

Craigslist is the ultra-lean local classifieds network founded by Craig Newmark in 1995 and run as a private for-profit since 1999 under CEO Jim Buckmaster. Most posts are free; revenue comes from paid posting fees on jobs, services, housing, and dealer/vehicle categories in selected U.S. (and some Canadian) markets. AIM Group estimates calendar-year 2024 revenue at about \$302M — still No. 1 among U.S. horizontal classified sites by that estimate, but far below AIM's 2018 peak of ~\$1.0B.

KEY PARTNERS

- Posters and seekers supply every listing (FACT).
- Visa / Mastercard / Amex for paid posts (FACT).
- Paid posting accounts for high-volume posters (FACT).
- Community moderation / flagging (FACT).
- No banner-ad sales partners (FACT / culture).
- San Francisco HQ ops only (FACT, factsheet).

KEY ACTIVITIES

- Host and index local classifieds (FACT).
- Bill paid categories (jobs, services, etc.) (FACT).
- Community moderation and abuse response (FACT).
- Maintain city-site network (FACT).
- Minimal marketing / no sales force (SECONDARY, AIM).
- Preserve simple non-commercial UX (FACT, mission).

KEY RESOURCES

- Brand and .org cultural positioning (FACT).
- 700+ local city sites / network effects (FACT).
- ~40–50 SF staff (dated FACT/SECONDARY).
- Simple, stable site software (FACT / observation).
- Paid-category liquidity (jobs, services, autos) (INFERENCE from fees + AIM mix).
- No inventory or logistics assets (FACT).

VALUE PROPOSITIONS

- Most posts free (FACT).
- Local city monopoly-style liquidity (INFERENCE / theme).
- No banner ads / non-commercial feel (FACT).
- Cheap paid placement vs job boards (FACT fees).
- **Broad categories** — jobs, housing, goods, services, forums (FACT).
- Simple, fast posting (FACT, mission).

CUSTOMER RELATIONSHIPS

- Self-serve posting and search (FACT).
- Community flagging / moderation (FACT).
- Email reply relays (FACT / product).
- Billing support for paid posts (FACT).
- No salesforce or loyalty program (SECONDARY / observation).
- Offline meetups historically part of culture (FACT, mission).

CHANNELS

- craigslist.org city sites (FACT).
- Official craigslist app (FACT, site footer).
- Word-of-mouth / habit (FACT, mission history).
- No paid marketing budget (SECONDARY, AIM).
- No sales team (SECONDARY, AIM).
- SEO from decades of local pages (INFERENCE).

CUSTOMER SEGMENTS

- Free consumer posters and seekers (FACT).
- Employers / recruiters (paid jobs) (FACT).
- Service providers (paid services) (FACT).
- Vehicle / goods dealers (FACT).
- Some landlords in BOS/CHI/NYC (FACT).
- U.S.-heavy paid fee geography (FACT).

COST STRUCTURE

- Small SF headcount (~40–50 dated) (FACT/SECONDARY).
- Hosting / engineering for city sites (INFERENCE).
- Payment processing on paid posts (INFERENCE).
- No marketing spend (SECONDARY, AIM).
- No sales team (SECONDARY, AIM).
- No inventory or delivery costs (FACT).

REVENUE STREAMS

- Paid job posts \$10–75 (FACT).
- Services \$5 (US/CA) (FACT).
- Vehicle / dealer / selected housing fees (FACT).
- Gigs \$3–10 (FACT).
- No banner ads (FACT).
- ~\$302M estimated revenue FY2024 (SECONDARY, AIM).