Department for International Trade

INFINITYBLUE
driving marketplace performance

YOU CAN EXPORT:

Set-up And Sell Successfully On Global Marketplaces

PRESENTED BY: Frank van den Berg

Department for International Trade

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CONTENTS

- **Introduction to marketplaces**
- Introduction to setting up and managing your marketplace activities
- Suggestion for next steps

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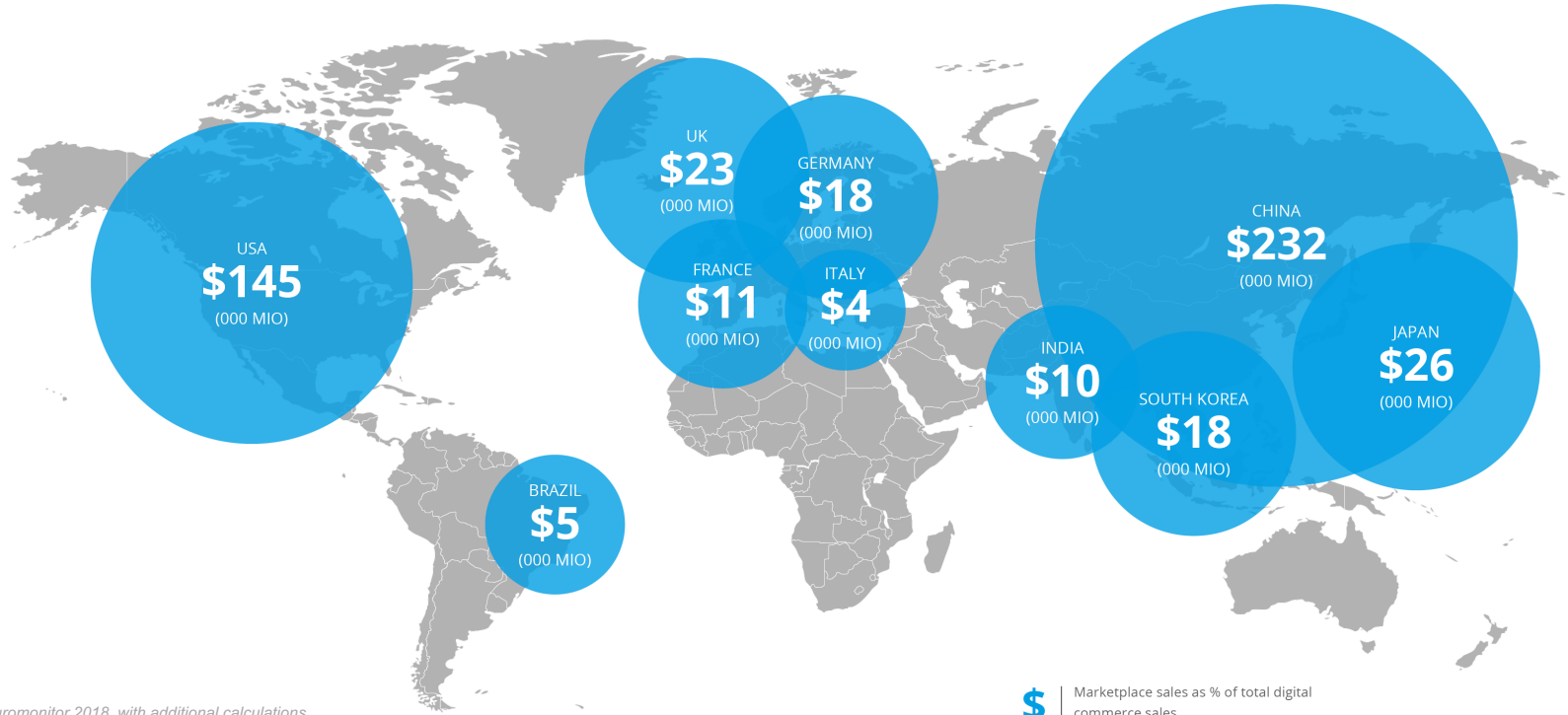
Marketplace sales – 10 largest countries in value ($ '000 mio, 2017)



