



**audit**

**Client name**

**date, year**

**introduction**

**scope & approach**

# scope

## 1. Audit of client name

- Using the Besedo layers and content risk level

# approach

- Besedo has collected and reviewed listings published on sites' front-end
  - All listings have been extracted from the most recently published ads
  - A total of xxx ads within: categories name
- Statistical assessment
- Observations



# besedo rule set



## Content type

The Besedo layers are..

- ..good in educational and illustrative purpose of grouping types of content
- ..are struggling as a quantitative model since the impact within each layer vary widely

### Illegal

Is the content illegal and if so, is the publisher liable?

- Weapons
- Drugs
- Pharma
- Endangered species
- Prostitution

### Scam

Is the person behind the content attempting to actively deceive your users?

- Advance fee
- Charity
- Pets
- Pyramid
- SMS

### Misuse

Is the user misusing your service in order to get more exposure or avoid fees?

- Unrealistic offer
- Keywords
- Commercial links
- Hidden professionals
- Multiple regions

### Inappropriate

Is the site content what your users are expecting to see?

- Nudity
- Profanity
- Slandering

### Irrelevant

Is the site easy to navigate or does it contain content not belonging there?

- Poor picture
- Gibberish
- Wrong category
- Multiple items
- Duplicates

## Content risk level

To tackle this Besedo divide all illicit content in the layer model into:

- Low risk
- Medium risk
- High risk
- Scam (Extreme risk)

### Low risk ●○○

- Alcohol & tobacco
- Catalogue / Internet picture
- Hyperlink
- Offer / Demand
- Low quality picture
- Multiple items
- Wrong category
- Inadequate language
- Gibberish

### Medium risk ●●○

- Pure marketing
- Fictitious price
- Keywords
- Competitors promotion
- Light description
- Undescriptive title
- Weapons
- Wildlife
- Adult content

### High risk ●●●

- Counterfeit & Piracy
- Site Slander
- Hidden professional
- Duplicate
- Drugs & Pharmaceutical products
- Prostitution
- Fake administration documents
- Discrimination
- Rude speech

### Scam !!!!

- Credit/Loan
- Electronics
- Job
- Vehicles
- Heavy equipment
- Pets
- Real estate
- Other

