

DoneDeal

ADVERTS.ie

Online used product trading

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Head of Marketing

- **Introduction**
- **Schibsted and the second hand effect**
- **Top level stats re DoneDeal.ie and Adverts.ie**
- **Real life user stories**

DISTILLED SCH

DoneDeal

ADVERTS.ie

 daft.ie

Schibsted and the second hand effect

- Blocket, Sweden
- Finn, Norway
- Subito, Italy
- Leboncoin, France
- Vibbo, Spain
- Tori, Finland
- Avito, Morocco
- Jofogas, Hungary
- OLX, Brazil
- Segundamano, Mexico

POTENTIAL
POSITIVE EFFECT
EACH YEAR

21.5  MILLION TONS
GREENHOUSE GAS

25,091,351
RETURN
FLIGHTS
 PARIS - NEW YORK

EMISSION FROM
 2,320,276
EUROPEANS

POTENTIAL POSITIVE
EFFECT EACH YEAR

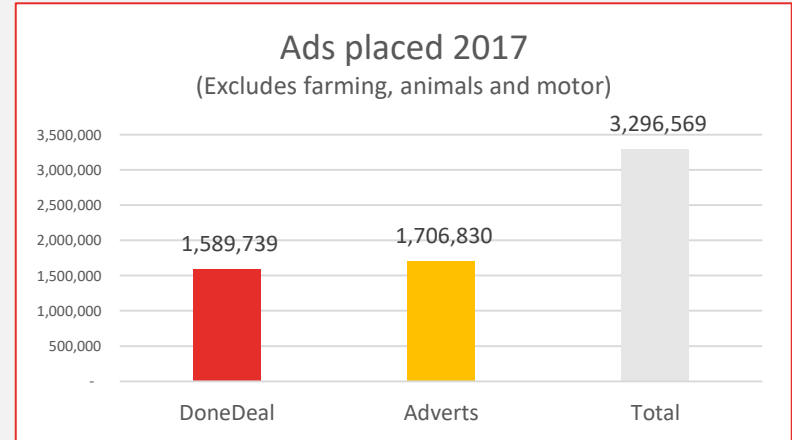
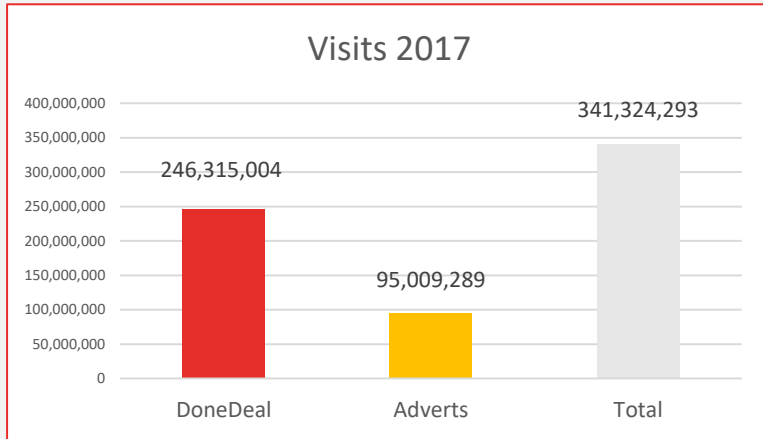
tori.fi

0.15  MILLION TONS
GREENHOUSE GAS

171,080
RETURN
FLIGHTS
 PARIS - NEW YORK

EMISSION FROM
 15,820
EUROPEANS

3.3m used items advertised on DoneDeal and Adverts in 2017



The most popular categories are Furniture, Clothes, Sport equipment and Toys

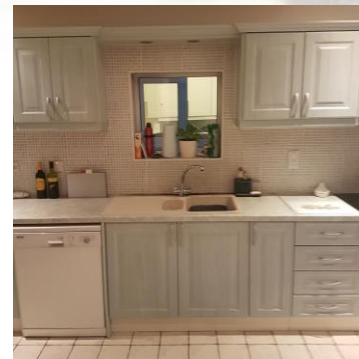
My story



Gave away
washing machine



Gave away topsoil



Sold my kitchen

Raychel's story



Questions