



WEBINAR - 3 DICEMBRE 2020

Il business plan per il digital export - Prima parte

Giulio Finzi - NETCOMM



Giulio Finzi



Netcomm NetStyle

Managing Partner Netcomm NetStyle | Head of
Netcomm China | Senior Partner Netcomm
Services

Milano, Lombardy, Italy · 500+ connections



CHI SIAMO

Netcomm, il Consorzio del Commercio Elettronico Italiano, è il punto di riferimento in materia di e-commerce e trasformazione digitale nel panorama nazionale e internazionale.

Nato nel 2005, riunisce oltre 300 aziende composte da società internazionali e piccole medie realtà di eccellenza. Netcomm promuove lo sviluppo del commercio elettronico e dell'evoluzione digitale delle aziende, generando valore per l'intero sistema economico italiano e per i consumatori.

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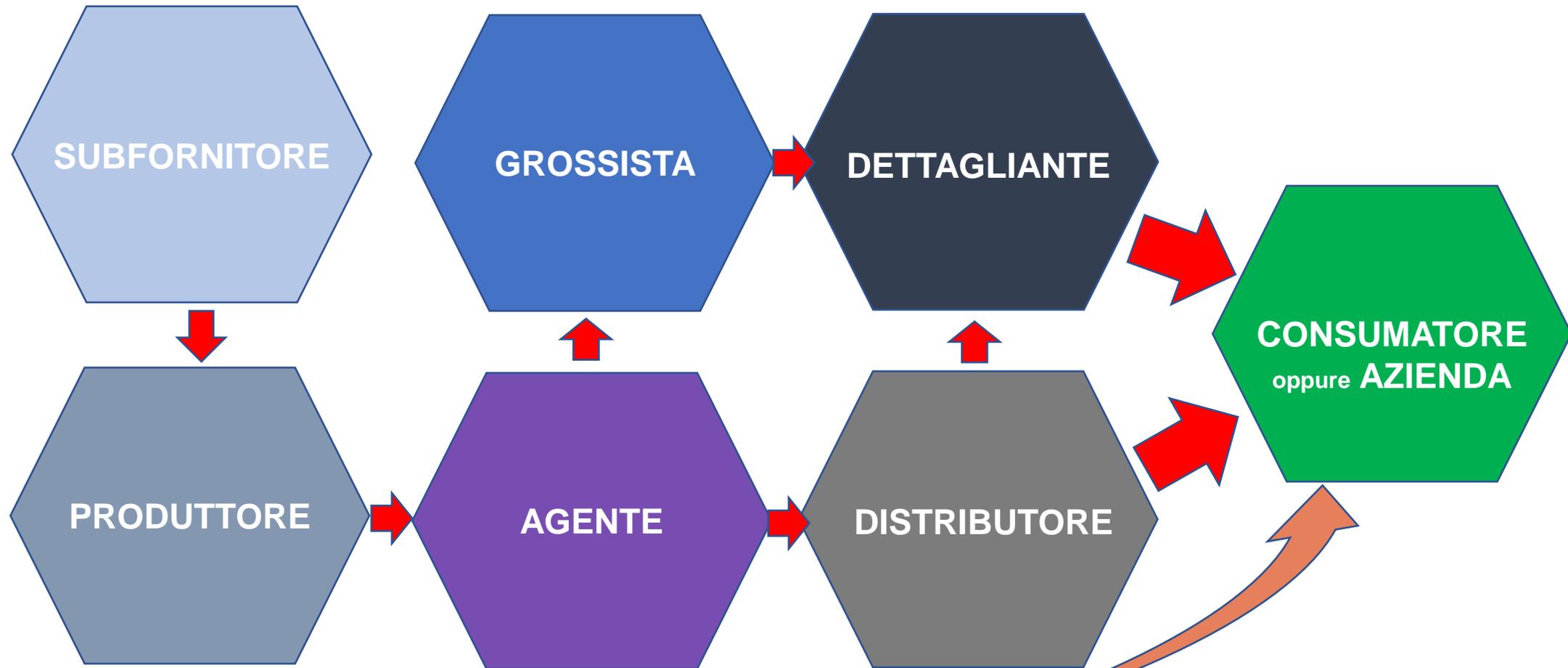
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CHINA

I modelli di business per il digital export

Le componenti fondamentali di un progetto di export digitale

Come stanno cambiando le filiere BtoB e BtoC?



Fiere di settore



Giulio Finzi | 2020

Pitti rinviato a settembre, Mido a febbraio

COVID-19 E IL MOMENTO DIFFICILE PER LE FIERE

Cosmoprof cancella l'edizione 2020, ma per il business c'è il progetto digital

29 April 2020



27 marzo 2020

Coronavirus

Milano

Sala

Italia

Claudio Luti

Salva

Commenta

FIERE

Salone del Mobile, edizione 2020 cancellata per coronavirus

Dopo Olimpiadi e Vinitaly, anche il Salone slitta al 2021. «Priorità è salvare le imprese», dicono gli organizzatori

di Giovanna Mancini



Identità Golose
23 marzo · 🌐

Ufficiale: Vinitaly cancellato, appuntamento al 2021.
La manifestazione, che inizialmente si sarebbe dovuta tenere dal 19 al 22 aprile e poi era stata spostata a giugno, è rinviata al prossimo anno.



IDENTITAGOLOSE.IT

Ufficiale: Vinitaly cancellato, appuntamento al 2021

La decisione era nell'aria da tempo, ora è ufficiale: il Vinitaly 2020 non si...

La digitalizzazione delle fiere



La digitalizzazione delle fiere



Alibaba.com × **WeCOSMOPROF**
The Digital Event for Beauty

WeCosmoprof Online Trade Show

The Future of Beauty

October 5-18, 2020 PT

 **Beauty & Personal Care** 

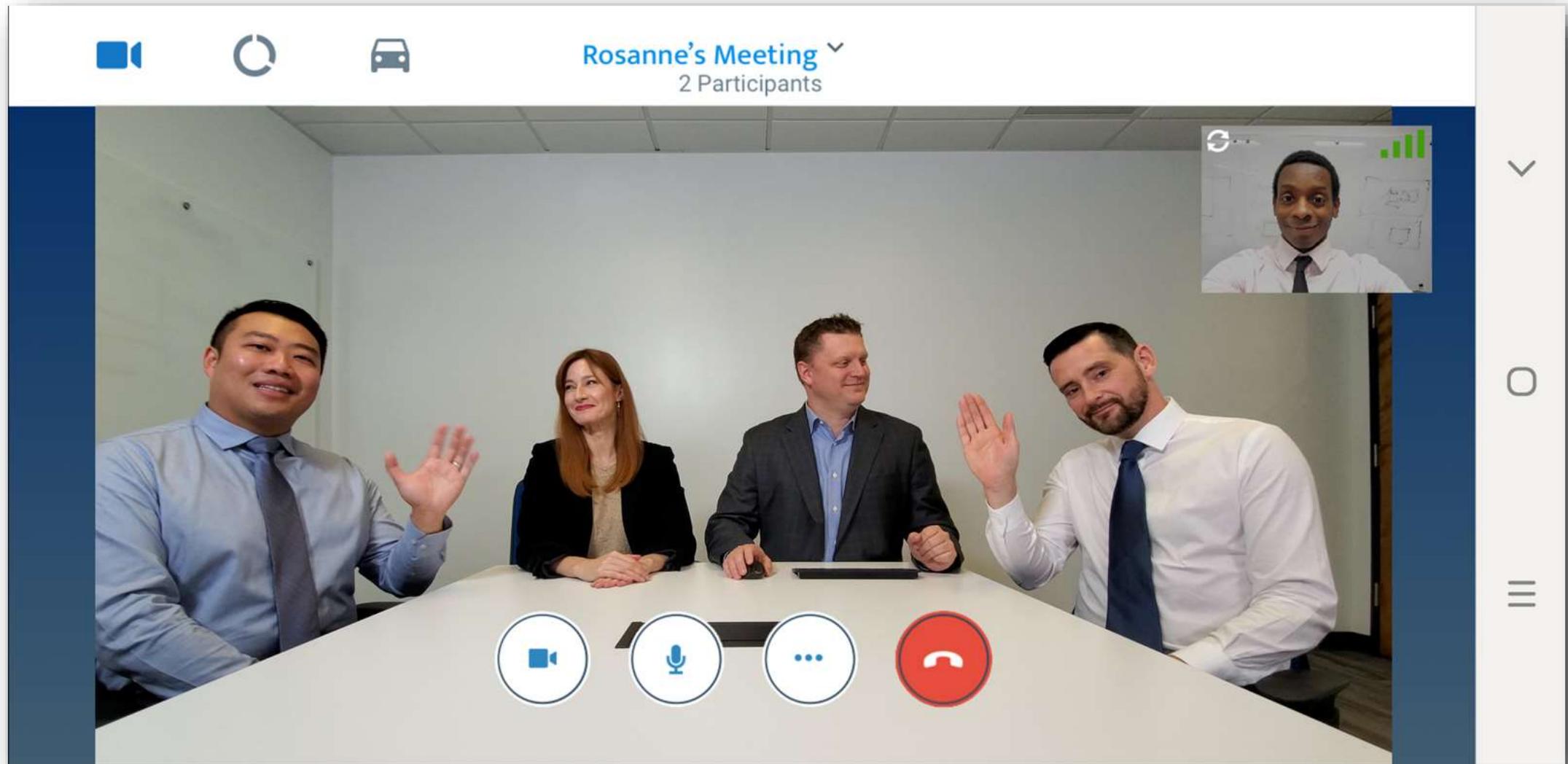
 **Packaging & Printing** 

Official Live Show: 2021 Beauty Trends Debut
Limited free samples and discounts

[Join now](#)



Online business matching



I modelli di business per il digital export

The image displays two overlapping e-commerce website screenshots. The top-left screenshot shows the MEVACO website with a navigation bar containing 'PRODOTTI & PREZZI', 'FASCINO', and 'SERVIZIO'. The top-right screenshot shows the Casper website with a navigation bar containing 'PRODUCTS', 'DESIGN', 'REVIEWS', a phone number '+1 888-498-0003', and 'LOG IN'. The main content of the Casper screenshot features a dark blue background with a starry pattern and a circular logo that reads 'FREE RETURNS • 100 NIGHT TRIAL'. Below the logo, the text '100 NIGHT TRIAL, FREE RETURNS' is prominently displayed in white. Underneath, a paragraph states: 'Sleep on it, lounge on it, dream on it — if you don't love your Casper product, we'll take it back and give you a full refund.' At the bottom of the Casper screenshot, three Casper products are shown: a mattress, a stack of bedding, and a pillow. A chat icon is visible in the bottom-left corner of the Casper screenshot.

BtoC - Vendita da azienda a consumatore



BtoC - Vendita da azienda a consumatore



BtoB - Vendita da azienda ad azienda

The screenshot displays the Kloeckner Metals UK website interface. At the top left is the logo 'kloeckner metals UK'. To the right is a search bar and navigation icons for 'Direct order', 'Login', and 'Your Basket'. A dark navigation bar contains the categories: 'STEEL SHEETS', 'STEEL SECTIONS', 'STEEL TUBES', 'STAINLESS STEEL', and 'ALUMINIUM'. The main content area features a large banner with a background image of metal pipes. A red text box on the banner reads 'TRANSPARENT LEAD TIMES' and 'Up-to-date information on availability and delivery times to your location'. To the right of the banner is a red sidebar with a 'Login' section, stating 'Use your customer benefits.' and listing three benefits: 'Order online 24/7', 'Accept quotes online', and 'Transparent lead times'. A 'LOGIN >' button and a link 'New customer? Register here' are also present. Below the banner is a grid of four product category images: 'Steel SECTIONS >', 'Steel TUBES', 'Stainless STEEL >', and 'Steel SHEETS >'.

BtoB - Vendita da azienda ad azienda

The screenshot shows the Nuccio website interface. At the top left is the Nuccio logo with the tagline 'industria dolciaria dal 1950'. To the right are social media icons for Twitter, Facebook, Google+, and YouTube. Below the logo is a search bar with the text 'Search...'. A red navigation bar contains the following menu items: 'AZIENDA', 'SHOP ONLINE', 'BLOG', 'VIDEO', 'RICETTE', 'CONTATTI', and a shopping cart icon labeled '(vuoto)'. The main content area is titled 'CATEGORIE' and includes a breadcrumb trail: 'Home > Shop Online > Prodotti Per Gelato > Preparati Per Gelato'. On the left is a vertical list of categories under 'SHOP ONLINE', including 'Frutta Candita', 'Pasticceria e Biscotti', 'Confetti e Caramelle', 'Farine - Amidi e Zuccheri', 'Frutta secca e Granelle', 'Creme Pronte e Preparati', 'Semilavorati da riempire', 'Cioccolato e Scaglette', 'Semilavorati per Pasticceria', 'Pasta di Mandorle', 'Aromi Alimentari', 'Coloranti Alimentari', 'Cake Design', 'Decorazioni - Attrezzi- Vassoi', and 'Prodotti per gelato'. The main product area features a large banner image of ice cream scoops with the text 'Preparati per gelato'. Below the banner is a grid of three product cards: 'Pasta per gelato banana' (with a banana and cream), 'Pasta croccantino per gelato' (with a croccantino dessert), and 'Caffe' dry per gelato' (with coffee ice cream). A 'CONFRONTA (0) >' button is visible on the right side of the product grid.

BtoBtoC - Vendita da azienda ad azienda a consumatore

Chi siamo | Regala Cortilia | Aiuto | Contattaci | Blog

Come Funziona | Agricoltori | Ricette

Registrati | Accedi

Cassette | Offerte | Kit Ricette | Frutta e Verdura | Pesce e Carne | Salumi e Latticini | Gastronomia | Pane, Pasta e Riso | Dolci e Snack | Dispensa | Vino e Bevande | Cura Persona | Casa e Animali

LA CAMPAGNA A CASA TUA
Oltre 2500 prodotti artigianali da più di 250 produttori
Consegna gratis sempre disponibile

Fai subito la spesa! >

BtoBtoC - Vendita da azienda ad azienda a consumatore

The image shows the homepage of the Bernabei website. At the top, there is a dark red navigation bar with the Italian flag, the location 'TORINO 10020', the tagline 'LA PIÙ GRANDE ENOTECA ONLINE: VENDITA VINI ONLINE, LIQUORI E CHAMPAGNE', and a 'LOG IN' link. Below this is a white header area with the Bernabei logo on the left, a search bar with the placeholder text 'Cosa stai cercando?' and a magnifying glass icon, and a shopping cart icon on the right. A horizontal menu below the search bar lists various product categories: OFFERTE, VINI, CHAMPAGNE, BOLLICINE, SPIRITS, BIRRE, SOFT DRINKS, MIXOLOGY, and ESPERIENZE. The main content area is a large green banner with the text 'Super SALDI' in a large, white, stylized font. Below this, it says 'OGNI GIORNO UNA SORPRESA PER TE!'. The banner features images of several liquor bottles, including Zucapa XO, Sarrico, and Piper Heidsieck. At the bottom of the page, there is a dark grey footer with three shipping options: 'SPEDIZIONE STANDARD 4,90 €' with a box icon, 'SPEDIZIONE GRATUITA SOPRA 50,00 €' with a truck icon, and 'SPEDIZIONE EXPRESS 1 GIORNO LAVORATIVO' with a truck icon.

BtoBtoB - Vendita da azienda ad azienda ad azienda

Acquisto riservato a professionisti del settore dotati di partita IVA.
Prezzi indicati IVA esclusa.

BENVENUTO | IL MIO ACCOUNT | LA MIA WISHLIST | BLOG | ACCEDI/REGISTRATI

 **HORECA**
ATELIER

IL CASH & CARRY ONLINE
PER I PROFESSIONISTI DELLA RISTORAZIONE

Cerca nell'intero negozio...

TAVOLA ▾ CUCINA ▾ BAR ▾ BUFFET ▾ ATTREZZATURE | FORNITURE PER RISTORANTI | FOOD DELIVERY

*Sei un privato?
Clicca Qui!*

 **CONSERVA E PROTEGGI** 

Scopri i prodotti indispensabili per il tuo locale



 **SPEDIZIONI GRATUITE**
per ordini superiori

a 199 € + IVA

Iscriviti alla NEWSLETTER ed ottieni **5€ di SCONTO**

Iscriviti



 **SPEDIZIONI VELOCI**

in 24 - 48 h

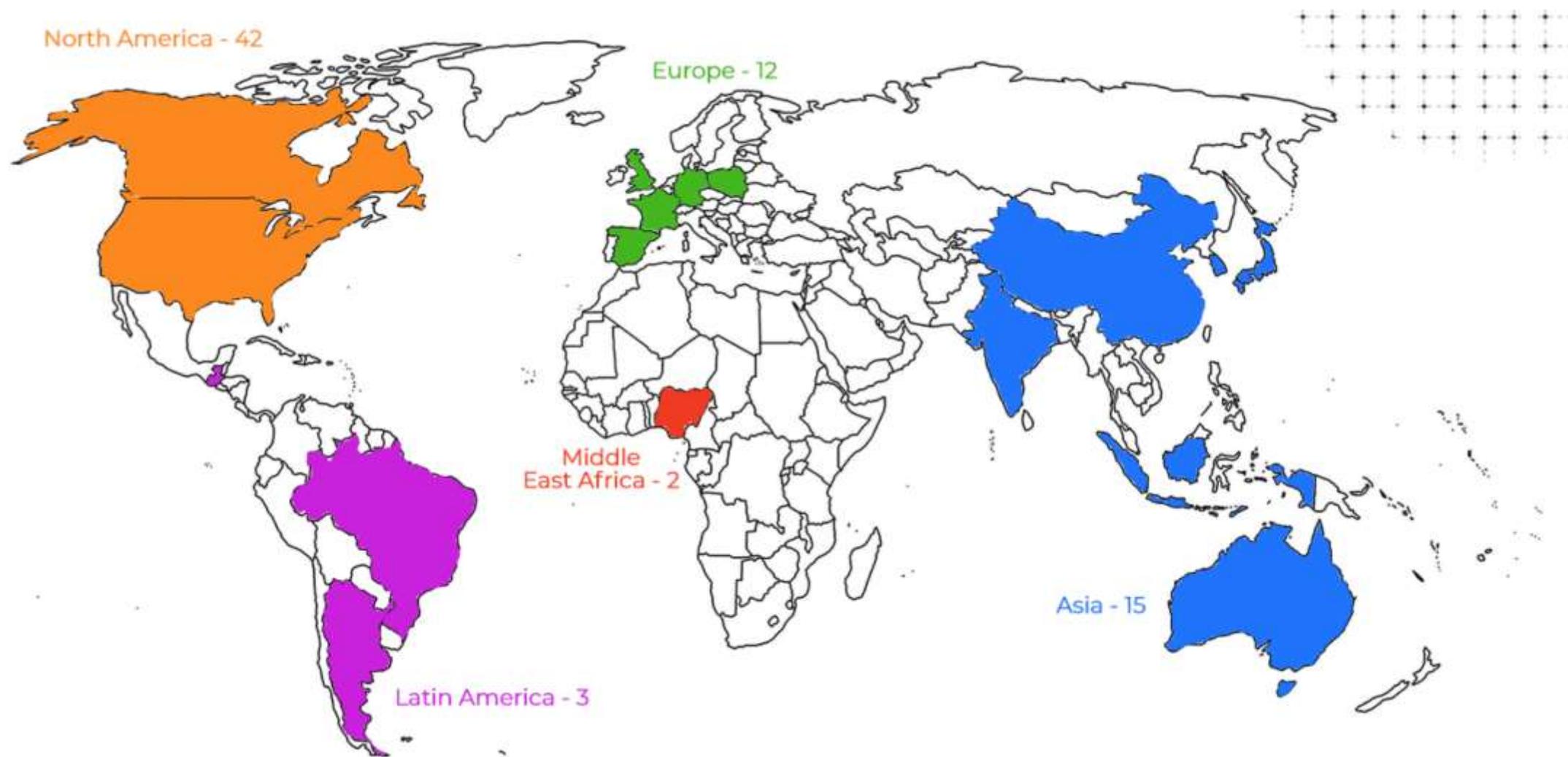
I marketplace online

The screenshot shows the Alibaba.com website. At the top left is the logo "Alibaba.com" with the tagline "Global trade starts here." and navigation links for "Sign In | Join Free | My Alibaba". On the right, there are links for "For Buyers", "For Suppliers", "Help", and "Trade Assurance". A search bar is present with the text "What are you looking for..." and a "Search" button. Below the search bar is a "CATEGORIES" section with a list of product categories including Apparel, Auto & Transportation, Electronics, Machinery, Gifts, Home, Health & Beauty, Bags, Electrical Equipment, Agriculture & Food, Packaging, Metallurgy, and All Categories. A sub-menu for "Machinery, Industrial Parts & Tools" is expanded, showing sub-categories like Hardware & Tools, Machinery, Measurement & Analysis Instruments, and Industrial Parts & Fabrication Services.

