

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



acquired by CA



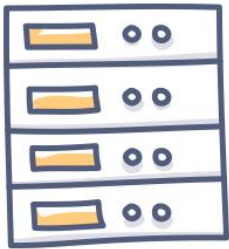
eRated

Founded 3 years ago

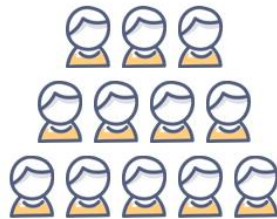
Data driven decision making in marketplaces and classifieds

4 KPIs

Data driven decision making in marketplaces and classifieds



SUPPLY



DEMAND



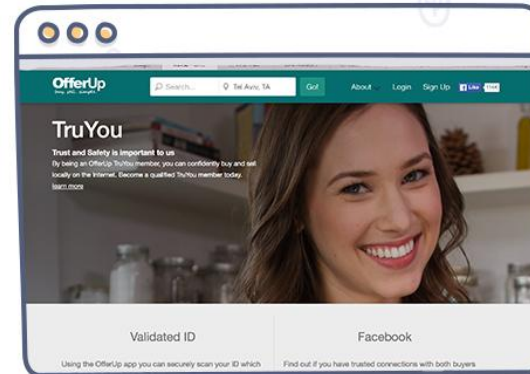
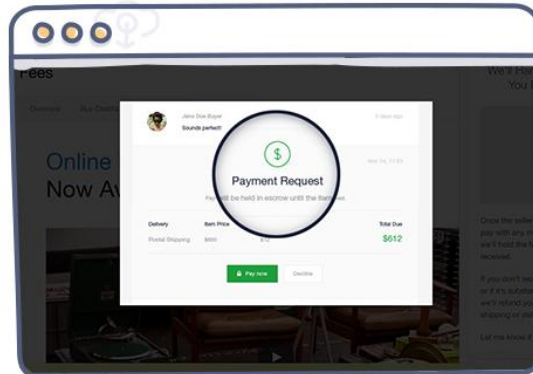
TRUST & UX



REVENUE

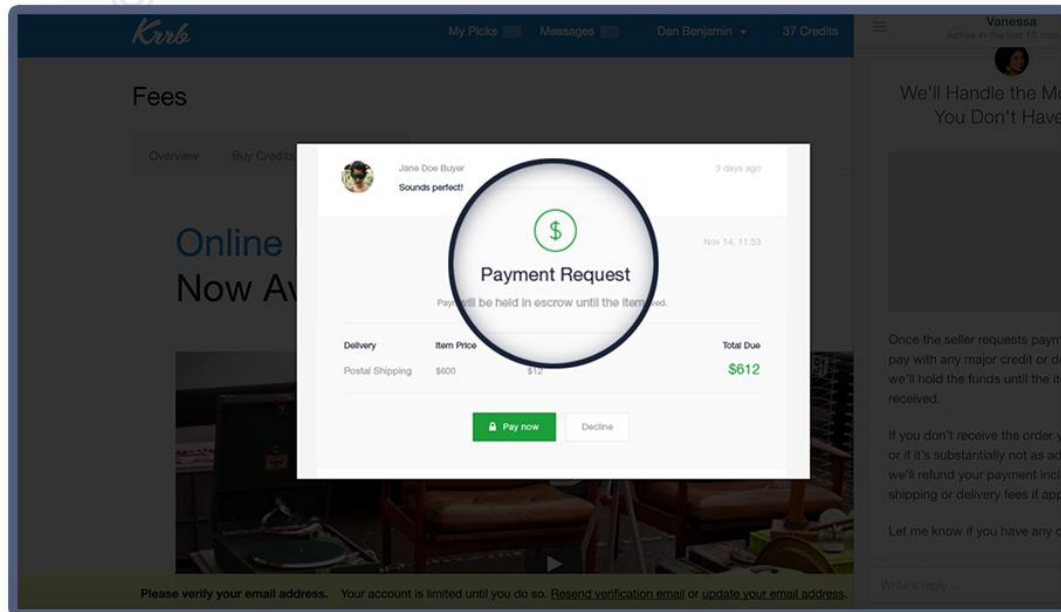
Marketplaces and Classifieds Are Merging

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






Krrb and Schibsted examples



Offerup example


 OfferUp
buy. sell. simple.

