



Driving Classifieds
Closer to Transactions:
the power of conversations



Tanguy Tallon
VP Marketplaces

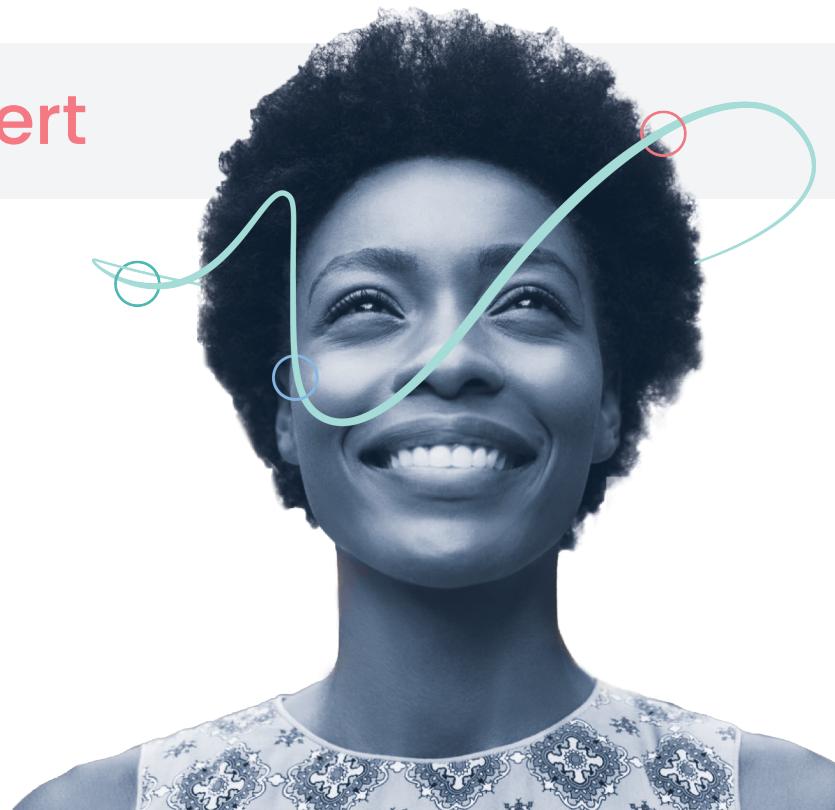
Freespee: Our Mission

Connect

Collect

Convert

We generate **better**
sales conversations
to drive **more**
transactions





Some of our Partners



coches.net

ebay
motors
group

blocket

Autotrader A stylized letter 'A' inside a circle.

ebay

milanuncios

Marktplaats

kijiji

automobile.it

hey car

Bilbasen

Gumtree





For high-consideration goods,
going toward the **transaction**
is a **step by step** process
leading to different
business models.

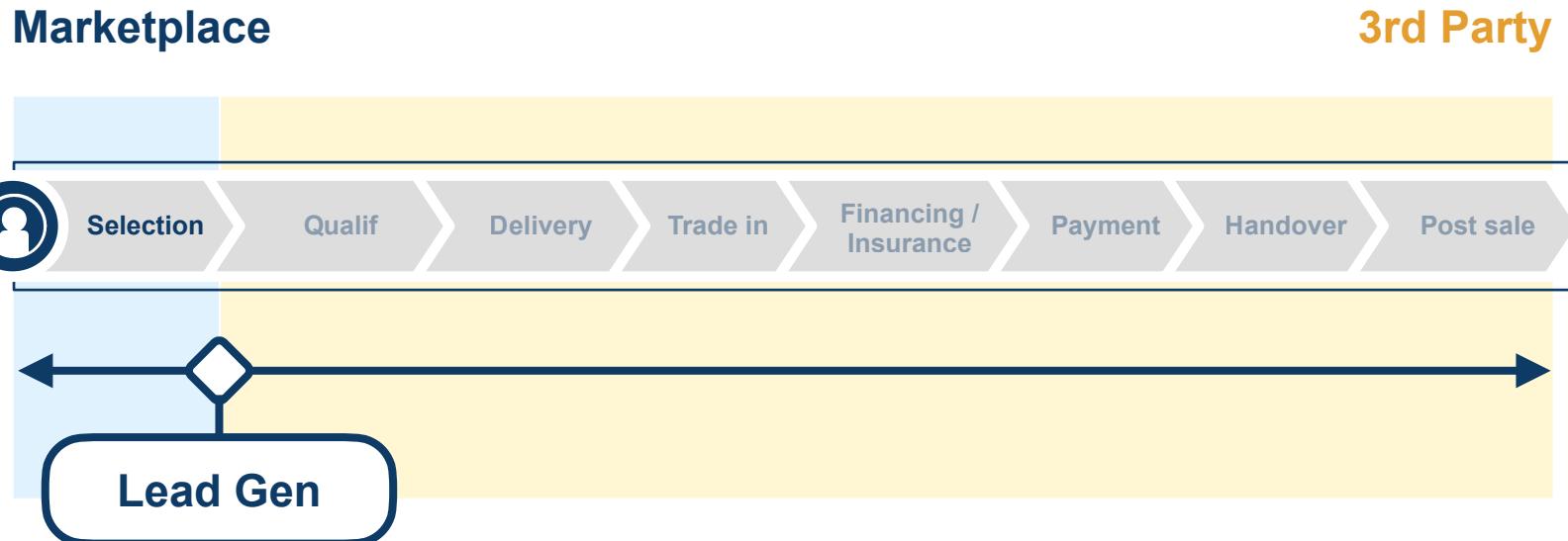
Going towards transactions: Different business model

Marketplace

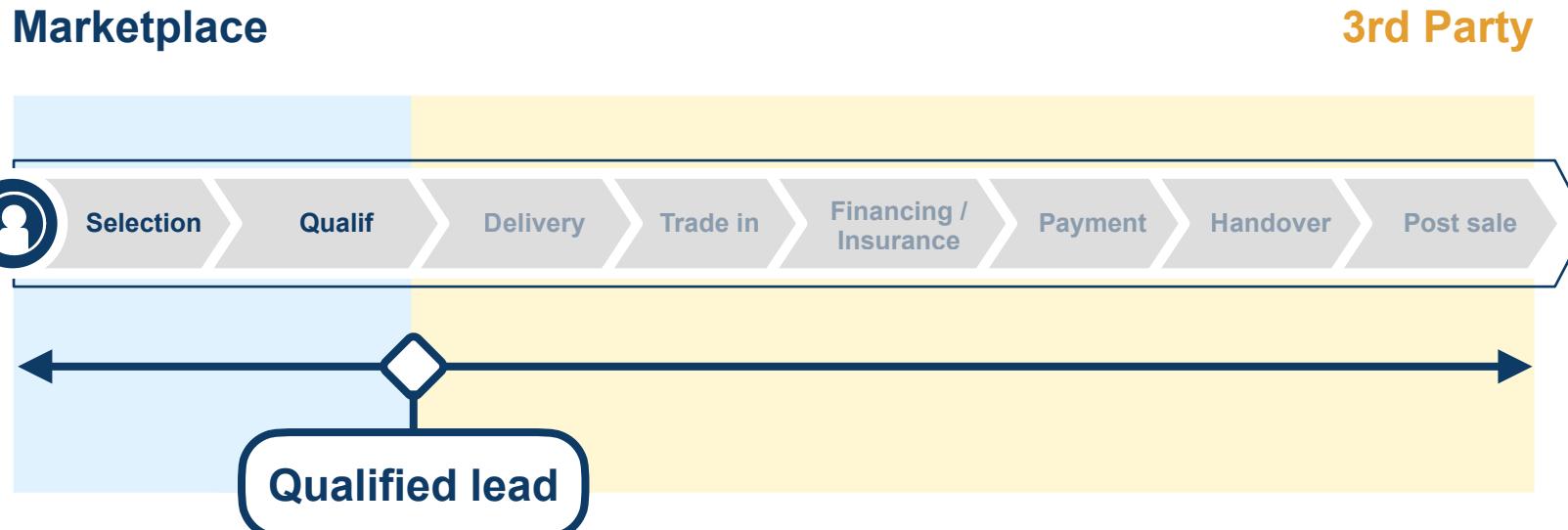
3rd Party
(Dealer, Bank, Delivery, ...)



