



Leveraging AI across the Prosus ecosystem

OLX: Trust and Safety, Personalisation,
Marketing ROI

AI First: Better Services, Better Business

AI unlocks an exciting new experience

- ↘ It is like interacting with a friend that knows me well.
- ↘ They understand my demands before they happen, take care of my needs.
- ↘ They interact, negotiate, pay, optimize.

Behind the scenes: Better & cheaper service

- ↘ More services, more targeted ads: increase in sales.
- ↘ Logistics is optimized for demand: faster, less expensive.
- ↘ Better Customer Support, cheaper to operate.
- ↘ Services are safer: fraud is recognized earlier.



AI in use at Prosus: Case Study OLX



Following on from the iFood AI case studies, we are now focusing on OLX. OLX has invested in building AI and ML capabilities for a number of years. It deployed many use cases across every part of the customer journey that drive topline growth and reduce costs.



GenAI has been a key investment area for OLX, given its potential to significantly improve the user experience in Classifieds.



iFOOD AI case studies

This is the next in a series of case studies we have published on AI across Prosus. In iFood Case Studies 1 and 2, we focused on how iFood deploys AI to:

- acquire customers efficiently;
- reduce and prevent fraudulent activity across the platform;
- better and more efficiently serve and support its customers;
- route orders and drivers;
- personalise customer experience & improve search monetisation.

You can review the iFood AI case studies [HERE](#) and [HERE](#)



How did we get here?

OLX has invested in all pillars of data science in particular ML & AI consistently for more than 6 years.



2018

Creation of the data science team

Creation of OLX Data Lake in line with GDPR

Trust and Safety and Recommendation models are put in production



2020

Centralization of Data Science operation across the whole company

Launch of Experimentation Platform for innovation

ML in many Product areas



2023

Machine Learning supports every user interaction on OLX

Release of Machine Learning platform for real time models

Machine Learning adopted by Marketing and Sales



Now

- **Heavy investment in GenAI**
(Optimize, Scale, Disrupt streams)
- **AI is embedded everywhere in OLX**
(from Finance to Product and from Marketing to Customer support)
- **Tens of millions of \$ in incremental sales and cost savings per year**



Case Study 1: Trust and Safety



OLX users list millions of goods for sale every year, from electronics to cars and real estate. OLX moderates all images and descriptions so that they either meet OLX policies, or are banned.

Before



- Human moderators handled 90% of the listings at OLX.
- Impossible to scale without significant investment.
- Delays in content moderation resulted in delays to legitimate listings.

Thesis



- Use AI to automate the majority of the listings' descriptions and images, and find violations of our terms of service.
- This will enable scaling cost effectively while improving the customer experience.

