



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 

ebay

milanuncios

 Marktplaats

kijiji

The logo for automobile.it, featuring the text "automobile.it" in a white, sans-serif font, enclosed within a white rectangular border.

heycar

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, ...)



Selection

Qualif

Delivery

Trade in

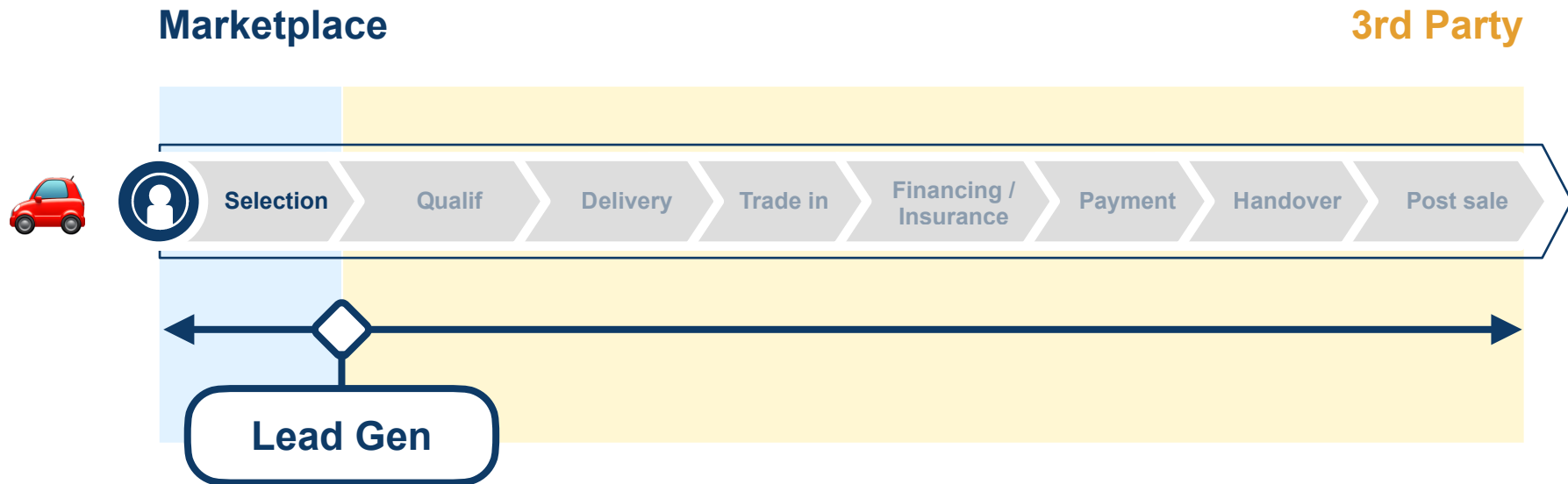
Financing /
Insurance

Payment

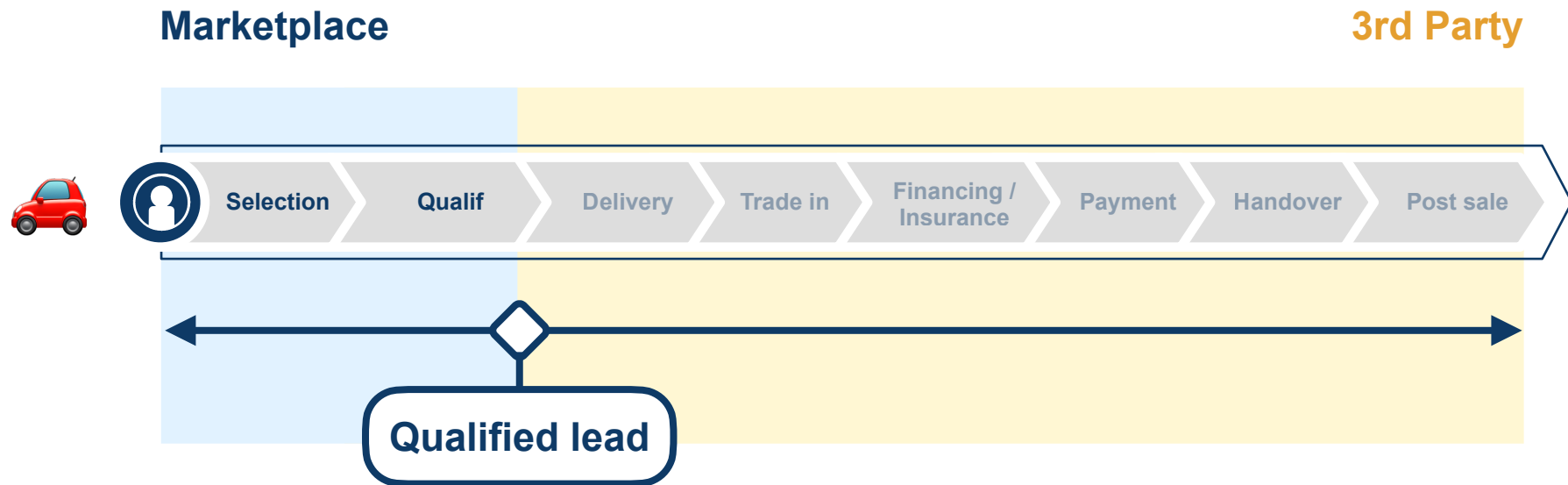
Handover

Post sale

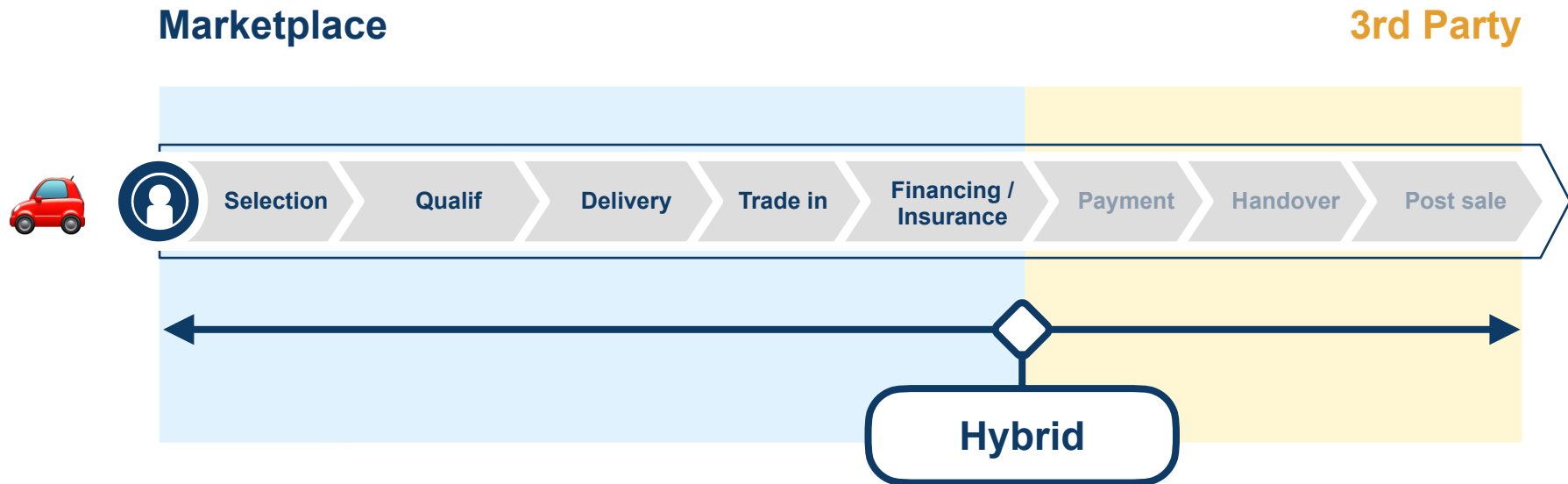
Going towards transactions: Different business model