Go!

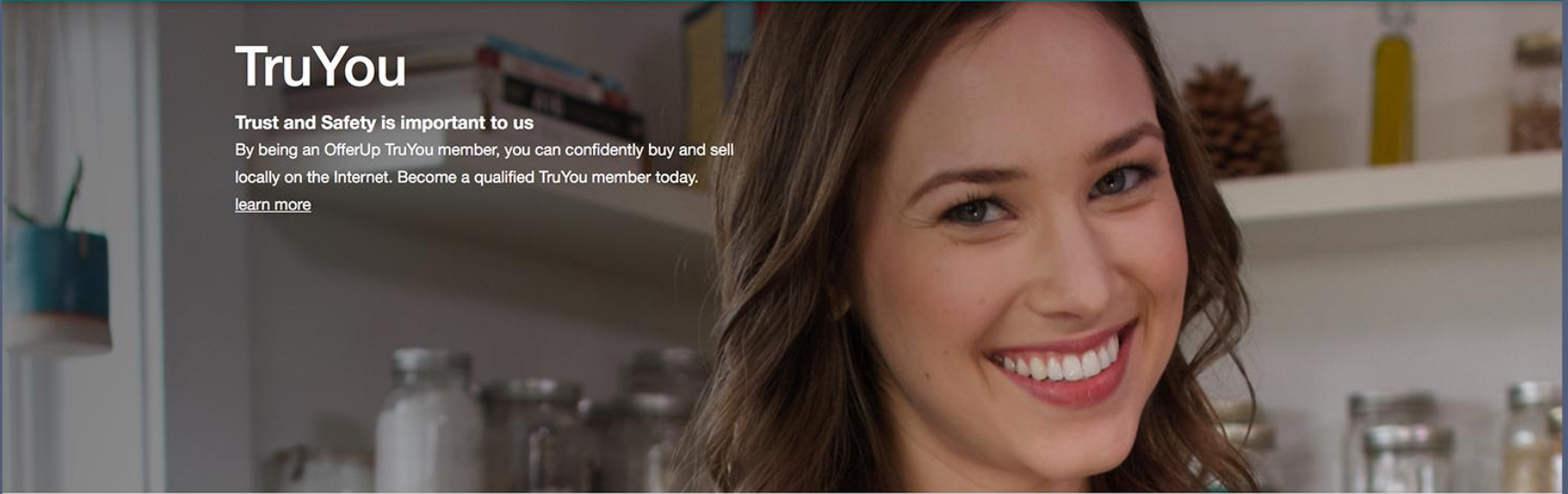
About ▾

Login

Sign Up

 Like

114K



TruYou

Trust and Safety is important to us

By being an OfferUp TruYou member, you can confidently buy and sell locally on the Internet. Become a qualified TruYou member today.

[learn more](#)

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.

