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MARKETPLACES AS A TOOL TO INCREASE SALES INTERNATIONALLY

5 successful strategies that you can apply immediately to your e-commerce

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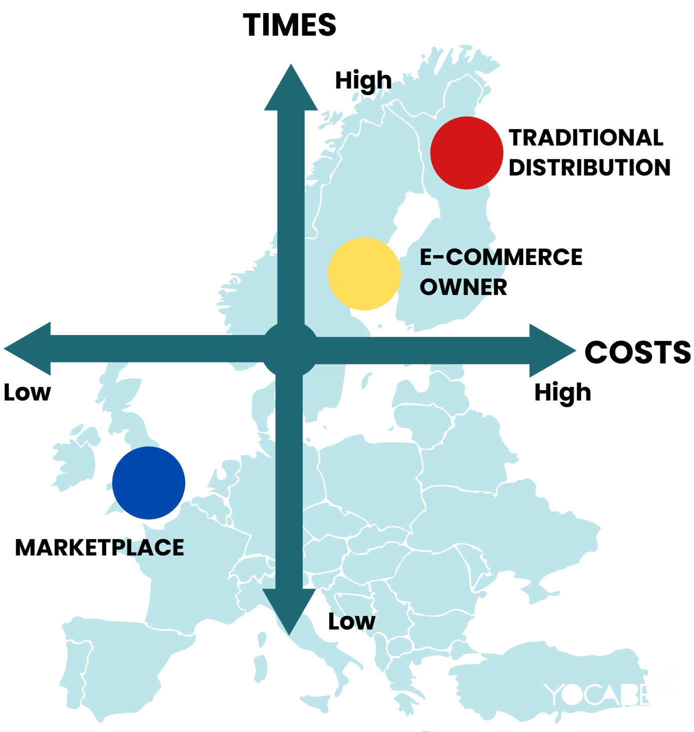
OVERVIEW OF THE MAIN MARKETPLACES IN EUROPE

GENERALISTS	CLOTHING ACCESSORIES FOOTWEAR	LUXURY FASHION	PERSONAL CARE	ART CRAFTSMANSHIP	ELECTRONICS AND TECHNOLOGY
amazon	zalando	NET-A-PORTER	fruugo	ManoMano	ePRICE
Rakuten	MIINTO.	SELFRIDGES&CO	privalia	NOT ON THE HIGH ST.	newegg
ebay	privalia	FARFETCH	Veepee	privalia	Reverb
TEMU	DECATHLON	Harrods		fruugo	CONRAD
allegro	coin	MATCHES		LEROY MERLIN	PC COMPONENTES
Cdiscount	Lafayette	LUXSEEKER ACCESSIBLE LUXURY		Etsy	Etsy
AliExpress	La Redoute				fnac
bol.com	spartoo				ManoMano
OTTO	Miravia				
fruugo	MANOR				
	El Corte Inglés				
	Vinted				

MARKETPLACE: THE BEST WAY TO INTERNATIONALIZE SALES



Marketplaces represent a strategic solution for the internationalization of sales compared to traditional distribution and proprietary e-commerce. Analyzing the main parameters - time, costs and distribution methods - the competitive advantage of marketplaces clearly emerges.

- Traditional distribution: although a consolidated choice, it involves high costs and times, limiting the speed of access to foreign markets.
- Proprietary e-commerce: reduces the time compared to traditional distribution, but requires significant investments in development, maintenance and promotion.
- Marketplace: stands out as the most efficient option, with limited time and costs, ensuring rapid and scalable access to international markets.

The flexibility and ease of use of marketplaces make them an ideal choice for brands looking to expand their presence globally, optimizing resources and maximizing results.

