

# CLASSIFIEDS AS MOBILE APPS

## ICMA Amsterdam

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## **Agenda**

1. Priori Data Background
2. The Mobile Economy
3. Today's landscape for classifieds apps
4. Q&A

**PRIORI DATA**  
Quantify the app economy.

1.  
**PRIORI DATA  
BACKGROUND**



A wide-angle photograph of the Berlin skyline under a clear blue sky. The most prominent feature is the Fernsehturm (TV tower) in the center. To its left is the Berlin Cathedral (Berliner Dom) with its green dome. Other recognizable buildings include the Sony Center and various modern and historical structures. In the background, a line of wind turbines is visible on the horizon.

**WE ANALYZE  
APP STORES**

**WIR SIND  
EIN BERLINER**

**Founded June 2013  
International team of 22**

PRIORI DATA BACKGROUND

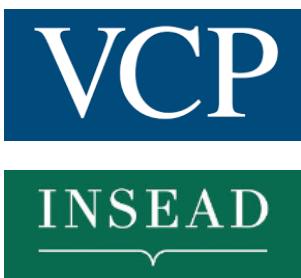
## Me: A Reformed Banker Building A Data Business



Patrick Kane  
Founder / CEO

Ex.

Morgan Stanley



**Nationality:** US, now camped in an Eastern American outpost (Berlin)

**Before going “Start-up”:** I analyzed and invested in information companies, mostly in the healthcare space

**Talked to:** hundreds of publishers over the past 2 years, plus, yes, just about as many VCs

**Excited about:** mobile as the first truly global, truly universal technology product to deliver the internet (and information) to every person on the planet

