jófogás.hu

FACEBOOK APP

Increase user engagement
BY ADDING A PERSONAL TOUCH TO THE SERVICE

Increase brand awareness and client base
THROUGH SOCIAL CHANNELS

Increase traffic
TO JÓFOGÁS.HU FROM FACEBOOK

BACKGROUND

Jófogás.hu is a leading brand in the Hungarian online classifieds market offering free and safe service for its users

The brand has been active on Facebook since 2010 and has over 200.000 fans

möbius

THE SOLUTION

We designed and launched Jófogás.hu's Facebook App to create a trustful environment between traders and leverage Facebook's Social Graph to earn the brand free, user generated media impressions

A more personal trading experience

BY ADDING FACEBOOK PROFILES TO ADS

Simple and user friendly interface

WITHIN THE FAMILIAR FACEBOOK ENVIRONMENT

Increased impressions for sellers' classifieds

THROUGH THE USE OF SOCIAL PLUGINS AND THE FACEBOOK GRAPH API

APP USER INTERFACE OVERVIEW

Navigation is kept as simple as possible

Users browse through columns of classified boxes on an infinite canvas as long as they please.

Further control is provided by an intuitive navigation bar.

Seller's classifieds are displayed in a clean box, with emphasis on the ad's picture, increasing user engagement, resulting in higher click rates

Native advertising boxes can overtake the place of classifieds anywhere on the canvas

NAVIGATION BAR

With this **simple navigation bar** users can conveniently adjust the content they see on the app's canvas with **as few clicks as possible**

These filters, enable users to browse all public classifieds, look up what their friends are selling, or get an overview of their own ads

High contrast button encouraging users to try the service and post their own ads for free on Jófogás.hu

The mega-menu gives users ease of access and clear overview on all of Jófogás.hu's categories

INGYENES HIRDETÉSFELADÁS

SOCIAL CLASSIFIED BOX

The box only provides basic information on the classified, users will have to click to find out more about the ad, effectively driving traffic to Jófogás.hu

Szabó Gabriella
37 közös ismerős

Remek 42 nm szoba akár irodának is a Belvárosban

4 hónapja

443 700 Ft

Szelecsényi Zoltán
25 közös ismerős

ÉRDEKEL

Like

Share

Kiváló 350 nm iroda versenyképes áron Montevideo Parkban

812 000 000 Ft

4 hónapja

Default picture of classified with on-mouse layer containing social sharing options.

A click on it will take users to the adview page on Jófogás.hu

Short description of classified

Date posted and price

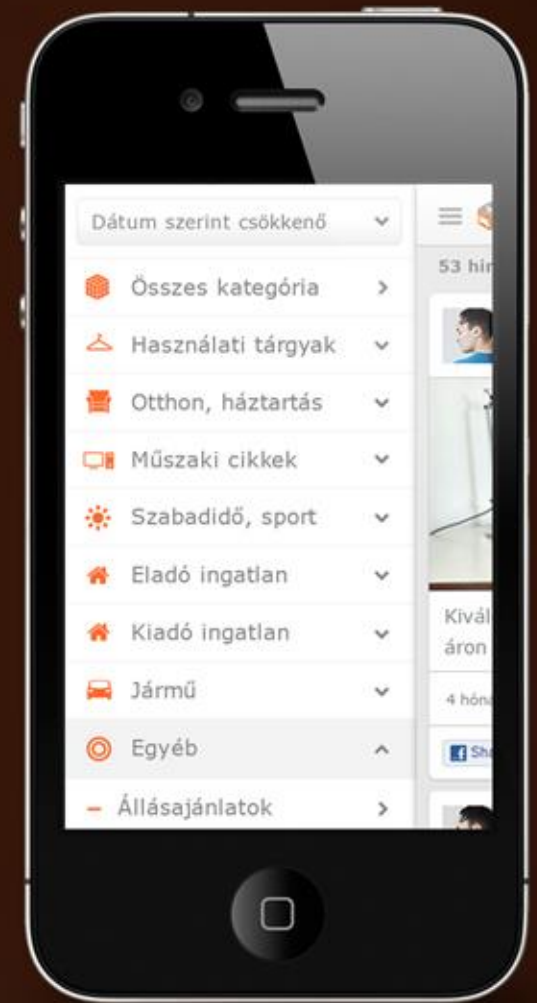Facebook profle information of seller with the number of mutual friends indicated

