



Sell Smarter on Marketplaces: The Ultimate Guide to Channel Expansion

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What to Expect

The world's leading online marketplaces sold \$2.03 trillion in 2019. In fact, sales on these retail giants, the likes of, Alibaba, Amazon, eBay and others, accounted for **57% of global web sales** in 2019. Amazon chief executive and founder Jeff Bezos famously proclaimed: "Marketplaces are eating the world." And he's right.

In an age where consumers are being exposed to more brands than ever before, the majority of this discovery is taking place across social platforms and marketplaces. Since the outbreak of COVID-19 **nearly half of all consumers** say they are spending more time on Amazon, and a third say they are spending time on other marketplaces. Brands have more competition for consumer attention than ever before.

And as consumer behaviour continues to evolve and the e-commerce landscape changes, more brands are shifting their efforts online, trying to optimise their digital presence and adapting to a changing retail world. E-Commerce sales in the UK alone are expected to jump by 16.9% representing over **27% of total retail sales**. And it's expected that every country in Western Europe will increase its retail e-commerce by at least **12%**.

Consumers have come to associate marketplaces with the widest range of products, an easy shopping experience and fast delivery. But in order to stay competitive brands and retailers need to understand the marketplace landscape and which platforms make most sense for their business objectives. Adopting a 'test and learn mindset' has never been more important for brands to sell successfully cross border in the current climate.

In this report, we'll introduce many of the world's most popular marketplaces, offering you best practice tips honed from years of helping leading brands and retailers be successful in their channel strategy.

We'll take a look at how to leverage these platforms to generate more sales, including:

- Overview of 15 of the leading marketplaces globally
- Best practices for increasing visibility
- How to sell smarter on marketplaces
- Case studies from the brands and retailers leading the way

INTRODUCING THE GENERALISTS

These marketplaces span a number of product categories. Consumers shop with them expecting both depth and breadth across products ranges. A destination for all their needs.

Let's take a look at some of the most popular players.

Best Practices for Selling on AliExpress

AliExpress is the e-commerce retail platform of Alibaba, serving buyers from all over the world. Launched in 2010, it's now available in 220 regions globally. The marketplace was designed to support Chinese retailers to sell their products to foreign consumers but has since opened up to international sellers. AliExpress has become very popular with online shoppers across Europe who are attracted to the low prices and often free delivery (though it can be a lengthy wait). AliExpress has a global English site and operates in 15 other languages.

Popular product categories include mobile phones and telecommunication items, consumer electronics, home and garden, automobiles and motorcycles, computer and office, fashion and apparel.

Back to Basics

- The official language depends on the locale you're selling on — English for the US site and Spanish for the ES site. This means you need to provide all customer-facing text (e.g. titles, descriptions, etc.) in the local language.
- AliExpress supports automatic translation. The source language of your product will be automatically translated into the language of the customer's country.
- Your customer service team needs to handle customer requests in the local language of the site.
- Products must be listed in US Dollars on US site and Euro on ES site — All listings on AliExpress must be listed in the currency applicable to the locale. You will be paid by AliExpress in either US Dollars or Chinese Yuan (RMB) on the US site and in Euros on the ES site

- You can list without paying listing fees, their model asks you to pay a sales commission at a competitive rate alongside an initial set up cost.
- You can display your brand in a dedicated store and on the marketplace's main portal.

Optimise for Success

It's crucial to spend the time optimising your product listings if you're going to see success on this popular marketplace.

Title

Your product titles can be up to 128 characters in length and we recommend to use as many keywords as possible so you rank highly in the search results. You can use commas or dashes to separate sections of product titles

Description

You can utilise up to 5 bullet points to describe each of your products — the more relevant content you display the higher in the search rankings your products will show. This is an opportunity to sell more by ensuring you inform customers of all of the benefits and features of the product.

Images

You can have up to 6 images on AliExpress — including a combination of the product featured against a white background, alongside lifestyle photography to showcase your product in action.

Source: <https://techjury.net/blog/aliexpress-market-share/#gref>, similarweb



China
Headquarters



150M
Buyers



732M
Monthly Visits



100M+
Products



Best Practices for Selling on Allegro

Established in 1999 as an auction site, Allegro has grown into a thriving marketplace. With over 17 million clients visiting Allegro every month, the number of offers listed on the platform keeps growing. At present, more than 140 million offers are listed. It's Poland's biggest e-commerce marketplace and largest search engine, and is very well known across Central and Eastern Europe. Allegro holds an astounding **80% of market share** within Poland itself. Best of all, selling on Allegro is remarkably easy. Setting up a new account is a quick process. You'll have access to robust support and advertising tools, too.

