

McCoy Guidelines

Last updated: 8/30/2019 - edits highlighted in yellow

General Overview

A **document** is a generic term referring to any of multiple sources we pull content from to be categorized. Your task is to understand the purpose of each document and to match it with the best fit sub-category. Example documents can be Facebook ads, internet webpages, Facebook Marketplace posting, and many others.

Categories are organized into a **taxonomy**, which is a hierarchical structure of terms that starts from broad categories and narrows down to more specific sub-categories. Our taxonomy is comprised of three **purposes**: Product, Service, and Content.

Throughout each of the workflows, keep in mind the following **labeling principles**:

1. Categorize to the most specific, while still inclusive, sub-category. For example, if a laptop is presented in a document as a product, categorize to Product > Electronics > Computers > **Laptop**, and not just Product > Electronics > **Computers**. While Computers is an appropriate category to describe what laptops are, there is a sub-category of 'Laptop' that is more specific.
2. If you are unfamiliar with the product/service/content featured in a document, feel free to perform a brief side search using your favorite search engine. Please do not exceed 60 seconds for side searching.
3. For cases when you are unsure, refer to the following:
 - a. Bias towards identifying the purpose as Product over Service, and Service over Content.
 - b. Bias towards the image over accompanying text.

How To Categorize A Document

You will be presented with a single page and will be asked to select the **most specific, but still inclusive, label**. The document will be presented on the left side along with any additional information about it. On the right side will be the interactive section for you to complete the task and submit.

Labeling Instructions

Step 1 - Determine if there are any document issues that prevent you from categorizing the document.

Issue	Description	Instructions
Page Load Error	Document fails to load any information. SRT widget problem	Select "Page Won't Load".
Missing Context	The document does not provide enough context for you to decide a category. For example, a login page or a blacked-out screen. If you do not understand the content, you are allowed to side search to gain the necessary understanding; however, this is <u>not</u> a scenario of Missing Context.	Select "Missing Context".
Wrong Language	If some or all of the document is in a language you do not understand,	Select "Wrong Language".

	preventing you from understanding its purpose.	
Sensitive	<p>If a document contains or potentially contains any of the following:</p> <ul style="list-style-type: none"> • Child Exploitation and/or Child Nudity • Self-Injury and Suicidal Content • Credible Threats, Violence or Calls to Violence • Sexual Content and/or Nudity • Hate Speech • Acts of Terrorism • Human Trafficking • Bullying and Harassment 	<p>Select "Sensitive".</p> <p>Escalate to your manager immediately and report the Job ID if the document contains:</p> <ul style="list-style-type: none"> • Child Exploitation and/or Child Nudity • Self-Injury/Suicidal • Time-Sensitive Credible Threat

If any of the scenarios apply, select the correct button at the bottom of the page. The job automatically moves to the next job if selected. If no issues, skip to step 2.

Step 2: Choose whether the core purpose of the document is a Product, a Service, or Content.

Documents may reference multiple purposes, but the goal is to consider which of those is intended to be most important to the user. Consider all available information on the tool to aid in selecting a purpose.

Familiarize yourself with the definitions in the table below and choose the most appropriate document purpose.

	Product	Service	Content
Definition	A specific, physical good that a person can use and retain. Products are items that can be bought/sold and may be offered as a free trial or as a sample.	A service is an intangible thing that a person experiences in real time, but cannot retain, and that can start, or stop being provided.	Content is an idea or information that is shared without commercial intent. All media (music, movies, books, games, etc.) are considered Content.
Examples	Clothing, Shoes & Jewelry, and Furniture are examples of items that can be physically bought or sold.	Beauty treatments, legal consultation, and food served in a restaurant are all examples of services you experience.	People profiles, media (e.g., music, movies, books, newspapers, magazines), and food recipes are examples of content.

Note:

- **Service** — We consider businesses, software & applications, and live performances under the Service purpose, all of which provide a service function to people even if they require a physical item in order to access. For example, a ticket to access a live performance or a CD to access the software & application.
- **Content** — Content contains all topics that are not specifically captured under the Product and Services purpose, including people. In general, the Content purpose is the catch-all purpose for when the document is not promoting/representing a specific Product or Service.

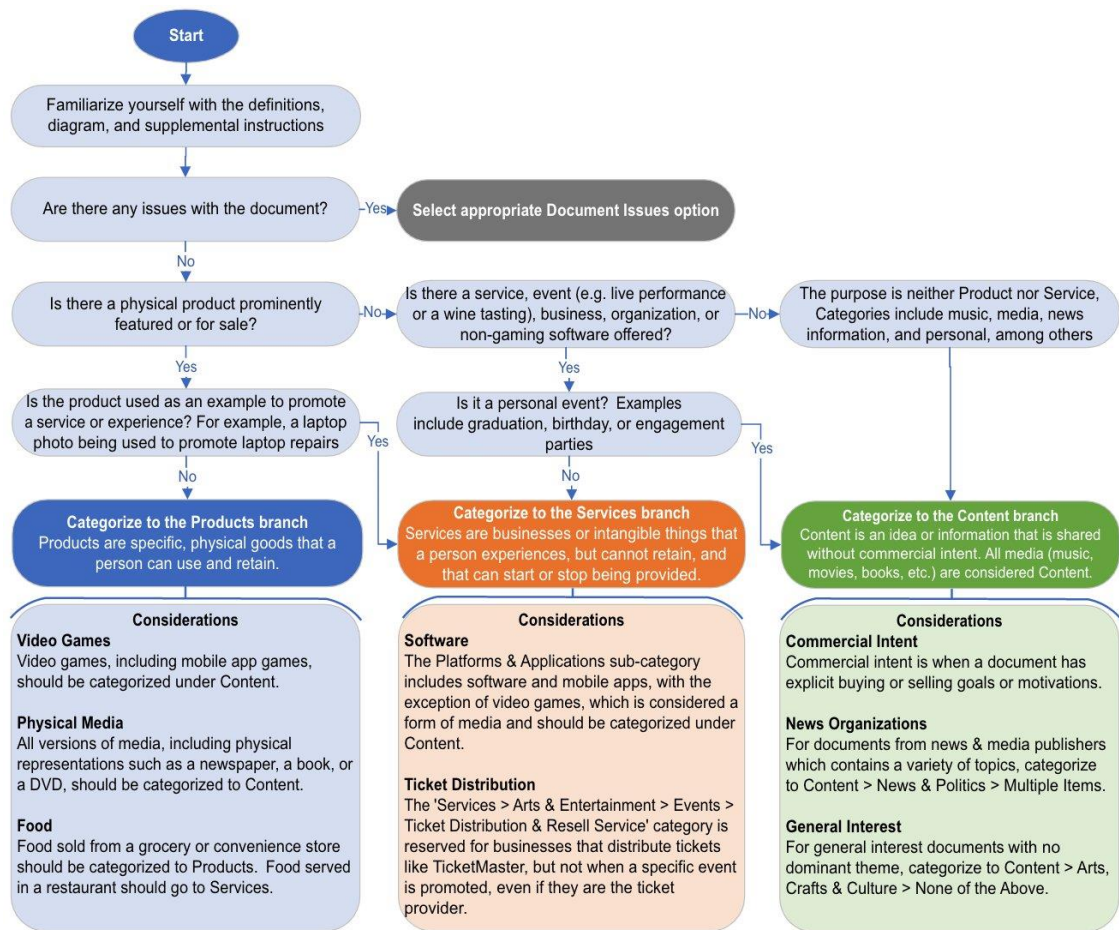
Special Considerations:

