



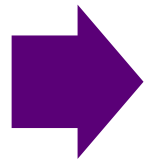
benchmark template

Month, Year

benchmark overview

A benchmark consists of individual audits of your and your competitors sites, which are then compared with each other.

company
audit



comparison
of audits



summary of
benchmark

summary

1. [Audit proposal for benchmark](#)
2. [Besedo rule set](#)
3. [Audit report template](#)
4. [Benchmark report template](#)

audit proposal for benchmark

Company X

2000 ads will be reviewed for each site, meaning 400 ads per chosen category, narrowing it down to Private Sellers only and newest listings:

- Cars **Company X | Company Y**
- Pets **Company X | Company Y**
- Electronics **Company X | Company Y**
- Tickets **Company X | Company Y**
- Clothes **Company X | Company Y**

*To have a best comparison between the two sites, Company X tickets category will exclude Hotels & B&Bs, Holiday Rent, and Overseas Holiday Rent.

Company Y






Company Z

2000 ads will be reviewed on Company Z's site, meaning approximately 660 ads per chosen category, narrowing it down to newest listings:

- **For rent**
- **Sharing**
- **Holiday homes**



besedo rule set

| Illegal  | Scam  | Misuse  | Inappropriate  | Irrelevant  |
|--|---|--|---|---|
| <ul style="list-style-type: none">• Weapons• Drugs• Pharma• Endangered species• Prostitution | <ul style="list-style-type: none">• Scam | <ul style="list-style-type: none">• Unrealistic offer• Keywords• Commercial links• Hidden professional• Multiple regions | <ul style="list-style-type: none">• Nudity• Profanity• Slandering | <ul style="list-style-type: none">• Poor picture• Gibberish• Wrong Category• Multiple items• Duplicates |

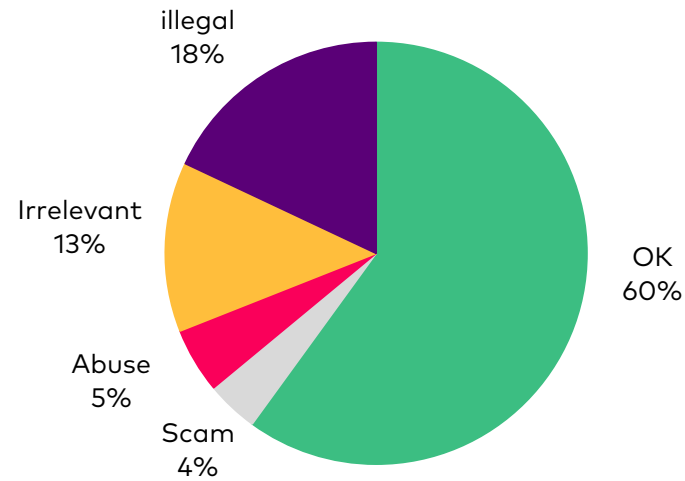
| Low risk * | Medium risk ** | High risk *** | Scam ***** |
|---|---|---|--|
| <ul style="list-style-type: none">• Alcohol & tobacco• Catalogue / Internet picture• Hyperlink• Offer / Demand• Low quality picture• Multiple items• Wrong category• Inadequate language• Gibberish | <ul style="list-style-type: none">• Pure marketing• Fictitious price• Keywords• Competitors promotion• Light description• Undescriptive title• Weapons• Wildlife• Adult content | <ul style="list-style-type: none">• Counterfeit & Piracy• Site Slander• Hidden professional• Duplicate• Drugs & Pharmaceutical products• Prostitution• Fake administration documents• Discrimination• Rude speech | <ul style="list-style-type: none">• Scam |



