

The New Classifieds Marketplace

15 November 2013



Prague, Czech Republic

About Me Slide

- Opus Research, SMI, Search Engine Land
- Former lawyer, editor, startups, analyst, blogger
- Search, local, mobile, social + indoor location
- Impact of digital media on offline consumer behavior
- Twitter: [@gsterling](https://twitter.com/gsterling)



Screenwerk
Online and Offline Media and Everything In-Between



search engine land. Marketing Land™

Overview

- **Classifieds?**
- **Horizontal vs. Verticals**
- **Mobile Marketplaces**
- **Social Marketplaces**
- **The New Marketplace Summary**

~~The New Classifieds Marketplace~~

15 November 2013



Prague, Czech Republic

'Classifieds' a Legacy Term

traditional mortgage through the banks, NO PROBLEM!

REAL ESTATE

MORTGAGE SOLUTIONS!

We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

ATTENTION: HOME OWNER

2 bedrooms Property has been completely renovated and is currently occupied!! Both tenants are currently on leases and each unit is rented at **\$400**

EXCELLENT INVESTMENT

2 Family (DUPEX)- Both units have 2 bedrooms and 1 bath. Property has been completely renovated and is currently occupied!! Both tenants are currently on leases and each unit is rented at **\$400 and \$450.**

COMMERCIAL LOANS

We will consider applications on the following property types:

- Multi-family construction
- Retail Centres
- Office
- Mixed Use

NO MONEY DOWN

We help home buyers to purchase their home with ZERO money down, call us today to put together a proposal for an offer on your property.

OFFICE AVAILABLE

3 individual enclosed office space cubicles (with desks) at a great location, use of Boardrooms and general facilities. General Parking nearby.
275\$/each
Location: Downtown

LOOKING FOR INVESTORS

Looking for additional investors. Investments are primarily focused in Real Estate Market.

sell your house??...Have you been thinking of selling your house soon??

Free Property Seminar

Topic covered: Buying procedures, tax issues, and property values. Seating is limited, so please **REGISTER NOW!!!**

CAREERS

GENERAL HELP WANTED

Seeking someone for general help, eg: filing, organizing, errands, answering emails. Must know how to type. \$10 per hour to start

★ ★ ★ ★ ★ ★ ★ ★

WEEKEND RECEPTION

We are seeking a general office assistant for Sunday afternoons between the hours of 11:30am to 5:00pm. \$12/H

GENERAL MANAGER

a non-profit social enterprise is seeking a full-time General Manager with business experience to lead and manage, the focus of the work will be on sales, marketing, \$60,000 per annum

We are looking for high energy, career oriented sales assistant who thrives in a fast paced environment. You must be able to multi task constantly \$12/H

SENIOR ADVISOR ASSISTANT

A well-established independent wealth management organization is seeking a qualified Senior Advisor Assistant to join their team. \$40,000 to \$60,000 per annum based on relevant experience.

RECEPTIONIST WANTED

Our Clinic is looking for a Receptionist that is looking to grow with our centre. This position is open for a driven, passionate and self motivated person.

★ **CALL NOW** ★

Sales Assistant

We currently have an excellent opportunity in our sales office, for more information about the company. See our website or Send resume.

Word Processing Specialist

Our client is seeking a talented and experienced Word Processing Specialist to join their team for a short-term project. a strong background in computer programs in general. \$15/H

EDUCATION

TUTORS NEEDED

We are looking for: highly skilled, motivated and dynamic individuals who have strong communication skills. Candidate must possess a love for teaching. \$12/H B.A. is a must.

DANCE CLASSES

We offers an opportunity for private dance lessons. Students can

Medical Assistant Training

Online Classes. We want you to be successful. Just click the link and learn today.

★ ★ ★

ENGLISH CLASSES

English as a Second Language / Accent Reduction Instructor Lesson fees are: \$25/hr per person; \$20/hr per person for two students.

SERVICES

GARDEN MAINTENANCE

Experienced in maintenance work such as, lawn mowing, blow it clean, trimming, garden, pruning of plants, hedges, planting, and other maintenance and installation. Location: West River RD.

Are you looking for a realtor?

Maybe you just have some questions. Maybe you don't know what you want yet...

STUDENT LOANS

Do you need a Student Loan? We provide all kinds of options to assist you financially. CALL US TODAY

★ MORTGAGE EXPERT ★

Residential & Commercial, Specialize in Residential Real Estate Finance & All Commercial Mortgages

NEED A SMALL LOAN

Do you need a loan? Do you need some cash fast? CALL US QUICKLY

BOOKKEEPING SERVICES

- Accounts Payable
- Accounts Receivable
- Bank Credit Card Reconciliations

Flexible rates starting at \$18 per hour.

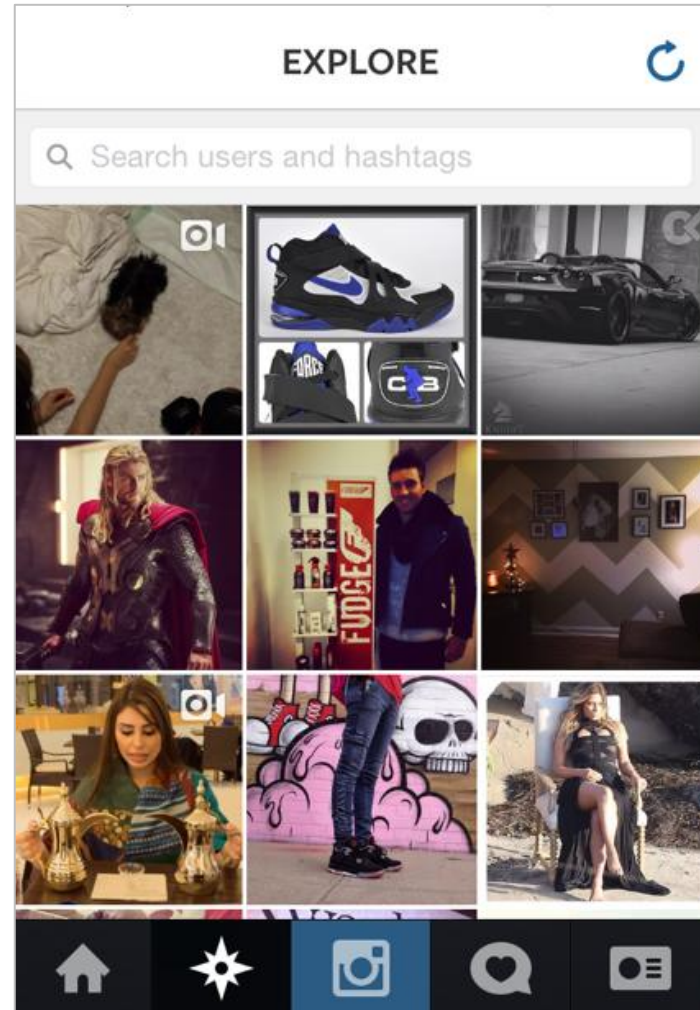
- Jobs
- Autos
- Real estate
- Services
- Personals
- Private party

What Does ‘Classifieds’ Mean?

A conversation with my 13-year-old daughter:

- **GS:** What does “classifieds” mean to you?
- **13 YO daughter:** I don’t know; it means you classify things?
- **GS:** Do you know what Craigslist is?
- **13 YO daughter:** it’s kind of like eBay or Amazon...

The Instagram Generation



You're in the __ Business

- Changing language “opens up” the discussion
- What are we really talking about:
 - Facilitating transactions
 - Collecting listings/structured content
 - Building marketplaces and distribution
 - Bringing simplicity, convenience, efficiency to buyers and sellers
- Focus on markets, market opportunities and solving buyer/seller problems

Opportunity & Competition



&



The opportunity is larger but more competition

Horizontal vs. Vertical Strategies

(not mutually exclusive)

Print: Horizontal Market

- Print newspaper classifieds were/are mostly horizontal marketplaces
- Disrupted by other mostly horizontal digital marketplaces:

- Craigslist
- eBay
- Google/search
- Other portals

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Any Model



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[Sell Your Car »](#)

Place an ad, price and see selling options.



[Trade Your Car »](#)

Get an instant, online offer for your current car.