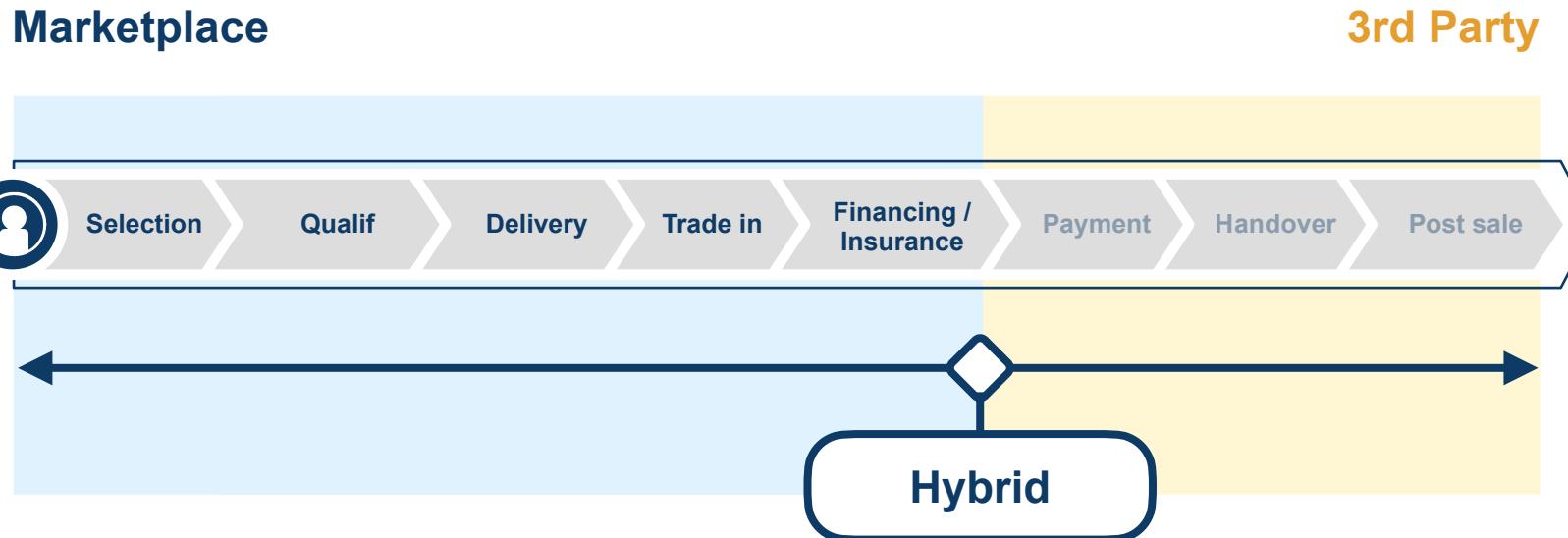
Going towards transactions: Different business model



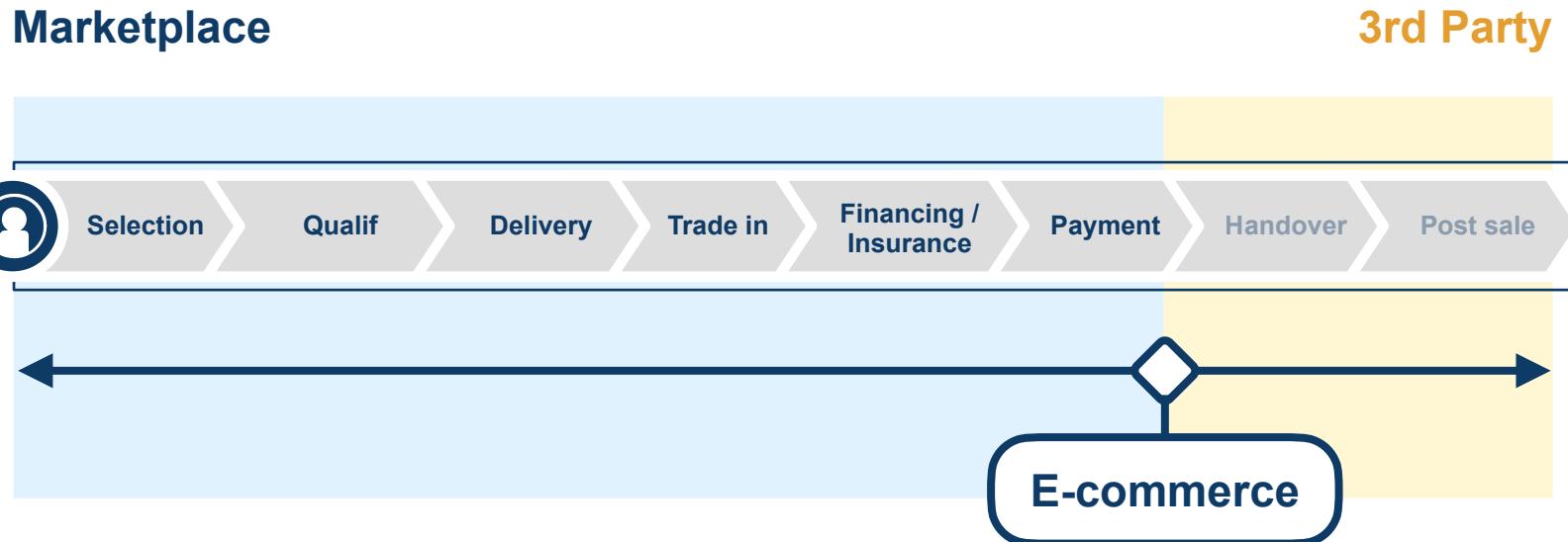
Going towards transactions: Different business model



