

8 November 2024

AI: Transforming marketplaces



Kate Kavanagh general manager, AIM Group



A little bit about me ...



THE NETWORK 
Global talent simplified

AIMGroup

Source: Personal photos, Chat GPT

Our mission today...

1. The big challenges facing marketplaces

2. Who is doing what?

3. How do we prepare?

Marketplaces through time...



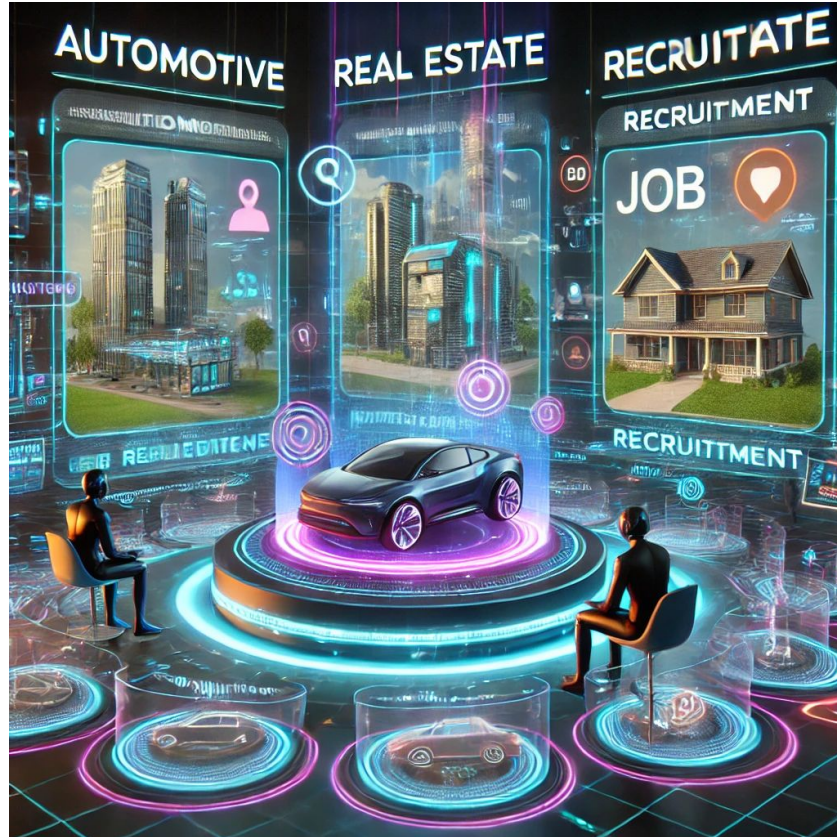
Source: Chat GPT

Marketplaces through time...