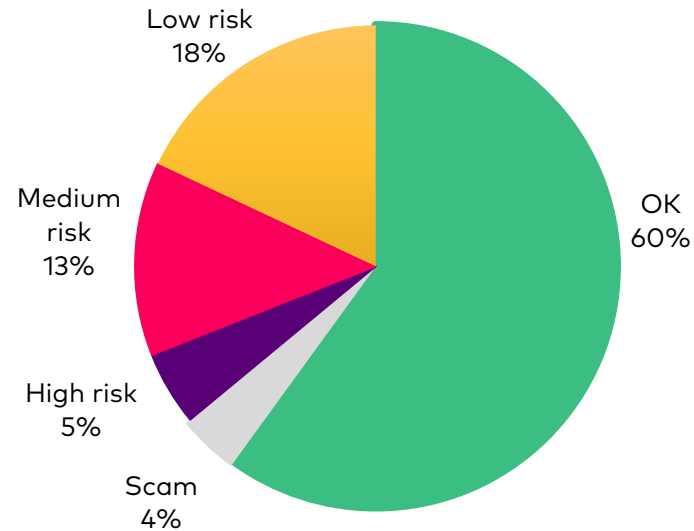
audit report template

general overview

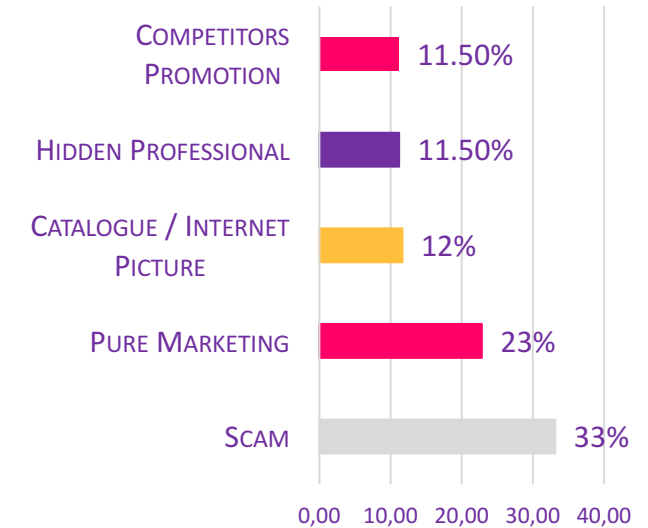
layers distribution



risk 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 3rd largest issue of the site with xxx% (xxx ads) refused
- xxx ads have been refused for "refusal reason" and xxx "refusal reason" .



screenshots

marketplace name

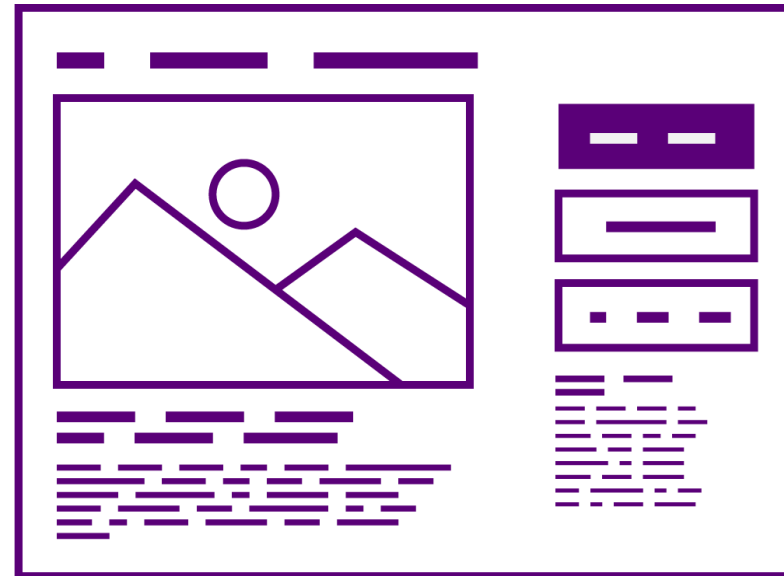
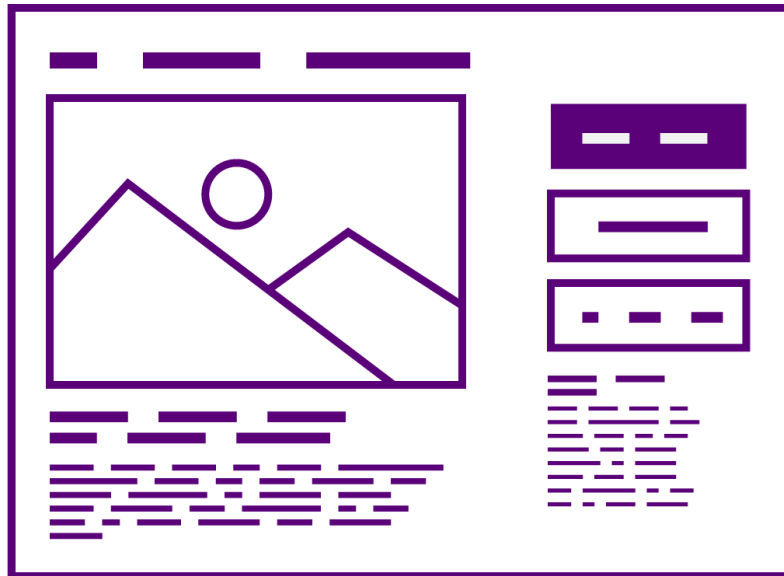
category name – “Refusal Reason”