Source: Euromonitor 2018, with additional calculations

$ | Marketplace sales as % of total digital commerce sales

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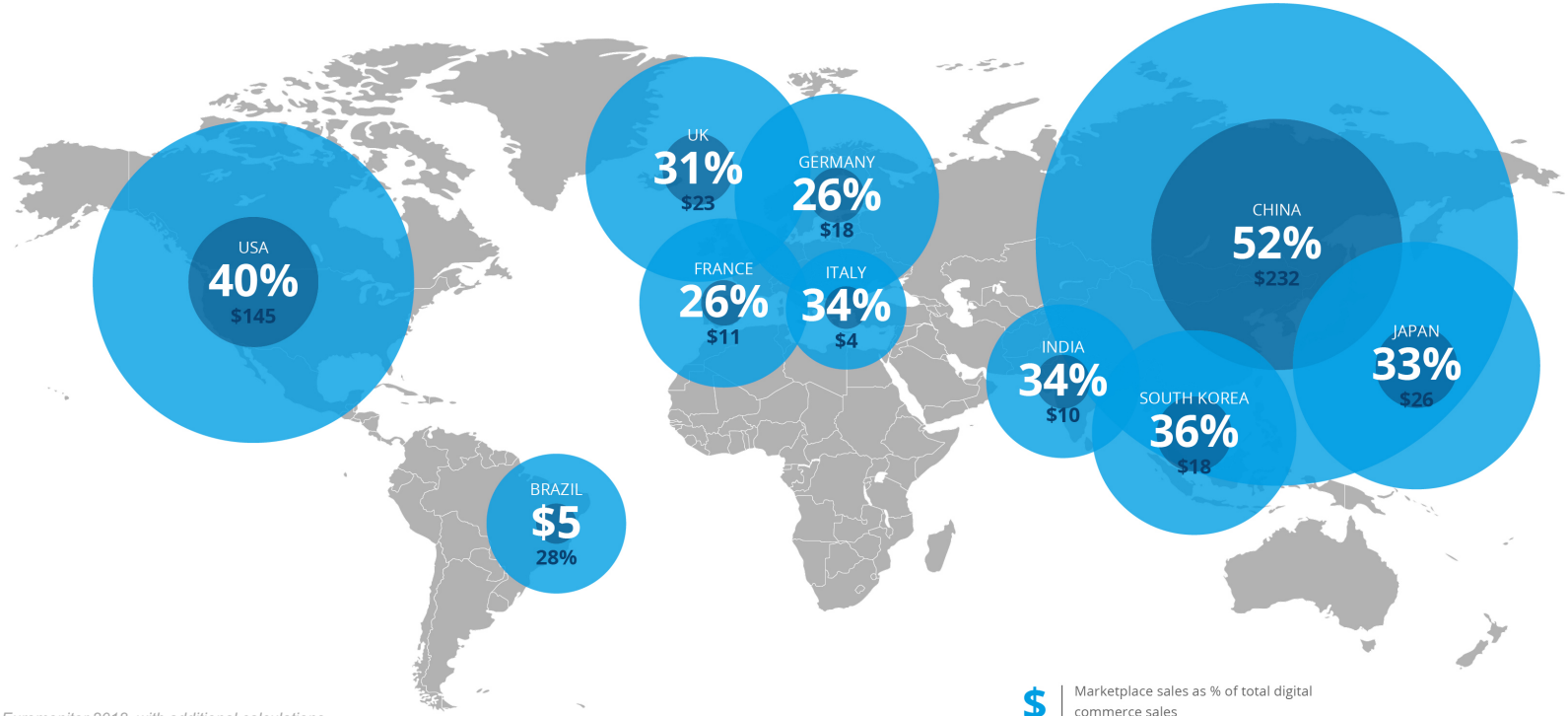
Marketplaces sales – as share of total online sales (% 2017)



Source: Euromonitor 2018, with additional calculations

$ Marketplace sales as % of total digital commerce sales

% Marketplace sales 2017 USA

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Main marketplaces worldwide ($ '000 mio, 2017)

Source: Euromonitor 2018, with additional calculations

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Marketplaces definition

An online marketplace is a type of e-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the marketplace operator

The marketplace usually charges a fixed fee and a percentage fee

Many marketplaces offer additional services

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How marketplaces differ

- Geographic reach — global, regional, national
- Product coverage — many, few or just one segment
- Audience — high % females, young, high net worth, price buyers etc.
- Sellers — third party only, or third party + marketplace own; B2C/C2C
- Channels — online, offline, both
- Acceptance — simple registration, by invitation
- Price setting — by seller, through auction

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A selection of specialised and local marketplaces

