



EU Online Pet Advertising

The state of affairs in 2018

Keith Hinde

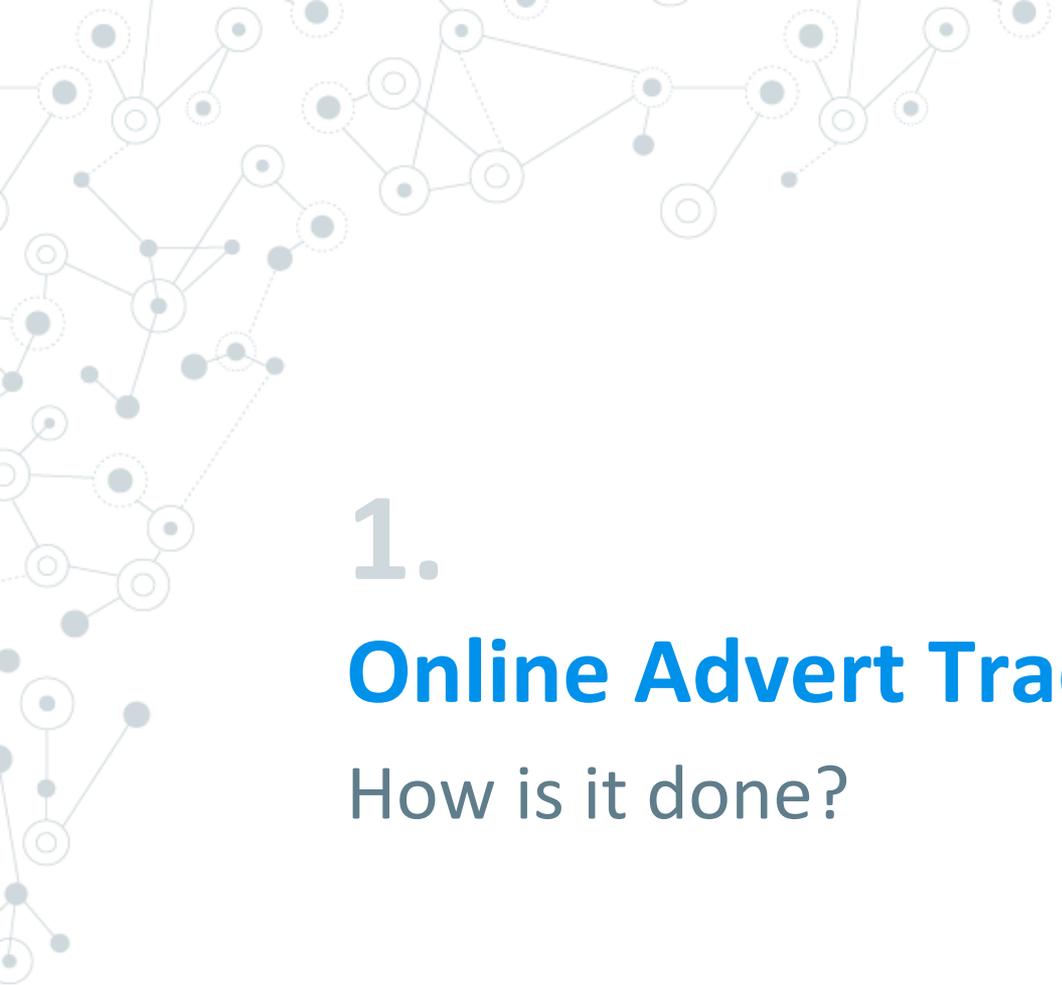
Co-Founder, tech4pets

Hello!

I am Keith Hinde

- 🕒 20+ years in corporate IT
- 🕒 Freelance IT consultant
- 🕒 Internet specialist
- 🕒 Animal welfare advocate
- 🕒 Project Capone member
- 🕒 Co-Founder of tech4pets



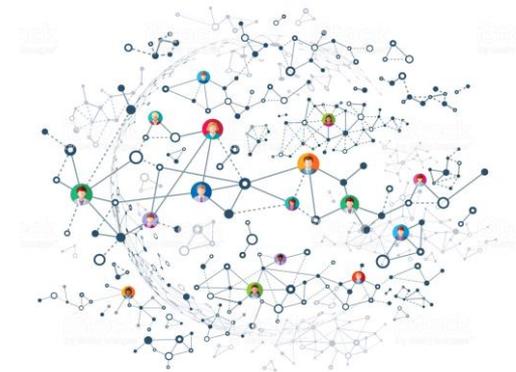


1.

Online Advert Tracking

How is it done?

