

# Online Marketplaces Springboards to Cross-Border E-Commerce

Focus on the four  
core markets of  
Great Britain,  
France, Italy and  
Switzerland





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Enter pan-European business**
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**E-Commerce is booming—  
Enter into  
Europe-wide business**



## Customers are looking Europe-wide for the best product at the best price

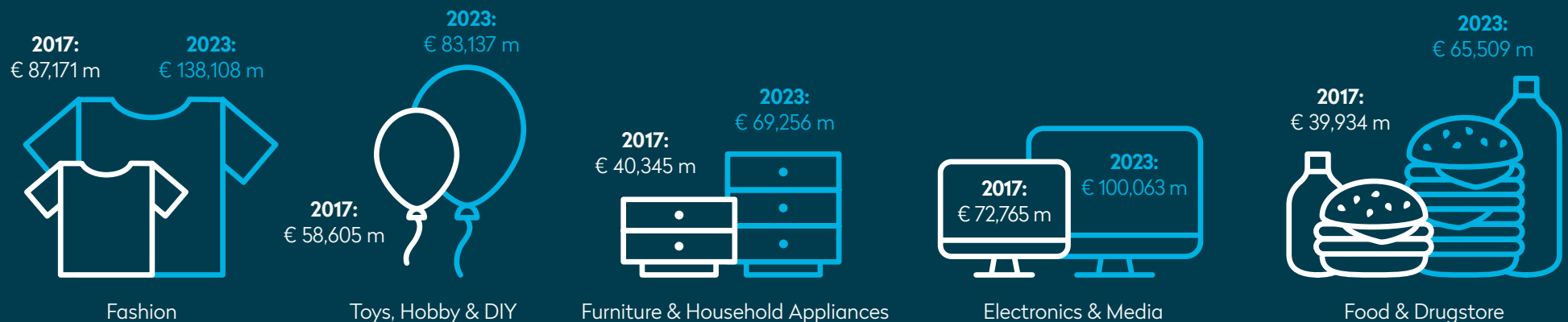
Shopping on screen is the shopping experience of our time—and this trend is intensifying: In 2017, e-commerce sales in Europe totaled € 298,820 million, and in 2023 the forecast market volume will reach € 456,073 million.

Consumer behaviour is changing as a result of the opportunities available on

the Internet. Customers are no longer restricted to their own country when making their choices. On the contrary: in their search for the best products, they find what they are looking for on international marketplaces. Utilize this new way of shopping for your business.

### Development of European e-commerce

Turnover is expected to grow by around € 150,000 million by 2023. Top seller is and remains fashion.





## A successful customer journey from A to Z

Customers want to buy carefully selected goods at the best price—and hold them in their hands as quickly as possible. As a retailer, you should therefore be well informed about the specifics of the target market, such as customer communication, preferred payment methods and preferred shipping options, in order to make informed decisions. Only a perfect buying and shipping experience leads to sustainable customer loyalty across borders.

### Online marketplaces: Springboards to cross-border e-commerce

Trading via online marketplaces is an essential component of e-commerce. More than 50 percent of global e-commerce is handled through them. Distribution via a marketplace is the most uncomplicated solution for you to internationalise your shop and offer your products to a much larger number of customers.

Over 50%  
of worldwide  
e-commerce is  
handled via  
marketplaces

### The fast way to the customer: Shipping via a delivery platform

Shipping is becoming more and more the focus of the successful sales process. The challenge here is to find a solution that on the one hand meets the requirements of the marketplaces and on the other meets the increasing customer demands. A delivery platform that handles the entire logistics process for you, including returns, is an efficient, cost-effective and not least stress-free alternative to existing shipping solutions.

### Focus on four European growth markets

We explain the most important steps to successful marketplace sales and distribution and introduce you to particularly interesting markets: Great Britain, France, Italy and Switzerland. These markets offer excellent growth opportunities for you.