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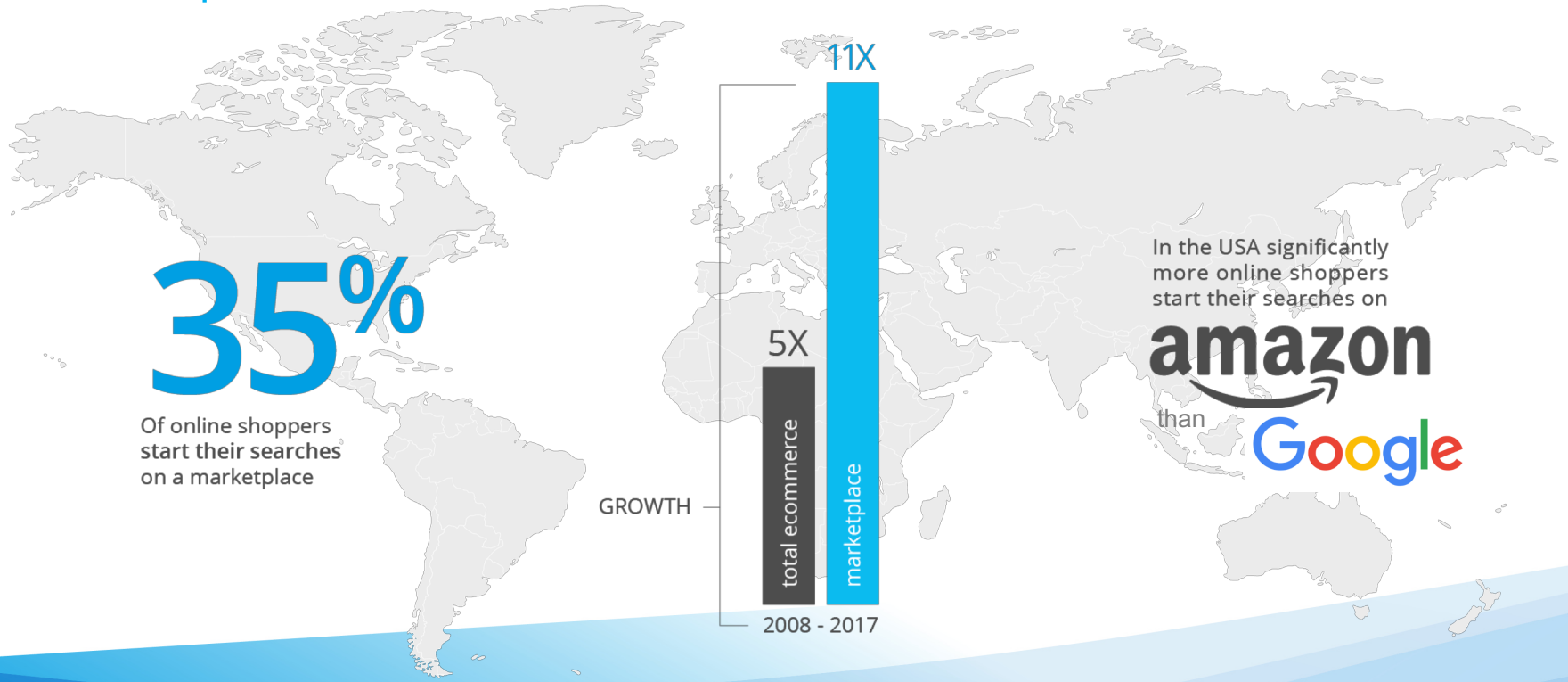
Some impressive stats



35%

Of online shoppers **start their searches** on a marketplace

11X

5X

GROWTH

total ecommerce

marketplace

2008 - 2017

In the USA significantly more online shoppers start their searches on amazon than Google