- xx listings found
- = xx% of ads reviewed in this category
- = xx% of the issues in this category

Irrelevant 

Low *



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

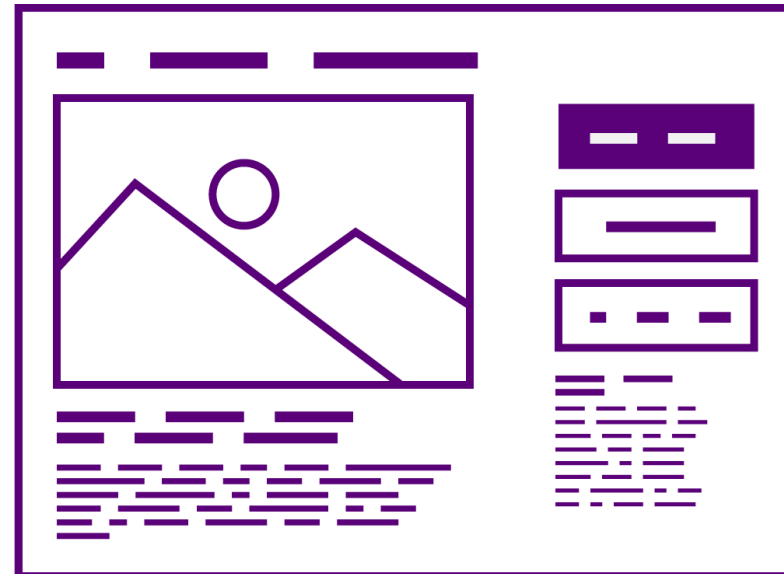
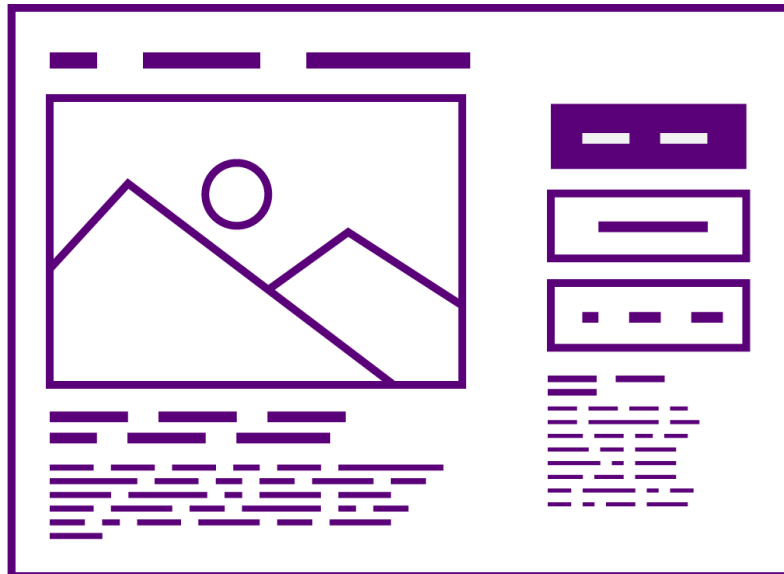
screenshots

marketplace name
category name – “Refusal Reason”