AutoTrader and early “vertical” exception (1998)

Disruptor Being Disrupted?

craigslist uk

[post to classifieds](#)
[my account](#)

event calendar

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

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[women seeking men](#)
[men seeking women](#)
[men seeking men](#)
[misc romance](#)
[casual encounters](#)
[missed connections](#)
[rants and raves](#)

discussion forums

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apple	health	photo
arts	help	p.o.c.
atheist	history	politics
autos	housing	psych
beauty	jobs	queer
bikes	jokes	recover
celebs	kink	religion
comp	legal	romance
crafts	linux	science
diet	m4m	spirit
divorce	manners	sports
dying	marriage	tax
eco	media	travel
educ	money	tv

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[vacation rentals](#)

for sale

antiques	appliances
baby+kid	arts+crafts
barter	atv/utv/sno
bikes	auto parts
boats	beauty+hlth
books	cars+trucks
business	cds/dvd/vhs
computer	cell phones
free	clothes+acc
furniture	collectibles
general	electronics
household	farm+garden
jewelry	garage sale
materials	heavy equip
rvs+camp	motorcycles
sporting	music instr
tickets	photo+video
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wanted	video gaming

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europe

us/ca

ci worldwide

Short History of Craigslist

- Founded in 1995; private email list for events
- 1996 went online
- 2000 expanded beyond SF
- 2004 eBay bought 25% of CL
- Scale: 500+ cities, 50 countries
- January 2004: not among top 50 US web properties



"My exit strategy is death"

Craigslist September 2007

Top 50 U.S. Web Properties for September 2007

Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	<i>181,858</i>				
1	Yahoo! Sites	135,578		26	Verizon Communications Corporation	23,982
2	Google Sites	129,508		27	CRAIGSLIST.ORG	23,124
3	Time Warner Network	121,894		28	Bank of America	22,997
4	Microsoft Sites	119,193		29	United Online, Inc	22,908
5	Fox Interactive Media	79,951		30	Yellowpages.com Network	22,808

Craigslist September 2013

Top 50 U.S. Web Properties for September 2013

17	Demand Media	57,436	42	EA Online	26,999
18	VEVO	56,498	43	Alloy Digital Properties	26,274
19	Gannett Sites	54,249	44	NetShelter Technology Media	26,010
20	Linkedin	52,900	45	Time Warner (Excl. Turner/WB)	25,893
21	craigslist, inc.	51,217	46	Conde Nast Digital	25,889
22	Weather Company, The	50,983	47	AT&T, Inc.	25,802
23	Wal-Mart	42,945	48	Everyday Health	25,655
24	YELP.COM	41,880	49	PINTEREST.COM	25,446
25	Answers.com Sites	40,838	50	Target Corporation	25,343

- Free + “network effect” sustains Craigslist
- Now the “digital incumbent”

When Verticals Attack

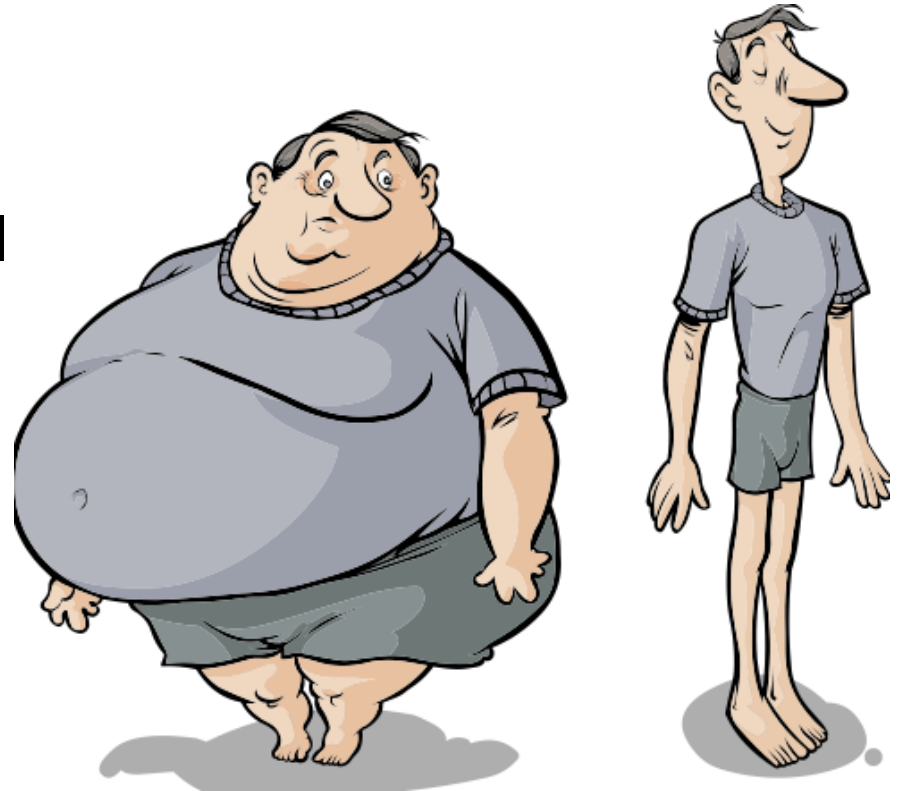


Source: Andrew Parker, 2010

gaming parent words

Portal vs. Vertical

- Horizontal play is “winner take all” or nearly all
- Requires content + critical mass of users
- Verticals: insurgent strategy; opportunity to offer richer user experience (verticals can expand “horizontally”)



Exception: Schibsted?

TIMELINE



1839
Schibsted
Forlag



1860 Aftenposten



1966 VG



1995 Schibsted Nett



1996 The Tinius
Trust established



1996 Aftonbladet



1998 SvD and Postimees
(Estonia)

1839

1998

1999

2012



1999
20 Minutes



2000 Finn



2003 Blocket



2006 Leboncoin



2006 Trader



2008
Schibsted
Classified
Media



2009
Schibsted
Sverige



2012
Schibsted
Norge

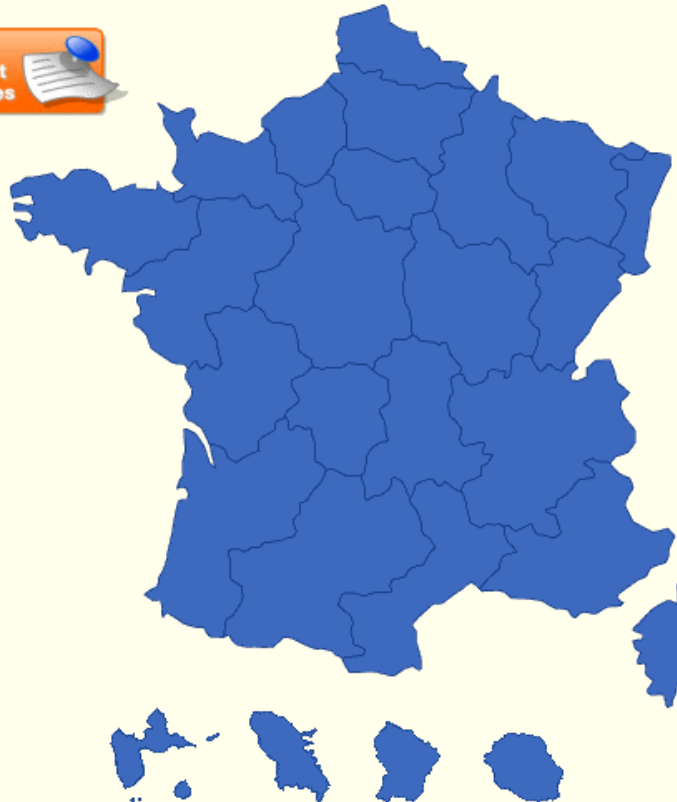
Leboncoin.fr



leboncoin.fr
vendez, achetez, près de chez vous

Leboncoin.fr part d'une idée simple : la bonne affaire est au coin de la rue ! Pour passer ou chercher des annonces, cliquez sur la région de votre choix et trouvez la bonne affaire parmi **23 103 801 annonces**.