Going towards transactions: Different business model



Going towards transactions: Different business model

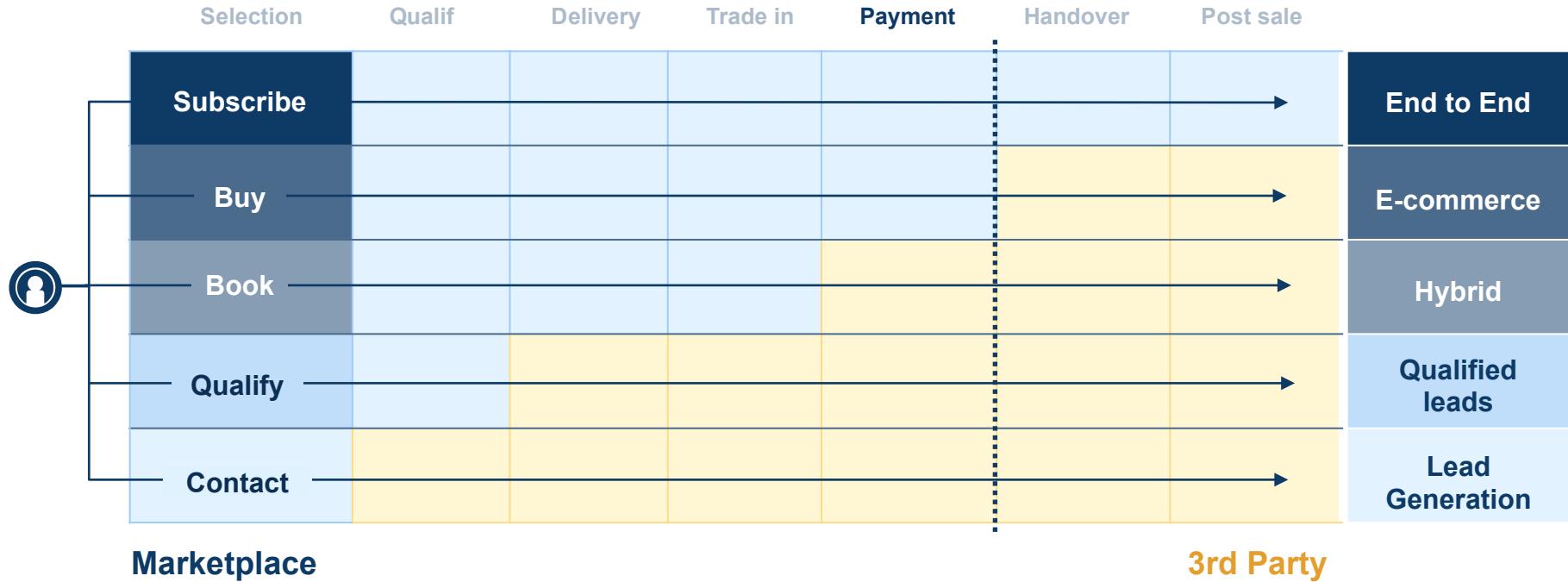


Going towards transactions: Different business model

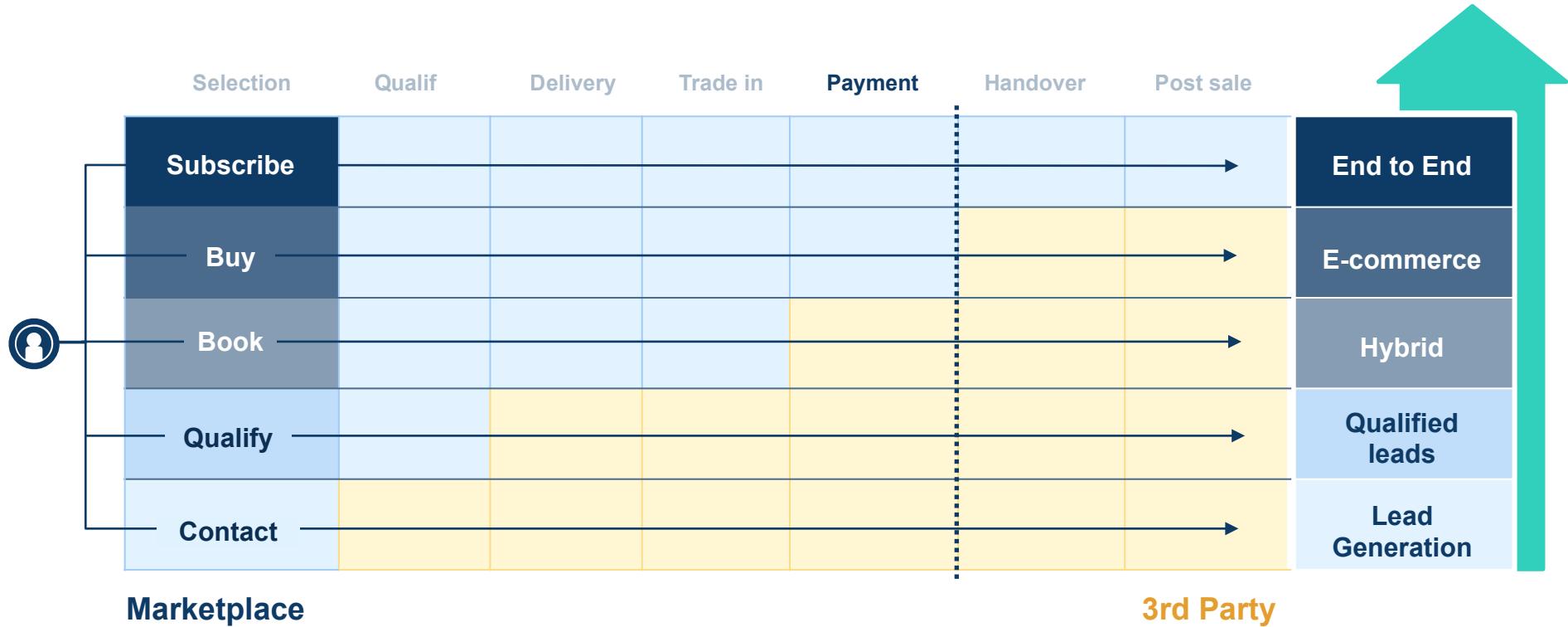
Marketplace



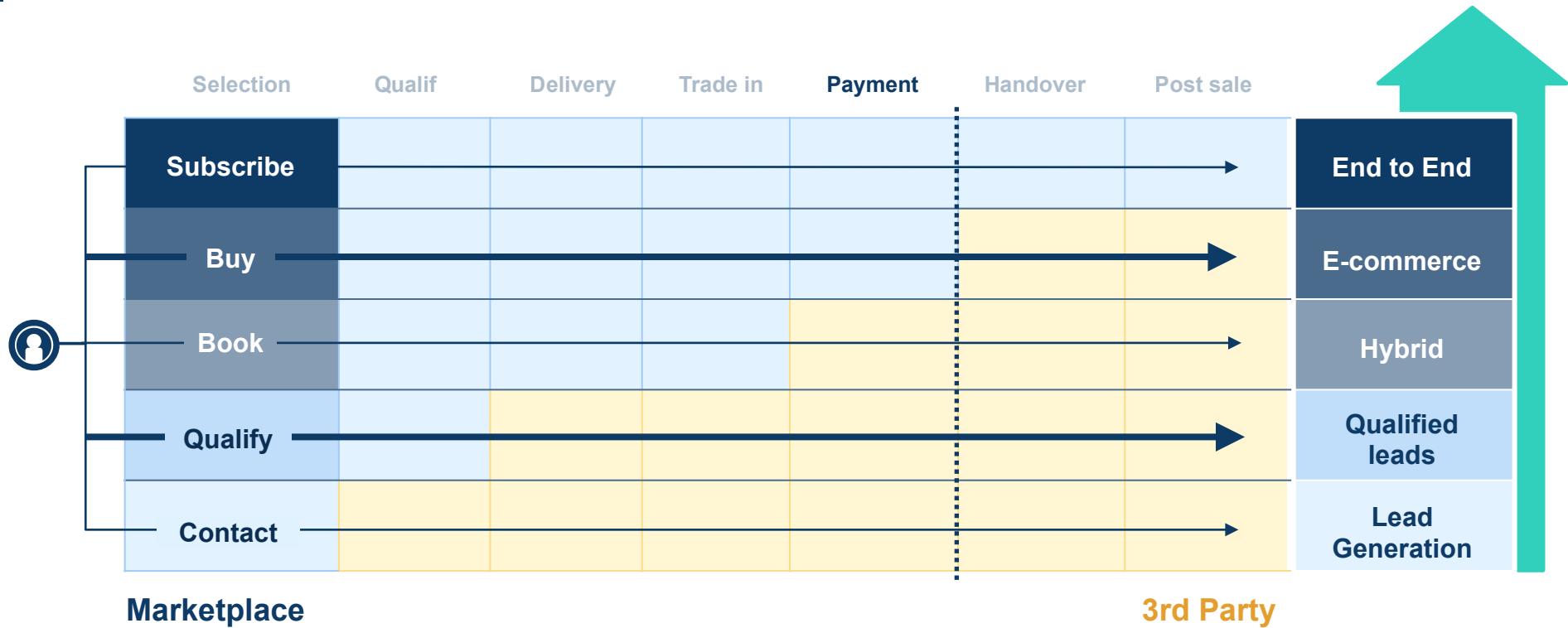
Going towards transactions: Different business model



Going towards transactions: Different business model



Going towards transactions: Different business model





How to build a performant
conversational layer
when going toward
transactions?

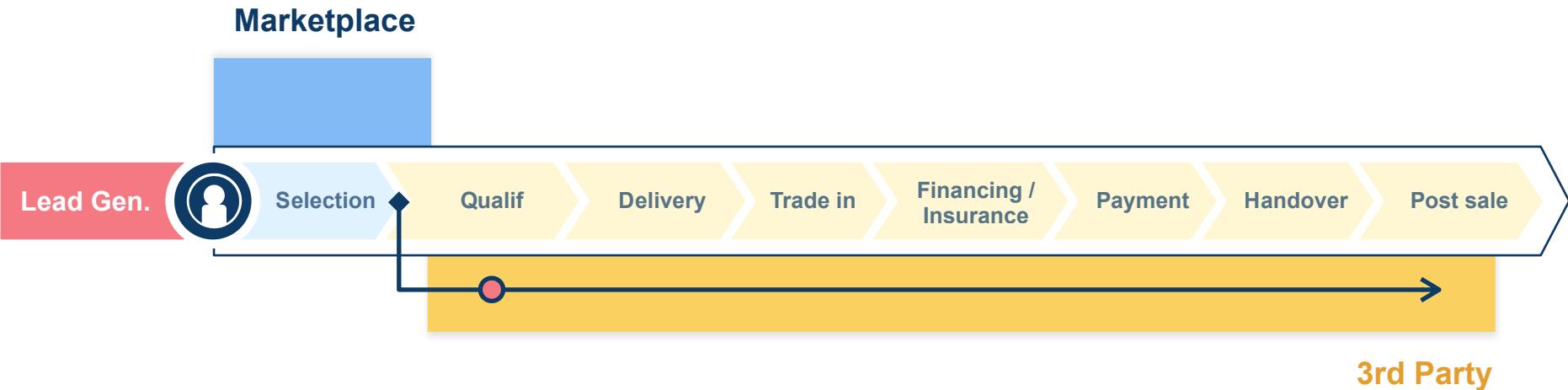
The closer to the **transaction**:

A circular inset image on the left side of the slide shows a man with dark hair, wearing a light-colored suit and tie, looking down at a smartphone he is holding in his hands. The entire inset is enclosed in a thin gray circle. A horizontal line extends from the right edge of this circle to the vertical line of the main text block.

The more valuable the conversation and the higher the **buyers' expectation**,
therefore the **greater need** for **orchestration**.