- **Food:** When the document presents food that is acquired from a specific restaurant, consider it as a Service (contrary to the usual bias of Product > Service).
 - **Example 1:** A document promoting a specialty pizza from a pizza shop should fall under Service > Food, rather than Product > Food, Beverages & Tobacco.
 - **Example 2:** A document from a catering company promoting menu dishes should be part of Services as well.
 - **Example 3:** A document promoting a food delivery service, should fall under Service>Food. This includes subscription services such as HelloFresh, UberEats, GrubHub, etc.
- **Digital Media:** Digital goods are to be categorized under the Content purpose. If both a digital good (e.g., mobile app games, movies, music, video games) and the service that provides the digital goods (e.g., Netflix, Spotify, YouTube) are presented in the document, you should choose to categorize the digital good over the service. For example, if Netflix is promoting a specific movie, categorize the movie under content and not to Netflix as a service.
 - Physical versions of these digital goods (e.g., a book, dvd, physical copy of a video game) still fall under the Content purpose as the specific format is not important.
 - Mobile apps, excluding mobile app games, are considered Service.
 - **Exception:** If a document is promoting a digital media at a specific physical venue (e.g., movie at a movie theater), then you should categorize to the venue/service under the Service purpose. If the document is non-specific about the physical location, categorize the document under Content purpose. For example, an advertisement for a movie playing at a local theatre should be categorized to Service while an advertisement for a movie playing nationwide should be categorized to Content.
- **Events:** For events, we want to identify why people would be interested in the event and categorize the main service or product presented at the event.
 - **Example 1:** A document selling tickets to a live performance at a venue would be categorized under Service> Arts & Entertainment because the consumable part of the event is the live performance.

- **Example 2:** A document promoting an event with a famous Home & Garden TV personality focused on real estate investing, the consumer part of the event isn't the host but rather is the real estate investing topic. Therefore, we want to categorize the real estate investment as 'Services>Finance>Investing>Real Estate Investment'.
- **Example 3:** A document is promoting a boating trade show event where people can buy and sell boat parts. The reason people would be interested in this event would be because they are interested in buying or selling boat parts. Therefore, since the valuable consumer part of the event is around boat products, the correct category is 'Products > Vehicles & Parts > Vehicle Parts & Accessories > Watercraft Parts & Accessories'.
- **Note:** The 'Services>Arts & Entertainment>Events>Ticket Distribution & Resell Service' category is reserved for businesses that distribute tickets like TicketMaster and StubHub, but not when a specific event is promoted, even if they are the ticket provider.
- **Contests or Sweepstakes:** Determine the purpose of a contest or sweepstakes by categorizing the top prize or promotion.
 - **Example 1:** The document invites you to participate in a contest for the chance to win a necklace, choose 'Products > Apparel & Shoes & Jewelry>Jewelry>Necklaces'.
 - If the prize is money, categorize to Services>Arts & Entertainment>Gaming & Play>Real Money Gaming.
- **Quizzes & Questionnaires.** Categorize quizzes and questionnaires to the best fitting topic under the Content Branch.
 - **Example 1:** A BuzzFeed quiz about movies should be categorized as 'Content>Movies, Television & Web>Movie Genres'.

Flowchart

Use as a general guide to think about how to categorize the document into the correct branch. This may not be comprehensive to cover all considerations in every document type.



Step 3: Continue categorizing the document to the most specific, but still inclusive, sub-category.

After choosing the purpose, additional sub-categories will appear. You should keep choosing the most appropriate sub-category for the document until you reach the lowest level of granularity possible that represents the product, service, or content.

- **When to select Multiple Items:** In cases when two or more sub-categories apply or if the higher-level category is the best fit, choose multiple items.
 - **Example 1:** A document is offering a variety of baby clothing; onesies, dresses and matching sets. Label as Products>Apparel, Shoes & Jewelry>Apparel>Clothing & Clothing Accessories>Baby & Toddler Clothing>Multiple Items because there are multiple sub-categories of clothing applicable for each item within the 'Baby & Toddler Clothing' sub-category.
 - **Example 2:** A document selling a bedding set consisting of a quilt, pillow cases, and bed sheets would be labeled as 'Products > Home, Lawn & Garden > Linens & Bedding > Bedding > Multiple Items' because there are multiple equally dominant products that fit within the 'Bedding' sub-categories.

