

Customer activity on platforms – An analysis of the breadth and depth of the assortment

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Abstract

The success of platform providers and of individual service providers on these platforms depends on the activity of their users. In this paper, we examine how the use of the platform assortment (i.e., the breadth and depth) relates to the customer activity metrics frequency of use and sales. The conceptual model is tested using transactional data from a large European micro-mobility platform provider. The results show that both breadth and depth of the assortment use are positively related to the overall frequency and sales of platform customers, while their negative interaction suggests the existence of an optimum. Based on the results, we provide managerial implications for service platforms.

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