

**DoneDeal**

**ADVERTS**.ie

# Online used product trading

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**Adam Ferguson**

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

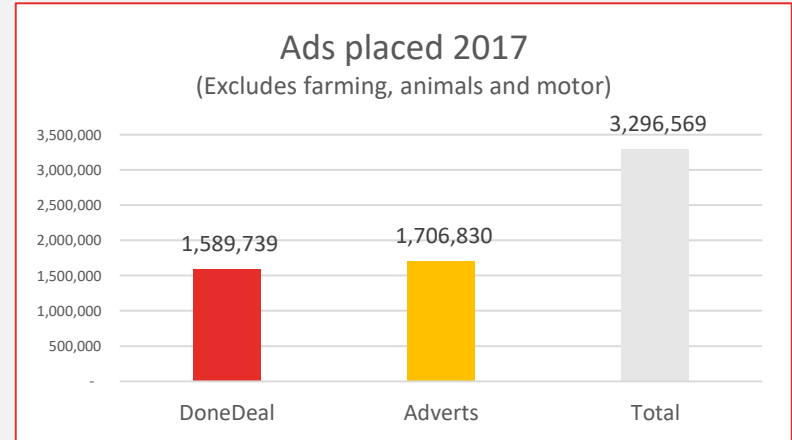
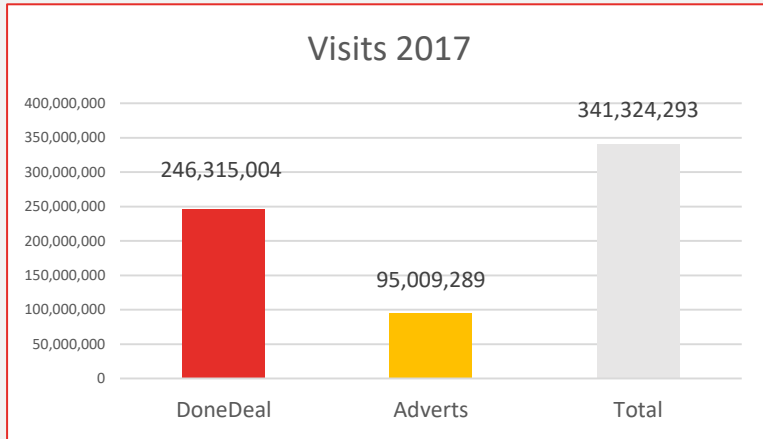
**tori.fi**  
0.15  MILLION TONS  
GREENHOUSE GAS

171,080  
RETURN  
FLIGHTS  
 PARIS - NEW YORK

EMISSION FROM  
 15,820  
EUROPEANS

## 3.3m used items advertised on DoneDeal and Adverts in 2017

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

## My story

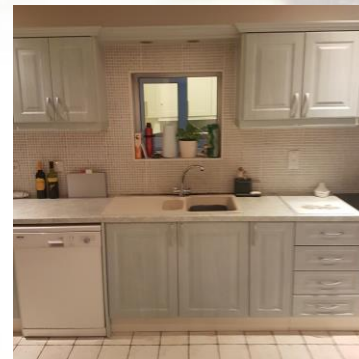
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Gave away  
washing machine



Gave away topsoil



Sold my kitchen

## Raychel's story



# Questions