

besedo



MEASURING QUALITY

AGENDA (=WHY EVEN BOTHER LISTENING?)

3

THE VALUE OF QUALITY

1

WHY MEASURE QUALITY?

2

HOW TO MEASURE 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

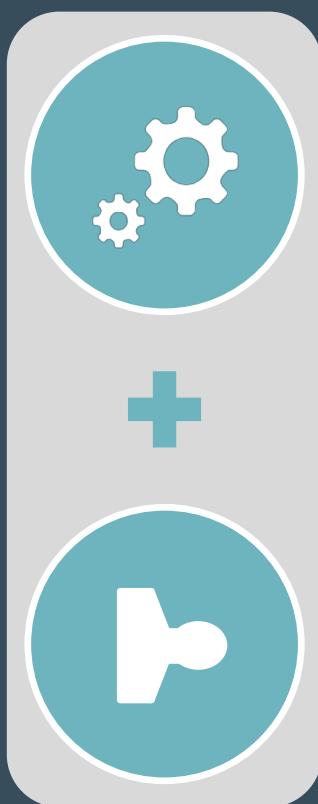
TRUST AND SAFETY

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

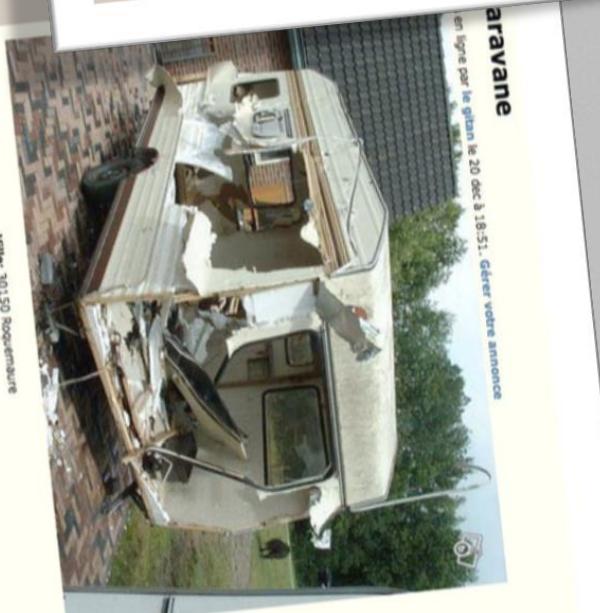
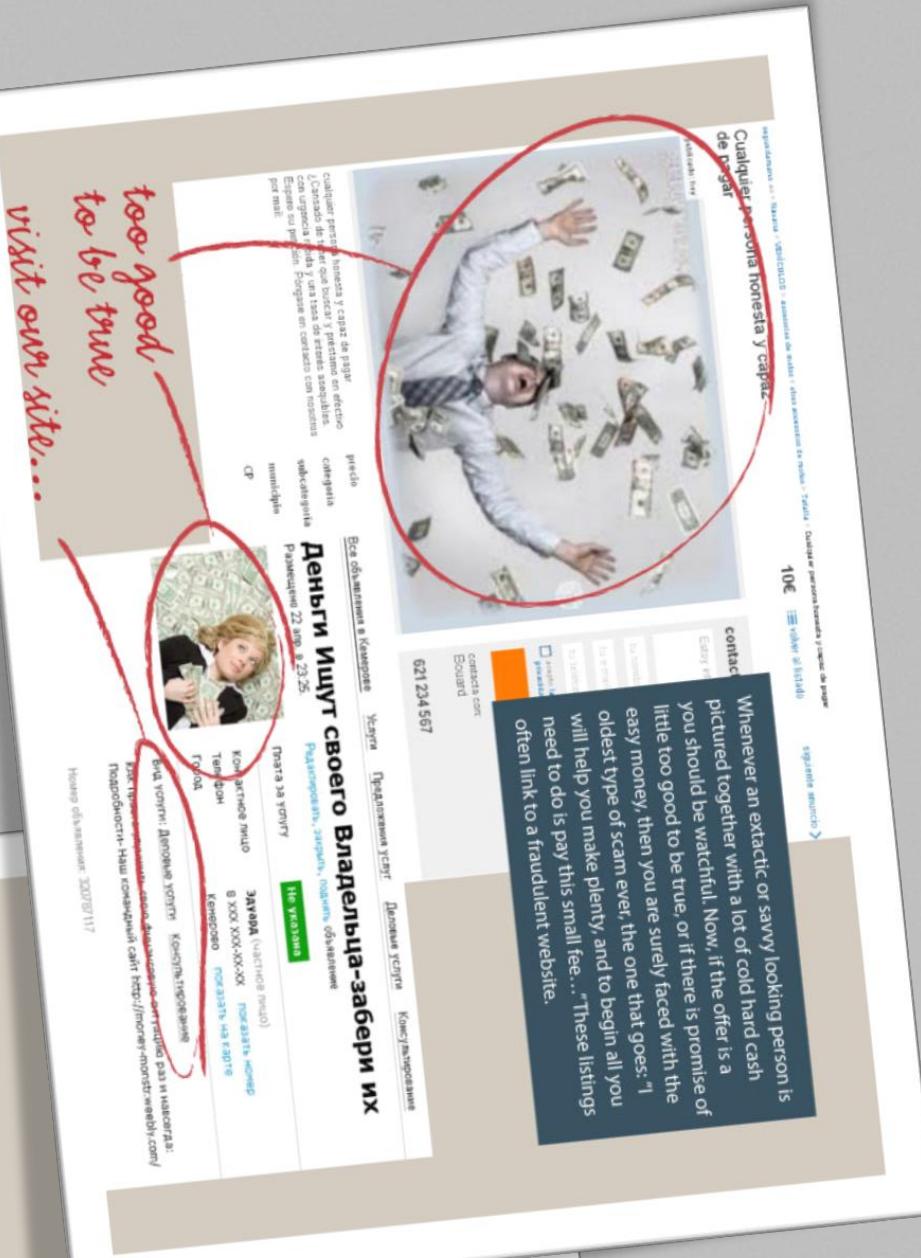
CUSTOMER CARE