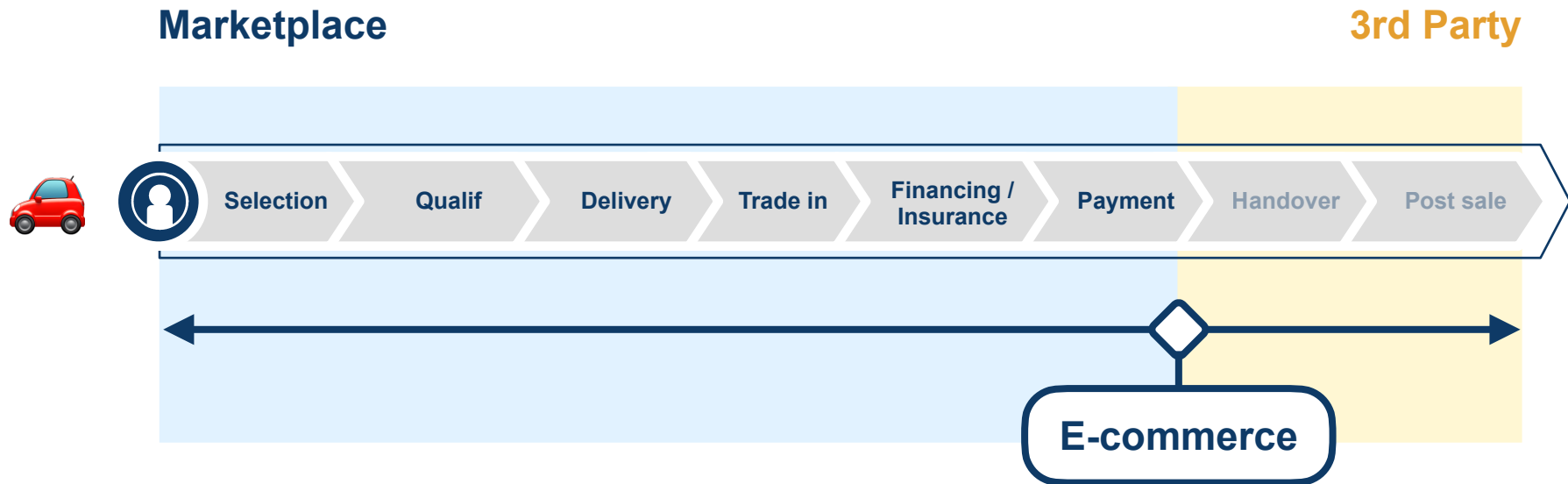
Going towards transactions: Different business model



