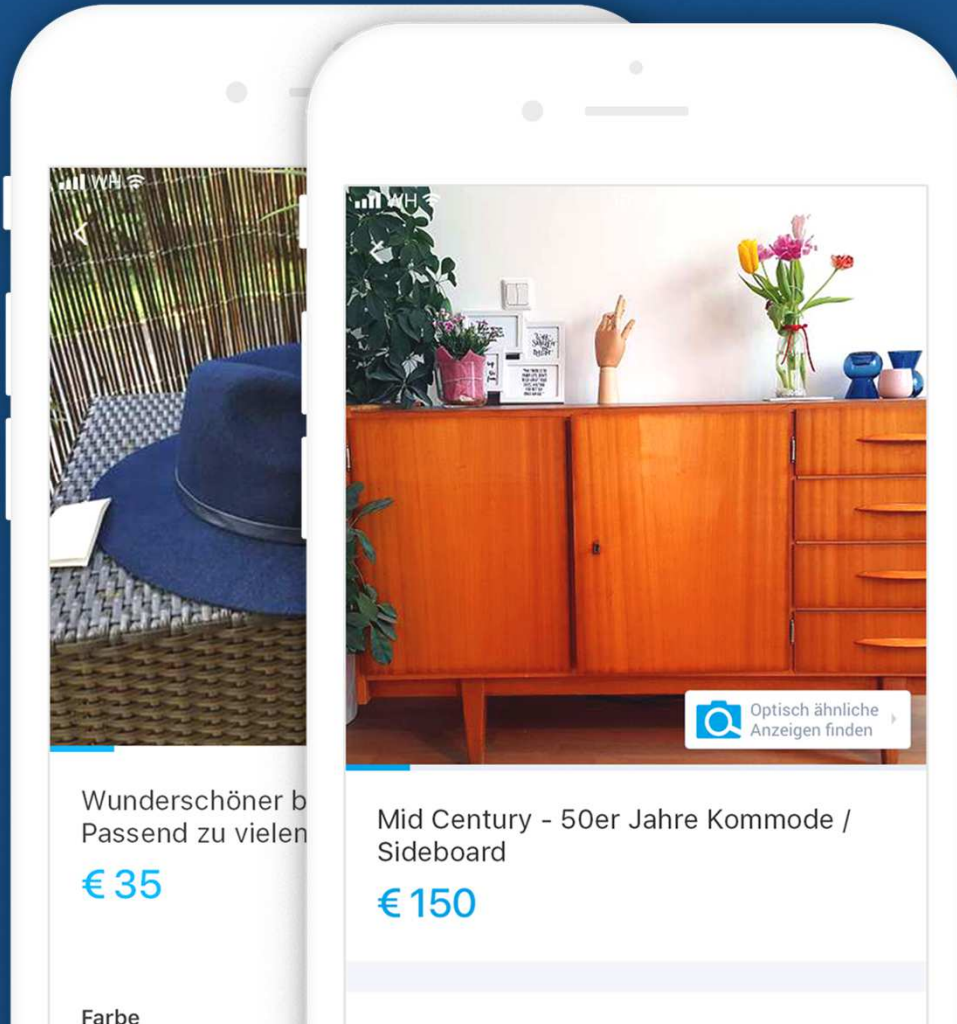
The power of dedicated teams who obsess about creating fantastic experiences.



Available in the following 4 categories (apps/mweb):

- **Fashion** (since Nov 2016)
- **Kids' fashion** (since Sep 2017)
- **Household & Furniture** (since 7th of Feb 2018)
- **Antiques** (since 7th of Feb 2018)

# Willhaben Similarity Search- Insights



	Visits WITHOUT Simil. Search	Visits WITH Simil. Search	
PIs / visit	95	188	x 1,98
Average duration / visit (in min)	23	38	x 1,65
Unique ad views / visit	5,4	20	x 3,70
Response in total / visit	0,15	0,48	x 3,20