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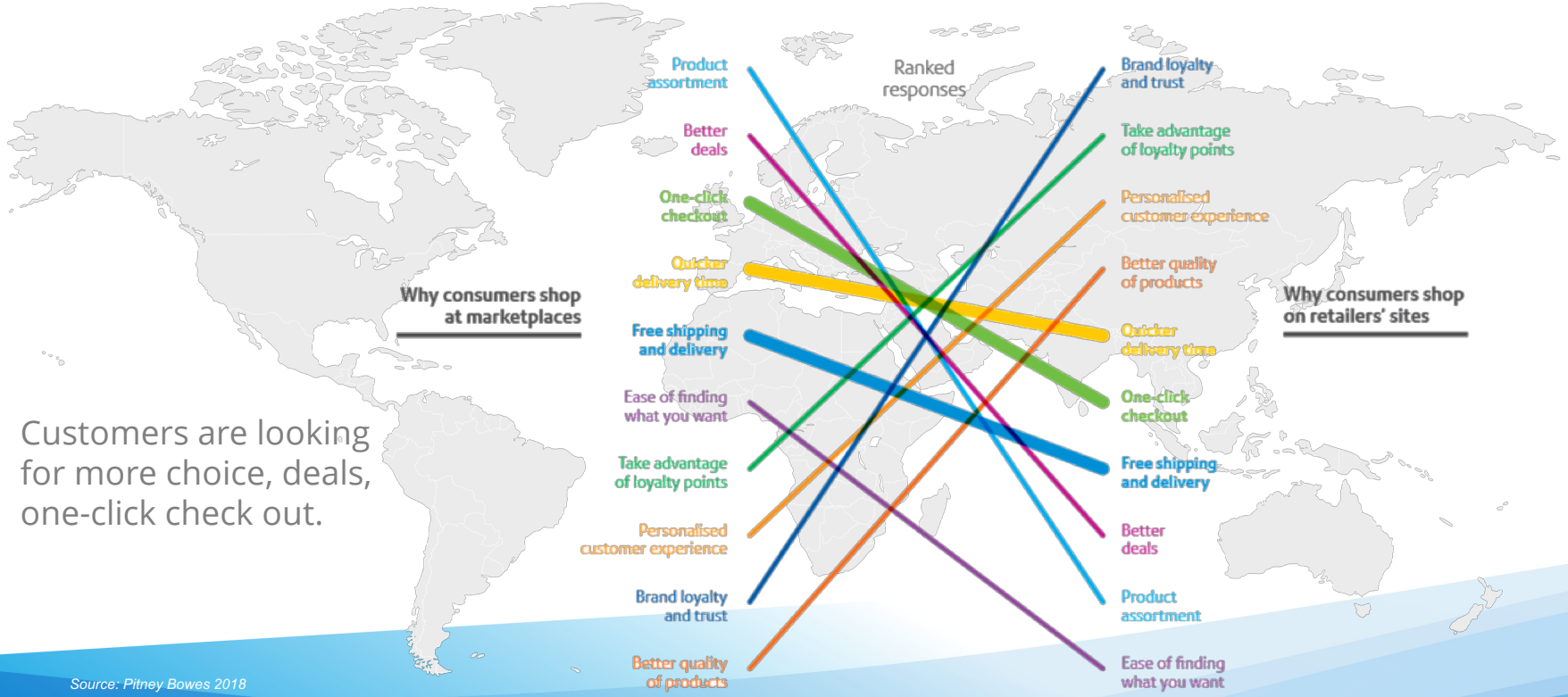
So why are customers shopping on marketplaces?



Customers are looking for more choice, deals, one-click check out.

Source: Pitney Bowes 2018

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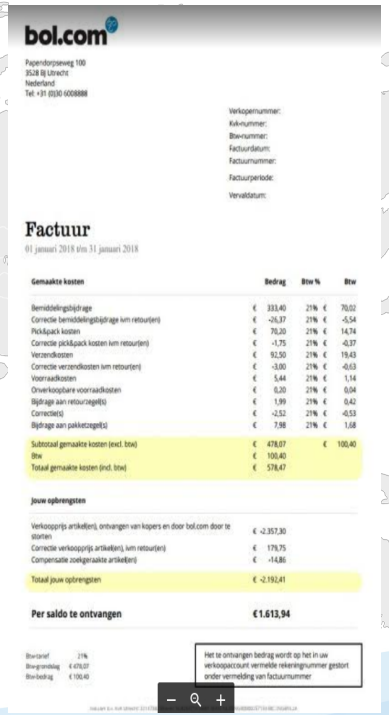
Should you consider marketplaces?
- the con’s

- Marketplaces charge commission (0 – 20%) and fees
- Marketplaces have their own rules
- Marketplaces can be very hard to communicate with



bol.com

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Btw-nummer:
Factuurdatum:
Factuurnummer:
Factuurperiode:
Vervaldatum:

Factuur

01 januari 2018 t/m 31 januari 2018

Gemaakte kosten	Bedrag	Btw %	Btw
Bemiddelingsbijdrage	€ 333,40	21%	€ 70,02
Correctie bemiddelingsbijdrage ivm retour(en)	€ -26,37	21%	€ -5,54
Pick&pack kosten	€ 70,20	21%	€ 14,74
Correctie pick&pack kosten ivm retour(en)	€ -1,75	21%	€ -0,37
Verzendkosten	€ 92,50	21%	€ 19,43
Correctie verzendkosten ivm retour(en)	€ -3,00	21%	€ -0,63
Voorraadkosten	€ 5,44	21%	€ 1,14
Onverkoopbare voorraadkosten	€ 0,20	21%	€ 0,04
Bijdrage aan retourzegel(s)	€ 1,99	21%	€ 0,42
Correctie(s)	€ -2,52	21%	€ -0,53
Bijdrage aan pakketzegel(s)	€ 7,98	21%	€ 1,68
Subtotaal gemaakte kosten (excl. btw)	€ 478,07		€ 100,40
Btw	€ 100,40		
Totaal gemaakte kosten (incl. btw)	€ 578,47		