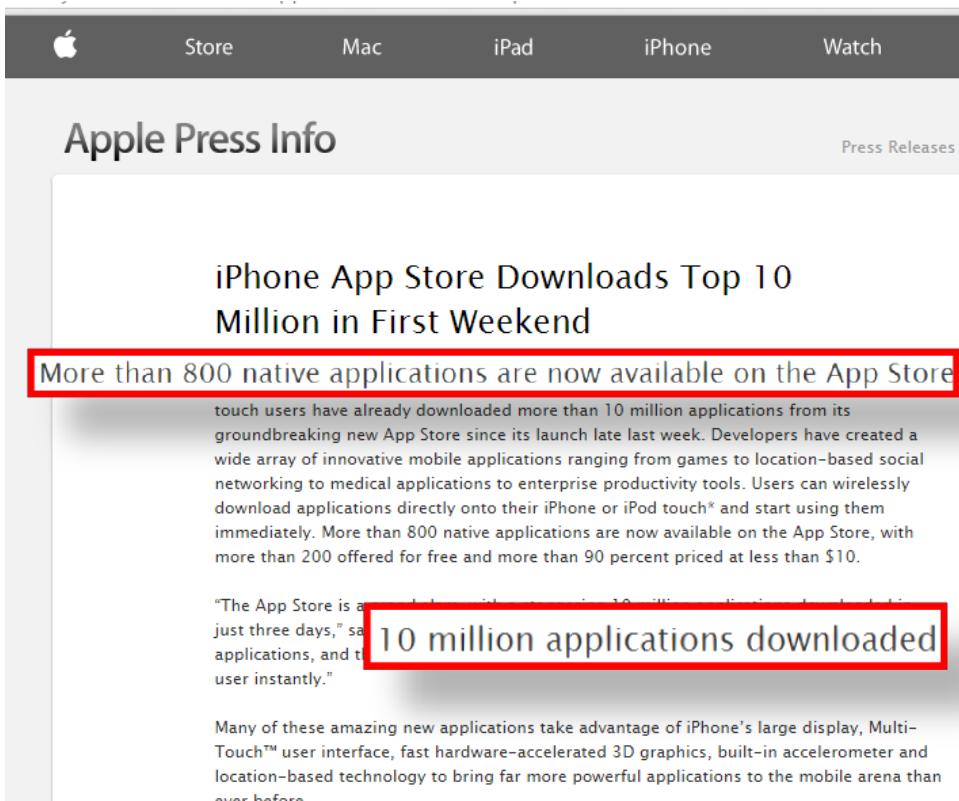
## PRIORI DATA BACKGROUND

## **What I was Used To....Comprehensive Information Platforms**



PRIORI DATA BACKGROUND

# What Existed in Mobile...An Annual Press Release



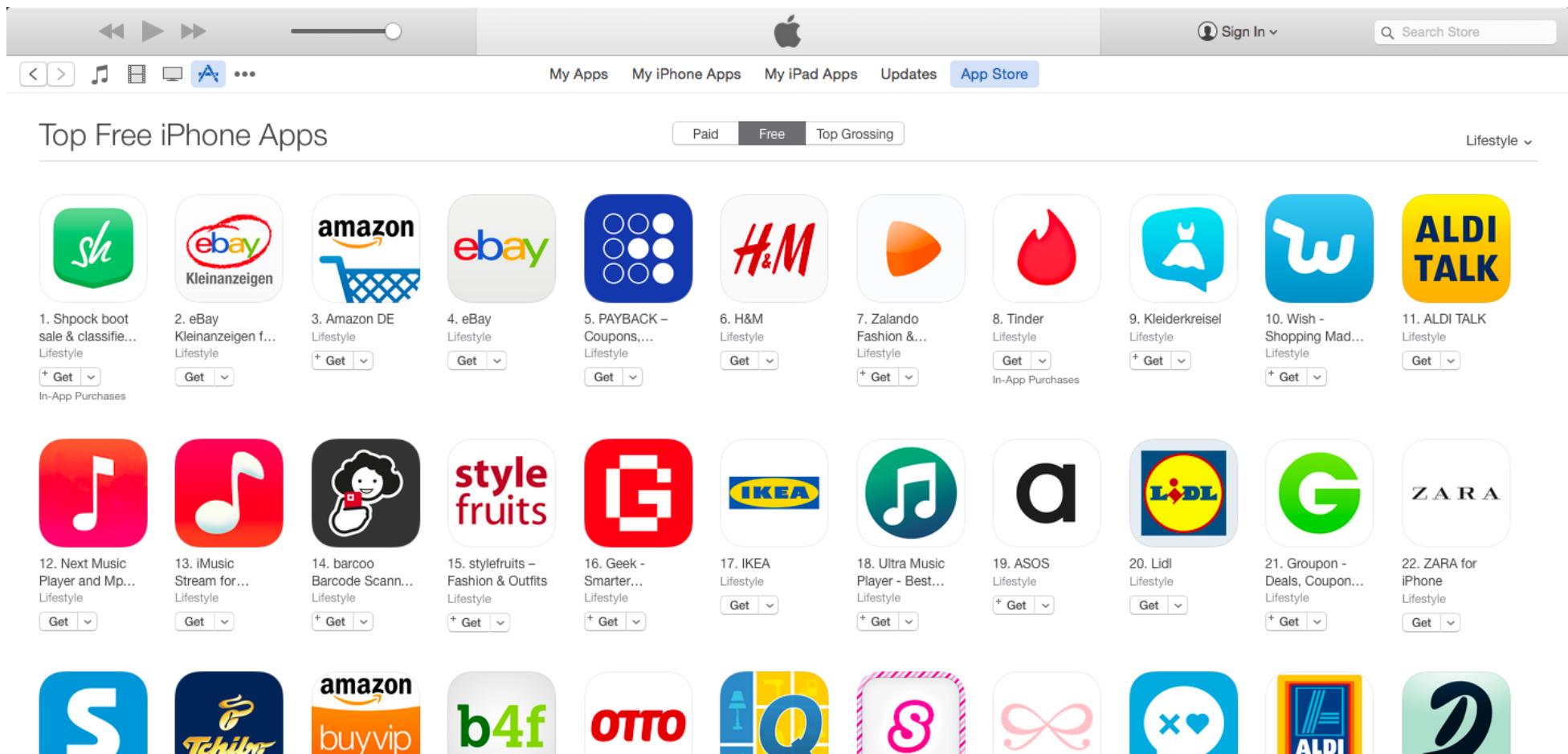
The screenshot shows a web page with a dark header bar containing the Apple logo and links for Store, Mac, iPad, iPhone, and Watch. Below the header, the title "Apple Press Info" is displayed, along with a "Press Releases" link. The main content features a headline: "iPhone App Store Downloads Top 10 Million in First Weekend". Below the headline is a block of text: "More than 800 native applications are now available on the App Store touch users have already downloaded more than 10 million applications from its groundbreaking new App Store since its launch late last week. Developers have created a wide array of innovative mobile applications ranging from games to location-based social networking to medical applications to enterprise productivity tools. Users can wirelessly download applications directly onto their iPhone or iPod touch\* and start using them immediately. More than 800 native applications are now available on the App Store, with more than 200 offered for free and more than 90 percent priced at less than \$10." A quote from Eddy Cue is highlighted: "The App Store is a hit with users. In just three days, 10 million applications, and the user instantly." At the bottom, a note states: "Many of these amazing new applications take advantage of iPhone's large display, Multi-Touch™ user interface, fast hardware-accelerated 3D graphics, built-in accelerometer and location-based technology to bring far more powerful applications to the mobile arena than ever before."



