**LISTLY**

# USE CASES

LISTLY USE CASES 2023
WWW.LISTLY.IO

Accessible. Structured data at your fingertips.

# WEB SCRAPING

Web scraping is the process of extracting data from a website, which is an essential part of our lives including conducting market research and developing business strategies. Listly is a Chrome extension that simplifies data collection without coding. It helps you collect and export enormous volumes of data into Excel, Google Sheets, and more.
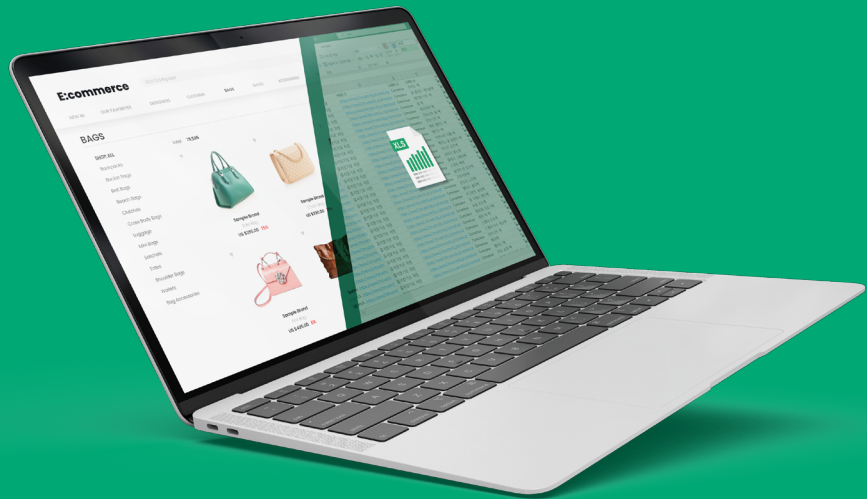
LISTLY

# WHY?

From product information to prospective lists to customer reviews to economic indicators, over 1.6 million patterns of data have been extracted in Listly. With the advancement of technology that helps convert unstructured data to a structured format, collecting public web data has become more significant.
Then, why do people collect data from a variety of web sources? That's why we put together Listly use cases!

LISTLY

# CASE 1. PR Associate / Public Relations

> *"Copying and pasting the latest news and headlines in the relevant industries I'm working with is part of my daily job, which is repetitive and time-consuming."*

**How Listly can help?**

Web scraping can be a powerful tool for press coverage and PR agencies to monitor competitors and trends in the industry, allowing them to develop successful PR strategies based on data.

With Listly's Schedule feature, you can automatically gather newly published news articles every day without manually copying and pasting them.

**Related websites**

https://news.google.com/ ···················· **Google News** | News aggregator service

https://www.cnn.com/ ···················· **CNN News** | News channel (US)

https://www.bbc.com/news ···················· **BBC News** | News channel (UK)

**Reference** Collect up-to-date articles from Google News into a spreadsheet

HEADLINES TODAY

**Ctrl+C**

HEADLINE TODAY

**Ctrl+V**

**PR Associate**

> *"I was sick of all this manual process to get more listings online.*
> *I mean, who likes mundane, repetitive tasks?"*

**How Listly can help?**

Web scraping allows real estate agents to gather valuable information about properties on the market. By automatically extracting data from popular real estate websites, web scraping can save agents time and effort while providing them with valuable insights into the market.

Real estate is one of the biggest industries using data analytics. Automatically extracting property data and effectively tracking the value of various properties are the keys to success. A lot of Listly users use web scraping to identify available properties on the market, analyze consumer needs, and optimize prices.

