

# HOW CAN YOU FIND THE RIGHT MARKETPLACE FOR YOUR BUSINESS?

B2B marketplaces are digital platforms that connect your business with other companies wanting to buy your products – streamlining the process for all involved. But with so many e-commerce options out there, how can you make sure you have found the right one? Our handy checklist sets out some points to consider:



## ✓ BRAND AWARENESS

B2B marketplaces are a shortcut for constructing a trusted online shop. If visitors are familiar with the marketplace at hand, they are much more likely to trust it – and by extension, your business and products, too.



## ✓ NUMBER OF VISITORS

A trusted marketplace is all well and good, but this has got to be backed up by solid visitor numbers. After all, what is the point of listing on an e-commerce marketplace if nobody is seeing your product?



## ✓ MARKETPLACE DESIGN

You want to make it as easy as possible for your customers to browse through (and buy!) your products. Whether the marketplace needs to be optimised for mobile or available in a specific language, opt for an e-commerce provider that meets your customers' practical needs.



## ✓ EASE OF SET-UP

As a businessperson, you know that time is money. There is no need to spend hours setting up your e-commerce presence: choose a streamlined B2B marketplace that is easy and intuitive for you to use. Optimally, this has various options for technical connection and gives you the flexibility you need for an uncomplicated start.



## ✓ ITEM LIMITS

You put substantial time and effort into developing your company's product range. Consider opting for a marketplace that allows you to post an unlimited number of items so you can maximise your sales potential.



## ✓ POSSIBILITY OF SELLING SINGLE OR BUNDLE ORDERS

Whether you can sell your goods exclusively as a whole pallet or also enable individual orders makes a big difference for the expansion of your target group. Your marketplace business partner should therefore allow you to do both.



## ✓ PAYMENT OPTIONS

B2B marketplaces cover the entire sales process end-to-end, which includes payments. Make sure that your chosen marketplace offers the payment options that work for you (and your customers).



## ✓ COST STRUCTURE

A B2B marketplace with a clear, transparent cost structure helps you budget better from the off. Nobody likes nasty surprises – especially not where money is involved.



## ✓ INSIGHT AND REPORTING

Access to good data can make or break a company's success in e-commerce. Opt for a provider that offers comprehensive evaluations and statistics so you have all the facts at your fingertips.



## ✓ PERSONAL SUPPORT

During the commercial and technical onboarding, as well as after going live, you should be supported by specialists. This guarantees the full utilisation of your potential.



## ✓ INTERNATIONALISATION

Why sell only in one country when your products are also in demand beyond national borders? Perhaps you already sell abroad, or are looking for an easy way to do so. Then it makes sense to make sure that internationalisation is possible via the respective marketplace.



### Ready for a sales boost?

In recent years, e-commerce has become increasingly important. How can you benefit from this distribution model?

Get to know the Conrad Marketplace.

<https://platform.conrad.de/en.html>