

eRated.

Data driven decision making in marketplaces and classifieds

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Questions



How many of your users are using **your competitor sites**?

Questions



How many of your users have **more listings on other sites vs. yours?**





Questions

Which of your users **are social influencers?**



Questions

Which of your users **are top rated sellers?**

What would you change about your business
if you knew the answers to these questions?

Who Am I ?

Who am I?



Israeli NSA

IDMLOGIC
The Logical Approach to Identity Management
acquired by CA



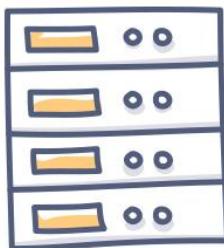
eRated
Founded 3 years ago

Data driven decision making

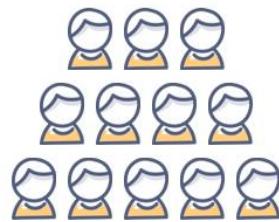
in marketplaces and classifieds

4 KPIs

Data driven decision making in marketplaces and classifieds



SUPPLY



DEMAND



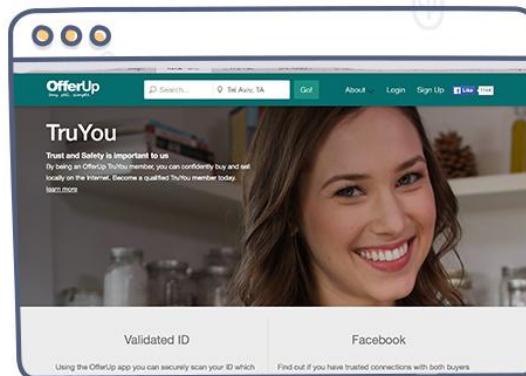
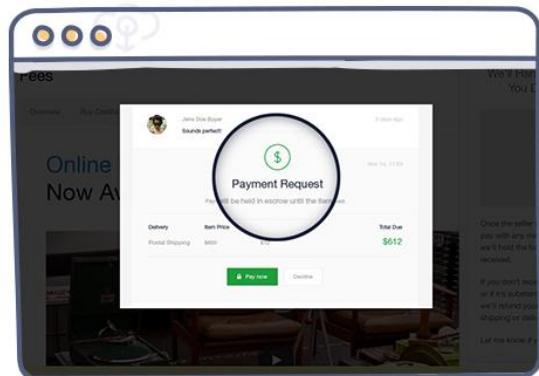
TRUST & UX



REVENUE

Marketplaces and Classifieds Are Merging

- Peer to Peer payment systems (**Krrb, Schibsted**)
- In-depth identity for buyers and sellers (**Offerup - Truyou**)





Krrb and Schibsted examples



Krrb interface showing a payment request from Jane Doe Buyer. The request is for \$612, due Nov 14, 11:53. The payment will be held in escrow until the item is received. The interface includes a 'Pay now' button and a 'Decline' button.

Fees

Online Now Available

Please verify your email address. Your account is limited until you do so. [Resend verification email](#) or [update your email address](#).

WAN-IFRA World Association of Newspapers and News Publishers

Events Awards Training Consulting Insights Blogs Press Freedom News Literacy Editors Printers

Your Guide to the Changing Media Landscape

World News Publishing Focus

HOME BUSINESS DIGITAL MEDIA EDITORIAL INCUBATOR PRESS FREEDOM PRINT PRODUCTION MEDIA POLICY

Building a new online payment system for Schibsted

They'd better get it right! The payment system this Krakow, Poland-based team creates might be used by up to 200 million people around the world.

