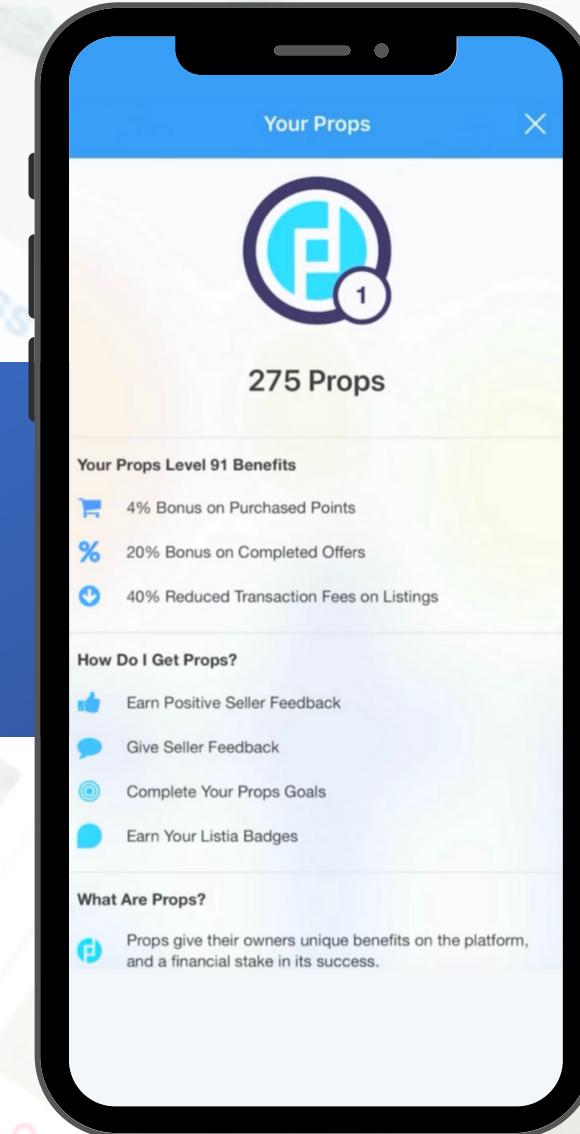




CASE STUDY

Listia, a P2P used goods marketplace with more than 10 million registered users, launched Props in August 2020. Since then, we have observed an immediate and significant improvement of key app KPIs, such as user engagement and revenue.



After the launch, we have observed **improvements of key metrics across the board**. “The new Props tokens and level system has brought the gaming element back to Listia, and **users love the way that it ties back into the product**, with perks, bonuses and other benefits,” said CEO Chuang.

More uniquely, for the first time we have observed that this network has extended beyond the Listia community. Over the past month alone, users have deposited over 400k external props tokens into Listia to gain in-app benefits. This means that the integration of Props is **helpful in not only retaining old users, but also attracting new users**.

Listia is an online marketplace for buying and trading used goods amongst **more than 10 million registered users**. Users bid on and buy items with points and earn points by selling items.



In early 2020, Listia decided to partner with Props. According to CEO Gee Chuang, Props filled Listia’s need to **create a more engaging product, bring back the social aspect** that users have always enjoyed, and **allow users to own a stake in the network**. “We are huge believers in the power of a token that not only unlocks features and gives you more value within marketplaces, but also gives you a true financial stake in the network. As **the first legally qualified consumer-facing token in the US**, Props is in a unique position to help us realize that vision.” Props tokens officially launched with Listia on August 31, 2020.

ABOUT LISTIA

Listia has always been a mix of marketplace, social platform, and game. A main reason for Listia’s early success came from the gamification of peer-to-peer commerce as well as its original XP and levelling system. However, over the years, **the social and game parts of the app has become stale and did not tie back well into the evolving product**.



"One interesting note is that users are depositing external Props to increase their level and gain perks. Over 400k Props deposited via outside connected wallets to Listia. These users are enjoying boosted Listia Props levels and increased bonuses."

GEE CHUANG, CEO OF LISTIA