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



WHAT IS QUALITY CONTENT?



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

CURRENTLY IN FOCUS

1 FRAUD

2 FAKE DOCUMENTS

3 DISCRIMINATION

4 FOUL LANGUAGE

5 DUPLICATES

1 FRAUD

2 KEYWORDS

3 HIDDEN PRO'S

4 DUPLICATES

5 MULTILEVEL MARKETING

BESDO'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	Jobs	
Low quality picture	Keywords	Prostitution	
Multiple unlinked items	Poor description	Official documents	
Undescriptive title	Discrimination	Vehicles	
Wrong category	Rude speech	Heavy equipment	
Hyperlinks	Competitor promotion	Pets	
Marketing messages	Duplicates	Real estate	
Hidden	Site slander	Other	
Fictive prices	Professionals		

BESDO'S CONTENT QUALITY INDEX

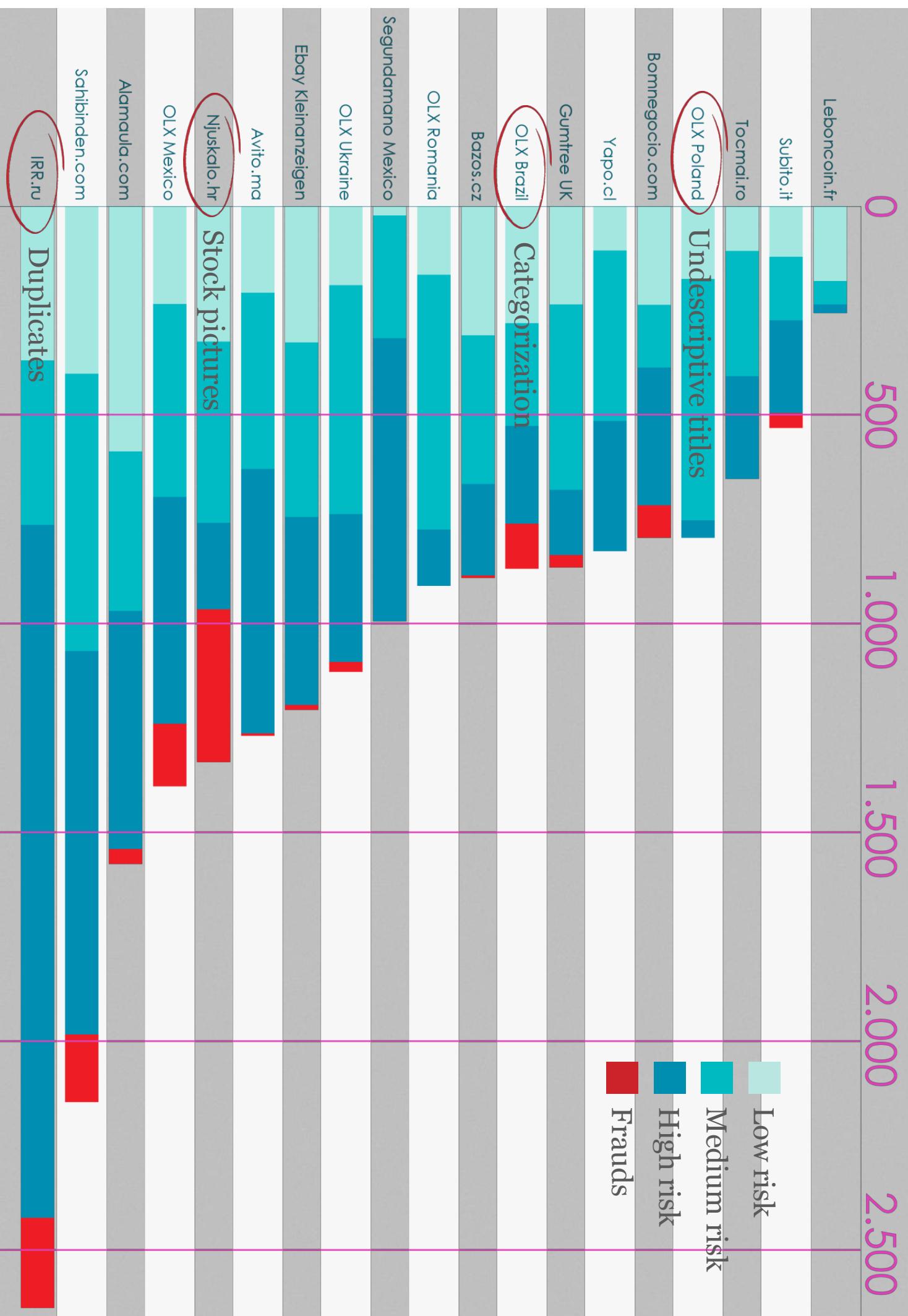


METHODOLOGY

- 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



14.5%
BOUNCE RATE

17.0
PV/UV

14.26
TIME ON SITE
(MIN:SEC)

Bottom 3

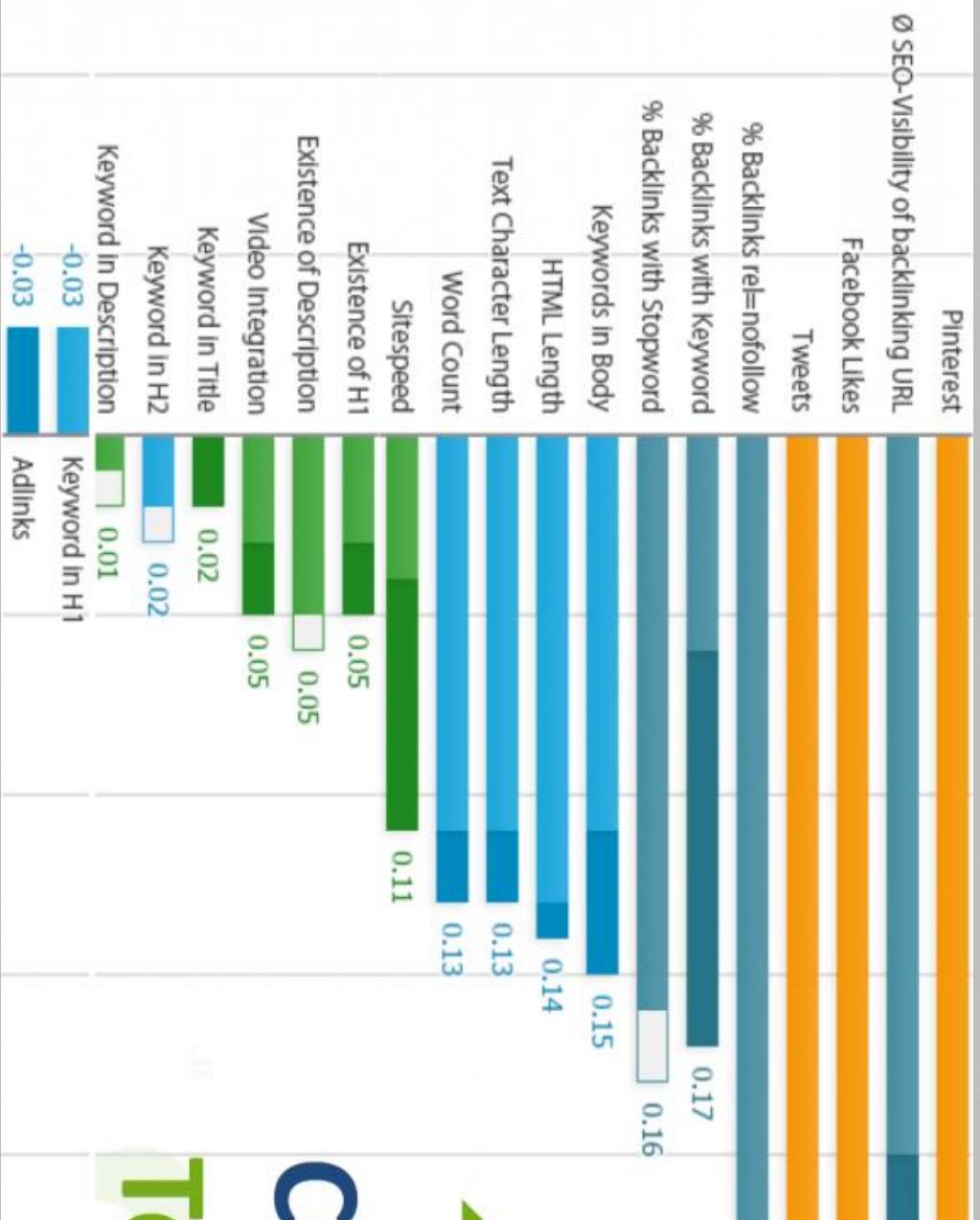


35.1%
BOUNCE RATE

6.4
PV/UV

5.51
TIME ON SITE
(MIN:SEC)

OTHER VALUE EFFECTS OF QUALITATIVE CONTENT



**Content/
Techniques**

Social

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.

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.

High impact (3 points)
Medium impact (2 points)
Low impact (1 point)
Petty (0 points)

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:

High impact (3 points)
Medium impact (2 points)
Low impact (1 point)
Petty (0 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.