



What makes your users turn away?

Hint: it is not all about the scams

Besedo - Experts in content moderation



Automation



Manual

A few years ago...

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#1 content issue according to classifieds professionals...



Today...

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Do the users feel the same way?



1

What kind of bad content is the worst?

2

What happens when you leave it on
your site?

We asked...

1,000 respondents

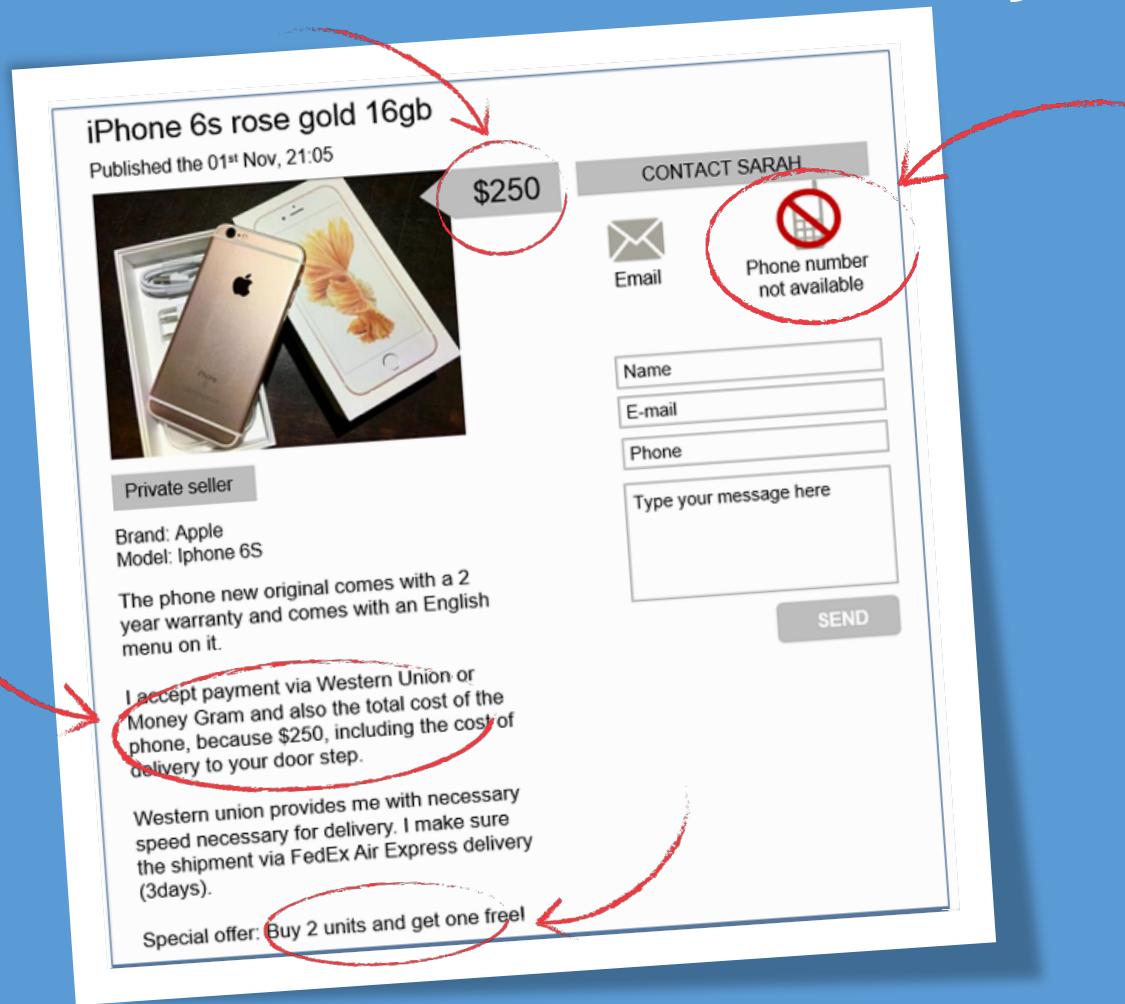
Age 18-75

50% Male, 50% Female



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One of the ads in the survey:



iPhone 6s rose gold 16gb

Published the 01st Nov, 21:05

\$250

CONTACT SARAH

Phone number not available

iPhone 6s rose gold 16gb

Published the 01st Nov, 21:05

Private seller

Brand: Apple
Model: iPhone 6S

The phone new original comes with a 2 year warranty and comes with an English menu on it.

I accept payment via Western Union or Money Gram and also the total cost of the phone, because \$250, including the cost of delivery to your door step.

Western union provides me with necessary speed necessary for delivery. I make sure the shipment via FedEx Air Express delivery (3days).

Special offer: Buy 2 units and get one free!



39%

would buy the iPhone that to us
is an obvious scam

The playing field is changing



New players



Mobile commerce

The award for worst ad goes to...



Lack of information:
#1 issue

3/
4

...of the respondents would NOT:

- Put their own items up for sale
- Recommend it to others
- Return to the site



Users hate
spending time on
irrelevant content

How to deal with it?



Groom your site from irrelevant content



Educate users on why to improve the content



Prioritize categorization of content

The future of classifieds



It's not ONLY about protecting your users from the worst

The classifieds site of tomorrow focus on relevant and well organized content

Want more info?

Shoot me an email at:

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Download the full survey:

info.besedo.com/user-behavior-study



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