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Centre
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Corse
Franche-Comté
Haute-Normandie
Ile-de-France
Languedoc-Roussillon
Limousin
Lorraine
Midi-Pyrénées
Nord-Pas-de-Calais
Pays de la Loire
Picardie
Poitou-Charentes
Provence-Alpes-Côte d'Azur
Rhône-Alpes

Guadeloupe
Martinique
Guyane
Réunion

- Beat eBay.fr (forced it from the market)
- This year was Schibsted's most profitable classifieds site

Mobile Marketplaces

(you must compete)

Smartphone Penetration: EU & US



53% to 66%
smartphone
penetration across
'EU5'

Nearly 140 million
people



62%+ smartphone
penetration

Nearly 150 million
people



Penetration figures higher for people under 35

Mobile Internet Traffic



62% Mobile

38% Desktop



28% Mobile

72% Desktop



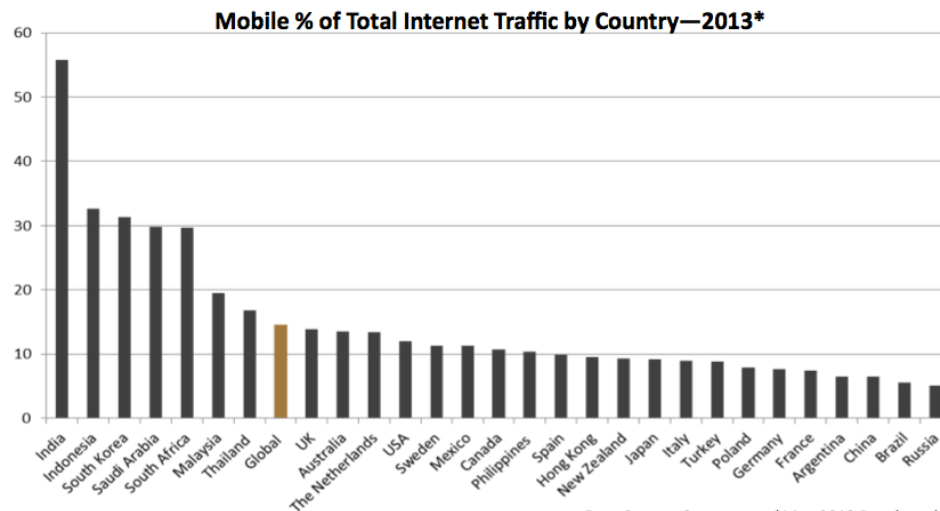
15% Mobile

85% Desktop



10% Mobile

90% Desktop



‘Generation M’



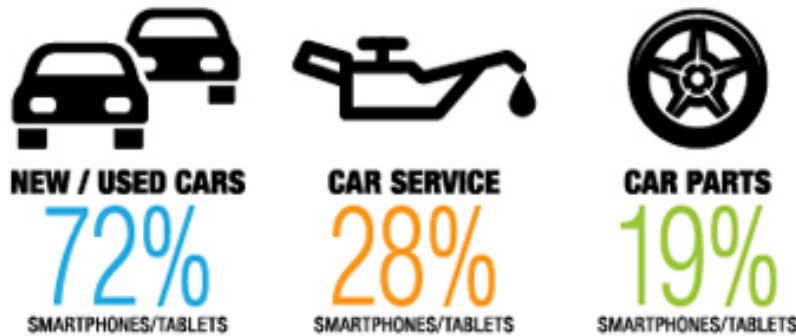
- 50% of teen smartphone owners (12-17) use the internet mostly on their mobiles
- 45% of young adults (18-29) reported in 2012 that they mostly go online with mobile



Source: 2012, 2013 Pew Research Center reports on “Teens and Technology”

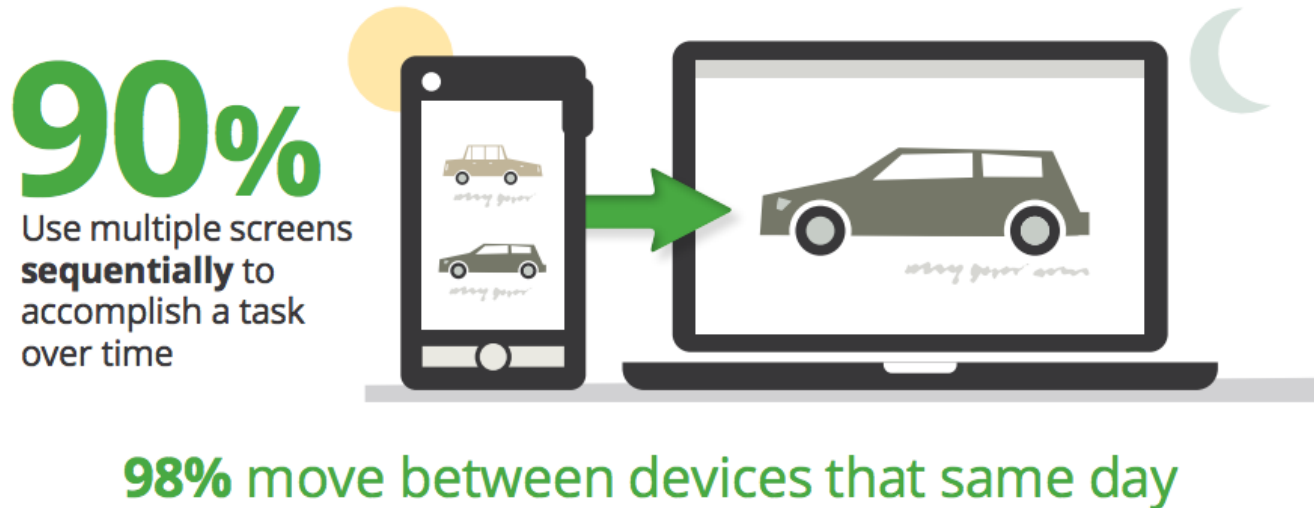
Mobile Only Audience

UK automotive category users: cars, service, parts



- **30% of audience only used mobile devices**
- 47% of tablet-based searches lead to a purchase
- 41% of smartphone-based lookups lead to a purchase

Multiscreen Usage Pattern



“**Smartphones** are the backbone of [] daily media use. They are the **devices used most throughout the day** and serve as the **most common starting point** for activities across multiple screens.”

New Mobile Marketplaces

- **Primary experience is mobile**; business probably not possible w/o
- **Vertical focus** (often a very specific solution – e.g., parking, directory of bars)
- Some PC marketplaces are seeing **migration to mobile** (e.g., AirBnB)
- Typically have **stored payment card** info (transactions model)
- **Convenience and efficiency** for both buyers and sellers; solving a problem

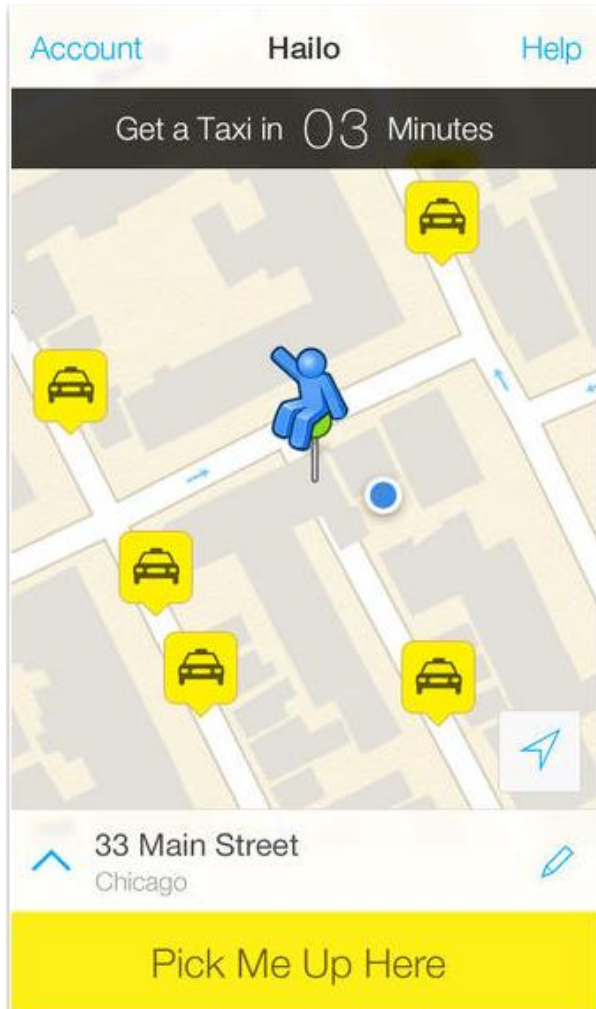
Uber, Hailo, Lyft, Etc.