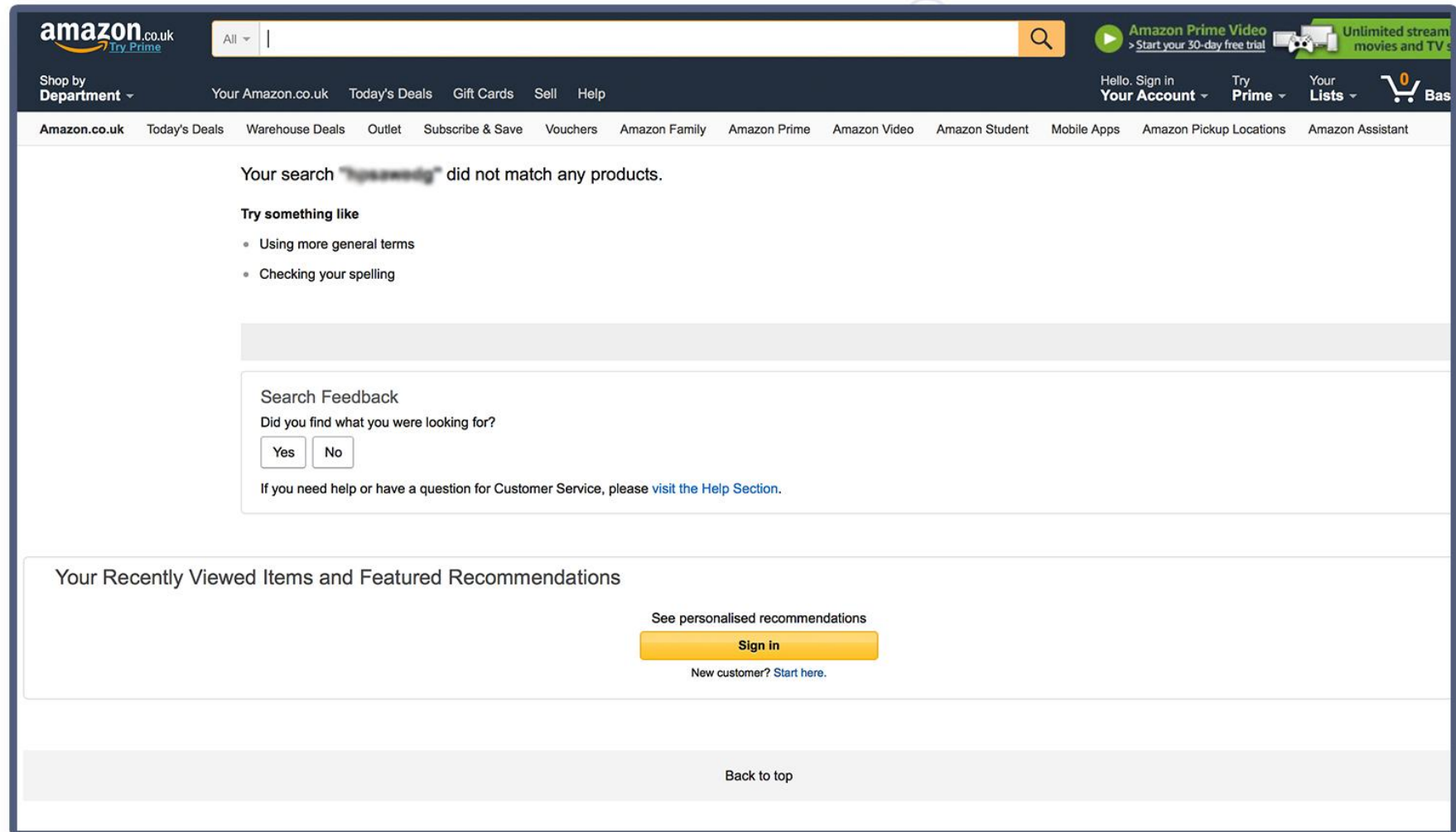
Facebook

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



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

The screenshot shows the OfferUp mobile app interface. At the top is a green header with the OfferUp logo, a search bar, a location pin for Tel Aviv, IL, and navigation links for About, Login, Sign Up, and social media icons. The main content area displays a listing for an "iPhone 6 case" in New York, NY, posted 1 month ago. The listing includes a "Report" button and a "Condition" section stating "New (never used)". To the right of the listing is a placeholder for the seller's profile picture, labeled "Yating". Below the listing is a map of New York, NY, with a green circle indicating the location. The bottom section, titled "My Other Offers", shows three items: an iPhone 5 case, a pair of earrings, and a keychain. A "Follow" button is visible at the bottom right.

OfferUp
buy. sell. simple.