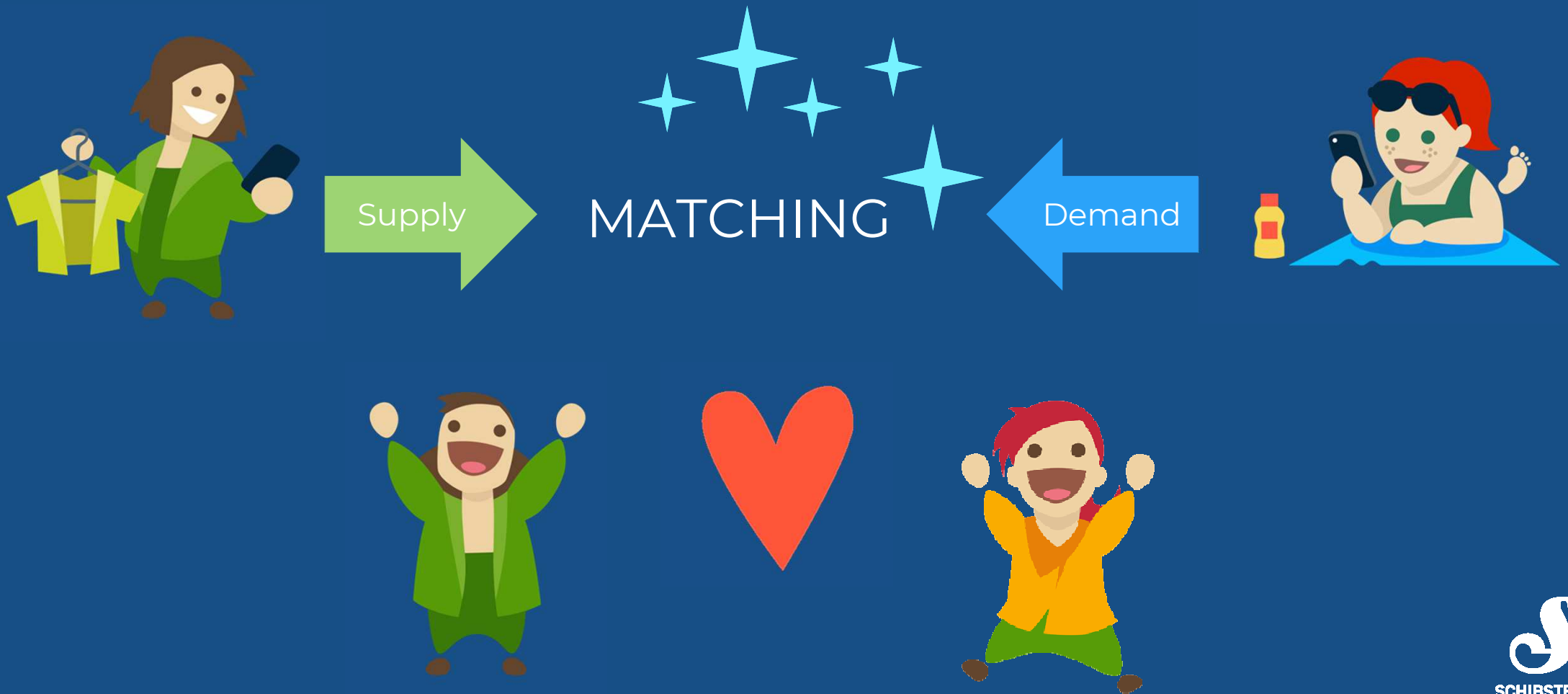
**5%** of all visits in the respective categories contain at least 1 similarity search per visit

**1%** of all ad-detail views, the users click the similarity search (CTR)

Source: XITI; March 2018

So WHY are we doing this again?

The ❤️ of our business is matchmaking





With the 2<sup>nd</sup> hand effect,  
we want to have a  
positive impact on our  
planet

Read more about the  
2nd hand effect on  
[secondhandeffect.s  
chibsted.com](https://secondhandeffect.schibsted.com)



**SECONDHAND TRADE  
IS GOOD FOR THE  
ENVIRONMENT.**

# Let's stay in touch



<https://at.linkedin.com/in/mirjam-techt>