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# Classifieds & Marketplaces



# All-In-One Marketing Automation for Classifieds, Job Boards, Dating Sites & Small Ads

Keeping up with a moving inventory of buyers and sellers shouldn't be so much work. It should be easy to offer both communities experiences that are seen as a service.

Probance for Classifieds & Marketplaces gives you personalized marketing with no limits. Automated marketing that's on par with the biggest classifieds sites, job boards and dating sites. Now use every interaction with buyers and sellers to improve their satisfaction, and your revenue.

- ✓ Easy-to-use
- ✓ As automated as you want
- ✓ We define workflows and scenarios
- ✓ Customized to your business
- ✓ Set-up in record time (ask us!)
- ✓ As affordable as entry-level email platforms
- ✓ Support in your language

## Everything You Need to Increase Your Online Sales

### Rich Data Library

We build a rich customer and product database customized to your data, your requirements.

### Integration

We simplify integration with your customer and product data, and your CMS.

### Scenarios

Start with a complete set of best-practice customer journeys and triggers that we fully tailor to your business and data.

### AI-Powered Product Recommendations

Optimized in real-time using rich customer and product data.

### Hands-off Automation

We run it with our AI for you. Or you run it.

### Ongoing Optimization

We take care of AB testing, content and creative.

### Unlimited Emails

No charges for up to 100,000 contacts.

### Support

Weekly reports, deliverability monitoring, post-onboarding check, premium 24/5 tech support in your language.

### SMS

Pay only for what you use.

# Full Operational Control

With the Probance Classified & Marketplaces, you take full control of the running of your platform.

You'll find your platform easy to manage with messaging templates, plus analytics such as scoring, KPIs, dashboards and reports. Take full operational control of your scenarios and newsletters, and carry out your own A/B testing.

# Customer Journeys That Really Connect

Probance Classifieds & Marketplaces starts with a set of best-practice marketing scenarios that our experience tells us are top drivers of business for buyers and sellers. From there, you can create more by yourself, or with our help. And we continually optimize them, so both communities get an experience where every interaction is perceived as a service.

## Optimize The Buyer Experience



### Welcome Journeys

Help new users discover your products and services. Encourage engagement and transactions from day one. Probance offers rich, fully-configurable sequences that you can test and optimize over time.



### Favorited or Basket Recovery

Convert more users with relevance. If listings are no longer available, Probance can recommend alternatives.



### Recommendations

Recommend listings by inferred interest. Probance uses AI to recommend next-best offers without users having to explicitly define criteria.



### Buyer advice newsletters

Improve user onboarding. Automatically recommend content in relation to users' inferred goals.



### Post-Visit Remarketing

Identify users' individual interests based on their browsing and search patterns. Recommend the most relevant listings. Reminder sequences can be fully configured and optimized via test-and-learn.

## Optimize The Seller Experience



### Seller Onboarding

Help new sellers discover your products and services. Grow engagement and revenue from day one. Probance offers rich, fully-configurable sequences that you can test and optimize over time.



### Subscription or listing renewal

Increase renewal rate and reduce avoidable churn. Keep sellers engaged. Use recommendation algorithms to optimize use of special offers and reduction codes.



### Post-Visit Remarketing

Identify your sellers' intended goals based on their browsing. Recommend the most relevant offers and content. Reminder sequences can be fully configured and optimized via test-and-learn.



### Weekly activity summary and seller advice

Automatically send newsletters with individually personalized content to help sellers achieve results. Include summary reports to highlight the value of your services.



### Basket Recovery

Recover lost revenue. Convert more sellers with relevance. Probanca can recommend substitutes.

## Delight Your Buyers



### New Listings Alerts

Send automatic newsletters with new listings and offers tailored to users' individual predicted interests.



### Price Drop Alerts

Automatically notify users of price drops when they show recent interest (abandoned basket or navigation). Marketing pressure is handled automatically.