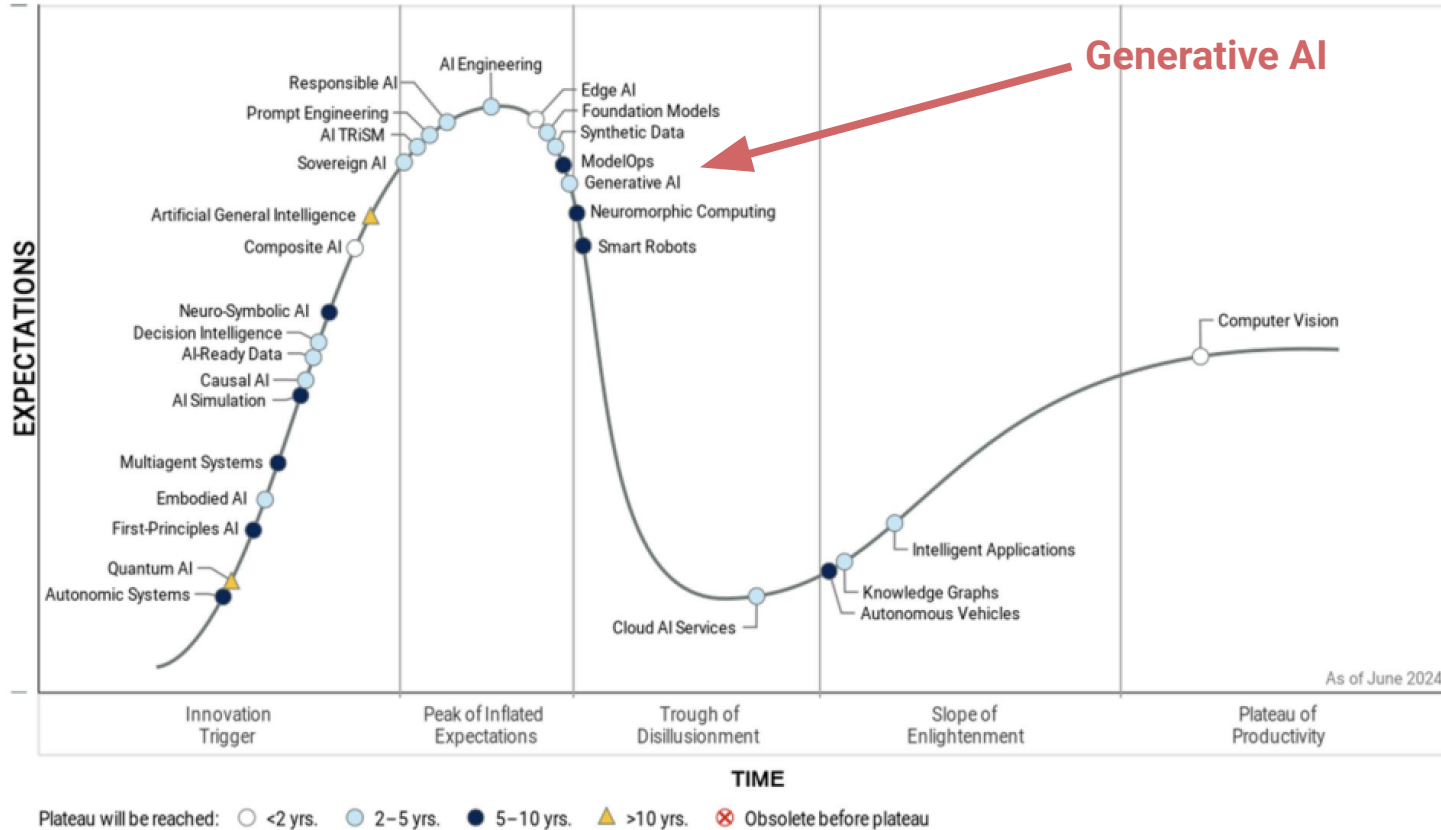
Source: Chat GPT

Marketplace of the future?