The screenshot shows a web page with a dark header bar containing the Apple logo and links for Store, Mac, iPad, iPhone, and Watch. Below the header, the title "Apple Press Info" is displayed, along with a "Press Releases" link. The main content features a headline: "App Store Rings in 2015 with New Records". Below the headline is a block of text: "CUPERTINO, California—January 8, 2015—Apple® today announced that the first week of January saw the developer community has now earned over \$25 billion." A quote from Eddy Cue is highlighted: "The App Store offers more than 1.4 million apps Eddy Cue, Apple's senior vice president of Internet Software and Services. We're so proud of the developers bring to the apps they create for iOS users and that the developer community has now shattered \$20 million this quarter, and since partnering with (RED) has donated over \$100 million." At the bottom, a note states: "During the holiday season App Store customers helped make history with their support of Apps for Africa, with exclusive content where all proceeds went to the Global Fund to fight AIDS. Apple's segment is the newest generation of independent game creators, including the UK's ustwo, maker of Monument Valley; Australia's Hipster Whale, creator of the clever and intuitive game Crossy Road; and the iOS ecosystem has helped create 627,000 jobs in the US alone."

PRIORI DATA BACKGROUND

# What Existed in Mobile...An Ordinal Rank List



PRIORI DATA BACKGROUND

## What We Built...An Information Platform for the Mobile Era

**Public Data**  
crawled from  
the app stores



**Proprietary Data**  
shared by our  
partners



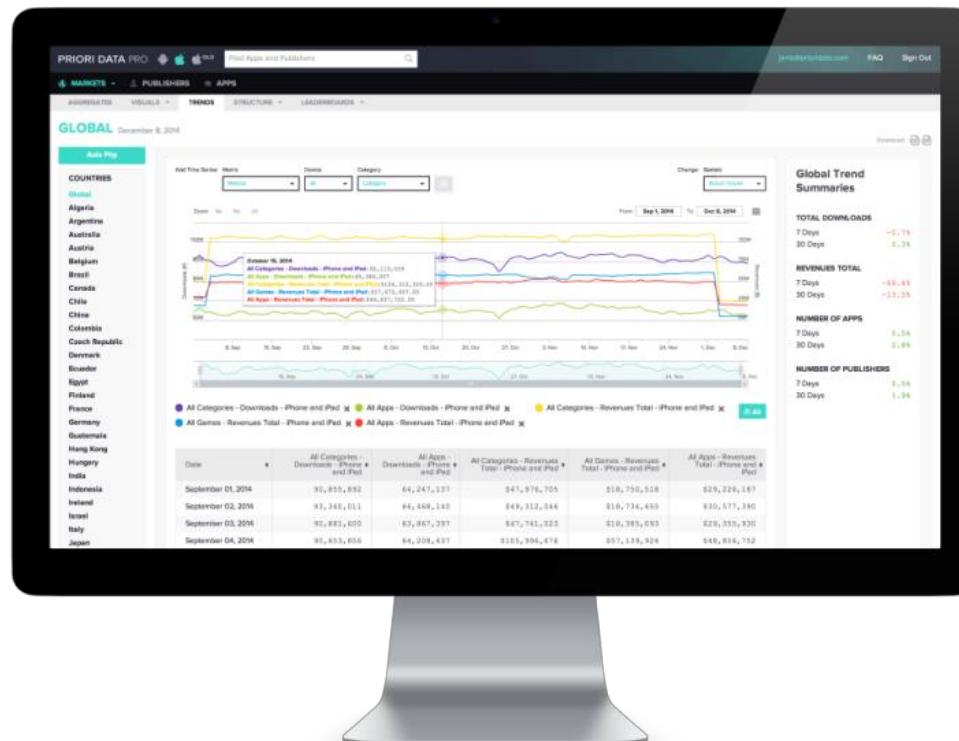
**Download and revenue estimates**  
for all apps, publishers, and  
categories across 57 countries