**Related websites**

| | | |
|---|---|---|
| https://www.zillow.com/ | ············· | **Zillow** \| Real estate platform |
| https://www.trulia.com/ | ············· | **Trulia** \| Real estate database |
| https://www.realtor.com/ | ············· | **Realtor.com** \| Real estate platform |
| https://streeteasy.com/ | ············· | **StreetEasy** \| Real estate listings website |

**Reference** Efficiently scrape real estate property data



**REAL ESTATE LISTINGS**

| A town | BLDG #1 | $ 1,100,000 |
|---|---|---|
| A town | BLDG #2 | $ 950,000 |
| B town | BLDG #3 | $ 750,000 |

**Real Estate Assistant**

*" There is no suitable platform to monitor the current values of different digital cryptocurrencies. "*

**How Listly can help?**

Predicting market price trends has become more popular than ever before, which can be easily done with big data. Some people are even trying to learn how to code Python to collect financial data. Here comes the need for web scraping that allows you to calculate the price of underlying assets based on market capitalization, Price Earnings Ratio (PER), Return on Equity (ROE), and so on.

**Related websites**

https://www.coinmarketcap.com ················ **CoinMarketCap** | Price tracking website

https://finance.yahoo.com/crypto ··············· **Yahoo Finance** | Market data platform

https://www.crypto.com/price ················ **Crypto.com** | Cryptocurrency exchange company

**Reference** Make more data-driven financial solutions using web scraping



# Crypto and Stock Trader

# CASE 4. **Buyer** / Fashion

*"Knowing the market conditions inside out is important to negotiate deals with suppliers. For that moment of negotiation, I spend most of my time doing market research."*

**How Listly can help?**

Buyers and marketers in fashion are becoming more conscious about when they need to buy and promote items based on various factors, including best-selling items of competitors and customer reviews.

With web scraping, you can extract data from hundreds of e-commerce websites and track high demand products of your competitors or seasonal products. Listly will help you uncover market opportunities and get online insights based on web data.

**Related websites**

https://www.amazon.com ·················· **Amazon** | e-Commerce platform

https://us.shein.com/ ·················· **Shein** | Online fast fashion retailer

https://www.shopbop.com ·················· **Shopbop** | Online fashion apparel shop

**Reference** Gather e-commerce data including product information

# CASE 5. Entrepreneur / Food

> *"I'm just starting out my business, and I want to save more time getting my partner leads."*

**How Listly can help?**

Don't be left in the past as we help businesses speed up repetitive work, just like finding leads online. With Listly, you can gather more partner leads and make contact with people who are potentially interested in your business effortlessly.

**Related websites**

https://www.yelp.com/ ·················· **Yelp** | Local business review site

https://www.foursquare.com ·················· **Foursquare** | Location technology platform

https://www.ces.tech ·················· **CES** | Trade show - exhibitor directory

**Reference** Generate more high quality leads for your business



Vegan restaurant

Food Entrepreneur

# CASE 6.  Marketer / Tourism

*"I want to know when our promotional campaigns will pay off by monitoring flight prices and how to make that process more streamlined."*

**How Listly can help?**

Low pricing is a crucial factor for marketing and advertising strategies, especially for those working in hospitality. For instance, travel agencies use web scraping to monitor flight prices and decide when to issue promo codes to boost customer acquisition.

**Related websites**

https://www.expedia.com ················· **Expedia** | Travel fare aggregator

https://www.kayak.com ················· **Kayak** | Travel search engine

https://www.booking.com ················· **Bookings.com** | Online travel agency

**Reference**   Why do travel agencies collect flight prices?

✈ Flight Schedule

| | | |
|---|---|---|
| 8:25am - 4:40pm | 5h 15m(Nonestop) | $267 |
| 9:15am - 5:09pm | 4h 54m(Nonestop) | $281 |
| 1:10pm - 9:09pm | 5h 2m(Nonestop) | $280 |
| 11:55pm - 7:59am | 5h 4m(Nonestop) | $284 |
| 3:00pm - 11:09am | 5h 9m(Nonestop) | $295 |

**Tourism Marketer**

*"Music streaming services provide listener stats, but what I wanted was unprocessed raw data to find insights and understand what's going on behind the scenes of this industry."*

**How Listly can help?**

Effective data collection is getting more important in the entertainment industry, and web scraping can play a big part. Listly users maximize web scraping to collect album charts, new releases, and the latest stats on people listening to music or total views of music videos.