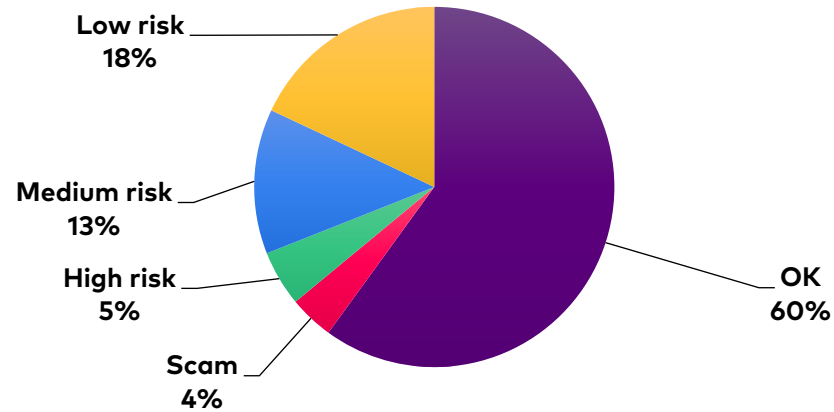


audit

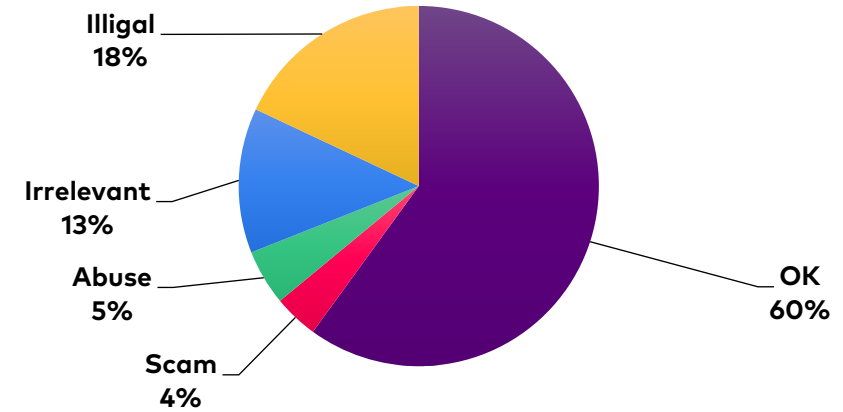
Client name

# general overview

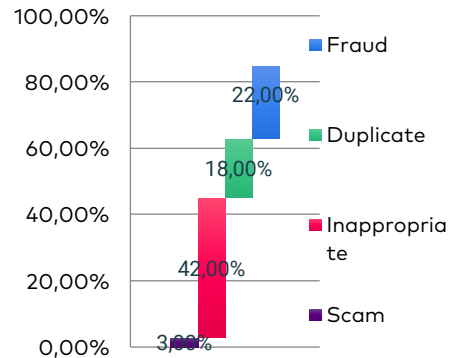
## risk distribution



## layers distribution



## MAIN ISSUES



## Summary of xxx ads reviewed

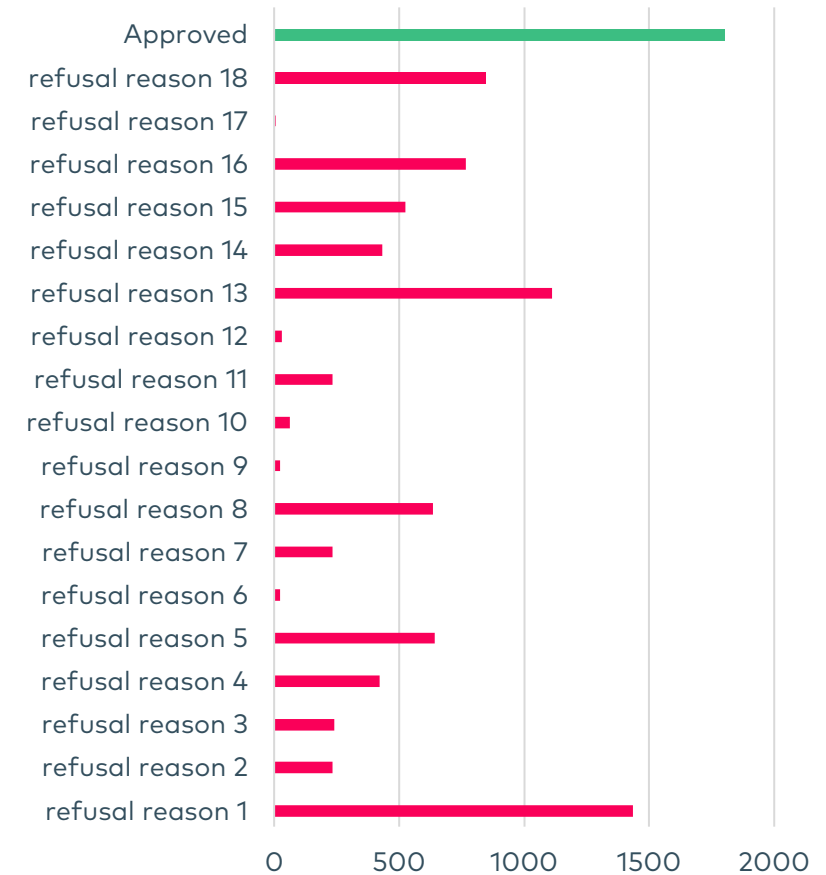
- xxx ads (xxx%) approved of the total sample following Besedo rules
- "refusal reason" is the biggest issue with xxx% refusal rate (xxx ads)
- "refusal reason" is the second largest issue found on the site with xxx% refusal rate (xxx ads)
- "refusal reason" is the 3<sup>rd</sup> largest issue of the site with xxx% (xxx ads) refused
- xxx ads have been refused for "refusal reason" and xxx "refusal reason".