**COMPETITIVE  
INTELLIGENCE**



**MARKET  
TRENDS**



**NEWCOMER  
DETECTION**



**CUSTOMIZED  
WATCHLISTS**

PRIORI DATA BACKGROUND

## How We Built It: We Partner With Leading Global Players

**Social / Music / Entertainment:**



**News & Reference:**



**E-commerce:**



**Gaming:**



**Health & Fitness / Finance:**



**Travel & Navigation:**



**Sports / Kids / Food:**



**Why is any of this important?**

**PRIORI DATA**  
Quantify the app economy.

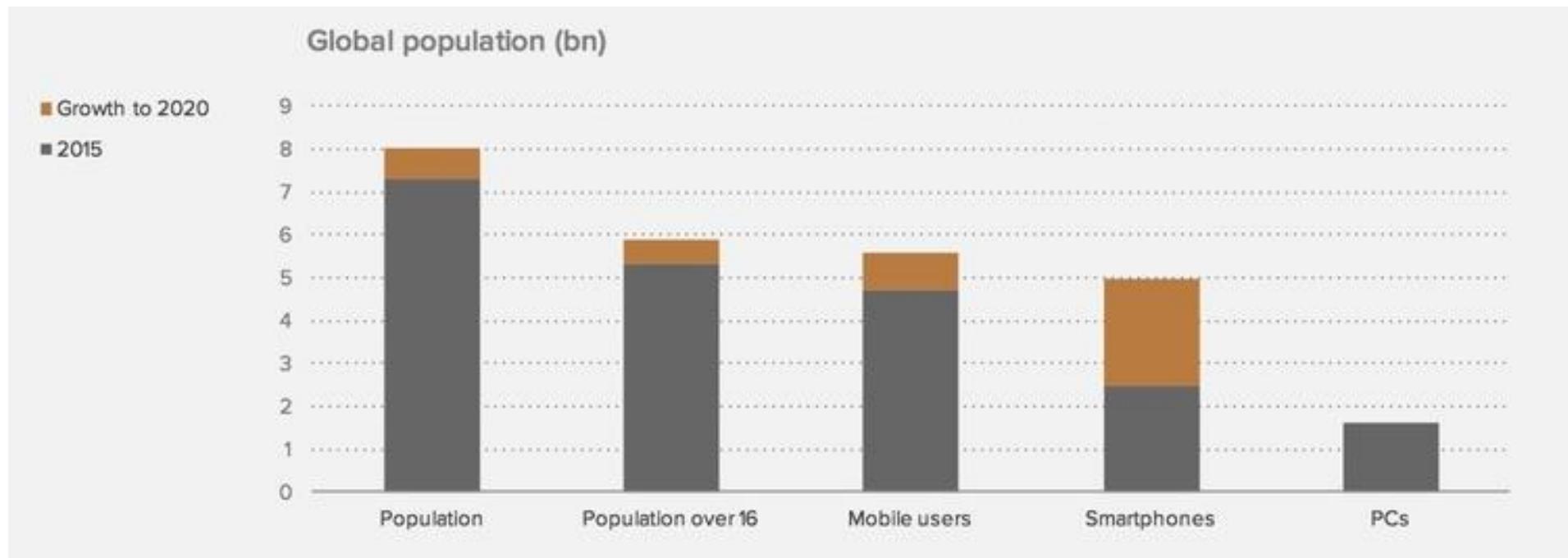
**2.**  
**THE MOBILE  
ECONOMY**



THE MOBILE ECONOMY

## Smartphones are a Universal Technology

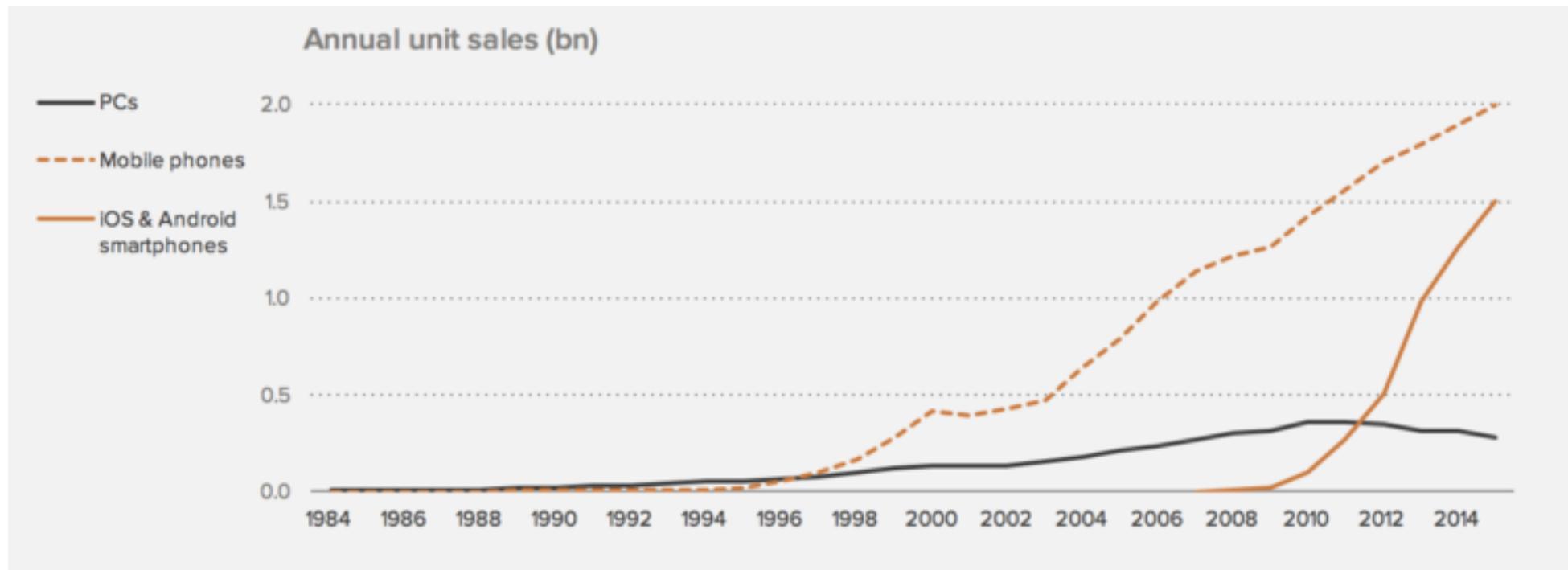
From nonexistence in early 2000s to 5 billion by the end of this decade