SCHIBSTED TECH POLSKA

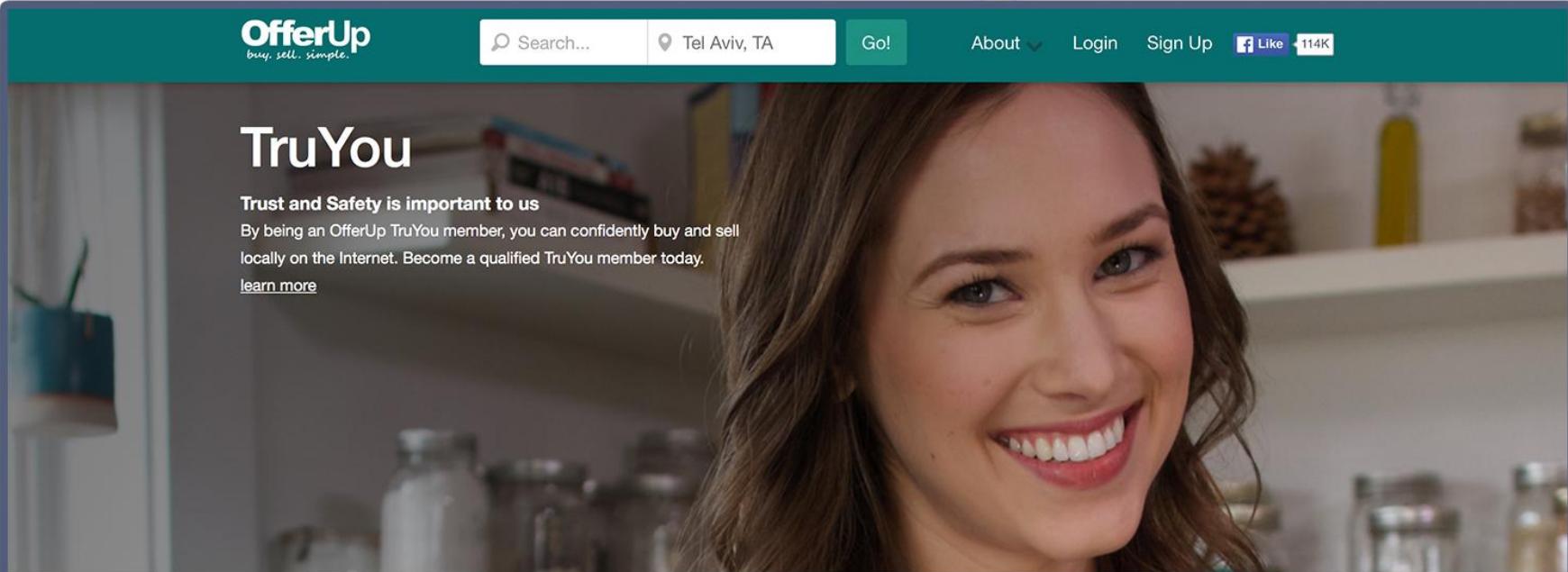
Guest post by John Einar Sandvand, Chief Communications Officer at Schibsted Tech Polska.

With companies in more than 30 countries, Schibsted Media Group every year

WAN-IFRA SEARCH

BUSINESS

Offerup example



The screenshot shows the OfferUp website with a teal header. The header includes the OfferUp logo, a search bar with placeholder text 'Search...', a location dropdown set to 'Tel Aviv, TA', a 'Go!' button, a 'About' dropdown, a 'Login' button, a 'Sign Up' button, and a Facebook 'Like' button with 114K likes. Below the header is a large image of a smiling woman with long brown hair. Overlaid on the image is the text 'TruYou' in large white letters, followed by 'Trust and Safety is important to us' and a description: 'By being an OfferUp TruYou member, you can confidently buy and sell locally on the Internet. Become a qualified TruYou member today.' A 'learn more' link is also present. The main content area below the image is divided into two sections: 'Validated ID' and 'Facebook'.

Validated ID

Using the OfferUp app you can securely scan your ID which we then quickly validate. This gives others an increased sense of trust in doing business with you increasing your rate of success.

Facebook

Find out if you have trusted connections with both buyers and sellers by connecting your Facebook account.