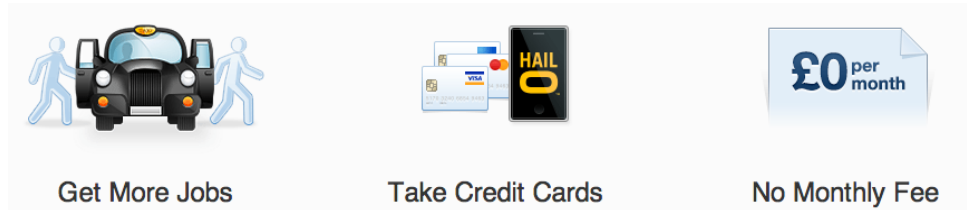
- Car sharing/ride apps
- Made possible by mobile
- Generally two-sided marketplaces
- Offer car sharing or inventory mgmt for drivers
- Convenience and/or efficiency for consumers

The power of limits: often mobile is preferred experience because it's simpler, more streamlined

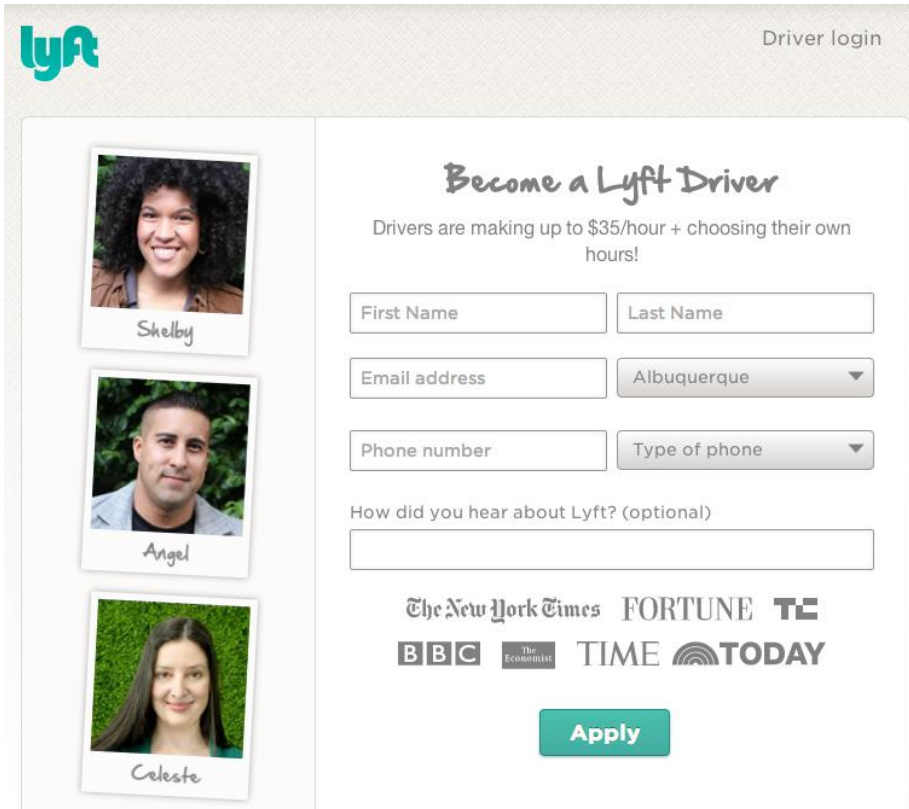
Solving 'Liquidity' Problems



- **Pitch to consumers:** get a cab more quickly and easily; pay with a card
- **Pitch to drivers:** 1) get more rides 2) accept credit cards 3) more efficiently manage time, fares, earnings
- Like other car services, inventory management for drivers



Providing (Additional) Income



The screenshot shows the Lyft website's 'Become a Lyft Driver' sign-up page. On the left, there are three profile pictures of drivers: Shelby, Angel, and Celeste. The main content area has the title 'Become a Lyft Driver' and a subtext 'Drivers are making up to \$35/hour + choosing their own hours!'. Below this are input fields for 'First Name', 'Last Name', 'Email address', 'Phone number', and a dropdown for 'Type of phone'. There is also a dropdown for location, currently set to 'Albuquerque'. A text field for 'How did you hear about Lyft? (optional)' is present. At the bottom, there are logos for 'The New York Times', 'FORTUNE', 'TE', 'BBC', 'The Economist', 'TIME', and 'TODAY'. A green 'Apply' button is at the bottom center.

lyft Driver login

Become a Lyft Driver

Drivers are making up to \$35/hour + choosing their own hours!

First Name Last Name

Email address Albuquerque

Phone number Type of phone

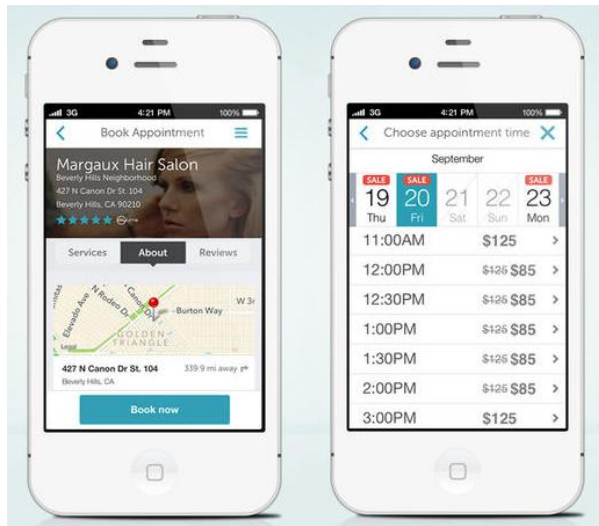
How did you hear about Lyft? (optional)

The New York Times FORTUNE TE
BBC The Economist TIME TODAY

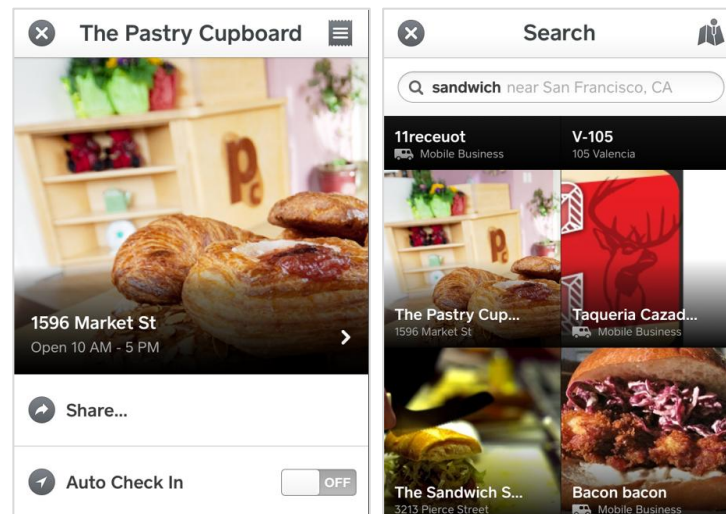
Apply

- **Pitch to consumers:** alternative to cabs; more social
- **Pitch to drivers:** make \$35 (€ 26.2) per hour
- New source of income for drivers. Passengers also become drivers. Drivers are passengers (makes building marketplace easier)

