besedo

anibis.ch

From 0% to 94% automation

How a classifieds site increased user safety and experience at no additional cost.

Intro

Due to growing volumes anibis.ch was looking to automate part of their moderation process to help them scale without breaking their budget.

Within 2 years Besedo helped them go from 0% to 94% automation through a combination of tailored filters and AI.

This case study looks at how it was done, the results and the benefits anibis.ch has seen from implementing automation.

" Besedo offered an easy solution exactly targeting our needs. We couldn't have been able to develop a better solution"

- Jelena Moncilli, Fraud Specialist at anibis.ch

About the customer

anibis.ch is part of the Ringier group and is one of Switzerland's leading classifieds marketplaces.

Established in 2004 it offers a free platform for classifieds listings. With a promise to buyers that none of their published ads are older than 30 days they are highly committed to a great user experience.

11 M
Monthly visitors

1 M
Online listings

3
Languages

2004
Founded in

Starting point

No automation

Growing volumes

10% moderated

Creative scammers

"When our workload increased it forced us to focus on high risk categories only. Fraudsters soon found out that they could bypass our security using other categories which were not or less controlled by us."

- Jelena Moncilli, Fraud Specialist at anibis.ch

2 years ago, anibis.ch were running into a problem. Their listing volumes were rapidly increasing and while this growth was of course cause for celebration it also meant that user safety and experience started to suffer.

anibis.ch had an inhouse team that manually checked listings based on insertion date and they couldn't keep up. Budget and resource restraints limited their moderation to 10% of listings. Furthermore, they started having to limit the categories they checked to those they determined were high risk.

Unfortunately, scammers quickly caught on and soon they were bypassing security by posting in unmoderated categories. Suddenly the previously low-risk "baby" category was flooded by shady loan listings.

anibis.ch needed a solution that would make them more efficient while maintaining a high level of security.

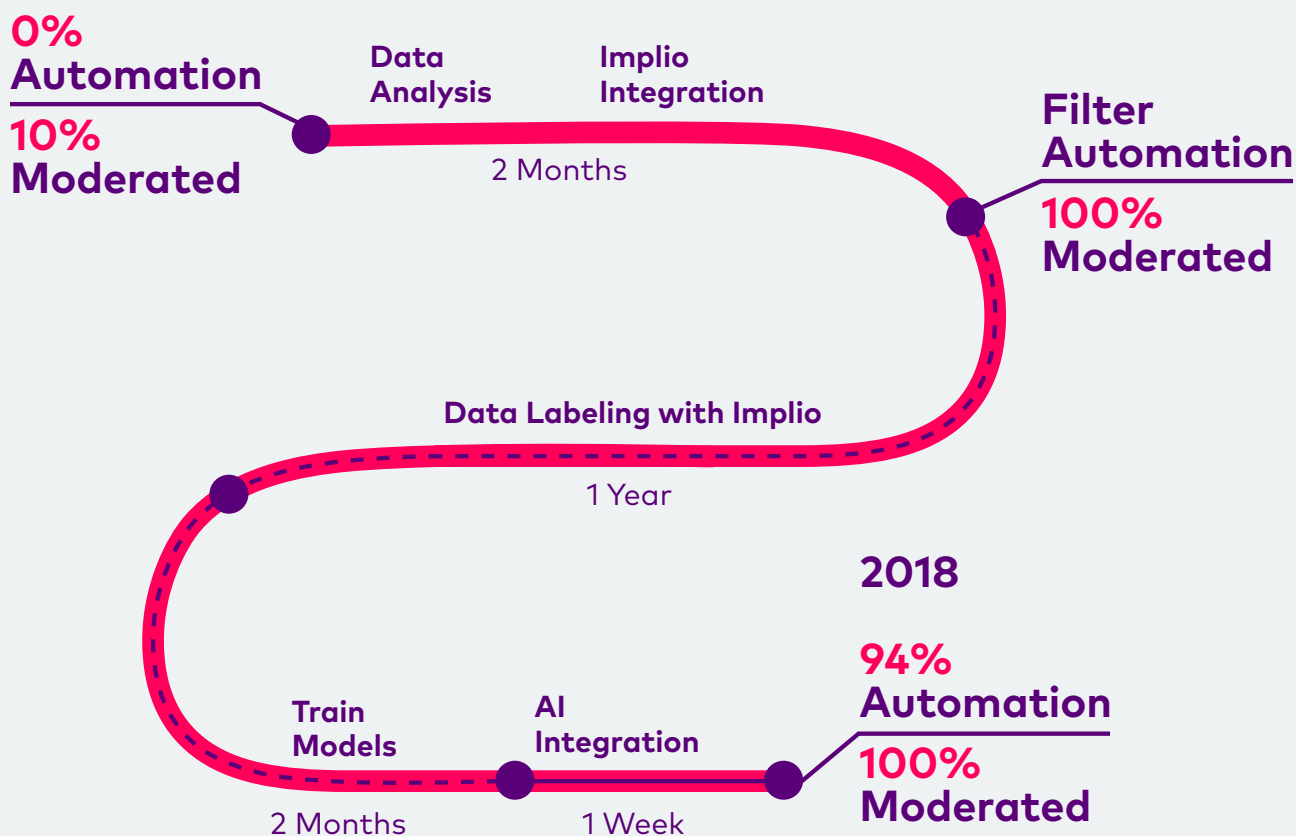Thats when they reached out to Besedo.