- **Example 3:** A document featuring a performing art school offers classes in both dance and theater. Label as 'Services>Education>Professional Schools & Certification>Art Schools>Multiple Items' because “dance academy” and ‘drama & theater’ are both applicable sub-categories under ‘Art Schools’.
- **When not to select Multiple Items** — The document may feature multiple sub-categories of products, services, or content, but if one sub-category is clearly more dominant, then categorize only the dominant product, service, or content. For example, an ad for a mobile phone where the phone is the main focus but also mentions the phone charger and phone case, consider the mobile phone as the dominant product to be categorized because the main offering is the phone while the phone case is supplemental to the phone.
- **When to select None of the Above** – If you feel that none of the sub-categories are a good fit and the sub-category that describes the product, service, or content is missing, choose “None of the above”.
 - **Example 1:** An ad features a musician who specializes in musical accompaniment for live events. Label to Services>Arts & Entertainment>Music & Nightlife>None of the Above because there is not a sub-category for “musical accompaniment” under the ‘Music & Nightlife’ sub-category.
 - **Example 2:** A group post features historical photography of small towns. Label to ‘Content>Arts, Crafts & Culture >Arts> Photography> None of the Above’ because ‘historical photography’ is not an available sub-category of ‘Photography’.
 - **Example 3:** A document features a horse pulling business. There is not a sub-category available for “horse-pulling” so categorize as far as you can, to ‘Services>Sports & Recreation>Horse Equestrian>None of the Above”
 - If there are no applicable sub-categories beyond the core purpose (Products, Services, or Content), select the core purpose and then ‘None of the Above.’

Marketplace Products


What is Marketplace?

Marketplace is a convenient destination on Facebook to discover, buy and sell items with people in your community. You can look through listings or search for items near you to find great things to buy. You can find everything from clothes, TVs, cars and even real estate. Both people and businesses can list things for sale, and can include either brand-new products, used items, or services.

Document Components

Marketplace post refers to a single user-generated post which offers things or services for

sale. Below is a screenshot of the information displayed on SRT for the Marketplace post document type.

Product Name ¹	Toyota Avanza 1.3 E A/ T
Product Description ²	For Assume Balance 1 year 9 months remaining Toyota Avanza E Nebula Blue A/T transmission 2016 Year model Plate still not available 39K odo in 3 years (Hindi Laspag) With a lot of After Market Parts * StepBoard * Rain Visor * Bocsh Europa Horn * Universal Armrest * Head light / Tail loght Covers * Carrier Bar * Steering wheel Cover * Dynastics Head Unit with TV plus * Leather Seat You can call or text 09291018489 Test drive all you want.
Product Price ³	₱1
Product Condition ⁴	used
Product Photo ⁵	

1. **Product Name** is the name the product being listed by the seller.
2. **Product Description** offers information about the advertised product or service.
3. **Product Price** indicates the seller's requested price for the product.
4. **Product Condition** describes the state of the product (e.g., new, used, etc.)
5. **Product Photo** are user submitted image(s) of the offered products.

Notes:

- The appearance of [...] in the text signals that content was removed programmatically.

- Marketplace posts displaying this error message “*No Content - Marketplace product Not Available. It may be deleted.*” should be labeled as Missing Context.

Marketplace Labeling Guidance

1. Review all parts of the document components before labeling. There may be useful information contained within components. For example, a description of the offerings within the product name or photos components, descriptions of services offered by the seller only seen in the photos, etc. Use the labeling instructions to determine the purpose of the featured offerings in the document.
2. The majority of Marketplace posts will be for physical products and should be categorized into the **Products** purpose. Common product indicators include:
 - a. product description mentioning item dimensions, weight, physical condition
 - b. product condition as new, used, damaged, clean, etc.
 - c. product photos of the physical item.

Note: Homes for rent or sale fall under the Services purpose for real estate.

3. **Services** for sale are prevalent on Marketplace. It’s important to read through all components to determine if the dominant offering is a service, typically characterized by an offering of labor (e.g., plumbing, construction, etc.) and accompanied by a means of contact (e.g., phone number or email).

Common service purpose indicators include:

- a. product description detailing an event or services offered by a company or person
 - b. product price listing hourly rates, event ticket prices or fees
 - c. product photos containing a business logo, previous construction job projects, event information, or screenshots of software (e.g., AutoCAD or Photoshop).
4. If the dominant offering is a digital product (e.g., mobile app games) or any media (i.e., books, music, newspaper, magazine, movies, etc.) regardless of digital or physical copies, the document should be categorized under the **Content** purpose. Common content indicators include:
 - a. product description mentioning a physical representation of media, such as a book or DVD
 - b. product photos such as those showing a screenshot of a video game, a movie poster, or CDs for sale.

5. Marketplace posts for **garage sales** are common. Posts mentioning garage sales or any similar concepts are signals that an in-person event will take place for products



to be sold. Garage sales are to be categorized under '*Services>Retail>Used Merchandise Store*' if any of these conditions are present in the post:

- a. Any of the following keywords appear in the post text:
 - i. Garage sale
 - ii. Yard sale
 - iii. Estate sale
 - iv. Moving sale
 - b. A location or time for the event is mentioned in the photos or text.
6. It is common to see a single Marketplace post listing **multiple offerings** for sale. If each offering is individually mentioned and can be considered dominant (i.e., a person would be interested in the individual item without contingency of another item for sale), find the most inclusive category to describe all offerings for sale and select Multiple Items within that category.
7. Marketplace posts that show this error message "***No Content - Marketplace product Not Available. It may be deleted.***" are to be labeled as Missing Context.
8. Sellers may update their Marketplace posts after their items were sold by adding item **statuses like "Sold" or "Pending"** to denote which items are still available. For our purposes, ignore those labels and categorize all items listed regardless of availability.

Confusing Cases



Case #1: There is no mention of garage sale but there are signs of it in across other components.

Solution: Use all available information on the document to determine if the post meets the garage sale definition: mentions a location or time for the physical sale and doesn't provide a detailed list of every item for sale. In the below example, the product name mentions a time, in 'Sunday sale', and the photos show an organized display of products that look like a garage sale. We can categorize this document to '*Services>Retail>Used Merchandise Store*'.

Product Name	Sunday sale!!! Lots of cheap items! Everything must go!
Product Description	[...]
Product Price	\$1
Product Condition	used
Product Photo	
Product Photo	



Case #2: The product name and product description are not helpful, and the product is difficult to identify from the product photo.

Solution: Side-search using as many clues as you can to confirm the identity of the product. The product label "Procast" is visible in the last product photo. A side-search of the product name "Enjin" paired with the "Procast" confirms the product is a fishing reel.