# **Sales via online marketplaces**





## Three steps to successful business via online marketplaces

### STEP 1

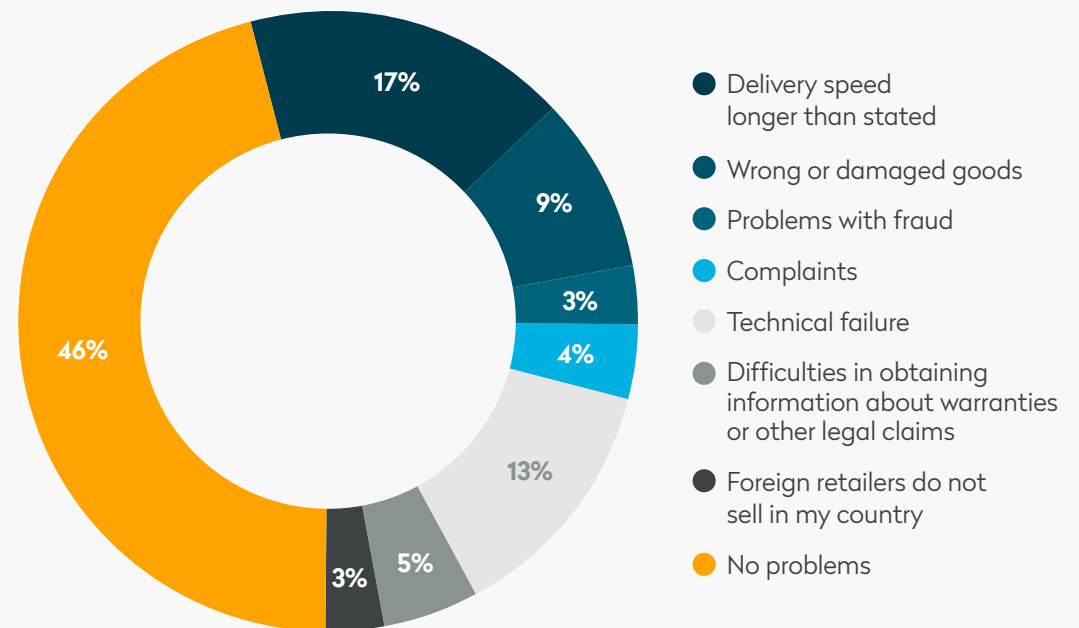
#### Identify your target market and adjust to it

The more sophisticated the entry into international trade, the higher the success rate. In the first step you should clarify in which country your product fits best. Once you have selected the target market, your unique selling proposition (USP) will be identified. To do this, consult market analyses and research.

Transparency is an important factor for a positive customer experience. For example, there should be no hidden costs behind your offers. Also pay attention to cultural specifics such as selection, payment and shipping preferences.

### International e-commerce poses many challenges

Over 54 percent of customers who order from dealers abroad stated that they had had problems with their order. Make sure you avoid the most common mistakes.