## Delight Your Sellers



### Promotions

Send automatic newsletters with new offers tailored sellers' usage of your services.

## Effortless User Engagement



### Fully-Automated Regular Newsletters\*

Automatically send newsletters highlighting new products, price drops, best sellers in the customer's predicted preferred categories. Everything is fully configurable and fully personalized based on recommendation algorithms and business rules. Results can be optimized using AB testing.

*\*You can step in and take control of newsletters if you choose*

# Universal CMS and Data Support



Bespoke CMS / ERP Integration

# Rolled-up Delivery to Give You More, In Less Time

Using our AI, we've automated the steps required to get a solution that's customized to your business and personalized for your customers. With our Customer Success team to pilot the process.

That means you get a full-powered marketing solution in radically less time, and **for a fraction of the cost** of equivalent campaign-management platforms. Here's what we do differently:

PHASE 1

## DEPLOY

● ————— ●

We meet to understand your unique business and goals.

We capture all your customer and product data, and create a comprehensive data library.

Our AI analyzes all that data in just 36 hours. The start of the personalization process.

PHASE 2

## CUSTOMIZE

We configure your marketing scenarios or customer journeys, based on the results of our analysis.

We customize your interface to make it easy to read, and show you how it works.

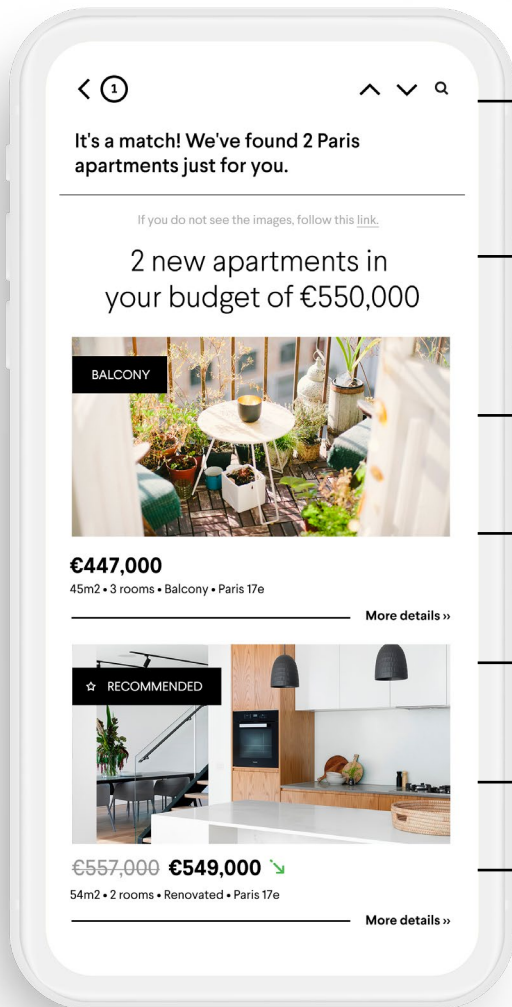
You don't have to do any integration or data preparation.

Your marketing solution is fully customized and delivering results in days, not months.



# Details That Make the Difference

To a customer it's simple - an sms reminder, a personalized product recommendation - and it definitely boosts sales. But it takes a lot of data and detail to get right. It also takes work to combine data and content from multiple sources, and design customer journeys to be effective. **The Probance AI handles everything**, delivering personalized marketing with measurable results.



Do you want to:

Ensure buyers and sellers remain engaged through great onboarding sequences?

Send round-up messages and alerts to buyers based on their inferred search preferences?

Encourage repeat purchases and renewed listings?

Encourage views and time spent with your content?

Automatically send newsletters with the preferred content for each subscriber?

Maximize subscription renewals?

Provide that timely reminder that their payment card is expiring.

Probance Classifieds & Marketplaces automates it all with intelligence. It gives you the power of high-end, customized marketing software, for radically less cost.