Search... Tel Aviv, IL Go! About Login Sign Up Like 115K

Email Facebook

iPhone 6 case
[Cell Phones](#) in New York, NY
Posted 1 month ago

Report

Condition
New (never used)

Yating

NEW YORK, NY

Jersey City New York
Map data ©2016 Google

Approximation to protect seller's privacy

Follow

My Other Offers

iPhone 5 case Earring Keychain

This screenshot shows the same OfferUp mobile app interface as the previous one, but with additional information on the right side. The seller's profile is now visible, showing a profile picture of a person with long purple hair, the name "Yating", a 5-star rating from 5 reviews, and 932 Facebook friends. Below the profile is a map of New York, NY, with a green circle indicating the location. The "My Other Offers" section remains the same, showing the iPhone 5 case, earrings, and keychain.

OfferUp
buy. sell. simple.

Search... Tel Aviv, IL Go! About Login Sign Up Like 115K

Email Facebook

iPhone 6 case
[Cell Phones](#) in New York, NY
Posted 1 month ago

Report

Condition
New (never used)

Yating

5 reviews
932 Facebook friends

NEW YORK, NY

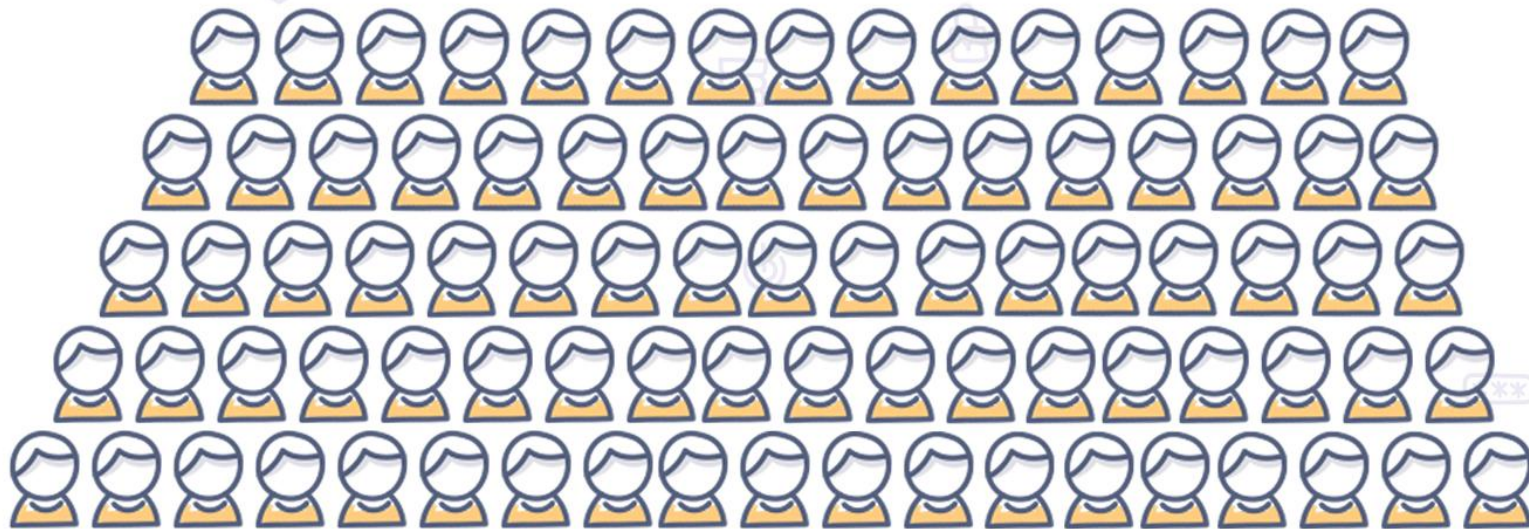
Jersey City New York
Map data ©2016 Google