## STEP 2

### Find the right marketplace

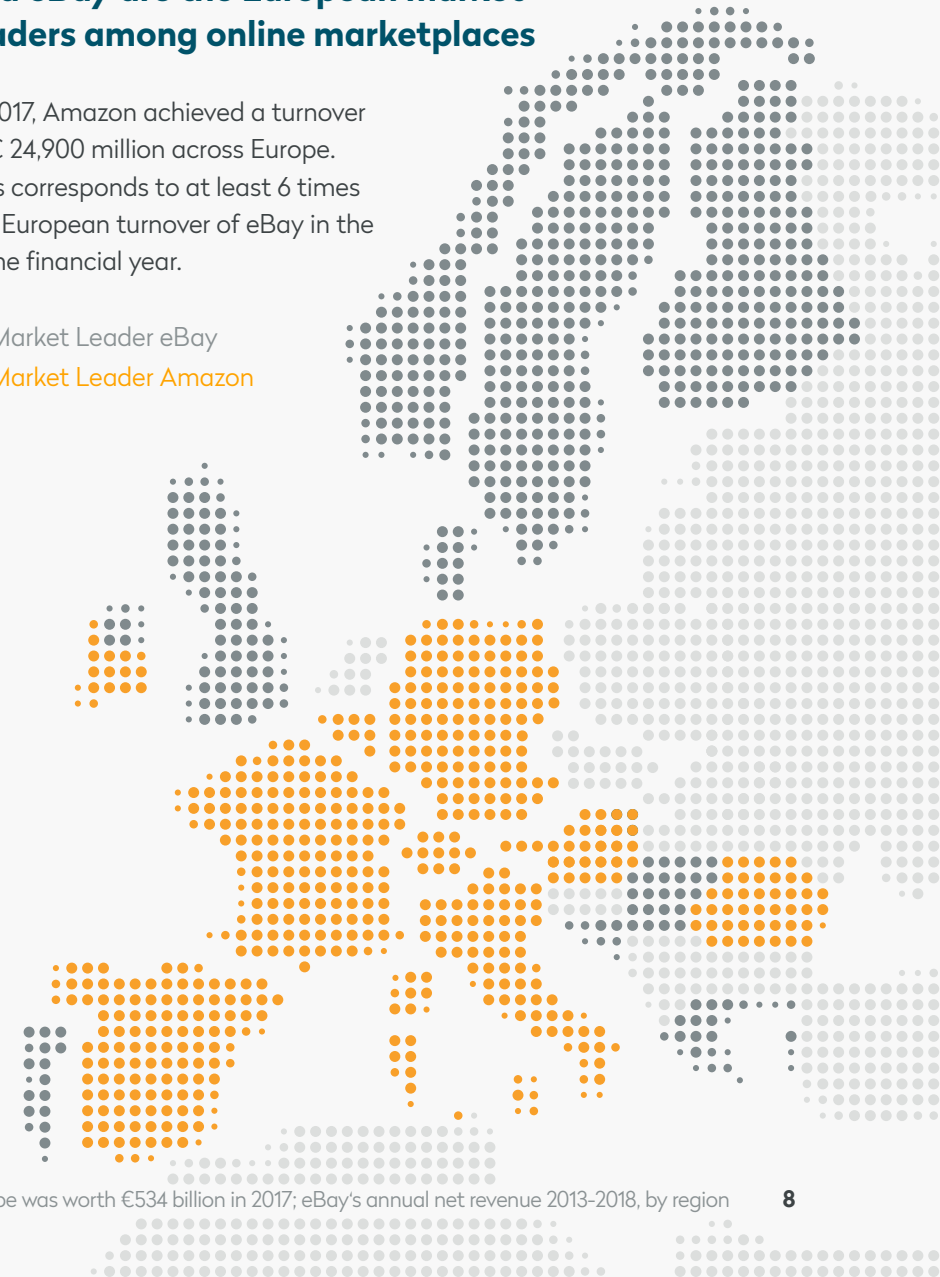
Online marketplaces are international, accessible hubs for a wide range of products—from mainstream goods to the rarest individual items. For you as a shop owner who wants to become internationally active, selling via a marketplace offers many advantages. As a shop operator you do not need your own advertising presence, but can use the infrastructure of the marketplace for your entire sales process. The setting of products, payment, customer service, marketing—all this is handled by the marketplace. You only have to find out which marketplace is best suited for your products.

Thorough market research will help. Analyze best practice examples and find out who is active on which marketplace. Once you have decided, choose a technical provider to connect your shop. This process should be as simple and transparent as possible for you.

### Dominance in the market: Amazon and eBay are the European market leaders among online marketplaces

In 2017, Amazon achieved a turnover of € 24,900 million across Europe. This corresponds to at least 6 times the European turnover of eBay in the same financial year.

- Market Leader eBay
- Market Leader Amazon







### STEP 3

#### Shipping—a critical factor for customer satisfaction

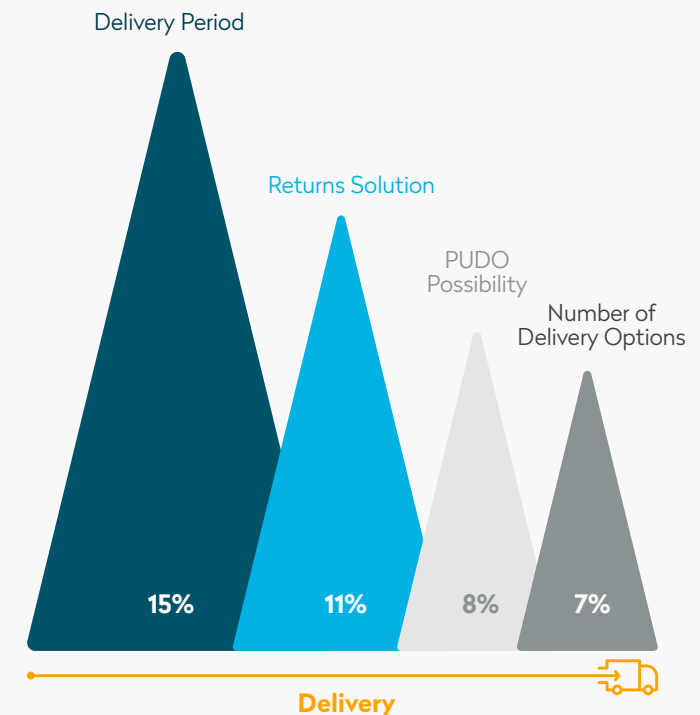
Fast, traceable, simple return—that's what the customer wants. This law applies globally. 41 percent of the factors that are decisive for purchasing online are the four factors delivery time, returns solution, pick-up/drop-off (PUDO) and the number of delivery options. Tracking is also becoming an increasingly important factor for a sustainable customer experience. 80 percent of buyers use the tracking link provided by the shop or delivery agent. The marketplaces react to the increasing demands of their customers with strict requirements.