How it works





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OSINT: Data collected from publicly available sources to be used in an intelligence context.

Big Business

Observations on a busy marketplace



501,009

Total Adverts Collected

A decorative background consisting of a network diagram with various nodes and connecting lines, rendered in light gray. The nodes are represented by circles of different sizes and some are highlighted with a darker shade. The lines are thin and connect the nodes in a complex, web-like structure.

1,245,095

Photos Collected

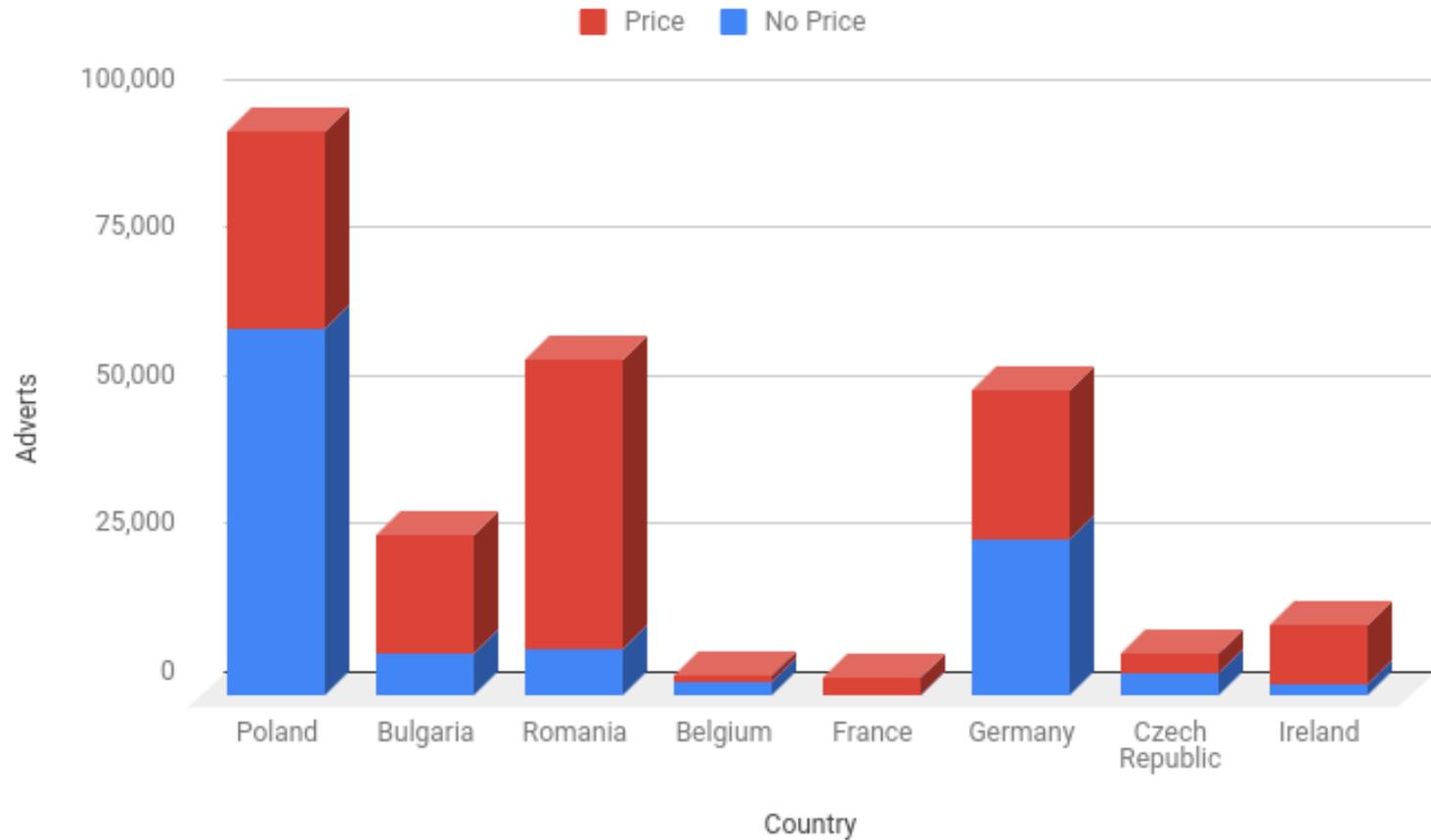
114,609

Advertisers

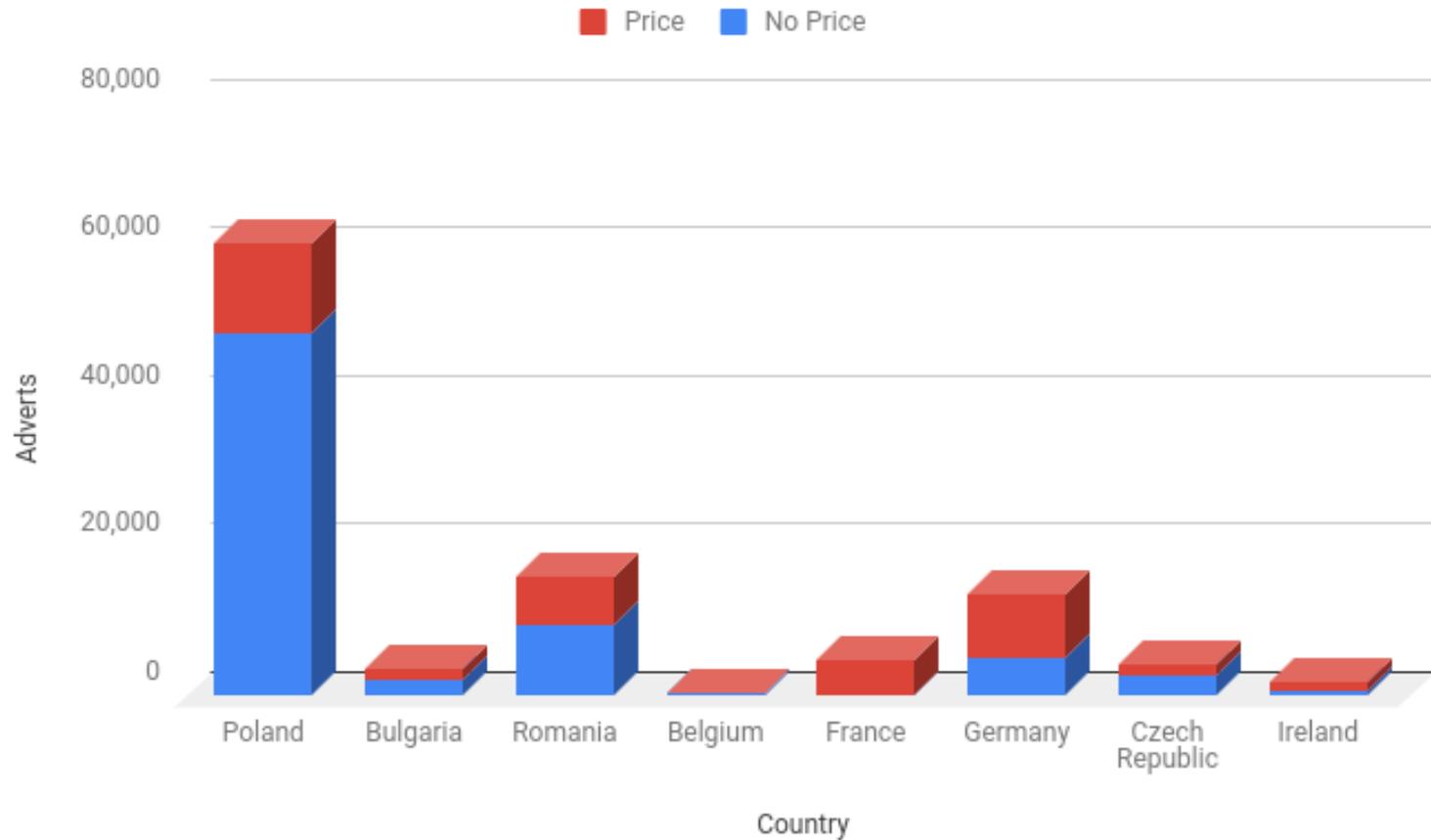
352,023 (70%)

