

# 4Sale Analytics Report

WBR

Presentation with 9 slides

***4SALE***

# Monthly Business Review

May 2025

## MBR Content

- 1 Business Lines Review**
- 2 Product Features Updates**
- 3 Marketing Updates**
- 4 Technical Development Updates**

## Definitions

<b>Transacting Revenue</b>	The <b>actual earned revenue through Knet or Mandoobs</b> , it includes listings, add-ons, and Credit Packages transactions.
<b>Credits Usage</b>	The <b>spent revenues on the application by users to post a listing or buy Add-on.</b>
<b>YoY</b>	<b>(Year to Year) Comparing the same metric in the current period Over the same period last Year</b>
<b>MoM</b>	<b>(Month over Month) Comparing the same metric in the current Month Over the last Month</b>
<b>Normalized Numbers</b>	The values that have been adjusted to fit within a specific range or scale to facilitate comparisons between different data points. (For Example: Comparing December (31 days) to November(30 days)

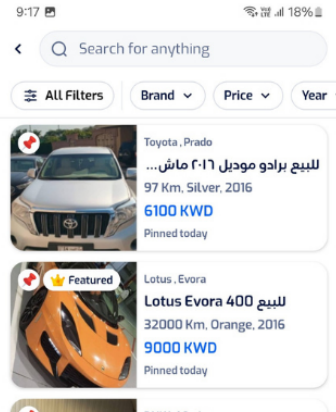
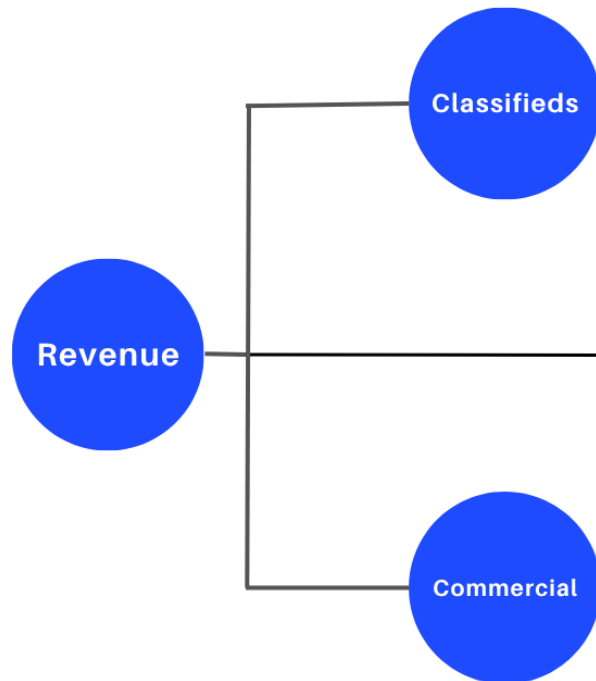
# Monthly Summary

## Business Glossary



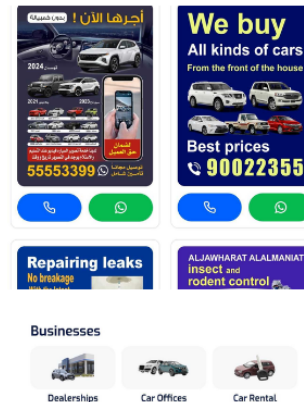
## Revenue

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Through **Knet**

to **Mandoobs** and collected by our agents on the ground.



Through **Knet**

to **Mandoobs** and collected by our agents on the ground.