Allegro is looking for sellers in every category presented on their platform. The top five categories are home and garden, automotive, fashion, electronics and childrens.

Back to Basics

There are no special business requirements to become a seller on Allegro, which means you can get started right away. The process begins when you register as a seller. Simply fill out the registration form to receive an activation link. When selecting inventory to list on Allegro, keep in mind that new items sell best.

Optimise for Success

You have a 50 character limit per title, consider your keywords carefully. You can use 15 images in each offer. To make your description as enticing as possible, consider how to integrate text with images ensuring you call out key information.

Use promotion tools or create bundles to boost conversion. Think about how you can use Allegro Ads (comprehensive solution) & Ads Express (starter edition), remember you only pay per click, you can monitor the ads in real time and you only need 3 PLN a day to start.



Poland
Headquarters



125K
Active Sellers



214M
Monthly Searches



1.2M
Products

Source: <https://ecommercegermany.com/blog/allegro-all-you-need-to-know-about-the-best-polish-online-marketplace,similarweb>, <http://aukcjostat.pl/>



Best Practices for Selling on Amazon

Amazon is a platform that needs little introduction. Beginning their journey as an online bookstore, Amazon has grown to be one of the largest retailers in the world and the first port of call for consumers globally. Since the start of the pandemic, 45% of consumers say they are spending more time on Amazon, with 40% admitting they go to Amazon before checking anywhere else.

Amazon currently operates 14 marketplaces across the world: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Spain, UK, US.

Back to Basics

For brands and retailers that want to succeed on Amazon, simply listing your products on the site is not nearly enough. We recommend you check out our bank of resources designed to give you the best chance of standing out, and achieving success on Amazon.

- [11 Secrets to Amazon Success](#)
- [Essential Strategies to Protect Profit Margin on Amazon](#)
- [Your Ultimate Guide to Advanced Amazon Advertising](#)

Optimise for Success

Before consumers can buy your products, they have to find them in the Amazon search results. Stick to Amazon's 60 character limit using only highly relevant, accurate keywords that help describe your brand, product name, key features, colours, sizes and quantity. Include a

comprehensive list of bullet points to describe your products' key features and benefits. And finally ensure you have high quality accurate images and videos to entice buyers and lower your potential return rate.

Use advanced advertising techniques

If you really want to boost your visibility and increase sales, Amazon advertising is a must. But this is one marketplace where a simple manual campaign isn't likely to cut it. Take advantage of the different ad types and learn when they are most likely to be effective:

- Keyword-driven Sponsored Products appear alongside organic search results, and are ideal when the goal is to get high-quality clicks from consumers who are actively seeking out the products you sell.
- Headline Search Ads can be a great way to reach consumers who are browsing but don't yet know what they want to buy. These banner ads appear on top of search results pages to make people more aware of different choices as they peruse categories and listings.
- Amazon Coupons lets you create compelling promotions in the form of special offers for purchase-ready shoppers. This self-service tool can be used to provide percentage-based or set pound amount discounts, and can even be targeted to select customer segments.

Source: <https://www.marketplacepulse.com/amazon/number-of-sellers> , similarweb, <https://www.digitalcommerce360.com/article/amazon-seller-news/>



Global
Locations



2.3M
Active Sellers



2.4B
Monthly Searches



3.4B
Products



Best Practices for Selling on Catch

Catch is one of the leading marketplaces serving consumers in Australia. Australian shoppers love to browse and purchase on marketplaces — they account for **36% of all online sales**. European and Australian brands and retailers alike are making the most of online selling via the Catch Marketplace.

Catch of the Day launched in 2006 as a leading online department store in Australia, offering big brands at low prices. Its mission has always been to provide customers with an innovative shopping experience every day. In 2017 it rebranded and launched its marketplace, Catch with a simple concept — one new product a day. And by 2017, Catch had 50,000 SKUs.

Back to Basics

Like all marketplaces, Catch has strict guidelines for sellers to ensure shoppers can enjoy thousands of great deals on a massive range of products with the best customer services at the highest standards.

Optimise for Success

Setting Up Shop

Be sure to include all relevant information as well as customer care details and reflect your own visual identity. Users can update information on the interface or talk to a Catch representative.

Make sure your banking information is up to date, and shipping methods are accurate. You can customise your shipping grid by choosing the shipping method and defining shipping costs for each zone and method (including a threshold that triggers free shipping).



Australia
Headquarters



4.3
Avg. Items/Cart



8.3M+
Monthly Searches



2M+
Products

Source: <https://tamebay.com/organisation/catch-com-au>, similarweb



Best Practices for Selling on Cdiscount

Cdiscount is one of the largest marketplaces in France. One in three of the country's online shoppers frequents the site, which sees **2 million visits per day** from a base of **16 million registered customers** who shop across a wide range of categories. Cdiscount has a highly popular loyalty program called "Cdiscount à Volonté" (roughly translated as Cdiscount on demand), in fact, almost one third of the orders are made by customers holding the Cdiscount à Volonté membership.