AllSourcePro
The most effective
OEM/ODM & multi-
category sourcing tool.

The screenshot shows the Tmall.com website. At the top left is the logo "天猫 Tmall.com" with a cat icon. A search bar is present with the text "天猫超市" and a "搜索" button. Below the search bar is a navigation bar with links for "商品分类", "天猫超市", "天猫国际", "天猫会员", "品牌街", "电器城", "喵鲜生", "医药馆", "营业厅", "魅力惠", "飞猪旅行", and "苏宁易购". A large banner for "女装新品" (New Women's Fashion) is displayed, featuring a woman holding a sunflower and a yellow button that says "立即加购" (Add to Cart Now). A QR code is visible in the bottom right corner with the text "首次下载天猫App 领388元大礼包" (First-time download of Tmall App, receive a 388 yuan gift package).

I marketplace sono una realtà in tutto il mondo



Il mercato è sempre più affollato da giocatori globali e trasversali

	Fashion	Electronics & Media	Food & Personal Care	Furniture & Appliances	Toys, Hobby & DIY
Marketplace	 	 	 	 	
Retailer	 	 	 	 	
Brand	 	 	 	 	

Fonte: Statista

Abbigliamento ed elettronica le categorie più ricercate cross border

Categorie 2018

Abbigliamento, calzature e accessori

68%

Elettronica di consumo

53%

Giochi e Hobby

53%

Gioielleria e orologeria

51%

Cosmetica e prodotti di bellezza

46%

Arte e collezionismo

42%

Prodotti sportivi e attrezzatura per esterno

40%

Note: Worldwide; March to May 2018; 18 years and older; 13,863 respondents; cross-border shoppers

Source(s): PayPal

Amazon, il marketplace BtoC numero uno

The screenshot shows the Amazon homepage with a dark blue header. On the left, the Amazon logo is accompanied by a menu icon and the text "amazon try Prime". A search bar with "All" and a magnifying glass icon is on the right. Below the header, navigation links include "Deliver to New York 10020", "Today's Deals", "Your Amazon.com", "Gift Cards", "Help", "Whole Foods", "Registry", and "Sell". On the far right, there are links for "EN", "Hello, Sign in Account & Lists", "Orders", "Try Prime", and a shopping cart icon with "0" items.

The main banner features a teal background with the text "Deals and products just for Prime members" and the Prime logo. To the right of the text is an image of a smiling couple, a woman taking a selfie and a man holding a cardboard box. Navigation arrows are on either side of the banner.

Below the banner are four promotional tiles:

- Find a perfect gift:** A grid of four images with labels: "For her" (potted plants), "For him" (a clock), "For teens" (a person in a garden), and "For kids" (children with a bee costume). Below the grid is the text "Unique gift ideas from Gift Finder" and a "See more" link.
- All-new Blink XT2:** A large image of a black, weather-resistant security camera. Below it is the text "Outdoor/indoor smart security camera with 2-way audio. Works with Alexa." and a "Learn more" link.
- Men's top-rated shoes:** A grid of four shoe images: a brown loafer, a white sneaker, a grey high-top, and a black boot. Below the grid is the text "Shop our customers' most-loved men's shoes." and a "See more" link.
- Sign in for the best experience:** A yellow button with the text "Sign in securely".

At the bottom right, there is a promotional box for "EAST DANE" with the text "It's Our Big **SPRING SALE** 1000+ new styles just added—at up to 40% off." and a "SHOP NOW" button. Below this box, it says "FREE EXPRESS SHIPPING".

Amazon nel mondo

Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities. Leverage Amazon's global scale to sell to hundreds of millions of new customers.

180+

Countries with loyal
Amazon customers

175+

Fulfillment
centers

14

Marketplaces

30+

Product
categories



Russia – Ozon – marketplace BtoC

The screenshot displays the Ozon website interface. At the top, there is a navigation bar with the location 'Москва' (Moscow) and links for 'Мобильное приложение' (Mobile app), 'Ozon Бизнес' (Ozon Business), 'Реферальная программа' (Referral program), 'Зарабатывай с Ozon' (Earn with Ozon), 'Подарочные сертификаты' (Gift certificates), 'Пункты выдачи' (Pickup points), 'Постаматы' (Postboxes), and 'Помощь' (Help). The Ozon logo is on the left, followed by a 'Каталог' (Catalog) button and a search bar with the text 'Везде Искать на Ozon'. On the right, there are icons for 'Войти' (Login), 'Заказы' (Orders), 'Избранное' (Favorites), and 'Корзина' (Cart). Below the navigation bar, there are category links: 'Top Fashion', 'Ozon Card', 'Акции' (Promotions), 'OZON Express', 'Бренды' (Brands), 'Магазины' (Stores), 'Книги' (Books), 'Электроника' (Electronics), 'Одежда и обувь' (Clothing and shoes), 'Детские товары' (Children's goods), 'Дом и сад' (Home and garden), and 'Авиа и ж/д билеты' (Air and train tickets).

The main banner features a Mobil 1 promotion: 'АКЦИЯ Mobil 1™ – 20 000 км дорог. Выиграй призы для виртуальных или реальных дорог.' (PROMOTION Mobil 1™ – 20,000 km of roads. Win prizes for virtual or real roads.) It includes an image of a Mobil 1 oil bottle and a 'Реклама' (Advertisement) label.

On the right side, there is a section for 'Есть промокод?' (Have a promo code?) with a 'Введите промокод' (Enter promo code) input field and a 'Вход' (Login) button. Below this is a 'Вход или регистрация' (Login or registration) button.

At the bottom, there are six promotional banners: 1) 'СКИДКИ до 70% на игрушки' (DISCOUNTS up to 70% on toys) featuring LEGO and Transformers. 2) 'СКИДКИ до 50% на бытовую технику Philips' (DISCOUNTS up to 50% on Philips household appliances). 3) 'OZON ДИСКОНТ до 80%' (OZON DISCOUNT up to 80%). 4) 'ЧЕРНАЯ ПЯТНИЦА СКИДОК до 90%' (BLACK FRIDAY DISCOUNTS up to 90%). 5) 'Купи любые товары Alcon на 3 000 Р и получи скидку 600 Р' (Buy any Alcon products for 3,000 R and get a 600 R discount). 6) 'Скидки до 40%' (Discounts up to 40%) for 'Плюс союзас' (Plus Soysas) and 'Понгизма' (Pongizma) products.

Russia – Ozon – marketplace BtoC

The image shows a screenshot of the Ozon website homepage. At the top, there is a navigation bar with the Ozon logo, a search bar, and various utility links like 'Войти', 'Заказы', 'Избранное', and 'Корзина'. Below the navigation bar, there is a large blue banner with white text that reads 'Start selling in Russia via cross-border channel. Sign up now'. The text is repeated three times in a slightly overlapping manner. A red button with the text 'Sign up now' is located in the bottom right corner of the banner. Below the banner, there is a text link that says 'Join top Russian e-commerce – Ozon'.

Russia – Wildberries – marketplace BtoC

Москва Бесплатная доставка Трудоустройство Частые вопросы Сменить страну Авиабилеты

WILDBERRIES
чёрная пятница

Я ищу...

Адреса Войти Корзина

Black FRIDAY
ДО -90% НА ВСЁ
КРАСОТА И ЗДОРОВЬЕ

* условия акции внутри

FINN FLARE СКИДКИ **70%**

BONDIBON СКИДКИ **40%**

L'OREAL NYK GARNIER MAYBELLINE
BLACK FRIDAY СКИДКИ **40%**

PHILIPS СКИДКИ **50%**

Russia – Aliexpress – marketplace BtoC

The screenshot displays the AliExpress website interface in Russian. At the top left is the AliExpress logo with the tagline "Покупай умнее, живи веселее!". To the right is a search bar containing the word "деньги" and a dropdown menu for "Все категории". Further right are icons for a shopping cart (labeled "Корзина"), a heart (labeled "Мои желания"), and a user profile (labeled "Войти" and "Регистрация Мой AliExpress"). Below the search bar is a horizontal menu with categories: "белый топ", "автомобиль", "прокладки", "зарядка", "наклейки", and "фотопринтер".

The main content area features a left sidebar with a "Категории" section and a list of product categories: "Телефоны и аксессуары", "Компьютеры и оргтехника", "Электроника", "Бытовая техника", "Одежда для женщин", "Одежда для мужчин", "Всё для детей", "Бижутерия и часы", "Сумки и обувь", "Для дома и сада", "Автотовары", "Красота и здоровье", and "Спорт и развлечения".

The central banner area is dominated by a large pink and white advertisement for women's fashion. The text reads "ЖИЗНЬ В ЦВЕТЕ" (Life in Color) and "Сэкономьте до 40% на женской моде" (Save up to 40% on women's fashion). A black tag graphic says "КРУТЫЕ ТРЕНДЫ" (Cool Trends). Below this banner are several smaller product thumbnails with labels: "Серии Радуга" (Rainbow Series), "Стиль Леопарда, воздушный змей, дартс" (Leopard Style, kite, darts), "Татуировки" (Tattoos), and "домашние рыбы" (home fish).

On the right side, there is a vertical advertisement for CURREN watches. The text says "CURREN ВСЕМУ СВОЁ ВРЕМЯ" (CURREN Everyone has their own time) and "Сэкономьте до 50% на стильных часах CURREN" (Save up to 50% on stylish CURREN watches). It includes a "Купить сейчас" (Buy now) button and social media icons for Facebook and a QR code.

China – Tmall – marketplace BtoC

The image shows a screenshot of the Tmall website homepage. At the top left is the Tmall logo (天猫 Tmall.com) with a cat face icon below it. A search bar contains the text '飞利浦送红包' (Philips gift red envelope) and a red '搜索' (Search) button. Below the search bar is a horizontal navigation menu with categories: 天猫超市 (Tmall Supermarket), 天猫国际 (Tmall International), 天猫会员 (Tmall Member), 品牌街 (Brand Street), 电器城 (Appliance City), 喵鲜生 (Miao Xian Sheng), 医药馆 (Pharmacy), 营业厅 (Business Hall), 魅力惠 (Charm Hui), 飞猪旅行 (Fliggy Travel), and 苏宁易购 (Suning.com).

The main banner features a woman in a blue denim shirt holding a sunflower, with the text '女装新品 [喊你来尝鲜] 立即加购' (Women's Fashion New Arrivals [Call you to taste fresh] Buy now). A QR code is visible in the bottom right corner of the banner area, with the text '首次下载天猫App 领388元大礼包' (First time download Tmall App, get 388 yuan gift package).

On the left side, there is a vertical navigation menu under '商品分类' (Product Categories) with the following items: 女装/内衣 (Women's clothing/Underwear), 男装/运动户外 (Men's clothing/Sport/Outdoor), 女鞋/男鞋/箱包 (Women's shoes/Men's shoes/Bags), 化妆品/个人护理 (Cosmetics/Personal care), 腕表/珠宝首饰/眼镜 (Watches/Jewelry/Glasses), 手机/数码/电脑办公 (Mobile phones/Digital/Computer office), 母婴玩具 (Mother and baby toys), 零食/进口食品/茶酒 (Snacks/Imported food/Tea and wine), 生鲜水果 (Fresh produce/Fruit), 大家电/生活电器 (Large appliances/Life appliances), 家具建材 (Furniture/Building materials), 汽车/配件/用品 (Cars/Accessories/Supplies), 家纺/家饰/鲜花 (Home textiles/Home decor/Fresh flowers), 医药保健 (Medicine/Health care), 厨具/收纳/宠物 (Kitchenware/Storage/Pets), and 图书音像 (Books/Audio/Video).

On the right side, there is a vertical navigation bar with icons for: 购物车 (Shopping cart), 羊 (Sheep icon), 心 (Heart icon), 星 (Star icon), 刷新 (Refresh), 充 (Charge), and 更多 (More).

天猫国际 TMALL.HK

天猫 TMALL.COM

Channel Properties

Tmall Global

- Operate businesses locally
- Fulfill orders internationally

Tmall.com

- Establish business entity in Mainland China
- On-the-ground operations to reach consumers quickly

Entry Requirements

Tmall Global

- Presence in Mainland China: 0-2 years
- Operations location: Mainland China or abroad
- Stock location: Abroad

Tmall.com

- Presence in Mainland China: 3 years+ OR sufficient expenditure to gain traction in China's market
- Operations location: Mainland China
Stock Location: Mainland China

Alibaba Group: Tmall, il marketplace BtoC

Merchant's Tmall Store

Retail or Brand Owner

- Brand positioning
- Marketing strategies
- Product assortment
- Pricing strategies
- Distribution strategies

Tmall/Tmall Global

- IT and Payment Infrastructure
- Real-time consumer data
- Analytical tools
- Promotion events

Cainiao

- Logistic Data Infrastructure
- System integrated with Customs
- Analytical tools

TP - 3rd Party Service Provider

- Store maintenance
- Product content editing
- Day-to-day operating
- Customer service
- Warehousing
- Logistics service
- Merchandize analysis

China – JD – marketplace BtoC

京东国际

一站尽享进口好物

搜索 我的购物车

保温杯 羽绒被 浪琴 运动 净水2免1 JM面膜 施华洛世奇水晶系列 爱车呵护

全部商品分类

- 奶粉辅食 奶粉 辅食 >
- 洗护用品 洗护 用品 >
- 个护美妆 护肤 香水 >
- 营养保健 减肥 美容 >
- 进口美食 水饮 冲调 >
- 数码家电 游戏机 数码 >
- 钟表首饰 男表 女表 >
- 服饰箱包 自营 服装 >
- 运动户外 运动 户外 >
- 家居日用 净水壶 乳胶枕 >
- 汽车用品 机油 清洁剂 >
- 潮流奢品 箱包 饰品 >

