

Keeping Marketplaces safe And Customers Happy

Fireside Chat on Content Moderation

Louise Barnekow | CEO | Besedo

Enzio Mannino | Success Mgr Customer Care | SMG



Different ways to keep your platform safe

- Build an inhouse solution
- Apply a hybrid set up
- Outsource to a full-service provider

Besedo Study Reveals Top Trust Indicators for Online Marketplaces, Europe

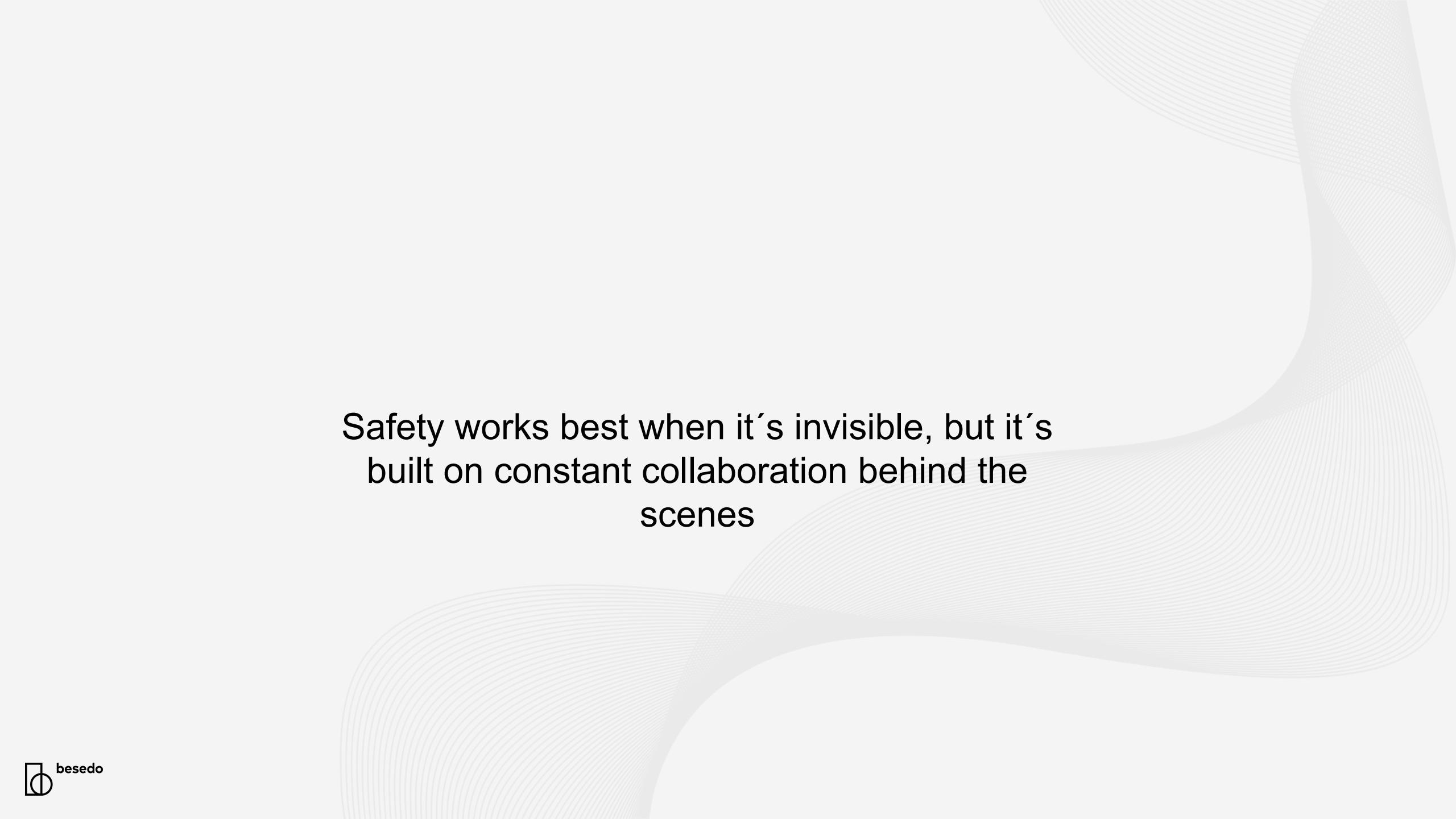
- Reviews and seller transparency
- Detailed product descriptions
- High-quality product images

Insight: People trust People

Key insights

Small markets needs humans, not just machines

Automation scales, but humans protect



Safety works best when it's invisible, but it's
built on constant collaboration behind the
scenes

Fairness is the heart of marketplace integrity: from fraud prevention to paywalls

A marketplace survives on fairness and fairness is what we
protect

Thank you for keeping your marketplaces safe