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# Marketplace health cheatsheet

## Stages

- Grow
- Defend
- Expand

Stage:

# Grow

## What are your goals?

- Establish a competitive marketplace
- Recruit buyers and sellers
- Create marketplace services for transaction support
- Increase Gross Merchandise Value (GMV)

## Are you on the right track?

Make sure to monitor multiple parameters to ensure that you're on the right track. Here is a list of a few parameters that will help you get a fair assessment of your marketplace's status:

	<b>Right track</b>	<b>Wrong track</b>
<b>GMV</b>	Increasing	Decreasing
<b>Buyer and seller conversion</b>	Increasing	Decreasing
<b>Shopping cart abandonment</b>	Decreasing	Increasing
<b>Investor interest</b>	Increasing	Decreasing
<b>Buyer and seller interaction</b>	Increasing	Decreasing
<b>Community relationship</b>	Good	Bad
<b>Inventory quality</b>	Good	Bad
<b>Content quality</b>	Good	Bad
<b>Churn</b>	Low	High
<b>Data collection for automation</b>	Initiated	Uninitiated
<b>Buyer-seller ratio</b>	Depends on your marketplace, make sure to define it at an early stage.	

Stage:

# Defend

## What are your goals?

- Retain buyers and sellers
- Establish customer support protocols
- Drive fragmentation

## Are you on the right track?

	Right track	Wrong track
<b>GMV in competitive categories</b>	Increasing	Decreasing
<b>Active buyer and sellers</b>	Increasing	Decreasing
<b>Pricing pressure</b>	Decreasing	Increasing
<b>Community flagging</b>	Decreasing	Increasing
<b>User trust and brand image</b>	Increasing	Decreasing
<b>Customer support</b>	Smooth	Issues
<b>Scalability of technology</b>	Smooth	Issues
<b>Fraudulent users</b>	Under control	Out of control
<b>Automation</b>	Initiated	Uninitiated



### Business fact

if you are growing faster than the market as a whole, you are taking business away from other players.

Stage:

# Expand

## What are your goals?

- Retain buyers and sellers
- Add value-added services
- position for category and geographic expansion

## Are you on the right track?

	<b>Right track</b>	<b>Wrong track</b>
<b>Average shopping cart</b>	Increasing	Stagnant/Decreasing
<b>Cross-selling related products</b>	Increasing	Decreasing
<b>Processes to free up resources</b>	Efficient	Stagnant/Slow
<b>Supply channels</b>	Stable	Unstable
<b>Data collected for expansion</b>	Sufficient	Insufficient
<b>Expansion performance</b>	Growing	Stagnant/Declining



### **Business tips**

Only increasing the number of listings won't expand your business. Growing your business is linear, expanding it with additional products, services, and increased margins enable true business expansion.



# We would love to learn about your moderation needs and help you find the right solution for you.



**besedo**

Besedo helps digital marketplaces grow by protecting their users from unwanted content allowing them to transact fearlessly.

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## Relevant knowledge for your stage

### Grow

- [AI moderation: get to know the basic concepts](#)
- [Guide to top marketplace SEO](#)

### Defend

- [Case study: from 0% to 94% automation](#)
- [6 reasons why our moderation AI is unique](#)
- [Buy or build? what to consider when deciding whether to build or buy AI](#)

### Expand

- [Checklist: What to consider when choosing an automated moderation solution](#)
- [White paper: Free up resources for true innovations](#)