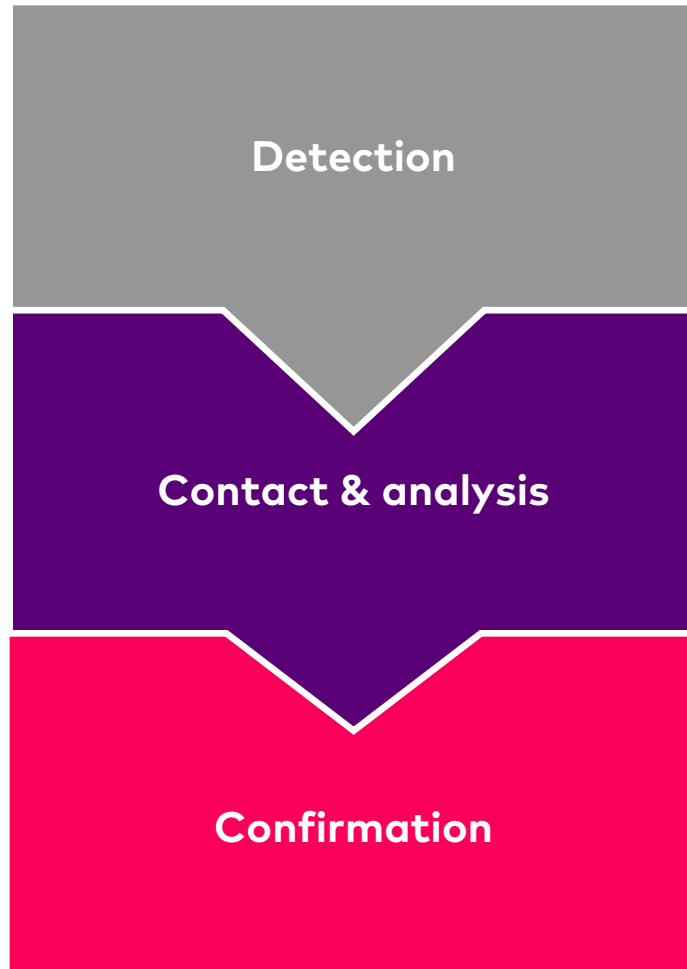
# summary audit results

## Observations

- xxx% approved ads
- xxx% refused ads
- In client name's marketplace, the biggest issue is the "refusal reason", primarily found under "category name". Additionally, a massive challenge have been spotted from "refusal reason" which covers the xxx% (xxx ads) of the sample assessed.
- Although client name has challenges to cope with, we could not avoid mention that certain deficient reasons are kept to minimum. Such content includes "refusal reason" and "refusal reason".
- xxx% (xxx ads) of the refused listings on client name's marketplace are attributed to the above challenges
  - "refusal reason" mainly found in category name (xxx ads).
  - Listings offered by "refusal reason" mainly found under category name (xxx ads).



# besedo's approach for finding fraud



## 1. Fraud markers (e.g. in Pets category):

- Picture: Professional looking
- Title: Attractive with superlative/urgent/adoption/for free
- Price: Below average market prices
- Description: Purebred, vaccines and microchip, well trained, used to live with children, delivery in the whole country (Value for money)

## 2. If suspicious, contact through the site or via email

## 3. Call user if necessary and possible

## 4. Answer analysis

## 5. Email exchange to show interest

## 6. Gather as much information as possible (Payment method required)

## 7. Nonsense detection (i.e. Sending a Western Union payment in a different country than where the product is supposed to be)

## 8. Document the proof

## 9. Confirm the fraudulent listing





# non confirmed fraudulent behavior

## – using Besedo's method

- Yes the phone is still available.
- I am interested how to proceed?
- No response

- Is the Nissan skyline available?
- Yeah
- I'm interested
- No response

### "Is the item still available?"

- xxx suspicious listings contacted
- xxx of them referring to non active accounts anymore
- xxx of them never responded to our emails

No response

No response

"Good day, the iPhone is still available when we can meet?"

"Still available. Arrange an appointment by phone"

"Sorry, the car is already sold"

# our thoughts on why we didn't find any confirmed frauds



## Different scams

- Different verbal approach and/or habits.
- Use of different techniques of how to approach the potential buyer
- Client name's strict verification features does not offer a good habitat for potential scammers.
- Phone verification is a no-go for potential scammers.