Dog Adverts

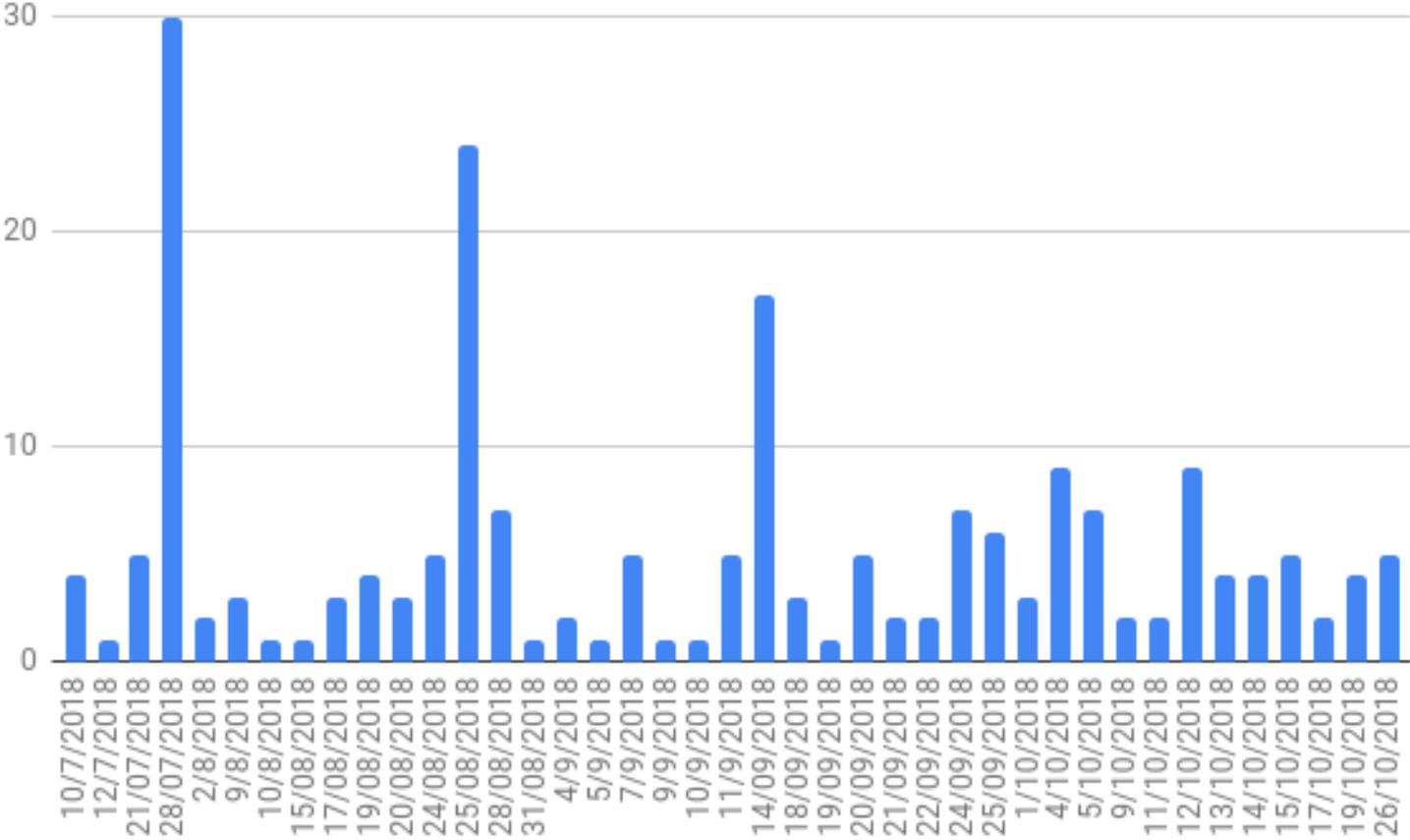
Dogs by Country



Cats by Country



A Demanding “Hobby”



EU-wide

Cross-border trade observations



-  Country Monitored
-  Cross-border Traders



40,666

Adverts Linked to Pet Passport

Cross-border Selling



Akita Boy - Sohn des Interchampion und Enkel des Weltmeisters

22.10.2018



Top Aktuell
Insertent ist täglich online

Top Antwortzeit
meist innerhalb von 1 Stunde

Anfrage senden

+380(0)... anzeigen

Webseite des Angebots

Anzeige teilen

f t G+ P

Anzeige melden

Lusiko
Zum Profil

Züchter/in

Пожалуйста, введите ваше местоположение!
Dabei seit 05.10.2016

Monitoring Benefits



Trends

- ⊙ Species & breeds
- ⊙ Market size
- ⊙ Location hotspots
- ⊙ Prices
- ⊙ Peak periods



Welfare

- ⊙ Problem selling
- ⊙ Complaint tracking
- ⊙ Over-breeding
- ⊙ Smuggling
- ⊙ Flagged keywords



Legal

- ⊙ Banned breeds
- ⊙ Tax avoidance
- ⊙ Fraud detection
- ⊙ Supporting evidence



Collaboration

- ⊙ Working alongside sites
- ⊙ Holistic view of selling
- ⊙ Feedback to compliance
- ⊙ Augment internal data



Research

- ⊙ Massive dataset
- ⊙ Assist in outreach
- ⊙ Aid the legislative process



Proven

- ⊙ Cost effective
- ⊙ Constant operation
- ⊙ Reliable
- ⊙ Cutting edge technology

Thanks!

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