首页 Walmart 沃尔玛 全球名店 Rakuten Sams CLUB

潮电酷玩 必BUY榜单

~权威发布 为你力荐~

数码潮电 狂欢抢购 爆款直降

全球家居 精选生活 同价618

BELLA B 孕妇专用护肤品 爆款低至3折

抖出彩虹治愈力 叠存活力满满 低至3件8折

京东国际沃尔玛 满299减50元 全球好物

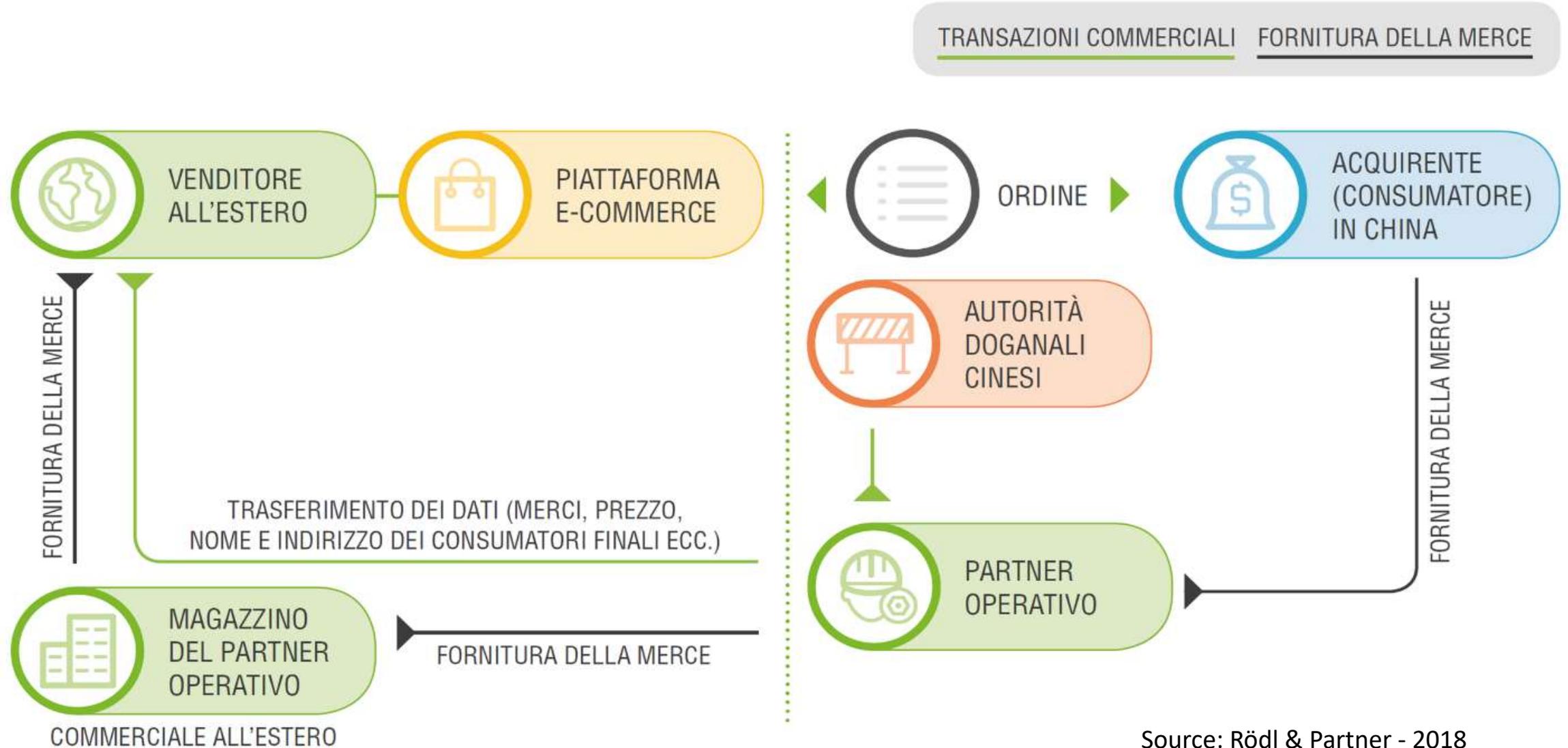
今日推荐

Swisse 玩美女神 满299减100

China – Kaola – marketplace BtoC



2. Modello di Business CrossBorder eCommerce



Source: Rödl & Partner - 2018

Il flusso logistico Italia – Cina di un progetto di CrossBorder eCommerce



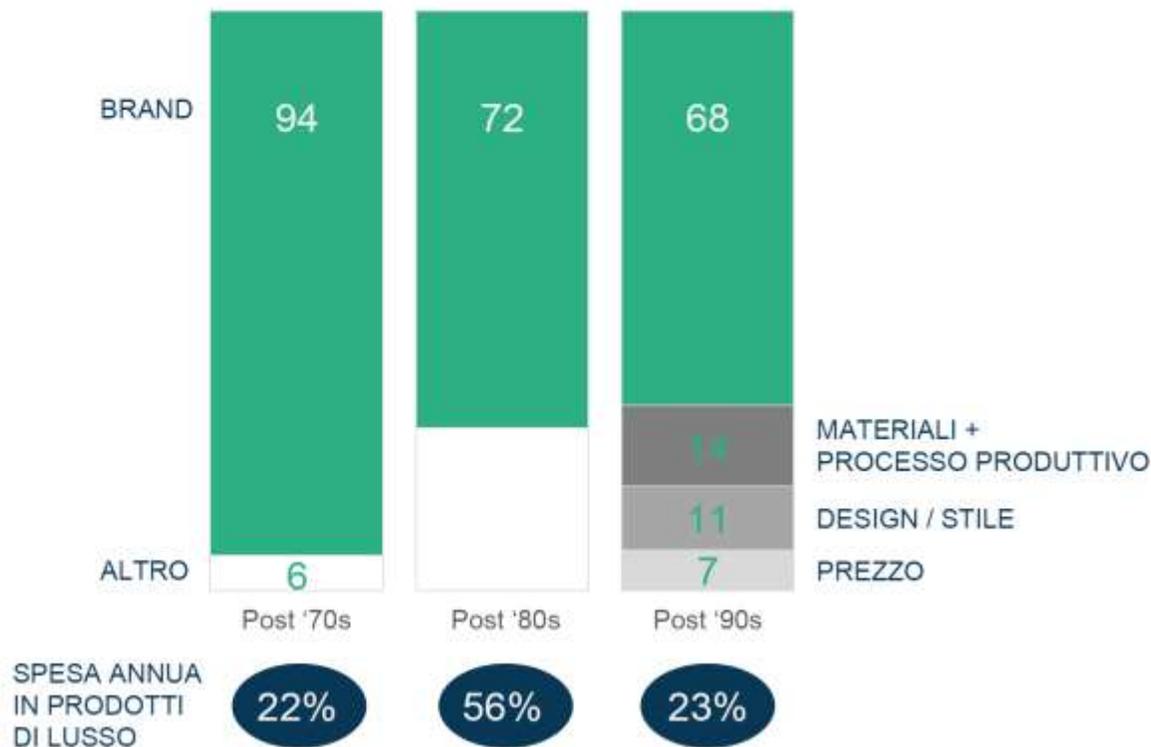
- 请确保收件人可提供身份证信息，并且收件人的姓名与身份证一致，不可是化名或昵称，以保证货物正常清关，如对清关过程有任何疑问，可联系客服予以协助。
- 因全球购业务的特殊性，请您下单前就商品的特殊要求备注给商家。在付完款后的24小时内可以取消订单，24小时后将进入发货流程，此后将不能取消订单。

Le opportunità per i brand italiani in Cina

IL BRAND È IMPORTANTE, MA CONTA SEMPRE MENO PER I «JIULINGHOU» (GENERAZIONE POST '90)

TOP REASON FOR LAST LUXURY PURCHASE, BY GENERATION

% dei rispondenti, prima ragione d'acquisto



- L'influenza sociale e i media digitali accelerano la **sofisticazione del consumatore**
- Conoscere il prodotto, al di là del brand, diventa un **elemento di status** (un tempo bastava saper pronunciare il marchio...)
- Il brand rimane molto importante, ma **non può più essere fine a se stesso**
- Si aprono **opportunità per i «non mega brand»**, se sono capaci di raccontarsi attraverso esperienze coerenti e di valore

Japan – Rakuten – marketplace BtoC

The screenshot shows the Rakuten Japanese marketplace homepage for Mother's Day. At the top, there is a navigation bar with the Rakuten logo, a search bar with the text "キーワードから探す", and various utility icons like shopping cart, notifications, and account options. Below the search bar, there are several search filters for "母の日ギフト" (Mother's Day Gift), including "キューボロ", "バッグインバッグ", "セットアップ", "ラゲッジネット", "スニーカー", "夢枕", "スマホポーチ", "自転車", and "ふるさと納税".

The main content area features several promotional banners and sections:

- あす楽・送料無料** (Next-day delivery, free shipping): A vertical banner on the left side.
- 72時間限定! 全ショップ対象 ポイント最大4倍 日用品得得デー** (72-hour limited! All shops eligible, up to 4x points, Daily Goods Get Get Day): A large blue banner across the top.
- 祝勝利! 楽天イーグルス エントリーでポイント2倍** (Celebrate Victory! Rakuten Eagles, 2x points with entry): A red banner featuring the Rakuten Eagles mascot.
- 72時間限定 エントリーでポイント最大4倍 全ショップ対象** (72-hour limited! Up to 4x points with entry, all shops eligible): A blue banner with household items.
- 母の日 緊急追加! 150円クーポン 対象ショップ限定** (Mother's Day, Emergency Addition! 150 Yen Coupon, limited to eligible shops): A red banner with a bouquet of flowers.
- 本日は夏タイヤ準備DAY** (Today is Summer Tire Preparation Day): A blue banner with a tire image.
- サービスを使えば使うほどポイントUP! いつでも毎日 ポイント最大7倍** (Use services to earn more points! Up to 7x points every day): A red banner with a large "7" and "ポイント最大7倍".
- エンタリー ¥540円(税込)以上で 初めての方限定! 500ポイントプレゼント** (Entry ¥540 (tax included) or more, limited to first-time users! 500 points gift): A yellow banner with a woman's image.

Below the banners, there are several featured sections:

- ジャンル** (Genre): A vertical list on the left side with categories like "最近チェックしたジャンル" (Recently checked genres), "水・ソフトドリンク" (Water, soft drinks), "車用品・バイク用品" (Car, motorcycle accessories), "光回線・モバイル..." (Fiber, mobile...), "花・観葉植物" (Flowers, indoor plants), and "TV・オーディオ・カ..." (TV, audio, camera...).
- Rmagazine**: A section with four featured items: "みんな'金曜日'に何を買ってるの?" (What are you buying on Friday?), "スター・ウォーズ コレクション ROOM" (Star Wars Collection Room), "安藤 サクラさん Rmagazine interview" (Interview with Sakura Ando), and "神田 うの × R コラボ" (Kanda Uno x R Collaboration).
- ようこそ、楽天市場へ** (Welcome to Rakuten Market): A section with a "ログイン" (Login) button, "楽天会員登録(無料)" (Rakuten membership registration (free)), and text explaining the benefits of membership.
- 楽しく 効率的に 英語学習** (Enjoyably and efficiently learn English): A small banner at the bottom right for Rakuten Super English.

Korea – Gmarket – marketplace BtoC



Far East – Lazada – marketplace BtoC

The screenshot displays the Lazada website interface. At the top, there is a navigation bar with links for CUSTOMER CARE, ORDER TRACKING, LOGIN, and SIGNUP. The main header features the LAZADA logo, a search bar with the placeholder text "Search for products, brands, shops", and a "Search" button. A promotional banner for a "FREE \$10 VOUCHER" is visible in the top right corner. Below the search bar, a row of popular searches includes "Lenovo A7000", "casio", "kindle", "sello", "iphone 6", "xiaomi", "ps4", and "gopro".

The left sidebar contains a vertical menu of categories: HIGHLIGHTS AT LAZADA, MOBILES & TABLETS, HEALTH & BEAUTY, COMPUTERS & LAPTOPS, CAMERAS, CONSUMER ELECTRONICS (highlighted in pink), FASHION, WATCHES, HOME & LIVING, HOME APPLIANCES, TRAVEL & LUGGAGE, SPORTS & OUTDOORS, WINES & SPIRITS, and TOYS, KIDS & BABIES.

The main content area is divided into several sections. On the left, there is a "Consumer Electronics" category list with sub-items: Audio Devices (Audio Devices, Gaming, Smart Watches, Gadgets & Gizmos, Earphones & Headphones), Audio Devices (Portable Speakers), Gaming (Games, Consoles, Accessories), Home (Televisions, Video Players, Video Streaming), and Shop By Brand (Bose, Logitech, Plantronics, Nintendo, Sony). The central focus is a large advertisement for the Apple Watch, featuring the text "There's an Apple Watch For Everyone" and "BEST SELLER" in red. Below this, three product listings are shown: a "USB STAND VINTAGE MICROPHONE" for \$29 (discounted to \$13.50), "LENCO TURNTABLES" for \$269, and "BLU RAY SUPERIORITY PLAYERS" for \$88. To the right of these listings, there are two more product promotions: a "SONY WIFI YOUTUBE 32\" LED TV" for \$408 and "THE WITCHER 3: WILD HUNT ON PS4" for \$78.90.

On the far right, there is a "EFFORTLESS SHOPPING" section listing benefits: Affordable Shipping, Cash on Delivery, Buyer Protection Guarantee, Trusted Sellers Only, and Customer Service. Below this is a "SELL ON LAZADA" section with the text "Increase your sales" and a "DOWNLOAD LAZADA APP" section featuring a "ENJOY \$10 OFF LAZADA APP" promotion. At the bottom right, there is a form to enter a mobile number for app download, with a "SEND" button.

Far East – Lazada – marketplace BtoC



Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in [Indonesia](#), [Malaysia](#), [the Philippines](#), [Singapore](#), [Thailand](#) and [Vietnam](#).

With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries.



India – Flipkart – marketplace BtoC

The image shows a screenshot of the Flipkart website homepage. At the top, there is a blue navigation bar with the Flipkart logo, a search bar, and links for 'Login' and 'Cart'. Below the navigation bar is a white category menu with options like 'Electronics', 'TVs & Appliances', 'Men', 'Women', 'Baby & Kids', 'Home & Furniture', 'Sports, Books & More', and 'Flights Offer Zone'. The main content area features a large blue banner for 'BIG SAVING DAYS' (18th - 20th SEPT) with the text 'SALE IS LIVE'. Below this banner are several category icons: 'Mobiles & Tablets', 'Electronics', 'Fashion', 'TVs & Appliances', 'Beauty, Toys & More', 'Furniture', and 'Home Essentials'. A white banner for 'SBI card' offers a '10% Instant Discount*' on SBI Credit Card & EMI Transactions. The bottom section features a large blue banner with a man in a white uniform making an 'OK' gesture, the text 'Best Deals Only For You', and another 'BIG SAVING DAYS' logo. A yellow 'SHOP NOW >' button is positioned at the bottom right of this banner.

Middle East – Noon – retailer BtoC

The screenshot shows the Noon.com website interface. At the top, there is a yellow header with the Noon logo on the right, a search bar, and navigation links for 'English' and 'الإمارات العربية المتحدة'. Below the header is a navigation menu with categories like 'جميع الفئات', 'الإلكترونيات', 'الأزياء', 'المنزل والمطبخ', 'الجمال والعطور', 'منتجات الأطفال', 'البقالة', and 'عروض التصفيات'. The main content area features a grid of product categories and a 'أفضل الماركات' (Best Brands) section. The categories include 'عطور', 'مستحضرات تجميل', 'العناية بالشعر', 'عناية بالبشرة', 'العناية الشخصية', 'الأدوات والإكسسوارات', and 'منتجات الرعاية الصحية'. The 'أفضل الماركات' section lists brands like DAVIDOFF, Calvin Klein, BURBERRY, MAYBELLINE, BOSS HUGO BOSS, essence, YVES SAINT LAURENT, theBalm, and MAX FACTOR X. Below this, there are two promotional banners: one for 'العطور الأكثر مبيعاً' (Best-selling perfumes) and another for 'ذا بalm' (theBalm) lipsticks. The bottom of the page features two large promotional banners with prices: 'آيفون 5s بسعر 699 د.إ.' and 'آيفون X ساعة 256 جيجابايت بسعر 4,499 د.إ.'

Africa – Jumia – marketplace BtoC

The screenshot shows the Jumia website homepage during a 'JUMIA BRAND FESTIVAL' from Sept. 21st to 27th, featuring a 'UP TO 70% OFF' badge. The top navigation bar includes logos for Intel, HP, Dell, Logitech, and Samsung, along with a 'DISCOVER' button. Below this, there are links for 'Sell on Jumia', 'JUMIA PAY', 'FOOD', 'PARTY', and 'NOW'. The main header features the Jumia logo, a search bar with the placeholder 'Search products, brands and categories', and a 'SEARCH' button. To the right of the search bar are links for 'Login', 'Help', and 'Cart'. On the left side, a vertical menu lists various product categories: Supermarket, Health & Beauty, Home & Office, Phones & Tablets, Computing, Electronics, Fashion, Baby Products, Gaming, Sporting Goods, Automobile, and Other categories. The central banner is a large blue advertisement for 'JUMIA PAY' offering a 'Grab 20% Cashback on your first order' with the code 'WELCOME20'. It includes a 'BUY NOW' button and a note that the offer 'Applies to new customers only'. To the right of the main banner is a 'HELP CENTER' section with links for 'Guide to Custom...', 'EASY RETURN Quick Refund', and 'SELL ON JUMIA Millions of Visitors'. Below the help center is a red 'App Only BRAND FLASH SALE' banner for Sept. 21st - 27th. At the bottom of the page, there are four service tiles: 'Official Stores', 'Airtime Cashback', 'Jumia Food', and 'Jumia Global'.

JUMIA BRAND FESTIVAL UP TO 70% OFF Sept. 21st - 27th

intel hp Dell logitech SAMSUNG DISCOVER

Sell on Jumia JUMIA PAY FOOD PARTY NOW

JUMIA Search products, brands and categories SEARCH Login Help Cart

- Supermarket
- Health & Beauty
- Home & Office
- Phones & Tablets
- Computing
- Electronics
- Fashion
- Baby Products
- Gaming
- Sporting Goods
- Automobile
- Other categories

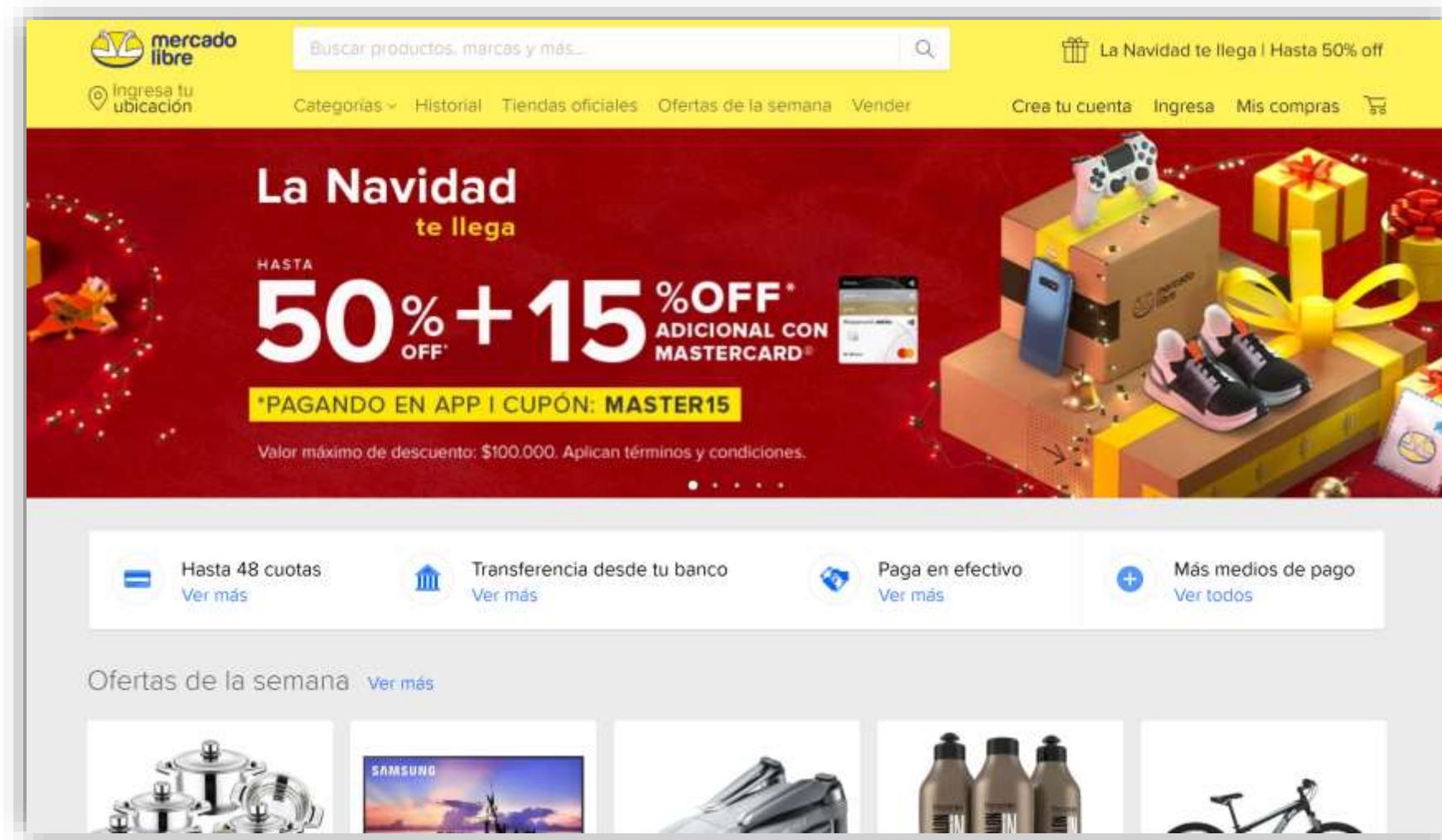
JUMIA PAY
Grab **20%** Cashback on your first order
Use Code **WELCOME20**
Applies to new customers only
BUY NOW

HELP CENTER
Guide to Custom...
EASY RETURN
Quick Refund
SELL ON JUMIA
Millions of Visitors

App Only **BRAND FLASH SALE**
Sept. 21st - 27th

Official Stores **Airtime Cashback** **Jumia Food** **Jumia Global**

South America – Mercado Libre – marketplace BtoC



US B2B Products and Services Marketplace Landscape



eBay Supply – USA – marketplace BtoB

The screenshot shows the eBay Business Supply homepage. At the top, there is the eBay logo, a search bar with the text "Search for anything", and a "Business & Industrial" category dropdown. Below the search bar, the breadcrumb "eBay > Business & Industrial > eBay Business Supply" is visible. The main heading is "eBay Business Supply".

