

Functionalities	Gumtree [18]	Prevoled [22]	Ebay [23]	Pinboard
Type of site	Classifieds	Classifieds	E-commerce	Classifieds
Registration	Optional	Required [21].	Required to sell. Guest checkout available.	Not required. Student's University email address will be used to login.
Target audience	<p>-Initial target audience: Australians, New Zealanders, South Africans.</p> <p>-Current target audience: Business customers and general public.</p> <p>-Current target users in the UK, Poland, France, Canada, Australia, New Zealand, South Africa, Hong Kong, Singapore.</p>	Business sellers and general public.	Business sellers and general public	University of Surrey students and staff.
Number of users	13.7 million [19]	5.5 million	155.2 million [24]	University of Surrey students and staff.
Categories	<p>-Goods for sale;</p> <p>-motors listings;</p> <p>-jobs advertisements;</p>	<p>Over 500. [20]</p> <p>Initially for second hand or vintage items.</p>	<p>Over 35+.</p> <p>Goods for sale, (new/used) auction, "Buy it now" shopping(fixed price),</p>	<p>Second hand books;</p> <p>Rooms available for rent.</p>

Featured adverts	-Free use of the website. Featured adverts: -advert in the top of search page; -advert on the homepage; -urgent advert; -site search ranking boost.	-Free use of the website. Featured adverts: -Option available for a yearly membership upgrade (buyers £5, sellers £25). Once an advert is created is only available to membership holders. After 10 days the advert is available to non-membership users too.	-Free use of the website. Featured adverts: -When the seller adds new items and when they're sold he is charged by an invoice fee.	- Free use of the website.
Delivery services	Collection from the seller only.	Shipping	Shipping	Collection from the seller only. Students are located on campus and deliveries are be made in person (meeting between student seller and student buyer).
Payment method	Online payment.	Online payment.	Online payment.	Students are located on campus and payments are made in person.
Presence in social media	Facebook, Twitter, Google+, Pinterest.	Facebook, Twitter, Google+, Instagram.	Twitter, Google+, Instagram, LinkedIn.	