Timeline

As anibis.ch didn't have a dataset of the required size or quality to immediately build AI moderation models they decided to start with filter automation through Implio. After setting up the filters they were fine-tuned and adapted to fit anibis.ch requirements completely. These tweaks were related to the criteria anibis.ch felt relevant in the decision-making process when determining if an ad was to be considered safe, risky or fraudulent.

It took 2 months from the initial test phase until anibis.ch were live with Implio. Integrating with Implio enabled them to automate 80% of their volumes while collecting a high-quality, labeled dataset. After 1 year this dataset was used to train the AI moderation models.

Building and training the tailor-made models took 2 months. It took just a week to integrate with the AI and then Anibis was running with 94% automation.

2016

0%
Automation
10%
Moderated

Data Analysis

Implio Integration

2 Months

Filter Automation
100%
Moderated

Data Labeling with Implio

1 Year

2018

94%
Automation
100%
Moderated

Train Models

AI Integration

2 Months   1 Week

Legend

- - - - - Implio in use

─────── Implio + AI in use

"Documentation provided by Besedo was clear and easy to understand. Their team is always available for questions, even if we did not have to use this service often."

- Jelena Moncilli, Fraud Specialist at anibis.ch

The result

With a combination of automation filters and AI it was possible to automatically moderate 94% of anibis.ch volume, while achieving an accuracy of 99.8%. High accuracy is great, but it can't stand alone as a measurement of the capability of AI moderation. You need to look at recall as well. Recall shows how many times the model correctly identifies what it's looking for. If you have 100 ads 90% are good - but the AI detects all as good you'd have 90% accuracy, but 0% recall. For anibis.ch a recall of 85% was reached.   On top of the positive quality and efficiency KPI's, funneling listings through Implio and using it as a moderation platform also provided anibis.ch with a lot more insight into their content. They were able to track every decision allowing them to provide better coaching for their manual moderators.

99.8%
accuracy

94%
automation

85%
recall

"We are getting even better data and insights from the moderation process than before outsourcing. Because we're now able to track every decision."