Product Name	Enjin
Product Description	Cond 10/10
Product Price	RM55
Product Condition	used
Product Photo	
Product Photo	

Case #3: The Marketplace post offers both services and products



Solution: Categorize the product purpose rather than the service purpose. The post below offers both garage doors and garage door repairs. Categorize to the product Garage Doors and not to Garage Door Repair Service.

Product Name	Garage doors
Product Description	All your garage door needs... Anything you need involving a garage door. I can get you. Repairs?? No problem.. Brand new installs?? No problem.. Competitive pricing. Price match guaranteed..
Product Price	\$200
Product Condition	used
Product Photo	 

Case #4: The product description and product name offer ambiguous information for what the product is.



Solution: Use all document components to determine the seller's purpose. The post below could either be for a real estate property for sale or rent or for construction work. Further

scrolling of the product photos reveal images of lumber and construction materials. Therefore, we would categorize the document as Services>Home Services>Construction>Multiple Items because we believe the offering refers to construction and not real estate.

Product Name	All joinery work
Product Description	All joinery work undertaken.
Product Price	£123
Product Condition	used
Product Photo	
Product Photo	


Case #5: The information provided about the offering does not allow us to categorize further than the top-level category.

Solution: Use all details provided to you in the document to determine the best category possible, even if the best category is the top-level category. For example, the document text shares no useful information about the product, but the photos show two clearly different products. We can assume both products are for sale and should categorize the document as Product>Multiple Items.

Product Name	Various
Product Description	Collect little lever
Product Price	£10
Product Condition	used
Product Photo	
Product Photo	

Case #6: The document provides no helpful text information, but the photo displays a product at which you can make an educated guess.

Solution: Yes, interpreting the product purpose through photos will be necessary. In the example, the product name is Pillsbury and the photo contains what looks like a set of figurines. We'll assume this offering is the set of figurines and should be categorized to Products>Antiques & Collectibles>Dolls, Figurines & Toys.

Product Name	Pillsbury
Product Description	
Product Price	\$8
Product Condition	used
Product Photo	

Case #7: What's the difference between Product>...>Automotive Tire and Product>...>Motor Vehicle Rim & Wheels?

1. Products>Vehicles & Parts>Vehicle Parts & Accessories>Motor Vehicle Parts>Motor Vehicle Wheel Systems>Motor Vehicle Tires>Automotive Tires
2. Products>Vehicles & Parts>Vehicle Parts & Accessories>Motor Vehicle Parts>Motor Vehicle Wheel Systems>Motor Vehicle Rims & Wheels
 - The category of *Automotive Tire* refers to the ring-shaped rubber component of a wheel system whereas *Motor Vehicle Rim & Wheels* refers to the metal component of which the rubber component is mounted on to.



Tire



Wheel/Rim


Solutions:

1. If the post text specifies only the tires with no mention of and rims, even if the photo displays both tires and rims, the correct category is Products>Vehicles & Parts>Vehicle Parts & Accessories>Motor Vehicle Parts>Motor Vehicle Wheel Systems>Motor Vehicle Tires>Automotive Tires.
2. If the post text specifies only the wheel or rim with no mention of the tire, even if the photo displays both tire mounted on the wheel/rim, the correct category is Products>Vehicles & Parts>Vehicle Parts & Accessories>Motor Vehicle Parts>Motor Vehicle Wheel Systems>Motor Vehicle Rims & Wheels.
3. If the posts specifies the tires and wheel/rim or doesn't specifically mention either tires or wheel/rims, then the correct category is Products>Vehicles & Parts>Vehicle Parts & Accessories>Motor Vehicle Parts>Motor Vehicle Wheel Systems>Multiple Items

Case #8: What's the difference between Product>...>Shelving and Product>...>Industrial Shelving?

1. Products>Furniture>Shelving
2. Products>Business & Industrial>Industrial Storage>Industrial Shelving
 - The category of Product>...>Shelving refers to shelving used within a home setting whereas Product>...>Industrial Shelving refers to shelving used for commercial or industrial settings (i.e., businesses, warehouses).

Example 1: Industrial Shelving



Marketplace › Household

Sold NSF Commercial Metro Food Storage Racks/Shelves. Various sizes.

Tulsa, OK · over a week ago ·

\$1

60" L x 18" D x 75" T NSF Gold Metro Racks/Shelves. The rack has 4 shelves in great condition. Qty (2) \$100 each

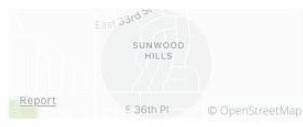
48" L x 18" D x 75" T NSF Gold Metro shelf Qty (1) has 4 shelves.\$90

48" L x 18" D x 57" T NSF Green epoxy coat Metro Food Racks / Shelves has 4 shelves. (\$75)

24" L x 24" D x 87" T NSF Green epoxy coat Metro Food Rack / Shelves. Has 5 shelves \$(90)

All shelves are commercial grade and very strong.

We accept PayPal
We deliver ask for a quote Less

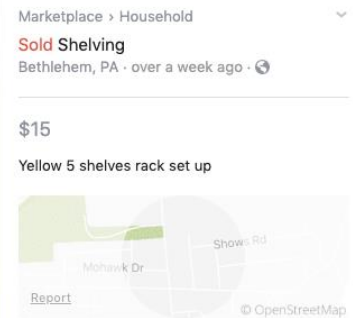


Report

36th Pl

© OpenStreetMap

Example 2: Furniture Shelving



Case #9: What's the difference between Product>...>Riding Scooter and Product>...>Motorcycles, Mopeds & Scooters?

1. Products>Sporting Goods>Riding Scooters
2. Products>Vehicles & Parts>Vehicles>Motor Vehicles>Motorcycles, Mopeds & Scooters
 - The category of Riding Scooter refers to recreational non-motorized scooters whereas Motorcycles, Mopeds & Scooters refers to motorized two-wheels vehicles.



Riding Scooter



Electric Scooter

Case #10: What's the difference between Product>...>Camper Trailer and Product>...>Travel Trailer?