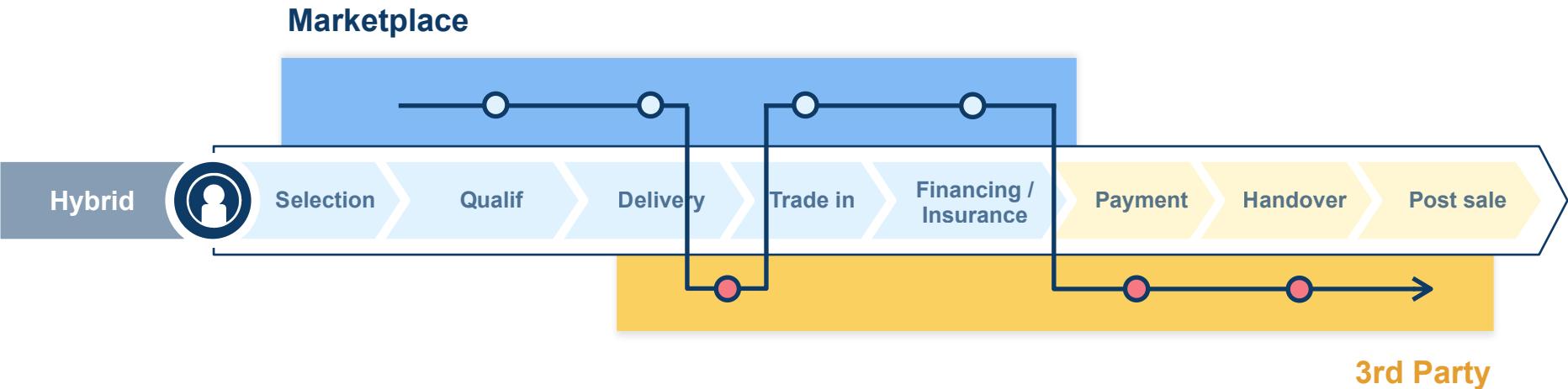
Classifieds model

A « simple » transfer



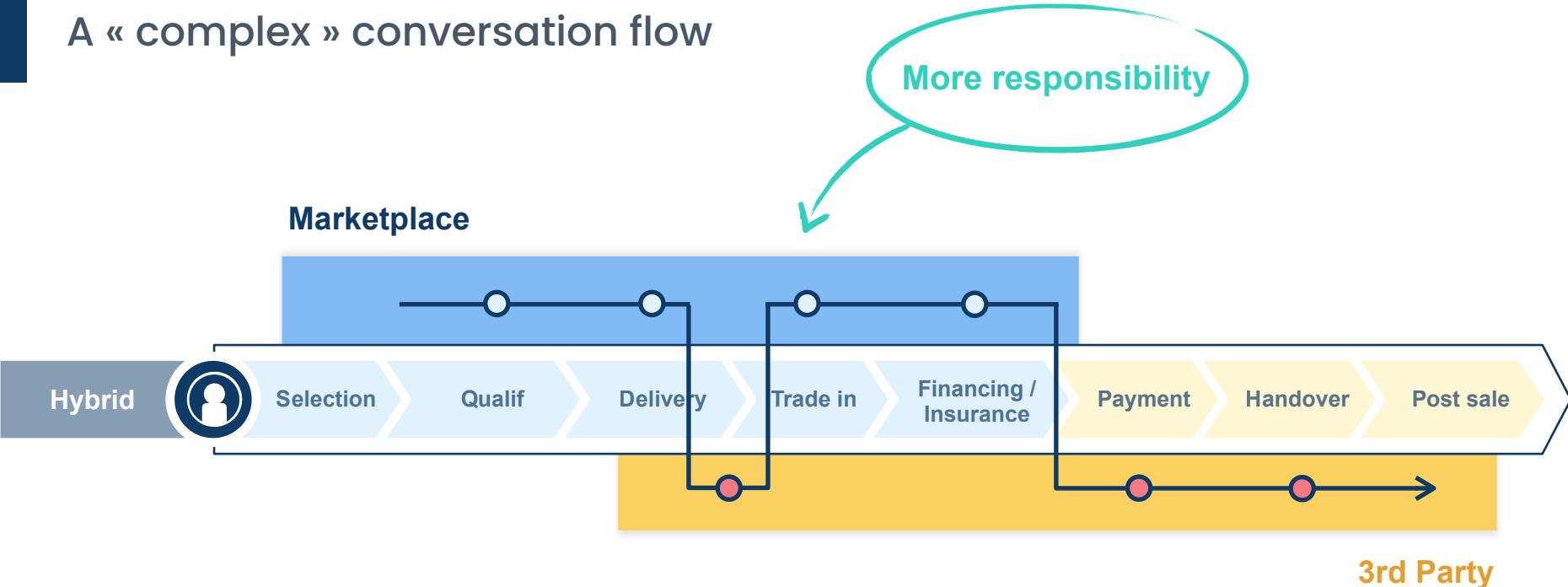
Closer to the transaction

A « complex » conversation flow



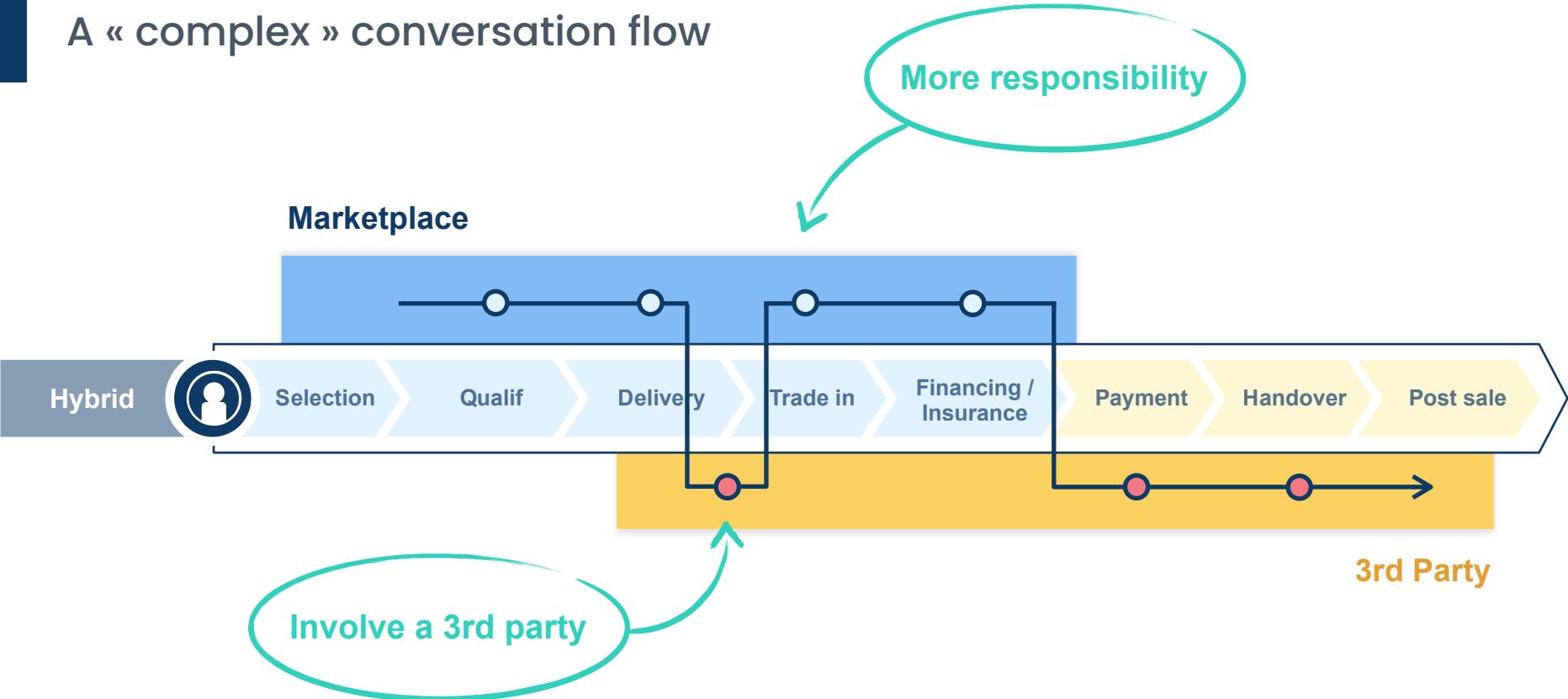
Closer to the transaction

A « complex » conversation flow



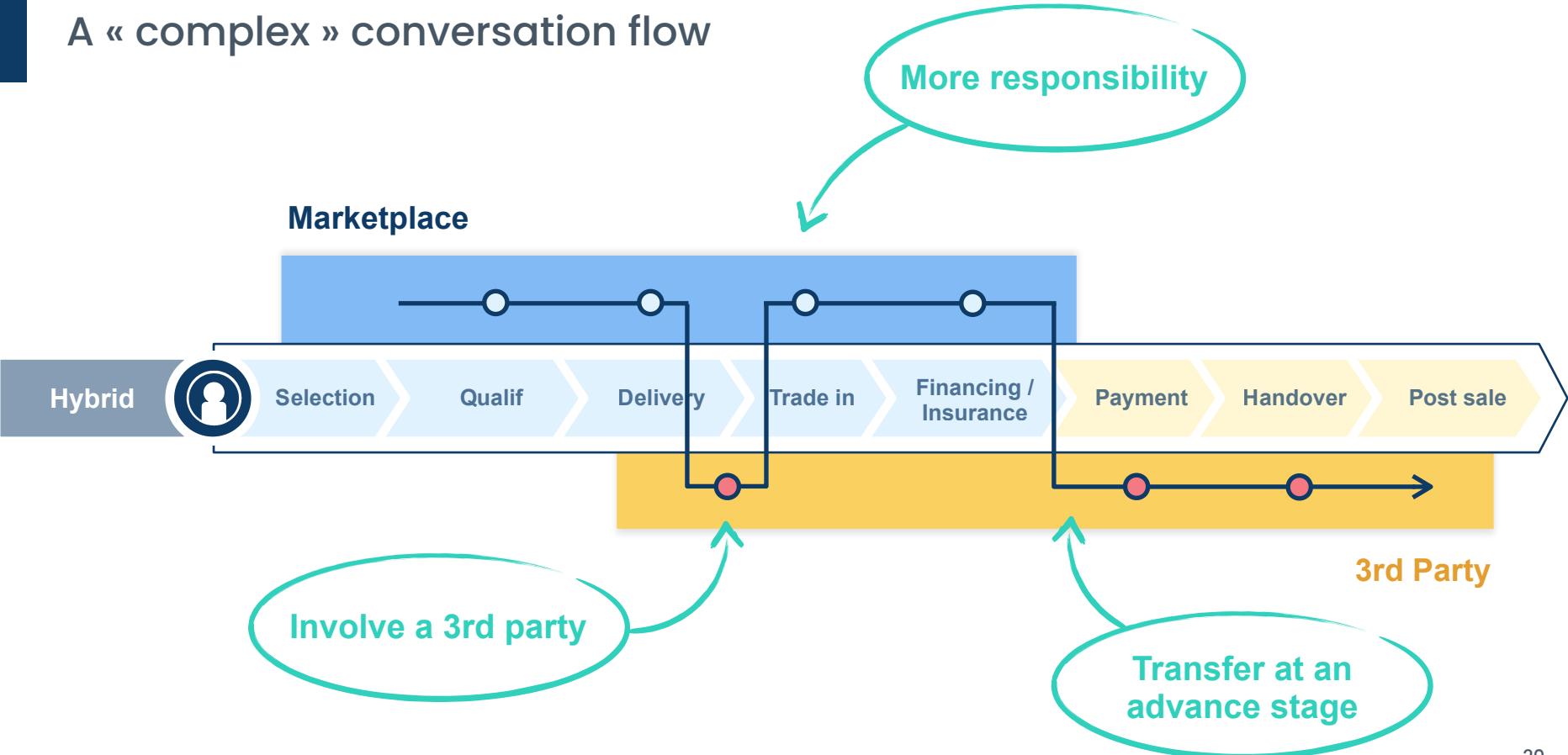