Jouw opbrengsten	
Verkoopprijs artikel(en), ontvangen van kopers en door bol.com door te storten	€ -2.357,30
Correctie verkoopprijs artikel(en), ivm retour(en)	€ 179,75
Compensatie zoekgeraakte artikel(en)	€ -14,86
Totaal jouw opbrengsten	€ -2.192,41

Per saldo te ontvangen **€1.613,94**

Het te ontvangen bedrag wordt op het in uw verkoopaccount vermelde rekeningnummer gestort onder vermelding van factuurnummer

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Should you consider marketplaces?
- the pro's

- Additional route to market
- Ease of internationalisation
- Brand protection

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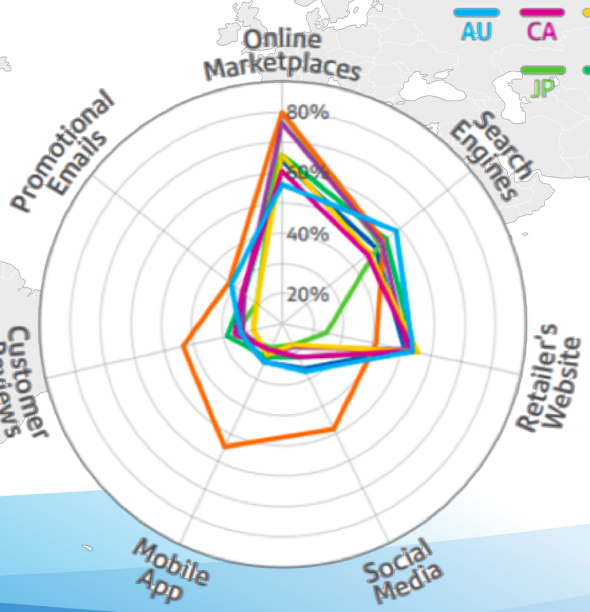
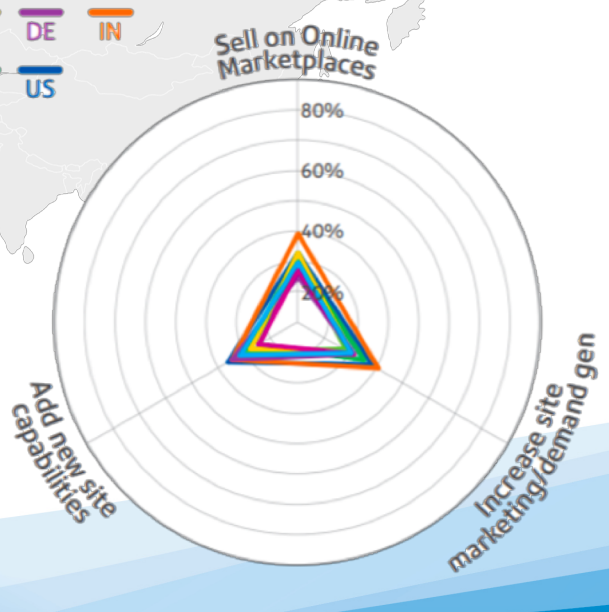
Should you consider marketplaces?
- let me share a secret!

How customers like to shop

How retailers plan to grow





Your competitors under-estimate how important marketplaces are for customers!