THE MOBILE ECONOMY

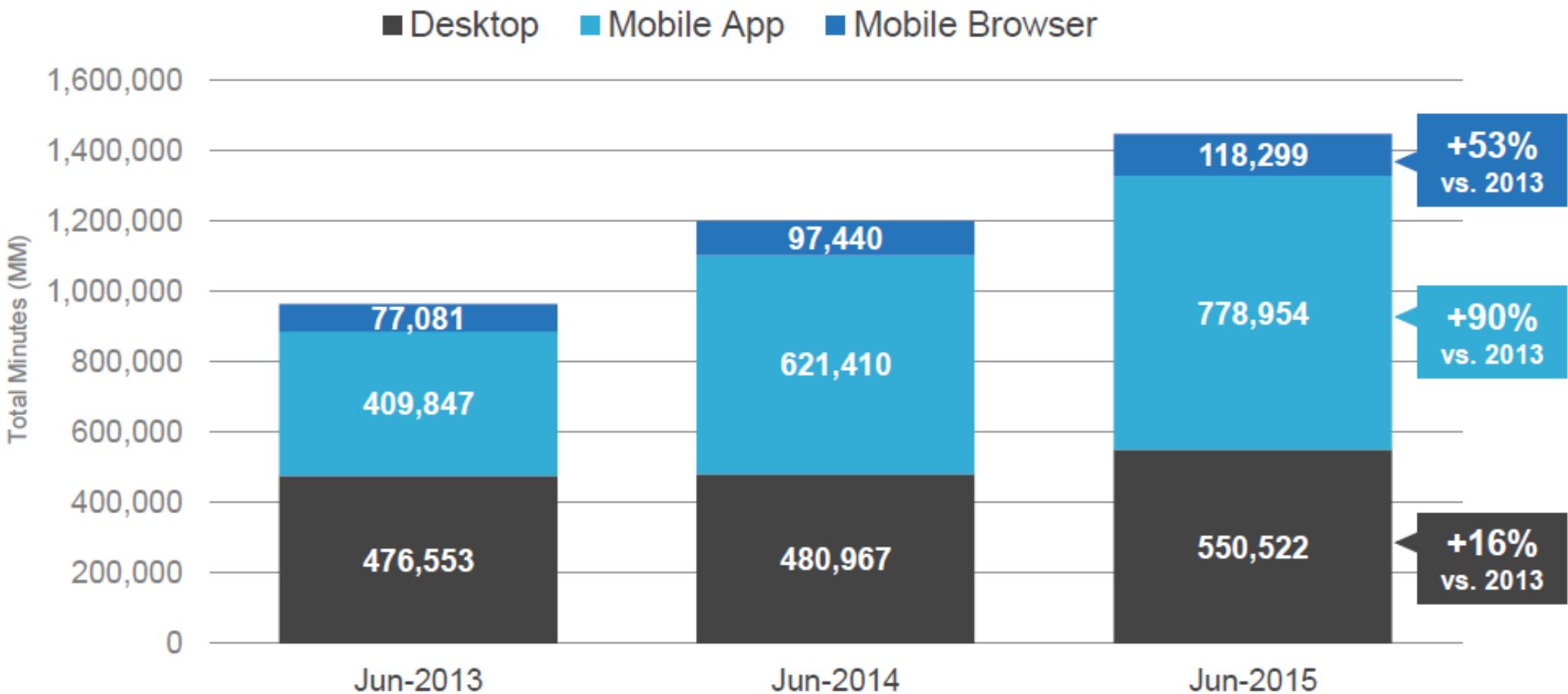
## Mobile is the New Scale, and is now 4x PCs

Past 10 years: Exponential growth for smartphones while PC sales remain almost flat