Closer to the transaction

A « complex » conversation flow



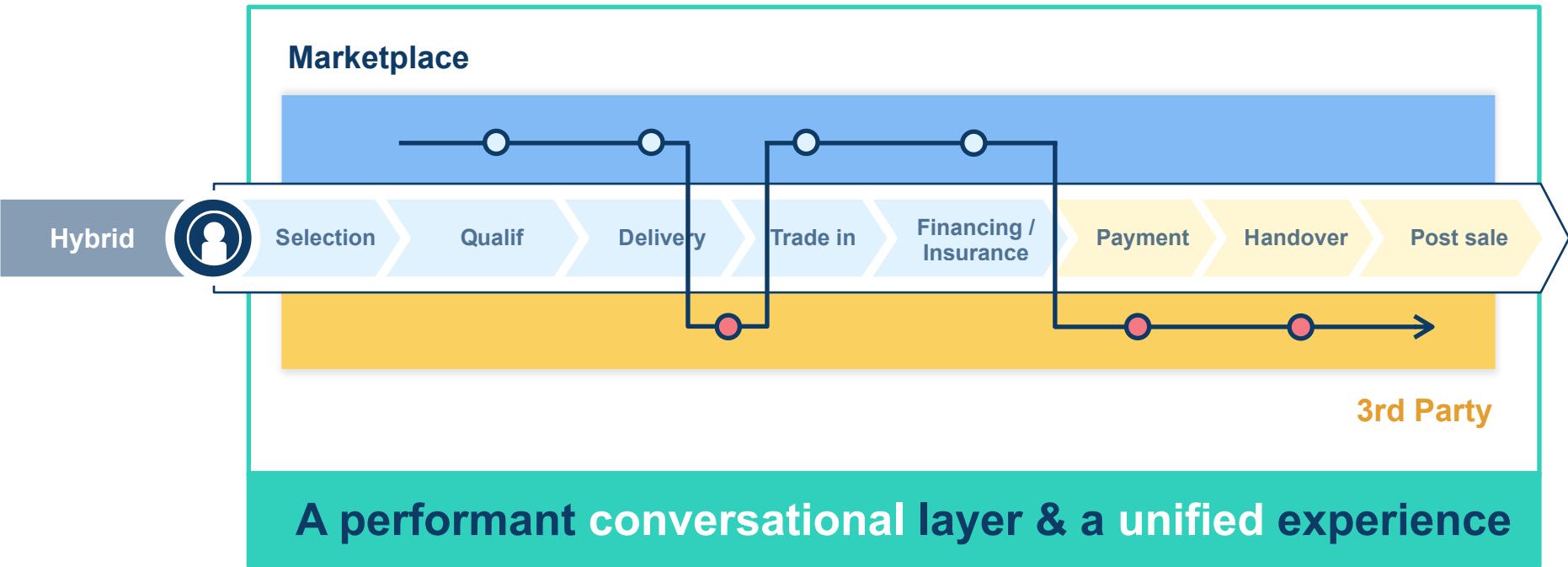
Closer to the transaction

A « complex » conversation flow



Closer to the transaction

A « complex » conversation flow





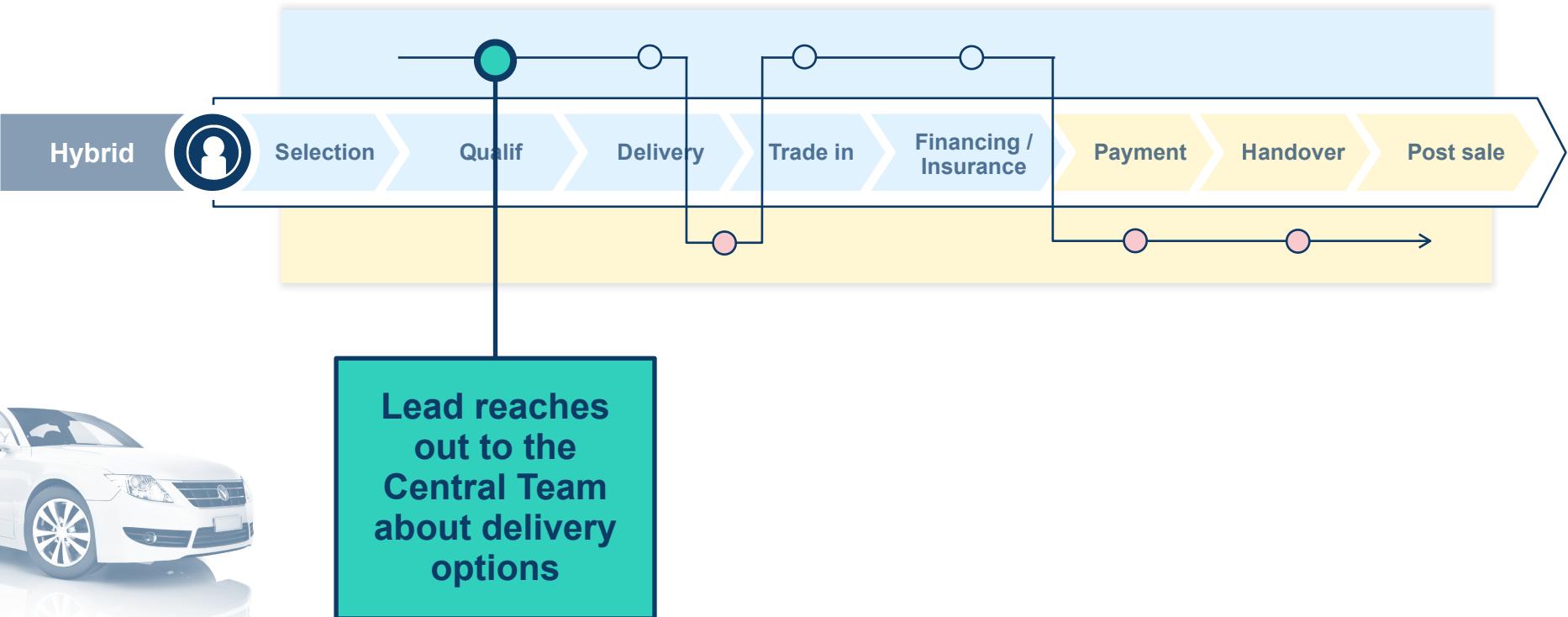
Let's look at 3
Best practices



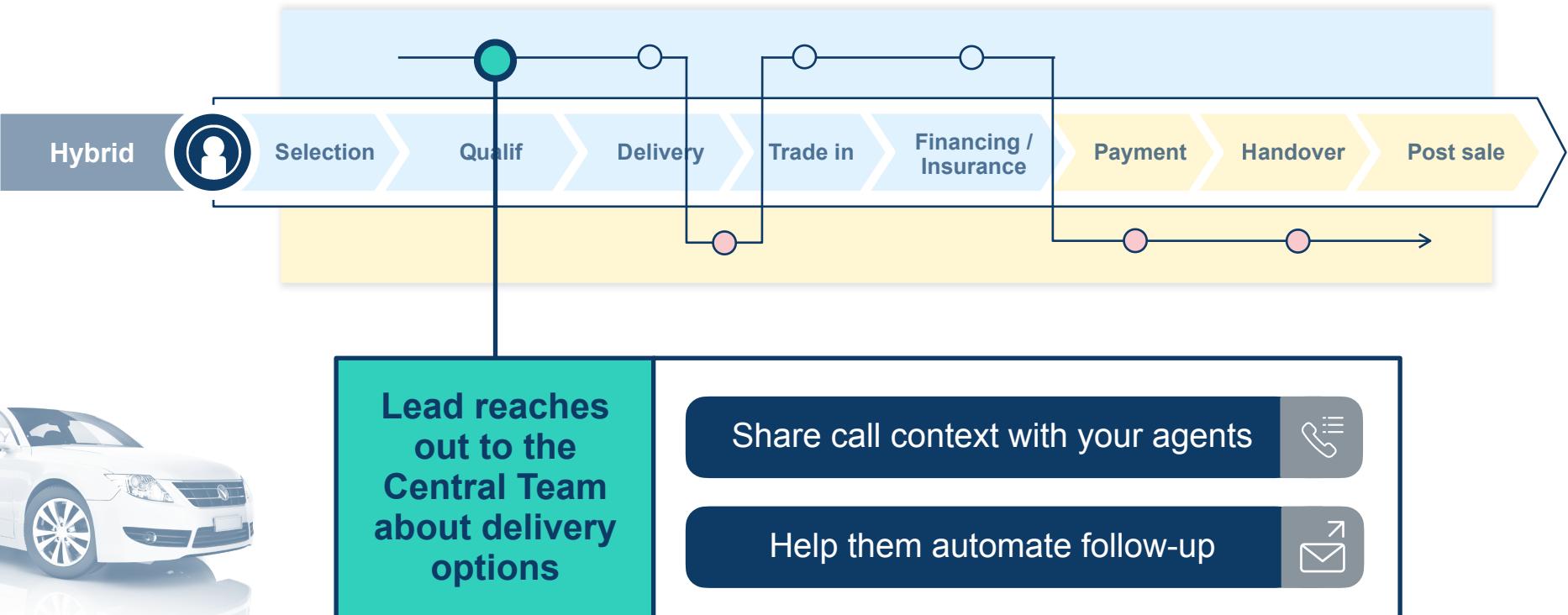
