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by [deleted]

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6 yr. ago

forward

Item listed for \$7.85, buyer offered \$7

The joy of selling smalls

This scam attempt to watch for

Good customer service goes a long way! I've sold close to 300 pairs of shoes

since starting in February and I've yet to have one return, this one came c

lose but being honest helped!

We believe fake accounts are measured correctly within the limitations to our me
asurement systems (which we disclose in our CSER guide and SEC filings). That be

ing said, although reporting fake accounts is an industry standard - and somethi

ng widely asked of us - it may be a bad way to look at things:

The number for fake accounts actioned is very skewed by simplistic attacks, whic

h don't represent real harm or even a real risk of harm. If an unsophisticat

ed, bad actor tries to mount an attack and create a hundred million fake account

s - and we remove them as soon as they are created - that's one hundred mill

ion fake accounts actioned. But no one is exposed to these accounts and, hence,

we haven't prevented any harm to our users. Because we remove these accounts

so quickly, they are never considered active and we don't count them as mon

thly active users.

Prevalence is a better way to understand what is happening on the platform becau

se it shows what percentage of active accounts are likely to be fake.

We focus our enforcement against abusive accounts to both prevent harm and avoid

mistakenly taking action on good accounts.

We recommend focusing on the enforcement report metrics related to actual conten

t violations, and

How We Enforce and Measure Fake Accounts

What we measure: The data we include in the report about fake accounts does not

include unsuccessful attempts to create fake accounts that we blocked at this st

age. This is because we literally can't know the number of attempts to creat

e an account we've blocked as, for example, we block whole IP ranges from ev

en reaching our site. While these efforts aren't included in the report, we

can estimate that every day we prevent millions of fake accounts from ever being