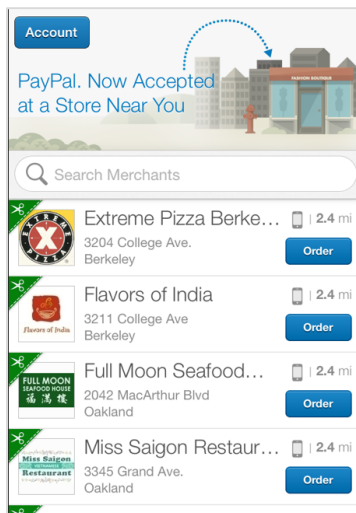
Local Services Mobilizing



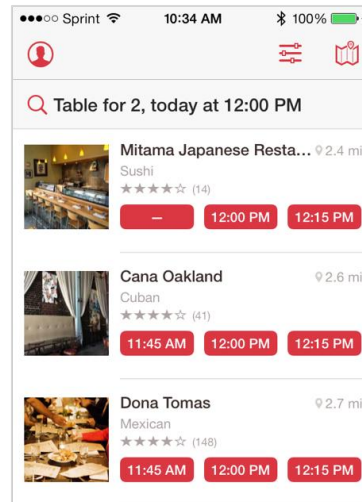
MyTime



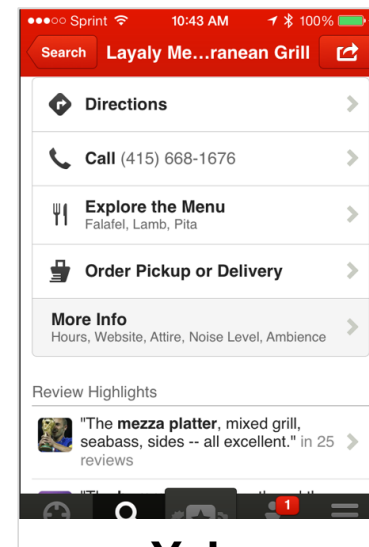
Square



PayPal

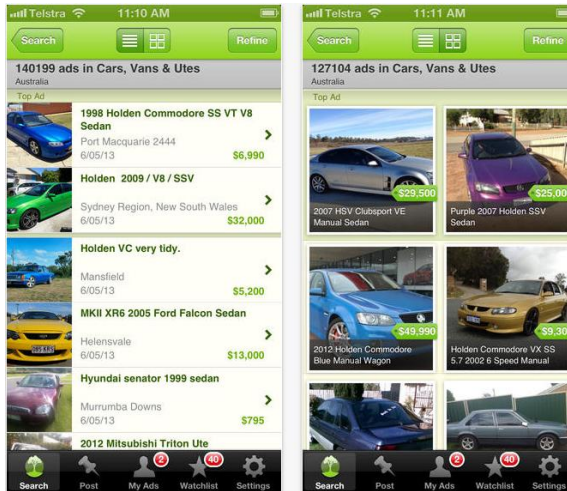


OpenTable/TopTable

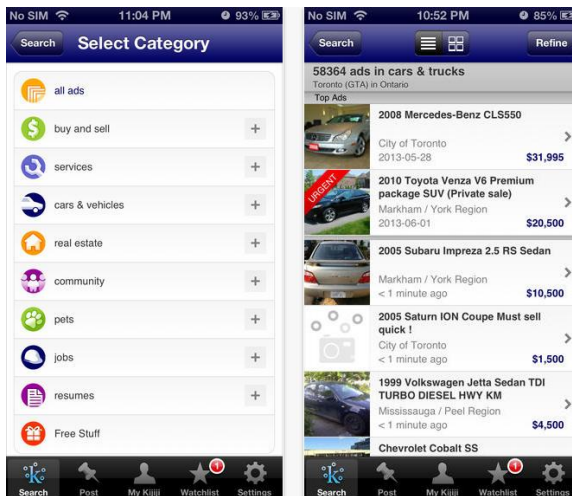


Yelp

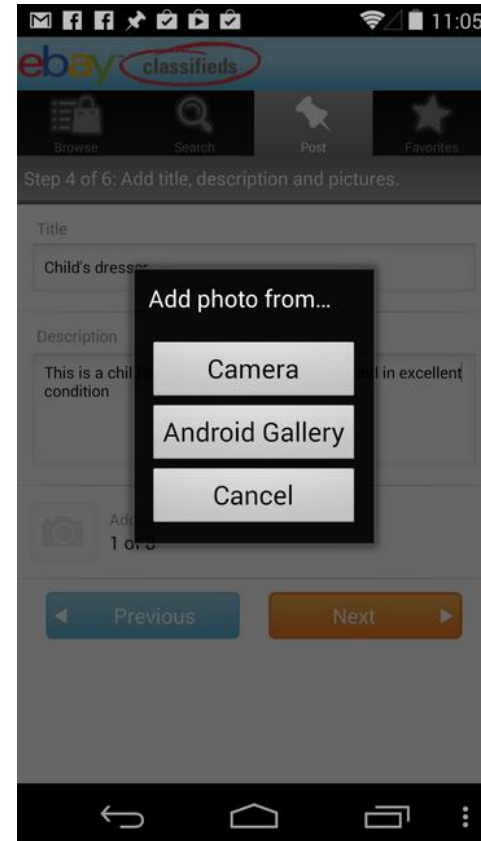
Classified Apps



Gumtree

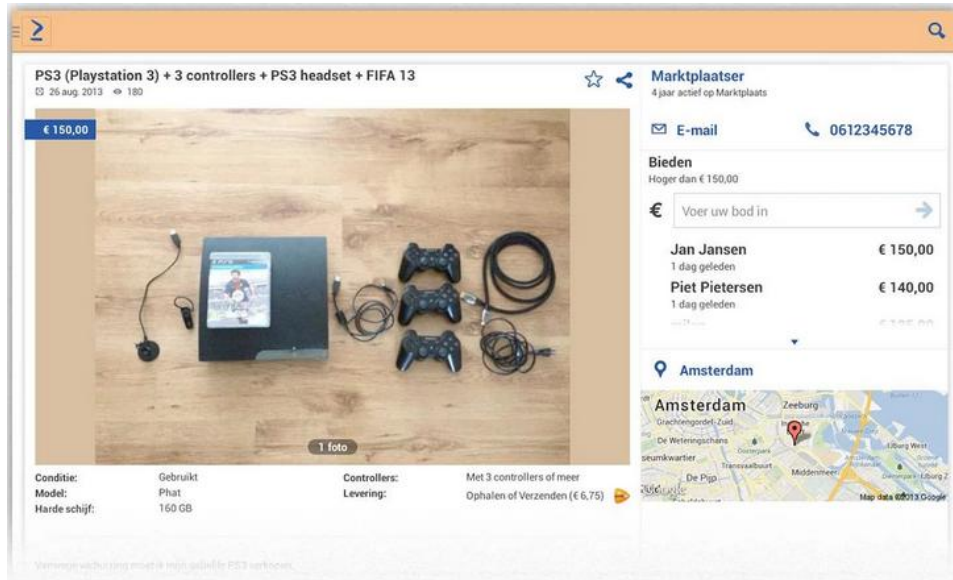


Kijiji



**Incorporation of
intrinsic phone
functionality (e.g.,
photos, video) may
make mobile preferred
platform**

Don't Forget Tablets



Marin Software: in 2012 click-through rates (CTR) on tablets were 51% higher than on desktops.

2013: tablet CTRs only 27% higher than PCs; smartphone CTRs rose from 82% to 88% higher than PCs.

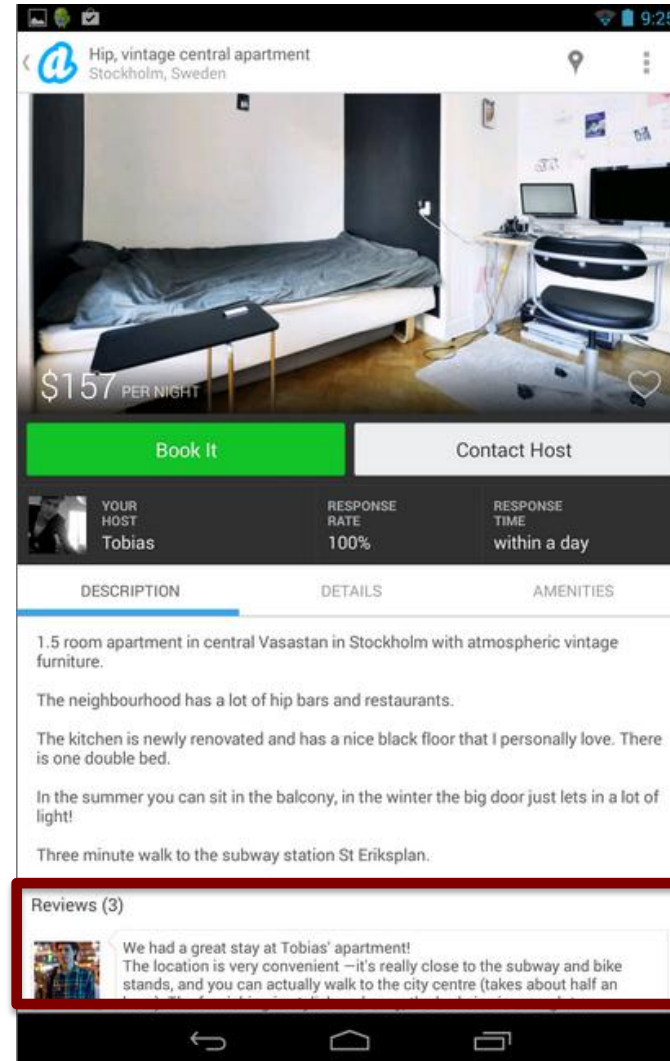
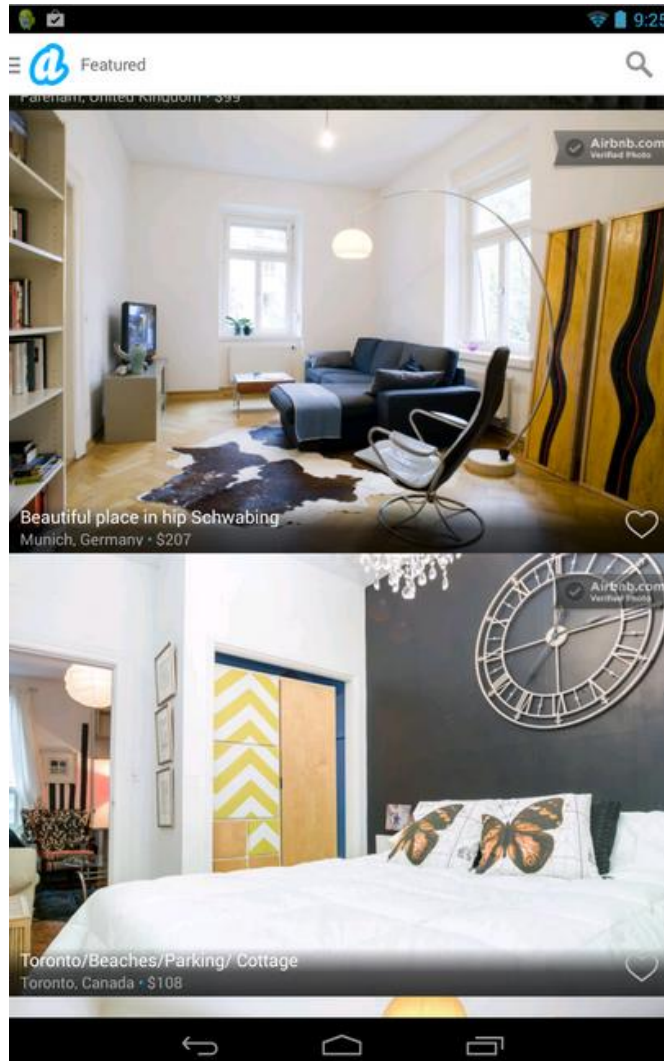
Unit Shipments and Market Share, 2013 and 2017 (shipments in millions)