More responsibility

Supporting
Central Sales Team
(call centre) when
leads reach out

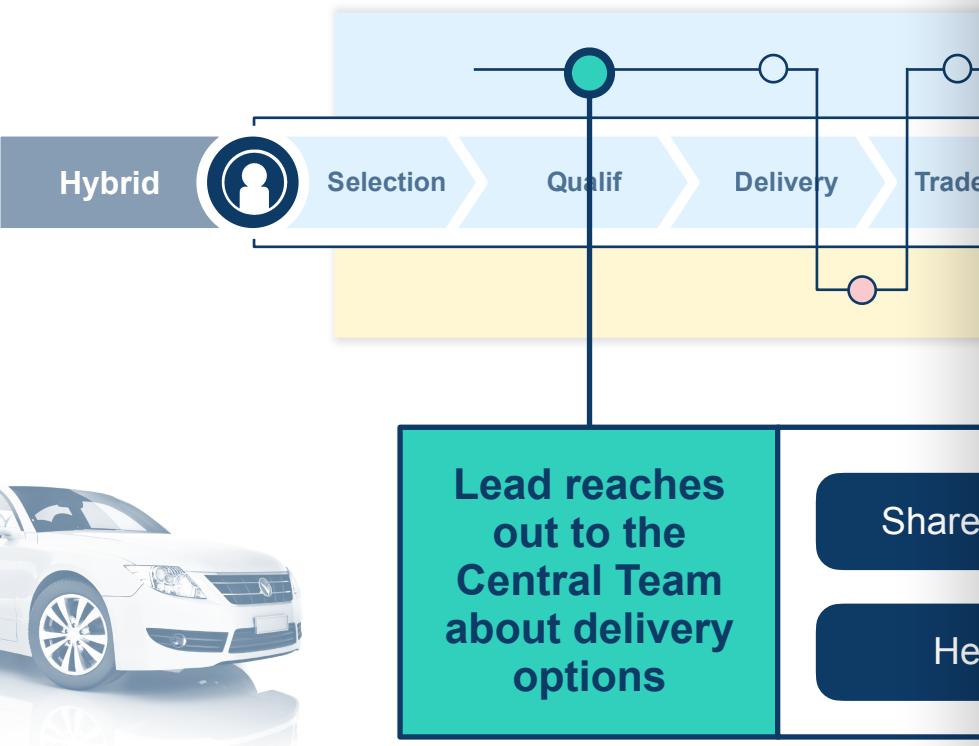
Support your Central Sales Team



Support your Central Sales Team



Support your Central Sales Team



For which item the buyer is calling?



At which stage the buyer is calling?



Who is the buyer calling?

