

besedo



MEASURING QUALITY

AGENDA (=WHY EVEN BOTHER LISTENING?)

1

WHY MEASURE QUALITY?

2

HOW TO MEASURE QUALITY?

3

THE VALUE OF QUALITY

WHAT WE DO



CONTENT MODERATION

We review content created by users online. If a user has created anything on your site – we'll help you find the most efficient way to keep the best, eliminate the worst and comply with the rules



TRUST AND SAFETY

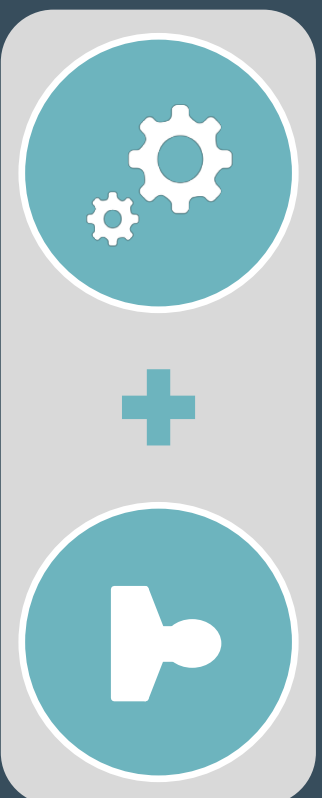
We identify issues with, and create processes for, getting rid of site abuse, fraud, counterfeits, and other violations.



CUSTOMER CARE

We create great customer care experiences and build communities beyond traditional site support, helping your users get their answers faster.

WHY WE DO WHAT WE DO



ILLICIT CONTENT ACCORDING TO THE PROS

Survey sent out to 1,500 Classifieds professionals

Purpose to understand what content quality related issues major Classifieds:

1. currently focus on
2. believe impacts UX

TOP ISSUES ACCORDING TO THE PROS

IMPACTING UX

- 1 FRAUD
- 2 FAKE DOCUMENTS
- 3 DISCRIMINATION
- 4 FOUL LANGUAGE
- 5 DUPLICATES

CURRENTLY IN FOCUS

- 1 FRAUD
- 2 KEYWORDS
- 3 HIDDEN PRO'S
- 4 DUPLICATES
- 5 MULTILEVEL MARKETING

BESEDO'S RATING SYSTEM

SITE IMPACT

LOW (1)	MEDIUM (2)	HIGH (3)	CRITICAL (6)
Alcohol & tobacco	Weapons	Counterfeit	Credit/Loan
Catalogue picture	Wildlife	Drugs & pharmaceutical	Electronics
Offer / demand	Adult content	Prostitution	Jobs
Low quality picture	Keywords	Official documents	Vehicles
Multiple unlinked items	Poor description	Discrimination	Heavy equipment
Wrong category	Undescriptive title	Rude speech	Pets
Hyperlinks	Competitor promotion	Duplicates	Real estate
	Marketing messages	Site slander	Other
	Fictive prices	Hidden professionals	

The image shows the front cover of a report titled "Classifieds Quality Content Index" by Besedo. The cover has a teal background. At the top, there is a large white graphic consisting of a plus sign, a multiplication sign, and a minus sign arranged in a triangular pattern. Below this, the word "Classifieds" is written in a large, white, serif font. Above "Classifieds", the words "QUALITY CONTENT INDEX" are written in a smaller, white, sans-serif font. In the bottom right corner, the word "besedo" is written in a white, lowercase, sans-serif font. The bottom left corner of the cover features a white text block that reads: "Classifieds around the world, in new and established markets, are experiencing great growth opportunities. The challenge is to improve the quality of ads being published and protect users from bad ads and copyright violations on the site."