Marketplaces are making
smarter decisions using data

Data driven decision making - **Supply**

Product not found

The screenshot shows the Amazon.co.uk website with a search bar containing the term "university". The search results page displays a message stating "Your search 'university' did not match any products." Below this message, there is a section titled "Try something like" with two suggestions: "Using more general terms" and "Checking your spelling". Further down the page, there is a "Search Feedback" section asking if the user found what they were looking for, with "Yes" and "No" buttons. A note at the bottom of this section encourages users to visit the Help Section if they need assistance. The page also features a "Your Recently Viewed Items and Featured Recommendations" section, which includes a "Sign in" button and a "See personalised recommendations" link. A "Back to top" button is located at the bottom of the page.

amazon.co.uk Try Prime

All

Shop by Department

Your Amazon.co.uk Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account Try Prime Your Lists 0 Bas

Amazon.co.uk Today's Deals Warehouse Deals Outlet Subscribe & Save Vouchers Amazon Family Amazon Prime Amazon Video Amazon Student Mobile Apps Amazon Pickup Locations Amazon Assistant

Your search "university" did not match any products.

Try something like

- Using more general terms
- Checking your spelling

Search Feedback

Did you find what you were looking for?

Yes No

If you need help or have a question for Customer Service, please [visit the Help Section](#).

Your Recently Viewed Items and Featured Recommendations

See personalised recommendations

Sign in

New customer? [Start here](#).

Back to top

Data driven decision making - **Demand**

Opensky example

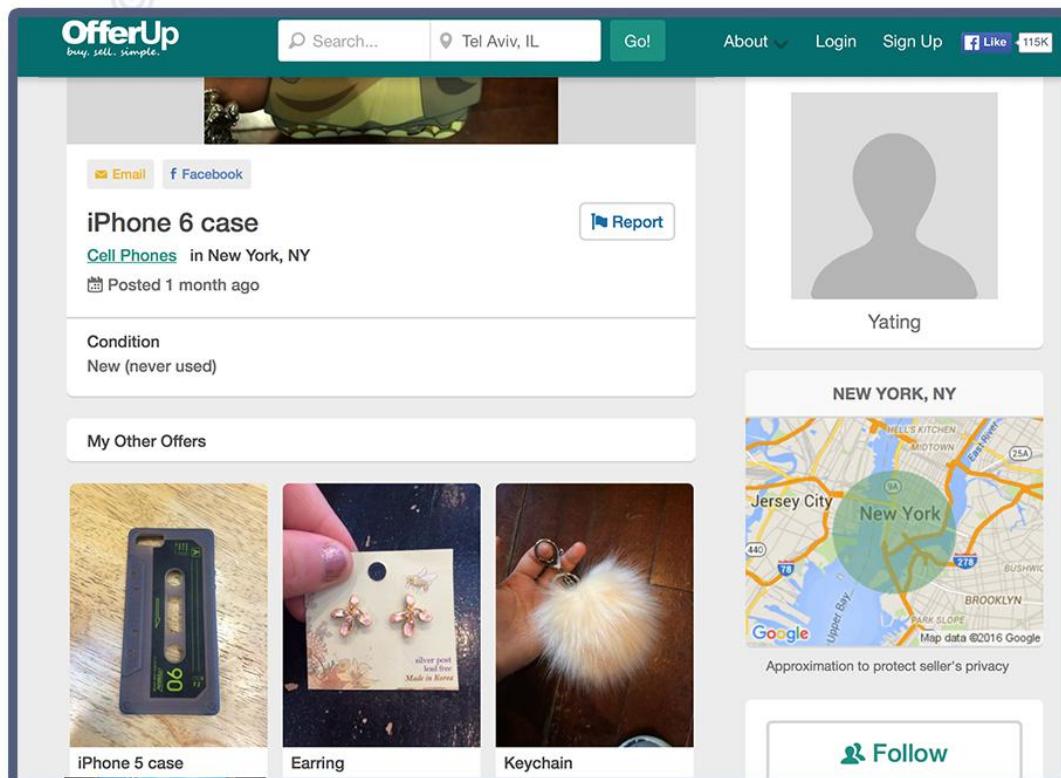


INCREASE SALES WITH EXPERT MARKETING SERVICES

Personalized Account Management & Strategic Services	-	Limited Access	Full Access	Full Access
Targeted Ads on Facebook, Pinterest & Google	-	Eligible	Eligible & Managed for You	Eligible & Managed for You
Sell on LivingSocial, Twitter & 200 Other Ad Channels	-	Eligible	Eligible & Managed for You	Eligible & Managed for You

Data driven decision making - **Trust**

Embrace external information into your platform



OfferUp
buy. sell. simple.