Going towards transactions: Different business model

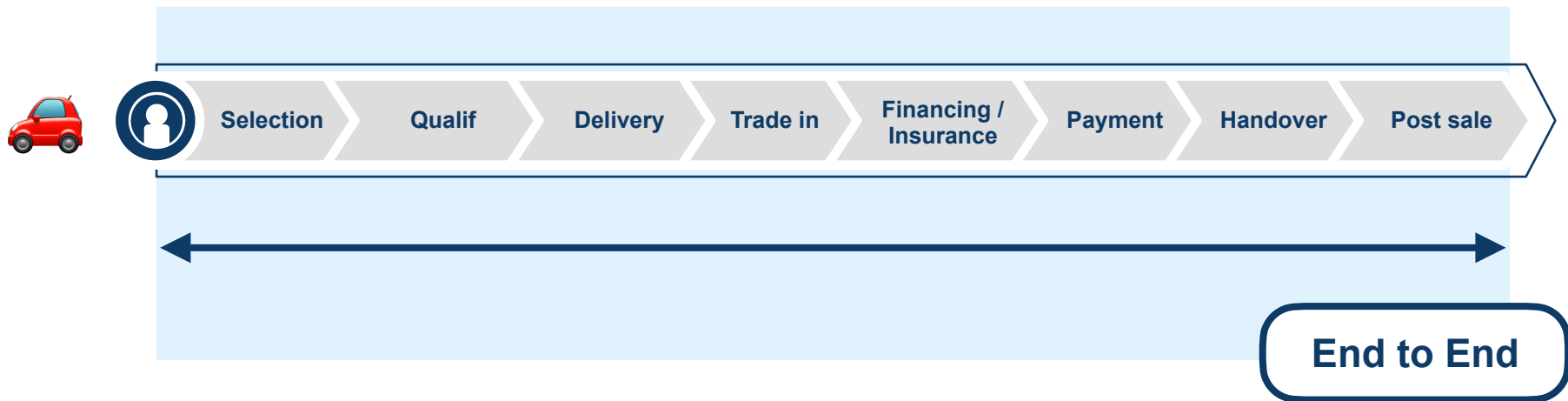


Going towards transactions: Different business model

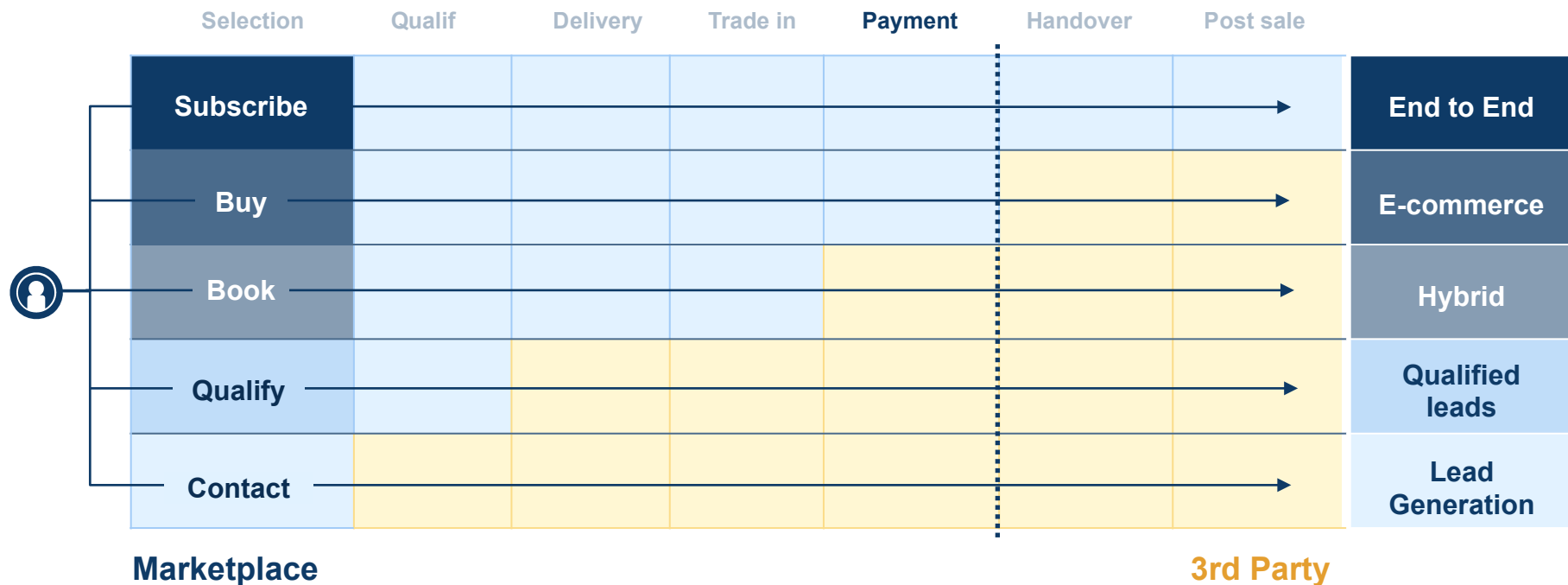


Going towards transactions: Different business model

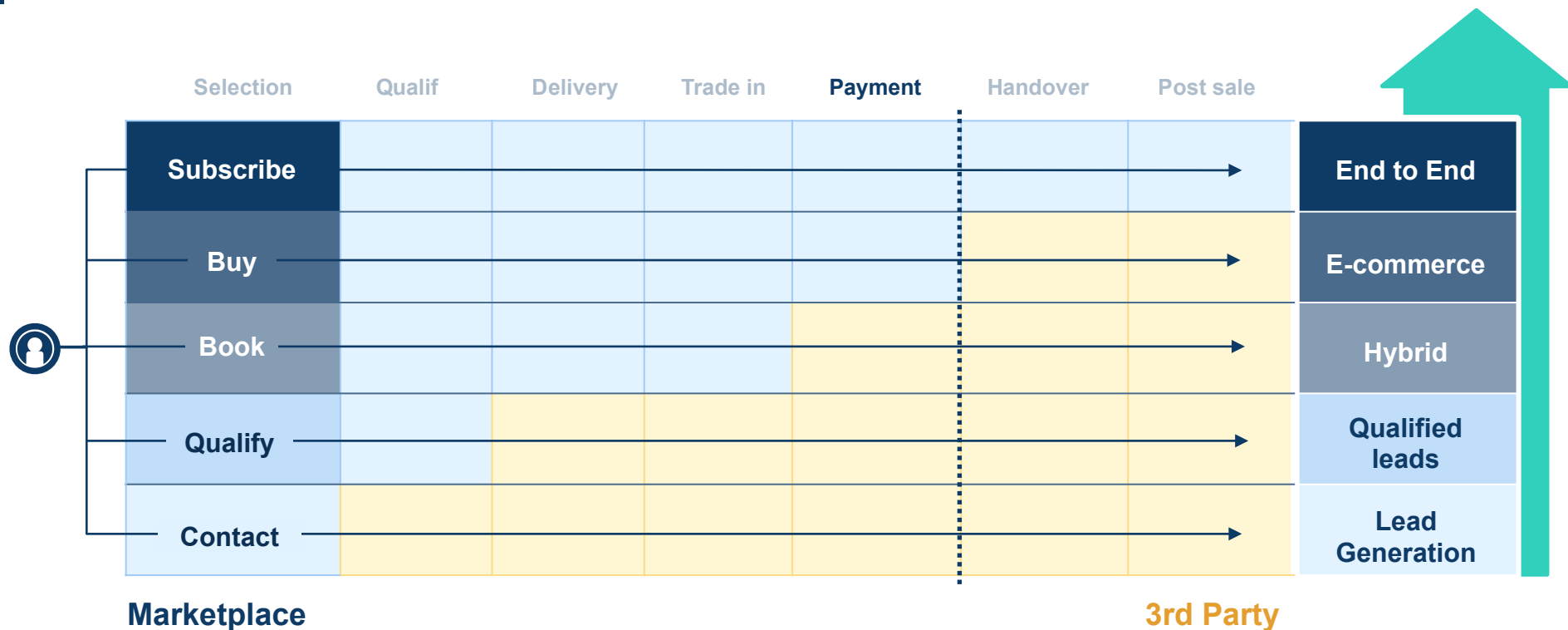
Marketplace



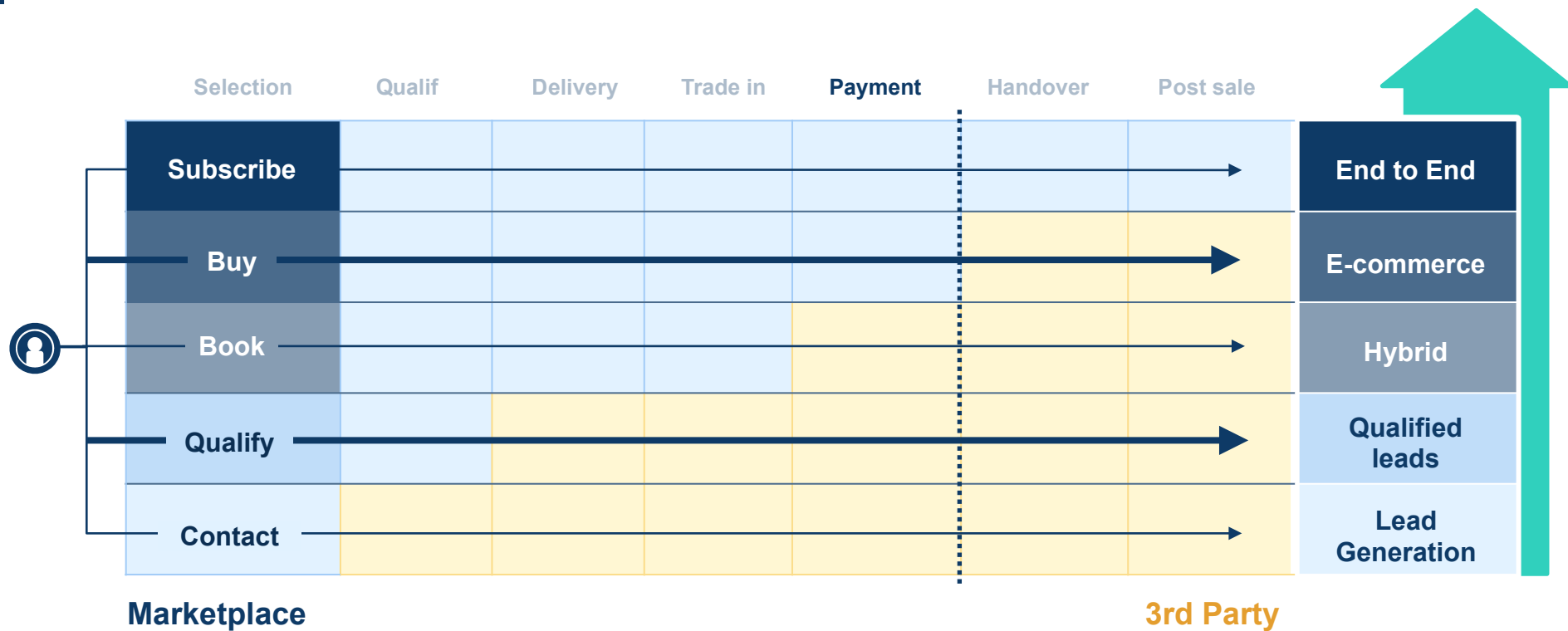
Going towards transactions: Different business model



Going towards transactions: Different business model



Going towards transactions: Different business model





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

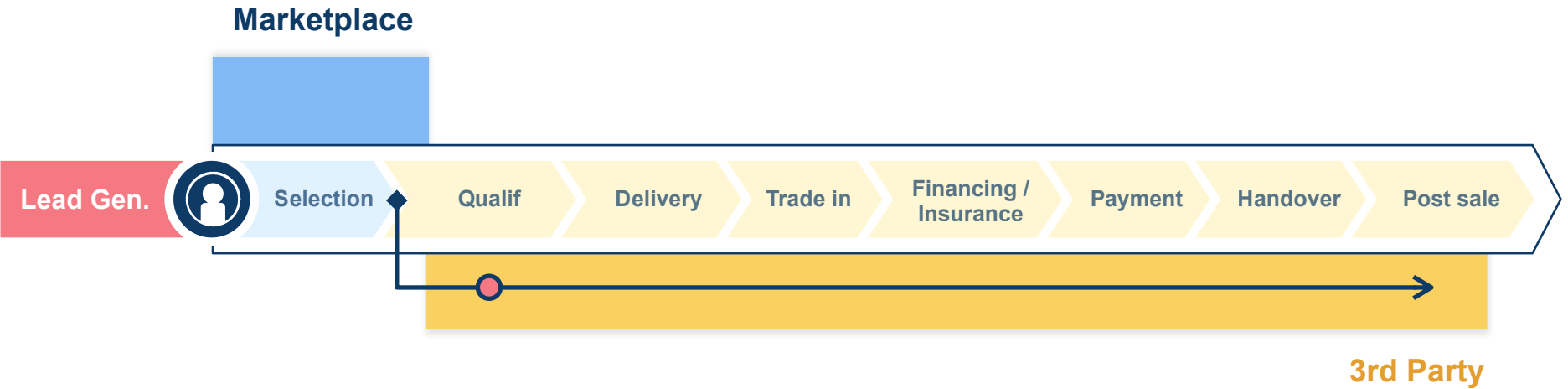
The closer to the transaction:

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



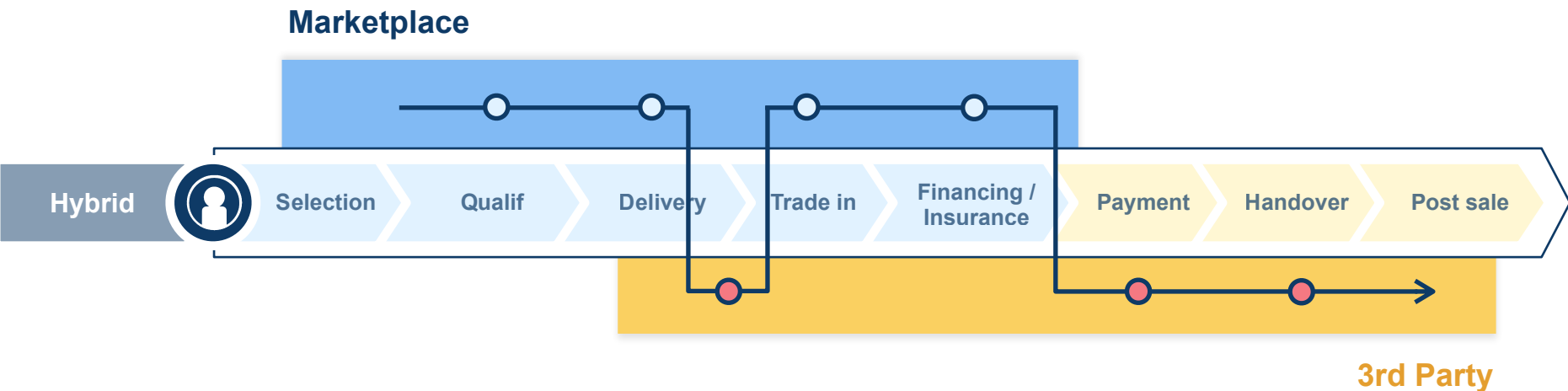
Classifieds model

A « simple » transfer



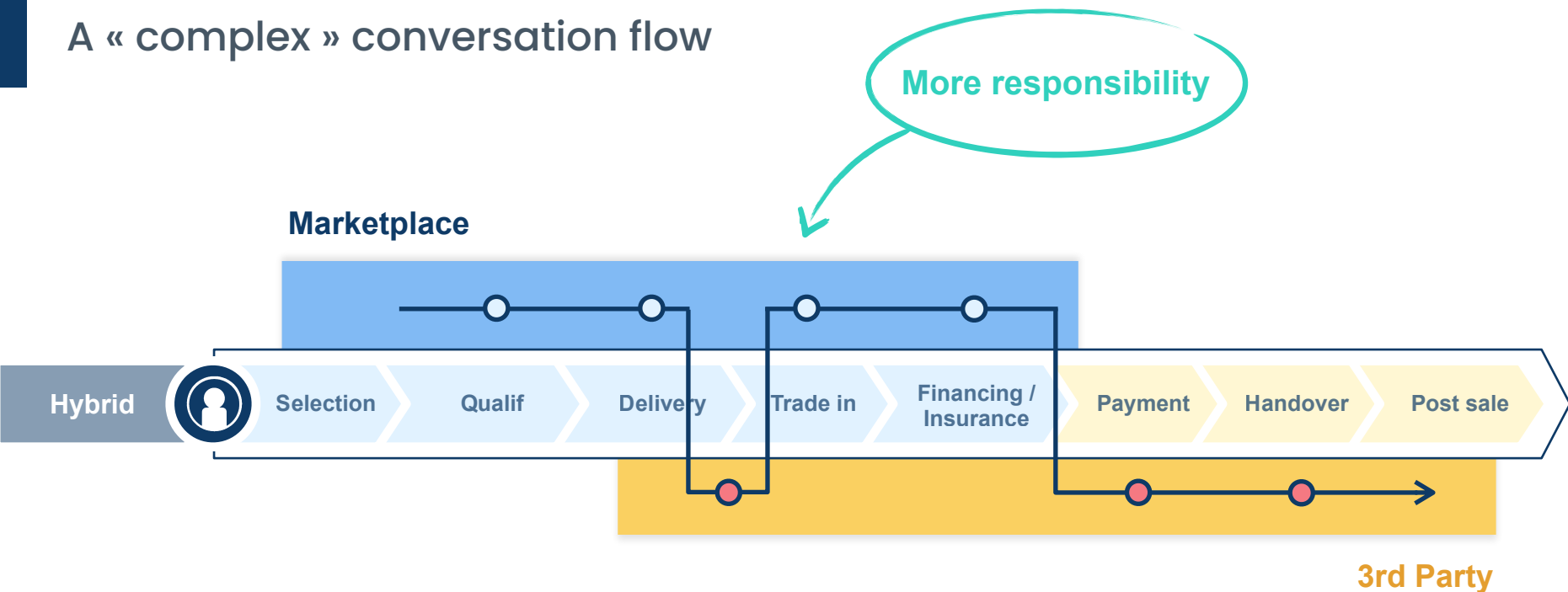
Closer to the transaction

A « complex » conversation flow



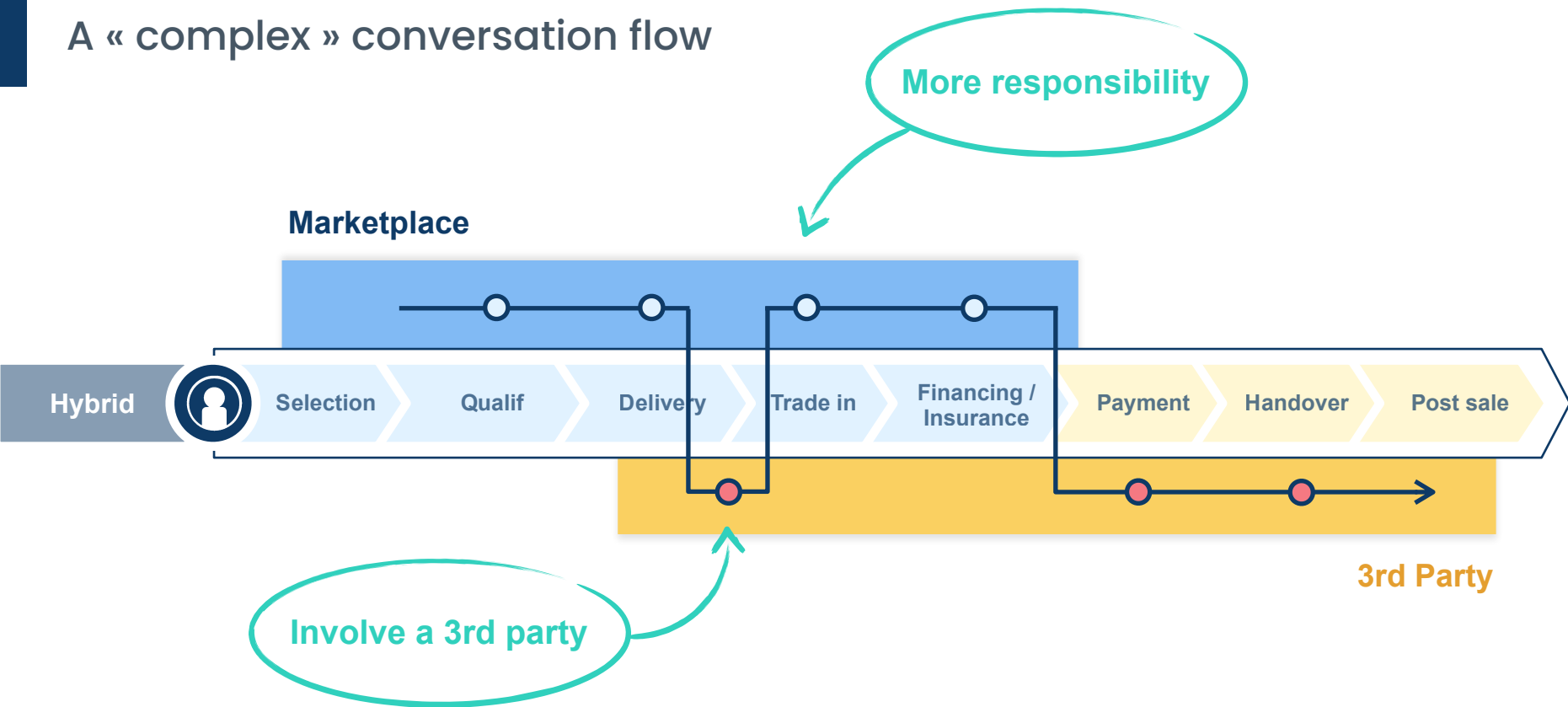
Closer to the transaction