Some of their top performing products categories include homeware (particularly bedding), clothing and apparel, DIY and tools, home appliances, beauty and consumer electronics.

Back to Basics

The online signup process is quick and easy. You'll also have plenty of options for advertising to consumers within the marketplace, and can opt to use Cdiscount's warehousing and fulfilment capabilities.

Invest in your translation

All consumer-facing product data must be provided in French, the official language on Cdiscount, including everything from titles and descriptions down to bullets and details.

Sellers must also be prepared to provide customer service in French. Responding to customers in French via email is the minimum requirement.

While Cdiscount does permit the use of online translation tools, brands and retailers are most successful when they have product content professionally translated and communications handled by a native speaker.



France
Headquarters



2M
Loyalty Members



20M
Monthly Searches



9M
Active Customers

Source: <https://marketplace.cdiscount.com/>, similarweb



Best Practices for Selling on eBay

eBay was the first online marketplace and today, it's a household name serving **180 million active buyers in 190 countries** including **25 million British shoppers** a month. It sells a car part every two seconds, and last year the online marketplace saw must-have items like LEGO Harry Potter flying off the virtual shelves every ten seconds.

This incredible interest directly benefits the small and large businesses who trade on eBay, giving them access to an audience once unthinkable for a small shop on the high street. Throughout its history, eBay has helped many thousands of small businesses to succeed. Small British firms regularly rank in the top five grossing sellers on eBay.co.uk's biggest trading days like Black Friday, and over one thousand British sellers who started with a shop on eBay are now running million pound businesses.

eBay research has shown that buyers really value free delivery within 3 days of purchase, with full tracking updates to follow exactly where their purchase is, as well as having the option to pay for next day delivery. To qualify for eBay Premium Service you will need to amend your listings to:

- Offer a free domestic delivery option within 3 working days.
- Offer an express delivery option within 2 working days for no more than £10.
- For items over £20, all the delivery services must be designated tracked services and valid tracking must be uploaded within the dispatch time (this includes auction-style listings and Best Offers where the final price is over £20).

Optimise for Success

Your title is key. It's the first thing customers see and can be the deciding factor if they click or not — whilst at the same time improving your search rankings and results. Make sure your title is clear from the customer perspective and be sure to maximise your character limit.

Do's

- You have 80 characters, so be as descriptive as possible.
- Think about the details consumers want to know such as brand name, size, colour, fabric, and whether the item is new or refurbished.
- Be sure your title and description are clearly understood, not a random selection of keywords, think about how it will be presented on the search result.

Dont's

- Avoid using words like 'unusual' or 'L@@K' and symbols such as '£' or '%'.
• Don't over-use capitals, consumers will be turned off.



USA
Headquarters



1.83M
Active Customers



317.6M
Monthly
Searches (UK)



\$25.0B
GMV

Source: Tamebay, similarweb, eBay corporate press release



Best Practices for Selling on Fruugo

Fruugo was created to connect shoppers and retailers across the globe. Whatever language you spoke or currency you used, as a shopper you would be able to buy from retailers all over the world, as if they were just down the road. And retailers would no longer have to think their market to be restricted to just the customers in their own country, everyone could reach a global audience.

Fruugo is a one-of-a-kind marketplace that gives you access to consumers throughout Europe and beyond. Fruugo is a great marketplace to leverage for your cross-border strategy. Not only does this marketplace have a great reach (fully localised in over 43 countries) but it is also able to help you with some of the heavy lifting around product data translations. Fruugo allows you to provide product data in a single language, which it then uses to localise for other languages, minimising the time and resources required to optimise your data for 43 destinations. After year-over-year sales growth in excess of 100% for several consecutive years, this marketplace has proven to be a lucrative one for many sellers looking to extend their reach and increase profits.

The top performing categories are sports, health and beauty, fashion & accessories, home and garden and electronics.

Back to Basics

If you want to sell on Fruugo, here's a guideline of what you need to start:

- Be able to ship directly to consumers, and dispatch orders within 24 hours

- Answer all customer service enquiries promptly by phone and email
- Maintain a low cancellation rate of no more than 5%

Optimise for Success

Fruugo is a marketplace that is easy to adopt if you are already selling successfully via Google Shopping ads. If you aren't familiar with best practices around Google Shopping product data, we can help!

Be sure to enhance your product titles with important product details such as attributes (brand name, age group, gender, size, etc.) and put important details at the front of the product title.