#### The complex challenges during shipping

When selling on eBay, for example, you as a retailer must deliver at least 91 percent of the items on time. Otherwise, your products may be pushed back in search queries or your shop may even be blocked. If you sell through Zalando, you must adhere to the 100-day return policy and the precisely defined delivery times. Marketplace requirements are often difficult to meet even for dealers who only sell nationally—with Europe-wide shipping, the challenges become even more complex, especially on the last mile. The following presents four core markets with a special focus on country- and marketplace-specific shipping conditions.

#### Delivery plays a decisive role for your customers

41 percent of purchase factors in online purchasing are dependent on delivery





**Four particularly strong  
e-commerce markets  
and the requirements of  
customers and marketplaces**



## Great Britain: Take advantage of Europe's top market

Great Britain is one of Europe's top performers in the e-commerce sector, with a market volume of € 78,284 million (2018) and an annual growth rate of 5.7 percent. British customers are demanding because they have e-commerce experience. For them, shopping must feel like shopping around the corner, especially in terms of time.

Since more than two thirds of all e-commerce websites are visited with mobile devices, "mobile-first" should play a major role in the design of a company's own website.



### Shipping requirements




- Express delivery is offered in 94 percent of all e-commerce shops
- Tracking facility is a must-have
- Proactive customer communication on delivery status (e.g. updates by telephone)

### Marketplaces must meet demanding customer requirements

"Click & Collect" (order online and pick up at the store) and "Click & Reserve" (reserve online and view or buy at the store) have long been part of everyday British shopping.

The delivery requirements of the various marketplaces must be met (see table) in order to enable successful business on marketplaces.

### Requirements of the top marketplaces

	Delivery window	Return label	Carrier
 amazon	Partner-dependent SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 ebay	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 zalando	2-4 days	In parcel	Hermes



## France: Fashion pioneer in Europe

With 2019 sales of around € 44,218 million (as of March) and growth of 7.7 percent, France is one of the pioneering markets in European e-commerce alongside Great Britain and Germany and offers great potential for retailers. With a sales volume of € 14,060 million (as of March 2019), the “Fashion” segment is one of the most popular product categories in French online retailing. In terms of payment methods, the French are quite fixed: They prefer to pay by credit or debit card.

### French people like pick-up/drop-off

In France, the road to success is directly to pick-up/drop-off opportunities.





### Shipping requirements

- 85 percent of French people prefer pick-up/drop-off options (PUDO)
- 36 percent want to collect goods directly from the store
- 90 percent of the French demand real-time updates of the delivery process

(PUDO) is an absolute must. For the French, this type of parcel delivery is just as important as delivery to the front door. The fact that over 94 percent of French webshops offer a „mobile site“ and the French often use rating pages for their selection underlines the general trend: social and mobile commerce is an essential sales driver in France.

### Requirements of the top marketplaces

	Delivery window	Returns label	Carrier
 amazon	Partner-dependent SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 Cdiscount	Within 7 weeks	No	Free choice
 ebay	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 <i>Galeria Lafayette</i>	Shipping confirmation within 48 hours	Yes	No specifications
La Redoute	4 days max	Yes	Direct shipping without restrictions; sometimes direct shipping to pick-up store; Relais Colis
 zalando	2–5 days	In parcel	La Poste



## Italy: High demand for international products

Italian e-commerce is one of the European growth markets, with a market volume of € 16,819 million. With 38.4 million Internet users (as of March 2019) and annual revenue growth of 10.4 percent in 2019 (as of March). This makes Italy a particularly interesting sales market for retailers: Italian suppliers are often unable to offer the goods that locals want. That's why Italians like to shop all over Europe.