## Face to face

- Act only committed once buyer and seller are meeting face to face



## Xxx potential scams seized by Client name

- Three suspicious listings found with non-active account. We assume that client name took action and narrow down the potential scammers and showed them to the door.



# screenshots

Client name

Category name – "refusal reason"

- xxx "refusal reason" found  
= xxx% of ads reviewed in category  
= xxx% of the issues in category

We provide individual audit for multiple categories, in the template we only showcase one example.

Medium ●●○

High ●●●

Level risk name

Low ●○○



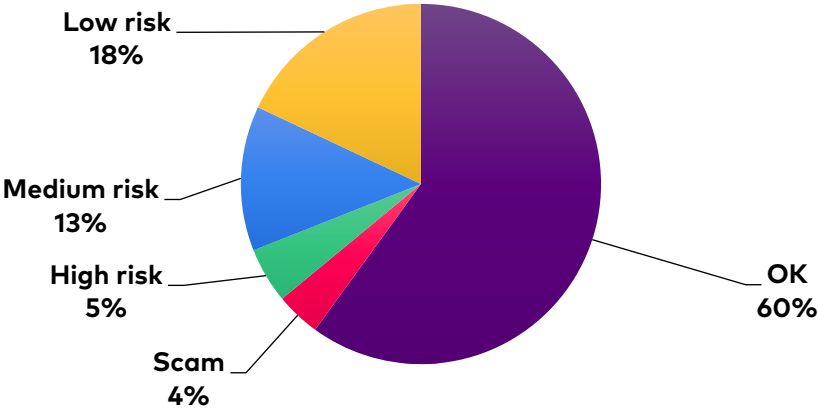
**audit**  
**category name**



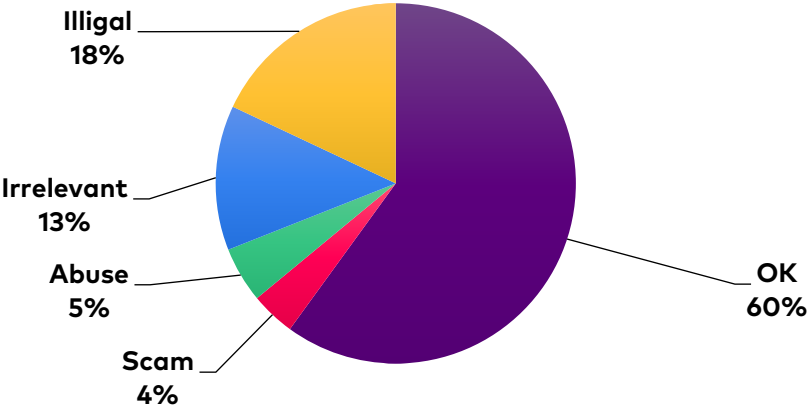
# category name overview



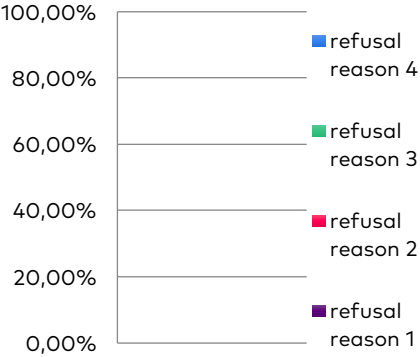
## risk distribution



## layers distribution



### MAIN ISSUES



### Summary of xxx ads reviewed within this category

- xxx ads (xxx%) approved
- xxx listings have been refused for "refusal reason" out of xxx ads which represents xxx% of the refusal rate within this category.
- xxx listings where refused for "refusal reason" and xxx caught with "refusal reason".