Another important data point to get right is product type. When it comes to optimising for Fruugo, the more detailed, the better — ensuring you rank well for high-intent searches.

Fruugo promote your products across Google and other channels in each country.

Sources: Tech Track 100, similarweb



UK
Headquarters



2M
Active Customers



581K
Site Visits



116%
Annual
Sales Growth



Best Practices for Selling on OnBuy

Launched in November 2016, OnBuy is a B2C online marketplace founded and based in the UK. With thousands of categories covering baby supplies to beauty, tools to tech and everything in between, OnBuy offers buyers access to over 12 million products from its sellers. Having been named the number one marketplace founded in the UK earlier in 2019, OnBuy is going from strength to strength. The company recently announced 24,000% growth in just 4 years, with a reported **600% revenue growth year-on-year** for the second year running. OnBuy has plans to create the first truly global marketplace with **140 countries in sight by 2023**.

OnBuy offers competitive selling fees at between 5-9%, sellers are able to price lower and attract more buyers without minimising their margins. OnBuy also offers risk-free selling where Standard sellers get an exclusive Sales Guarantee. If they don't make £500 in sales in a month OnBuy will waive the next month's Standard subscription fee.

Back to Basics

- OnBuy is a great option if you want to expand your channel strategy as if you don't make £500 in sales in a month, they'll waive next month's standard subscription fee.
- They have a dedicated UK support team and when you become a seller you'll get an account manager to support your selling.
- As soon as you mark an item as dispatched you will get paid by PayPal straight away.

Optimise for Success

Here are some of our top tips for success on this rapidly expanding marketplace.

List All Your Products.

If you upload a reduced range, you're reducing the likelihood of your products being seen. The more you list, the more visibility you'll have.

Price Competitively.

When you sell through a marketplace, you need to work in any fees and charges into your profit margins. OnBuy's seller fees of 5-9% are designed to ensure you can price competitively and pass on those savings to shoppers.

Leverage Marketing

OnBuy has two main ways to increase traffic to your products: paid and organic. OnBuy utilises remarketing and targeted ads to ensure products are pushed to the appropriate audiences. In addition to pushing sellers' products to OnBuy's own audience of over 8 million buyers, OnBuy works with a range of external marketing partners like Google and Bing Shopping along with price comparison sites and affiliates to ensure maximum visibility for sellers' products. They also have an in-house team of content and SEO experts that work to increase OnBuy's organic traffic and improve the user experience.

Source: <https://www.onbuy.com/gb/news/onbuy-reveals-game-changing-globalisation-plans-backed-by-525-million-products~a265/>



UK
Headquarters



1.83M
Active Customers



4M
Monthly Visits



25M
Live Products



Best Practices for Selling on Otto

OTTO is a leading German fashion and lifestyle marketplace. It is a broad-based retailer that sells its own products alongside those of external brands and retailers – from a single online source that offers one thing above all: incredible variety. With some **3 million items and about 6,800 different brands** to choose from, every customer can find the right product or style for them.

Within Germany's highly mature e-commerce market, OTTO is one of the most widely-recognised sales channels. This marketplace attracts millions of consumers looking to purchase products across a range of fashion and lifestyle categories. OTTO sells its own products alongside those of external brands and retailers, with a heavy focus on high-end home and fashion listings.

They are focused on sellers across these core categories: Fashion and Lifestyle, Furnishing & Living and Electronics.

Back to Basics

Before you can start successfully selling on OTTO, make sure you're compliant with the following areas:

- You have a business in Germany with a German legal form and a German tax ID
- You present yourself as the seller to end customers
- You offer customer service in German
- You dispatch from a German warehouse

- All product data — titles, descriptions, details and so on — must be provided in German
- Sellers need to have at least 1,000 parent SKUs to get started
- All products must be listed in Euro and include EAN codes
- Sellers must be prepared to provide customer service in German

Optimise for Success

Now that shoppers are acutely aware of the wide range of options for purchasing the same product at different prices, it's no longer your item details and imagery alone that capture attention. Developing a dynamic pricing strategy is essential to success on marketplaces like Otto. Here are two key areas to consider include:

Automated repricing, which will automatically adjust pricing based on the current competitive landscape. The key is to use a system or tool that aligns your competitive prices across channels.

Velocity pricing, which makes real-time adjustments in product prices based on sales trends. Whether you want to extract more margin on fast-selling products or lower prices when sales start to slow, this type of technology will make it easier to meet your goals.