1. Products>Vehicles & Parts>Vehicle Parts & Accessories>Vehicle Storage & Cargo>Motor Vehicle Trailers>Travel Trailers
2. Products>Vehicles & Parts>Vehicles>Motor Vehicles>Camper Trailers
 - The category of Camper Trailer refers to recreational vehicles (commonly known as RV), typically has a motor and does not require a hauling truck; whereas a Travel Trailer typically is a hitched attachment to another vehicle.


















Travel Trailer


















Camper Van (RV)


Product Categorization Examples



	Consensus Label	Explanation	Example													
1	Products > Furniture > Sofas > Sectional/Modular	Sectional Sofa is the dominant product being sold.	<table><tr><td>Product Name</td><td>Sectional Sofa</td></tr><tr><td>Product Description</td><td>7/20 Update: Someone is coming to checkout the size tomorrow morning. I will post if sold or still available tomorrow. Thank you. This sectional sofa is very comfortable. Not in top shape but not terrible. Perfect for college house or basement!</td></tr><tr><td>Product Price</td><td>\$50</td></tr><tr><td>Product Condition</td><td>used</td></tr></table>	Product Name	Sectional Sofa	Product Description	7/20 Update: Someone is coming to checkout the size tomorrow morning. I will post if sold or still available tomorrow. Thank you. This sectional sofa is very comfortable. Not in top shape but not terrible. Perfect for college house or basement!	Product Price	\$50	Product Condition	used	<table><tr><td>Product Photo</td><td></td></tr></table>	Product Photo			
Product Name	Sectional Sofa															
Product Description	7/20 Update: Someone is coming to checkout the size tomorrow morning. I will post if sold or still available tomorrow. Thank you. This sectional sofa is very comfortable. Not in top shape but not terrible. Perfect for college house or basement!															
Product Price	\$50															
Product Condition	used															
Product Photo																
2	Products>Animals & Pet Supplies>Pet Supplies>Small Pet Animal Supplies>Small Animal Habitats & Cages	Rabbit Hutch is the product being sold. Best option is 'Small Animal Habitats & Cages'.	<table><tr><td>Product Name</td><td>Hand made rabbit hutch</td></tr><tr><td>Product Description</td><td>Home made rabbit hutch needs collecting today Kilburn de56</td></tr><tr><td>Product Price</td><td>£5</td></tr><tr><td>Product Condition</td><td>used</td></tr></table>	Product Name	Hand made rabbit hutch	Product Description	Home made rabbit hutch needs collecting today Kilburn de56	Product Price	£5	Product Condition	used	<table><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Photo		Product Photo	
Product Name	Hand made rabbit hutch															
Product Description	Home made rabbit hutch needs collecting today Kilburn de56															
Product Price	£5															
Product Condition	used															
Product Photo																
Product Photo																

3	Products>Apparel, Shoes & Jewelry>Apparel>Clothing & Clothing Accessories>Jumpsuits & Rompers	Jumpsuit is the product being sold.	<table><tr><td>Product Name</td><td>Jump suit</td></tr><tr><td>Product Description</td><td>Jump suit 50 rand I Durban.</td></tr><tr><td>Product Price</td><td>R50</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Jump suit	Product Description	Jump suit 50 rand I Durban.	Product Price	R50	Product Condition	used	Product Photo		Product Photo	
Product Name	Jump suit														
Product Description	Jump suit 50 rand I Durban.														
Product Price	R50														
Product Condition	used														
Product Photo															
Product Photo															

4	Products>Home, Lawn & Garden>Outdoor Power Equipment>Lawn Mowers>Riding Mowers	Riding Mower is the product being sold.	<table><tr><td>Product Name</td><td>Lawn Tractor</td></tr><tr><td>Product Description</td><td>[...] 42" lawn tractor. 22 horse power engine. Mulch kit, sun shade and rear bagger comes with it. Purchased 3 years ago and serviced every 50 hrs. 200 hours on hour meter. \$900 firm.</td></tr><tr><td>Product Price</td><td>\$900</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Lawn Tractor	Product Description	[...] 42" lawn tractor. 22 horse power engine. Mulch kit, sun shade and rear bagger comes with it. Purchased 3 years ago and serviced every 50 hrs. 200 hours on hour meter. \$900 firm.	Product Price	\$900	Product Condition	used	Product Photo		Product Photo	
Product Name	Lawn Tractor														
Product Description	[...] 42" lawn tractor. 22 horse power engine. Mulch kit, sun shade and rear bagger comes with it. Purchased 3 years ago and serviced every 50 hrs. 200 hours on hour meter. \$900 firm.														
Product Price	\$900														
Product Condition	used														
Product Photo															
Product Photo															



5	Products > Building Hardware & Tools > Plumbing > Plumbing Hoses & Supply Lines	Hoses are the products being sold.	<table><tr><td>Product Name</td><td>Plastic water piping & corrugated drainage</td></tr><tr><td>Product Description</td><td>Free piping [...]</td></tr><tr><td>Product Price</td><td>FREE</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Plastic water piping & corrugated drainage	Product Description	Free piping [...]	Product Price	FREE	Product Condition	used	Product Photo			
Product Name	Plastic water piping & corrugated drainage														
Product Description	Free piping [...]														
Product Price	FREE														
Product Condition	used														
Product Photo															
6	Products> Electronics>Audio> Audio Components>Head phones & Headsets	Wireless Ear phones are being sold. Best option is under the 'Headphones & Headsets'.	<table><tr><td>Product Name</td><td>Airpods Apple</td></tr><tr><td>Product Description</td><td>I change this Airpods for a Galaxy buds. Or sale for \$ 130. It's new, used only 2 times, in the box.</td></tr><tr><td>Product Price</td><td>\$130</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Airpods Apple	Product Description	I change this Airpods for a Galaxy buds. Or sale for \$ 130. It's new, used only 2 times, in the box.	Product Price	\$130	Product Condition	used	Product Photo		Product Photo	
Product Name	Airpods Apple														
Product Description	I change this Airpods for a Galaxy buds. Or sale for \$ 130. It's new, used only 2 times, in the box.														
Product Price	\$130														
Product Condition	used														
Product Photo															
Product Photo															
7	Products>Home, Lawn & Garden>Household Appliances> Laundry Appliances> Multiple Items	If there is no dominant product, find the parent category that contains both. In this case.													







