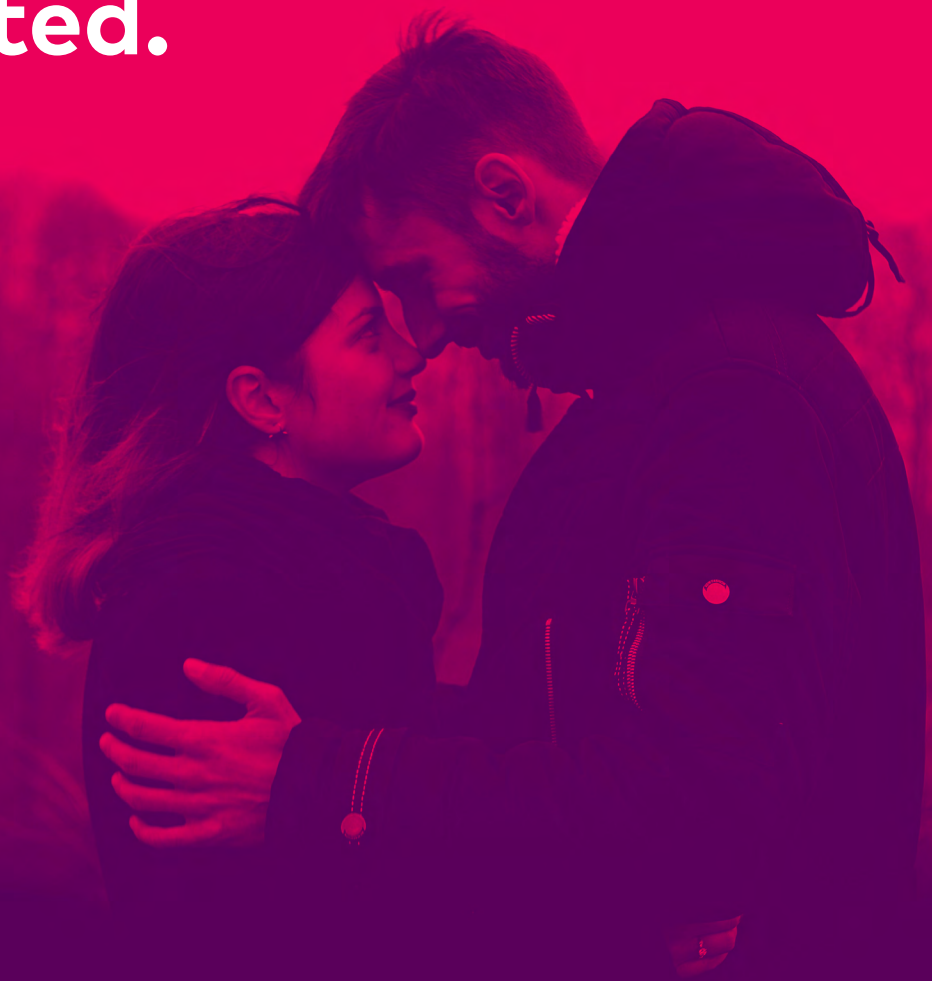




besedo

mestic

dating website case study
finding true love isn't
easy, but the rest can be
automated.



99%

accuracy



90%

automation



67%

cost savings

about the customer

Meetic is a major European website dedicated to online dating that manages sites in 13 languages. They are known for having one of the largest user bases in the industry, rich features offered and very high quality content.

6.5 M

Unique monthly visitors

5 billion

Interactions per year

15.5 M

Profiles moderated

20 M

Pictures moderated

13

Languages

15

Countries



“ Meetic had to ensure high quality content and a safe online environment in a more cost- efficient way ”

the challenge

With harder competition and new players entering the market, the pressure to become more efficient and cut costs was increasing. At the same time the company has spent years building up a brand associated with high quality and trust.

Meetic realized that they had to find a way to ensure high quality content and a safe online environment in a cost-efficient way and the solution would probably be a move towards a larger portion of automated content moderation.

The challenge was to ensure that this could be done without putting their high quality standards and user safety at risk.

gaining confidence

When first getting in contact with Besedo, the company was eager to learn more on how artificial intelligence can help them keep and even exceed their high quality standards.

Machine learning was new to them and they didn't feel they had enough knowledge to be able to evaluate the solution offered just by reading the specifications.

establishing the automation rate and accuracy

In order to investigate how much of their content that could be automated at what quality, a proof of concept was performed before Meetic committed to a long-term engagement.

The proof of concept was done in the following steps:

01

Training the engine

One year of content (user profiles) and their moderation decisions (Approved or Rejected) were used to train the engine and then compare the quality of manually moderated vs automatically moderated content. 94% of the automatic decisions turned out to match the decisions made by humans.