Sources: <https://www.otto.de/unternehmen/en/news-press/otto-press-conference-2020-sales-in-2019-up-9-percent-similarweb>, <https://www.otto.de/unternehmen/en/who-whe-are/at-a-glance>



Germany
Headquarters



7.5M
Active Customers



63.1M
Monthly Visits



€3.5B
Annual Sales



Best Practices for Selling on Walmart

Walmart is one of the biggest and highest-grossing retailers in the world. Walmart Marketplace is open to select third-party sellers, allowing brands and retailers to list their products on Walmart.com. Those items show up right alongside Walmart's own inventory. Products are called out as Walmart Marketplace items and display the name of the seller.

Walmart Marketplace was launched in 2012 and closely curates its sellers. Getting invited into this selective fold can mean impressive revenue and less competition than you might experience on other marketplaces. You can even get access to special promotion opportunities, like Value of the Day offers, which can boost sales even more.

The best strategy for joining Walmart.com's elite group of sellers is to be the best in your product or category assortment and sell a product or category that's not already represented on Walmart.com. This lets Walmart add more breadth and depth to its catalogue and gives you a chance to benefit from less competition.

Back to Basics

Walmart is looking for sellers that have proven that they can live up to customer demands, so showing that you've had success on other marketplaces — especially Amazon — can bump you to the front of the line. You can prove that you have the quality and calibre that Walmart is looking for by demonstrating that you have:

- A feedback rating at or above 95% or 4.5 stars. (Note: If your feedback rating is less than 97% or 4.8 stars, be prepared to explain why your feedback dipped.)

- A large number of annual customer reviews (demonstrating you've had significant sales volume)
- A late shipment rate near or below 1%
- A refund rate below 5%

Optimise for Success

Walmart uses a shared product listing page, which means that all sellers of the same product (including Walmart itself) will appear on the same product detail page. Sometimes a low price might win the sale, but it comes at a loss for your business. With ChannelAdvisor's Algorithmic Repricer your prices are adjusted automatically to keep you in line with your competitors and enable you to win the buy box at the highest possible price. The repricer utilises the parameters you set and adjusts your prices automatically. Turn it on and let ChannelAdvisor do the work for you - it is just that easy!

Make sure you have a seamless fulfilment process in place. Walmart wants to see that your own fulfilment team can get the job done to customers' satisfaction which includes a recommendation for free delivery. Returns are encouraged and that you'll need to explain how your returns policy will maintain customer satisfaction if it doesn't include free returns.

Sources: Tamebay.com, Walmart, SimilarWeb



USA
Headquarters



50K
Sellers



385M
Monthly Visits



52M
Products

INTRODUCING THE SPECIALISTS

These marketplaces are experts in particular product categories. Consumers shop with them expecting product catalogue depth and expertise to guide their decisions.

Let's take a look at some of the most popular players.

AFOUND

Best Practices for Selling on Afound

Afound is an independent brand within the H&M Group that offers fashion and lifestyle products for women, men and kids. Afound was launched in Sweden in June 2018 followed by the Netherlands in October 2019. Earlier this year the digital marketplace opened in Germany and Austria as Afound continues its European expansion plan.

The marketplace was designed to offer fashion items a new lease of life at a reduced price for shoppers. Products on offer are sold by a mixture of third party sellers and items sourced by the Afound team. The marketplace model makes it possible for customers to shop directly from a wide range of brands and allows partners to control both pricing and delivery.

Back to Basics

Afound already offers hundreds of brands and has great plans of moving forward and making an impact on the market. Eight H&M Group brands make up 30% of the product offer and 70% is made up of the 500+ external brands. Sellers currently need to offer free shipping and returns. The minimum discount that is needed from sellers is 25%.

Optimise for Success

The brands who see the most successful results on Afound make sure to:

- Vary and frequently update their product listings
- Offer a range of great deals
- Ensure listings have several high quality images reflecting the products' key attributes
- Include detailed product descriptions

How you handle the returns process will go a long way in securing customer loyalty and favouritism, particularly for high return rate verticals like fashion. While many consumers avoid brands with strict return policies, the opposite is true of the more generous ones.



Sweden
Headquarters



500+
Sellers



1.3M
Monthly Searches



\$27.9M
Global Revenue

Sources: <https://ecommercedb.com/en/store/afound.com> , similarweb



Best Practices for Selling on ABOUT YOU

ABOUT YOU aims to offer the high street experience, digitally. Through their “stories”, content and looks, provided by editors and influencers, they aim to create a unique shopping experience for their customers.

As one of the most popular fashion destinations in Europe, ABOUT YOU offers more than **350,000 products from over 2000 brands**. ABOUT YOU is currently active in 15 European markets. And with a company valuation of more than **one billion US dollars**, ABOUT YOU is the first unicorn company from Hamburg.