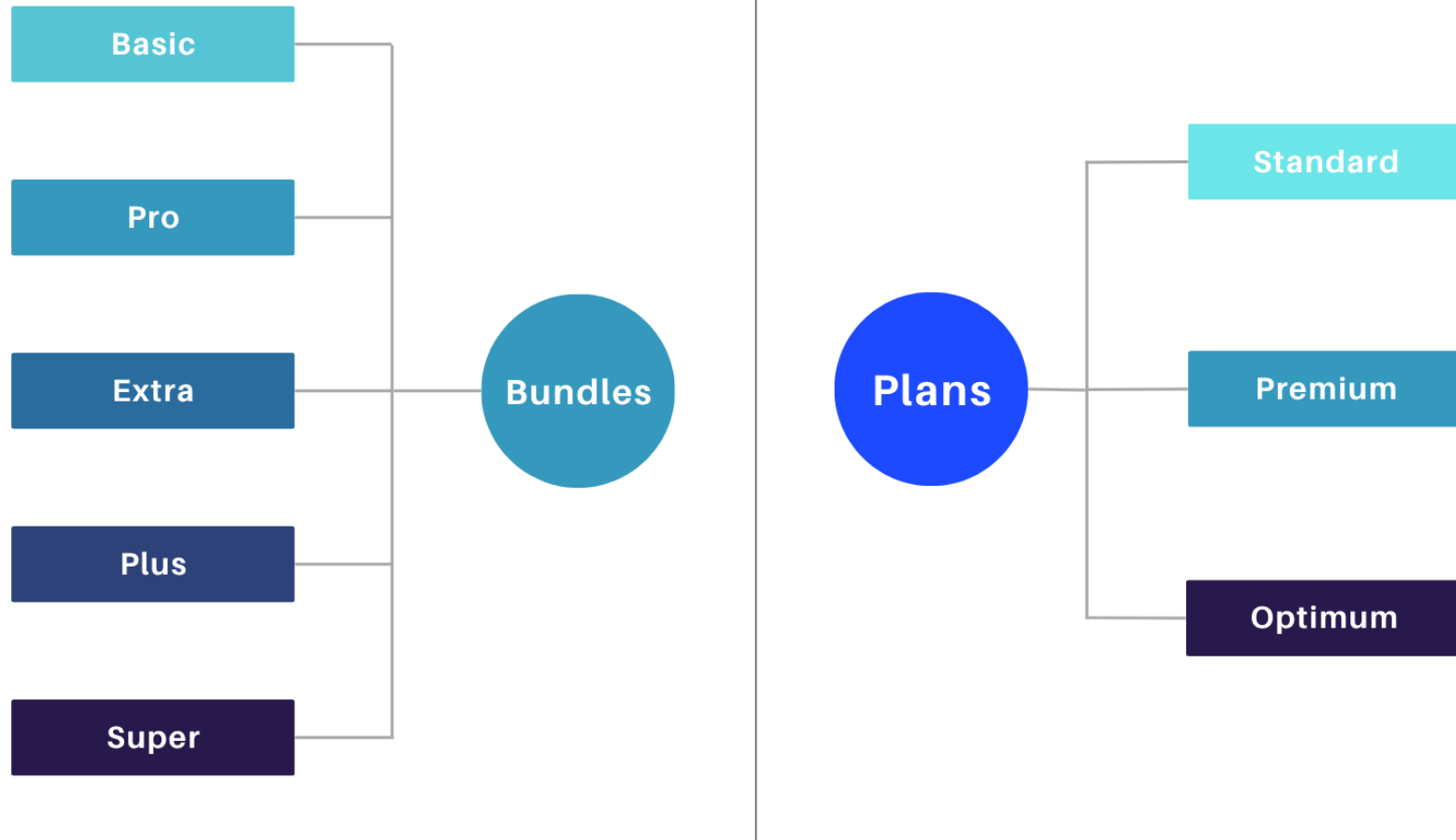
# Monthly Summary

## Business Glossary



## Bundles & Plans

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# Monthly Summary

## Business Glossary



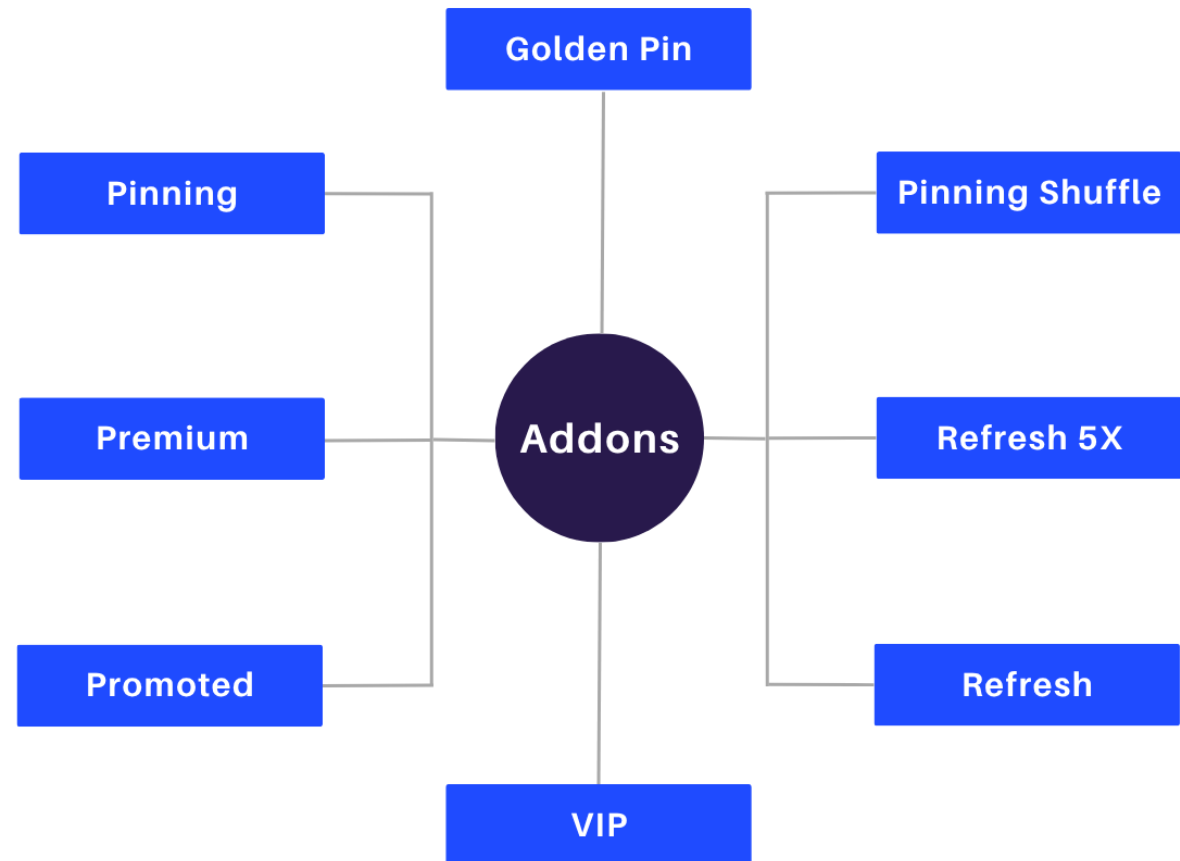
Addons

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Addons



Addons are boosts added to the ad to make it more visible and to get more phone calls, whatsapp calls etc.



# Monthly Summary

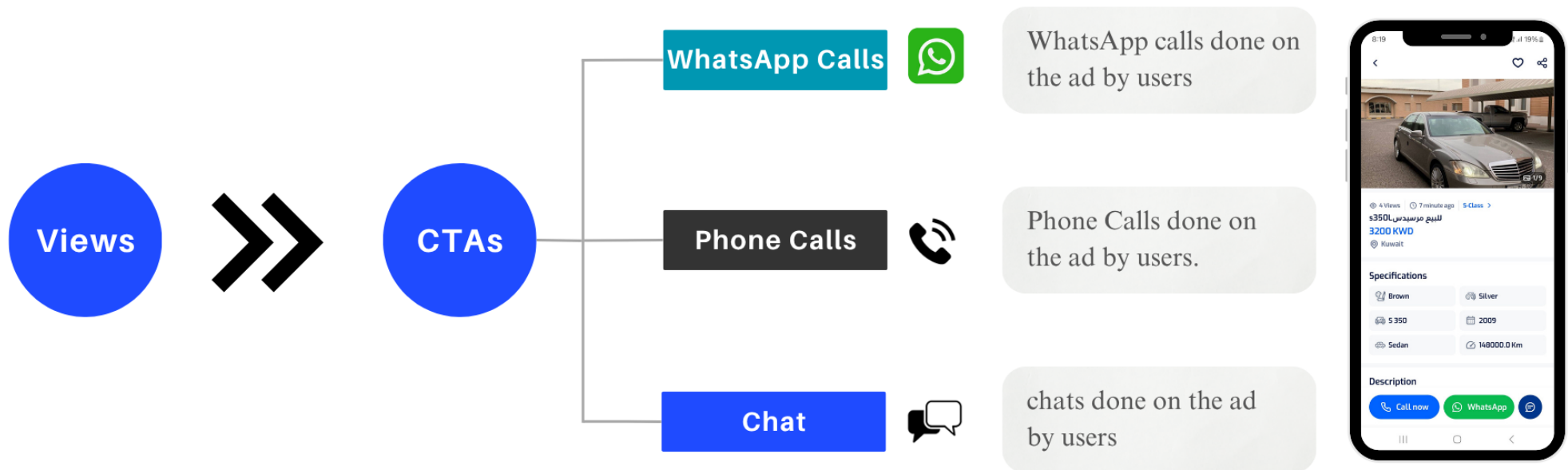
## Business Glossary



### Views & CTAs

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### Call to Action Channels





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# Business Lines Review

# Monthly Summary

May 2025 Revenue Performance  
(MoM Growth or Decline per Business Line)

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*Comparing to April 2025*

3% ▲

2% ▲

10% ▲

-18% ▼

-3% ▼

-1% ▼

**Classifieds**



**Commercial**



**Realty**



**Offices**



**GAM**