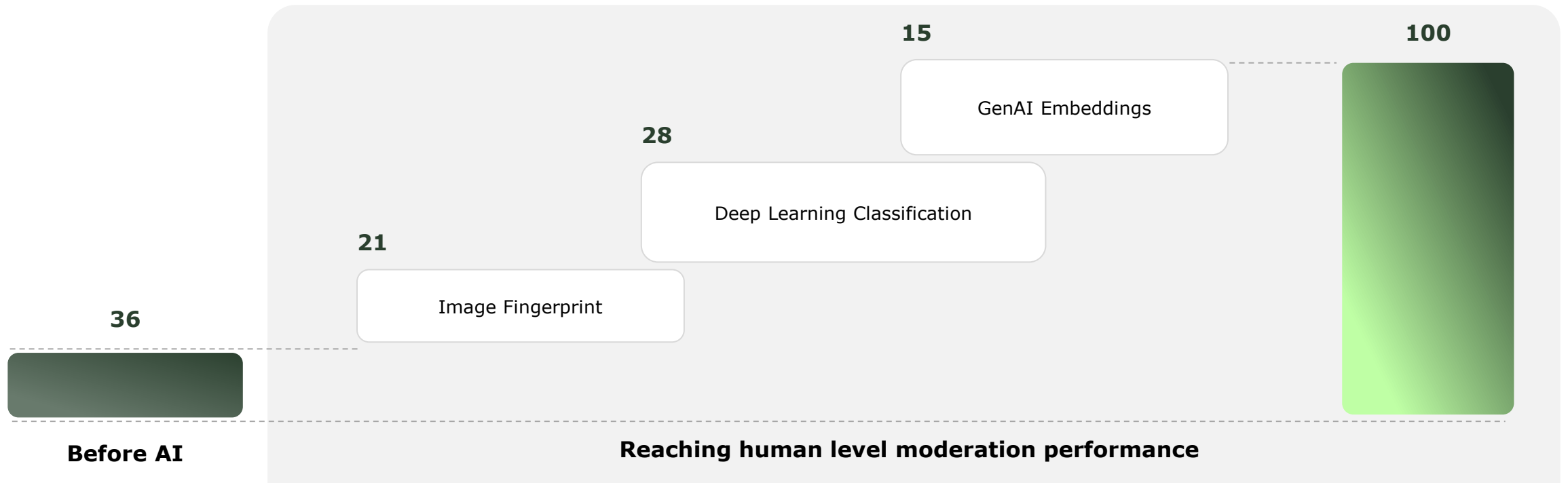
After



- AI now moderates 95% of the 2M millions listings per day.
- AI processes more than 7M images daily, quickly and at human-level accuracy.
- GenAI further reduced cost for detecting bad content by an additional 15%.



Example: Image Moderation



Case Study 2: Personalisation



Unlike traditional Ecommerce, the OLX catalogue is composed of millions of unique items. With deep personalisation we can suggest the most relevant item to each user.

Before



- Content was shown based on freshness: most recent listings were shown first.
- One size fits all: every user started from the same homepage.
- When users searched for something, there was a chance they did not find anything.

Thesis



- Use AI used to sift the catalogue and show the most relevant results for each user.
- Personalisation increases user engagement and leads to higher conversion.
- Sellers will sell more, and achieve higher margins.

After



- Personalization leads to >230% increase in listing views.
- Buyers engage much more with sellers: + 450% in replies and +118% in deliveries.
- OLX sells more Value Added Services for sellers (22% more revenue).



Example: Personalisation



Case Study 3: Marketing ROI



Marketing campaigns are one of the largest cost items for OLX. We model campaigns to predict their return, and use the models to choose which campaign to run.

Before



- Investing in marketing campaigns without clear ROI.
- Aggregated metrics: very limited details on where marketing makes a difference.
- Some campaigns cannibalised organic traffic without additional positive effect.

Thesis



- Use Experiments and Causal Inference to measure ROI accurately.
- With AI we can model the consequences of marketing decisions and choose only campaigns that deliver the biggest impact.
- We can achieve the same marketing effectiveness with much lower cost.

After



- AI predicts the ROI of individual campaigns, one by one, in real time.
- We use the models to stop campaigns that are not having incremental positive effect, or extend campaigns that work well.
- Increased effectiveness of Marketing by 17% (every dollar spent delivers 17% more results).



Example: Marketing ROI



OLX has invested in creating a best in class framework for optimizing performance marketing

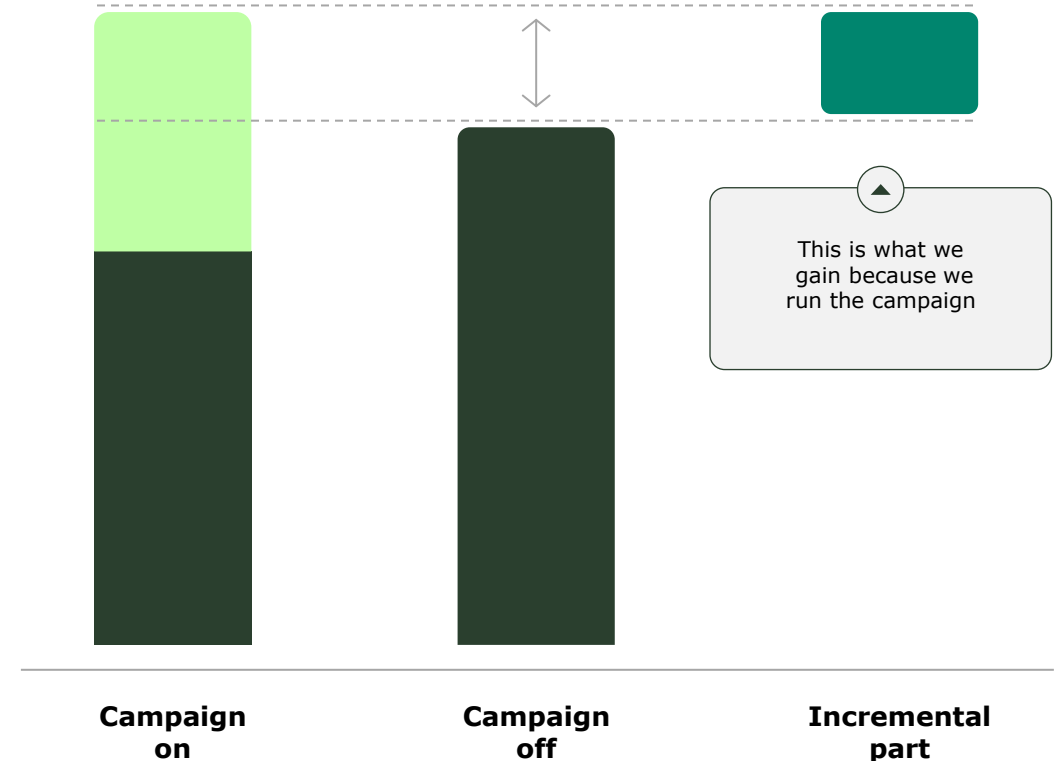
We delivered the tool to the marketing teams