On the left sidebar, there are several sections:

- Business & Industrial Sales & Events**: Includes a link for "Bidadoo Heavy Equipment Auction - Bids start at 99 cents, no reserve".
- Industries**: Lists "Construction", "Facilities Management", "Healthcare, Lab & Life Science", "Manufacturing & Metalworking", "Office", "Restaurant & Catering", and "Retail & Services".
- Products For Your Business**: Lists "Construction Supplies", "Electronics", and "Facilities Maintenance", each with a dropdown arrow.

The main content area features a promotional banner with three images: a DeWalt circular saw, a microscope, and a Miller welding power source. Below the banner is the text "Save On Business & Industrial" and "Up to 70% off equipment and more.".

Below the banner is a "Shop By Industry" section with three images: server racks, a car's engine compartment, and a worker in an orange safety suit using a high-pressure water sprayer on a concrete surface.

Alibaba.com – il più importante marketplace BtoB al mondo

The screenshot displays the Alibaba.com homepage. At the top left is the logo with the tagline "Global trade starts here.™". Navigation links include "Sign In | Join Free" and "My Alibaba". On the right, there are links for "For Buyers", "For Suppliers", "Help", and "Trade Assurance".

The main navigation area features a search bar with the placeholder text "What are you looking for..." and a "Search" button. Below this is a "CATEGORIES" section with a list of product categories, each with a right-pointing arrow:

- Apparel, Textiles & Accessories
- Auto & Transportation
- Electronics
- Machinery, Industrial Parts & Tools**
- Gifts, Sports & Toys
- Home, Lights & Construction
- Health & Beauty
- Bags, Shoes & Accessories
- Electrical Equipment, Components & Telecom
- Agriculture & Food
- Packaging, Advertising & Office
- Metallurgy, Chemicals, Plastics
- All Categories

The "Machinery, Industrial Parts & Tools" category is expanded to show sub-categories:

- Hardware & Tools**
 - Power Tools
 - Hand Tools
 - Garden Tools
 - Material Handling Tools
 - Tool Sets
 - Fasteners
 - View All Categories
- Machinery**
 - Agriculture & Food Machinery
 - Apparel & Textile Machinery
 - Engineering Machinery
 - General Industrial Equipment
 - Packaging & Printing Machinery
 - Plastic & Rubber Machinery
 - View All Categories
- Measurement & Analysis Instruments**
 - Testing Equipment
 - Optical Instruments
 - Temperature Instruments
 - Electrical Instruments
 - Weighing Scales
 - Electronic Measuring Instruments
 - View All Categories
- Industrial Parts & Fabrication Services**
 - Bearing & Accessories
 - Motors & Parts
 - Machine Tools Accessories
 - Pumps & Parts
 - Valves & Parts
 - Custom Fabrication Services
 - View All Categories

On the right side, there is a promotional banner for "AliSourcePro" titled "The most effective OEM/ODM & multi-category sourcing tool." It features three icons and their corresponding benefits:

- Simple**: Post a Buying Request in just 1 minute (icon: Enter key).
- Efficient**: Get multiple quotations within 24 hours (icon: Rocket).
- All-In-One**: Comparison, samples and deals (icon: Hexagon with arrows).

A blue button below the icons says "Get Quotations Now" with a right-pointing arrow.

Below the banner is another section titled "Beauty & Apparel" with the text "Recommended suppliers Reasonably-priced products" and a "Source Now" link. It includes an image of a woman and various beauty products.

Top 10 Marketplace BtoB

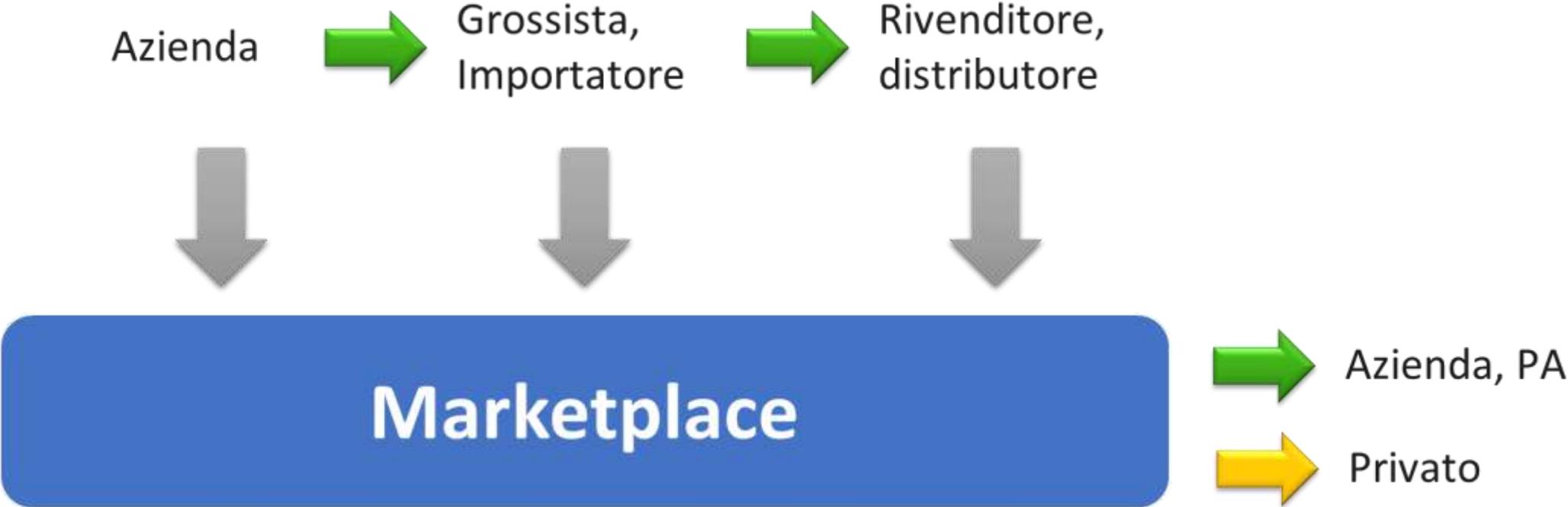
		Alexa Rank	Year of foundation	Location	Ownership	Ownership (ente)	Supporta Transazioni	Geo Suppliers
1	Alibaba.com	53	1999	China	Privata	Jack Ma and Co.	Si	Worldwide
2	IndiaMART.com	979	1996	India	Privata	Intel Capital, Bennet, Coleman & Co. LTD	No	Worldwide
3	Dhgate.com	1206	2004	China	Privata	Diane Wang	Si	Cina
4	Made-in-china.com	2315	1996	China	Privata	Focus Technology Co.	No	Cina
5	Tradeindia.com	2929	1996	India	Privata	Infocom Network Ltd	No	Worldwide
6	China.cn	4700	-	China	Governativa	China Internet Information Center	No	Worldwide
7	Tradekorea.com	5686	2008	South Korea	Trade Association	Korea International Trade Association	Si	Worldwide
8	Ecplaza.net	6103	1996	South Korea	Privata	ECPlaza Network Inc.	No	Worldwide
9	Globalsources.com	6683	1996	Hong Kong	Privata	Trade Media Ltd.	No	Worldwide
10	Ec21.com	10275	1997	South Korea	Trade Association	Korea International Trade Association	No	Worldwide

Alibaba.com – il più importante marketplace BtoB al mondo

The screenshot shows the Alibaba.com website's pricing page for B2B sellers. The navigation bar includes the Alibaba.com logo, menu items like Overview, Product features, Pricing, Success stories, and Academy, and user options for US/English, Sign in, and Start selling. The main heading is 'Reach millions of B2B buyers globally' with a sub-heading 'Choose an Alibaba.com seller plan to launch your new business growth'. Two plans are presented: Premium (\$4,199/year) and Basic (\$2,399/year). A comparison table below details features like Post products, inquiries, transactions, ad spend, and reporting for both plans.

	Premium Maximum benefits to blow up your business \$4,199 /year Select Premium & Pay Get more information	Basic Everything you need to start selling and connecting with buyers. \$2,399 /year Select Basic & Pay Get more information
Platform features		
Post products	Unlimited	Unlimited
Receive & respond to inquiries	✓	✓
Transact on platform	✓	✓
Keyword ad spend ⓘ	\$2000	\$500
Beta features access	✓	✓
Data & reporting	✓	✓

Strategie distributive dei Marketplace e dei Brand



Vendere online nel mondo

1. Quali paesi
2. Quali marketplace /retailer
3. Quali servizi dal marketplace
4. Quale logistica
5. Quali prodotti e gamma
6. Quale Pricing
7. Stima margini
8. Budget di lancio e di gestione
9. Vendite e KPI obiettivo

Marketplace: punti di forza e di debolezza

Plus

- Velocità di avvio
- Investimenti ridotti in infrastruttura IT
- Customer Rich e Customer Trust
- Digital marketing in «ambiente chiuso»
- Possibile esternalizzazione della logistica
- Report e Big Data
- Presidio del Customer Journey locale
- Sviluppo conoscenza mercato

....

Minus

- Incidenza commissioni dirette
- Mancanza di rapporto diretto con il Cliente finale (a seconda dei marketplace)
- Rischio «scavalcamento» per commercianti e rivenditori



Comincia a vendere online

Inizia ora a vendere i tuoi prodotti su Amazon e raggiungi milioni di clienti

Registrati ora >

Desidero vendere sui 5 siti europei (?)

Deseleziona, se vuoi vendere solo su Amazon.it

39 € (incl. IVA) al mese

Giulio Finzi | 2020

TOP 100 Online-Marktplätze in Europa

Rank	URL	Country	Category	Core	B2X	Type	Owner	Basis
1	amazon.de	DE	Full range	S	B2C	T	Amazon	US
2	amazon.co.uk	UK	Full range	S	B2C	T	Amazon	US
3	ebay.de	DE	Full range	N	B2C	T	eBay	US
4	ebay.co.uk	UK	Full range	N	B2C	T	eBay	US
5	allegro.pl	PL	Full range	N	B2C	T	Allegro	PL
6	amazon.fr	FR	Full range	S	B2C	T	Amazon	US
7	leboncoin.fr	FR	Full range	N	B2C	C	Leboncoin	FR
8	amazon.it	IT	Full range	S	B2C	T	Amazon	US
9	ebay-kleinanzeigen.de	DE	Full range	N	B2C	C	eBay	US
10	amazon.es	ES	Full range	S	B2C	T	Amazon	US



Giulio Finzi | 2020

Zurück zum Shop
MADE IN ITALY
Entdecken Sie >

Ergebnisse anzeigen für

Lebensmittel &
Getränke

Feinkost und Wein

Made in Italy

- Bier, Wein & Spirituosen
- Brot & Backwaren
- Eier- & Milchprodukte
- Fertiggerichte
- Fisch & Meeresfrüchte
- Fleisch & Wurstwaren
- Frischetheke
- Geschenkkörbe & Feinkostgeschenke
- Getränke, Kaffee & Tee
- Gewürze & Fix-Produkte
- Koch- & Backzutaten
- Konfitüren, Honig & Brotaufstriche
- Konserven & Eingelegtes
- Kühlprodukte
- Müslis & Cerealien
- Nudeln, Reis & Hülsenfrüchte
- Obst & Gemüse
- Öl, Essig & Dressings
- Saucen & Marinaden
- Süßigkeiten & Knabbereien
- Tiefkühlprodukte

Filtern nach



Nudeln und Backwaren



Öl, Essig und Gewürze



Soßen, Dips und Marinaden



Käse, Fleisch und
Fisch



Schokolade und
Süßigkeiten



Weine, Spirituosen und Bier



Präsente



Trüffel

Benvenuto alla guida interattiva per nuovi venditori professionali

Crea il tuo account professionale e carica gli oggetti del tuo magazzino in modo semplice e veloce. Segui i passi qui sotto per:

- ① Registrarti come venditore professionale
- ② Scegliere il metodo di pagamento per tariffe e commissioni
- ③ Attivare la Console venditori
- ④ Iscriverti a un Negozio eBay
- ⑤ Impostare le regole di vendita: condizioni di pagamento, restituzione e spedizione
- ⑥ Mettere in vendita gli oggetti del tuo magazzino
- ⑦ Una volta completata la guida, avrai diritto a 2 mesi di iscrizione gratuita al Negozio ebay

Inizia ora →

<https://www.acceleraconebay.com/>



Süper Fırsatlar >

Atölye | Tasarım ürünler >

Moda >

Elektronik >

Kozmetik, Kişisel Bakım >

Bebek, Anne >

Ev, Bahçe ve Ofis >

Spor, Outdoor >

Hobi, Eğlence ve Sanat >

Otomobil, Motosiklet >

Süpermarket >

AXESS'LE GERÇEK OLSUN!

Axess ile GittiGidiyor'dan yapacağınız
500 TL üstü alışverişlerinize **50 TL**,
1000 TL üstü alışverişlerinize **100 TL chip-para**

*Kampanya Koşulları

GİTTİGİDİYOR
yaz
4566'ya
yolla

GİTTİGİDİYOR'DA
AXESS'LE
100 TL'YE
VARAN
CHIP-PARA



SÜPER
HAFTA
SONU



YAY
BURCUNA
NE ALSAK?

En Çok Ziyaret Edilen Mağazalar

Tümünü Gör

allegro

czego szukasz?

wszystkie działy



koszyk jest pusty

Elektronika

Moda i uroda

Dom i zdrowie

Dziecko

Kultura i rozrywka

Sport i wypoczynek

Motoryzacja

Kolekcje i sztuka

Firma

Strefa okazji



Ramoneska ONLY

119,00 zł

kup teraz



ONLY.



#mamswojstyl

Pakiet nc+

Bebilon Bebiko BoboVita

Zadbaj o swoje włosy

Spalaj tłuszcz!

Mam swój styl

Etsy – il marketplace per i prodotti artistici e artigianali



The screenshot shows the top navigation bar of the Etsy website. On the left is the Etsy logo. In the center is a search bar with the placeholder text "Cerca articoli o negozi", a "Cerca" button, and a "Sfoglia" dropdown menu. On the right are links for "Registrati" and "Accedi", and a shopping cart icon with a notification bubble containing the number "3" and the label "Carrello".

Below the navigation bar is a light green banner with the text "Trasforma la tua passione in un business" and a blue button that says "Apri un negozio su Etsy".

The main content area features a large, faint background image of a gear. Below this, the heading "Cosa puoi vendere?" is centered. Underneath are three categories, each with a title and a circular icon:

- Articoli fatti a mano**: Icon of a hand holding a needle and thread.
- Articoli Vintage**: Icon of a clock face. Below this icon is the text "Ciò che ha più di 20 anni."
- Materiali per creare**: Icon of various craft supplies like a bucket, a container, and a spool.

Houzz – il marketplace per l'arredamento

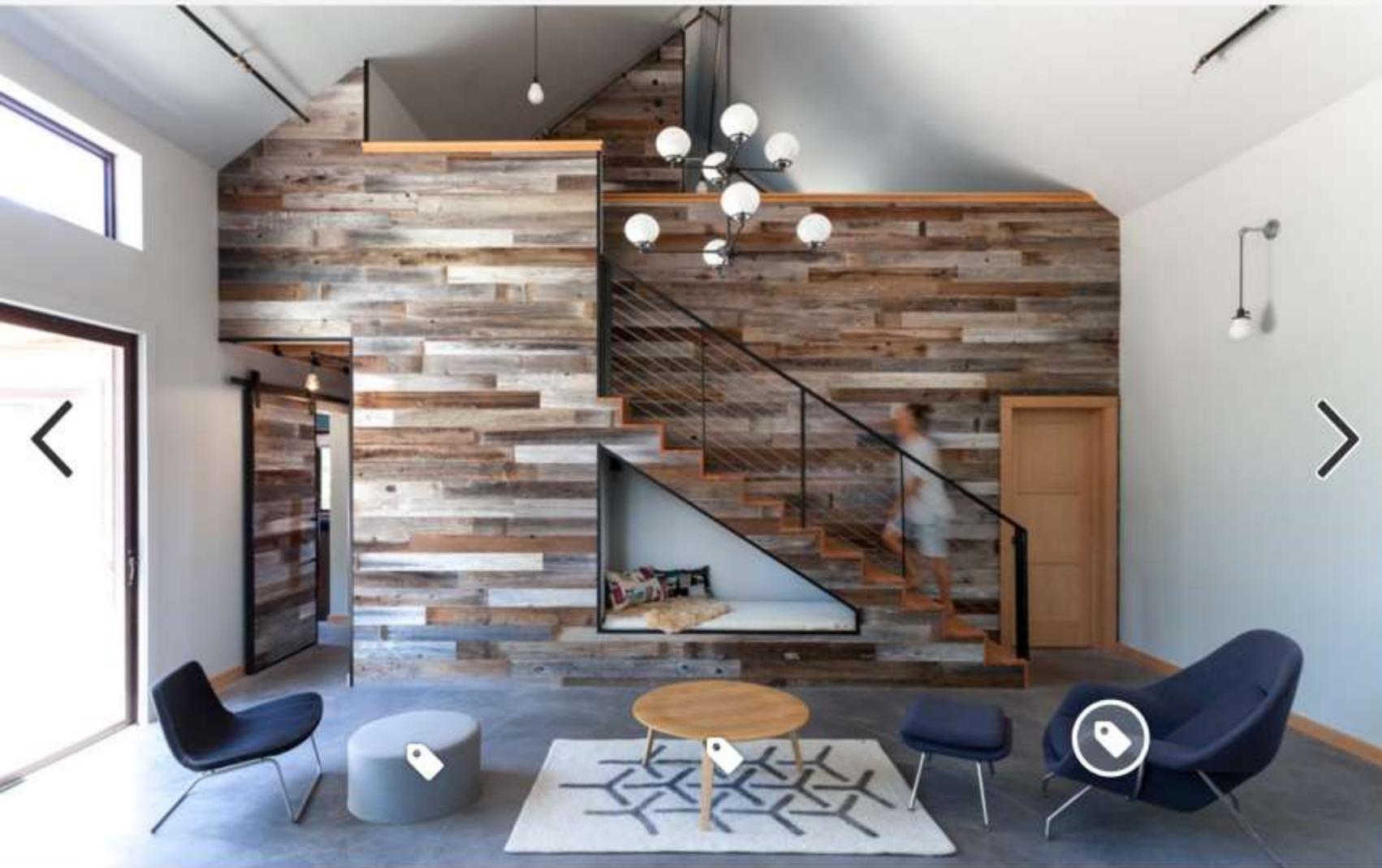
The screenshot displays the Houzz website interface. At the top, the Houzz logo is on the left, followed by a search bar containing the text 'Search Photos, Products, Pros & More...'. To the right of the search bar are navigation links: 'OUTDOOR SALE', a notification bell, a shopping cart icon, and a user profile icon labeled 'Your Houzz'. Below the search bar is a horizontal menu with categories: 'PHOTOS', 'SHOP BY DEPARTMENT', 'FIND PROFESSIONALS', 'STORIES & ADVICE', and 'SALE'.