5 SUCCESSFUL STRATEGIES THAT YOU CAN APPLY IMMEDIATELY TO YOUR E-COMMERCE

01. I buy a connector and manage everything internally

02. I completely outsource the management to a partner

03. I use the services that the marketplace provides me and manage everything internally

04. I manage some marketplaces internally and for others I rely on a partner

05. I manage everything internally using external support services

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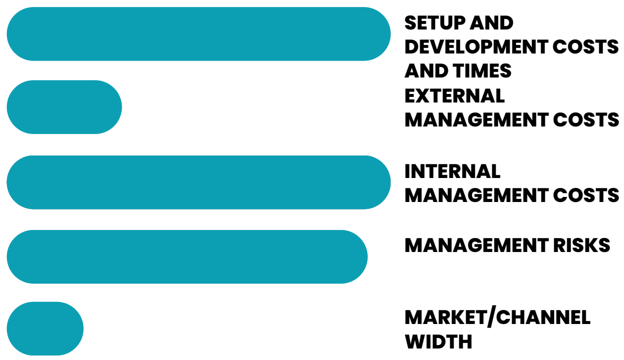
1

I BUY A CONNECTOR AND MANAGE EVERYTHING INTERNALLY

This strategy allows brands to manage all operations related to selling on marketplaces internally, using a connector as the main tool. It is an approach that guarantees autonomy and flexibility, allowing them to operate on multiple markets and channels simultaneously.



Pro

- In multiple countries and on multiple marketplaces simultaneously
- Autonomy in management
- Reduced external costs

This approach is ideal for companies with sufficient resources and in-house expertise to manage all operational phases, but may not be suitable for organizations that require a faster or less resource-intensive implementation.

Against

- High development and resource costs
- Long development times
- Internal logistics management
- In-house management of all international tax services

2

I COMPLETELY OUTSOURCE THE MANAGEMENT TO A PARTNER

This strategy involves outsourcing marketplace operations to an external partner, who takes care of all operational and administrative tasks. From product catalog management to logistics, from international taxation to price control, the partner takes full responsibility for operations, allowing the brand to focus on other strategic priorities.

This approach allows for rapid publication on multiple marketplaces, even in different countries, drastically reducing initial setup and development times and costs. Total outsourcing eliminates the need for dedicated internal resources and offers immediate access to consolidated skills and infrastructure.
The strategy is particularly suitable for companies that want to quickly enter new markets, avoiding management and operational complexities. However, it is important to choose the right partner, to maintain strategic control of the activities.

Pro

- In multiple countries and on multiple marketplaces simultaneously
- Marketplace management in charge of the partner: catalogue, logistics, international taxation, price control
- No development and resource costs
- Short publication times

Against

- External management costs
- Indirect access to the channel

1

3

I USE THE MARKETPLACE SERVICES AND MANAGE EVERYTHING INTERNALLY

This strategy involves the direct use of the services offered by the marketplace, while maintaining internal management of operations. It is an approach that guarantees autonomy and simplicity, without requiring changes to logistics or the implementation of a connector, making it ideal for those who want to start online sales with low initial costs.
However, this solution is limited to only one marketplace at a time, reducing the possibility of developing a multi-channel strategy.

Pro

- Autonomy in management
- No internal logistics modification required
- It is not strictly necessary to have a connector

Against

- I only access one marketplace at a time
- Difficult to develop multi-channel
- Only works for one channel at a time
- Logistics can get very expensive
- Specialized resources
- Reduced scalability
- B2C and International Taxation

Additionally, logistics can become expensive, and managing international taxation requires specialized resources and expertise. The scalability of this approach is limited, making it less suitable for companies with global growth ambitions.
This option is a valid choice for approaching digital sales, but requires careful planning to ensure long-term sustainability and control.

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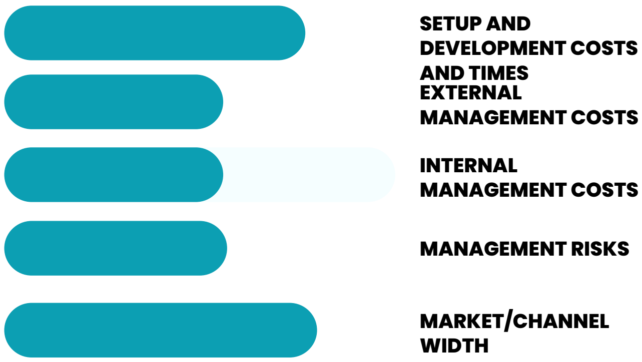
4 I MANAGE SOME MARKETPLACES INTERNALLY AND FOR OTHERS I RELY ON A PARTNER

This strategy combines two approaches: internal management of some marketplaces and outsourcing to a partner for others. It offers a flexible solution that allows you to leverage the benefits of both models, ensuring good scalability and a reduction in the risks associated with total centralization or outsourcing.
With this approach, companies can optimize operations according to the specific needs of each market or channel.



