



Marketplaces – Key step for retail transformation

Cdiscount · Marketplace

powered by  octopia

Who we are



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Board member of
Etail Agency



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Strategic partnership
Manager



01. Why selling on Marketplaces ?

Solution designed for simplifying transformation

Marketplaces are a great part of the ecommerce market...and growing

25

T\$

100%

Global retail
worldwide

4,28

T\$

17%

eCommerce Total GMV
worldwide

This is 17 % of Total Retail

2,67

T\$

62%

Marketplace Total
GMV worldwide

TaoBao - TMall - Amazon account
for 66% of total marketplace
sales



Covid had an acceleration effect but it's fading out ...



**Marketplaces are likely to continue
growing steadily for the next decade...**

15%

compounded growth rate 2020 -> 2030



The French Market of e-commerce

A non-stop growth

2nd

EUROPEAN MARKET(ex UK)

Over **100** billion

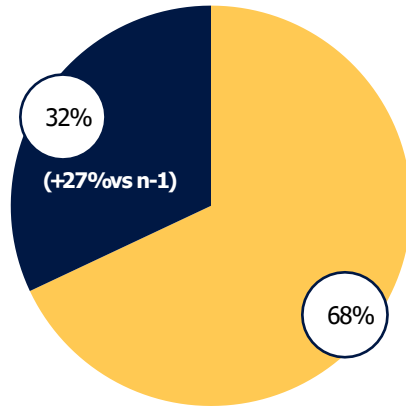
ONLINE SALES



Marketplaces in France

how to develop your business

Online Marketplaces share of overall e-retail market⁽¹⁾



■ e-retail market

■ Online Marketplaces

60 % of French shoppers don't shop on foreign websites

+ 70 % Time spend for online content



02. How to start ?

Choosing the right marketplace

Your check list for choosing a marketplace to start :

- Is it adapted to my category of product ?
- Is it covering the client base that my company aims ?
- Does it propose logistic solutions ?
- Will it be in conflict with my E-store ?



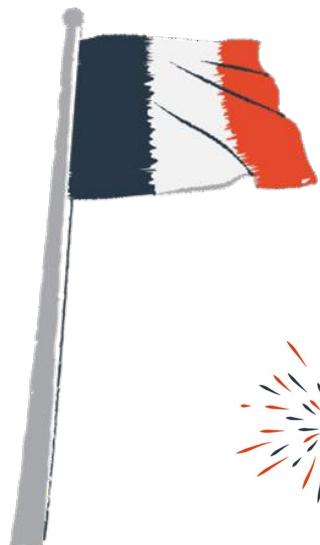
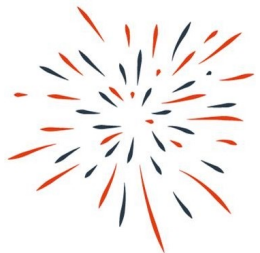
Choosing the right marketplace

- **Specialist** Marketplace vs. **Generalist**
- Choosing between a seller FBC, a seller FBM or a hybrid positioning
- Don't put all your eggs in one basket
- Marketplaces are complementary to D2C store.



French
leader
of e-commerce

Bordeaux



Discover Cdiscount · Marketplace

powered by **octopia**



€ 1,5 Billion GMV
(FY2020)



+ 14 000
merchants



100M
SKUs



23 M UV / month
Business oriented DNA



All category
Ranges



+10 million
Active clients





03. E-Commerce Agencies

Empower your business in your marketplace journey

E-commerce agencies

- Get the basics right - pricing, product range and team.
- What's the difference between an agency and a feedmanager.
- Advertising agencies and full service agencies
- How to remunerate the agency

What can an agency do for you?