The most visited online marketplace is Zalando. Fashion, electronics and media are the largest market segments. The average revenue per user is € 456.74 (ARPU).




However, it is noticeable that Italians do not attach great importance to fast delivery: 74 percent are satisfied with a delivery period of three to five days. Pick-up/drop-off options (PUDO) are gaining in popularity.



### Shipping requirements

- Card payment is considered the most important payment method
- 78 percent of Italians prefer to receive their parcels at home
- 91 percent of Italians want free shipping and returns

### Requirements of the top marketplaces

	Delivery window	Returns label	Carrier
 amazon	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer or uses Amazon Logistics
 ebay	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 zalando	2-5 days	In parcel	UPS, SDA, DHL








## Switzerland: Trade with European neighbours is growing rapidly

International trade in Switzerland grew by 20 percent in 2017 year-on-year. This shows that Swiss people like to order abroad and trust e-commerce shopping across borders. The largest market segment is the “Electronics & Media” segment with a volume of € 2,193 million in 2019 (as of March).

The Swiss also spend a lot of money on internet shopping—the average revenue per user (ARPU) in 2018 was a good € 1,000. In addition, the growth in parcel volume is estimated at 12 percent per year.

When it comes to shipping, the Swiss are demanding—as they are with regard to the value of the goods. Absolute transparency about the shipping status is essential for Swiss customers. “Click & Collect” is becoming increasingly popular. The fact that 58 percent prefer to pay by bank transfer should also be taken into account.

### Requirements of the top marketplaces

	Delivery window	Returns label	Carrier
 amazon	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer or uses Amazon Logistics
 ebay	No SLAs <sup>1</sup>	No	Free choice; partner sends directly to end consumer
 migros.ch	14 days after receipt of payment	Self-selectable, no legal obligation to take back, but recommended to offer	Free choice, but partner must meet certain conditions
 zalando	2–5 days	In parcel	Swiss Post
 Digitec Galaxus AG	Not defined	No, print label at home	Swiss Post



### Shipping requirements

- Almost two thirds of e-shoppers make their online purchases across national borders
- Customers want to be informed about the delivery in advance
- Customers want delivery on the date they prefer





# Shipping as a decisive factor for a successful Customer Journey



## How does your product reach your customers throughout Europe?

Once you have decided to sell and internationalize via marketplaces, the question remains as to the perfect shipping solution. As a retailer, you are faced with the challenge of meeting both the requirements of your customers and those of the marketplaces.

An example: In order to receive an evaluation as a top seller on eBay, you must comply with a maximum defect rate of 0.5 percent (e.g. cancellation of a purchase due to products no longer in stock) and a maximum delivery failure rate of 3 percent.

### The strict shipping requirements of the marketplaces

If you want to sell your products via the marketplaces, you must be aware that you have to follow the requirements of the marketplaces. You can reduce this risk as

much as possible if you decide to use the fulfillment service of the marketplace for shipping—this means that the marketplace stores your goods and takes over the entire logistics for you. In this case it is ensured that you move within the regulations of the marketplaces.

However, high commissions are charged for this service. In addition, you must always ensure that there is sufficient product stored in the marketplace warehouse so that it can be accessed whenever necessary. The resulting additional availability and inventory management leads to increased complexity, especially when shipping across several marketplaces: If your articles are no longer in stock in the marketplace warehouse, you will not only annoy your customers, but also be unable to meet the delivery criteria of the marketplace. In extreme cases, this will result in your products no longer being displayed.



The fulfillment service of the marketplaces is demanding and expensive. The costs can even rise so far that the profitability of your e-commerce business is questioned by the marketplace.



## Own dispatch solutions: An alternative to dispatch via the marketplace

Of course, a shipping solution from our own warehouse is also an option. In this case, you can often work with different carriers on the last mile for shipment abroad. This ensures that the marketplace requirements are met and costs are saved. However, this

variant results in new challenges, including managing different service providers, document requirements such as return slips, return labels, invoices, and tracking. However, your package is not yet at the customer's, as now it gets really complex.

