

# Improved personalization, engagement and matchmaking using data & AI

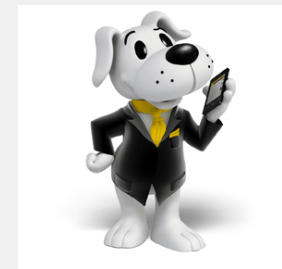
Product & Technology workshop  
ICMA conference, Amsterdam, 08-10.11.2023

# About me



- A product guy 😊
- >20 yrs experience in product development / management mostly in telco and banking industry
- 10 months in Njuškalo as Product Development Director

# About Njuškalo



- No. 1 Classifieds / Marketplace in Croatia
- Started in 2007, part of Styria Group
- >1,5M unique users
- >20M monthly visits
- >2,3M ads

# Personalization, engagement...? Why?

- Traffic is one of the key metrics to any marketplace
  - Traffic -> Ads -> (Matchmaking) -> Revenue
- A number of marketplaces are facing limited traffic growth opportunities (saturated market, strong competition...) and are turning to increased traffic from existing customers – increased engagement.
- Addressed using „classic“ ways:
  - Paid advertising (Google, Social networks...)
  - Prize winning games, freebies...
  - Notifications (all channels but mostly mobile)

# What about content? Can we use it to bring customers back over and over...?

- How to make it more **dynamic** (something new each time I visit), **personal** (something tailored for me only) and more **relevant** (something that addresses my needs – better matchmaking) for buyers?
- How to help sellers with ad placement in order to improve **matchmaking**?
- Can we use **AI** and **data** to achieve all that?