A « complex » conversation flow



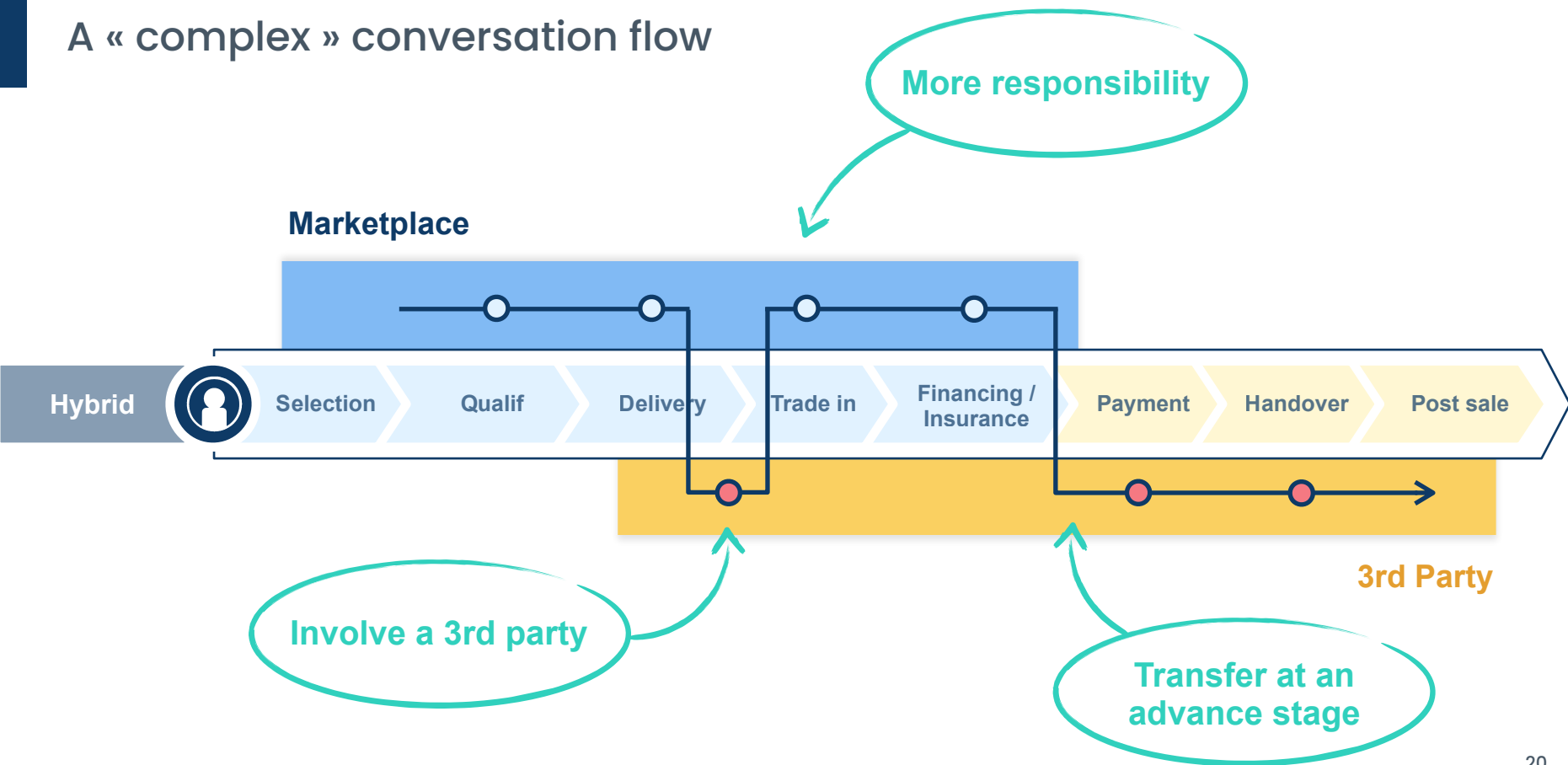
Closer to the transaction

A « complex » conversation flow



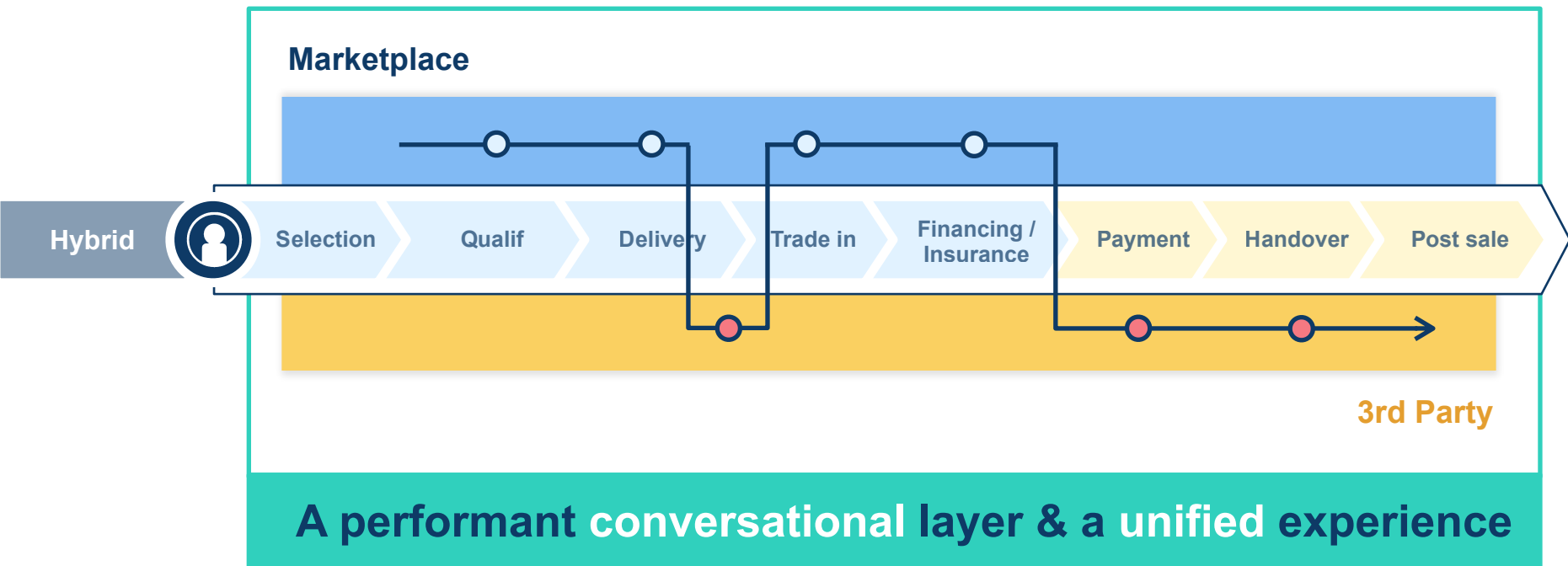
Closer to the transaction

A « complex » conversation flow



Closer to the transaction

A « complex » conversation flow