Introduction Introduction protects users and brands all over the world and longevity, with

Based on Based on moderation protects users and brands all over the world with high-speed reviewing of quality content and other valuable user-generated content. In the general understanding of quality content and other valuable user-generated content, we release our first Quality Content Index -

Classified Classified

Index Index

levels of risk that may in-

The Four Levels of Risk

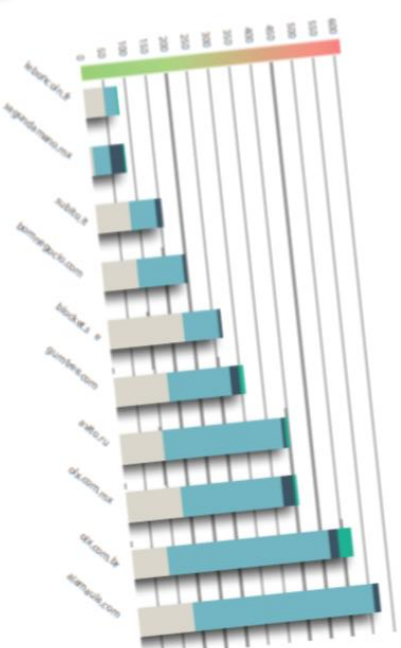
- **VERY HIGH**
All types of scam...
- **HIGH**
Discrimination, pharmaceuticals, health...
- **MEDIUM**
Counterfeit, hidden professionals, pure advertisement...
- **LOW**
Alcohol, navigation blockers, catalog pictures...

Using our moderation tools, we can sample and rank the Content Index according to user engagement. The results are shown in Figure 6.

Using our moderation tools, we can sample and rank the Content Index according to user engagement. The results are shown in Figure 7.

The Content Index concentrates on top websites done by moderation specialists, with extensive experience and training.

Our inaugural Quality Connection
from South America and Europe:

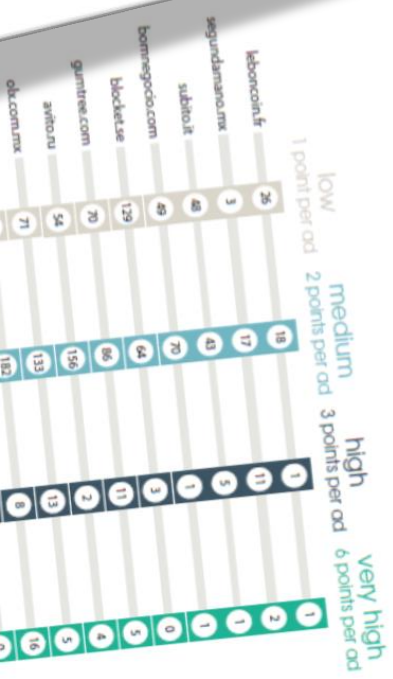


Lower scores represent higher quality as there are fewer issues in the published content.

