

# Marketplace enabling



Get in touch with us now:  
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Sell your products on the most popular national and international online marketplaces. We advise and support you in establishing one or more marketplace connections, helping you to increase your sales!

## Success with online marketplaces

### Benefit from positive developments and synergies

- Marketplaces today play a central role in online trading and are the online shops with the highest turnover in Switzerland. Their importance will continue to grow in the future.
- Thanks to their high profile, marketplaces have significant reach and generate traffic (visits) of several million visitors per month.
- Customers are increasingly starting their product searches on digital marketplaces.
- Customers appreciate the option to quickly and easily compare their products with those of other suppliers. This makes it easier for your customers to make their purchasing decision.
- Marketplace providers ensure that your products are presented in an appropriate and high-quality manner while also providing an optimal customer experience. This leads to an above-average purchase completion rate.
- Marketplaces often do not charge basic fees or initial costs. You only pay a percentage fee on the products that you sell.



## Here's how we support you

### Comprehensive advice and easy access to marketplaces

- You'll benefit from comprehensive and unbiased marketplace advice. We'll identify and evaluate your marketplace potential and work with you to develop your marketplace strategy (e.g. IT, quotation, product range, pricing, logistics, etc.).
- Thanks to our expertise and close cooperation with the marketplaces, we can support you with the relevant and specific data preparation.
- With the support of our partner companies (feed engines, middleware, etc.) we can find the best technical marketplace connection (IT interface) for you.
- Working closely with the marketplaces, we'll support you through the entire onboarding process from kick-off to go-live.
- After rollout, we support you with our sales and logistics expertise.
- We'll increase your sales figures with targeted marketing campaigns and continual optimization of your product data.

## The benefits for you

### Raise awareness of your shop or brand, gain new customers and increase your sales

- You'll immediately gain access to a large number of active and loyal customers, opening up new target markets.
- Your presence on the marketplaces will enable you to increase your reach, significantly increasing awareness of your shop and/or brand, as well as your sales. This also applies to your own online shop.
- The marketplace handles the entire purchasing process and the full administrative workload, including after-sales services and returns management. This reduces the workload for your customer service.
- Marketplace onboarding is extremely time-consuming and resource-intensive. With our support, you'll achieve your goal much faster, more efficiently and more cost-effectively.
- Increased profitability (e.g. by reducing your SEO costs, utilization/outsourcing of logistics, better purchasing and packaging conditions).

### Target audience

Online B2C/B2B retailers and brands in all sectors with their own online shop, as well as bricks and mortar retailers without online solutions.

### Costs

All advice and support for marketplace enabling services is free of charge.