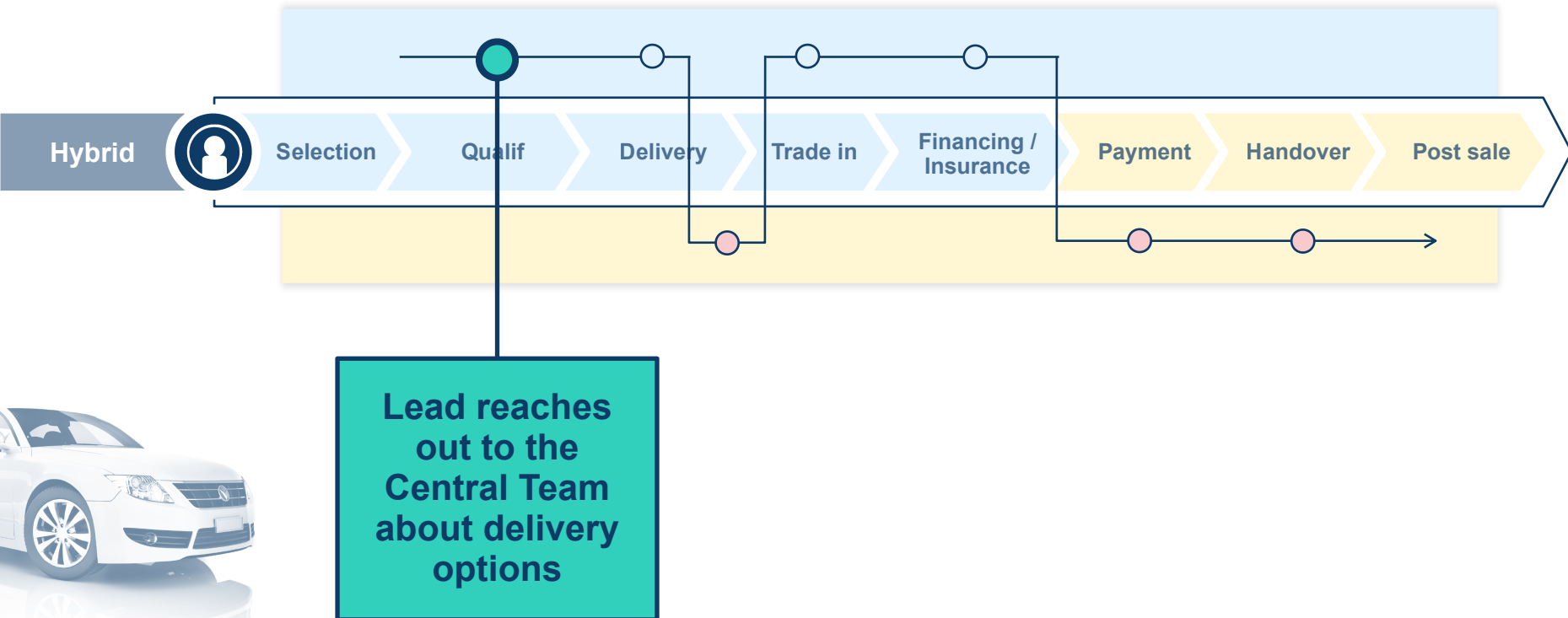
Let's look at 3 Best practices

More responsibility

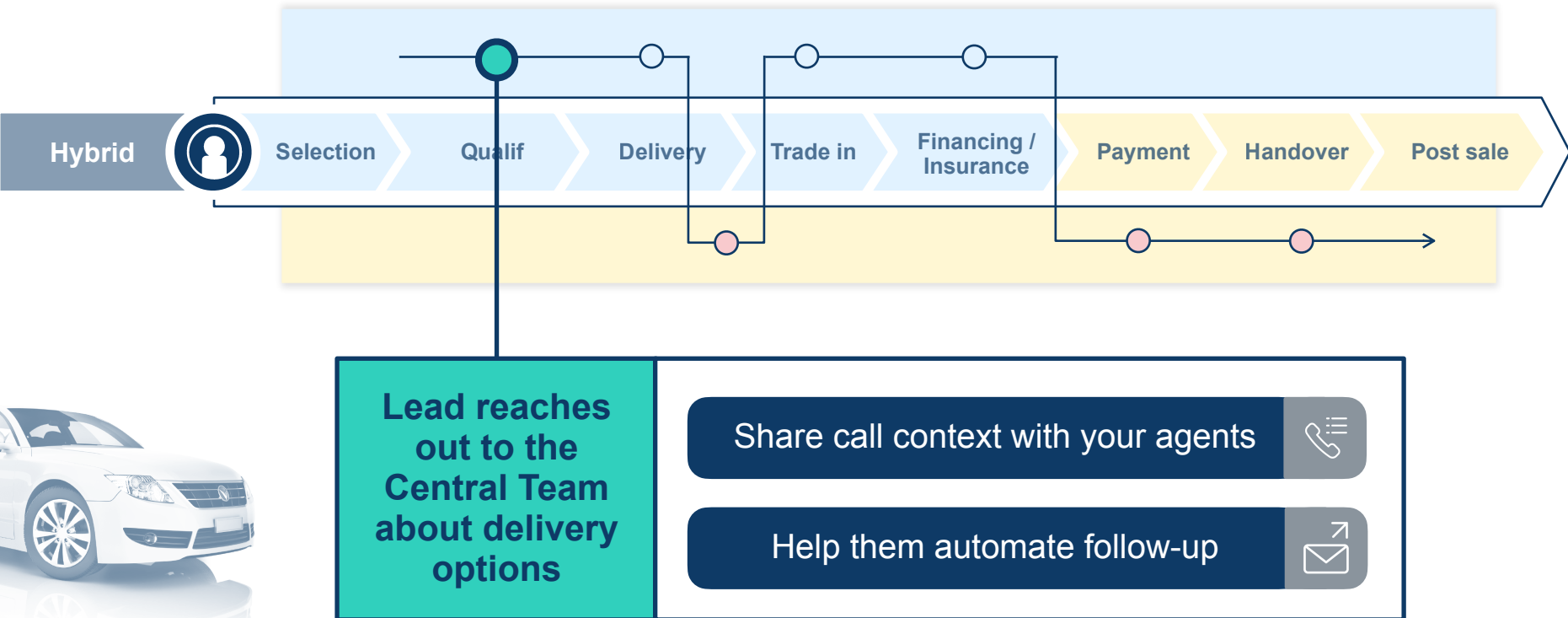
Supporting
Central Sales Team
(call centre) when
leads reach out



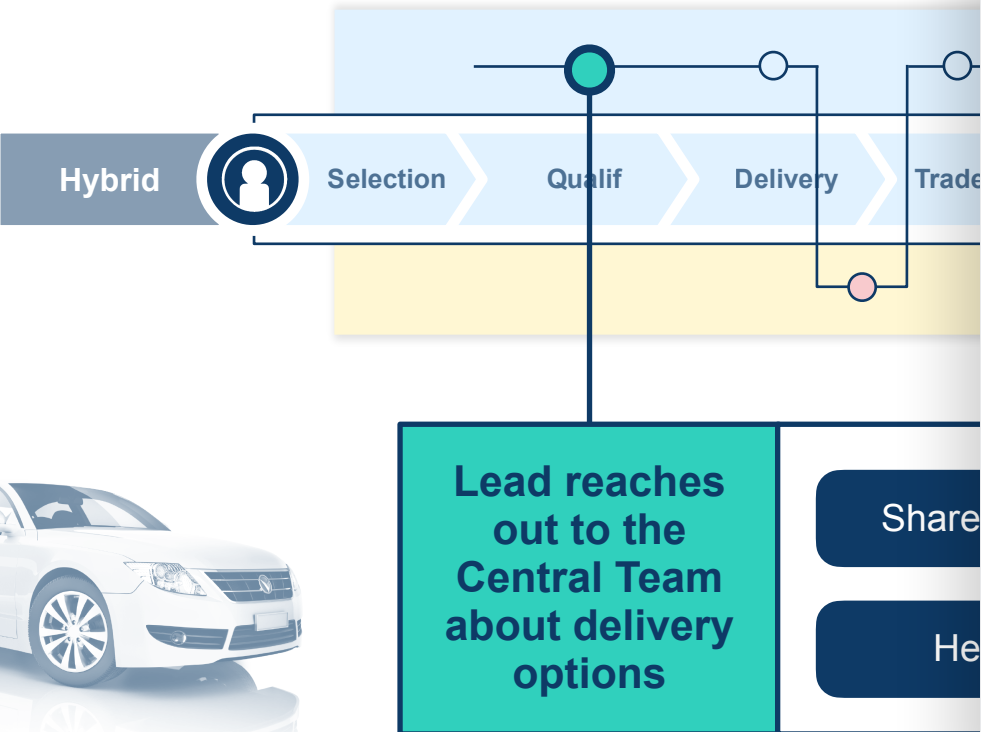
Support your Central Sales Team



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?