		washer and dryer are equally dominant.	<div>Product Name</div> <div>Whirlpool Cabrio Washer and Dryer</div> <div>Product Description</div> <div>Whirlpool Cabrio Washer and Dryer set. The Dryer electric. Good condition and run great. All cords and attachments are still in good working order. Only a few scratches, no dents, holes, or rust. 4 years old. Can provide additional pics if needed.</div> <div>Product Price</div> <div>\$400</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div>
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8	Products>Furniture >Furniture Sets>Kitchen & Dining Furniture Sets	Dining Furniture Set is the product being sold.	<div>Product Name</div> <div>Glass dining room table with 4 chairs</div> <div>Product Description</div> <div>The chairs are metal with a design on their back. The bottom of the seats are worn a little. The glass top comes off for easier transport. Cross posted. 42 inches diameter</div> <div>Product Price</div> <div>\$70</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div> <div>Product Photo</div> <div>  </div>
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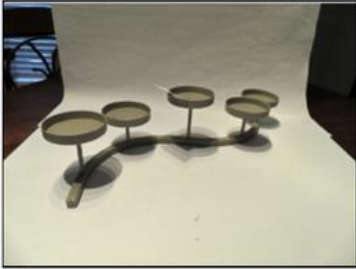


9	Products>Baby & Toddler>Baby Toys & Activity Equipment>Play Yards	Play Portable Cot is the product being sold.	<div>Product Name</div> <div>Graco Pack and Play Portable Cot</div> <div>Product Description</div> <div>As new Camping Cot. Used for 6 weeks for my nephew from abroad. Has all the accessories and a handy carry case. Very easy to assemble and disassemble. Collection only.</div> <div>Product Price</div> <div>R800</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div>
10	Products>Home, Lawn & Garden>Outdoor Structures>Sheds, Garages & Carports	Shed is the product being sold.	<div>Product Name</div> <div>14'x30' Classic Barn w/ corner porch (\$386.99 a month)</div> <div>Product Description</div> <div>14'x30' Classic Barn 4 Pressure Treated Skids 2- 6"x6" 2- 4"x6" Pressure Treated Floor Joists 16" on center 3/4" TONGUE & GROOVE PLYWOOD FLOOR 2" x 4" stud wall about 6'8" tall with double studs in the corners for extra strength and easier finish WOOD SHUTTERS 5 VARIOUS GRIDED WINDOWS (30"x14" and 30"x40") 6' X 6' PRESSURE TREATED PORCH WITH OVERHEAD STORAGE LOFT OVERHEAD 6' X 8' LOFT 9 lite window in the door 2" x 6" Trusses 24" on centers ciple stud the windows R-19 INSULATION IN THE CEILING R-13 INSULATION IN THE WALLS \$ 9,788 + tax if you buy it outright Lease to Own for as cheap as \$386.99 a month (NO CREDIT CHECK) *****90 DAYS SAME AS CASH***** 49 OTHER BUILDINGS AND SHEDS ON OUR YARD IN BRYAN TO LOOK AT. IF WE DO NOT HAVE IT, WE WILL HAPPILY ORDER YOUR CUSTOM BUILDING. JM Portable Buildings 5825 State Hwy 21 West Bryan, Texas 77803 [...] Financing available (subject to approved credit) https://www.jmtexas.net/finance-portable-building-carports Delivered and blocked on OUR SOLID 4" CONCRETE BLOCKS on your open, no obstructions, mowed and level location within 40 miles of our Bryan office. **60 month term ****15.00 paperwork fee keywords Shed, Storage shed, portable building, storage, Storage Buildings, wood shed, garden sheds, portable barns, Lofted barn, Utility shed, mini storage, oil field cabins, shed for sale, portable building for sale, used, storage space, tiny house, tiny home, hunting cabin, craft room, home, hunting cabin, lake cabin</div> <div>Product Price</div> <div>\$387</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div>



Service Categorization Examples










	Consensus Label	Explanation	Example
1	Services>Retail>Used Merchandise Stores	The focus is on the service of selling multiple used items. Choose the 'Used Merchandise Stores' for garage/moving sales.	<div> <div>Product Name</div> <div>Garage sale</div> </div> <div> <div>Product Description</div> <div>Garage sale Saturday 7/20 and Sunday 7/21 in Wallingford, [...]. Prices marked or make offer. Willing to sell. Want it gone.</div> </div> <div> <div>Product Price</div> <div>\$1</div> </div> <div> <div>Product Condition</div> <div>used</div> </div> <div> <div>Product Photo</div>  </div> <div> <div>Product Photo</div>  </div>
2	Services>Real Estate>Real Estate Services>Renting & Leasing	Renting an apartment unit is being offered.	


			<table><tr><td>Product Name</td><td>Tustin Cottages</td></tr><tr><td>Product Description</td><td>Discover the beauty of Southern California and apply for one of our Tustin apartments for rent today. We have a stunning variety of three and four-bedroom apartment homes with stylish features and incredible amenities. Every spacious floor plan comes with a full-size washer and dryer, expansive vaulted ceilings, and separate family and living areas. We also offer a generous amenity package. Imagine coming home to a resort-inspired swimming pool and a relaxing spa area, or having 24-hour access to a fully equipped fitness center. Experience Southern California like never before and apply for one of our Tustin apartments today. Tustin Cottages is less than 15 miles away from some of the areas most beautiful beaches including Newport Beach and Huntington Beach. Hop on Interstate 5 and downtown Los Angeles in just 35 miles away. Its a world of possibilities when you live at Tustin Cottages. Call or click to apply for our Tustin apartments for rent today! Apartment List</td></tr><tr><td>Product Price</td><td>\$3,389</td></tr><tr><td>Product Condition</td><td></td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Tustin Cottages	Product Description	Discover the beauty of Southern California and apply for one of our Tustin apartments for rent today. We have a stunning variety of three and four-bedroom apartment homes with stylish features and incredible amenities. Every spacious floor plan comes with a full-size washer and dryer, expansive vaulted ceilings, and separate family and living areas. We also offer a generous amenity package. Imagine coming home to a resort-inspired swimming pool and a relaxing spa area, or having 24-hour access to a fully equipped fitness center. Experience Southern California like never before and apply for one of our Tustin apartments today. Tustin Cottages is less than 15 miles away from some of the areas most beautiful beaches including Newport Beach and Huntington Beach. Hop on Interstate 5 and downtown Los Angeles in just 35 miles away. Its a world of possibilities when you live at Tustin Cottages. Call or click to apply for our Tustin apartments for rent today! Apartment List	Product Price	\$3,389	Product Condition		Product Photo		Product Photo	
Product Name	Tustin Cottages														
Product Description	Discover the beauty of Southern California and apply for one of our Tustin apartments for rent today. We have a stunning variety of three and four-bedroom apartment homes with stylish features and incredible amenities. Every spacious floor plan comes with a full-size washer and dryer, expansive vaulted ceilings, and separate family and living areas. We also offer a generous amenity package. Imagine coming home to a resort-inspired swimming pool and a relaxing spa area, or having 24-hour access to a fully equipped fitness center. Experience Southern California like never before and apply for one of our Tustin apartments today. Tustin Cottages is less than 15 miles away from some of the areas most beautiful beaches including Newport Beach and Huntington Beach. Hop on Interstate 5 and downtown Los Angeles in just 35 miles away. Its a world of possibilities when you live at Tustin Cottages. Call or click to apply for our Tustin apartments for rent today! Apartment List														
Product Price	\$3,389														
Product Condition															
Product Photo															
Product Photo															