Search... Tel Aviv, IL Go!

About Login Sign Up Like 115K

 Yating



[Email](#) [Facebook](#)

iPhone 6 case
Cell Phones in New York, NY

Posted 1 month ago

Condition
New (never used)

My Other Offers


iPhone 5 case


Earring

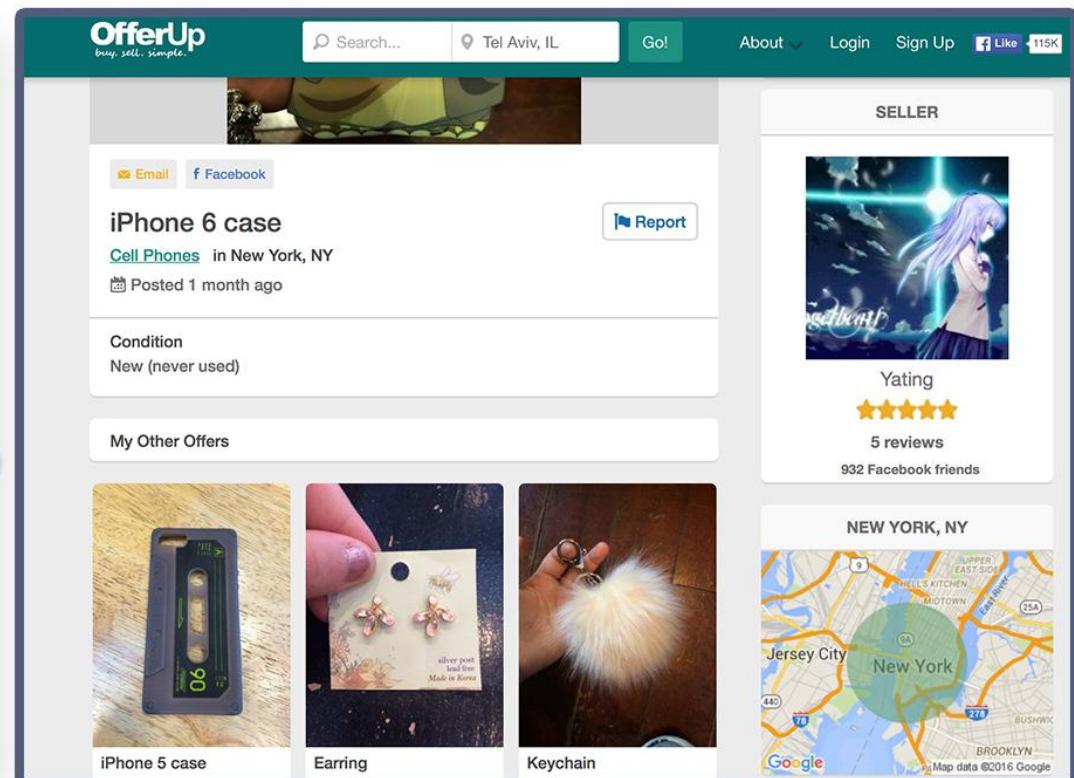

Keychain

Report

Follow

Approximation to protect seller's privacy

Map data ©2016 Google



OfferUp
buy. sell. simple.

Search... Tel Aviv, IL Go!

About Login Sign Up Like 115K

 Yating

5 reviews
932 Facebook friends



iPhone 6 case
Cell Phones in New York, NY

Posted 1 month ago

Condition
New (never used)

