

# How Users Feel About Categorization?

Automatic Category Recommendation

Slamby – Peter Mezei (CEO)

*Slamby*

# Customer Insight

Phone Interviews,  
& Deep Interviews,  
After two weeks of the implementation.

Download: <http://blog.slamby.com>

# Two kind of user behavior

*Slamby*

## Experienced (Expert)

- ~2 minutes ad posting process,
- ~30 sec of category selection (25%),
- In this case the most ads per user was 390,
- Total 3.25 hours spend on category selection.

## Ad-Hoc (Non-Expert)

- ~4 minutes ad posting process,
- 30-120 sec of the category selection (up to 50%).

*Slamby*

# Common finding

90% of the users found hard to find the best category.

# Behavior

- First Best Choice (Wrong choice)
- Users do not like to learn (Feel bad)
- Lost Feeling (Feel bad)

# Effects on Customers

*Slamby*

- They feel about Care,
- The average time spent on category selection reduced to 3 sec,
- No learning and other mind needed process,
- The only focus is on the ad posting now,
- 100% Happier Customers,
- Feels save time and money,

  

- *“Amnesia”*: 45% of the users thought it was the same always.

# Other Usage

- Category Recommendation
- Ad Category Moderation
- Ad Re-Categorization

# Category Recommendation



- Schibsted CMH – Best category recommendation,
- Benefits of using Slamby:
  - Super Fast ad posting process,
  - 95%+ user acceptance rate,
  - Happier Customers,
  - 1-5% cleaner database monthly.

# Ad Category Moderation



- Specialized on Auto-Motor,
- 2000 ads / day,
- Averagely 20% wrongly categorized ads,
- 3 full time moderator, post moderation,
- “Hard to find those 20%”.
- Benefits of using Slamby:
  - They need to check just 30% of the ads instead of 70%.
  - Happier employers, lower mistakes, higher capacity,
  - Using Slamby they found several moderation mistakes.

# Ad Re-Categorization



- One of the largest classified ad site in Germany,
- Re-categorizing 300.000 ads in Erotic category,
- High cost and slow process,
- Benefits of using Slamby:
  - Finalizing all the job within an hour,
  - Using Slamby for free,
  - Using Slamby Support,
  - Faster Reaction,
  - Lower Costs.

# About *Slamby*

## Our Solution:

- Language Independent,
- Self Learning – Use your data,
- High Accuracy – 95%.

## We are providing:

- Global Hosting,
- Cloud based,
- Easy Integration,
- Full Support.

# New Functions

- Similar Product Recommendation,
- Ad Structuring (Brand, Type, Parameter, Multiple Items),
- Both for Free.

# Customers

**publi24.ro**

 **Agroinform**   
100% mezőgazdaság

**RACING // bazár**

**LAZADA**  
Effortless Shopping

 **jófogás.hu**

  
**SCHIBSTED**  
MEDIA GROUP

  
**P**  
PROFESSION

  
**QUOKA.de**



*Slamby*

„Thanks to the application of Slamby Classifier the ad posting process on Jófogás has accelerated. According to their feedback, users almost fully accept the category that has been automatically assigned to their ads.”

*- says Géza Palocsay-Zubor, CEO of Schibsted CMH Ltd.*

*Slamby*

# Q&A

[peter.mezei@slamby.com](mailto:peter.mezei@slamby.com)