02

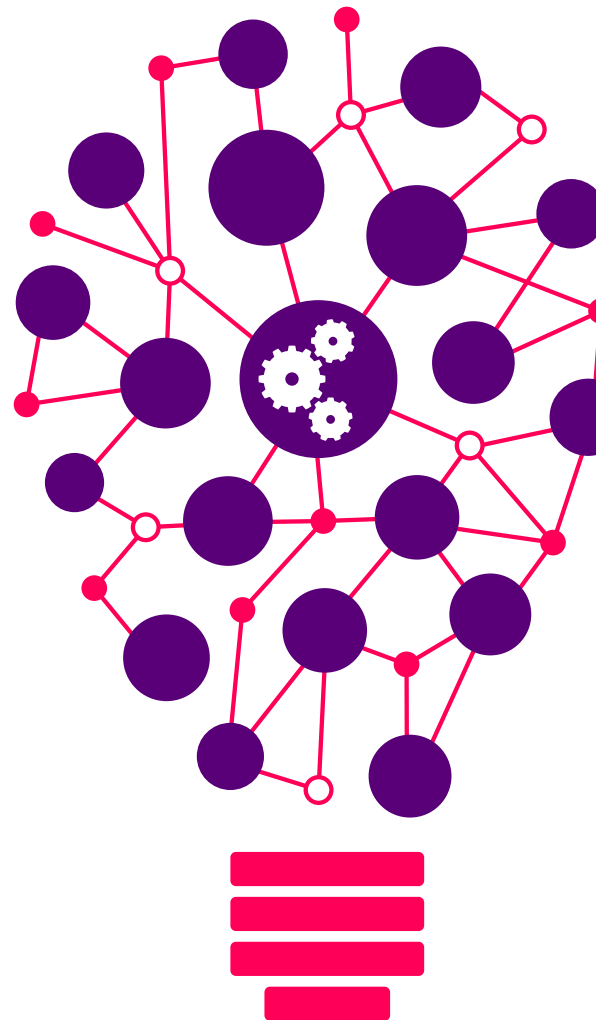
Refining datas

To refine the dataset Besedo identified the human decisions which had a high chance of being erroneous. Those decisions were reviewed by supervisors to improve the coherence of the dataset. 44% of the human decisions made were deemed invalid and corrected.

03

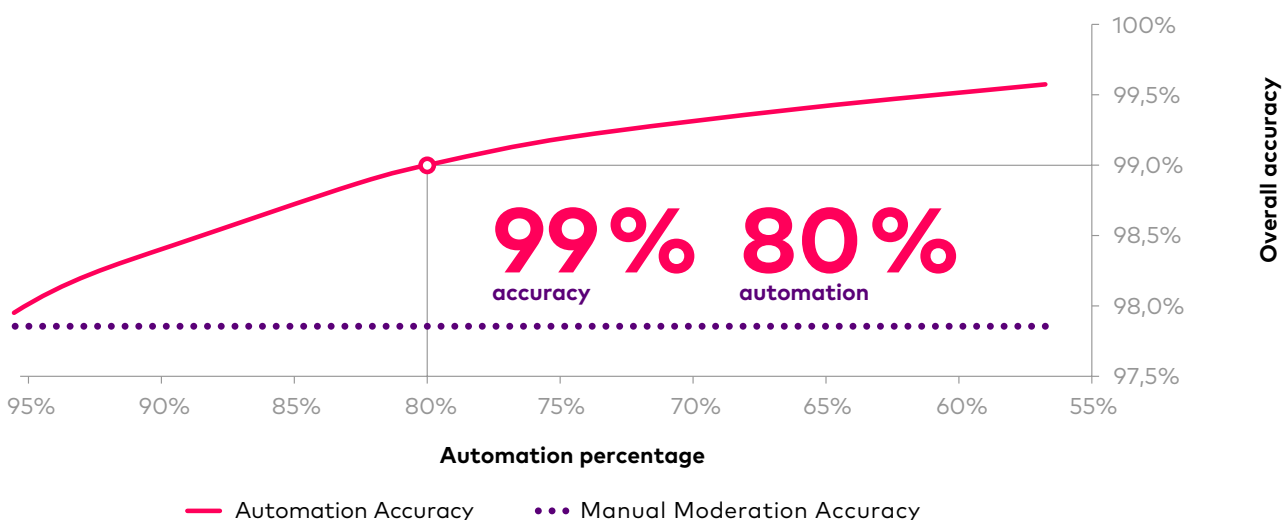
Comparing automated and human decisions

Once the knowledge base was reliable, production data was classified automatically and compared against human decisions. The automatic decisions that didn't match the human decisions were reviewed by supervisors. This final step allowed us to calculate the moderation efficiency of both automatic and manual moderation.



the result

The proof of concept revealed that 74.8% of content could be automatically moderated with an accuracy level of 99%. The manual moderation on the other hand turned out to have an accuracy level of 97.9%. This exercise didn't only lead to Meetic feeling confident to move forward and fully implement Besedo in their daily work, they detected inconsistencies in their manual moderation which helped them refine their moderation rules.



" For 3 years Besedo has provided us with high accuracy, automated moderation, keeping our users safe and maintaining a smooth customer experience. "

Vincent Galeraud, Customer Care Director, Match Group



about besedo

ioSquare and Besedo merged in 2016 to combining advanced machine learning technology with 15 years of content moderation experience.

Besedo empowers online marketplaces to grow with trust by enabling their users to engage fearlessly with one another.

Since 2002, Besedo has partnered with online marketplaces of all sizes, across the globe to help them create user trust, better quality content and better user experience in the digital world. In order to achieve this, Besedo uses a combination of AI moderation, automated filters and human moderation. Besedo also provides their partners with insights related to both users and content, allowing them to adapt and evolve their product faster and stay competitive.

Read more at besedo.com