My Other Offers


iPhone 5 case


Earring


Keychain

Report

Follow

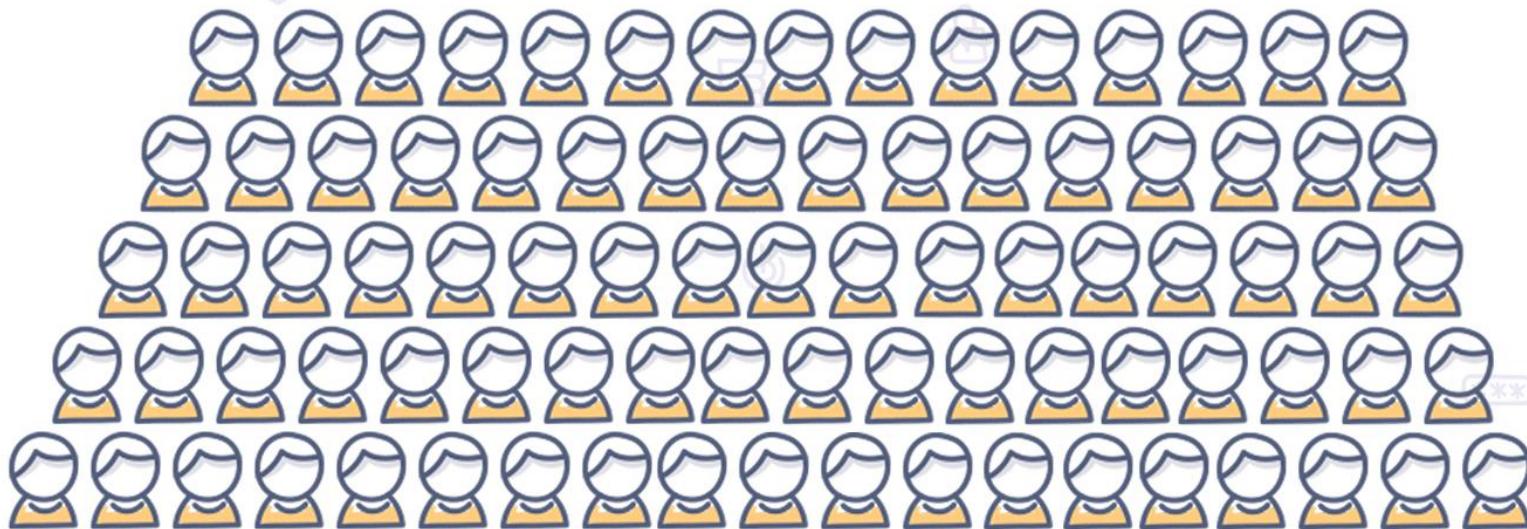
Approximation to protect seller's privacy