Back to Basics

In order to sell on this gated marketplace, you will need to:

- Calculate and have ready your total product count and categories
- Know your average retail price
- Be able to list a minimum of 200 products
- Have your products in German
- Use either DHL or Hermes for delivery in Germany
- Provide return labels with 100 days returns
- Be able to feedback to customer service inquiries within 24 hours
- Ensure your cancellation rate remains below 0.5 per cent (as a monthly average)

Optimise for Success

Ensure You Meet Image Requirements

- Having quality images is very important for fashion marketplace success. ABOUT YOU advise that each apparel item has at least a suitable bust picture (with a transparent or white background) and a suitable model picture (front) so that the item can go live. Recommended are 1 bust picture, 2-4 model pictures and 1-2 detail pictures.
- Vary and frequently update their product listings
- Offer a range of great deals
- Ensure listings have several high quality images reflecting the products' key attributes
- Include detailed product descriptions



Germany
Headquarters



6.4M
Active Customers
Per Month



20M
App Downloads



2K+
Brands

Source: <https://corporate.aboutyou.de/>

La Redoute

Best Practices for Selling on La Redoute

One of the most well respected shopping destinations in France — home of high end fashion and homeware, this premium marketplace attracts more than **18 million** fashion-hungry visitors each month. Since 1837, La Redoute has been shaping French culture and providing a best in class experience for their customers. 70% of turnover is achieved by La Redoute's internal brands. They are continuing to attract international shoppers outside their domestic market, La Redoute is present in six countries: the UK, Russia, Switzerland, Belgium, Portugal and Spain — representing 30% of their total sales.

La Redoute describe themselves as “the most selective marketplace.” And with good reason. The marketplace attracts customers with a high spending power (€95 is the average basket per visit). The target audience for La Redoute is women between 20 and 45 with 90% of customers being female. Consumers expect products to have premium prices, and are willing to pay more than they might elsewhere.

Back to Basics

La Redoute is a gated marketplace and each seller will be vetted by the La Redoute team, here are some of the key requirements you'll need to access this marketplace.

- All product data must be provided in French, and will need to be accompanied by European Article Numbering (EAN) codes.
- For customer service, sellers must provide a French phone number and keep it serviced by native French speakers.

- All products must be new — no refurbished or used items — and ideally have brand recognition in France.
- All sellers are required to offer free returns or a French return address

Optimise for Success

We all know the importance of data in ensuring the highest impact on discoverability in search — titles are by far the most important.

Many brands looking to sell on marketplaces think that using website product titles is enough — but this won't generate the best results on a marketplace like La Redoute. Consider whether the user is searching for a product rather than a brand? And even if they are looking for your brand, how are they going to find you if the brand name is not included in the title?

Optimise the titles to include key information such as brand name, size, product style (collar type, sleeve length etc.), and other important product attributes — with no additional promotions or discounts — by taking these actions our customers see an increase in traffic and sales.

Source: <https://www.laredoute-corporate.com/en/identity/facts-figures/>



France
Headquarters



10M
Active Customers



7M
Monthly Visitors



12M
Parcels Shipped
Per Year



Best Practices for Selling on ManoMano

ManoMano is the fastest growing online home improvement & garden marketplace in Europe. They bring together a community of enthusiasts, whether for a DIY project or garden makeover, they are looking to provide beginners and experienced DIYers with the right tool for the job. Unique visitors on the French marketplace is currently 18.9M and 3M on their UK site.

In collaboration with over 3000 retailers, this French marketplace has over 4 million products in 6 countries: France, Belgium, Italy, Spain, Germany and the United Kingdom. While France is still their largest market they are expanding rapidly – particularly in the UK where they now have over 250 sellers and 130% year on year growth. ManoMano are looking for sellers that carry known, quality brands to sell on the marketplace. Top performing categories include garden and outdoor, plumbing and heating and tools.

Back to Basics

- Before you dive in, ensure you have strong alignment with ManoMano's core categories.
- Consider your pricing strategy and determine if it's competitive
- Research fees and commission. The good news is ManoMano doesn't charge an application fee. Instead, you will need to pay a monthly subscription of €35 + VAT to sell on the marketplace plus commissions on each sale.

- To sell on ManoMano.co.uk, you must have a UK bank account. If you sell in other ManoMano Euro regions outside of the UK, you must have a Euro bank account.

Optimise for Success

ManoMano customers have come to expect a strong level of expertise and knowledge when they shop on the site. The ManoMano Community uses a team of DIY experts and enthusiasts to help customers find what they need for their home and garden projects.

ManoMano has a particular format they require sellers to use. ChannelAdvisor has made the process of mapping your product information to ManoMano's product fields simple by providing a template for communicating your product data in the preferred format to ManoMano.