- xx listings found
- = xx% of ads reviewed in this category
- = xx% of the issues in this category

| | |
|---------|----|
| Illegal | 🚫 |
| Medium | ** |



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

screenshots

marketplace name
category name – “Refusal Reason”

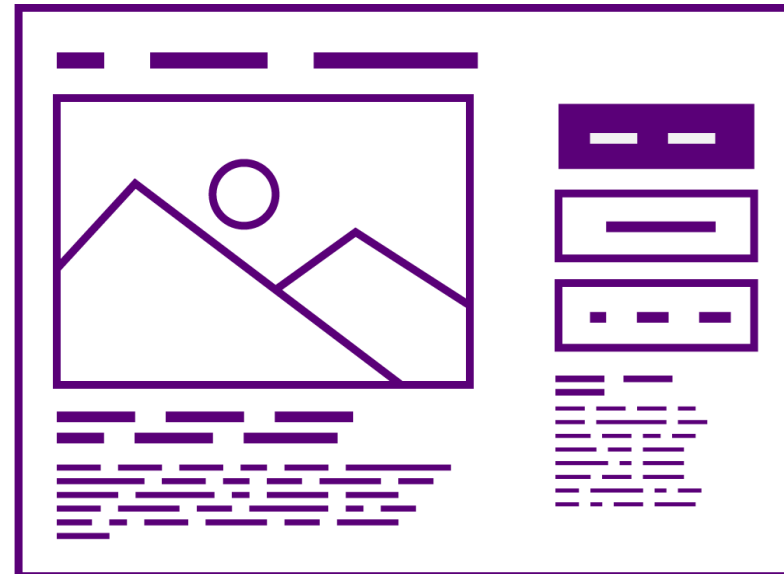
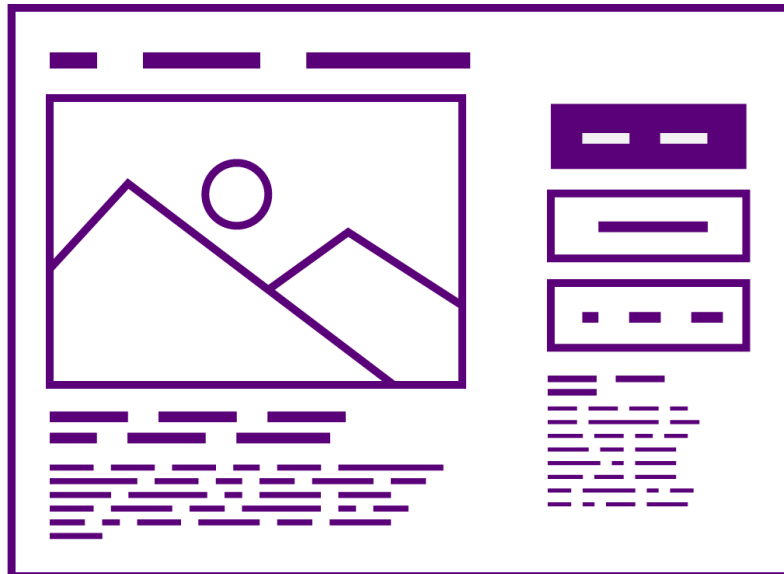


- xx listings found
- = xx% of ads reviewed in this category
- = xx% of the issues in this category