**Related websites**

https://www.spotify.com ·················· **Spotify** | Music streaming platform

https://www.billboard.com ·················· **Billboard** | Music industry record chart

https://www.imdb.com ·················· **IMDb** | Online film database

**Reference** Why music labels collect live streaming data

**Media Analyst**

# CASE 8.  HR Recruiter / Tech

> *"My role is continuously looking for a talent pool so I've always found different ways to go about recruiting top talents."*

**How Listly can help?**

Web scraping is a method wherein information is automatically gathered from websites with just a few clicks. For recruiters and headhunters, it can be the most powerful tool for collecting a database of candidates from sources such as recruitment platforms and competitors' job postings which help them create better job descriptions. Listly can help HR recruiters easily identify potential candidates and collect information, including contact information and portfolios.

**Related websites**

| | |
|---|---|
| https://cofolios.com/ | **Cofolios** \| Design portfolio platform |
| https://www.upwork.com/ | **Upwork** \| Freelancing platform |
| https://www.fiverr.com/ | **Fiverr** \| Online marketplace for freelance services |
| https://www.behance.net/ | **Behance** \| Creative work sharing platform |

**Reference**    Build your freelance client list in a smarter way


HR Recruiter

*"Knowing everything there is important,
and I wanted some raw data that I could process by myself."*

**How Listly can help?**

Live sports data, including final game scores and statistics about individual players' performances, can be easily found on any sports website. Such data are important for sports statisticians as they often keep a record of stats to assess player performance and individual metrics, predict match outcomes, or even use collected data to facilitate disagreements about referee calls.

**Related websites**

https://www.nba.com ·················· **NBA** | Professional basketball league

https://www.espn.com ·················· **ESPN** | Cable sports channel

https://www.fifa.com ·················· **FIFA** | International federation of association football