Maintaining detailed listings is key for succeeding with this specialised marketplace. The good news is with ChannelAdvisor you're able to manage detailed information about each product you send to ManoMano through our dashboard. You can monitor your item listing status and troubleshoot listing errors.

Sources: ManoMano Website, Similarweb



France
Headquarters



3.8M
Active Customers



40M
Monthly Visits



3K+
Sellers



Best Practices for Selling on Zalando

Zalando began selling shoes in 2008 and is now the largest fashion-focused platform in Germany with over 2000 brands on their platform. A firm favourite with young shoppers, Zalando are renowned for their broad catalogue and generous delivery and returns policy. If you sell clothing, shoes and accessories that are on trend to young urban consumers, this may be a great option for you. Zalando now serves more than **34 million active customers** across Europe (20.4 percent growth year-over-year). Their popularity continues to grow despite challenging trading conditions, Zalando has seen a **GMV growth of 25 percent and a 30 percent increase in site traffic** in 2020.

It's a highly selective marketplace, but sellers lucky enough to partner with Zalando can expect to reap big rewards. Zalando employs a similar model to Amazon — placing the brand experience as a top priority. Zalando understands that in order to attract leading brands, the content needs to meet their high standards to provide a seamless experience for consumers, whether they are purchasing from Zalando or a third party seller.

Back to Basics

If you want to sell on Zalando, you need to ensure that you meet this criteria:

- Offer products in the following categories: clothing, shoes, sportswear and equipment, accessories (products from other categories will not be accepted).
- Offer free returns

- Can accommodate a 100 day returns policy
- You can provide delivery with Hermes

Optimise for Success

Imagery has to meet the exact requirements of Zalando or the product will automatically be disapproved (although this rule has been temporarily lifted during the pandemic). Next to imagery, the description needs to be composed of certain information about the product depending on the product type. The description is built using the features of the product, rather than a marketing description, and is split into two sections:

1. Material (details about the outside and inside of the product)
2. Care and details

Providing the full information needed for the description section can prove challenging for many brands, as their data is not built with the exact values accepted by Zalando. That is why our teams at ChannelAdvisor focus on automating the data transformation process from existing values to the ones that Zalando accepts, saving you time and resources, and optimising your content for sales.

Source: <https://corporate.zalando.com/>



Germany
Headquarters



34M
Active Customers



1.29M+
Site Visits



€56.9
Avg. Basket Size

How to sell smarter on marketplaces

The pandemic has accelerated a number of the trends that we have been talking about for years here at ChannelAdvisor — the shift to digital, the rise of direct to consumer and the challenge to traditional retail models.

As brands and retailers, whether you're new to multichannel adoption or digitally mature, you will face the same challenge — with so many channels now vying for not only your attention but your customers' too — how do you build an effective channel strategy for the new age of retail?

Success on marketplaces is key if you want to meet these industry challenges and increase sales. Understanding the unique requirements and functionality of each marketplace is essential in order to leverage them to their full potential and achieve your business goals.

Whilst each marketplace has its own nuances, there are some key factors that will help you build a strong foundation and optimise for success.

- Optimised product data
- Strong customer service
- Good fulfilment options
- Knowledgeable team

Many of these we have discussed in this whitepaper, encouraging you to adopt best practice for your product listings and fulfilment strategy. It's something we support our customers with every day. But, in order to truly sell smarter, you need to ensure the team managing your marketplace presence and strategy have a first rate understanding about the intricacies of every marketplace that

you choose to trade on. There's a reason why we have been named the #1 channel management provider to the Internet Retailer Top 1000 for the last 9 years. We've been at the forefront of the marketplace revolution since it began and our Managed Services team are best in class.

ChannelAdvisor Managed Services for Marketplaces helps optimise and manage all your crucial selling activities on hundreds of marketplaces, globally.

We will help you:

- Get strategic guidance and technical support
- Develop competitive pricing strategies
- Optimise product data to meet the individual requirements of each marketplace
- Take advantage of promotional consultancy, planning and implementation
- Benchmark against the competition
- Take your business across borders
- Fine-tune your advertising strategies across Amazon, eBay, Walmart and more
- Easily pivot your strategy depending on market response and conditions
- Customise reporting and analytics to help your decision-making process
- And much more!



70%

say working with ChannelAdvisor has opened up new marketplace channels

100%

say working with ChannelAdvisor has increased their e-commerce sales and 58% have increased by more than 25%

58%

say working with ChannelAdvisor adds significant value to their business

CELEBRATING MARKETPLACE SUCCESS

Let's take a look at a few ChannelAdvisor customer success stories.



About

From trail running and track to tennis, volleyball and wrestling, ASICS is the go-to sports footwear brand for millions of consumers worldwide.