Illegal



High



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

screenshots

marketplace name

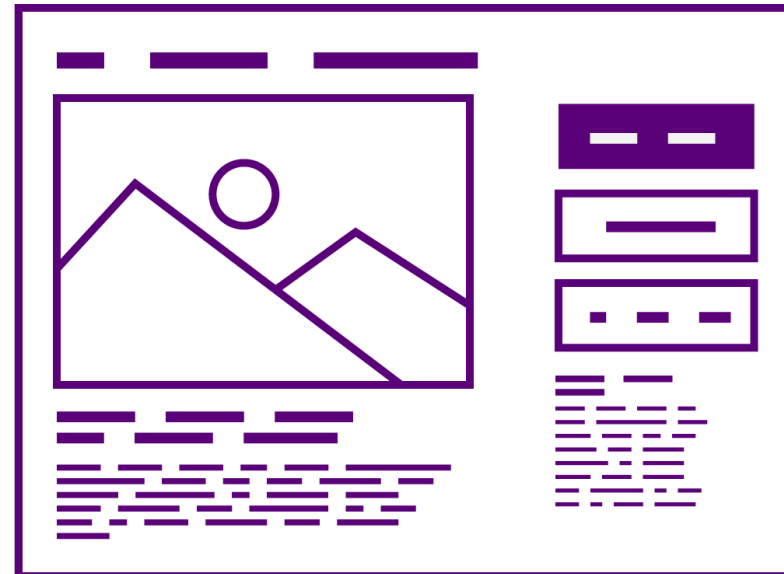
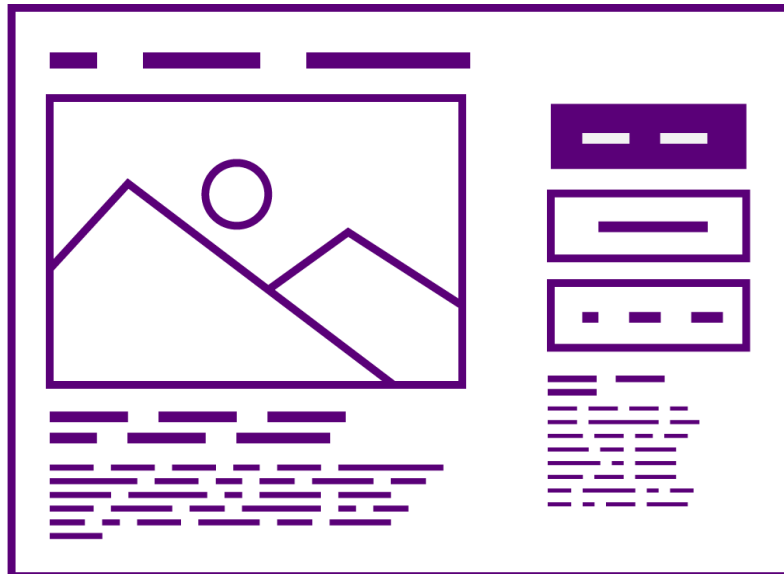
category name – “Refusal Reason”



- xx listings found
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- = xx% of the issues in this category