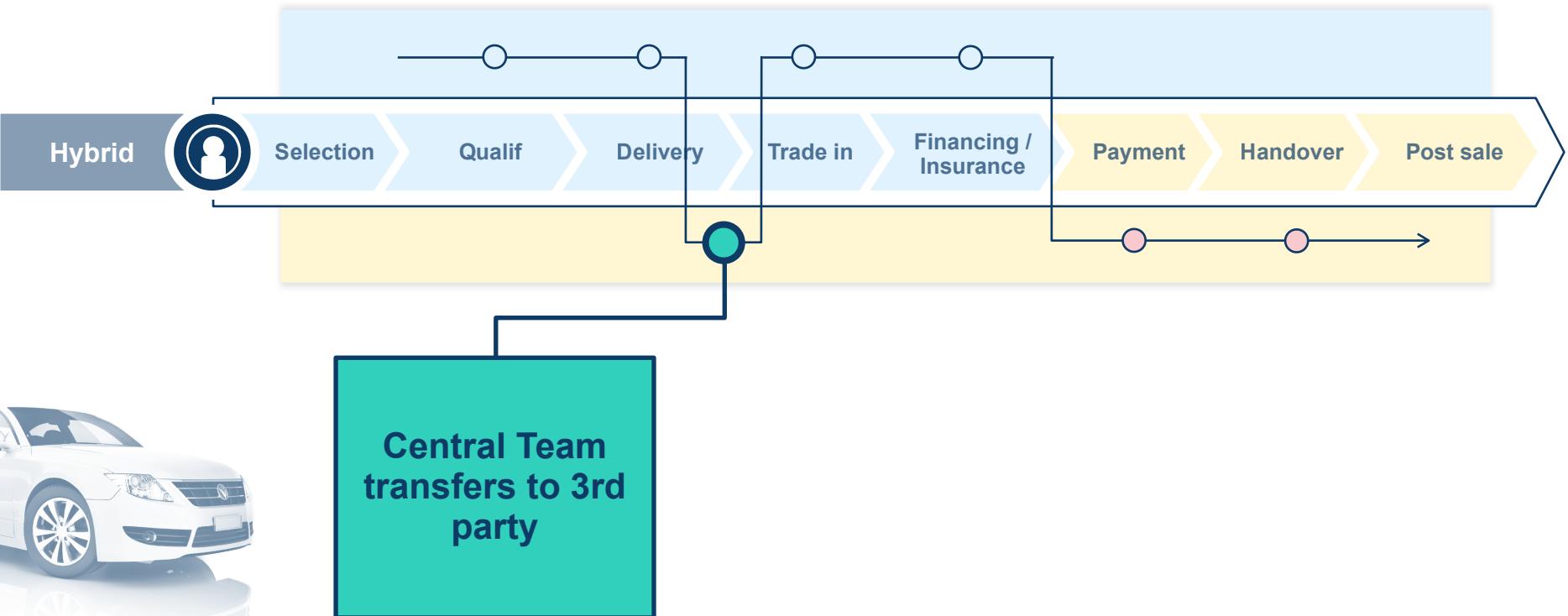




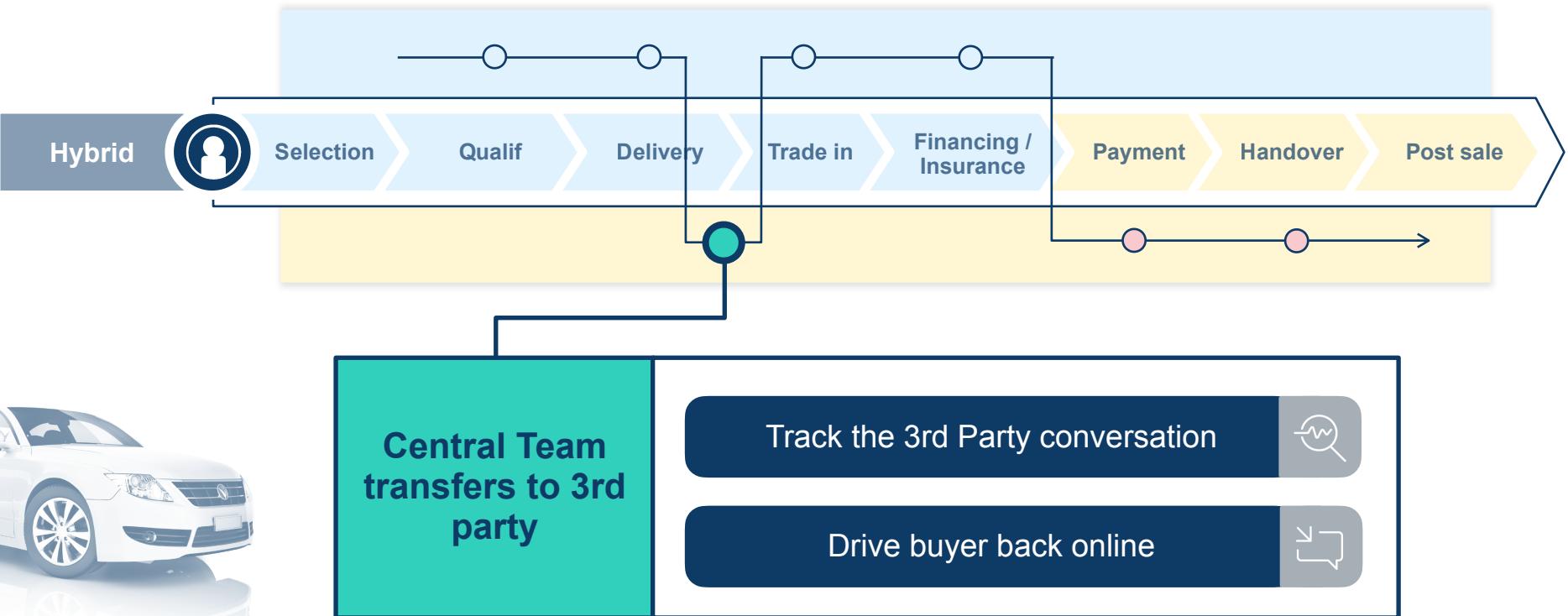
Involve a 3rd party

Drive the buyer
through the journey

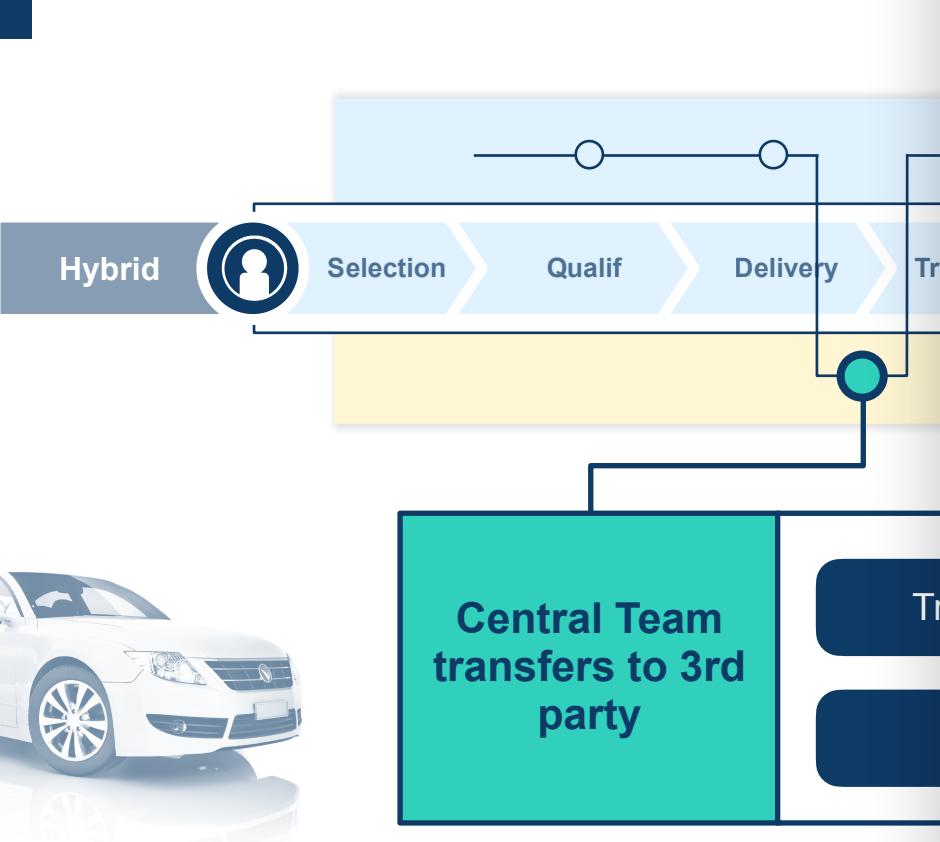
Drive the buyer through the journey



Drive the buyer through the journey



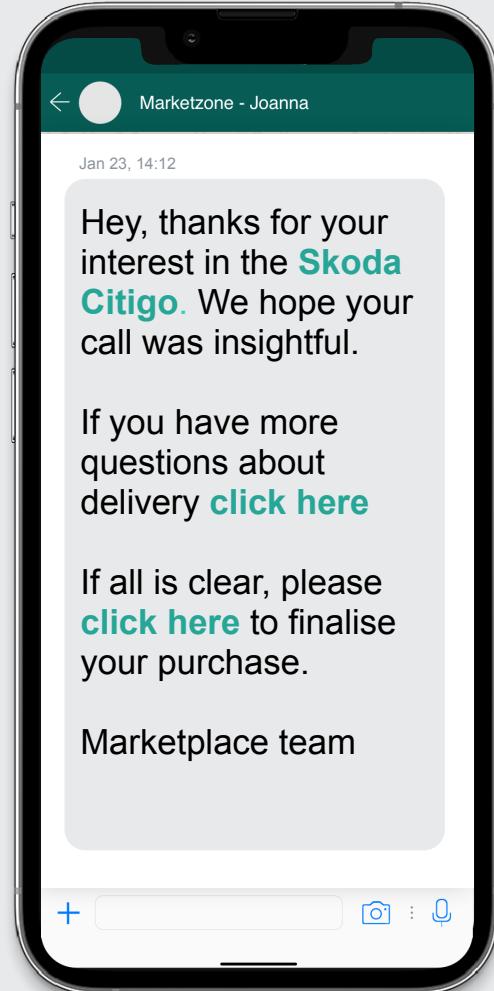
Drive the buyer through the journey



If successful conversation



Send SMS to the lead

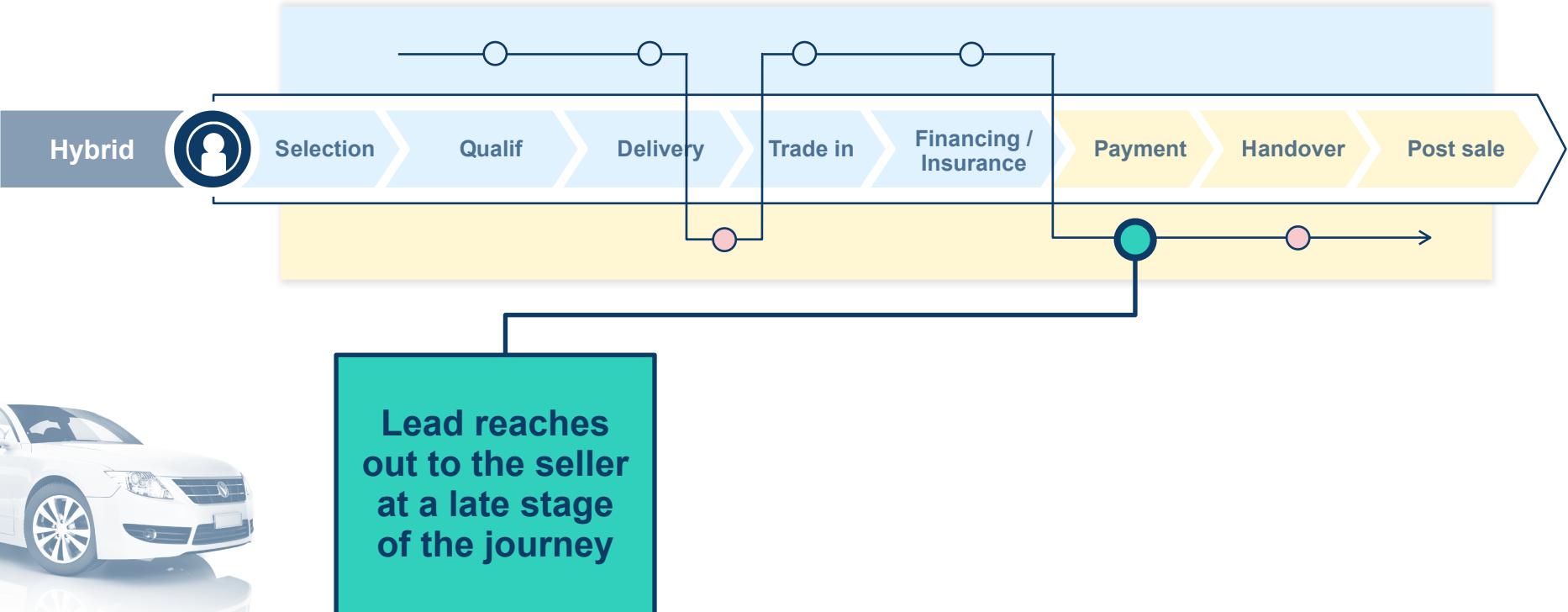




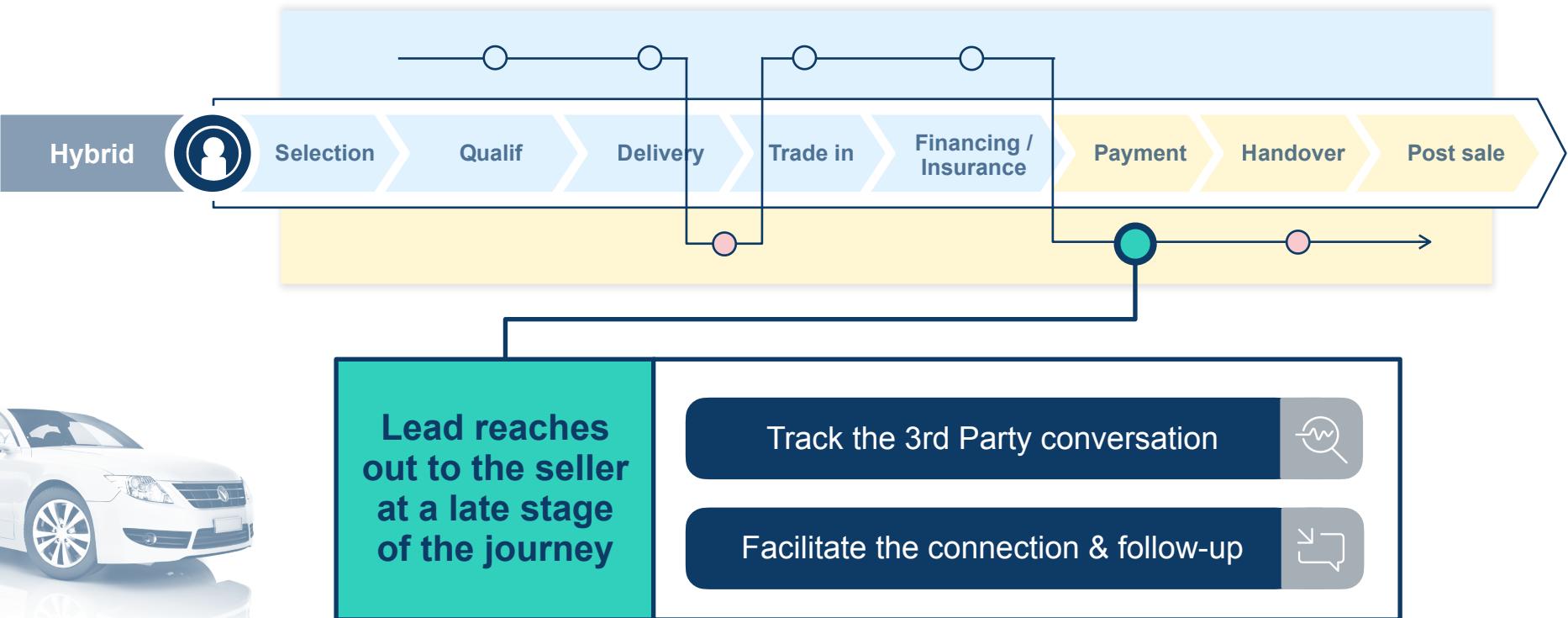
Transfer at an advance stage

Transfer leads closer
to the transaction

Transfer leads closer to the transaction



Transfer leads closer to the transaction



Transfer leads closer to the transaction

Hybrid



