



OLX

Buy and sell everything you want on this platform

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4.2/10

android

ios

windows

macos

Description

What you can buy, advertise, sell, and trade in the app: Laptops, TVs and Videogames All cell types: cheap cell phone, new cell phone or used cell phone New or used furniture New or new cars Motorcycles Properties Services Agro, Industry and Trade Equipments Products for gardening and construction New or used musical instruments Books in good condition Clothing and accessories in good condition Beauty and makeup products New and used toys Everything for Babies Sports and bodybuilding articles Jobs

Review

OLX is the leading e-commerce platform, where we can find any type of item we are looking for. It is currently based in **Amsterdam, the Netherlands**. Founded in Buenos Aires and New York in **2006** by entrepreneurs Fabrice Grinda and Alejandro Oxenford, with a presence in more than **40 countries**, publishing advertisements on the internet, and achieving monthly visits in excess of 1.7 billion.

Anyone can publish in this application, every day thousands of people use it around the world, **OLX** unites local communities to sell, buy and exchange their products and services quickly and easily.

Their offers are not only focused on physical objects, you can also offer services or even look for a job in their search engine. It has a wide variety of categories that include everything you can imagine: cars, electronics, sporting goods, toys and a long etcetera.

It is available for **free download**, all you have to do is install the application on your mobile device, create an account and start enjoying its benefits. With a very intuitive interface, its operation is very simple, it depends on whether you want to be a seller or a buyer.

If what you want is to buy a specific product, you just have to enter your profile and browse the app until you find what you are looking for. You will find a way to contact the seller directly, it will depend on the information that the seller has provided, but you can always find an email or a contact phone number.

With the geolocation system you can find exclusive offers that are close to where you are, this makes a purchase much more personalized. You can change it whenever you want, so you don't lose anything by moving around the city. You can also save the publications in favorites to be able to value them in the future.

One very important thing that you have to take into account is security, **OLX** recommends that the meeting with the seller be in a public and safe area, and that the item be well reviewed.

Among **OLX's** use policies is that the relationship is direct between buyer and seller and they are not responsible for the negotiations that take place, nor for the interaction they have, so you must be careful not to be deceived and be very clear about the purchase conditions.

OLX has its own payment processor, **Mercado Pago**, which offers its clients various options and installment financing. At the same time, the customer does not have to provide their credit card information before making each purchase, making it a safer way to make payments and receive money.

If, on the contrary, what you want is to sell, you can also register for free. You will have to accept their **terms of use** and their **privacy policy** and verify your email. There are categories that are more delicate and if you do not meet their requirements, your ad may not appear.

By clicking on sell you will see a form that you will have to fill in with the data that you are indicating, such as the category and subcategory, and add photos of the product. This is important because buyers can see in what real state it is and having photos gives security to users. It is important to perform them from various angles and at the best possible quality.

The description and the title that you put must be attractive and attract attention, especially use the keywords to make it clear what it is that you are selling, so your ad will stand out from the others and the information that you add on how to contact you is the most important for them to find you, you must keep this data updated and answer the questions that potential buyers ask in the corresponding section in each item that you have for sale. There are several forms of contact: by call, sms or by chat in different applications.

In the My ads section you will find all those that you have published and the time left for them to run out, once it is finished you have the option to upload it again. **OLX** allows you to post up to 10 free ads. You can highlight your publication, with a price that will depend if you want it to be: Furious, fast or repositioned, the three options that OLX allows.

To be able to do it you will have to go to the wallet section and buy some coins, which will be the ones that will allow you to highlight the ad. **OLX** gives away coins for overcoming some challenges, such as validating your Facebook account.

✓ Pros

- It is one of the sales platforms with more positioning and reputation, which allows users to make purchases more easily. - It has its own payment processor, Mercado Pago, which offers its customers different payment and financing options in installments (although the seller charges

✗ Cons

- Very high commissions are charged. Free market operations are two types of charge: the cost of publishing or selling a product. While it is possible to make free publications for a month, it is recommended to pay the Commission so that our products are better placed against other competitors

the full amount of the transaction). At the same time, the customer does not need to provide credit card information before making each purchase, so it is a safer way of making payments and receiving money. - It has a platform to facilitate shipping logistics, Market Shipping, a factor that is essential to have resolved before entering the online sales world. -He has a large traffic of people looking for products, generally expecting to find a lower price, which implies that the products will have lots of visibility for the people who are looking for them.

and more sales are achieved (fees range from 7.5% to 20% per sale depending on the type of publication you choose). - People have to be registered in the free market for purchases, a situation that could discourage the customer to make the purchase only to skip this step (and search sites like OLX where no registration required). Keep in mind that the more steps a purchase takes, the more likely it is to fall. Oops "Done the law, made the trap. By having so many customer traffic are popping up many forms of free market scams usually occur while making the payment process and you have to be aware of possible ways to cheat. I personally know many people cheated with deposits of fake email confirmation emails or bank transfers. -The printing of the shipping guide by the Shipping Market is valid for 48 hours. This means that if you sell a product that needs more time to be shipped, it could be a problem, since the customer usually pays the office with the purchase. I wanted to share with you all the features of the free market so you have in mind before embarking on this sales platform. Depending on the size of your business and the price of your products, consider that in the short term you prone to lose a lot of money on commissions.

Tips

1. Create an ad on the fly - Sell fast - Share your sale on Facebook, WhatsApp etc. - Manage your ads - Negotiate for chat or phone - Make extra money
2. WANT TO BUY? Download the free application and start your purchase! Here you can find: - The best filters and market search engine - Thousands of ads for cars, for sale or rent of real estate, cellular, etc. - Easy to negotiate with the seller - Largest range of products on the market - Cheaper Prices

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