My Other Offers

iPhone 5 case Earring Keychain

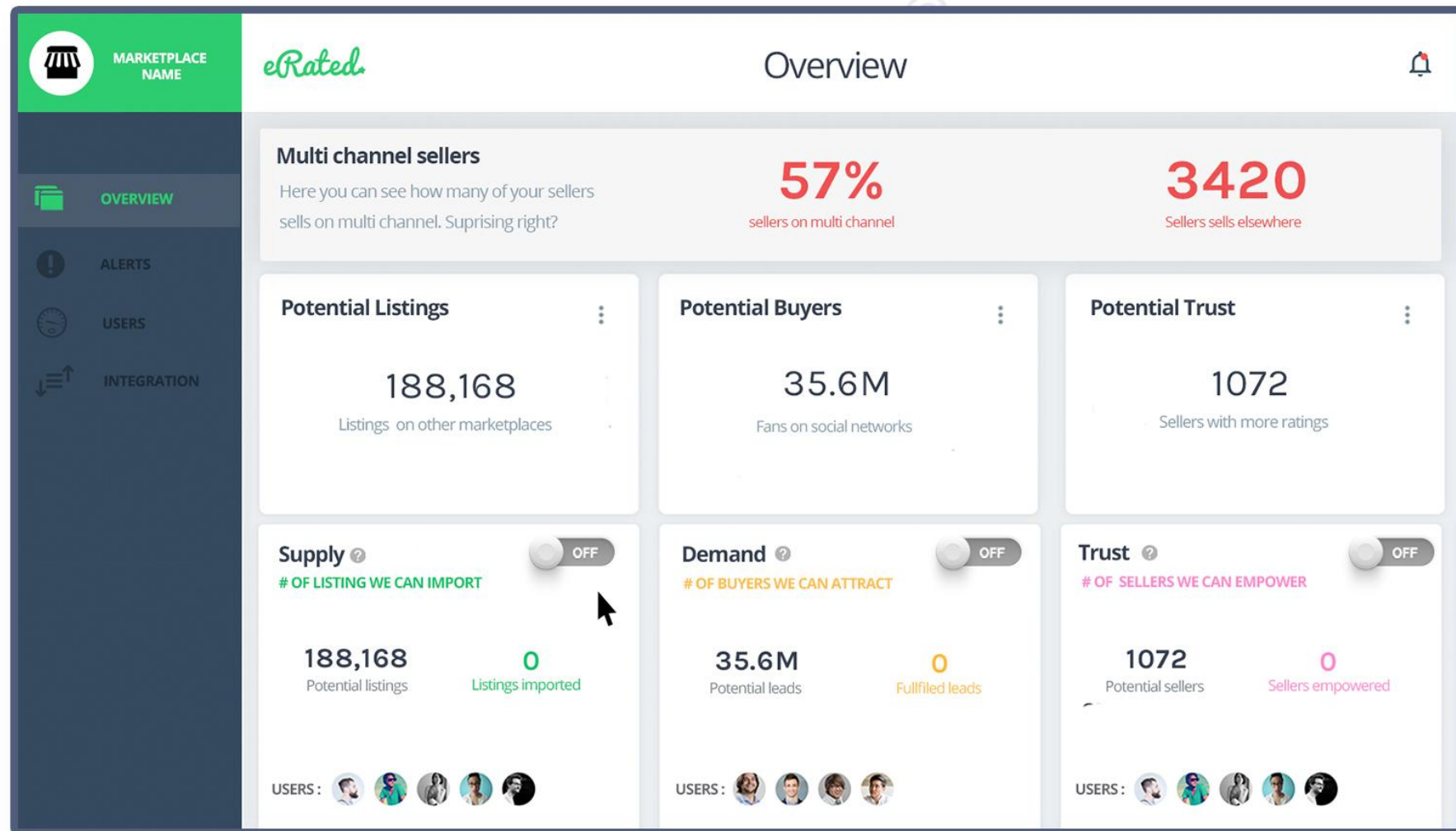
Data driven decision making - **Revenue**

Focus your marketing efforts on your professional users



How can external data
answer your business needs?

Using External Data in Marketplaces





Unlocking a world of data for marketplaces and classifieds

DAN@ERATED.CO

Thank you for listening