**Reference**    Web scraping NBA stats without coding

SAMPLE TEAM

Sports Statistician

# CASE 10. Researcher / R&D
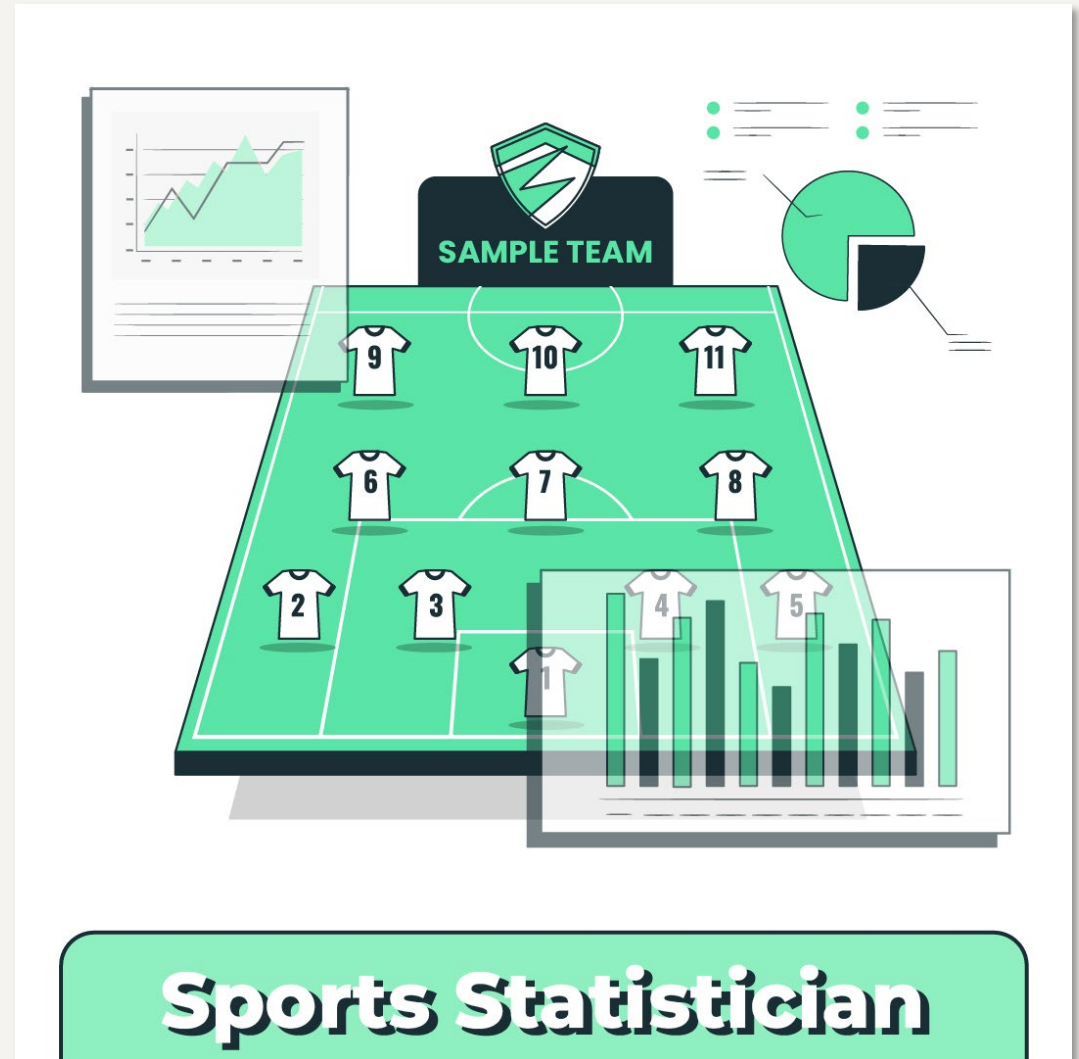
> "I'm building a new recommender system based on customer profiles and reviews. (…) Just so you know, building a crawler takes time."

**How Listly can help?**

Web scraping can be useful for anybody interested in gathering research datasets, whether they are an experienced practitioner or are just starting out.

With just a few clicks, you can efficiently collect a large amount of text online or transform customer reviews into some insights for your sentiment analysis research project.

**Related websites**

https://www.goodreads.com ·········· **Goodreads** | Online cataloging website

https://www.rottentomatoes.com ·········· **Rotten Tomatoes** | Review aggregation website

https://www.kaggle.com ·········· **Kaggle** | Data science platform

**Reference** Save time and get clean data automatically


Researcher

> *"I wanted to scrape some salary data before negotiating a job offer."*

**How Listly can help?**

The application of web scraping is endless. You can even collect free salary information from comprehensive online resources.