Source: Pitney Bowes 2018

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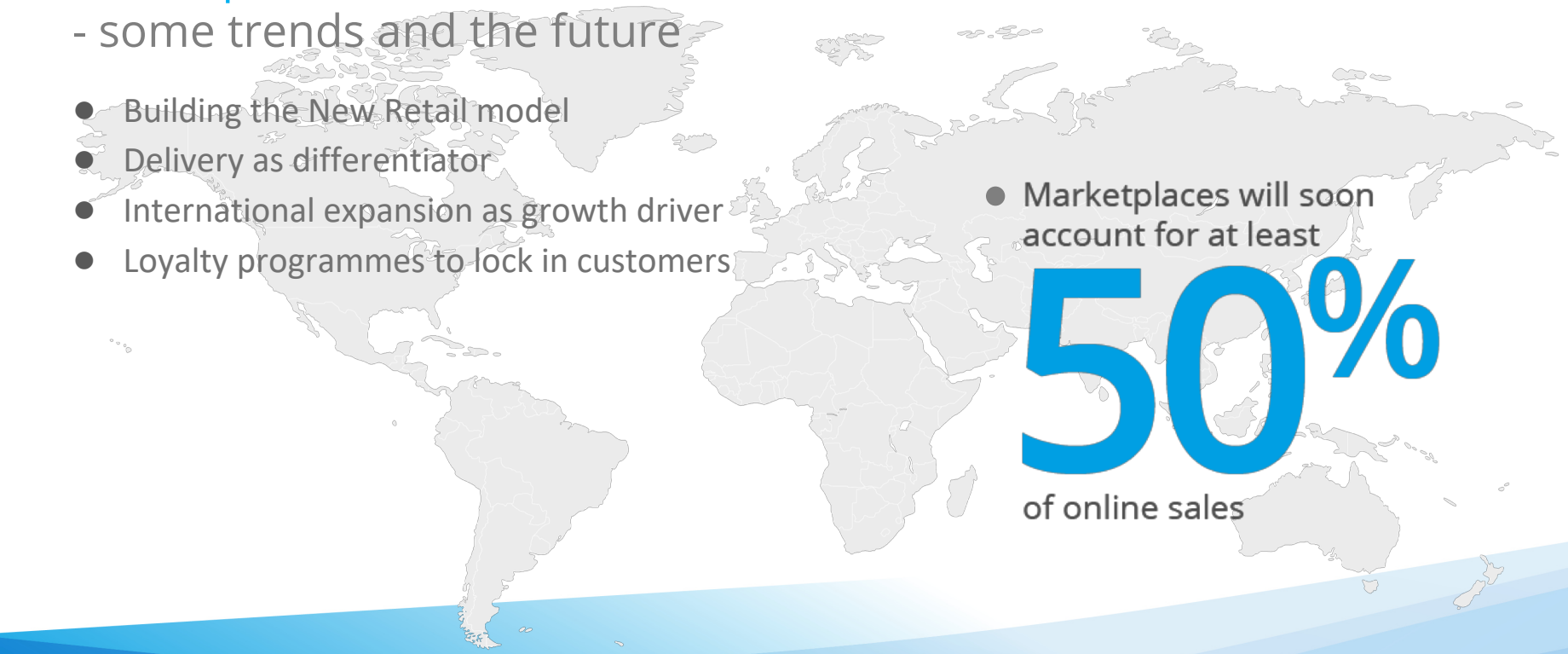
Marketplace
- some trends and the future

- Building the New Retail model
- Delivery as differentiator
- International expansion as growth driver
- Loyalty programmes to lock in customers



- Marketplaces will soon account for at least

50%

of online sales

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Selecting marketplaces
- choose your region wisely

- Europe: one legislative framework, ‘one country’
- USA: sales tax, logistics, product approvals
- China: totally different culture and legislation, logistics, approvals (however Cross Border Ecommerce Channel (CBEC)

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Typical management cycle

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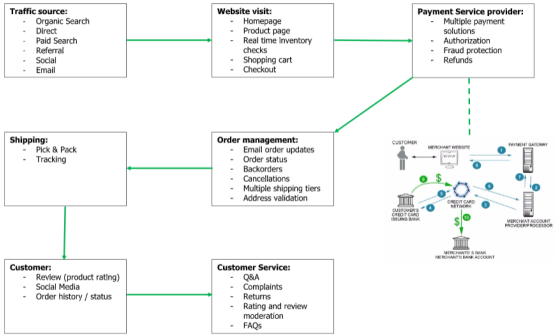
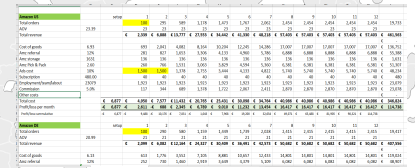
Assessment & Planning

- Which marketplace(s), which countries
- Products and prices
- Flow diagrams – customer contacts, products, money, data
- Infrastructure (IT, fulfilment, customer service)
- Brand, promotional tactics and investments
- Impact on other channels & how manage
- VAT requirements
- Business case





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Listings
- a ‘not so good’ and a ‘great’ example

Sunfighters Sonnenschutz Garten Balkon und Terrasse Wavesail Wasserdicht HDPE Atmungsaktiv Schattenspender 2,90x5 Taupe

von Sunfighters

Geben Sie die erste Bewertung für diesen Artikel ab

Preis: EUR 395,00 **Kostenlose Lieferung.** Details
Alle Preisangaben inkl. deutscher USt. Weitere Informationen.