However, mixed management can be complex, requiring the integration of different services and tools. This increases internal development and management costs, while external costs can grow proportionally as the business expands.
This strategy is particularly suited to brands with omnichannel growth ambitions that want to balance flexibility and control, but requires adequate organizational and technological resources to manage operational complexity.

Pro

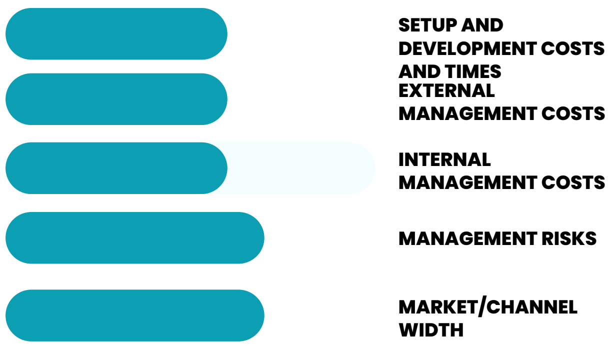
- Flexible management
- Benefits of both models with reduced risks
- Good scalability

Against

- Mixed management can be complex
- Risk of having to integrate various services
- High internal development costs and times
- Higher external costs in proportion to business volume

5 I MANAGE EVERYTHING INTERNALLY USING EXTERNAL SUPPORT SERVICES

With this strategy, companies maintain complete control of marketplace operations, using external services such as connectors, order management systems, and logistics solutions to optimize processes. This approach guarantees operational autonomy and constant support, making it ideal for those who want to customize management according to their needs.



Pro

- Autonomy in management
- Constant support in management
- Use of proven external services (connectors, OMS and logistics)

However, it requires significant investments in specialized resources, development time, and non-performance fixed costs. Additionally, scalability can be limited, making expansion more difficult than with other solutions.
This option is suitable for structured companies that want to combine independence and reliability, but it could be challenging for companies looking for more agile or scalable solutions.

Against

- High development costs
- Long development times
- Specialized internal resources
- Fixed costs and not performance-based
- Reduced scalability

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5

KEY ASPECTS TO FOCUS ON

Marginality analysis

Knowing the sales dynamics, fees, user behavior and return rates of each channel and country are essential for margin analysis before even starting.

Logistics setup

To meet the very strict SLAs required by marketplaces and improve margins, the right logistics setup is essential.

Product selection

Once the marketplace has been defined, a careful analysis of the products to be put on sale is essential. For example, publishing a very high number of unprofitable products could be counterproductive and reduce overall performance on the channel.

Dedicated content

Even on marketplaces, optimizing product content is essential for the success of the channel. A mistake that is often made is to adapt the e-commerce content to the marketplace.

Setup fiscale

Make sure you have the right tax setup to avoid the risk of account closure or, worse, problems with foreign Revenue Agencies even 10 years after the launch of a nation.

GET IN TOUCH

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The Yocabè solution allows you to market your products on different marketplaces quickly and efficiently, drastically reducing start-up times.

Through the Yocabè account, you can sell your products on multiple platforms without having to create individual connections with each of them. This system simplifies the process and significantly speeds up the launch time.

Connections with the various marketplaces have already been created and optimized by Yocabè, eliminating long configuration procedures.
By choosing to sell with the Yocabè account, you will benefit from an integrated and proven system, which facilitates access to the main marketplaces and optimizes every phase of the sales process.

Contact us today to find out how our service can transform your business and make your products successful on a global scale.