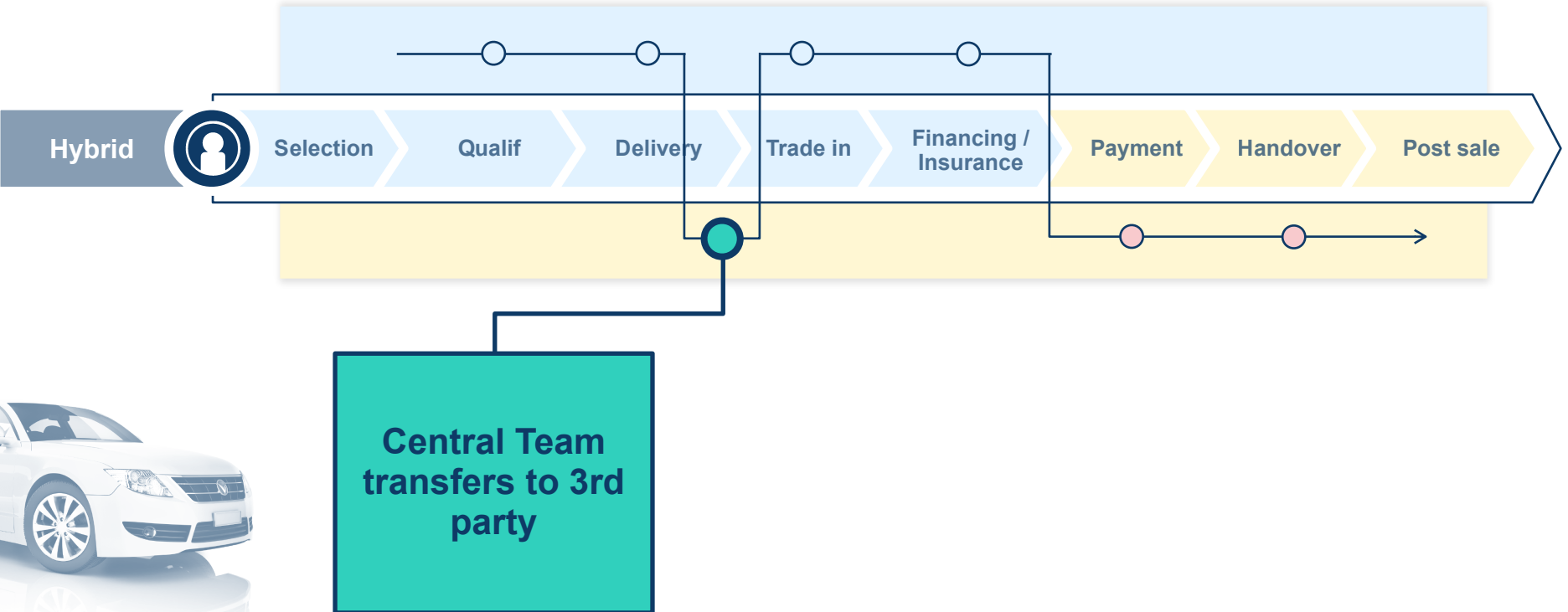




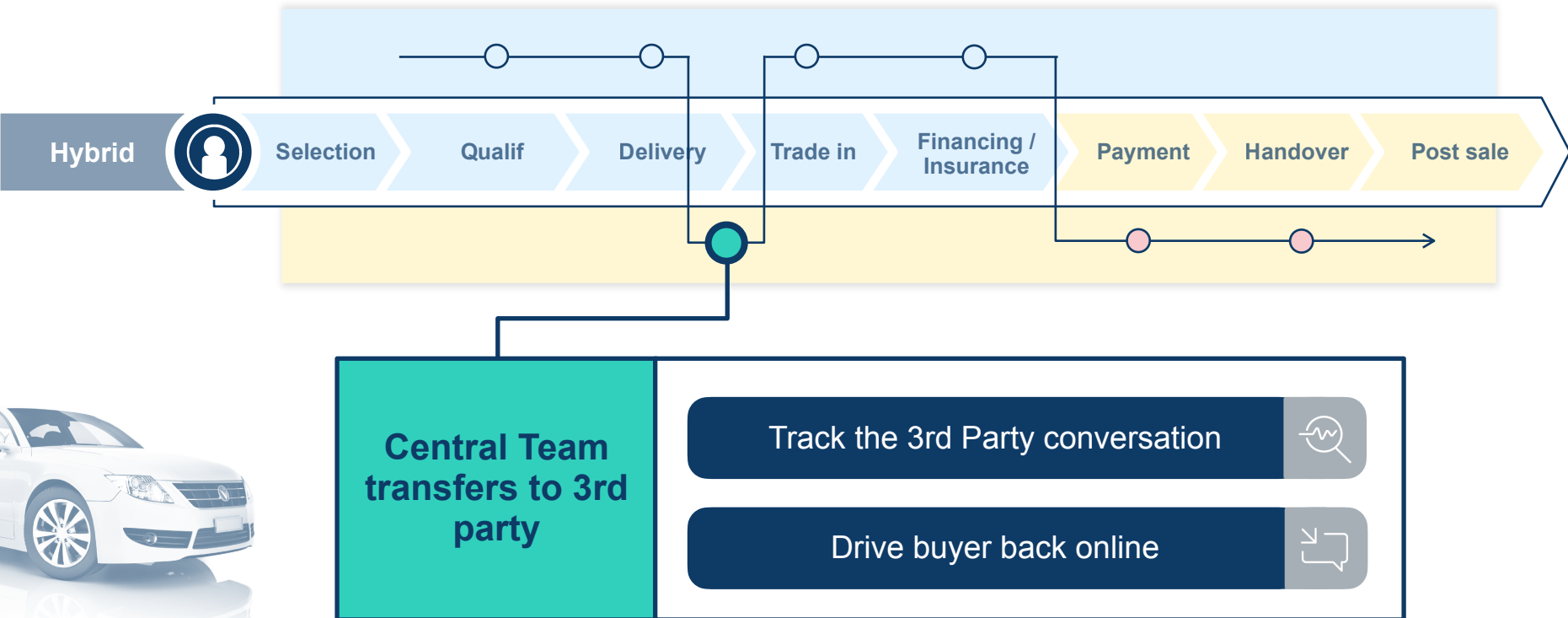
Involve a 3rd party

Drive the buyer
through the journey

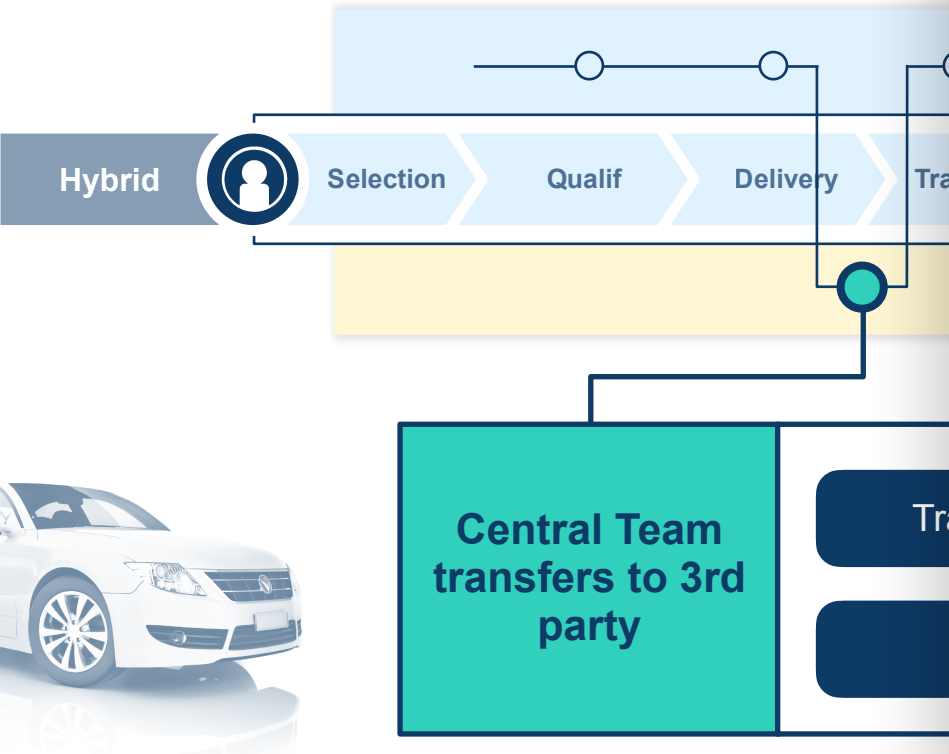
Drive the buyer through the journey



Drive the buyer through the journey



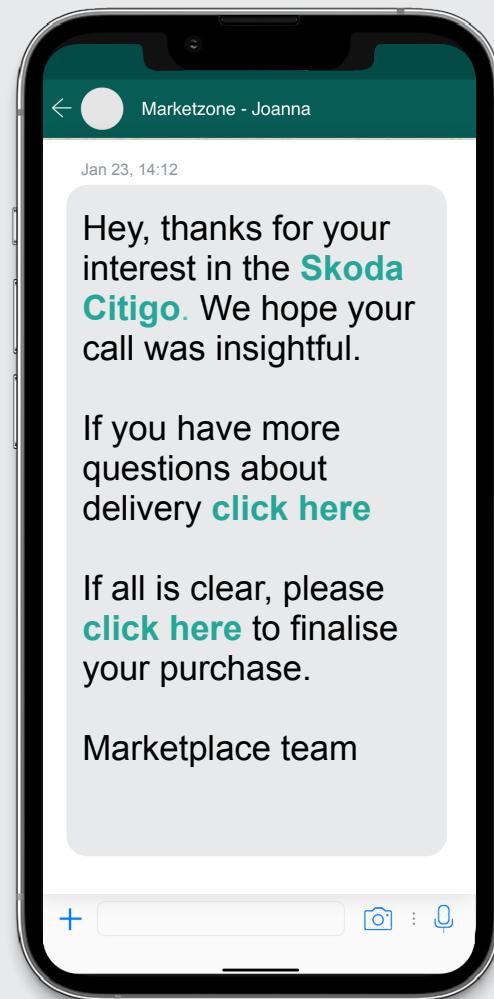
Drive the buyer through the journey



If successful
conversation



Send SMS
to the lead

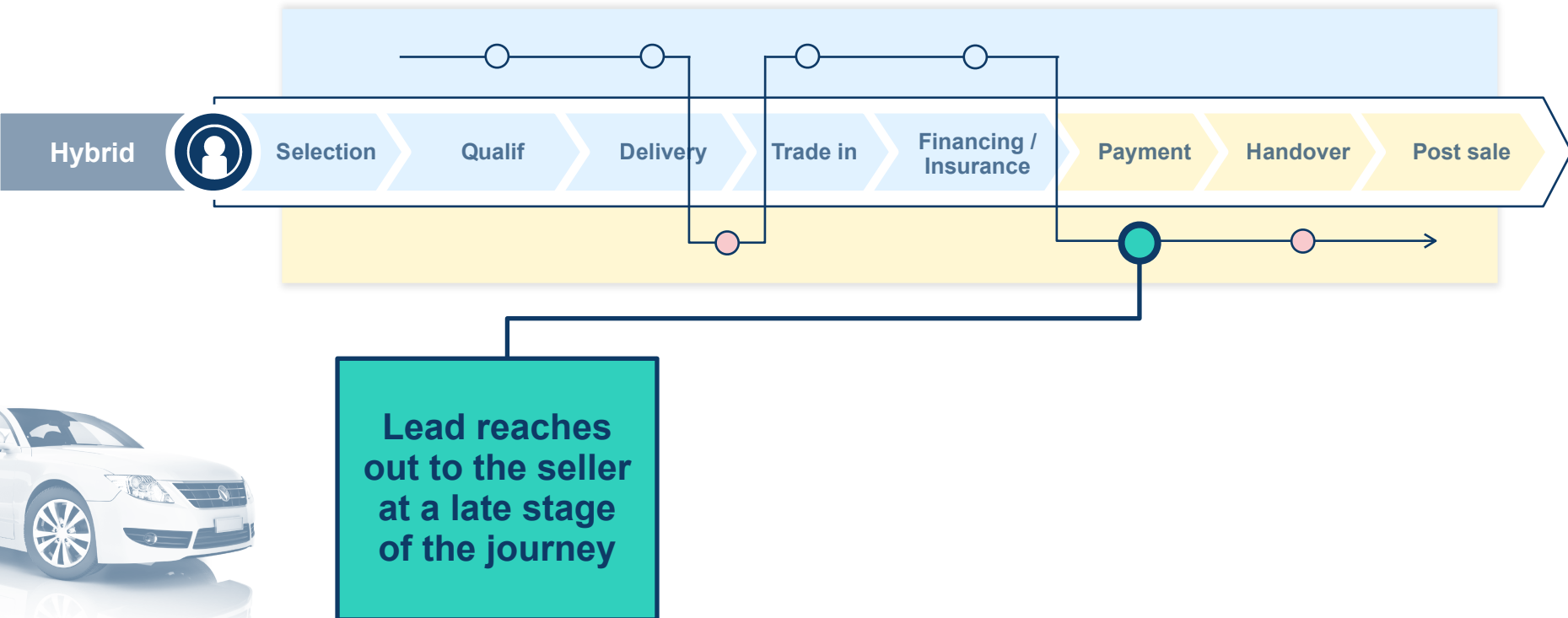




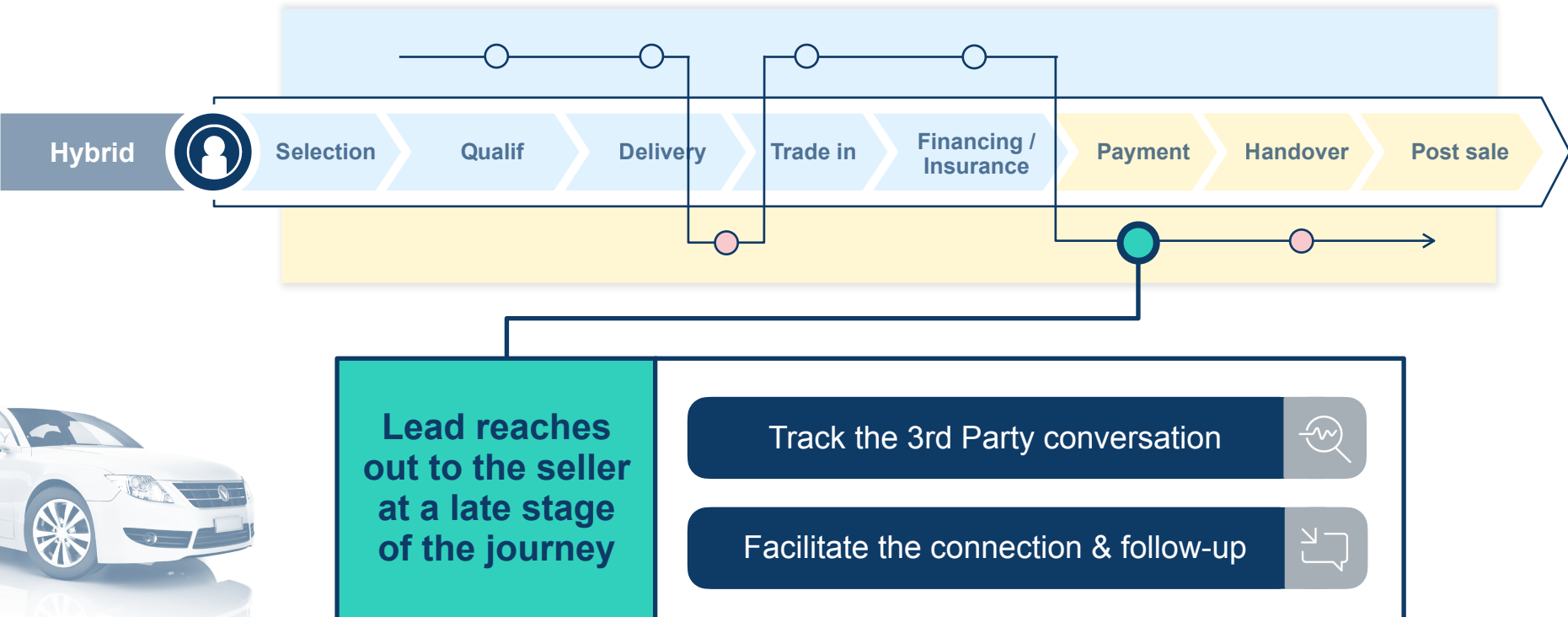