The main content area is titled '38,629 Contemporary Home Office Design Photos'. Above this title is a breadcrumb trail: 'All Rooms / Home Office Photos / Contemporary X clear all'. Below the title are filters for 'Popular Today' and a grid view selector. On the right side of the main area, it says '1 - 8 of 38,629 photos' with a right arrow.

On the left side, there is a sidebar with several filter sections:

- Room** (dropdown): 'All Rooms', 'Home Office Photos' (selected).
- Style** (dropdown): 'Popular Today'.
- Location** (dropdown): 'All Metro Areas'.
- Budget** (checkboxes):
 - \$ (539)
 - \$\$ (2,119)
 - \$\$\$ (2,278)
 - \$\$\$\$ (770)
- Size** (checkboxes):
 - Compact (2,014)
 - Medium (4,758)
 - Large (1,958)
 - Expansive (181)

The main image shows a contemporary home office with white walls, dark wood floors, a freestanding desk, and a large window with a brick accent. To the right of the image is a card for 'Bold New York Design' featuring the project '533 Leonard 2 Bedroom'. The card includes '99 Saves | 1 Question' and the user 'Travis Mark' with a link to their profile. Below the image, there is a short description: 'Inspiration for a contemporary study room remodel in New York with white walls, dark hardwood floors, a freestanding desk and brown floors — Houzz' and another line: 'Simplicity, brick accent only under the window, pop of color — Madison'.



Kat Alves Photography

Other Photos in **This Project**



People also liked these photos



Related Photos



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Nursery Chair and Ottoman	Hosta Bed	Full-size Loft Bed
\$1,358	\$1,497.50	\$1,650

[Shop More Similar Products >](#)

Giulio Finzi | 2020



Close X

Vivino – il marketplace per il vino

vivino Search any wine

Ship to United Kingdom Language English

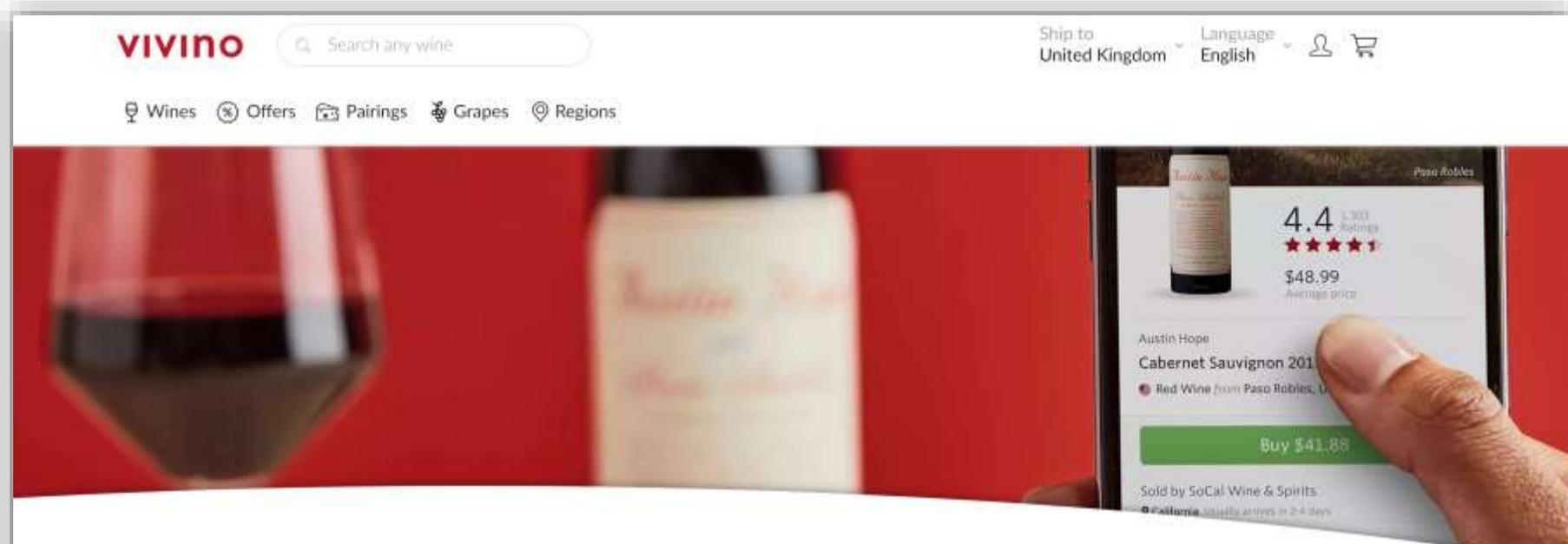
Wines Offers Pairings Grapes Regions

ABOUT
VIVINO

Vivino empowers people everywhere to enjoy wine to the fullest.

Vivino is the world's largest online wine marketplace and most downloaded wine app, powered by a community of millions. Vivino's unique wine shopping experience uses community data to suggest personalized wine recommendations, making wine discovery and purchase fun, accessible, and effortless for wine drinkers of every level. The Vivino app is available for download on Android and Apple devices.

Vivino – il marketplace per il vino



Sell your wine on Vivino, the world's largest wine community

- ✓ **Increase sales**
Sell your wine on the number 1 wine app in the world. Reach 47 million users worldwide via Vivino's App & Website.
- ✓ **Gain insight**
Get access to Vivino's Merchant Dashboard and use our analytical tools to understand your traffic.
- ✓ **Gain a partner in wine**
All orders undergo a multi-step quality control process by our dedicated support team.
- ✓ **Acquire new customers in your regions**
Target users in the states/countries you ship to. Expand and test new markets for your wine.
- ✓ **Grow your online business**
Seamless two-click checkout results in high conversion rates and great order volume. Simply fulfill the orders we send you.
- ✓ **Interested in becoming a Vivino Merchant Partner?**
Let us know by filling out the form below.

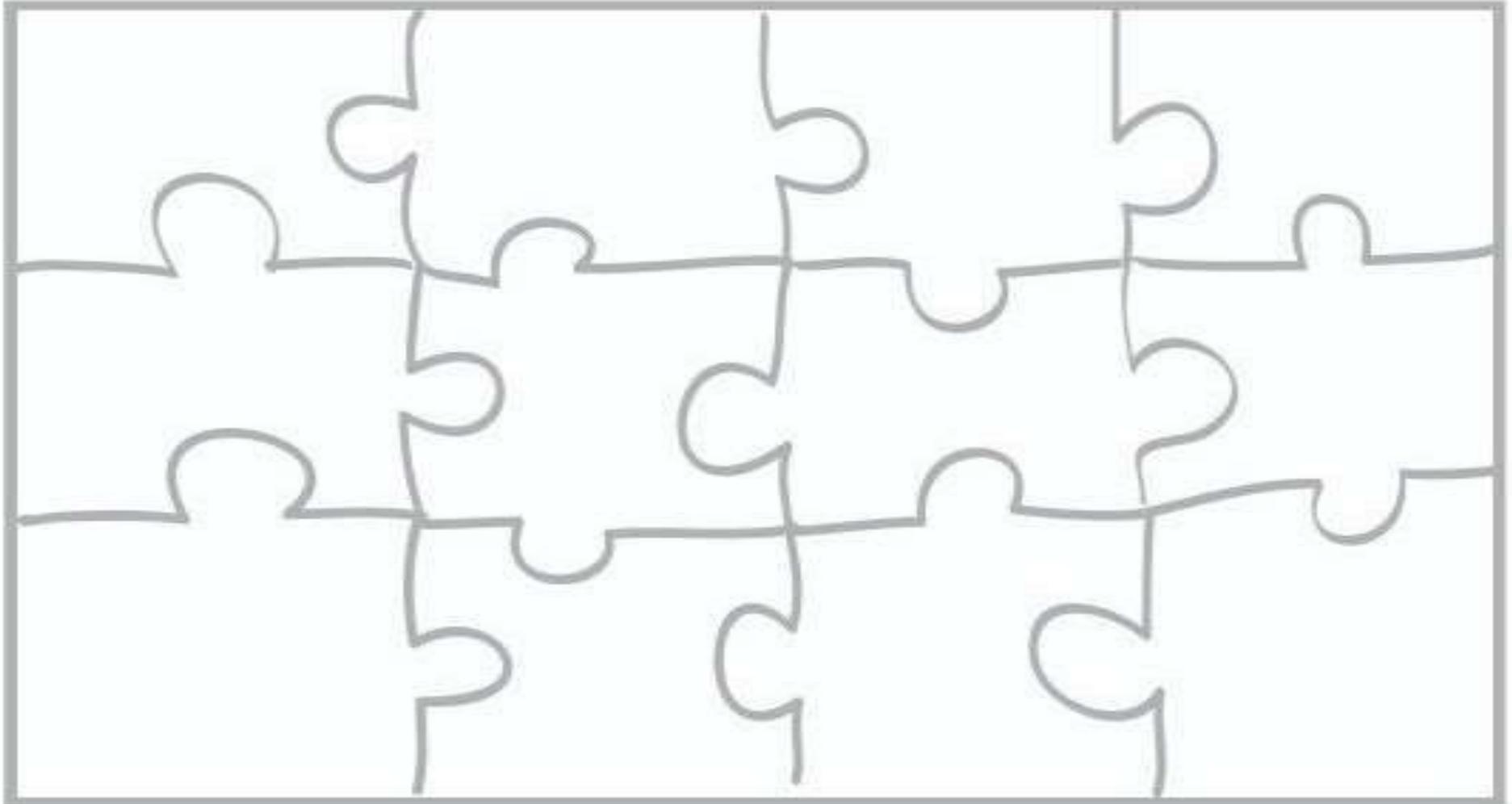
Vivino – il marketplace per il vino

The screenshot displays the Vivino website interface. At the top left is the Vivino logo. A search bar contains the text "Search any wine". On the top right, there are links for "Ship to United Kingdom", "Language English", a user profile icon, and a shopping cart icon with a "12" badge. Below the navigation bar are icons for "Wines", "Offers", "Pairings", "Grapes", and "Regions".

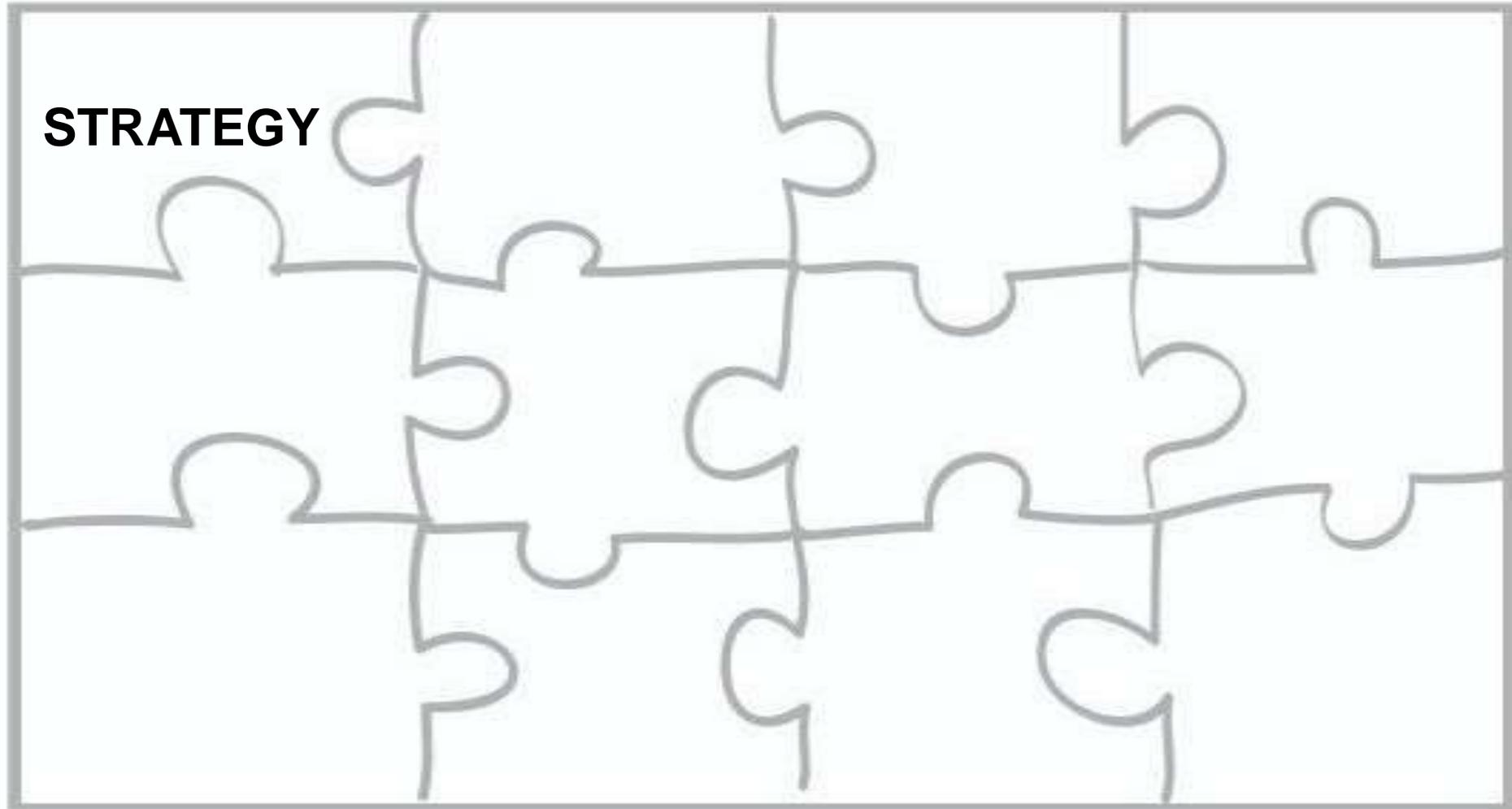
The main product area features a bottle of Riondo Amarone della Valpolicella 2015 wine on the left. To the right of the bottle, the text reads "Riondo" and "Amarone della Valpolicella 2015". Below this, it says "Red wine from Amarone della Valpolicella · Italy". The product has a 4.0 star rating from 338 ratings and an "Add to Wishlist" button.

A green callout box contains the text: "Good value for money. Similar wines usually cost 61% more." Below the product information is a white box with a price of "£19.90" and the note "Price is per bottle". A quantity selector shows "6" bottles, and a green "Add to cart" button is present. Below the button, there are three informational messages: "You have FREE shipping from Drink Finder. Are you getting the most of it?", "Estimated between Fri, Nov 20 and Mon, Nov 23", and "Sold by Drink Finder" with a link to "Show all buying options".

eCommerce puzzle

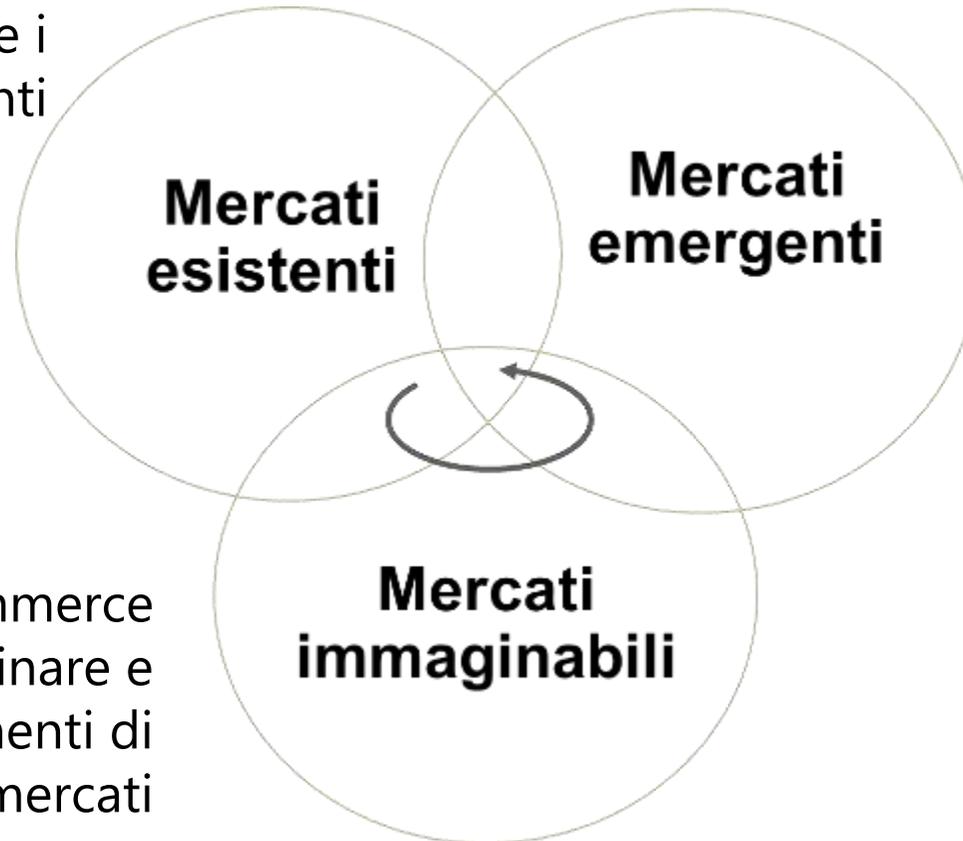


Strategia



Strategia

Il digitale e l'e-commerce consentono di sviluppare i mercati esistenti



Il digitale e l'e-commerce hanno creato nuovi mercati, ora emergenti

Il digitale e l'e-commerce consentono di immaginare e creare nuovi segmenti di mercato e nuovi mercati