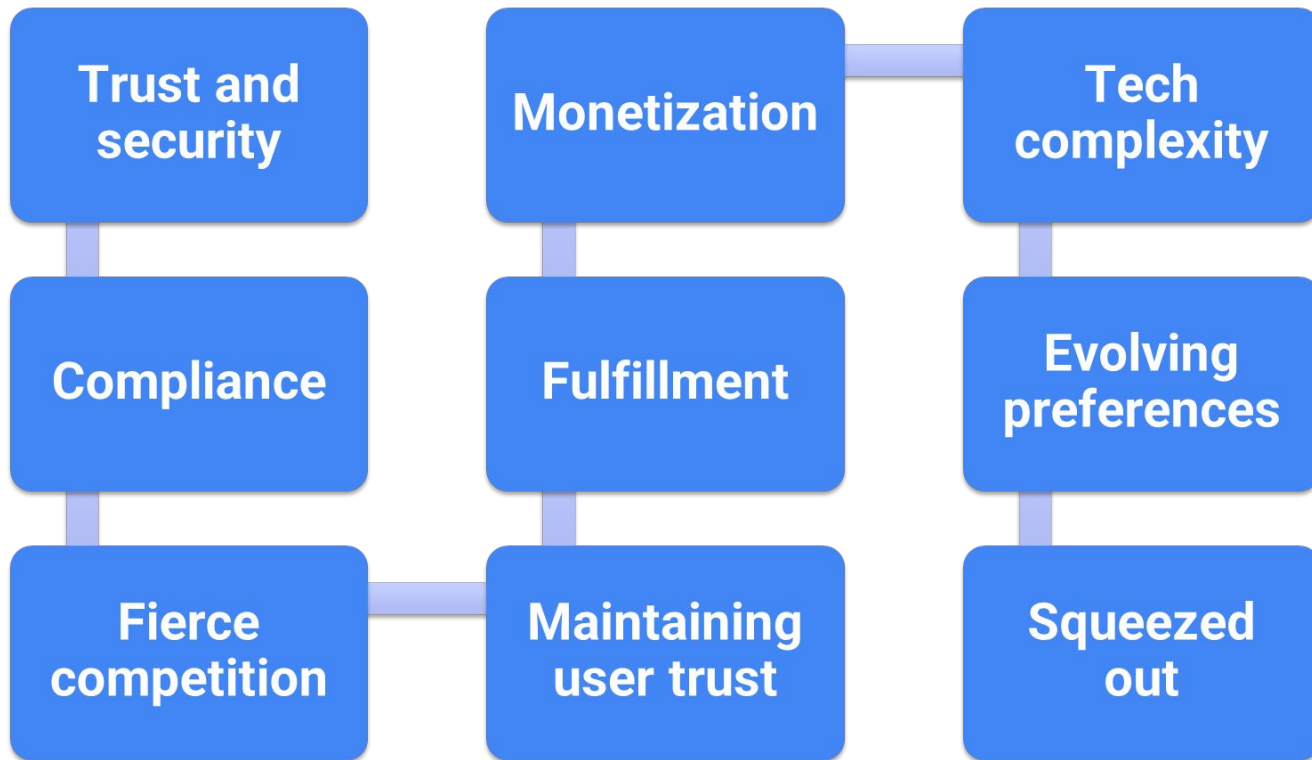
Source: Chat GPT

Hype cycle for artificial intelligence, 2024



Marketplace challenges and what's coming

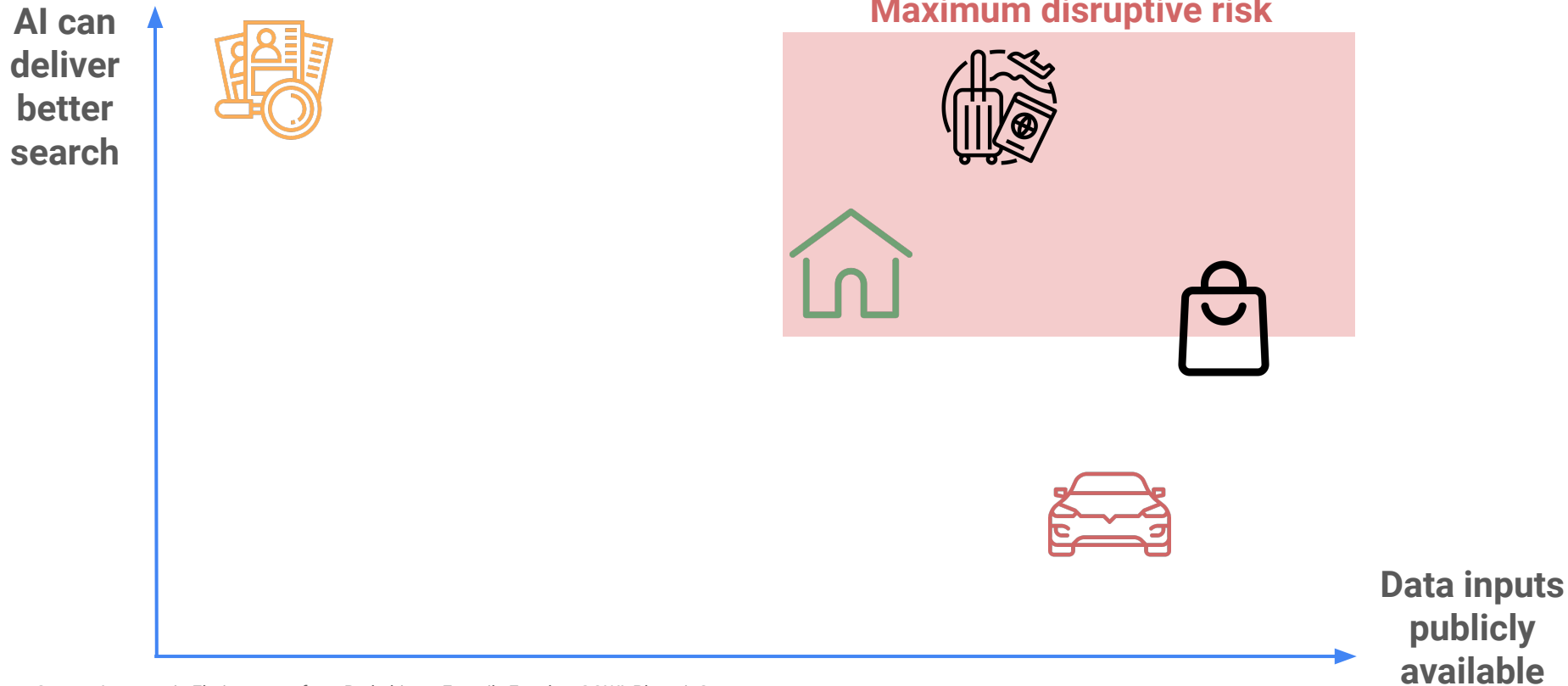
What problems are marketplaces trying to solve?



Can AI solve all of our problems?



How vulnerable are you to AI-based disruption?



Source: Images via Flaticon.com from Berkahicon, Freepik, Eucalyp, GOWI, PhoenixGroup

What's just come / coming next?

- Interaction with external systems and data, e.g. via APIs
- Multimodal output extended to video (generally enhanced)
- Long-term memory and context handling
- Better tools / training to adapt LLMs for niche applications
- Hybrid systems applying different AI approaches

Use cases

A few headlines about AI and marketplaces ...

Etsy in January launched Gift Mode, a gift-suggestion tool

ThredUp uses AI to tag listing attributes and cluster them

Avito launches listing generator

EBay introduced 'Shop the Look' in April.

Lifull says GenAI freed up 41,820 work hours for employees in 12 months

Bloomberg Intelligence: Gen AI market could be worth \$1.3 trillion by 2032.

SMG Swiss Marketplace Group introduced a new AI label to be rolled out across its marketplaces

South Korean general marketplace Joongna uses AI-led anti-fraud system

Carousell has been working on developing its answer-engine capability

A few examples that I like



“The agent”



41,820 working
hours saved



Robin and Dash

AI hallucinations: Some worse than others

Hallucination

Tolerable

Critical

Q & A
chatbots

Creating listing
information

Candidate
matching



Candidate
screening

Hiring
recommendations

Candidate
shortlisting

Identifying fraudulent activity

Diversity, equity and inclusion / other legal risks

AI: Not perfect yet!