Product Category	2013 Unit Shipments	2013 Market Share	2017 Unit Shipments	2017 Market Share	2013–2017 Growth
Desktop PC	134.4	8.6%	123.11	5%	-8.4%
Portable PC	180.9	11.6%	196.6	8%	8.7%
Tablet	227.3	14.6%	406.8	16.5%	78.9%
Smartphone	1,013.2	65.1%	1,733.9	70.5%	71.1%
Total	1,556	100%	2,460.5	100%	58.1%

Tablets, PCs show similar patterns, engagement.

Tablets will be more numerous

AirBnB: Small Tablet Experience



Social Marketplaces

(trust + virality)

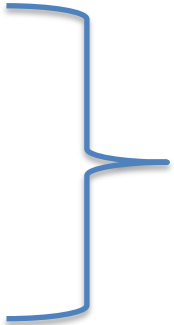
Reaction to Anonymous Marketplaces



**Psychopaths, criminals,
murderers, and so on**



Types or Categories

- Integrated social features (sharing)
- Identity based (inherent trust)
 - Religious groups
 - School groups
 - Town/neighborhood

Often private email groups
- Trust/affinity ranking or reputation systems
 - Facebook
 - eBay
 - AirBnB

Collaborative Consumption/P2P



The safe place to get stuff done.

[Become a Seller](#)

[Log in](#) | [Sign up](#)

Let's get your stuff done...

Post your task or to-do item for free:

Choose a category ▼

What do you need ? - "e.g. Scan, organise and digitise my business cards"

Your budget

[POST TASK](#)

“ Clean my flat for £20. ”



Will Stevens ★ ★ ★ ★ ★ (5)



Verified



Tested

15,000+ local sellers are ready to help

Your tasks done at your budget and on your terms

Collaborative Consumption/P2P

streetlife

Help Join Log in

Welcome to the local social network

Streetlife makes it easy to connect and share with people in your neighbourhood

Share

Connect

Discover

Discover

Save time and money with the best local deals, events and recommendations. Make the most of where you live.



► Play video

Sign up and win an iPad

It only takes a minute and it's free for life!

Enter your postcode

Sign up

or



Connect with Facebook



Terms apply

Nextdoor: Neighborhood Network



 **Nextdoor** The private social network for your neighborhood.

All states

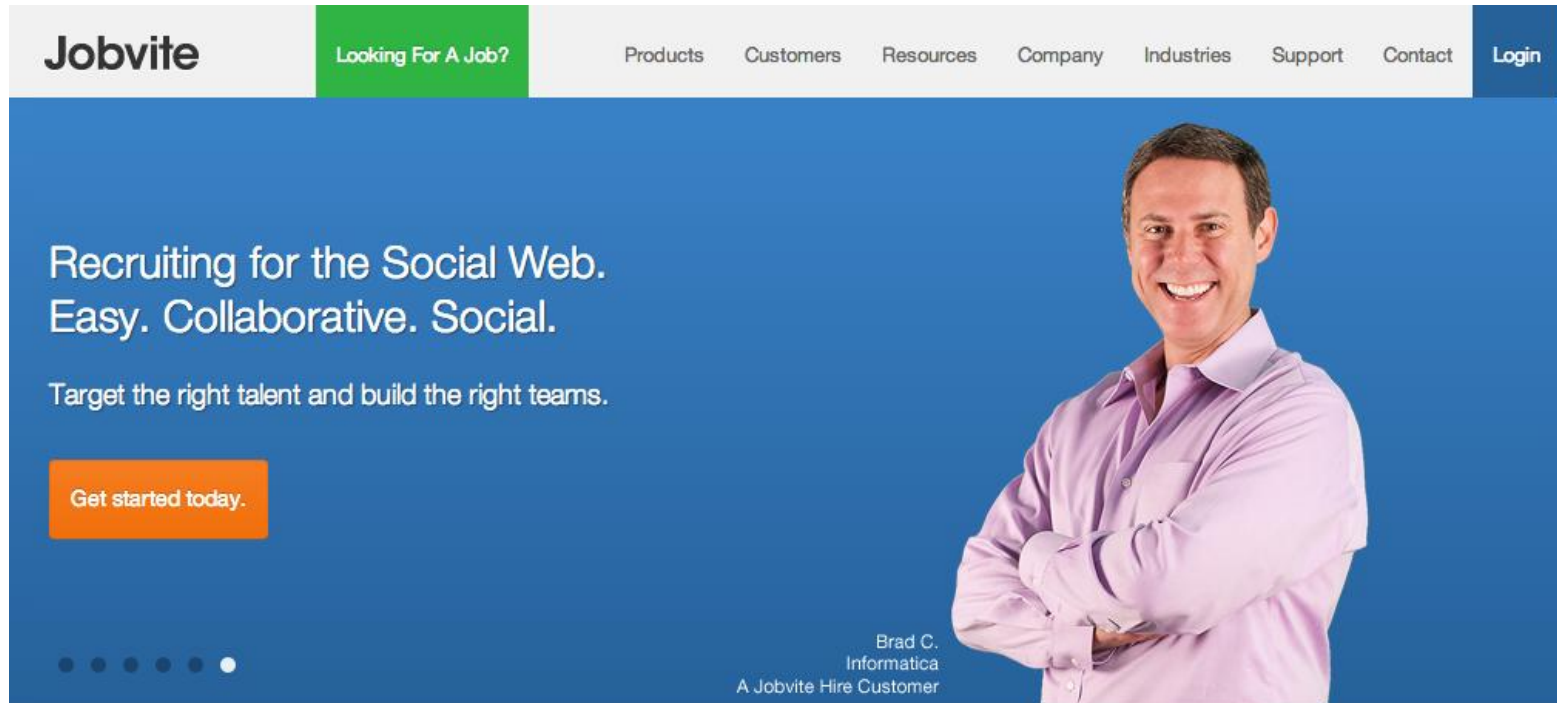
Select your state to find your neighborhood

Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
Delaware	Maryland	North Carolina	Virginia
District of Columbia	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	Wyoming
Idaho	Missouri	Pennsylvania	

“Nextdoor plans to move into English-speaking countries in the first part of 2014, targeting places such as Canada, the United Kingdom and South Africa”

Has raised more than USD \$100 million (18 months)

Jobvite: Social Recruiting



The banner features the Jobvite logo on the left, a green navigation bar with 'Looking For A Job?' highlighted, and a top navigation menu with links for Products, Customers, Resources, Company, Industries, Support, Contact, and Login. The main content area has a blue background with the text 'Recruiting for the Social Web. Easy. Collaborative. Social.' and 'Target the right talent and build the right teams.' Below this is an orange button that says 'Get started today.' On the right side of the banner is a photo of Brad C. Informatica, a Jobvite Hire Customer, with his arms crossed and a smile. At the bottom left of the banner are five small circles, with the last one being white and the others dark blue.

Jobvite

Looking For A Job?