Strategia

FREE SHIPPING ON ALL ORDERS \$50+

Log In WOMEN MEN

BIRCHBOX ♦ SHOP ▾ GIFT SUBSCRIBE

Search Birchbox

Beauty Picked for You

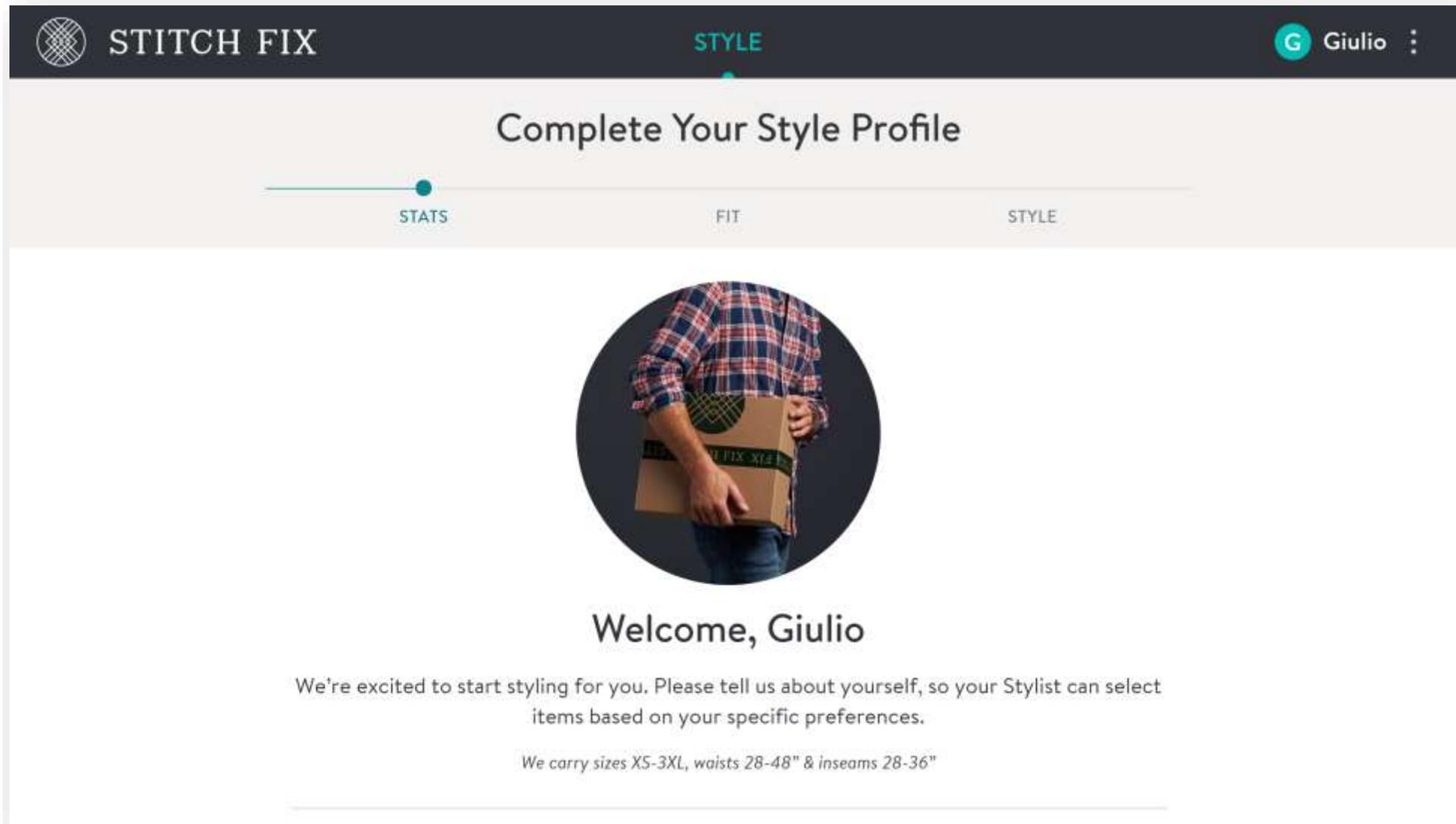
Get a monthly beauty box of five samples tailored to your skin, hair, and style.

- Monthly \$10/month (cancel at any time)
- Yearly \$110/year (\$99 with code BESTYEAR99)

GET YOUR APRIL BOX



Servizio e scoperta



The screenshot shows the top navigation bar of the Stitch Fix website. On the left is the Stitch Fix logo, in the center is the word 'STYLE' in green, and on the right is a user profile for 'Giulio'. Below the navigation bar is a light-colored banner with the heading 'Complete Your Style Profile'. A progress indicator shows three steps: 'STATS' (completed), 'FIT', and 'STYLE'. The main content area features a circular image of a person in a plaid shirt holding a Stitch Fix cardboard box. Below the image, the text reads 'Welcome, Giulio', followed by a message: 'We're excited to start styling for you. Please tell us about yourself, so your Stylist can select items based on your specific preferences.' and a note: 'We carry sizes XS-3XL, waists 28-48" & inseams 28-36"'. A thin horizontal line is at the bottom of the content area.

STITCH FIX

STYLE

Giulio

Complete Your Style Profile

STATS FIT STYLE

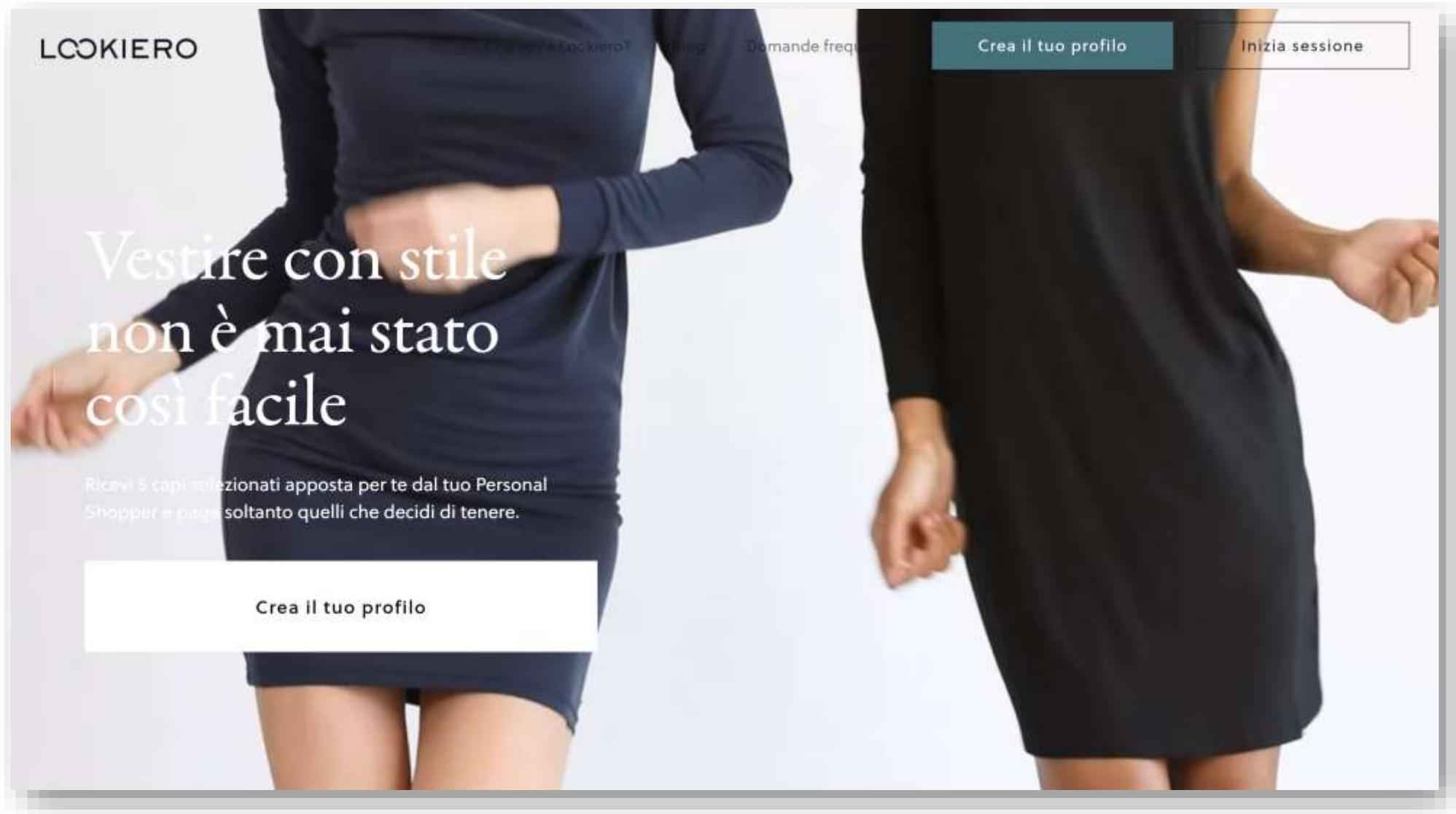


Welcome, Giulio

We're excited to start styling for you. Please tell us about yourself, so your Stylist can select items based on your specific preferences.

We carry sizes XS-3XL, waists 28-48" & inseams 28-36"

Servizio e scoperta



LOOKIERO

Crea il tuo profilo

Inizia sessione

Vestire con stile
non è mai stato
così facile

Ricevi 5 capi selezionati apposta per te dal tuo Personal Shopper e paghi soltanto quelli che decidi di tenere.

Crea il tuo profilo

Casper: disruptive product, disruptive marketing





100 NIGHT TRIAL, FREE RETURNS

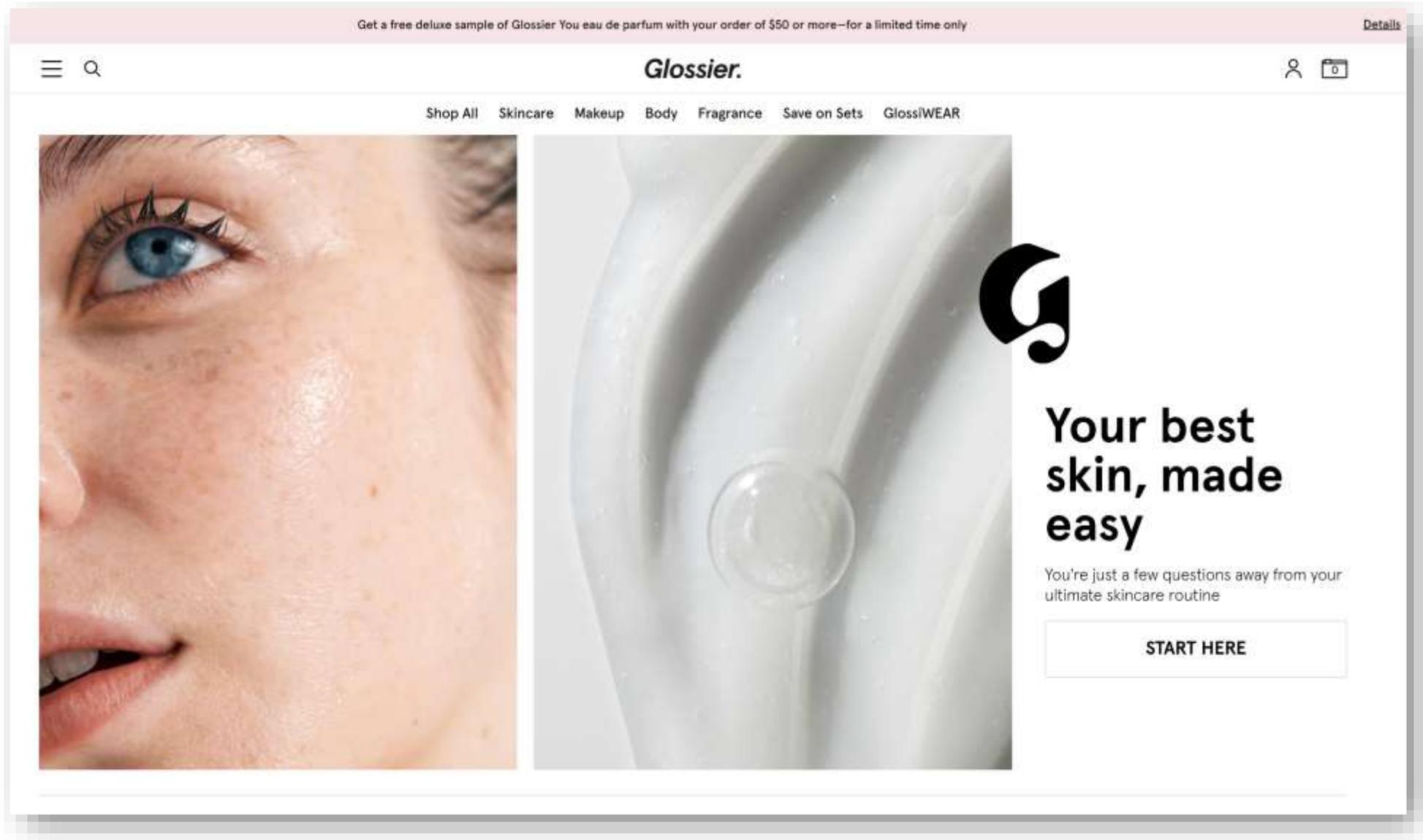
Sleep on it, lounge on it, dream on it — if you don't love your Casper product, we'll take it back and give you a full refund.



Giulio Finzi - 2020



Glossier: inspired by real life



Glossier: inspired by real life

The screenshot shows the Glossier website interface. At the top left is a search bar with a magnifying glass icon and the word "Search". In the center is the "Glossier." logo. To the right are icons for "US", a user profile, and a shopping bag. Below the navigation is a horizontal banner with two images: a white fabric and a close-up of lips. A horizontal line separates the banner from the main content area. On the left is a vertical navigation menu with the following items: "Glossier Play", "-", "Skincare", "Makeup", "Body", "Fragrance", "Save On Sets", "Shop All", "-", "Looks IRL", "About", and "ITG". The main content area features the heading "Real people share their real life routines." followed by the subtext "We asked our community to share how they use Glossier." Below this is a grid of six content cards, each with a circular profile picture, a title, the author's name, and their relationship to Glossier.

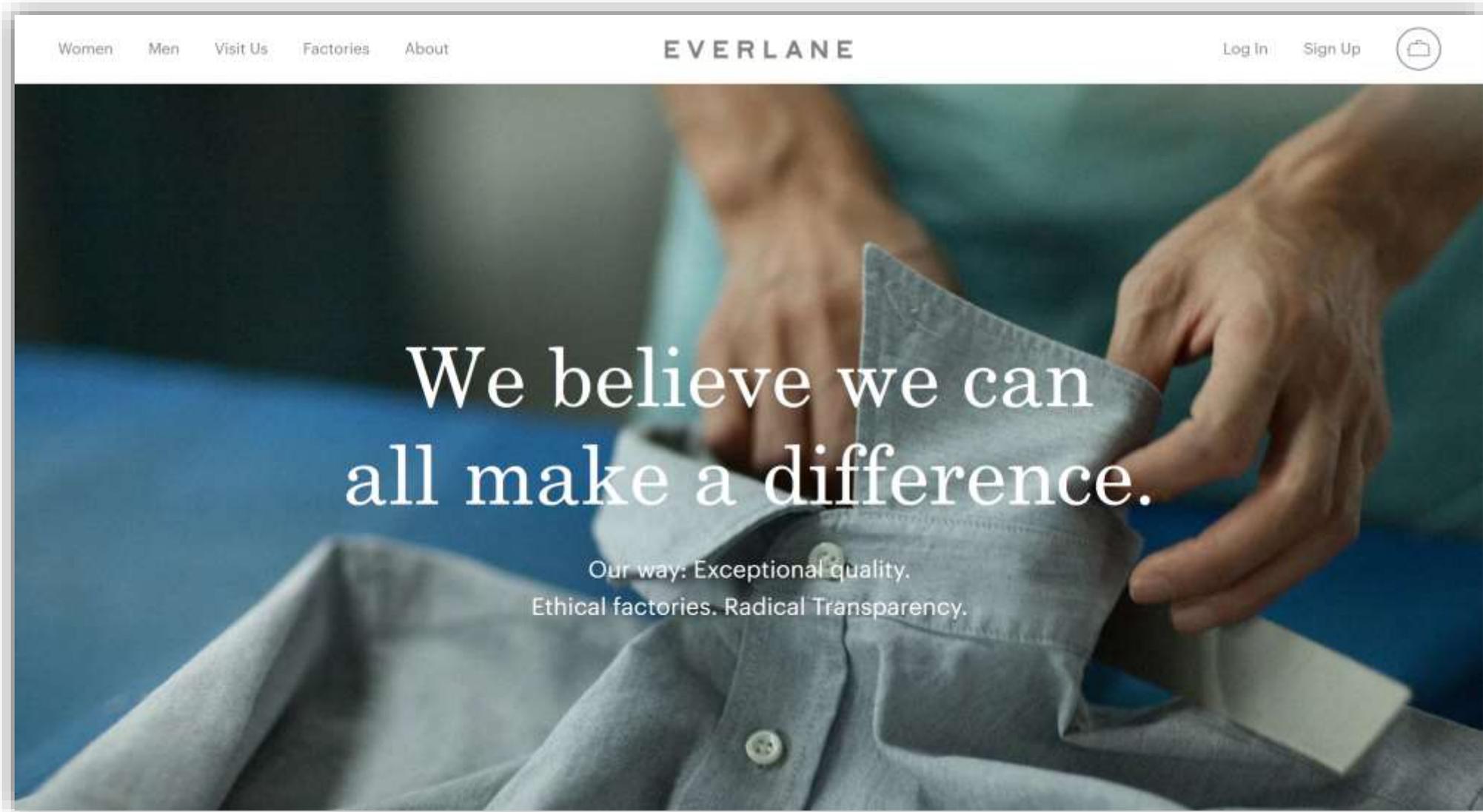
Real people share their real life routines.
We asked our community to share how they use Glossier.

- International flight attendant's skincare routine**
by: Skya Eiland
Glossier Partner
- Easy evening eye look**
by: Tennesha Vanterpool
Customer since 2017
- My sun-kissed glow, minus the sun**
by: Emily Code
Glossier Partner
- A dermatologist in training's skincare routine**
by: Elyse Love
Glossier Partner
- My alarm didn't go off! (7-minute makeup)**
by: Yaminah Mayo
Glossier Partner
- My moisturizing skincare routine**
by: Tennesha Vanterpool
Customer since 2017

Marca e posizionamento di mercato



Marca e posizionamento di mercato





Cerca



glossier • Segui



Nascondi le risposte



flowerchills @glossier Got It! Thanks!



90 sett. Rispondi



l34hf0wl3r I didn't get a decal 😞



90 sett. Rispondi



glossier @l34hf0wl3r @amysmusings Sorry to hear that! DM us with your order number and we'll help.



90 sett. Mi piace: 1 Rispondi

Visualizza le risposte (1)



gentlemaven And then women



Piace a 16.179 persone

15 SETTEMBRE 2017

Aggiungi un commento...

Pubblica



Cerca



glossier • Segui



like yours. So from a mixed-race girl, thank you. And now I'm going to try your products. Hope I can find them in Paris or order them in... ;-)

88 sett. Piace a 2 persone
Rispondi



cakeface_tutorial Gorgeous



83 sett. Rispondi



kbrxgl @enb.g



81 sett. Rispondi



sannesobea Really nice campaign shots! ❤️



78 sett. Rispondi



Piace a 14.600 persone

13 SETTEMBRE 2017

Aggiungi un commento...

Pubblica





amazon

Respect



Love



Marca e posizionamento di mercato

TIFFANY & CO.

Search

Sign In or Create an Account

Stores

ENGAGEMENT JEWELRY COLLECTIONS WATCHES ACCESSORIES GIFTS BLUE BOOK THE WORLD OF TIFFANY

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#LoveNotLike

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that makes you throw your
arms open to the whole world and
fall head over heels. At Tiffany,
it's always love, not like.
Return to Tiffany®. Return to love.