Hallucination

- Misinformation
- Legal/ethical
- Trust erosion
- Automation issues
- Critical system risks

Echo chamber effect

- Digital 'my bubble' creation
- Brand bias
- Reinforcement
- Homogenized experience
- Algorithm favoritism

LLM-driven pollution

- Misuse and overuse
- Brand dilution
- Low quality
- Fake reviews/content
- Saturation

Brittleness, no common sense

- Edge cases
- Chatbot nonsense
- Fraud risks
- Context complexity

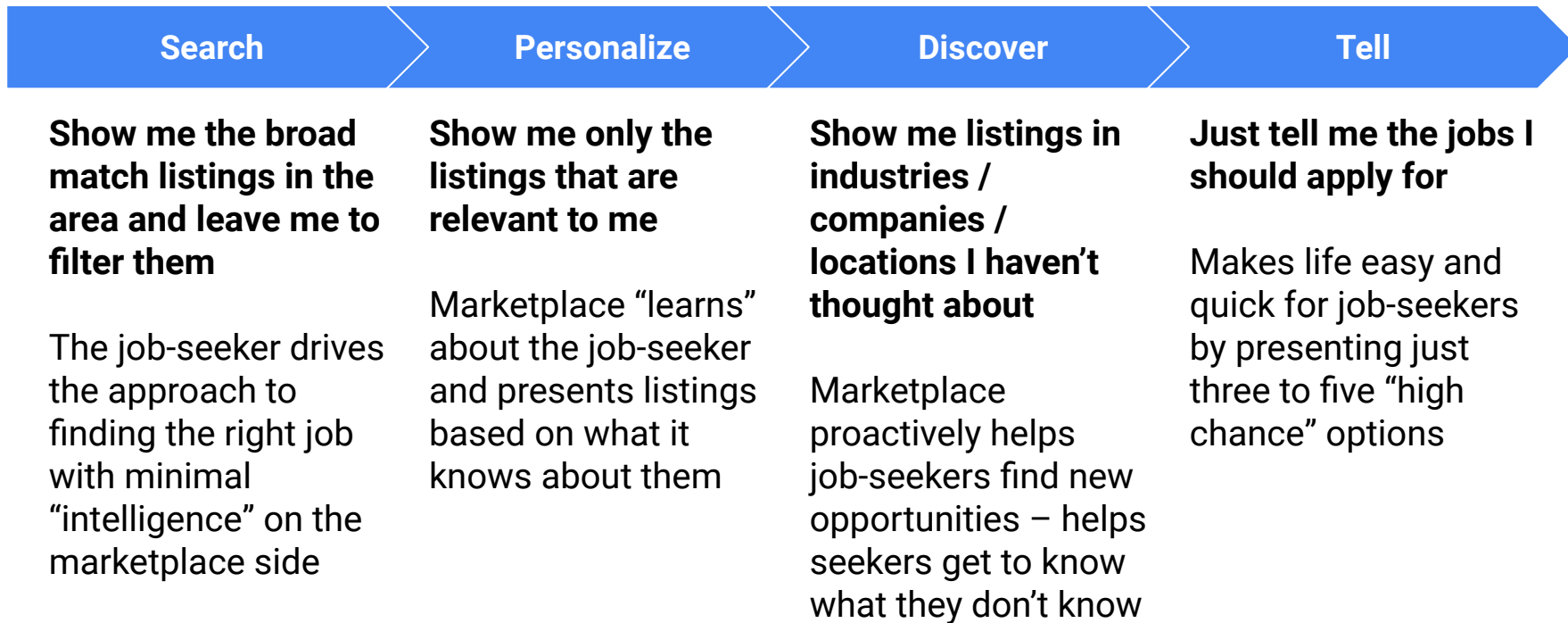
Security risks

- Data regulation
- Data breaches
- Data sharing
- Fake profiles
- Fake content and reviews

Human intervention remains critical!

