

Maximizing Multi-Channel Customer Demand Easily at Low Cost

Alex Podopryhora (M2E**)

Murray Lambell (eBay)



** Best Product 2012 @ E-commerce UK Expo 2012

AGENDA



1

Why eBay?

2

Why Multi-Channel?

3

M2E - your problems solved!



EBAY STATS AND FACTS

eBay has the **leading traffic position** in ecommerce in the UK and the world, with over **100m** users.



\$74 billion projected 2012 global trade volume (eBay Marketplaces)



Fixed priced product sales account for **70%** of sales worldwide (2012)

A piece of men's clothing sells every **1.8 seconds**



A woman's handbag sells every **8 seconds**



A piece of women's clothing sells every **0.7 seconds**

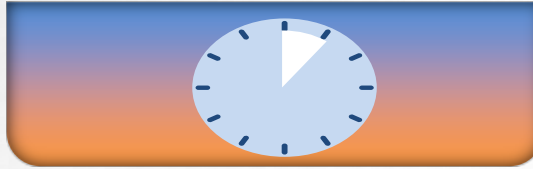


EBAY.CO.UK: TRAFFIC

The largest e-commerce buyer audience in the UK



3% of total UK online time/month is spent on eBay.co.uk*



19.3 million unique visitors per month*



1h 56m

Average time/ month spent on eBay per person*

49%   51%

Broad UK demographic*



Every **1 second** someone shops via mobile on ebay.co.uk**

*Source: Nielsen/NetRatings August 2012, **eBay

MOBILE: EBAY STATS AND FACTS

30% - of all eBay's sales in the UK and globally are made through mobile devices

Every **1 second** – an item is sold via eBay's global mobile platforms

List items for sale in under
60 Seconds

Browse over **300 million** listings



> **100 million** downloads of eBay apps



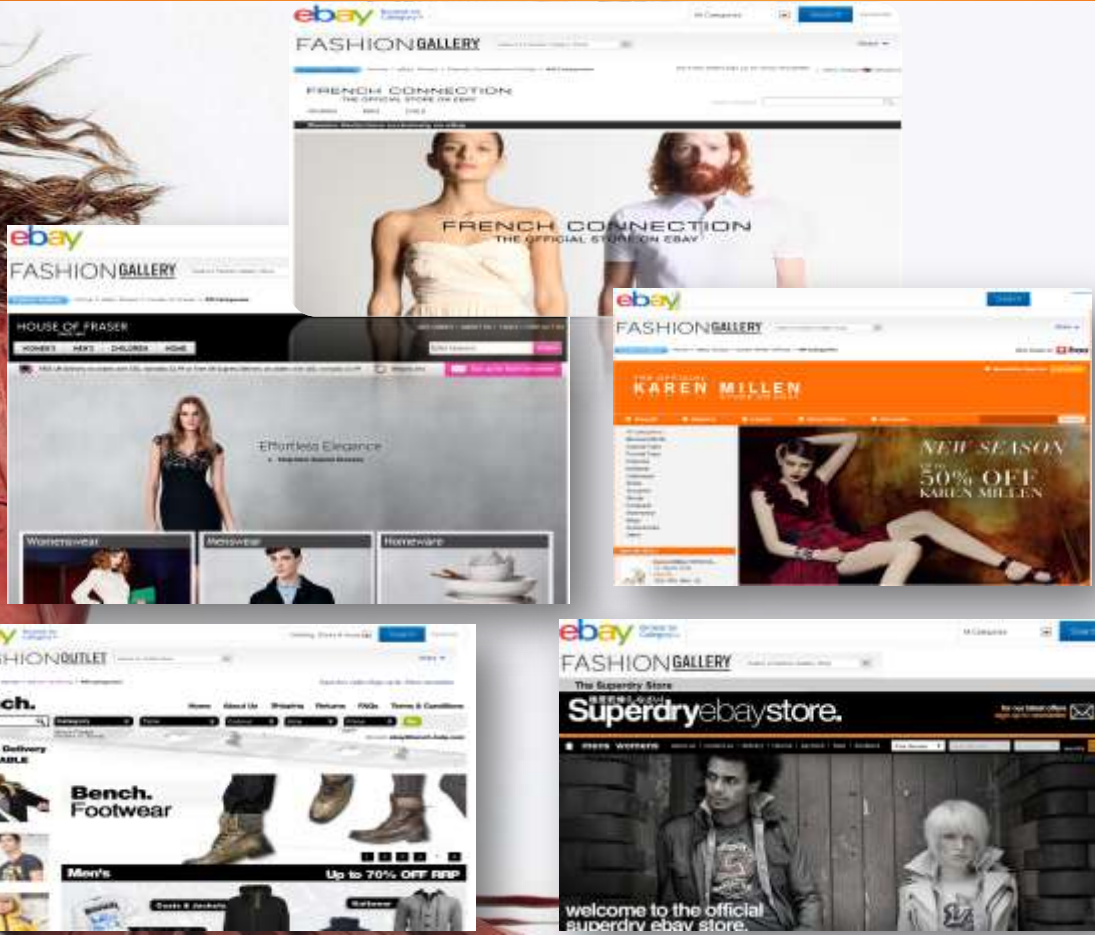
PayPal 2011 Mobile payment volume
\$4 billion