3	Services>Real Estate>Real Estate Services>Mobile Home	Mobile home is the product being sold.	<table><tr><td>Product Name</td><td>Mobile Home</td></tr><tr><td>Product Description</td><td>2 bedroom 12x60 mobile home for sale!! Located in Ringgold. There is NO TITLE so it CAN NOT BE FINANCED!!! But I can write a BILL OF SALE!! Needs some cometic work because it has a couple of soft spots but nothing major. Sold AS IS!! It's livable & was recently moved out of. It has axels & a tongue but no tires!! HAS TO BE MOVED!! No negotiations on price because price is FIRM!!</td></tr><tr><td>Product Price</td><td>\$1,500</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Mobile Home	Product Description	2 bedroom 12x60 mobile home for sale!! Located in Ringgold. There is NO TITLE so it CAN NOT BE FINANCED!!! But I can write a BILL OF SALE!! Needs some cometic work because it has a couple of soft spots but nothing major. Sold AS IS!! It's livable & was recently moved out of. It has axels & a tongue but no tires!! HAS TO BE MOVED!! No negotiations on price because price is FIRM!!	Product Price	\$1,500	Product Condition	used	Product Photo		Product Photo	
Product Name	Mobile Home														
Product Description	2 bedroom 12x60 mobile home for sale!! Located in Ringgold. There is NO TITLE so it CAN NOT BE FINANCED!!! But I can write a BILL OF SALE!! Needs some cometic work because it has a couple of soft spots but nothing major. Sold AS IS!! It's livable & was recently moved out of. It has axels & a tongue but no tires!! HAS TO BE MOVED!! No negotiations on price because price is FIRM!!														
Product Price	\$1,500														
Product Condition	used														
Product Photo															
Product Photo															
4	Services>Retail>Used Merchandise Stores	The focus is on the service of selling multiple used items. Choose the 'Used Merchandise Stores' for garage/ moving sales.													

			Product Name	Selling Each for \$5
			Product Description	Location: [...] Moving out of the country and we are selling everything except some of our clothes, camera equipment and laptops. Cash ONLY.
			Product Price	\$5
			Product Condition	used
			Product Photo	
			Product Photo	
			Product Photo	



5	Services>Real Estate>Real Estate Services>Buying & Selling	Mobile home is being sold.	<div>Product Name</div> <div>3 Beds 1 Bath - House</div> <div>Product Description</div> <div>Almost 3 acres with older single wide mobile home on the lot. Local water & utilities in place to be paid by renter. Beautiful oak trees and privacy. Deposit required.</div> <div>Product Price</div> <div>\$800</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>   </div>
6	Services>Retail>Used Merchandise Stores	The focus is on the service of selling multiple used items. Choose the 'Used Merchandise Stores' for garage/moving sales.	<div>Product Name</div> <div>I have several items for sale in west union</div> <div>Product Description</div> <div>Walker2.00, shower stool 25.00, ab doer 25.00, brand new cat cage or for small dog 25.00, new pool float large20.00 ,18 inch tires 150.00, christening baby doll very old but in excellent shape with basket 25.00, if interested in any or all items call [...] for i'm buzy and can't be on here to answer all your questions, if no answer Leave msg and number and i'll call you back , all items new or excellent condition</div> <div>Product Price</div> <div>\$20</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>   </div>



