

This is how you can benefit from the Conrad B2B marketplace.

Looking to establish new sales channels and reach additional customer groups through a modern B2B shopping experience, but finding the development process too long-winded? Use Conrad's B2B marketplace and make your products available to more than two million corporate customers.

Conrad enables:

- A targeted customer approach for the industry and research sectors as well as for schools and public authorities
- More effective customer acquisition in the production, development and technology sectors
- The ability to supply the right customers with the right products at the right time
- The digital transformation of your sales channels and expansion of your business

In a survey of German companies, over half stated that B2B marketplaces will be highly relevant for the next **5 years**

Source (in German): <https://de.statista.com/statistik/daten/studie/1266187/umfrage/kuenftige-bedeutung-von-vertriebskanaelen-im-b2b-handel/>

Conrad's B2B marketplace gives you access to two million corporate clients who use conrad.de to shop for their daily technical business supplies.

Conrad specialises in the B2B sector and makes your expertise, products and technologies seamlessly available to your customers. These include:

- Essential products that your customers require for their facilities, offices and labs
- Electronic components, business services, the latest technology for 3D printing and much more

With Conrad, your customers can buy everything they need from you through a range of channels:

- Through the Conrad shop at conrad.de
- Directly via e-procurement
- By getting in contact via telephone or email, or connecting with trained sales representatives

Buyers, key players and decision-makers who are versed in e-commerce want a B2B option that meets their needs.

So it's no surprise that over two million corporate customers take advantage of our B2B marketplace services (conrad.de). Work with us to build your brand and develop lucrative long-term customer relationships

https://asset.conrad.com/media10/add/160267/c1/-/de/EN_Platform_Seller_Decisionpaper



Conrad provides two solutions:

- A curated B2B marketplace
- A private marketplace with exclusive access to the Conrad Group's medium-sized and large companies

These sales channels allow you to customise your product and pricing options to deliver more targeted products and services.



Our solutions make life easy for you, whether you're looking to enter the B2B market or boost your existing B2B marketplace business.

Here's why:

- Partnership: Conrad offers advice and personal support as you get started
- Transparency: You choose your own products and set your own prices. You also decide which reporting options you need to get the key information about your products and keep an overview of sales figures
- Wide reach: conrad.de is in the top 10 shops in terms of reach in the technical business supply sector. We record up

to 210 million shop visits globally per year. Conrad opened additional B2B marketplaces in Austria in 2021 and the Netherlands in 2022. B2B marketplaces in Italy and France are also in the works



conrad.de has established itself as a leading purchasing provider in the industrial sector and other corporate sectors. Benefits for our customers:

- Seven million products from over 6,000 brands available on conrad.de
- Full transparency with regard to products and services, availability and daily best prices
- High-quality customer service and advice from dedicated professionals
- E-procurement and other procurement services
- Secure payment and delivery with data protection compliance
- Conrad's "OCI/PunchOut", "eCatalogue" and "Smart Procure" solutions offer buyers quick and transparent processes that give them full control over their purchases



**Benefits for you:**

- A high-quality sales environment that only employs vetted salespeople with e-commerce experience
- A clearly defined target group with detailed product and service information
- Exciting new business and growth opportunities thanks to a greater online presence
- Access to a wider customer base Daily sales statistics and customised sales statistics to optimise your sales potential
- Customised marketing programmes to increase your visibility
- Increased reach and efficiency through simple, fast and comprehensive processes and services

Further benefits of shop integration via OCI:

- No need to update static catalogues
- Immediate access to the latest product information through your customers
- Impressive product search options
- Customisable product configurations and control over product categories
- Daily best prices in real time

**Take advantage of Conrad's expert B2B e-commerce insights today and benefit from:**

- Increased sales volume via cross-border distribution and access to international B2B customers
- Higher profit margins
- Shorter time to market
- Digital sales channels

In total, online B2B marketplace sales grew 130 % year-on-year in 2021.

Just imagine the sales opportunities possible with 2.2 million B2B customers in Germany alone. You also stand to benefit from an extensive international customer base with cross-border sales through Conrad.

<https://platform.conrad.de/en/seller/become-a-seller>