8/10 HOST
FRAUDULENT
ACTIVITIES

3 TOP ISSUES ACCOUNT FOR HALF OF THE PROBLEMS

SITES WITH LOW
QUALITY EXPERIENCE
HIGH VARIETY
OF ISSUES

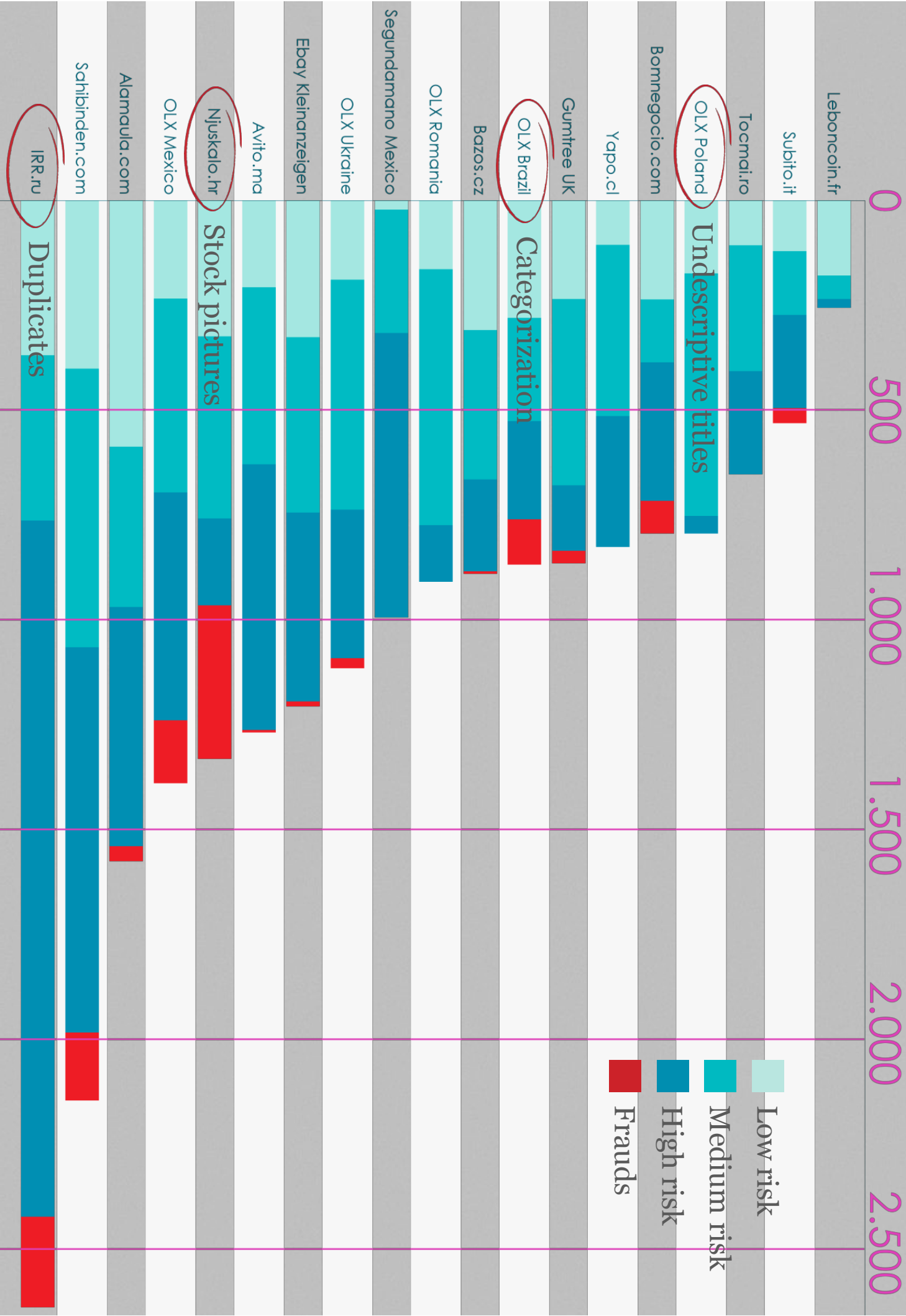


METHODOLOGY

- Random sample of 2,500 ads from public website
- Moderated by our Content Quality Experts
- Issues logged and given points based on severity

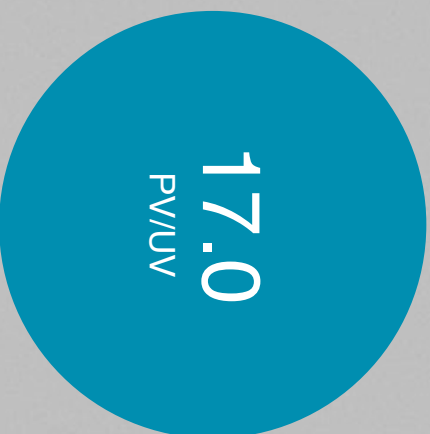
Total points for each site = Content Quality Index