eBay 2011 Mobile GMV
\$5 billion



THE RETAILER IS IN CONTROL OF BRAND IMAGE



In control of the 'look & feel' of the brand

Manage price and margins

Merchandising and Promotions control

Customer contact stays with the retailer

INTERNATIONAL SALES



Online B2C cross-border trade is growing at 25% year on year

Expanding a retailers ecommerce footprint across EU opens up 180m online buyers (EU Online penetration)

Fashion cross-border trade in 2011 was \$124m

39% growth on 2010

20% of eBay customers buy cross-border

80% would do so for the right product

Sellers experience rapid growth with cross-border trade

120,000 UK businesses exported over £500m on eBay in 2011

eBay commitment

eBay is investing heavily to make Cross Border easier in 2012

A RETAIL PARTNERSHIP WORKING WITH LEADING BRANDS

“

... .. We have confidence in the eBay brand. It's another place you look for a product, whether it's a comparison of price or a comparison of availability... eBay is a natural place for customers to look for us as a brand. We want to be where our customers are looking for us.

”

Simon Lilly,
e-Commerce Director
Animal

L.K.Bennett



極度乾燥(しなさい)
Superdry.

Bench.

SOLE TRADER
DAILY

Boden



KOOKAI

HOUSE OF FRASER

Dune



FRENCH CONNECTION



LAURA ASHLEY
THE OFFICIAL EBAY STORE.