THE MOBILE ECONOMY

## Time Spent on digital media is increasing, Apps are dominating

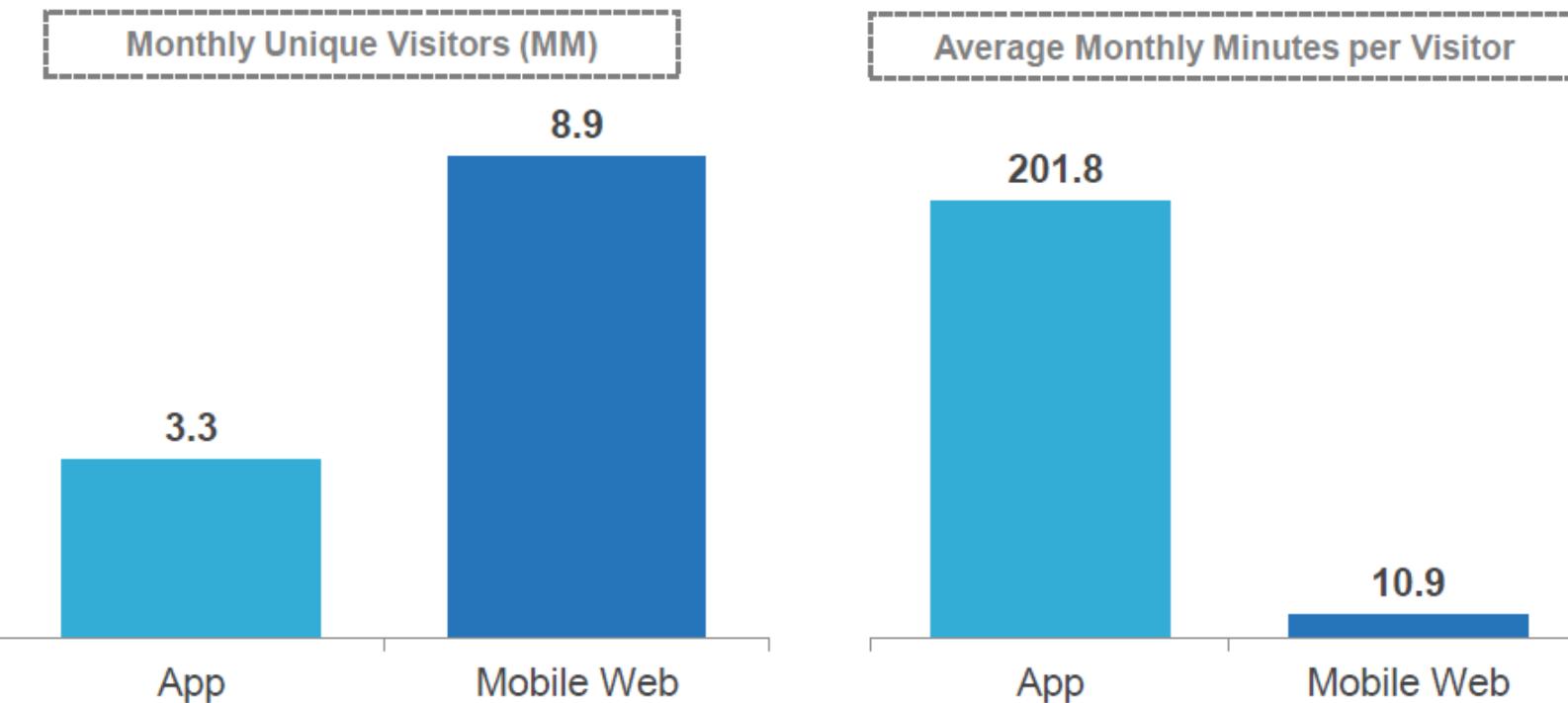


Source: <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-2015-US-Mobile-App-Report>

THE MOBILE ECONOMY

## Users spend 20 times more time on apps than on web browsers

Top 1000 Mobile Apps vs. Top 1000 Mobile Web Properties  
Source: comScore Mobile Metrix, U.S., Age 18+, June 2015



Source: <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-2015-US-Mobile-App-Report>

## THE MOBILE ECONOMY

# Not Web vs. Mobile, Web & Mobile

- Reach
- Customer type
- Cost
- Spending
- Advantages

## Web

- A broad scope, low retention
- High number of visitors but less loyal
- Low cost, easy to maintain
- Customers spend big, but less frequently
- Gain customers

## Apps

- Narrow scope, higher retention
- Lower number of visitors but more loyal
- Higher cost, harder to maintain
- Customers spend small, but more frequently
- Retain customers

**3.**  
**TODAY'S  
LANDSCAPE FOR  
CLASSIFIED APPS**



CLASSIFIEDS

## Top 5 most downloaded classifieds apps which were on the web first

	<b>Craigslist.com</b>	Free, insertion fee for some categories	
	<b>ebayclassifieds.com</b>	Standard insertion fee	
	<b>olx.com</b>	Free with the option of paid promoted posts	
	<b>gumtree.com</b>	Mostly free, insertion fee for some categories + display adds	
	<b>backpage.com</b>	Mostly free, fee for promoting posts in multiple cities	