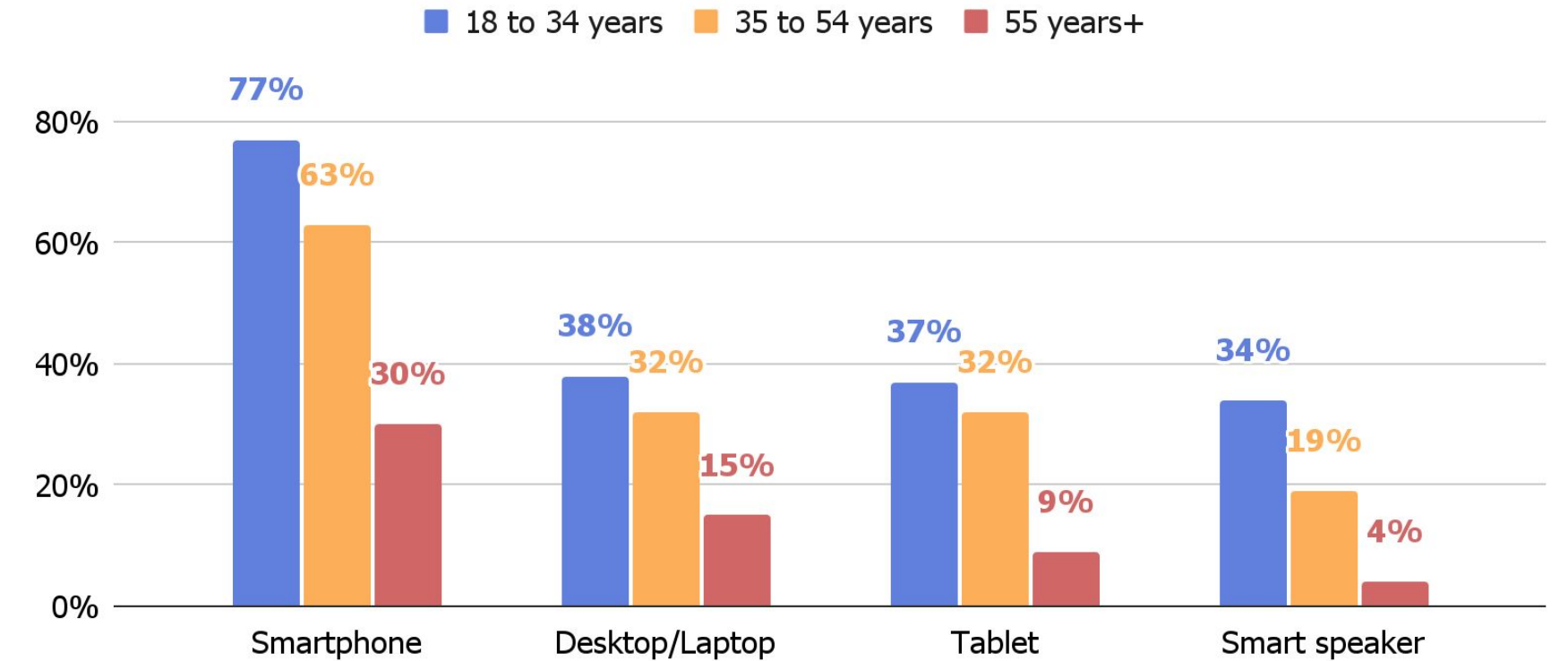
Prepare.
Personalize.
Protect.

From 'search' to 'tell'



Source: Shamelessly adapted from Simon Baker’s “from search to tell” presentation at Property Portal Watch Bangkok, 2024

Use of voice search by device type



Source: www.yaguara.co/voice-search-statistics

Where does search happen?



Evolved marketplaces
(Specialist AIs)



Personal concierge
(Embedded in my life)

Brand
and
distribution
are key

SEO:
Going away?

Source: Picture images by ChatGpt (after many, many attempts!)



Whoever wins the personal agent, that's the big thing, because you will never go to a search site again, you will never go to a productivity site, you'll never go to Amazon again.

Bill Gates

Goldman Sachs / SV Angel AI Forward conference, May 2023

Dream big. Start small. Act now. *

Pilot and build skills - test and test again

Experiment with search - personalisation is key

Explore potential of GAI chatbots

Track concierge/assistant developments

Explore AI based tools for your agents, dealers and recruiters

*Robin Sharma

Thank you!



Kate Kavanagh

katek@aimgroup.com

+44 (0) 7528 668207



Get our **FREE** weekly news summary at
www.aimgroup.com