MOBILE
USER INTERFACE

Facebook usage is continuously shifting towards mobile

MAKING THE APP ACCESSIBLE ON MOBILE DEVICES MAXIMIZES USER ENGAGEMENT

THE MULTI-COLUMN LAYOUT RESIZES RESPONSIVELY TO ANY SCREEN RESOLUTION, LET IT BE DESKTOP, TABLET OR SMARTPHONE
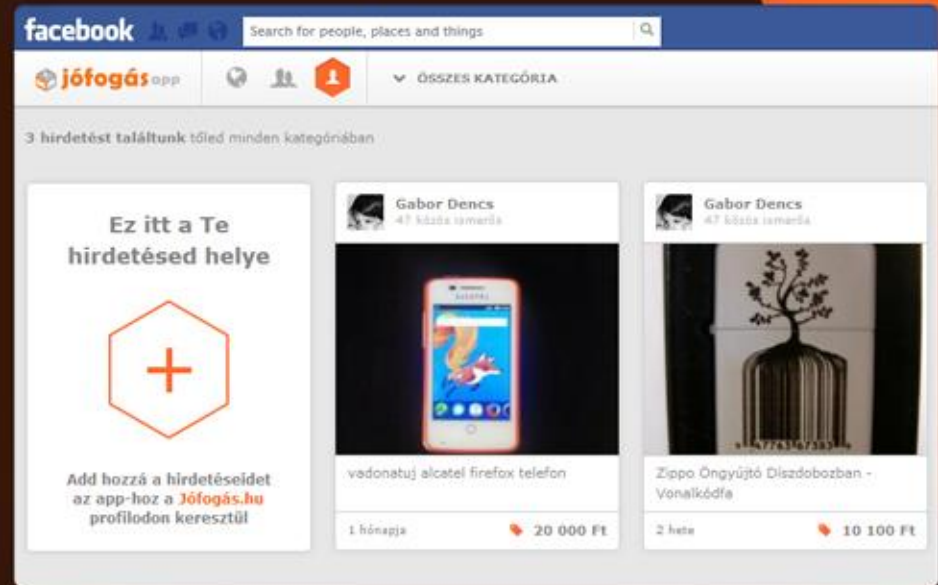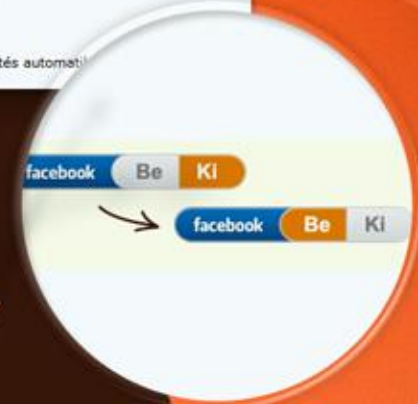
ONE CLICK CONNECT

THE APP ALLOWS SELLERS TO MULTIPLY THEIR CLASSIFIEDS' VISIBILITY WITH ONE EASY CLICK

THIS GIVES JÓFOGÁS.HU TONS OF EARNED MEDIA CREATED BY THOUSANDS OF USERS

Seller's items appear on their Facebook profile as a stand alone Jófogás Collection

Auto-posting of classified to seller's Facebook News Feed

Jófogás FB App

vadonatuj alcatel firefox telefon
Budapest, Mobiltelefon, kommunikáció
20000 Ft

Szerkesztés   Törlés

facebook   Be   Ki

A funkció bekapcsolásával a hirdetés automati...
Facebook hírfolyamon is.

facebook   Be   Ki
facebook   Be   Ki

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facebook   Search for people, places a...