Nur noch 1 auf Lager

Lieferung Samstag, 14. Juli: Bestellen Sie innerhalb 20 Stunden und 20 Minuten per **Premiumversand Langstrecke** an der Kasse. Siehe Details.

Verkauf durch Schaduwdoekplaza und Versand durch Amazon. Für weitere Informationen, Impressum, AGB und Widerrufsrecht klicken Sie bitte auf den Verkäufernamen. Geschenkverpackung verfügbar.

1 neu ab EUR 395,00

Größe: **2,9 x 5 m**

Farbe: **Taupe**

EUR 395,00 | EUR 395,00 | EUR 395,00

- schimmelhemmendes Ziehharmonikasegel
- Einfach zu reinigen
- Kann die ganze Saison draußen bleiben
- schützt zu 90 bis 95 % vor UV-Strahlung
- 8 Jahre Garantie

Falsche Produktinformationen melden

SONGMICS
UPF50+, spendet Schatten an heißen Sommertagen
› Jetzt einkaufen

SONGMICS Sonnenschirm achteckig knickbarer Gartenschirm mit Kurbel Ø 3 ...
2
EUR 49,99

Werbe-Feedback

Best practise differ per platform but basic google principles of SEO are a good starting point

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Listings
- quality makes all the difference

Sport & Freizeit › Camping & Outdoor › Wetter- & Sichtschutz › Sonnensegel

Für größere Ansicht Maus über das Bild ziehen

CelinaSun Sonnensegel, Sonnenschutz Garten Balkon und Terrasse wetterbeständig HDPE atmungsaktiv Schattenspender Dreieck rechtwinklig

von CelinaSun

51 Kundenrezensionen

Preis: EUR 23,98 - EUR 55,98

Alle Preisangaben inkl. deutscher USt. Weitere Informationen.

Größe:

Auswählen

Farbe: **Grün**

- CelinaSun HDPE Sonnensegel / Sonnenschutz wasserdurchlässig. Das robuste Segel lässt sich einfach und schnell montieren. Zur Befestigung si Edelstahlösen angebracht, diese wurden extra 5-fach quer vernäht um eine erstklassige Stabilität zu erzielen. Durch die konkave Form wird die außen übertragen. Zusätzliche Haltbarkeit erhält das Segeltuch durch das belastbare, rundum durchgängig eingenähte Gurtband
- ausgezeichneter Schattenspender und natürlicher Schutz vor Sonnen- und UV-Strahlen. Durch das hochwertige, wasserdurchlässige und atmun kann ein lästiger Hitzestau unter dem Segel vermieden werden. Zudem ist das Sonnensegel reißfest. Um Schäden zu vermeiden sollte das Sonn allerdings bei schlechten Witterungsbedingungen abgehängt werden
- so gut wie überall flexibel einsetzbar, z.B. als Sunblocker oder Schattenspender über Ihrer Terrasse oder dem Spielbereich der Kinder. Ideal auch rund ums Haus oder als Sichtschutz im Garten, am Balkon, beim Camping oder am Pool. Das Segeltuch besteht aus reißfestem High Density Po Gewebe (HDPE), sorgt für ca. 85% Abschattung, hat ein Materialgewicht von ca. 185-190g/qm und ist platzsparend verstaubar
- das Segel Set besteht aus: 1x Sonnensegel wind- und wasserdurchlässig (HDPE), Farbe: wählbar, dreieckig (90° Winkel), 1x Aufbewahrungstasch Befestigungsseile (je ca. 1,5m). Das Gewebe hilft UV-Strahlung zu blockieren und sorgt für einen schützenden Schatten im Außenbereich
- Marken-Sonnensegel von CelinaSun, robust und stabil gefertigt, seit 1995 Kompetenz & Erfahrung im Bereich Heimtextilien und Wetter- & Sich Sonnensegel. Sonnenschutzsegel bieten einen natürlichen, textilen Sonnenschutz vor UV Strahlung. Genießen Sie die heißen Sommertage unte schützenden Sonnensegel von CelinaSun, mit über 400 Sonnensegeln im Angebot

Für größere Ansicht Maus über das Bild ziehen

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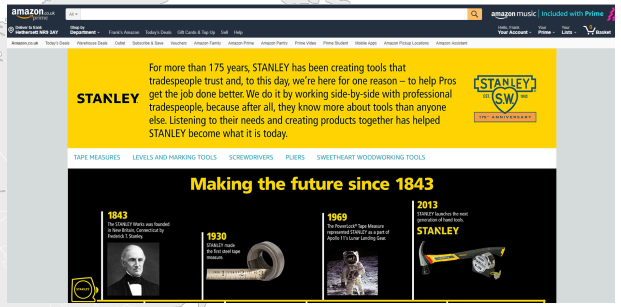
Branding

