

besedo



scams.

Besedo - Experts in content moderation



Automation



Manual

A few years ago...

#1 content issue
according to classifieds
professionals....



Today...

Do all the users feel the same way?



1

**What kind of bad
thing is the worst?**

2

**What happens when
you leave it on your site?**

We asked...

1,000 respondents

50% UK, 50% JS

Age 18-75



An example of an ad in the survey:

iPhone 6s rose gold 16gb
Published the 01st Nov, 21:05



\$250

CONTACT SARAH

Email 

Phone number not available

Name

E-mail

Phone

Type your message here

SEND

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

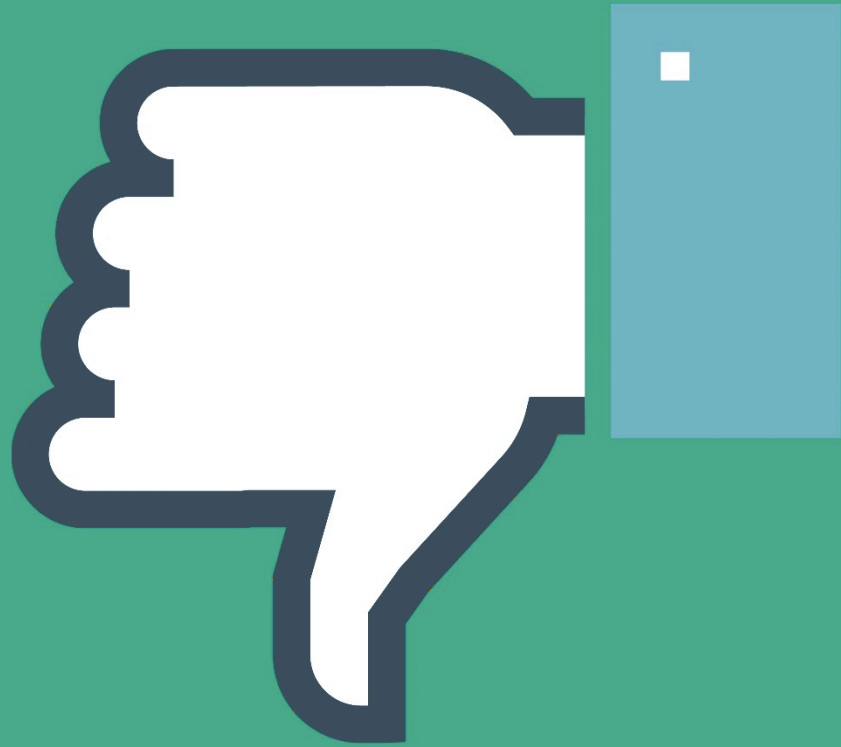
3

/

4

...of the respondents
would NOT:

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



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?

Come talk to us at the
booth

jacob.sachs@besedo.com

info.besedo.com/user-behavior-study