CLASSIFIEDS

## Top 5 most downloaded classifieds apps which are mobile native



**Wallapop**

Free



**Shpock**

Free



**Offerup**

Free



**letgo**

Free



**5miles**

Free



CLASSIFIEDS

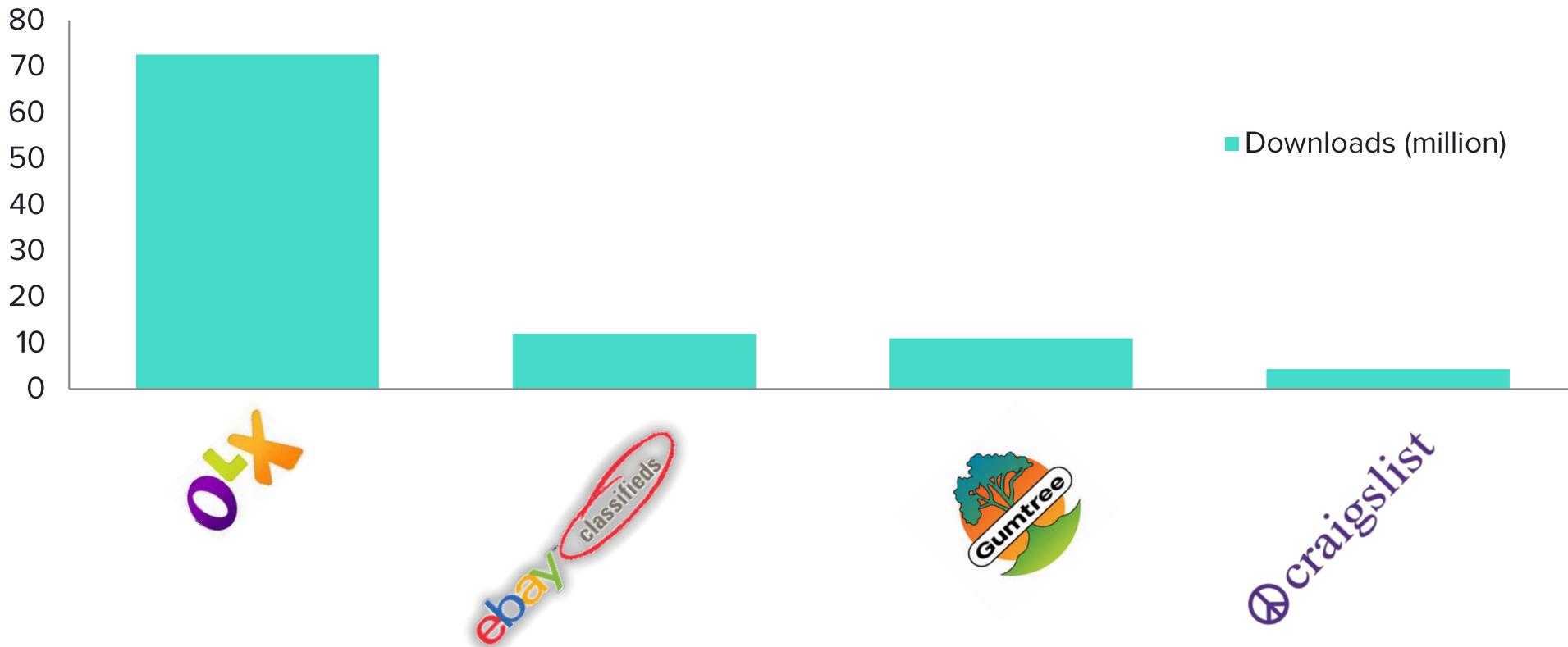
## App launch dates



CLASSIFIEDS

## Top apps globally – web first

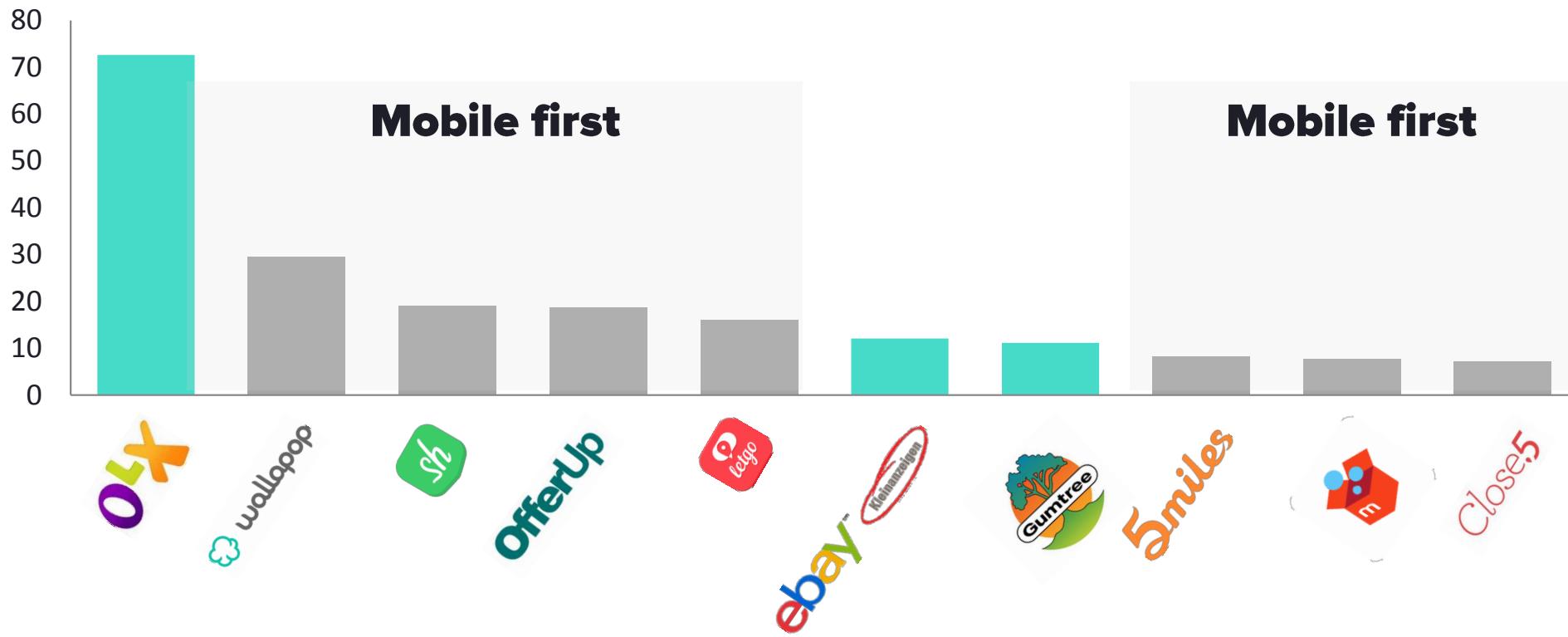
Jan, 2015 – April, 2016



CLASSIFIEDS

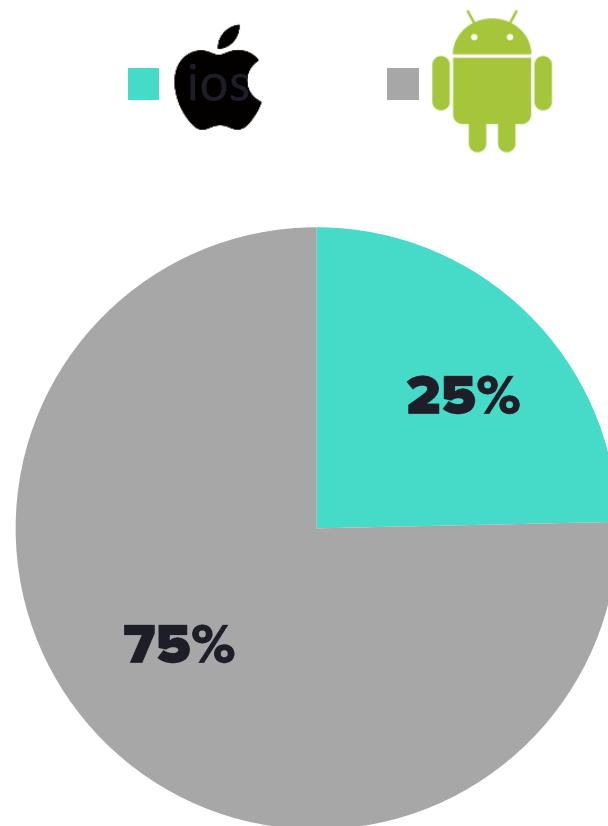
## Top classifieds apps globally – top 10

Jan, 2015 – April, 2016



CLASSIFIEDS

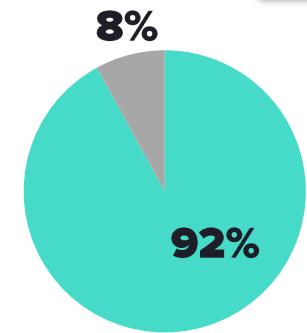
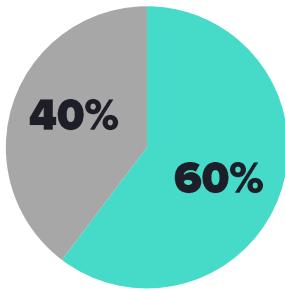
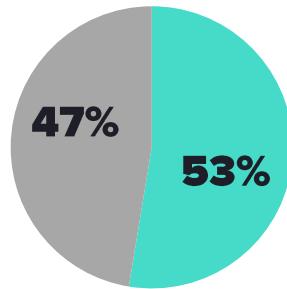
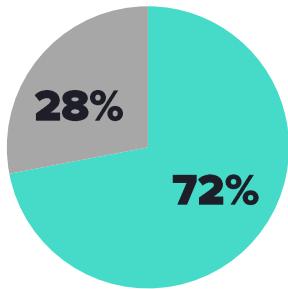
## Classified Android apps have 3 times more downloads than iOS



CLASSIFIEDS

## Apps dominate in their local markets

Domestic  
International



sh wallapop



5miles



CLASSIFIEDS

## Growth Has Driven Market Consolidation

### Acquisitions:

- Rumgr bought by eBay (2014) renamed Close5.
- YardSale bought by Gone (2015).

### Failures:

- Eggdrop: Failed in October, 2012 after having .5 million downloads in March, 2012 due to lack of funding.

### Investments:

- Naspers invested in letgo in a \$100 million round; 2015, September.
- Norway's Schibsted Classifieds Media increased it's stake in Shpock's parent firm Finderly from 82% to 91% in September, 2015.

**The eBay umbrella:** eBay owns multiple brands in different countries.



**PRIORI DATA**  
Quantify the app economy.

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this presentation.**