- Possibilities for branding differ per marketplace
- Check for e.g.
  - Store front
  - Brand page
  - Video
  - Enhanced brand content
- Brand protection



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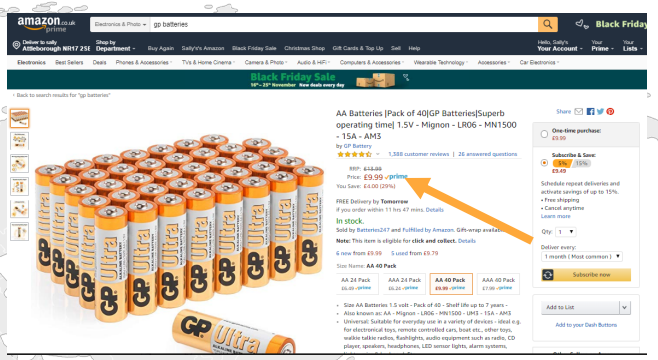
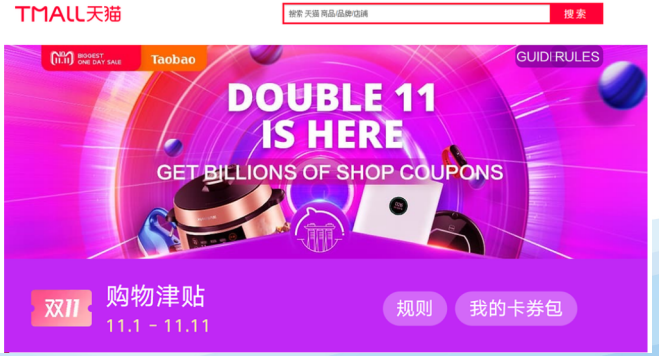
Promotions

- Check for options to develop own promotions
  - ‘from… for’ pricing
  - lightning deals
  - vouchers/coupons (on and of platform)
  - PPC/Sponsored adds (product/headline)
- Some marketplaces work with centrally organised promotions (11/11…!)





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Logistics

- Fulfilment
  - by Merchant
    - Lower overall stock levels, lower handling costs, higher delivery costs
  - by Marketplace – single country or multiple countries
    - Lower delivery costs and positive impact on ranking and transit times
  - Beware of VAT implications …
- Return management
  - Most marketplaces will require local return addresses or (and) free returns

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Customer service

- Through marketplatform (e.g. Amazon, bol.com) or directly (Tmall, JD)
- Mainly email
  - some platforms require/allow for direct telephone contact buyer and seller
- Some platforms make customer service core element of proposition
- Local language is typical requirement
- Much lower events/unit sales cf web shops

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Leverage the DIT network and resources !

- Go and meet your DIT online specialist !
- Look for marketplace information on selling-online-overseas.export.great.gov.uk

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Export Action Plan Workshop

- THE 10 P'S OF MARKETPLACE PERFORMANCE

Promotion

Parallel channels

PRODUCT

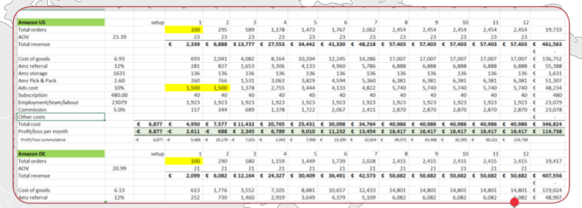
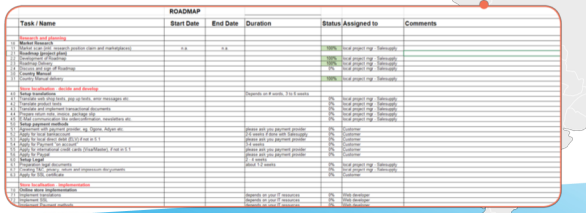
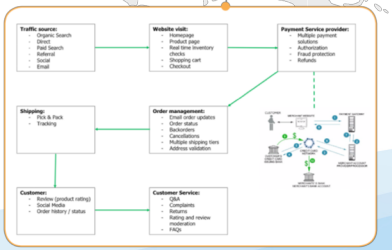
Preperation

Price

Performance

Plan

PURPOSE

Process

PEOPLE