Products Customers Resources Company Industries Support Contact Login

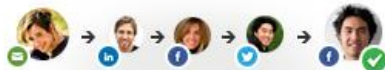
Recruiting for the Social Web.
Easy. Collaborative. Social.

Target the right talent and build the right teams.

Get started today.

Brad C.
Informatica
A Jobvite Hire Customer

Jobvite | Refer



Jobvite | Engage



Jobvite | Hire



“recruiting platform for social web” (tech + marketing)

Local Identification: Used Victoria



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Cities

[Home](#) » [Cities](#)

Sites in Canada

BC

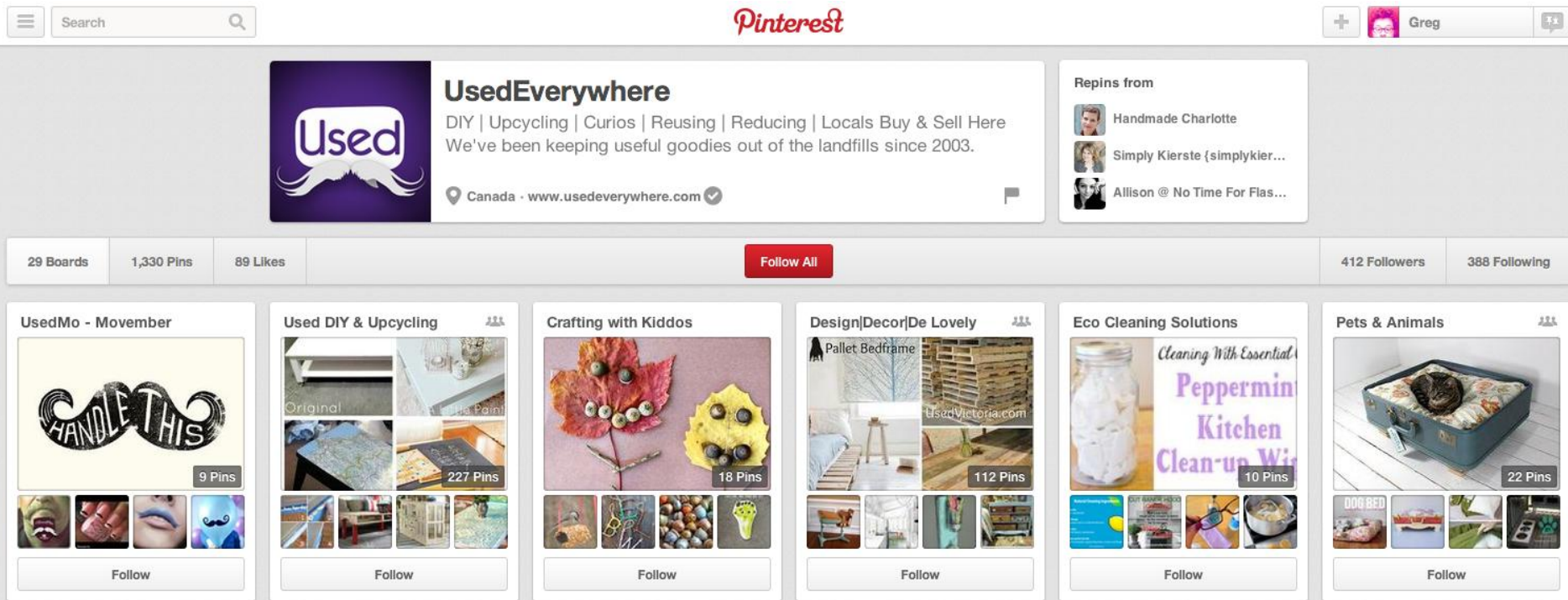
[Used100Mile.com](#)
[UsedCampbellRiver.com](#)
[UsedCourtenayComox.com](#)
[UsedKamloops.com](#)
[UsedLangley.com](#)
[UsedOkanagan.com](#)
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[UsedAbbotsford.com](#)
[UsedChilliwack.com](#)
[UsedCowichan.com](#)
[UsedKelowna.com](#)
[UsedMapleRidge.com](#)
[UsedPacificRim.com](#)
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[UsedAlberni.com](#)
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[UsedFraserValley.com](#)
[UsedKitimat.com](#)
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[UsedBurnsLake.com](#)
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[UsedHouston.com](#)
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[UsedNorthIsland.com](#)
[UsedPenticton.com](#)
[UsedSmithers.com](#)

Piggybacking



Leveraging larger networks for traffic and exposure:

- Facebook
- Craigslist
- YouTube
- Google SEO

Piggybacking

 **Kijiji Canada**   Home 20+  Find Friends  Post



Does your Kijiji Story make you or someone you know a Local Hero?
kijiji.ca/localheroes



Kijiji Canada
290,253 likes · 3,536 talking about this

Like Message 

Product/Service

To help connect people within their local community, empowering them to buy or sell goods or cars, rent apartments, find jobs, new friends, and much more.

About - Suggest an Edit

Photos

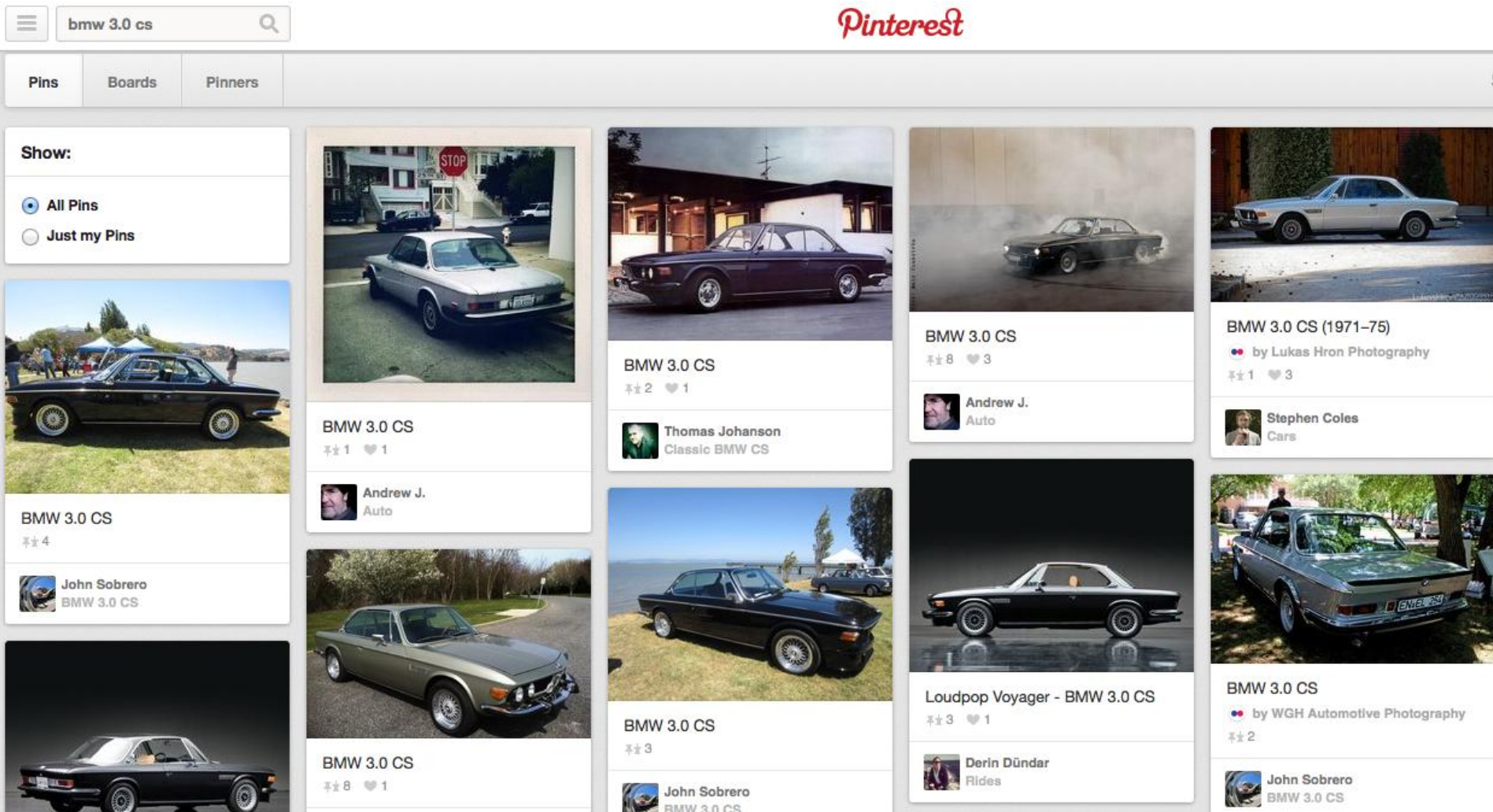
Likes

Kijiji Events


Ustream Live




Pinterest: UI/UX Innovation




Already a Marketplace





honda dealer

Greg

Pins

Boards


Pinners

Search results for "honda dealer"

Show:

All Pins


Just my Pins




\$199 per month **HONDA Accord LX**


\$1400 down at acceptance. Includes full security payment. Honda Accord LX. 2012 Honda Accord LX. 2012 Honda Accord LX. 2012 Honda Accord LX.