From any compensation data sources that provide a detailed breakdown by company size, job title, and location, you can export data and easily sort them in various spreadsheet applications.
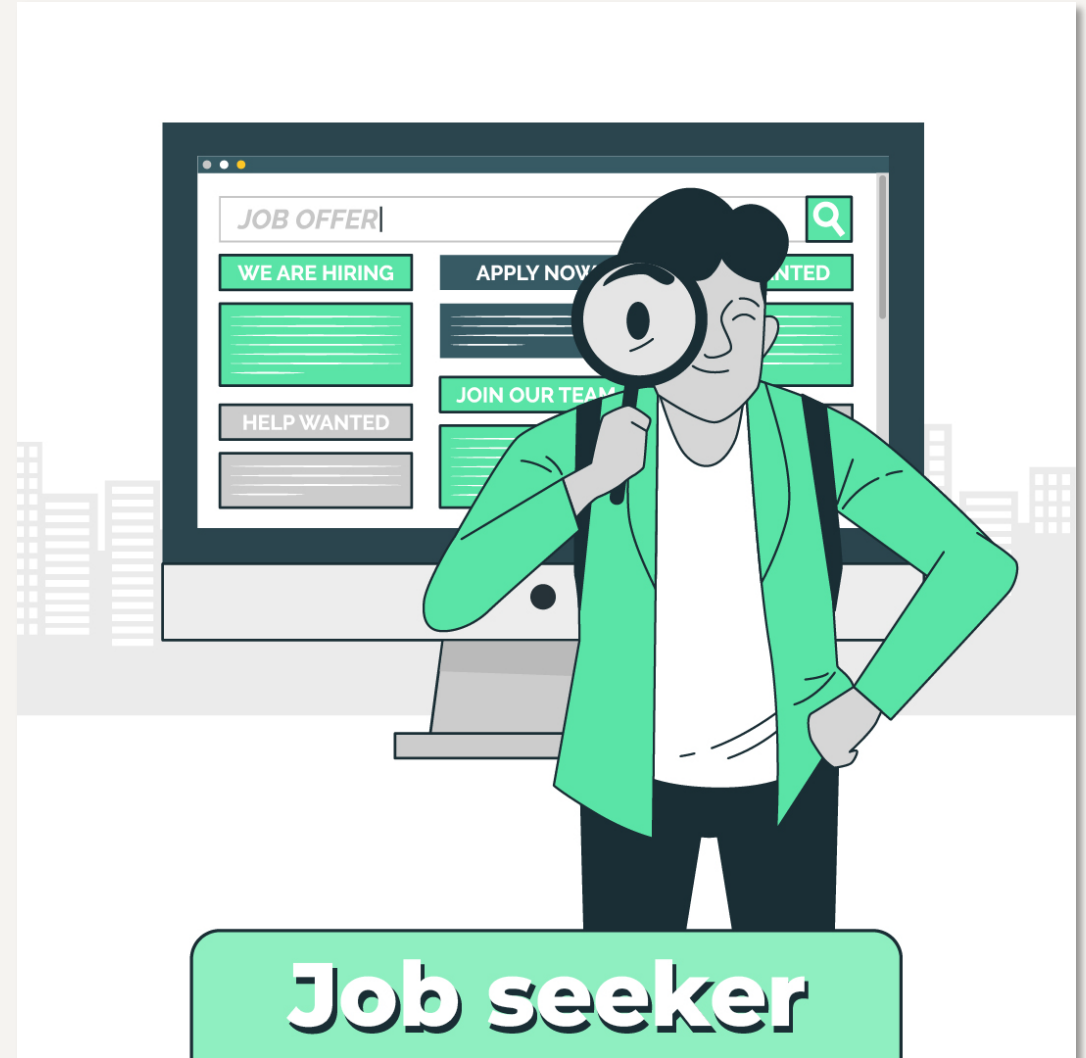
**Related websites**

https://www.linkedin.com/ ·············· **LinkedIn** | Employment-focused professional network

https://www.glassdoor.com/ ·············· **Glassdoor** | Job search platform

https://www.levels.fyi/ ·············· **Levels.fyi** | Compensation package search platform

**Reference**  Gather compensation data by industry and job title


Job seeker

*"Reaching out to sales leads is always stressful. Listly helped me streamline creating a list of potential leads."*

**How Listly can help?**

Consistent, high-quality sales leads are essential factors that can affect your business growth. From new car dealership leads to used car sales leads to finance leads, let web scraping help you gather a list of potential leads with just a few clicks.