# screenshots

Client name

Category name – “refusal reason”



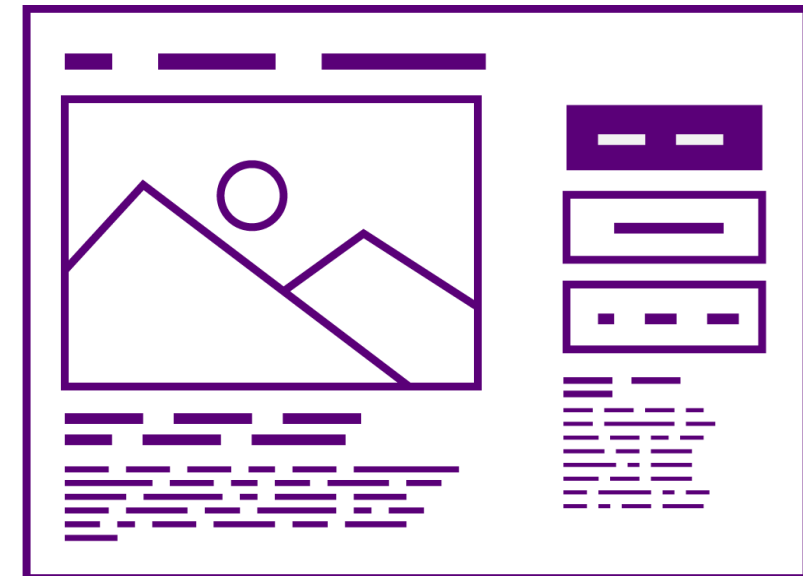
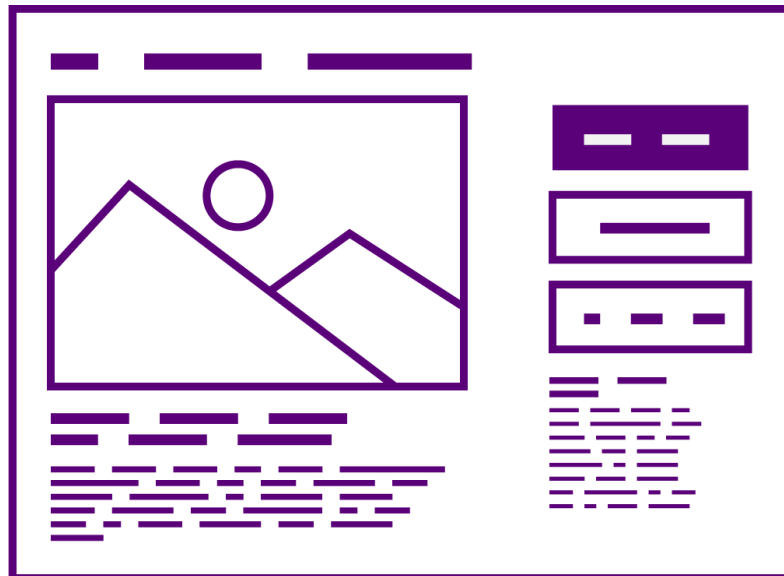
- xxx duplicate listings found
- xxx listings found with undescriptive titles
- xxx low quality pictures found

Level risk name

Low ●○○

= xxx% of ads reviewed in each category

= xxx of the issues in each category





# Summary

Client name

## top 3 issues

Refusal reason 1

Refusal reason 2

Refusal reason 3





# summary & conclusions

## audit

- **No fraudulent behavior confirmed with Besedo's methodology tells us that:**
  - Suspicious listings have been narrowed down and we communicate with the advertisers but we didn't receive any red signs.
  - Fraud is being done in a way the Besedo methodology can't identify due to the nature of fraudulent activities such as frauds in person.
- **Of the xxx% refused ads:**
  - "refusal reason" are the biggest issue found (xxx%)
  - The amounts of listings offered by "refusal reason" (xxx%), listings "refusal reason" practices (xxx%), "refusal reason" listings (xxx%) and "refusal reason" listings (xxx%) are sizeable.

## actions & measurements

- **All the issues outlined in this study are rather easy to address with standard measures.**
  - The amount of "refusal reason" and "refusal reason" can be narrowed down with Implio's automation practices.
  - "refusal reason" listings could also fall under Implio's automated treatment.
- **A well trained and proactive, pre-moderation team could lead client name content to new heights.**



## about besedo

**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 artificial intelligence 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.





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