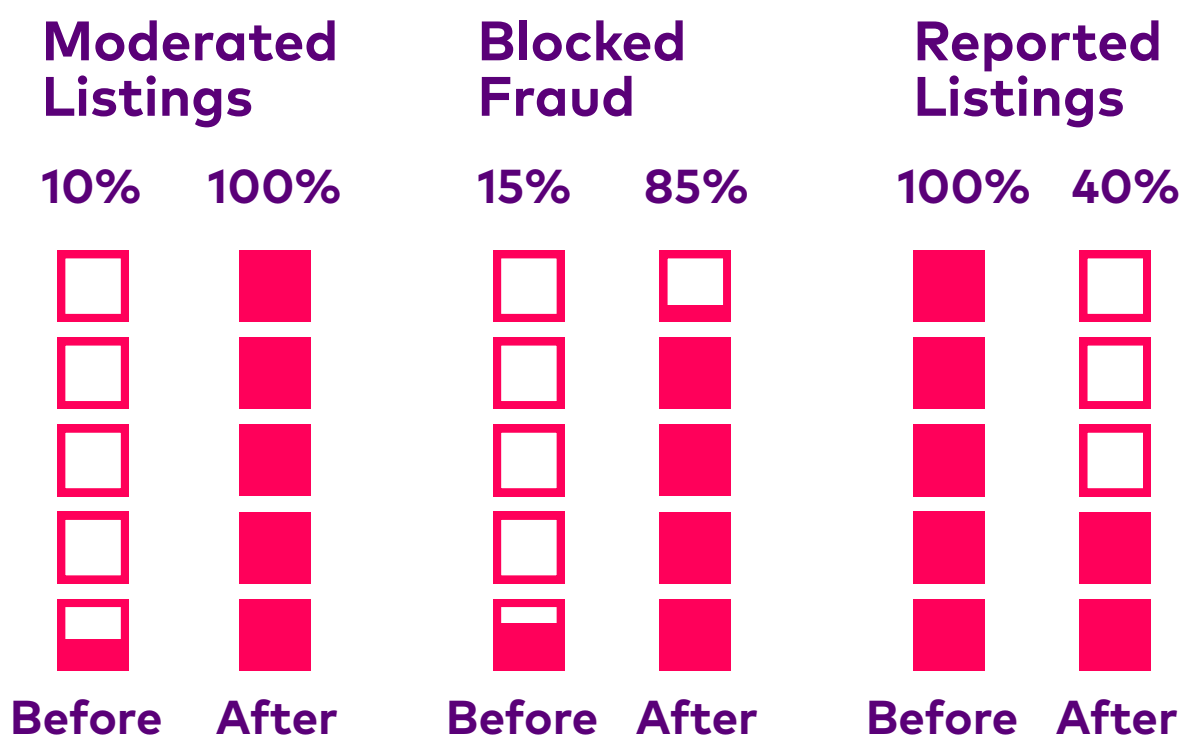- Jelena Moncilli, Fraud Specialist at anibis.ch

Benefits & ROI

User experience increased greatly on anibis.ch after they implemented automated moderation. AI optimized the moderation process to a degree that enable anibis.ch to moderate all listings before they go live.

As a result, they now catch 85% of fraudulent listings before they go live up from just 15% prior to automation.

This has had a significant and positive impact on user safety and experience as evidenced by 60% less listings reported by users.

Moderated Listings		Blocked Fraud		Reported Listings	
10%	100%	15%	85%	100%	40%
Before	After	Before	After	Before	After

"**It cost us the same as before, but quality is way better and we are able to check 100% of the listings, which was not the case before.**"

- Jelena Moncilli, Fraud Specialist at anibis.ch

Besedo & anibis.ch
A unique partnership

Over the course of the partnership with Besedo, anibis.ch has come to value three distinct aspects of the relationship.

01

Experience & Expertise
Every year Besedo reviews and moderate more than 570 million pieces of content, responds to over 1 million user support inquiries and blocks almost 40 million fraud and scam attempts. This means Besedo's team has gained invaluable skills and a vast knowlege base on which customers can rely.

02

Support
Besedo filter specialists have helped anibis.ch create the exact filters they need. They've also provided ongoing support, helping anibis.ch tweak the rules when required. This way anibis.ch keeps getting the maximum possible automation out of Implio filters alone.

03

Adaptability
No two sites are alike, and anibis.ch had a very clear understanding of the moderation process they wanted implemented. Due to the adaptability of the Besedo solution it was possible to set up a tailor made prioritization of decisions to best facilitate the needs of anibis.ch. Besedo designed case specific actions utilizing AI and filters, which took a highly nuanced approach to moderation. For example: anibis.ch wanted all content from whitelisted users to be approved without going through moderation. This was achieved by having filters precede any AI decisions.

About us

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.

To achieve this, Besedo uses a combination of AI moderation, automated filters and human moderation. Besedo also provides their partners with actionable insights related to both users and content, allowing them to adapt and evolve their product faster and stay competitive.

Learn more at **besedo.com**

Looking for your own tailored moderation solution?

Get in touch now

More resources

- Video: from 0% to 94% automation

- 6 reasons why our moderation AI is unique

- AI moderation: get to know the basic concepts

- Buy or build? the decision wether to outsource your content moderation or not.