### International shipping product

Use the international product of a national carrier (such as DHL Weltpaket or UPS)—this is only possible if the marketplace accepts these delivery services and their delivery times.

#### **BENEFITS**

- Low integration effort, as you only negotiate with one service provider
- Only one contact person for your international shipment

#### **DISADVANTAGES**

- This is not necessarily the most cost effective alternative
- The marketplace may provide other delivery services or other delivery requirements

### Local Carriers

Work with the local carriers in the target country.  
Negotiate with each service provider.

#### **BENEFITS**

- You always have the right delivery service at hand
- Reduce costs and ensure a better, more individual customer experience for the customer through the locally known service

#### **DISADVANTAGES**

- You have to coordinate multiple services and their different requirements
- The multitude of delivery services increases the labeling and integration effort of different systems that deliver all tracking data



## Make your shipping a simple matter

The dispatch from the warehouse of the marketplace as well as the construction of the own dispatch solution is a challenging matter. Therefore, make your shipping a simple matter. Work with a platform that offers you the perfect, individual solution for your Europe-wide parcel shipment and reduces complexity at the same time. This enables you to guarantee delivery within the time window required by the marketplace.

With such a platform, you only have one contact person who connects you with all local carriers who offer the best service for your customers. The delivery platform orchestrates your entire network of suppliers. This reduces your costs and at the same time increases the efficiency of your dispatch. Of course, such a platform offers all the services of a successful delivery: a local returns solution, customs clearance, labels per shipping service provider and country, carrier communication and transport to the local carrier networks.

The service also includes the preparation of shipping data, tracking and monitoring as well as important shipment notifications. Your customers receive shipping updates from you and know where the parcel is at all times. This creates transparency. Moreover, this increases the shipping experience for your customers and significantly increases the repurchase rate.

## The shipping platform: professional and from a single source

The easy way to the customer: Connection to a marketplace—shipping via the platform





**Successful shipping  
from the first  
to the last mile**

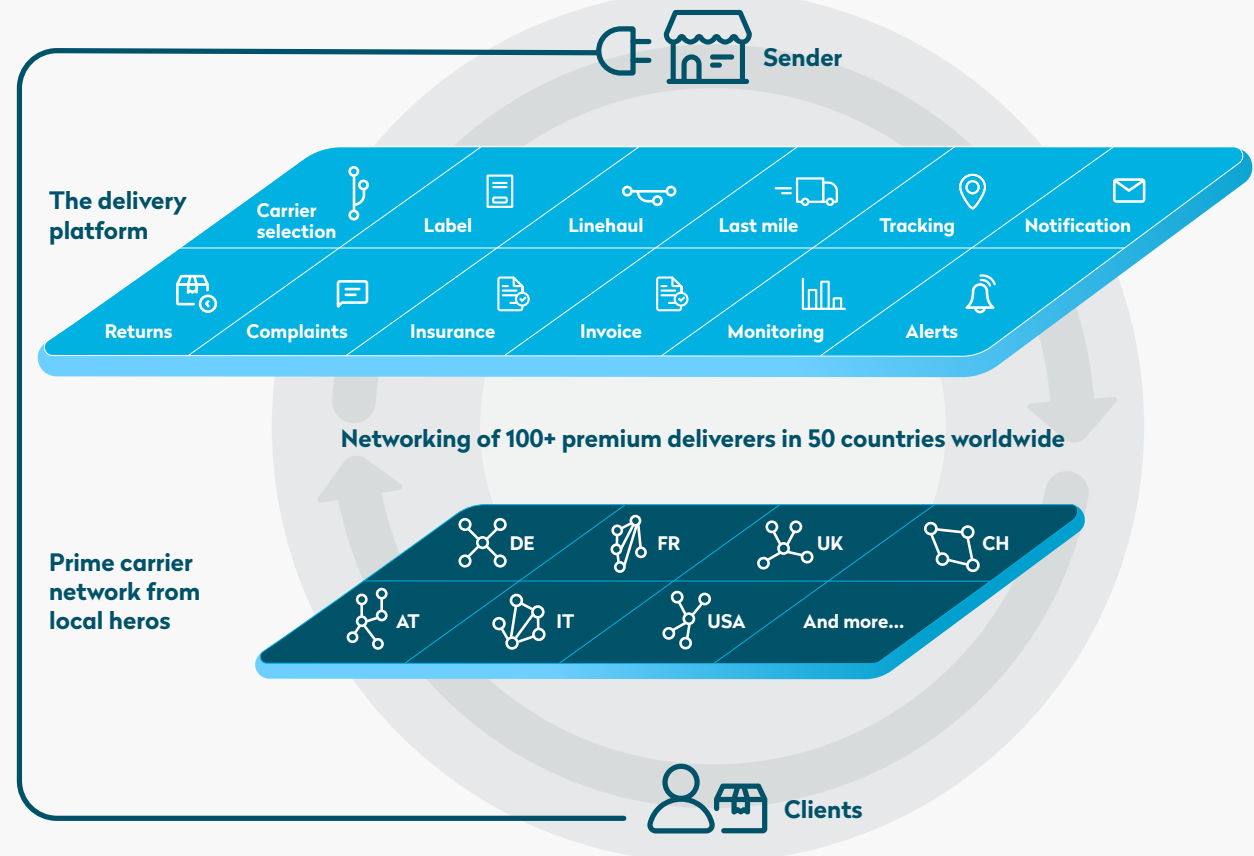
# Make Europe-wide shipping child's play