SHOP NEW RETURN TO TIFFANY® LOVE

Marca e posizionamento di mercato



Marca e posizionamento di mercato



Marca e posizionamento di mercato

CATERPILLAR® COMPANY INVESTORS NEWS CAREERS English 🔍

BUILDING THE WORLD'S LONGEST EARTHEN SEAWALL

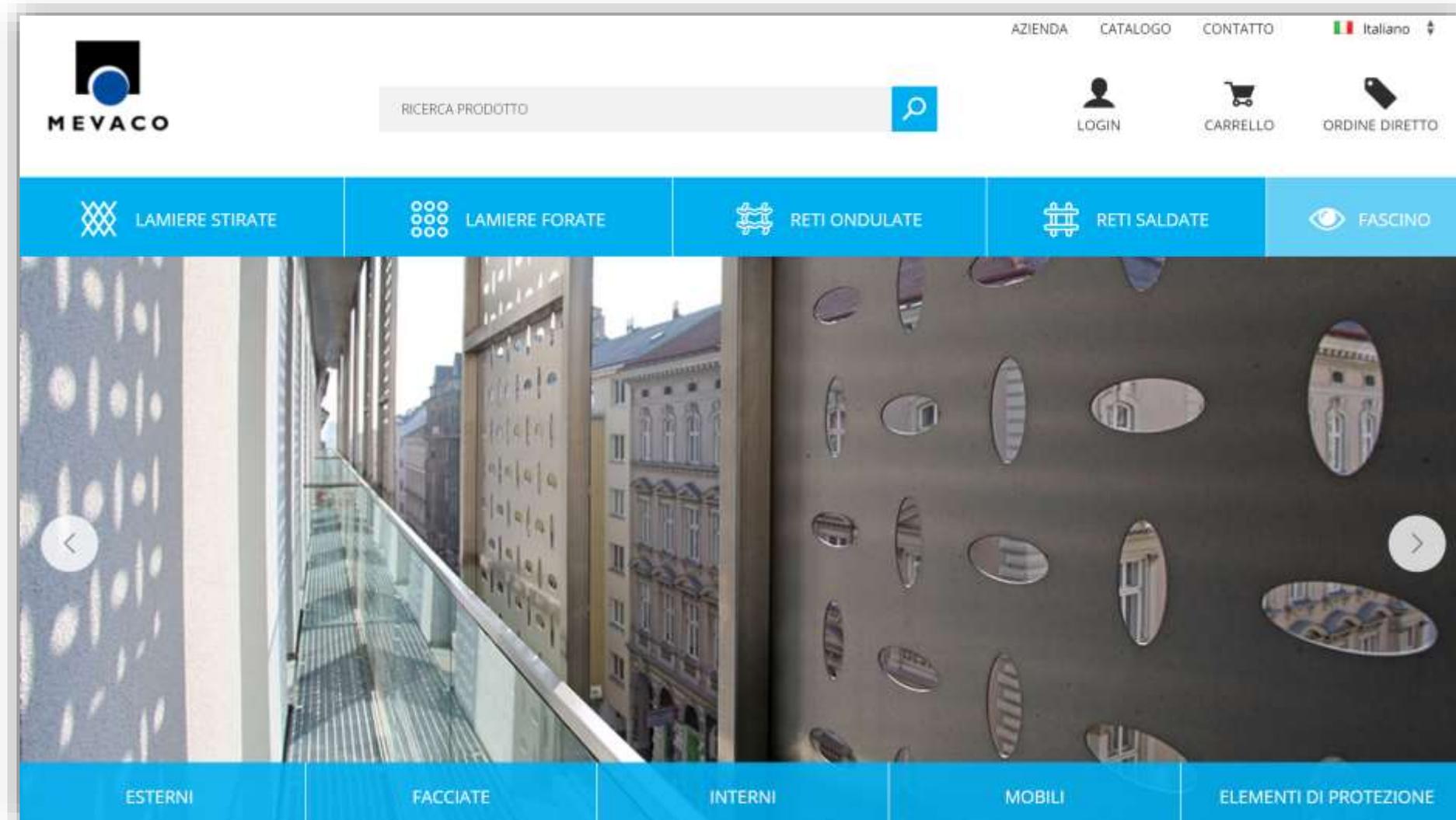
In 2006 thirty-four Cat machines were called on to help complete the 20-mile-long Saemangeum seawall —the longest earthen seawall in the world.

[FULL STORY](#)

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- ENGLISH
- ESPAÑOL
- FRANÇAIS
- ITALIANO
- MAGYAR
- NEDERLANDS
- POLSKI
- PORTUGUÊS
- ČEŠTINA
- РУССКИЙ
- 中文
- 日本語

BRANDS BUILDING BETTER WHO WE ARE VISIT CATERPILLAR

Marca e posizionamento di mercato



Prodotto



Prodotto

LANIERI
ITALIANO SO FIT BETTER

SHOP ATELIER CÔME FUNZIONA BLOG

HELP   

FAQ

Modifiche e rimborsi

Garanzia legale

Recesso

ADR/ODR

Metodi di pagamento

Spedizioni

Contattaci

Chi siamo

Parlano di noi

Lavora con noi

Processo di presa misure

Dati societari

Privacy

Cookie Policy

Condizioni generali di vendita

IL PROCESSO DI PRESA MISURE

Su misura per te

Quanto tempo occorre? Solo 10-15 minuti grazie al nostro tutorial.

Ogni capo Lanieri è un prodotto unico, disegnato e creato dai migliori artigiani italiani in base alle tue misure anatomiche. Grazie al nostro video tutorial online sarai guidato lungo tutto il processo di presa misure e, in soli 10-15 minuti, sarai in grado di darci tutte le informazioni necessarie per creare un capo su misura 100% Made in Italy.



Facile e veloce

Cosa ti serve? Un amico e un metro da sarto, al resto ci pensiamo noi.

Anche se non hai alcuna esperienza in fatto di sartoria, o è la prima volta che utilizzi il metro da sarto, seguendo poche e semplici indicazioni sarai in grado di verificare le tue misure anatomiche e salvarle nel tuo profilo Lanieri. Cosa ti occorre? Un amico e un metro da sarto, al resto ci penseremo noi.

Prodotto



Mister Worker®
ATTREZZI E UTENSILI PER PROFESSIONISTI

Contattaci [02 91433257](tel:0291433257) Lingua: Italiano ▾ Valuta: € ▾ Il mio account ▾



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EUROPEO DELLA
EUROPEA
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Prodotto

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Ricerca

Offerte speciali Top Seller Occasioni Novità articoli

IT · € Area Cliente Lista acquisti

Chitarre/Bassi Batterie Tastiere Studio Software PA Luci DJ Microfoni Effetti Fiati Tradizionali Note Custodie Cavi Accessori

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30 GIORNI 30 giorni soddisfatti o rimborsati

Spedizione gratuita per acquisti di un importo superiore a € 298

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Benvenuti nel Thomann Online-Store!

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Stairville Stage TRI LED Bundle Complete

€ 249

STAIRVILLE

Prodotto



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ITALY CHIANTI
酒中贵族·进口DOCG名酒
¥599.00
Verga意大利原瓶DOCG进口红酒...

Prodotto

The screenshot shows the MEVACO website interface. At the top left is the MEVACO logo. A search bar labeled 'RICERCA PRODOTTO' is next to it. On the top right, there are navigation icons for 'CONFIGURATOR', 'LOGIN', 'CARRELLO', and 'ORDINE DIRETTO'. Below this is a blue navigation bar with five categories: 'LAMIERE STIRATE', 'LAMIERE FORATE', 'RETI ONDULATE', 'RETI SALDATE', and 'SHOWROOM'. The main content area features a sidebar on the left with a section 'INFORMAZIONI SUL PRODOTTO' containing links for 'LAMIERE STIRATE', 'LAMIERE FORATE', 'RETI ONDULATE', 'RETI SALDATE', 'ACCESSORI', 'MATERIALE', and 'CONFIGURATOR'. Below this is a 'CONTATTO' section with the address 'Via Stazione, 1, 39044 Egna (BZ)'. The main content area has a large heading 'Il Configurator MEVACO è arrivato!' followed by a paragraph: 'Adesso può configurare con grande facilità il Suo prodotto su misura e diverse posizioni di un lotto.' Below this is another paragraph: 'Fedeli al motto "Affascinante semplicità" ordinare da MEVACO con il Configurator diventa ancora più facile e veloce. Il Configurator la guiderà nel processo di configurazione, passo dopo passo e in maniera intuitiva, fino ad ottenere il Suo prodotto su misura o l'intero lotto. Il video mostra chiaramente come può utilizzare il Configurator.' At the bottom of the main content area is a video player titled 'Il Configurator MEVACO' with a play button and a 'Download' link. The video player shows a screenshot of the Configurator software interface with various configuration options and a grid layout.

Conto economico



Make or Buy



Make or Buy

100% OUTSOURCING

L'azienda esternalizza completamente la gestione della logistica e-commerce

- Maggiore velocità di avvio delle attività
- Minimi investimenti iniziali
- Costi per lo più variabili e legati alle performance del business
- Limitata / nulla integrazione con l'azienda
- Limitato / nullo controllo delle operazioni

100% IN-HOUSE

L'azienda gestisce completamente la logistica e-commerce

- Minor velocità di avvio delle attività
- Significativi investimenti iniziali
- Costi fissi e costi variabili, con economie di scala per volumi crescenti
- Piena integrazione con l'azienda
- Pieno controllo delle operazioni

Conto economico

ACQUISITION

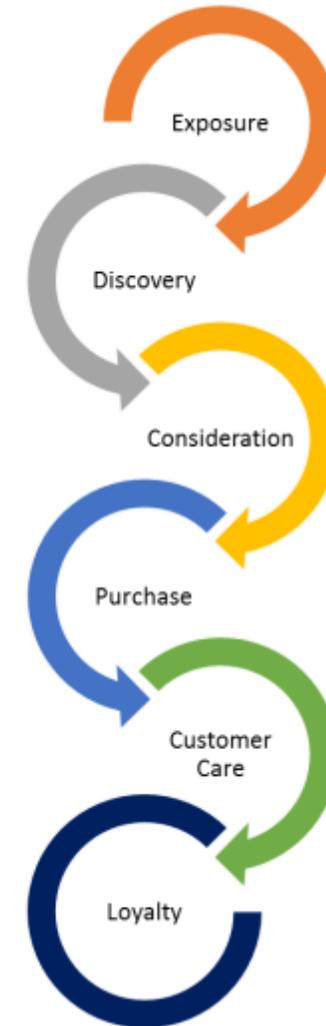
Pianificazione e gestione campagne di performance mktg e attività SEO
Pianificazione e realizzazione piano editoriale per attività social media
Gestione e sviluppo partnership e co-marketing

CONVERSION

Progettazione, realizzazione e costante aggiornamento delle interfacce
Progettazione e realizzazione dei contenuti multimediali e multidevices
Gestione dell'offerta commerciale (prodotti, servizi) B2C e B2B
Attività di on site marketing (remarketing, cross-selling, up-selling)
Implementazione, mantenimento, sviluppo del SW e delle applicazioni
A/B testing e ottimizzazione continua di tutte le funzionalità e della UX
Analisi e monitoraggio dei KPIs, con benchmark rispetto agli obiettivi
Gestione e monitoraggio del magazzino

RETENTION

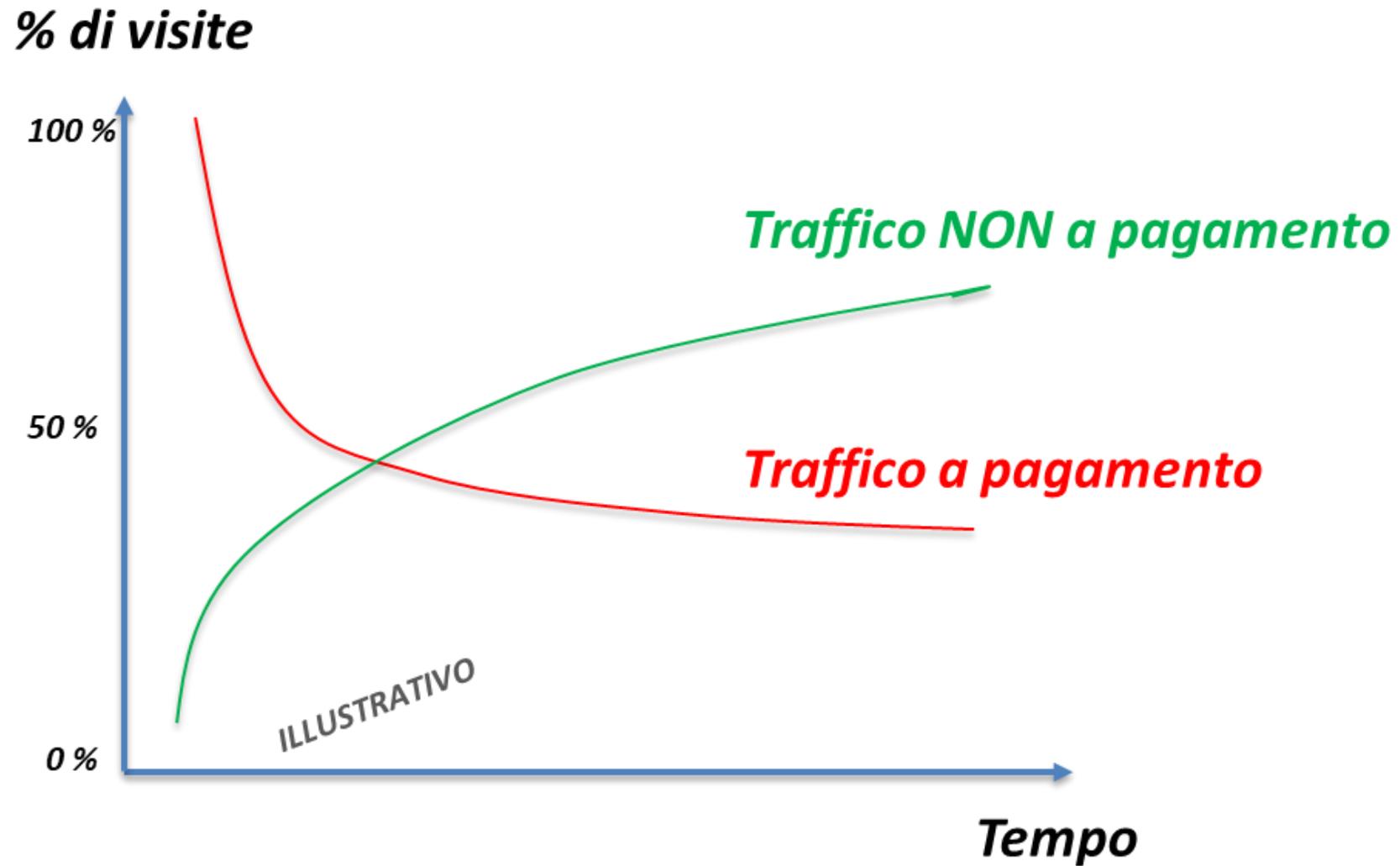
Assistenza ai clienti pre e post acquisto (telefono, chat, e-mail)
Gestione e monitoraggio dei processi di fulfilment e reverse logistics
Gestione dei processi di pagamento (incassi, riaccrediti, frodi)
Azioni di direct marketing verso la base clienti con iniziative personalizzate
Loyalty program management per stimolare il riacquisto e il passaparola