They can optimize marketing spend at the level of individual marketing campaigns.

The tool identifies what impact is attributed to campaign, rather than independent factors that affect sales anyway. This way we know very quickly how effective a campaign is and can stop it early to reduce cost.

Attributed to campaign

Not-attributed to campaign



Coming soon - OLX Magic



A new buying experience based on a conversational interface.

OLX Magic



Improve experience compared to traditional search



Unlock needs (search for a solution not only for a product)



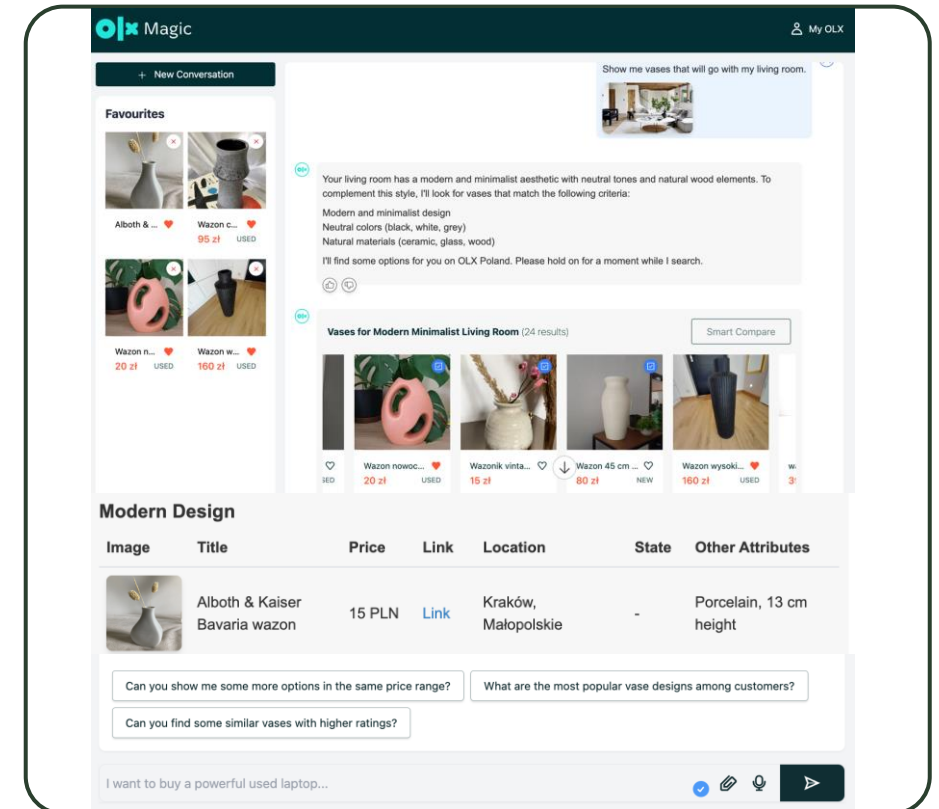
Attract younger audience with features common in social media



Expand beyond classifieds into ecosystems of payment, services, Ecommerce



Look for new business models adjacent to Classifieds





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