INDEX RESULTS



HIGH QUALITY MEANS HIGH CUSTOMER LOYALTY

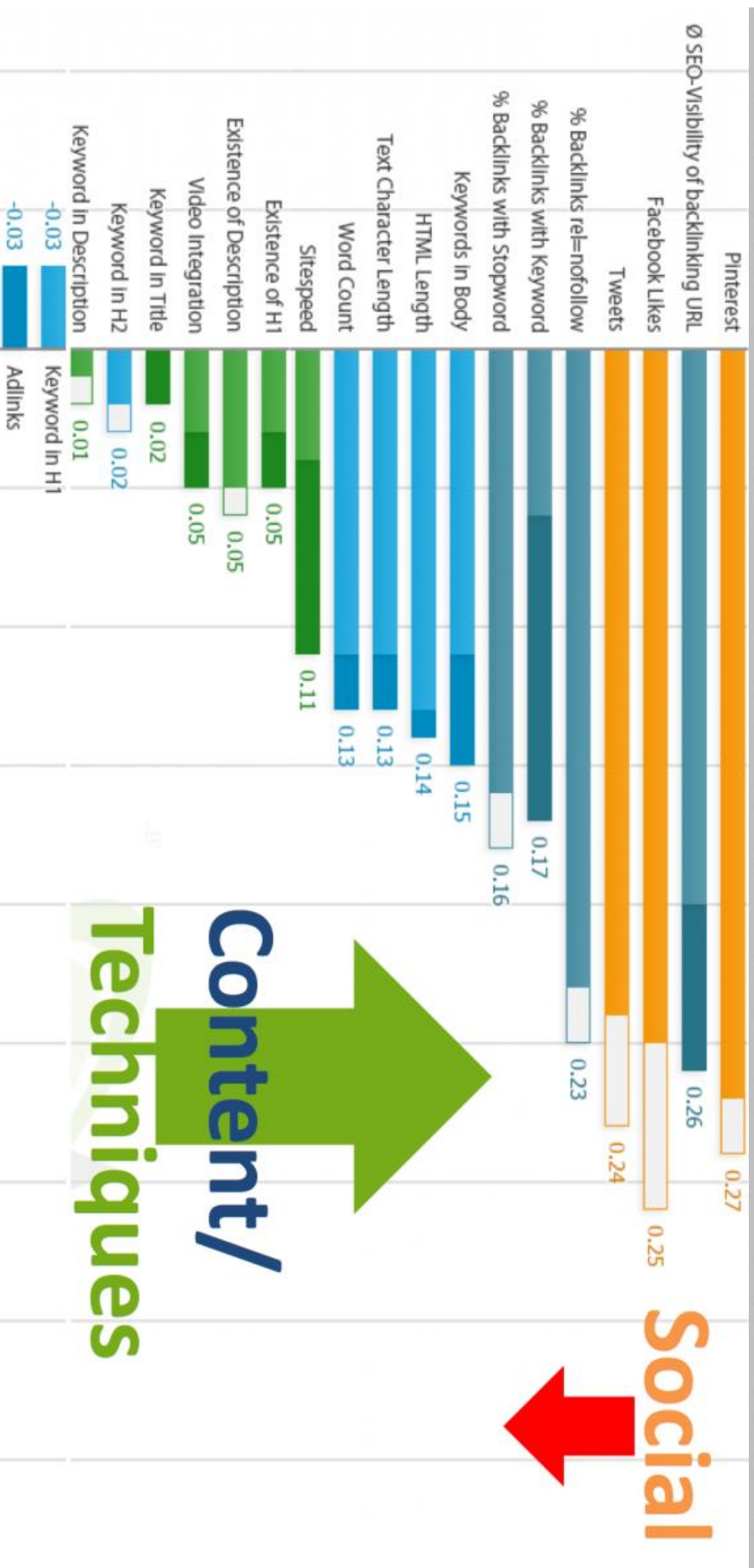
Top 3



Bottom 3



OTHER VALUE EFFECTS OF QUALITATIVE CONTENT



HOW TO ACHIEVE PREMIUM QUALITY

Some hands-on suggestions

1 Only allow **2-3 keywords** (and make sure they are relevant)

2 Ensure your listing forms are **easy to follow** and potentially associate tips to all steps

3 **Encourage use of pictures** but not stock images

4 Consider a **minimum amount of text** to discourage thin content (~30 characters)

5 Make fields **mandatory** (title, description, price...)



ICMA members, become an "Earlybird" and get access to the newest Classifieds Quality Index before everyone else.

Add your email and we will keep you posted.

Email address

Register



Sampling

We sample 2,500 published listings from 20 marketplaces every 3 months with a focus on 5 categories:
Vehicles
Flat rentals
Mobile phones
Pets
Job offers.



Moderation

Our experts review each listing individually and thoroughly investigate every aspect of the content so they can take the appropriate decision: Validate or Reject.



UX-Killer Scale

Every rejected listing scores on the UX-Killer scale. Depending on the impact, we have defined 4 levels of "bad" content which damages diverse aspects of the User Experience:
Low impact (1 point)
Medium impact (2 points)
High impact (3 points)
Fraudulent (6 points)



Insights

The global results are used to define best practices and areas of improvement within the Online Content Moderation industry. This data also enables a quality comparison between marketplaces.
The site with the most points corresponds to the worst quality.

Our solutions include: Online Content Management, Fraud Prevention and Customer Care. We operate from Europe, South-America, Asia and Africa.

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