

Building a trustworthy brand through secure messaging for Dangler



Users chat before they purchase



Secure messaging increases trust



Easy marketplace conversations increase sales



Out-of-the-box solution for scaled growth



Customizable UX & UI features to build brand trust

Meet Dangler

Dangler is the first online social marketplace created by anglers for anglers.* Brothers Kane, Harry, and Daniel Hughes started Dangler in 2018 as a platform for everyday anglers to buy and sell fishing equipment and accessories — and interact with others in the community.

Anglers range from hobbyists to competitive fishermen. They devote a substantial amount of time, energy, and money to learning the trade and purchasing the right equipment.

The Hughes brothers started Dangler after trying to sell some of their old fishing gear online. They had to use several different forums and marketplaces, resulting in a fragmented and frustrating selling experience.

Dangler was born out of those frustrations. The brothers' hope was to bridge this gap and create the first social marketplace catered specifically to anglers.

Angling purchases are often complicated, requiring frequent communication between

*An angler is a fisherman who takes fishing a bit more seriously than the average Joe.



The need for chat functionality

When the Hughes brothers started Dangler, it was their first experience launching a startup. They performed extensive market research and developed a thorough business plan before seeking funding. After raising capital, they planned to officially launch their social marketplace in July 2020.

Before they launched, though, they needed a messaging solution.

Fishing is a hobby that people take great pride in. As a result, anglers want the best equipment to help them fish. These tools can be expensive, and fishermen rightly want to make sure they're buying the right stuff.

"Anglers want to ensure that they are buying the item they want and that it matches their expectations, so we knew that buyers needed messaging functionality to quickly ask questions about a product before making a purchase to ensure an effective user experience" says Harry Hughes.

Beyond that, anglers don't generally browse products. They usually know exactly what

the buyers and sellers about equipment modifications and legitimacy. To enable these complex sales, increase users' trust, and prevent the hassles the founders had personally experienced with other options, Dangler launched their new social marketplace with real-time messaging built in natively to the platform for users to connect with each other about purchases and build relationships with other anglers.

Today, Dangler messaging builds trust with customers by enabling users to chat with each other in real time, ask questions about products, share pictures and videos, and get important buying questions answered in a secure and private chat.



We always knew messaging was integral for our platform... but we didn't realize how important it was until we saw the results.

Harry Hughes, COO of Dangler

they're looking for. This should make shopping easier. Unfortunately, this isn't always the case in a secondhand market.

Anglers tend to modify their gear or need very specific requirements, which makes a conversation before the sale really important. Buyers and sellers need the option to communicate about the product and ensure that all equipment is legitimate before closing the deal. Building trust is a big component of the sales process.

As a result, secure, reliable messaging and real-time chat wasn't optional for Dangler. It was a necessity.

From the beginning, Dangler knew their platform needed to have an in-app, sophisticated messaging solution like Facebook messenger. While many other competitors on the market had opted for forums, Dangler wanted to provide its users with easy to use and secure messaging.

They also needed the chat to be branded and seamlessly integrated with their platform. It needed to be fully functional the moment Dangler launched. They knew from the start that the entire business really hinged on users' ability to effortlessly communicate and buy and sell. Safe, secure messaging was a key part of the equation.

Originally, they planned to build the messaging app in-house, but the founders quickly realized that using a chat API would be much more efficient.

After assessing their needs and sifting through several companies, Dangler decided Sendbird was the chat API for them.

A human-to-human solution to cultivate a thriving marketplace

Dangler partnered with Sendbird to bring sophisticated chat capabilities to their platform in a matter of months. The company needed an easy-to-use messaging API that was secure, customizable, and modern and would enable them to disrupt and change an entire industry.

Security and moderation were of central importance

Dangler wanted to create a marketplace that offered secure transactions and moderated communications — a platform their users could trust. They wanted to be able to provide a safe forum for their users to connect; they wanted to be able to flag abuse, and filter out inappropriate images and words. As well, they wanted to ensure user transactions through their platform remained secure. A huge part of running a thriving marketplace relies on maintaining a safe space for shoppers and a brand reputation built around trust. For this reason, strong messaging security and advanced moderation features were among the top reasons Dangler chose Sendbird.

Additionally, Dangler needed a messaging solution that could scale and adapt as they grew. They wanted a partner who would be

invested in their partnership over the long term and that offered all the add-on features they needed out-of-the-box.

While they're a UK-based company launching with individual users at the center, they plan to go global and eventually also expand their work with retailers and manufacturers. With this future vision in mind, they needed a messaging platform capable of handling that growth, and one that had a modern, mobile-first approach.

Dangler is also uncompromising about providing a stellar user experience, and they needed their messaging solution to have basic chat fundamentals, like read receipts.

The messaging experience was critical for users

The founders also wanted their users to be able to send images and videos and have real-time conversations about fishing tackle.

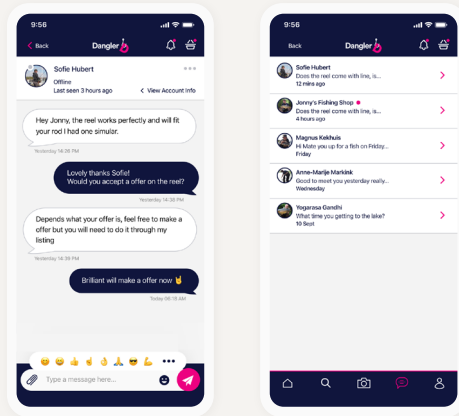
Key features of Dangler messenger include:

One-to-one messaging

- Allow buyers and sellers to communicate about products seamlessly, in a private and secure chat

Customizable UI & UX features

- Ensure brand consistency with customizable user interface and user experience features
- Support for multiple client platforms



Dangler chat

Chat fundamentals were necessary, including:

- Read receipts
- Delivery receipts
- Online notifications
- Image and video sharing

Critical moderation features include

- Profanity filters (images and words)
- Abuse flagging

During implementation, Sendbird collaborated with Dangler to ensure the messaging experience would make buying, selling, and interacting a stress-free and safe experience for anglers.

Unlike the unorganized fisherman forums of the past, Dangler wanted to provide a place for anglers to buy, sell, and socialize in a safe and organized environment.

Fostering human connection via powerful messaging is key to growth

Integrating chat was always part of the plan. Still, Dangler was surprised to see how

important it really was to their users. After launch, they learned that when the average user opens a new account, the very first thing they do is launch a chat session — not purchase.

As they had expected, users needed that chat function. In fact, Dangler has discovered that people aren't buying until after they've already had a conversation. As the company continues to roll out and expand, Dangler is expecting user messaging to be a key component of its growth.

The Hughes brothers' goal is to become more than a marketplace: they strive to become a community centered around an incredibly specific and overlooked demographic. As Dangler moves to launch their mobile app and scale, chat will continue to be a crucial and fundamental layer to their business.

"Without chat," says CFO Kane Hughes, "Dangler couldn't exist. It's a fundamental part of our business model, and we're excited to see how Sendbird's chat API helps us scale as we grow."

Cultivating growth through secure and seamless connections

Sendbird focuses on helping companies provide secure and pain-free chat to their users. With fundamental chat features, seamless integration, and an emphasis on security, Sendbird helps companies grow through secure and seamless connections. Learn how you can use messaging to scale your social marketplace with our customizable and scalable chat solutions — at www.sendbird.com