



Bark is a revolutionary online platform connecting buyers with sellers for local services. It offers a fast and free way to hire professionals in over 1,500 categories, revolutionizing the way services are bought online.

## Increased revenue

and streamlined operations

## Enhanced accuracy

through reliable coordinates

## Improved user experience

by reducing friction in the sign-up process

All the postal code data you need, updated weekly.

Try our data

# How Bark increased revenue and improved its user sign-up process with accurate coordinates



“The tailored and cost-effective solutions provided by GeoPostcodes have improved the accuracy of our location data and reduced friction in the sign-up process, providing enhanced user experience for buyers and sellers. A highlight of the collaboration was the GeoPostcodes team’s ability to provide customized data solutions that fit Bark’s specific needs.”

**KATE KILBY**

Product Manager, Bark

### Challenge

Bark identified a significant issue with outdated postal code information in their system. This was causing friction in the sign-up processes for both buyers and sellers, leading to failed sign-ups and transactions. The potential impact on their revenue prompted Bark to seek a more reliable solution.

### Solution

GeoPostcodes’ postal database with coordinates provided accurate and timely reference data. The GeoPostcodes team’s ability to provide customized data solutions that fit Bark’s specific needs was considered a highlight of the collaboration.

### Results

Bark can now reduce failed sign-ups and transactions, thus enhancing user experience, increasing revenue, and streamlining operations across multiple markets.