GUESS

OUR UNDERSTANDING OF RETAIL NEEDS



*For your
company or your
client, eBay
offers...*

**A new route to
market**

Access to new buyers

**International
expansion**

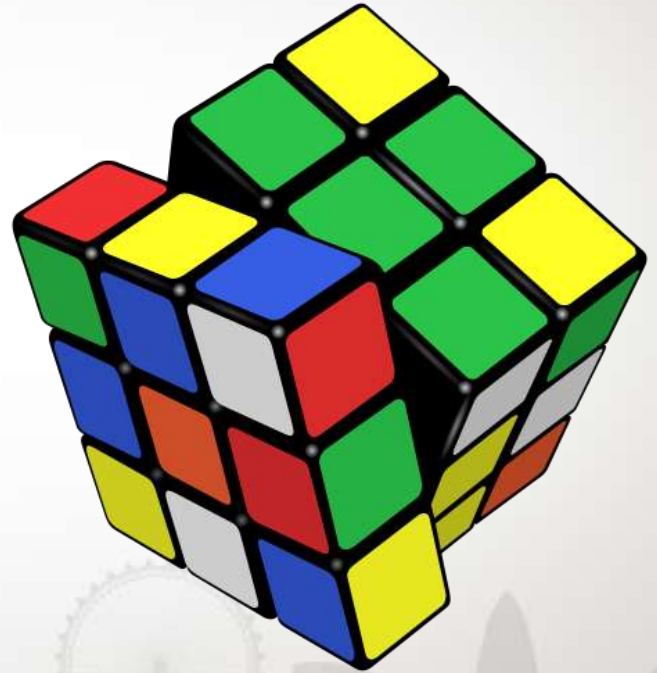
COMPLEXITY

Repetitive tasks

Data management

Inventory

Reporting and forecasting



SIMPLICITY AND EFFICIENCY

Multiple channels

Multiple marketplaces

Multiple accounts



FLEXIBILITY

Global

Account

Template



TMPLATES DRIVEN APPROACH

Description

General

Selling format

Synchronization



AUTOMATION

Stop

Revise

Relist



LISTING USING 3rd PARTY TOOLS?

Mapping

Synchronization

Automation



MORE CHANNELS - MORE STRATEGIES!



Actual quantity
in stock: 1
Magento (Base)
Price: £40.00



Web store A

Web store B

eBay UK

eBay USA

eBay Germany

For sale: 1

Price: £40.00

Price rule=Base price

For sale: 1

Price: 64.00\$

Price rule=Base price
Exchange rate: 1.59

For sale: 1

Price: £44.00

Price rule=Base price+10%

For sale: 1

Price: 60.00\$

Price rule=Base price-4\$

For sale: 1

Price: 45.00 EURO

Price rule=Base price-10%
Exchange rate: 1.24

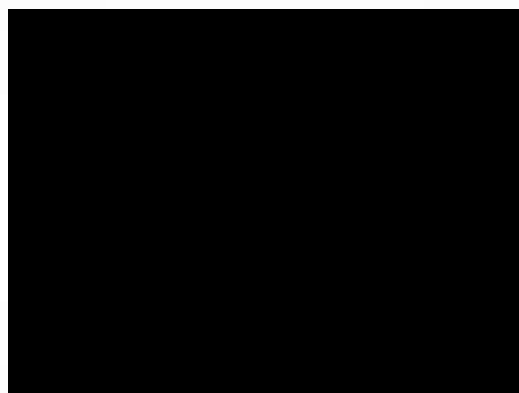
BEST OF BOTH “WORLDS”!

Orders

Status

Shipment



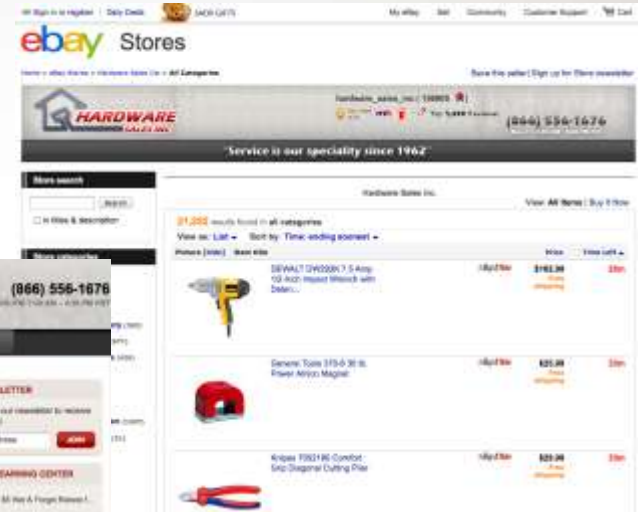
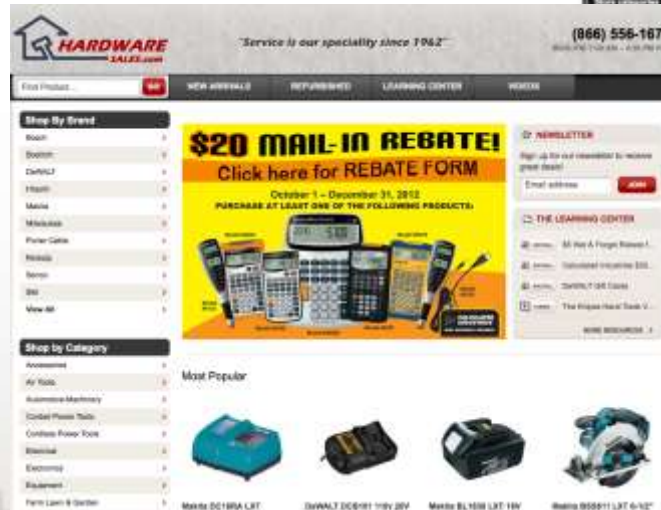