Map data ©2016 Google

Data driven decision making - **Revenue**

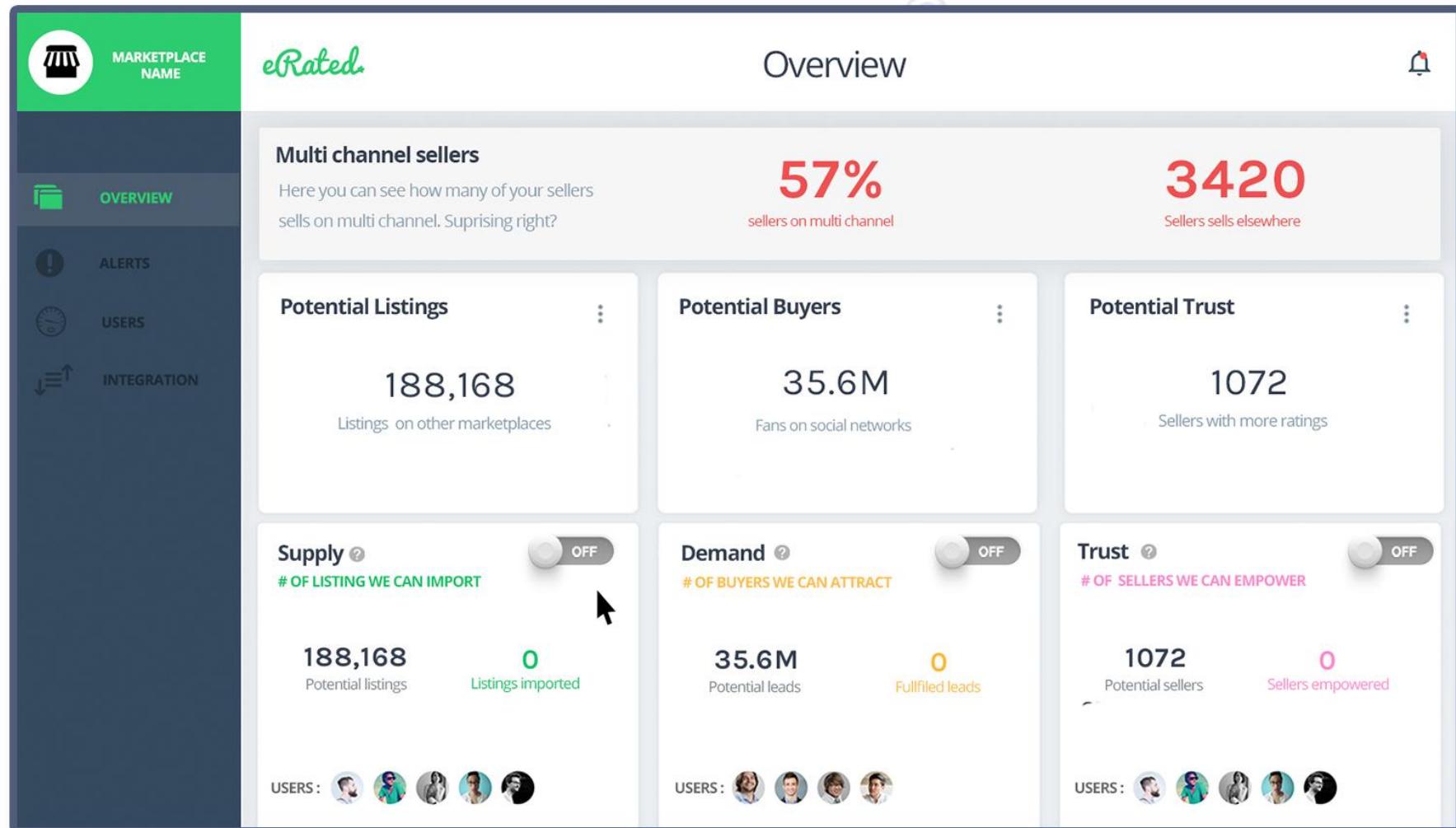


Focus your marketing efforts on your professional users



How can external data
answer your business needs?

Using External Data in Marketplaces



The screenshot shows the eRated marketplace overview dashboard. The left sidebar includes a marketplace icon, a green header bar with the text 'MARKETPLACE NAME', and a navigation menu with 'OVERVIEW' (selected), 'ALERTS', 'USERS', and 'INTEGRATION'. The main content area has a header 'eRated' and 'Overview'. It features a 'Multi channel sellers' section with a 57% completion rate and 3420 sellers. Below this are three main sections: 'Potential Listings' (188,168), 'Potential Buyers' (35.6M), and 'Potential Trust' (1072). Each section has a sub-section for 'Supply', 'Demand', and 'Trust' with 'OFF' toggle switches. The 'Supply' section shows 188,168 potential listings and 0 imported listings. The 'Demand' section shows 35.6M potential leads and 0 fulfilled leads. The 'Trust' section shows 1072 potential sellers and 0 empowered sellers. Each section also includes a user icon at the bottom.

MARKETPLACE NAME

OVERVIEW

ALERTS

USERS

INTEGRATION

eRated

Overview

Multi channel sellers

Here you can see how many of your sellers sells on multi channel. Surprising right?

57%
sellers on multi channel

3420
Sellers sells elsewhere

Potential Listings

188,168
Listings on other marketplaces

Potential Buyers

35.6M
Fans on social networks

Potential Trust

1072
Sellers with more ratings

Supply ? # OF LISTING WE CAN IMPORT

188,168 Potential listings 0 Listings imported

Demand ? # OF BUYERS WE CAN ATTRACT

35.6M Potential leads 0 Fulfilled leads

Trust ? # OF SELLERS WE CAN EMPOWER

1072 Potential sellers 0 Sellers empowered

USERS: 

USERS: 

USERS: 



Unlocking a world of data for marketplaces and classifieds

DAN@ERATED.CO

Thank you for listening