## SEVEN SENDERS: Delivery platform with competence and experience

We are the leading delivery platform for Europe-wide parcel shipping. We offer you the best individual solution for every parcel. We connect you with our last mile carrier network in Europe. We provide you with a fast and cost-effective delivery solution, adapted to the needs and requirements of your end customers.

With the SEVEN SENDERS delivery platform you can optimise costs and increase efficiency. Thanks to the Europe-wide carrier network and the modular structure, we are also the right partner to expand into new markets with you. Our local shipping partners, leaders in their field, and our tracking solution give your customers a great user experience right up to the moment they hold the package in their hands.

## The leading delivery platform for parcel shipping in Europe







## Fast and trouble-free delivery even beyond national borders

You benefit from all our services, but have only one contact for your shipping solution. You work with great local carriers. You get the best rates because we bundle the quantities from our various customers. We create each carrier label for you via our API and take care of carrier communication. We offer you a local returns solution in all countries, adapted to your needs, which saves time and money. Since we harmonize the tracking data of all carriers for you, you get full transparency at a glance about the performance of your supply chain across all carriers. This enables you to identify potential problems in good time and monitor your SLAs.

Our tracking solution enables you to offer perfect customer communication during shipment. Create individual dispatch messages tailored to the respective event via e-mail, SMS or Facebook Messenger and bring over 80 percent of your customers back to the shop. At the same time, you can reduce customer service requests by up to 25 percent.

With SEVEN SENDERS, you get full control over shipping, unparalleled transparency and turn your shipping into a customer experience.

**SEVEN SENDERS**  
has access to a  
powerful, reliable  
network of over  
100 premium  
carriers worldwide

### SEVEN SENDERS dispatch solutions

Thanks to our platform approach, we offer the best solution for your dispatch.



#### Linehaul

By bundling volumes, we increase the efficiency of Linehails



#### Last mile

We connect you directly with the local premium carriers worldwide



#### Returns

Use local returns solutions in all countries, adapted to your needs



#### Label

Get each carrier label via our API or use our white label solution



#### Claim Center

Everything from a single source: one Claim Center for all countries in your language



#### Invoices

Simplify your processes with carrier-independent and standardized invoices



## About us

SEVEN SENDERS was founded in 2015 by Dr. Johannes Plehn and Thomas Hagemann in Berlin. Since then, a team of product managers, developers, practice and logistics experts has been working to build Europe's leading delivery platform, connect retailers with their customers and provide the perfect shipping experience for everyone.



### Awards and Recognition

- Start-up scene Growth Prize 2018 in the Mobility category
- 7th place among the fastest growing start-ups in the founder scene ranking
- LinkedIn ranking as Top Start-up 2018

### A selection of our customers



**“We founded SEVEN SENDERS because we believe that e-commerce is a driver of globalization and brings people and markets together. We want to support this trend with our leading delivery platform.”**

**Dr. Johannes Plehn**  
FOUNDER SEVEN SENDERS

# We are looking forward to seeing you!

If you have any questions or are interested, please contact us:



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# SEVEN SENDERS

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