The Situation

Like all big brands, ASICS has long understood the importance of building a strong e-commerce presence. As consumers continually seek new ways to interact with their favorite manufacturers, direct-to-consumer (DTC) channels are key. But in an industry where wholesale and resale played such a central role for so long, embracing new methods on marketplaces also meant coming up with new strategies.

The Solution

For a while, ASICS had been using the ChannelAdvisor e-commerce platform to manage marketplaces such as eBay and Rakuten. But as the ASICS DTC business expanded, it became clear that more support would be needed to tackle two crucial areas of need: marketplace management and digital marketing.

After visiting ChannelAdvisor headquarters, the ASICS team decided to expand to Managed Services for Marketplaces and Managed Services for Digital Marketing. “We met with the team at ChannelAdvisor, our account manager and other team members,” says Kyle Boucher, Senior Manager, Demand Generation. “We spent our time learning what ChannelAdvisor could offer us.” It didn’t take long for ASICS to decide that leveraging the company’s marketplace and digital marketing specialists “just made sense.”

The Results

“We just kept crushing goal after goal.” Thanks to ChannelAdvisor successfully launching them on Amazon, ASICS reports that its year-over-year revenue growth shot up 72%. ASICS’ digital marketing campaigns were equally rewarding. After setting an original goal for return on ad spend (ROAS), the team watched the actual number climb to a new record.

“Once we partnered more with ChannelAdvisor and optimised our programs, we ended up with an impressive ROAS at the end of the year,” says Boucher. “In terms of revenue, we finished with 41% above where we were [a year ago].”



About

EMP is part of the Warner Music Group and offers its customers fan articles, clothing, and memorabilia from metal music culture.

The Situation

This retailer wanted to establish an active brand presence on marketplaces alongside its online shop. EMP was aware that the parallel management of stock inventory, prices and content would become too complex for a large number of products on various platforms, which is why the company says it turned to ChannelAdvisor.

The Solution

EMP decided to implement ChannelAdvisor Marketplaces as a self-service solution to launch its marketplace business. EMP is now actively selling on Amazon, eBay and Cdiscount in six countries and looks to expand to additional marketplaces in future.

“Our marketplace business would not be possible without ChannelAdvisor,” says Caroline Offergelt, marketplace manager responsible for sales and marketing at EMP.

“We would not have been able to launch on marketplaces with such ease, had it not been for ChannelAdvisor,” explains Offergelt.

The Results

Since using ChannelAdvisor Marketplaces, EMP reports that it has achieved a 23% increase in average order value on marketplaces.



About

The world's top brand in everyday footwear, Clarks designs, innovates, manufactures and sells more than 50 million pairs of shoes every year through its circa 1000 stores worldwide and online channels.

The Situation

As an established brand that's been around for many years, Clarks has always kept ahead of the latest retail trends. With the growth of e-commerce in the retail industry, Clarks identified the opportunity to reach more customers through marketplaces and embarked on expanding its sales to Amazon in the UK.

"With 12 successful transactional websites globally, we were looking for new avenues to expand our customer base," says Clark's marketplace manager. "We immediately saw the opportunity that marketplaces could offer us. With established audiences and a global reach, marketplaces enabled Clarks to seamlessly expand into new global channels, while complementing our current online strategy."

The Solution

After evaluating the options, Clarks turned to ChannelAdvisor Marketplaces to manage its marketplaces business. By working with ChannelAdvisor's Managed Services team, Clarks' campaigns are fully implemented and managed by ChannelAdvisor's expert team, which allows Clarks to extend its reach across marketplaces without adding any internal resources.

The team at ChannelAdvisor are an extension of our own. They are experts in each marketplace, and understand the nuances and requirements of each, so we know our campaigns are set up to succeed. They share our business goals and always go above and beyond to help us achieve them.

The Results

Since working with ChannelAdvisor, Clarks has been able to dramatically expand its product line on Amazon. New products are live on Amazon within a few hours of release, a vast difference from the time it used to take when listing manually. Based on this success on Amazon, the retailer decided to expand to new marketplaces in the UK and across Europe. Today, Clarks sells its broad product range on Amazon and eBay in the UK, as well as eBay and Zalando in Germany and eBay in the Netherlands, Spain and France.

"It simply wouldn't have been possible for us to build our own integration into any of these new marketplaces ourselves. ChannelAdvisor has opened the door for us to expand our business to new channels and has dramatically increased our visibility and sales on marketplaces."

TALK TO US

Discover how we can help you unleash the power of marketplaces and sell smarter across the globe, get in touch today.

Connect and optimise the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels including Facebook, Google, Amazon, eBay, Zalando and more.



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