7	Services>Retail>Used Merchandise Stores	The focus is on the service of selling multiple used items. Choose the 'Used Merchandise Stores' for garage/ moving sales.	<table><tr><td>Product Name</td><td>Furniture, Electronics, Yard tools, household items</td></tr><tr><td>Product Description</td><td>Moving Sale, thru July 28 Round Hill in the Villages across from Round Hill Elementary Everything priced to sell. If you like something make an offer. We're downsizing! Misc yard tools \$5 each Heavy duty long work table \$25 Wooden ladder, \$15 Fireplace tools set \$15 Furniture: Amisco, 2 green & white swivel stools, excellent condition \$25 Beautiful, like new couch, love seat and ottoman, \$995 2 TV rolling stands \$10 each or \$15 for both Wall shelf, wooden w/heart \$20 Wooden sitting bench for entry way or deck, \$50 Baby gates, \$5 each or \$15 for all 4 Electronics: All 4: \$50 Sony, DVD Player Toshiba, VCR player/recorder Sanyo, Flat CRT TV</td></tr><tr><td>Product Price</td><td>\$1</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Furniture, Electronics, Yard tools, household items	Product Description	Moving Sale, thru July 28 Round Hill in the Villages across from Round Hill Elementary Everything priced to sell. If you like something make an offer. We're downsizing! Misc yard tools \$5 each Heavy duty long work table \$25 Wooden ladder, \$15 Fireplace tools set \$15 Furniture: Amisco, 2 green & white swivel stools, excellent condition \$25 Beautiful, like new couch, love seat and ottoman, \$995 2 TV rolling stands \$10 each or \$15 for both Wall shelf, wooden w/heart \$20 Wooden sitting bench for entry way or deck, \$50 Baby gates, \$5 each or \$15 for all 4 Electronics: All 4: \$50 Sony, DVD Player Toshiba, VCR player/recorder Sanyo, Flat CRT TV	Product Price	\$1	Product Condition	used	Product Photo		Product Photo	
Product Name	Furniture, Electronics, Yard tools, household items														
Product Description	Moving Sale, thru July 28 Round Hill in the Villages across from Round Hill Elementary Everything priced to sell. If you like something make an offer. We're downsizing! Misc yard tools \$5 each Heavy duty long work table \$25 Wooden ladder, \$15 Fireplace tools set \$15 Furniture: Amisco, 2 green & white swivel stools, excellent condition \$25 Beautiful, like new couch, love seat and ottoman, \$995 2 TV rolling stands \$10 each or \$15 for both Wall shelf, wooden w/heart \$20 Wooden sitting bench for entry way or deck, \$50 Baby gates, \$5 each or \$15 for all 4 Electronics: All 4: \$50 Sony, DVD Player Toshiba, VCR player/recorder Sanyo, Flat CRT TV														
Product Price	\$1														
Product Condition	used														
Product Photo															
Product Photo															
8	Services>Retail>Used Merchandise Stores	The focus is on the service of selling multiple used items. Choose the 'Used Merchandise Stores' for garage/ moving sales.	<table><tr><td>Product Name</td><td>Household bundle</td></tr><tr><td>Product Description</td><td>£5 for everything. Collection from TA2. No holding for long please.</td></tr><tr><td>Product Price</td><td>£5</td></tr><tr><td>Product Condition</td><td>used</td></tr><tr><td>Product Photo</td><td></td></tr></table>	Product Name	Household bundle	Product Description	£5 for everything. Collection from TA2. No holding for long please.	Product Price	£5	Product Condition	used	Product Photo			
Product Name	Household bundle														
Product Description	£5 for everything. Collection from TA2. No holding for long please.														
Product Price	£5														
Product Condition	used														
Product Photo															




9	Services>Careers & Employment> Recruitment Listing>Consumer Research	The purpose is to recruit people to provide kid friendly businesses for use in an app directory.	<div>Product Name</div> <p>Great business opportunity</p>	<div>Product Description</div> <p>This is a new app - kind of like a yelp but all for KIDS. The app developers are paying US, consumers, to provide businesses for their database. They are paying us \$10 per business!!! As of right now we are only allowed to input 85 businesses. This is a great opportunity to get some extra monthly cash. The app is going to launch in Sept this year. Payments happen when the businesses that you input Confirm that they want to be in the database. Uhhmm how awesome is that! Literally it took me 3 days to input 85 business. I was googling kid friendly activities is Hawaii, hit the jackpot with all the surfing businesses there! For all of United States and even Canada be entered! A great input is look on your towns chamber of commerce website, they literally give you a list of every member! Why not give it a try... you have nothing to lose, besides some time. It's completely free! Get on it soon by aug 1st the invite code will be invalid and they will only be working with the businesses imputed from there. Download Kidazzler for free and join parents (like us!) who are building one global directory for everything kids. Add new places to the directory using Kidazzler's private portal and you'll get to earn directly from your contributions.</p>	<div>Product Price</div> <p>FREE</p>	<div>Product Condition</div> <p>used</p>	<div>Product Photo</div> 
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Content Categorization Examples

	Consensus Label	Explanation	Example
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1	Content>Books & Literature>Books>Book Genres>Children's Literature	Books for children are the product being sold.	<div> <div>Product Name</div> <div>Lot of 83 Little Golden Books</div> </div> <div> <div>Product Description</div> <div>Lot of 83 Little Golden Books for sale. Some of them collectible. Some are in good shape but you are getting a deal on them. Take a look at the pictures and come by today and pick them up. They are gone.</div> </div> <div> <div>Product Price</div> <div>\$20</div> </div> <div> <div>Product Condition</div> <div>used</div> </div> <div> <div>Product Photo</div>  </div> <div> <div>Product Photo</div>  </div>
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2	Content>Books & Literature>Sheet Music	Guitar music sheets are the product being sold.	<div>Product Name</div> <div>Guitar sheet music</div> <div>Product Description</div> <div>15 books of sheet music for guitar. [...] Mellencamp U2 [...] Blues Brothers [...] Dire Straits America [...] Hatchet Dallas Holm 20 Years of Rock and Roll [...] Young Candlebox Will ship for extra</div> <div>Product Price</div> <div>\$50</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div> <div>Product Photo</div> <div>  </div>
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3	Content>Books & Literature>Sheet Music	Music sheets are the product being sold.	<div>Product Name</div> <div>Piano, Flute and music theory books</div> <div>Product Description</div> <div>Lots of great Piano and Flute music books, and theory and sight-reading books, just not needed anymore. Some new and never used, some used but good quality.</div> <div>Product Price</div> <div>FREE</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div> <div>Product Photo</div> <div>  </div>
4	Content>Games>Video Games & Mobile App Games>Game Genres>Action>Shooter>First Person Shooter (FPS)	Video Game is the product being sold.	<div>Product Name</div> <div>Battlefield hardline ps4</div> <div>Product Description</div> <div>Battlefield hardline for the PS4. \$8 obo. Pick up in Keego Harbor. Will deliver for an extra fee.</div> <div>Product Price</div> <div>\$8</div> <div>Product Condition</div> <div>used</div> <div>Product Photo</div> <div>  </div> <div>Product Photo</div> <div>  </div>

5	Content>Movies, Television & Web>TV Shows & Programs>TV Dramas>TV Crime & Legal Shows	Sets of TV drama dvds are being sold.	<div> <div>Product Name</div> <div>Prison break dvds</div> </div> <div> <div>Product Description</div> <div>Prison break series 2/3 never watched £15</div> </div> <div> <div>Product Price</div> <div>£20</div> </div> <div> <div>Product Condition</div> <div>used</div> </div> <div> <div>Product Photo</div> <div>  </div> </div> <div> <div>Product Photo</div> <div>  </div> </div>