



## Review OLX

### Naspers

Use Olx to sell or buy new and used products. It has a wide variety of categories where you will find everything you are looking for and at the best price. You also have the option of putting items you don't need for sale or offering services completely free of charge

**OLX** is the leading e-commerce platform, where we can find any type of item we are looking for. It is currently based in **Amsterdam, the Netherlands**. Founded in Buenos Aires and New York in **2006** by entrepreneurs Fabrice Grinda and Alejandro Oxenford, with a presence in more than **40 countries**, publishing advertisements on the internet, and achieving monthly visits in excess of 1.7 billion.

Anyone can publish in this application, every day thousands of people use it around the world, **OLX** unites local communities to sell, buy and exchange their products and services quickly and easily.

Their offers are not only focused on physical objects, you can also offer services or even look for a job in their search engine. It has a wide variety of categories that include everything you can imagine: cars, electronics, sporting goods, toys and a long etcetera.

It is available for **free download**, all you have to do is install the application on your mobile device, create an account and start enjoying its benefits. With a very intuitive interface, its operation is very simple, it depends on whether you want to be a seller or a buyer.

If what you want is to buy a specific product, you just have to enter your profile and browse the app until you find what you are looking for. You will find a way to contact the seller directly, it will depend on the information that the seller has provided, but you can always find an email or a contact phone number.

With the geolocation system you can find exclusive offers that are close to where you are, this makes a purchase much more personalized. You can change it whenever you want, so you don't lose anything by moving around the city. You can also save the publications in favorites to be able to value them in the future.

One very important thing that you have to take into account is security, **OLX** recommends that the meeting with the seller be in a public and safe area, and that the item be well reviewed.

Among **OLX's** use policies is that the relationship is direct between buyer and seller and they are not responsible for the negotiations that take place, nor for the interaction they have, so you must be careful not to be deceived and be very clear about the purchase conditions.

OLX has its own payment processor, **Mercado Pago**, which offers its clients various options and installment financing. At the same time, the customer does not have to provide their credit card information before making each purchase, making it a safer way to make payments and receive money.

If, on the contrary, what you want is to sell, you can also register for free. You will have to accept their **terms of use** and their **privacy policy** and verify your email. There are categories that are more delicate and if you do not meet their requirements, your ad may not appear.

By clicking on sell you will see a form that you will have to fill in with the data that you are indicating, such as the category and subcategory, and add photos of the product. This is important because buyers can see in what real state it is and having photos gives security to users. It is important to perform them from various angles and at the

best possible quality.

The description and the title that you put must be attractive and attract attention, especially use the keywords to make it clear what it is that you are selling, so your ad will stand out from the others and the information that you add on how to contact you is the most Important for them to find you, you must keep this data updated and answer the questions that potential buyers ask in the corresponding section in each item that you have for sale. There are several forms of contact: by call, sms or by chat in different applications.

In the My ads section you will find all those that you have published and the time left for them to run out, once it is finished you have the option to upload it again. **OLX** allows you to post up to 10 free ads. You can highlight your publication, with a price that will depend if you want it to be: Furious, fast or repositioned, the three options that OLX allows.

To be able to do it you will have to go to the wallet section and buy some coins, which will be the ones that will allow you to highlight the ad. **OLX** gives away coins for overcoming some challenges, such as validating your Facebook account.

Pros	Cons
<ul style="list-style-type: none"><li>- It is one of the sales platforms with a greater position and reputation that allows users to buy more easily.</li><li>- Your own way to pay for purchases, the Mercado Pago<ul style="list-style-type: none"><li>- It has a platform that facilitates shipping logistics, Market Shipping</li></ul></li><li>- It has a lot of traffic among people looking for products, generally expect to find a lower price, which means that the products will have high visibility for people looking for them.</li></ul>	<ul style="list-style-type: none"><li>-Very high commissions. Charges for products sold and purchased</li><li>- You can find a source of power for the customer to purchase on the spot. Read more about what is being said at the moment. Click here to obtain more information.</li><li>- Customer traffic is based on the visual, so the client will first choose the product that has a photograph even if it is in worse condition</li><li>- Shipping does not take place until 48 hours</li></ul>

**Links Facebook:**

**Twitter:**

**Instagram:**

**Web:** <https://www.olx.com.ar/>

**Play Store:** [https://play.google.com/store/apps/details?id=com.olx.olx&hl=us\\_419](https://play.google.com/store/apps/details?id=com.olx.olx&hl=us_419)

**Apple Store:** <https://itunes.apple.com/us/app/olx-clasificados/id382059698?mt=8>