With Listly's no-code web scraping, you can create custom leads by gathering contact information from your target market, such as names, job titles, and email addresses, and get your sales organized.
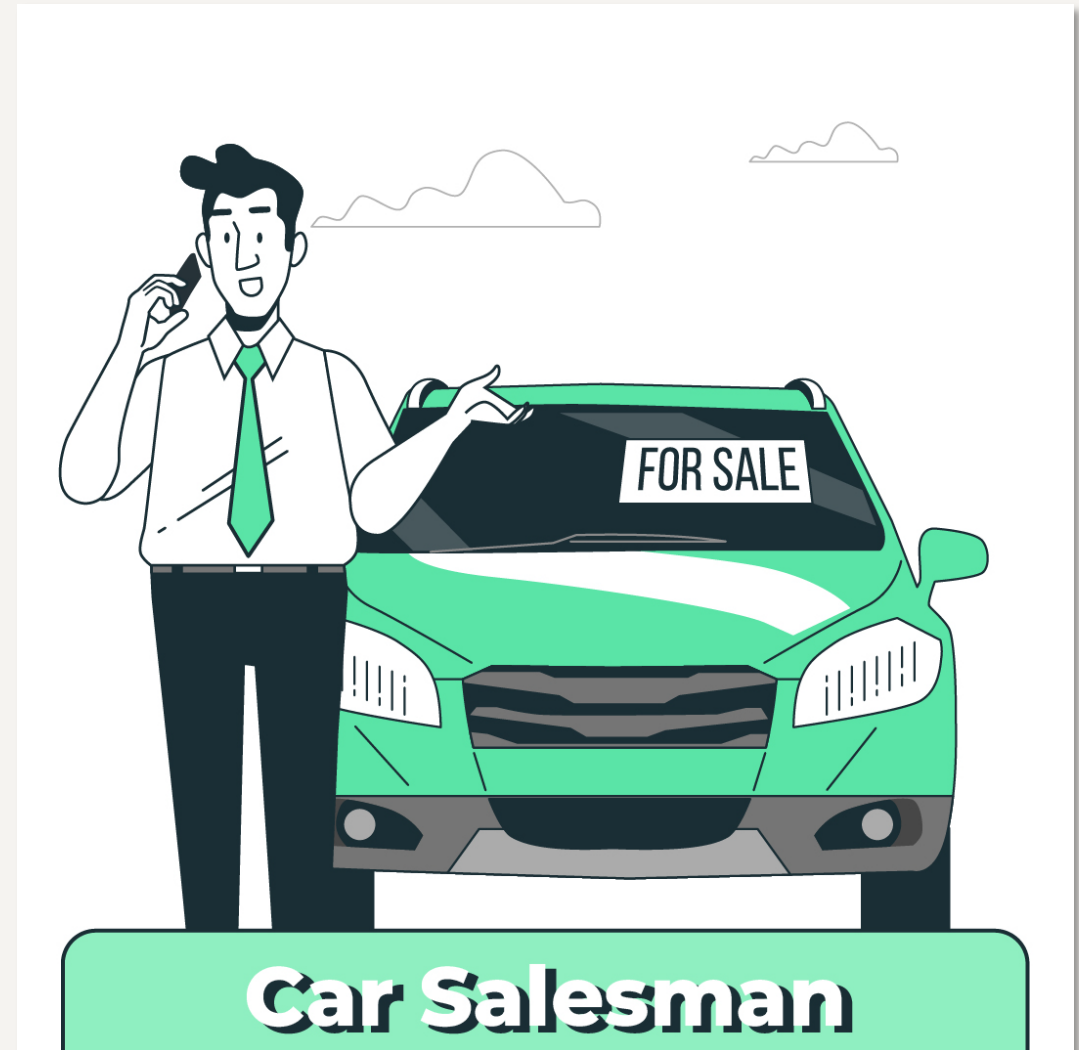
**Related websites**

https://www.cargurus.com/ ·············· **CarGurus** | Online car-shopping platform

https://www.truecar.com/ ·············· **TrueCar** | Automotive information website

https://www.carmax.com/ ·············· **CarMax** | Used vehicle retailer

**Reference** Easy tips to keep up-to-date during a job search



Car Salesman

# LISTLY

[Free] Download Listly Extension

Learn more about use cases

Go to Listly