Scam 

Scam

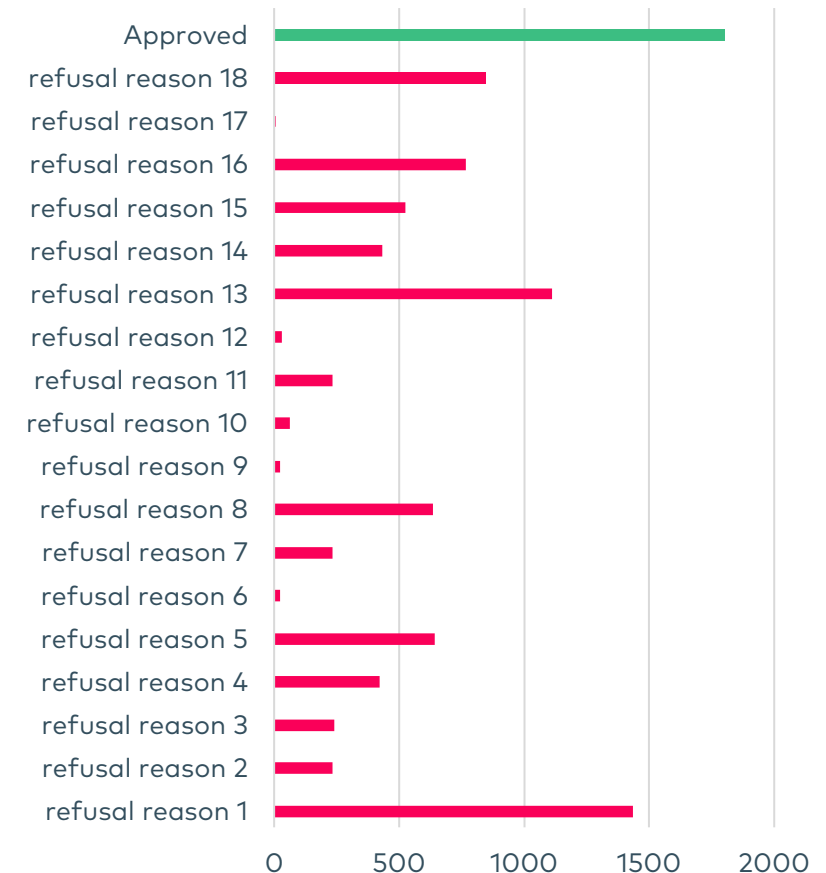


We provide individual audit for multiple categories, in the template we only showcase one example.

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).



top 3 issues

Refusal reason 1

Refusal reason 2

Refusal reason 3



summary & conclusions

audit

- **xxx:**
 - xxx.
 - xxx.
- **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

- **Xxx:**
 - xxx.
 - xxx.
- **Xxx:**
 - xxx.
 - Xxx.



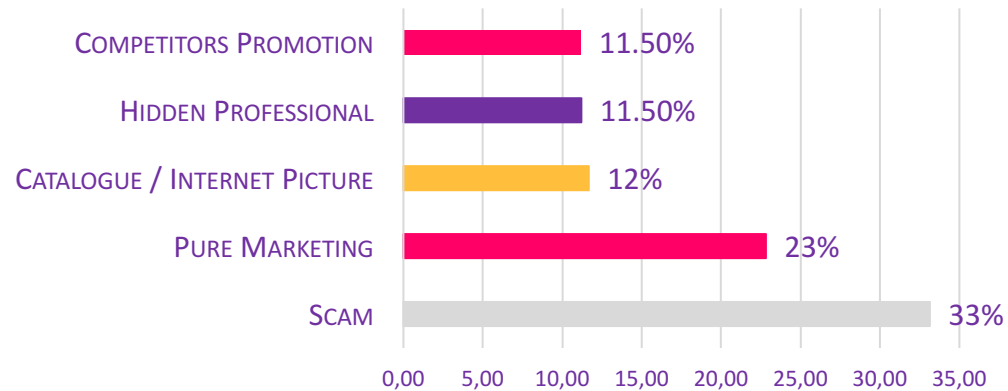
benchmark report template

marketplace
vs
marketplace



comparison overview

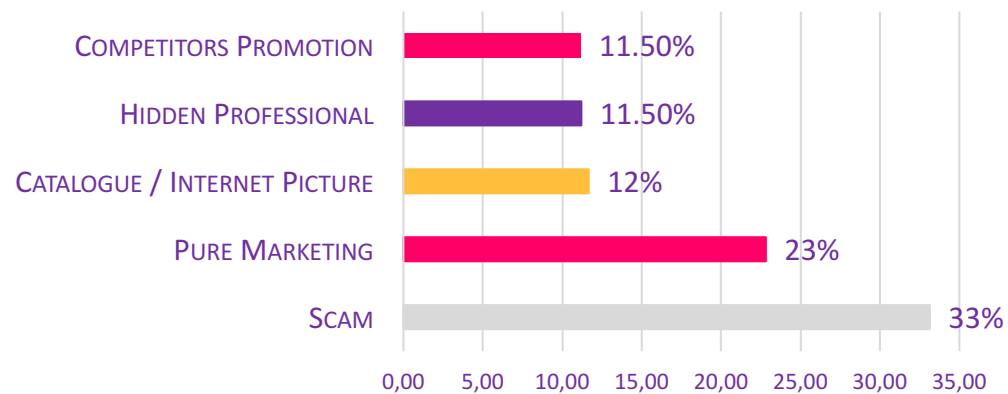
marketplace 1



Summary of xxx ads reviewed

- xxx ads (xxx%) approved 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 3rd largest issue of the site with xxx% (xxx ads) refused
- xxx ads have been refused for "refusal reason" and xxx "refusal reason"
- .

marketplace 2



Summary of xxx ads reviewed

- xxx ads (xxx%) approved 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 3rd largest issue of the site with xxx% (xxx ads) refused
- xxx ads have been refused for "refusal reason" and xxx "refusal reason"
- .



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.





besedo



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