Transfer at an advance stage

Transfer leads closer
to the transaction

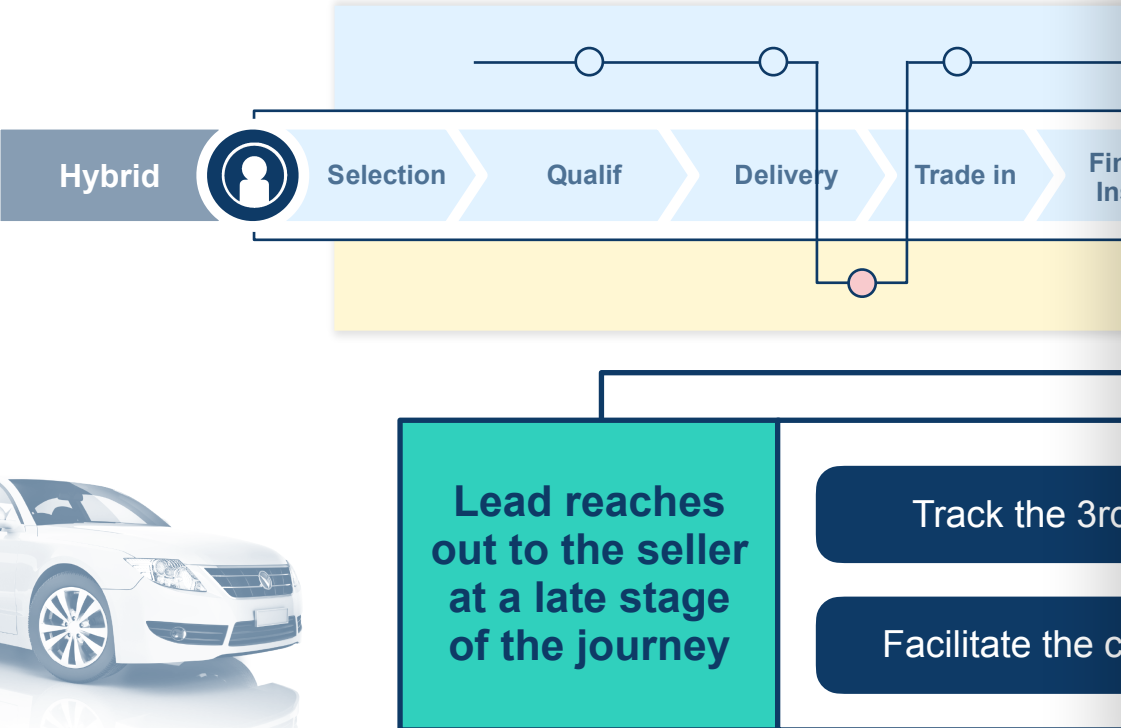
Transfer leads closer to the transaction



Transfer leads closer to the transaction



Transfer leads closer to the transaction



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

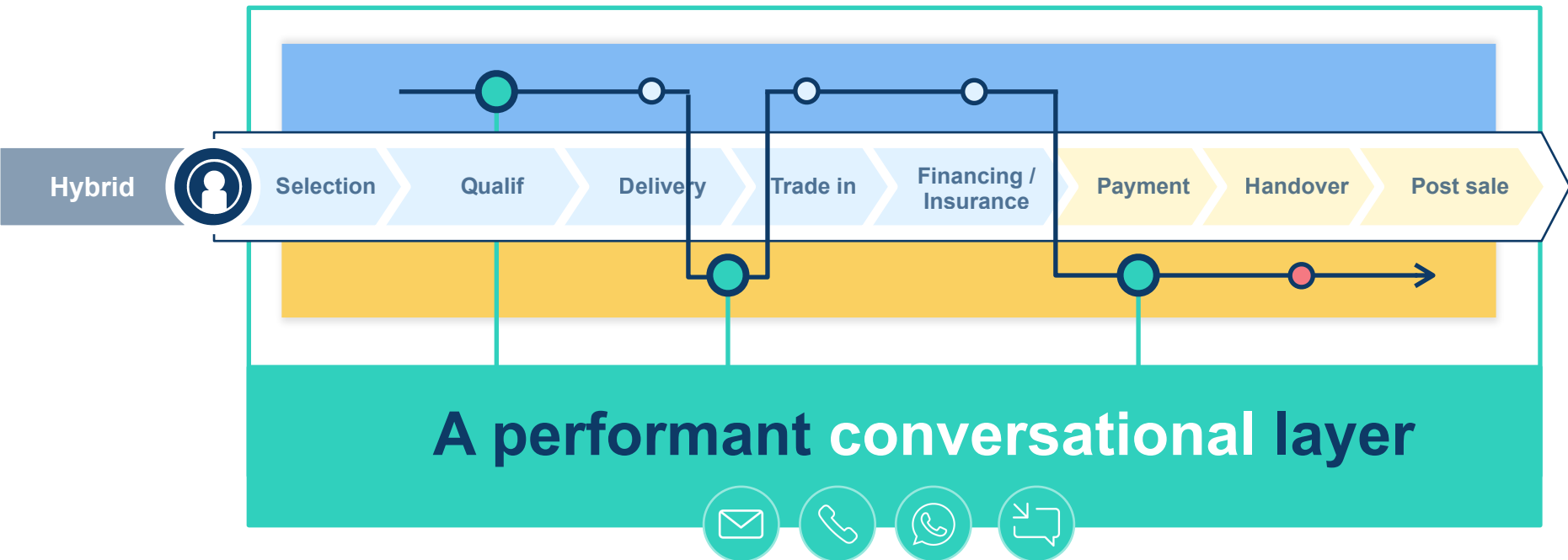
Booking fee paid and handover & payment **meeting** planned on
29/09/23 at 10:30 am.

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