Best practices



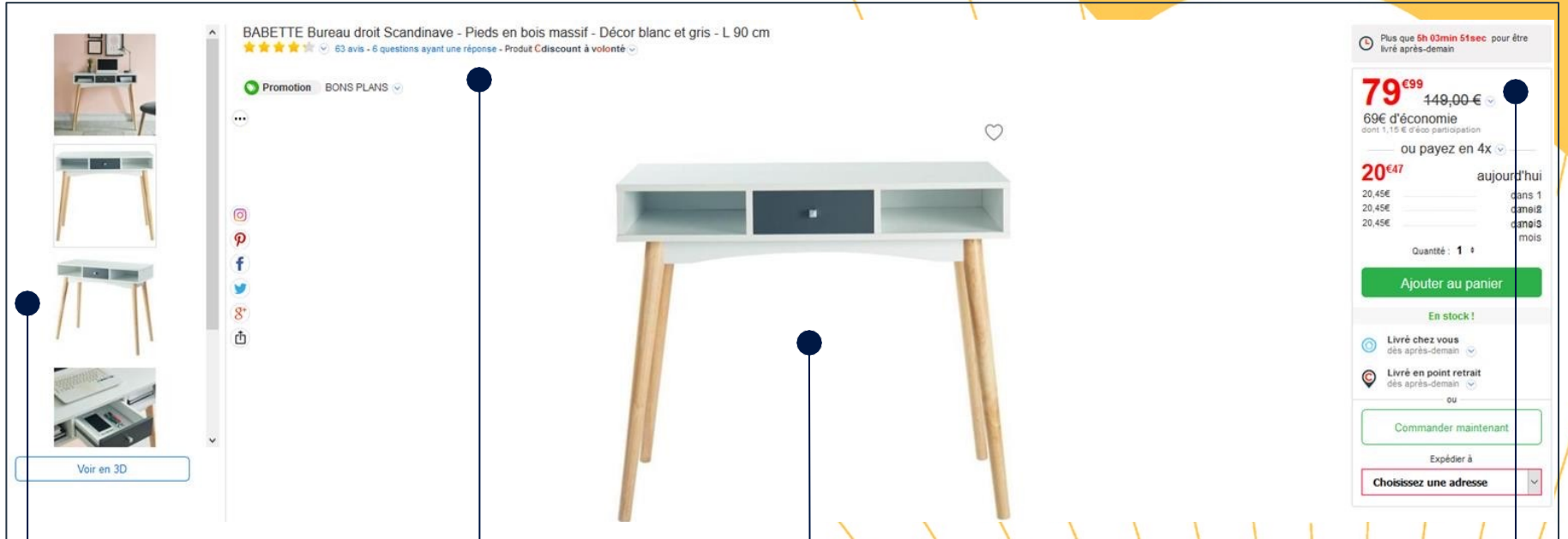
Make your products visible

By improving your product sheet



Invest time in your product listing

Natural Referencing



Multiple pictures

Simple & Complete title

Qualitative picture

Detailed description & Optimized Catalog

Striked price

Gain **customer** ratings

On your products or Shop



Collect reviews

on your product sheets or your shop



68%

Of consumers are **more willing** to buy a product with **positive AND negative ratings.**

Help you to optimize your delivery !

Optimize your logistic flow



Deliver faultless



Zero default

Agencies can help train your fulfillment staff and assist you in handling litigation with the marketplace

Catch the audience

And boost your visibility



Boost your product catalogue through advertising



ACOS

Advertising cost of sale



04. How to manage your logistics ?

How octopia Fulfillment can support you?

The advantages of outsourcing its logistics



**A LOGISTIC
SOLUTION
FOR YOUR
E-COMMERCE**

**A LOGISTICS
SOLUTION
OF REFERENCE**

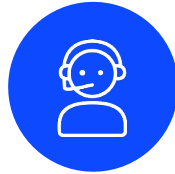
**SAVE TIME
AND MONEY**

Octopia Fulfillment

Externalize your logistics



**Visibility of
your offers**
eligible for the
loyalty program



**Your logistics
taken care of**
and optimized



An access to our
**24,000 pick-up
points**



**An "all-inclusive"
solution** to make
your daily life easier

+80 % sales volume!*

CC



Benefit from the CDAV mention

by controlling your logistics



Own logistics

- You keep control of your logistics
- You continue to work with your historical carriers



Eligibility of products

- Your entire catalogue may be eligible
- Unique condition: Deliver in 48 hours maximum



Flexibility

- You are in control of the products that must obtain the CDAV label
- You can activate and deactivate your products at any time



Pricing

- You control your costs by negotiating your contracts
- You offer the express shipping costs to CDAV customers only



05. What are the key marketing actions to improve online sales

Boost your visibility

with our Cdiscount Advertising solutions



Improve your **visibility**



Increase the number of visits on your product sheet



Boost your sales



Build customers loyalty



Get more **customer reviews**

Personalized shop

smartbox

Séjour

Bien-être

Sport & Aventure

Gastronomie

Multi-thèmes

Smart Coupon

discount

SAMSUNG REFRIGÉRATEUR américain-SDO (200 L + SÉRIE A++ 32 po x 177,2 cm) Noir

1799⁰⁰

458⁰⁰

À saisir !

Nous avons décidé de vous offrir une notice unique

Sponsored products

254€

Smartphone Samsung Galaxy S7 32Go Noir: Mikhelone

345⁰⁰⁰

Google Shopping

Tv Intelligente Samsung Ue32t5305 32" Full Hd Led Wifi Noir

300,80 € Cdiscount Marketplace

★★★★☆ 78 avis sur le produit

Énergie : A+ - Samsung - 32 po - Smart TV - 1080p - 4 kg - Plat - HD-TV - 1920 x 1080 - 1 ports HDMI

And other solutions at your disposal:

- Banners, carousels, home page...
- Highlight on the search engine
- Focus on specific categories
- Other media on request



STAY IN TOUCH !



eTAIL agency

YOUR MARKETPLACE PARTNER

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