# Things Njuškalo did so far...

Recent Searches

Saved ads

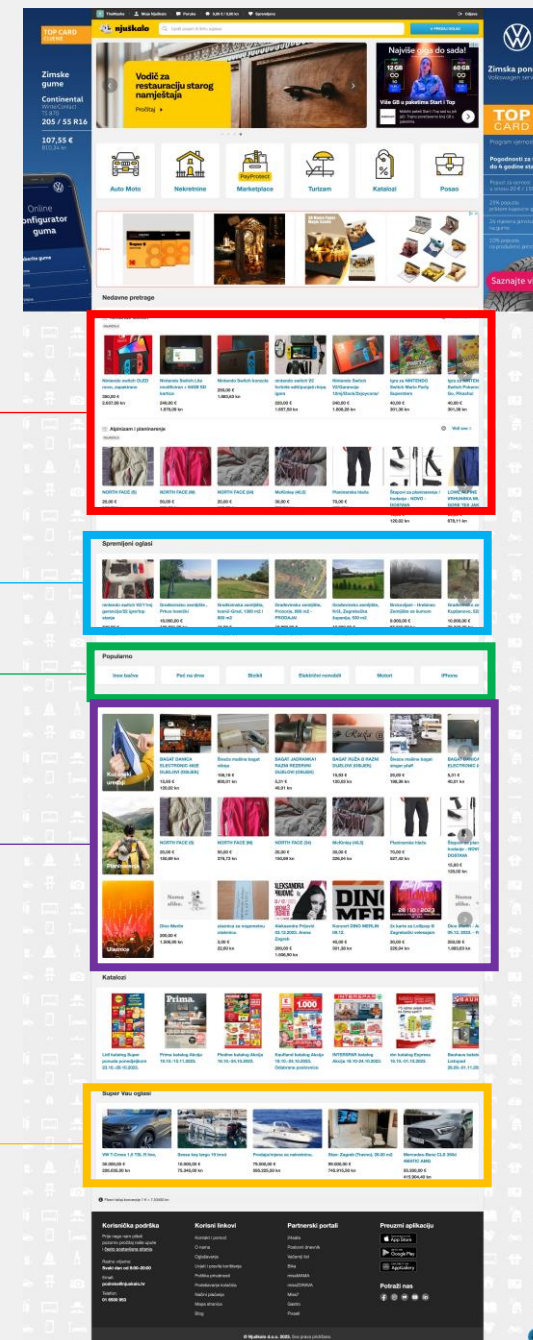
Popular categories

Trending

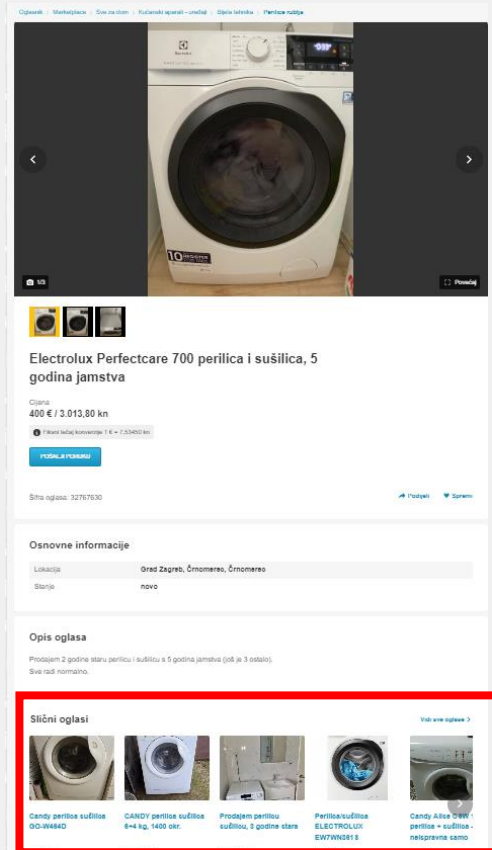
Ads nearby

njuškalo

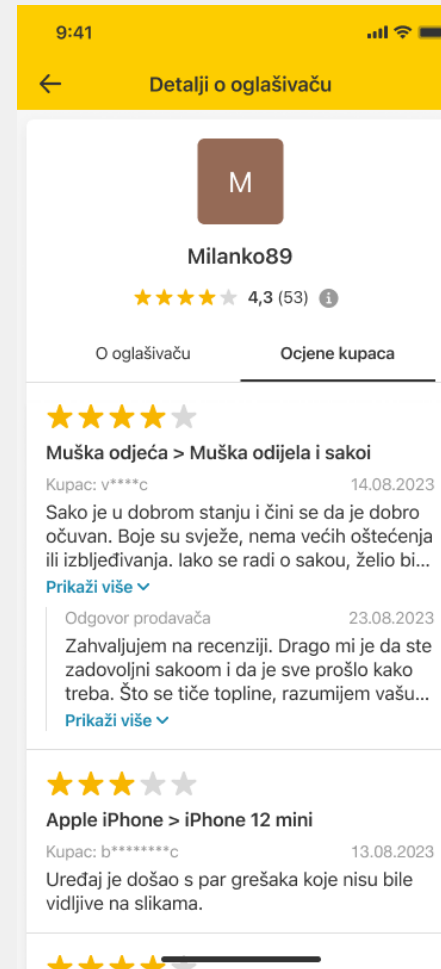
Member of Styria Media  
Group Marketplaces



# ...and than some...



Similar Ads



Rating & Reviews



Image recognition

# ... and how those features perform

Feature	Data / AI	Personal	Dynamic	Relevant	Comment	Perf.
Saved Ads	N/A	✓	✗	✓	Existing for some time but pushed to homepage now	↑
Recent search	N/A	✓	✓	✓	New, still limited data	↑
Popular categories	Data	✗	✓	✗	Partially manual	↓
Trending	Data	✗	✓	✗	Partially manual	→
Ads nearby	Data	✓	✓	✗	Just launched	N/A
Rating & Review	N/A	✗	✓	✓	Only for PayProtect items	↑
Similar Ads	AI	✗	✓	✓	Existing for some time, some improvements done	→
Picture recognition	AI	✗	✗	✓	Existing for some time now, UX improvements needed	→
360 view	N/A	✗	✗	✓/✗	Existing for some time now, UX improvements needed	↓

# Currently ongoing or in plan...

- Recommender – recommend ads based on:
  - customer's previous behaviour
  - what other similar buyers are looking / buying
  - what could be added to already bought item
- DMP – Data Management Platform
  - Main purpose is to replace cookies
  - phase 1 – 1st party data; phase 2 – zero-party data
  - will be used for recommender as well
- Recommender for sellers
  - recommending details related to ad creation
  - Actions that could be taken in order to improve matchmaking



# Workshop

**What other personalisation / engagement / matchmaking features to offer in the future to make our content even more fun, interesting, engaging... and to make customers life easier and want to come back for more...? Can you think of 3-4 such features?**

- In what way AI and data will play a role in those new features? What can be „faked“ and what can not?
- If you already have some of mentioned or new features – how does it work?
- What do we need to start doing now in order to be ready for the implementation of these new features when the time comes?

Feature	Data / AI	Personal	Dynamic	Relevant	Prerequisite / Comment	Perf.
Feature 1	AI	✓	✗	✓	...	↑
Feature 2	none	✗	✓	✗	...	↓
Feature 3	Data	✗	✓	✓	...	→

**Bonus question:** Is better matchmaking going to reduce number of page impressions and have negative influence on banner advertising revenues? What can we do about it?

# Some possible ideas...?

- Fully or semi automatic pricing / ad management
  - Suggestions to seller about price, content or placement of an ad based on number of clicks/views, performance of other similar ads, etc...
  - Example: pricing management tools in tourism
- Problem solver
  - Customer can state a problem and system will suggest a solution (or ask additional questions) and recommend ads that are part of that solution

Feature	Data / AI	Personal	Dynamic	Relevant	Prerequisite / Comment
Automatic ad management	AI	✓	✗	✓	Analysis of best performing ads...
Problem solver	AI	✓	✗	✓	ChatGPT or similar...

# Thank you!