Selection

Qualif

Delivery

Trade in

Fin
Ins

Lead reaches out to the seller at a late stage of the journey

Track the 3rd

Facilitate the c



Your logo



missed call alert from transactional lead

You missed a call at 10:34 am on 19/07/22



Audi SQ8 4.0 TDI
32,100 €. | 45,487 km
July 2019

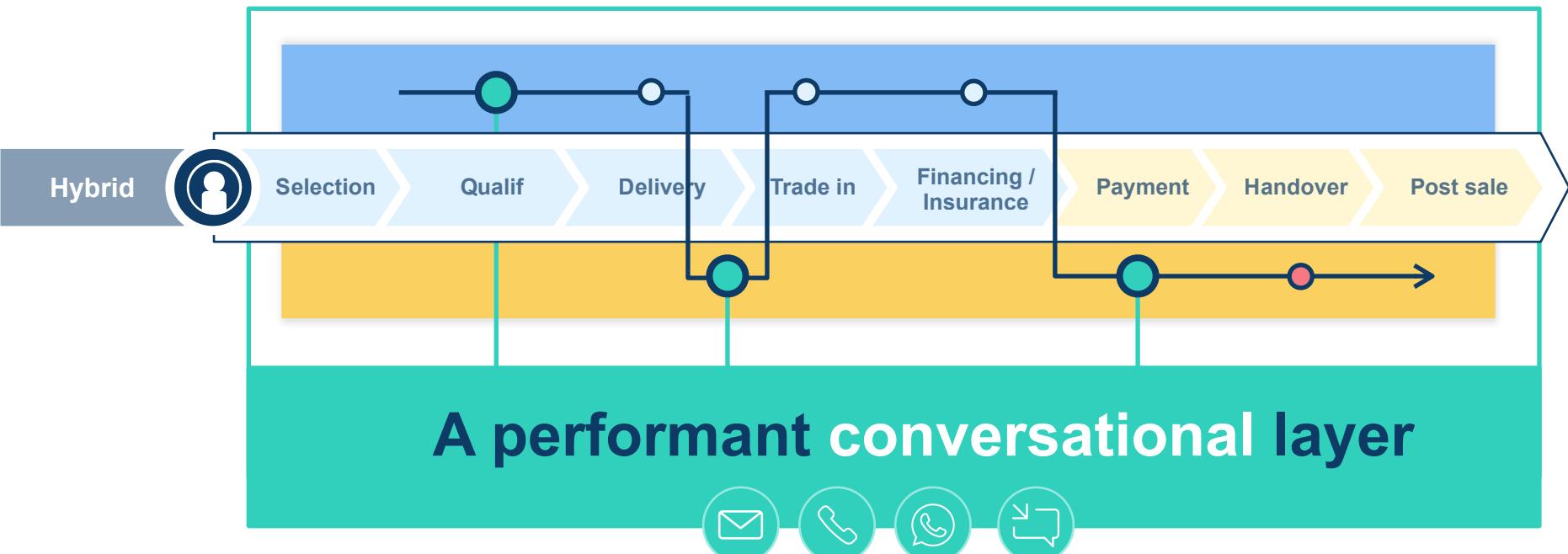
Booking fee paid and handover & payment **meeting** planned on **29/09/23 at 10:30 am.**

Access [here](#) the booking details

Reach back the lead at this number

+49 333 444 55

Buying journey & Human to Human interactions





Tack*



Nick March
Auto expert



Sam Papon
RE expert



Aditya Panikker
Business Dev. Mgr.



Tanguy Tallon
VP Marketplaces