HARDWARE SALES (ON MAGENTO EE)

“M2E has provided us with a robust link between eBay and our website that allows us to manage our eBay channel as easily and efficiently as managing our website”.

Steve Douge

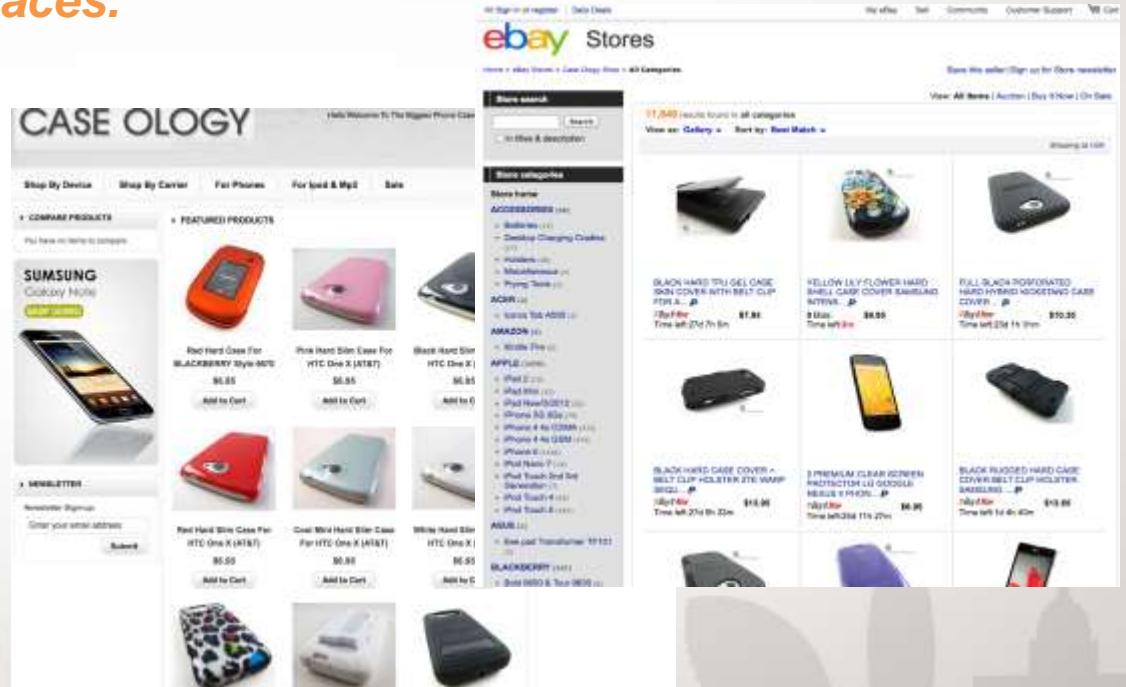
- 21,000 active listings
- Over 150 orders per day
- Over 1000 orders per day when running Daily Deals campaign



CASE OLOGY SHOP (ON MAGENTO CE)

"M2E Pro – easier to list, save time, build to manage the same stock on multiple marketplaces."

- 11,000 active listings
- 500-600 orders per day



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Get the New E-series 60" Class Razor LED™ Smart TV for just **\$999.99**

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- HOT DEALS

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VIZIO

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- VIZIO Ultra Slim 19" Model: SMF120R \$24.99

TVs **Home Audio** **Blu-Ray Players**

Q&A

<http://m2epro.com>