Central Ohio Honda Dealers

Chad Foster
car dealer advertising




Portland Honda | Berlin City New & Used Honda Dealer Maine


Kat Keen
"We" ♥ "Maine"




Certified Used 2012 Honda Civic EX Coupe for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...




Certified Used 2012 Honda Civic EX Sedan for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...





Used 2007 Honda Accord LX for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...

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Used 2010 Honda Insight EX Hybrid for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...

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Honda dealer, CV. FAJAR BARU measenger bag promotion


Siboro Lebay
Indotas specialist promotion ba...




Tri Honda Dealers — Not Just Smart. Street Smart: Eyes — Publicis Kaplan Thaler




Honda dealer, CV. FAJAR BARU measenger bag promotion


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US Auto Dealer

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10 days ago

Used 2010 Honda Insight EX Hybrid for sale at Honda Cars of **Bellevue**...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/

Wordpress Themes

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Tumblr Too?

tumblr. Find and follow posts tagged #bmw 3.0 cs

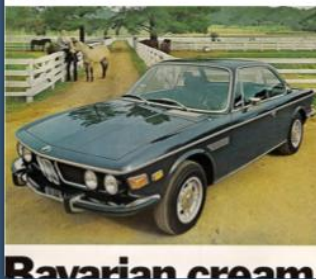
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Login

timewastingmachine



johnclaudi17



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timewastingmachine



gottastayflyy




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Enter a search here

Specialty FoodFashionHouse & HomeFamilyCommunityFood & DrinkEvents & ClassesBlog




Add to Basket

**"Fish On!"
Fisherman's
Soap, Camping** \$6.00

...

This is an all natural, hand crafted, vegan, cold process soap made in beautiful Victoria, BC. This soap is made with Pure Coconut oil so you get TONS of frothy bubbles when used ...


2 FAVES



Add to Basket

**"Spring Fling" -
Lavender
Rosemary ...** \$5.00


This is an all natural, vegan, hand crafted, cold process soap made for you in beautiful Victoria, BC. This soap is made with Olive oil, coconut oil, palm oil, castor oil, sunflower oil ...



Add to Basket

**"Rise and
Shine" -
Peppermint ...** \$5.00

This is an all natural, hand crafted, vegan, cold process soap made for you in beautiful Victoria, BC. This soap is made with skin loving ingredients like olive oil, coconut oil, castor oil, ...



Add to Basket

**"Lil Stinker" -
Baby Soap** \$6.00

This is an all natural, hand crafted, vegan, cold process soap made in Victoria, BC. This soap is very high in calendula infused olive oil which has anti-inflammatory and healing properties. We've added ...

Social Features on Every Page

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\$799.00

thebaystreetbroker

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250-383-7467



ACTIVITY

0	0	101
Faves	Shares	Views

AD DETAILS

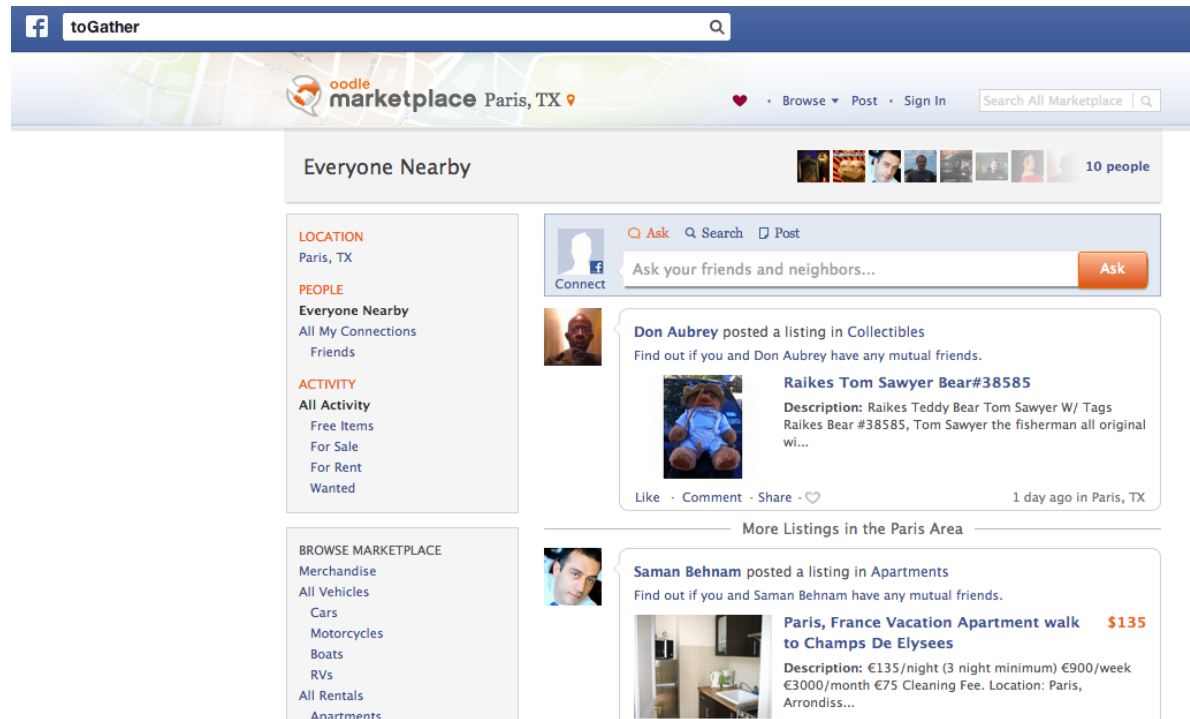
STATUS: Active

DATE POSTED: Oct 17, 2013

CATEGORY: Appliances

Facebook: Ideally Positioned

- Has massive scale
- Has “trust” vs. anonymous Craigslist



The New Facebook Marketplace Powered by Oodle

By Craig Donato on Tuesday, March 3, 2009 at 8:15am 

Craig Donato is the CEO of Oodle, which is a growing online classifieds service that organizes millions of classified listings from across the Web. We've asked him to post on the Facebook blog today about the launch of Facebook Marketplace powered by Oodle.

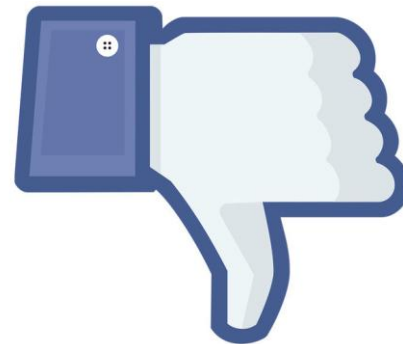
Today, we're launching [Facebook Marketplace powered by Oodle](#)—and adding even more functionality so you can easily create, share and respond to listings. Facebook first introduced the Marketplace application on Facebook Platform in May 2007 as a way for people to post classified listings on the site. Marketplace helps people buy and sell furniture and household items in a trusted environment. Late last year, Facebook turned to Oodle for its expertise in online classifieds, and Oodle has built an entirely new version of Marketplace focused on giving people a place to buy, sell or give things away to the people they know.

If you previously had the Marketplace application installed, you'll continue to see it bookmarked on the Applications tab in the lower left hand corner of your screen. And if you have an active listing in Marketplace, you'll be given the option to transfer it to the new Facebook Marketplace powered by Oodle.

But Facebook (So Far) Failed

Facebook should have become a successful marketplace. Why not?

- Poor or unrealized user experience
- Culture of Facebook not aligned with selling
- Insufficient attention/commitment
- Limited content



The New Marketplace

Common Features

- Leading with mobile but multi-platform
- Social features often prominent or defining
- Typically attack a vertical market (or niche)
- Often process transactions (via stored card)
- Seeking to disrupt or create market through greater efficiency, convenience or new platform creation
- Models: placement/visibility (ads), transactions

To Reach Me

Follow me (Twitter): @gsterling

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