Gabor Dencs   Timeline ▼   Recent ▼

Jófogás App · 3

vadonatuj alcatel firefox telefo...

Zippo Öngyújtó díszdobozban

Zippo Öngyújtó díszdobozban

Recent Activity

Gabor listed vadonatuj alcatel firefox telefon via Jófogás App.

Gabor Dencs listened to Tu Così Bella Non Ce L'Hai (con Skit) by Fabri Fibra on ...

Gabor was invited to Almádi 1989-94 by Gabi Nagy.

Gabor Dencs listed an ad via Jófogás App.

vadonatuj alcatel firefox telefon

Like · Comment · Share · 6 seconds ago ·

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facebook   Search for people, places and things

🔳 jófogás app   🌐 👥 1   ▼ ÖSSZES KATEGÓRIA

3 hirdetést találtunk tőled minden kategóriában

Ez itt a Te hirdetésed helye

+

Add hozzá a hirdetéseidet az app-hoz a **Jófogás.hu** profilodon keresztül

Gabor Dencs
47 közös ismerős

vadonatuj alcatel firefox telefon

1 hónapja   🏷 20 000 Ft

Gabor Dencs
47 közös ismerős

Zippo Öngyújtó Díszdobozban - Vonalkódfa

2 hete   🏷 10 100 Ft

THE RESULTS

USER ENGAGEMENT
monthly figures for the period:
2013.10.24 - 2014. 11.23.

CLASSIFIEDS ADDED TO THE APP GENERATE MILLIONS OF EARNED MEDIA IMPRESSIONS AND SOCIAL ACTIONS IN A MONTH

14 203
MONTHLY ACTIVE USERS

60 456
ADS ADDED TO THE APP IN A MONTH

1 227 248
MONTHLY IMPRESSIONS EARNED

facebook

Emberek, helyek vagy dolgok keresése

Gabor Dencs   Kezdőlap

Open Graph
Mobil
Open Graph
Negatív visszajelzés
Egyéb funkciók
Fejlesztő
Eseményszerkesztő

Hivatkozások
Canvas App
Dokumentáció

All Devices ▾   All Actions ▾   Across All Objects ▾   ◀   2013. 10. 24. - 2013. 11. 23. ▾   ▶   ⬇ Exportálás

Published Actions
51.865
App Created Actions

24x

Összes megjelenés
1.227.248
Esemény megjelenések

3%

Total Referrals
36.989
Total Referrals

Distribution and Referrals by Channel

Published Actions
51.865
App Created Actions

12x
Feed Impressions
621.936 (54%)
Esemény megjelenések

4,6%
Feed Referrals
28.482 (83%)
Eseményre kattintások

5,7x
Ticker Impressions
297.104 (26%)
Esemény megjelenések

0,27%
Ticker Referrals
797 (2,3%)
Eseményre kattintások

2,1x
Timeline Impressions
109.344 (9,6%)
Esemény megjelenések

3,1%
Timeline Referrals
3.429 (9,9%)
Eseményre kattintások

2,2x
Other/Unknown Impressions
112.816 (9,9%)
Esemény megjelenések

1,6%
Other/Unknown Referrals
1.805 (5,2%)
Eseményre kattintások

CONVERSION

AND THE WAY FORWARD

TRAFFIC TO JÓFOGÁS.HU SITE
monthly figures for the period:
2013.10.24 - 2014. 11.23.

246 120

MONTHLY TOTAL VISITS ON JÓFOGÁS.HU FROM FACEBOOK

101 098

MONTHLY TOTAL VISITS ON JÓFOGÁS.HU FROM APP

VS

143 853

MONTHLY TOTAL VISITS ON JÓFOGÁS.HU FROM FACEBOOK IN JULY (BEFORE APP LAUNCH)

UP BY

71%

Increase user engagement and personal relevance

BY SHOWING CLASSIFIEDS FROM FRIENDS OF FRIENDS FIRST

Grow overall impressions and drive more traffic

TO JÓFOGÁS.HU AND THE APP ITSELF BY OPTIMIZING GRAPH ACTIONS