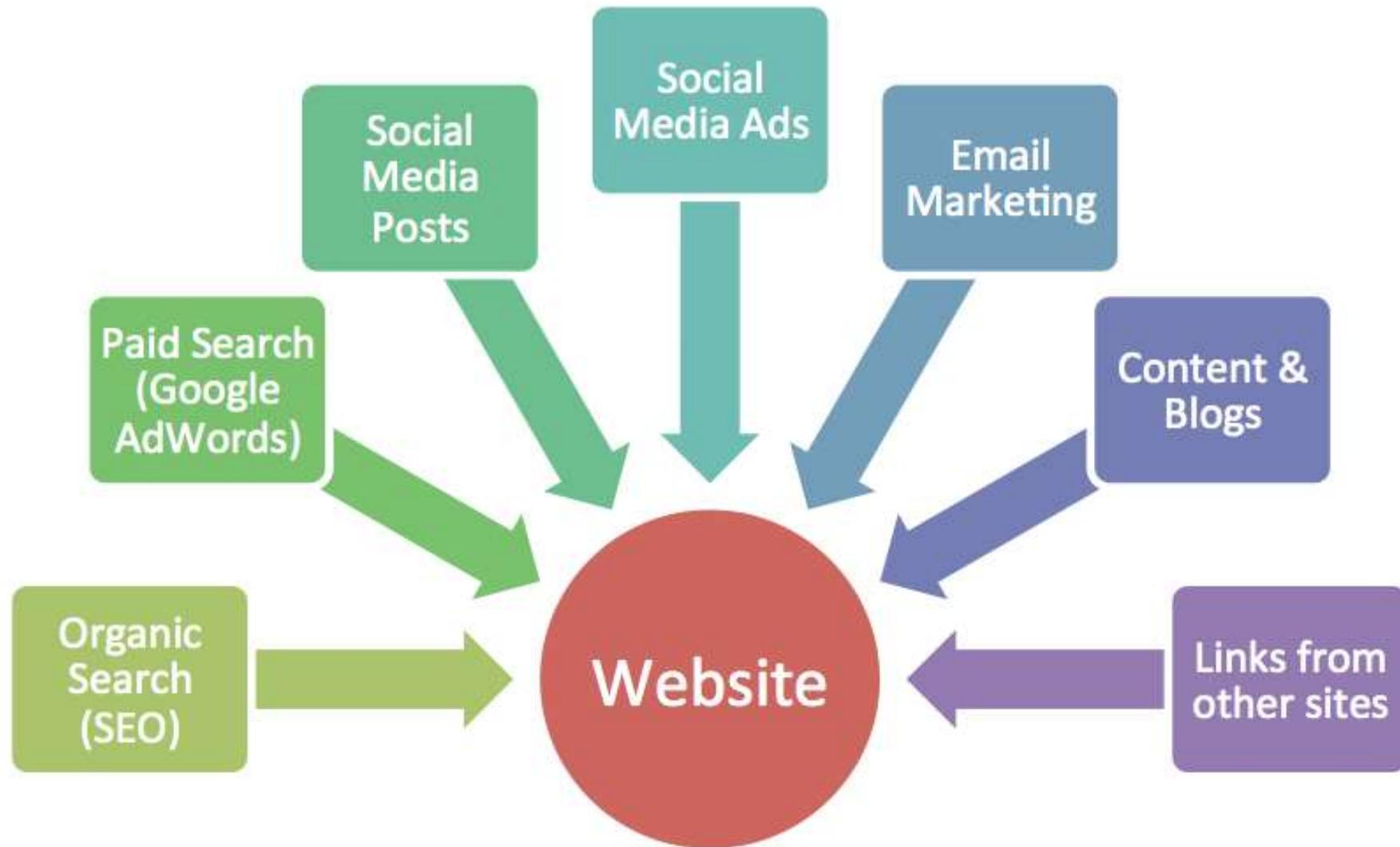
Marketing e comunicazione



Quota traffico a pagamento nelle fasi di sviluppo di un e-commerce



Le diverse fonti di traffico per un sito internet



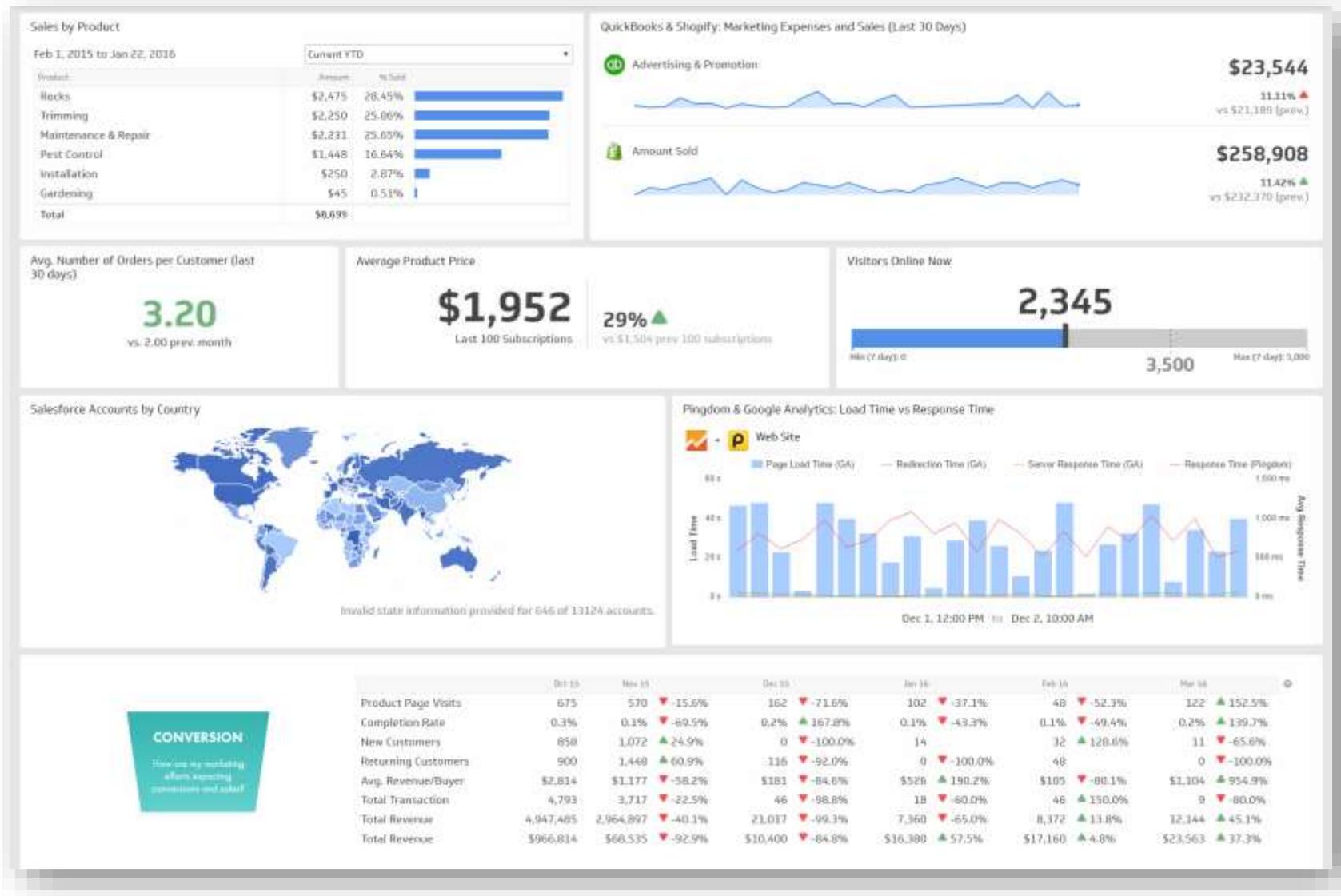
Marketing e comunicazione: planning

ANNUAL MARKETING BUDGET

FISCAL YEAR TOTAL TO DATE: \$ 105,740.00

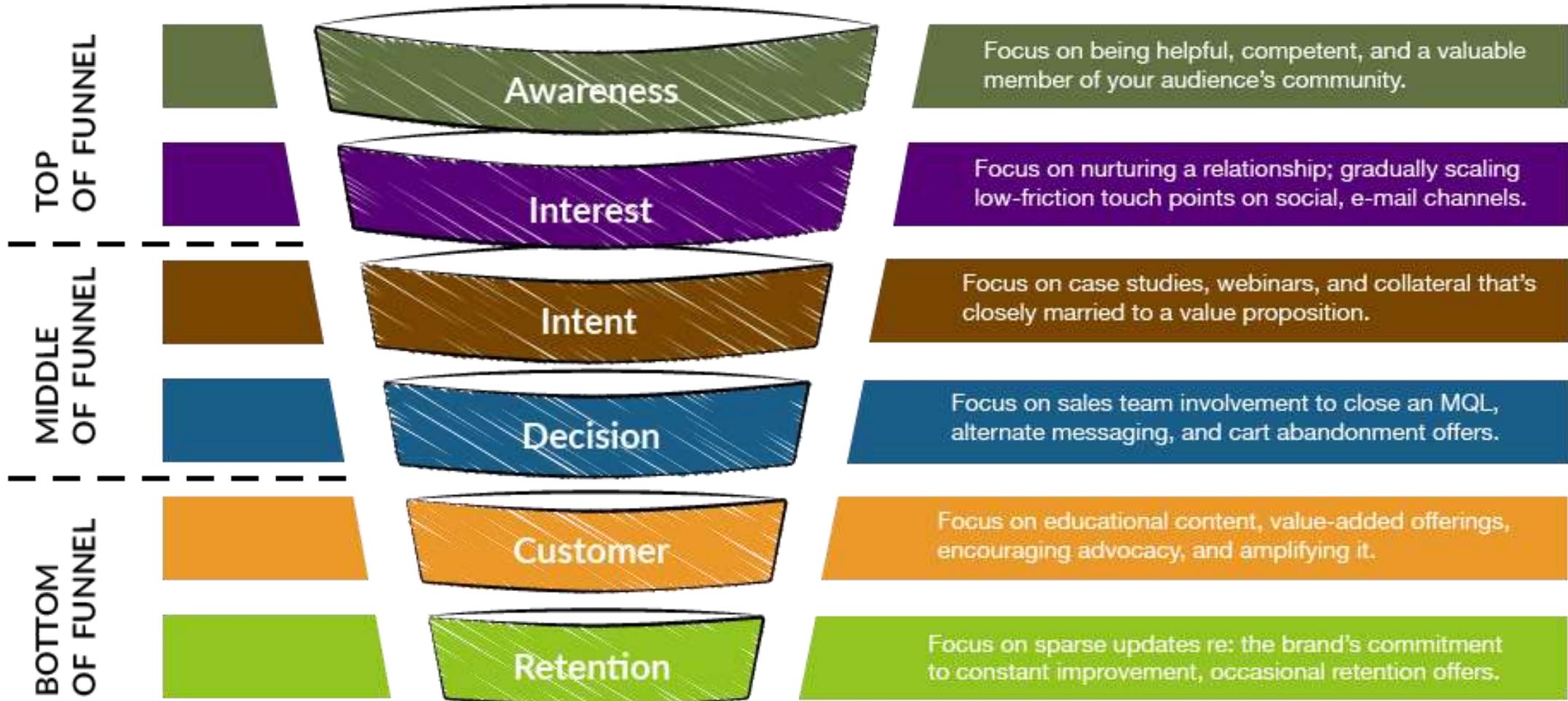
CATEGORY	Q1				Q2				Q3				Q4				FISCAL YEAR TOTALS
	JAN	FEB	MAR	Q1 TOTALS	APR	MAY	JUN	Q2 TOTALS	JUL	AUG	SEPT	Q3 TOTALS	OCT	NOV	DEC	Q4 TOTALS	
National Marketing	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Banner Ads	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
				\$ -				\$ -				\$ -				\$ -	\$ -
Local Marketing	\$ 1,600.00	\$ -	\$ -	\$ 1,600.00	\$ 1,600.00	\$ -	\$ -	\$ 1,600.00	\$ 1,600.00	\$ -	\$ -	\$ 1,600.00	\$ 1,600.00	\$ 400.00	\$ 300.00	\$ 2,100.00	\$ 4,400.00
Newspaper	\$ 600.00			\$ 600.00	\$ 600.00			\$ 600.00	\$ 600.00			\$ 600.00	\$ 500.00			\$ 500.00	\$ 2,300.00
In-Store Marketing	\$ 400.00			\$ 400.00	\$ 400.00			\$ 400.00	\$ 400.00			\$ 400.00	\$ 400.00	\$ 400.00		\$ 800.00	\$ 2,000.00
POP	\$ 500.00			\$ 500.00	\$ 500.00			\$ 500.00	\$ 500.00			\$ 500.00	\$ 500.00		\$ 300.00	\$ 800.00	\$ 2,300.00
				\$ -				\$ -				\$ -				\$ -	\$ -
Public Relations	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 5,400.00	\$ 1,800.00	\$ 800.00	\$ -	\$ 2,500.00	\$ 1,800.00	\$ 1,800.00	\$ 4,000.00	\$ 7,400.00	\$ 1,600.00	\$ -	\$ 5,500.00	\$ 7,300.00	\$ 22,400.00
Public Events				\$ -				\$ -			\$ 2,200.00	\$ 2,200.00				\$ -	\$ 2,200.00
Sponsorships				\$ -				\$ -				\$ -			\$ 5,500.00	\$ 5,500.00	\$ 5,500.00
Press Releases	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 5,400.00	\$ 1,800.00			\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 5,400.00	\$ 1,800.00			\$ 1,800.00	\$ 14,400.00
Webinars				\$ -		\$ 500.00		\$ 500.00				\$ -				\$ -	\$ 500.00
Conferences				\$ -				\$ -				\$ -				\$ -	\$ -
Client Events				\$ -				\$ -				\$ -				\$ -	\$ -
				\$ -				\$ -				\$ -				\$ -	\$ -
Content Marketing	\$ 1,200.00	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00	\$ -	\$ -	\$ 1,200.00	\$ 1,200.00	\$ -	\$ -	\$ 1,200.00	\$ 4,800.00
Sponsored Content				\$ -				\$ -				\$ -				\$ -	\$ -
Landing Page	\$ 1,200.00			\$ 1,200.00	\$ 1,200.00			\$ 1,200.00	\$ 1,200.00			\$ 1,200.00	\$ 1,200.00			\$ 1,200.00	\$ 4,800.00
White Papers / ebooks				\$ -				\$ -				\$ -				\$ -	\$ -
				\$ -				\$ -				\$ -				\$ -	\$ -
Social Media	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00	\$ 7,200.00
Twitter	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Facebook	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Pinterest	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Instagram	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Google+	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
LinkedIn	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	\$ 1,200.00
Online	\$ 800.00	\$ 400.00	\$ 200.00	\$ 1,400.00	\$ 800.00	\$ 300.00	\$ 150.00	\$ 1,250.00	\$ 800.00	\$ 250.00	\$ 150.00	\$ 1,200.00	\$ 800.00	\$ 1,700.00	\$ 200.00	\$ 2,700.00	\$ 4,550.00
Blog	\$ 800.00			\$ 800.00	\$ 800.00			\$ 800.00	\$ 800.00			\$ 800.00	\$ 800.00			\$ 800.00	\$ 3,200.00
Website				\$ -		\$ 300.00		\$ 300.00				\$ -				\$ -	\$ 300.00
Mobile App		\$ 400.00		\$ 400.00				\$ -		\$ 250.00		\$ 250.00		\$ 1,700.00		\$ 1,700.00	\$ 2,350.00
Mobile Alerts				\$ -			\$ 150.00	\$ 150.00			\$ 150.00	\$ 150.00				\$ -	\$ 300.00
Email Newsletter			\$ 200.00	\$ 200.00				\$ -				\$ -		\$ 200.00		\$ 200.00	\$ 400.00
				\$ -				\$ -				\$ -				\$ -	\$ -
Advertising	\$ 3,350.00	\$ -	\$ -	\$ 3,350.00	\$ 3,350.00	\$ -	\$ -	\$ 3,350.00	\$ 3,350.00	\$ -	\$ -	\$ 3,350.00	\$ 3,350.00	\$ -	\$ -	\$ 3,350.00	\$ 13,400.00
Online	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00			\$ 2,500.00	\$ 10,000.00
Print	\$ 850.00			\$ 850.00	\$ 850.00			\$ 850.00	\$ 850.00			\$ 850.00	\$ 850.00			\$ 850.00	\$ 3,400.00
Outdoor				\$ -				\$ -				\$ -				\$ -	\$ -
Radio				\$ -				\$ -				\$ -				\$ -	\$ -
Television				\$ -				\$ -				\$ -				\$ -	\$ -
				\$ -				\$ -				\$ -				\$ -	\$ -
TOTALS	\$ 23,285.00	\$ 3,110.00	\$ 5,000.00	\$ 31,395.00	\$ 16,550.00	\$ 1,700.00	\$ 1,150.00	\$ 19,400.00	\$ 16,885.00	\$ 3,160.00	\$ 7,450.00	\$ 27,495.00	\$ 17,400.00	\$ 3,000.00	\$ 7,000.00	\$ 27,450.00	\$ 105,740.00

Marketing e comunicazione: reporting

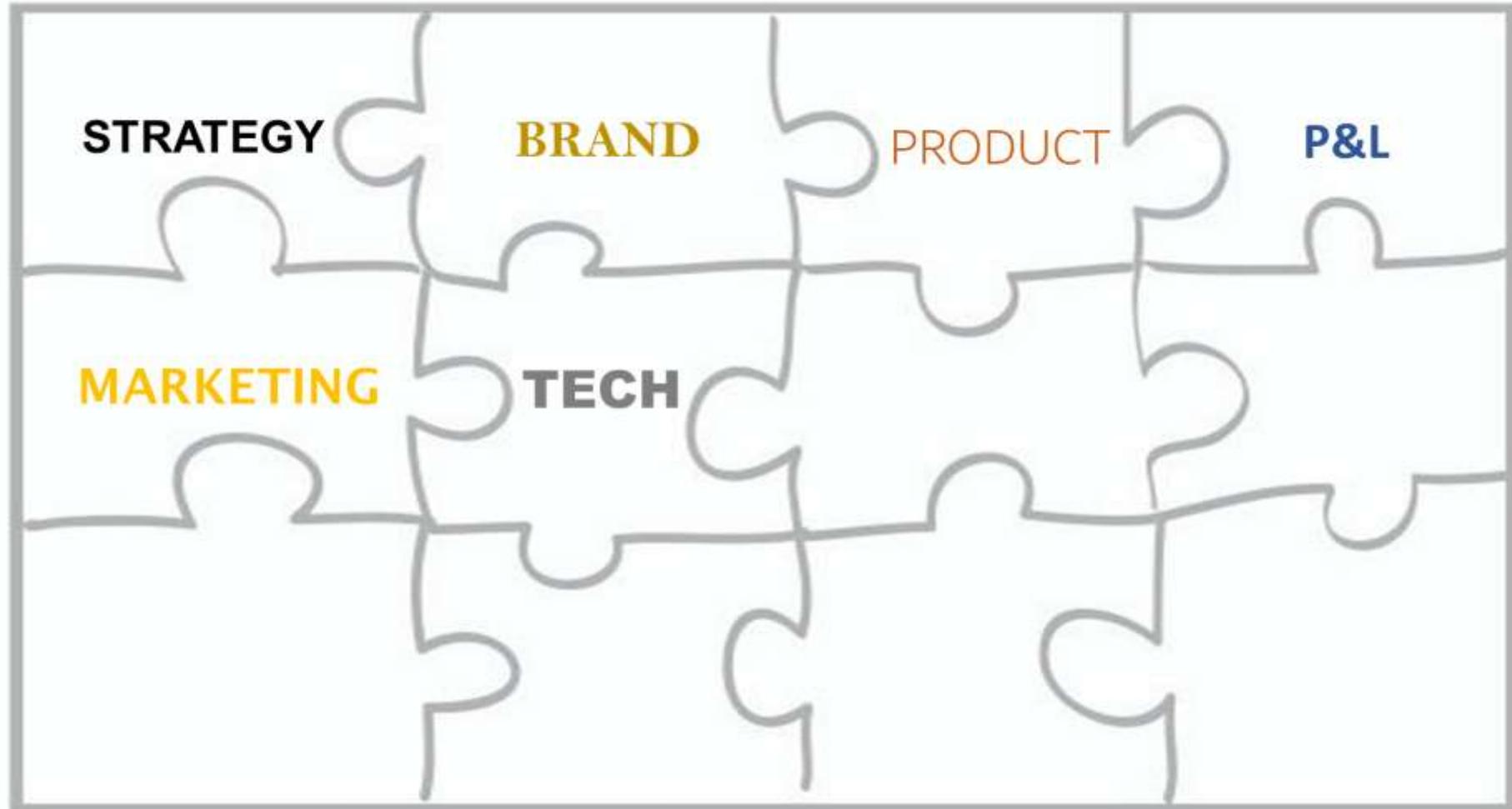


Marketing e comunicazione: il funnel BtoB

by  NORTHCUTT



Software&Hardware





Software&Hardware

- ❑ SAAS CLOUD PLATFORM
- ❑ OMNICHANNEL & MULTICHANNEL, POS
- ❑ MARKETPLACE CONNECTOR
- ❑ CONTENT MANAGEMENT SYSTEM
- ❑ WAREHOUSE MANAGEMENT SYSTEM
- ❑ ANALYTICS AND REPORTING
- ❑ 1-CLICK INTEGRATION
- ❑ PRODUCT INFORMATION MANAGEMENT
- ❑ ORDER MANAGEMENT SYSTEM
- ❑ CUSTOMER EXPERIENCE, CRM AND PAYMENT
- ❑ PROMOTIONS MANAGEMENT
- ❑ MARKETING, NEWSLETTER, SEO

SaaS Cloud Platform

FASTER TIME TO MARKET

The cloud software allows quicker set-up time and no initial need for IT/backend development

NO LICENCE COSTS

Revenue share model reduces initial investment and allows brands to focus on global expansion

NO SERVER AND INFRASTRUCTURE COSTS

Koomo is responsible for the availability, scalability and reliability of the platform, which allows brands to focus resources on other, more strategic issues

DIRECT CONTROL ON THE PLATFORM

The ease of use allows the brands to personally manage the platform without the internal need for dedicated IT resources

SOFTWARE UPGRADES EVERY 3 WEEKS

New releases and upgrades are seamlessly integrated into the platform every 3 weeks without disrupting the day-to-day operations

AGILITY

Simple and flexible usage of the platform and no need for IT dedicated resources, saving costs and valuable time

MULTIPLE ACCESS

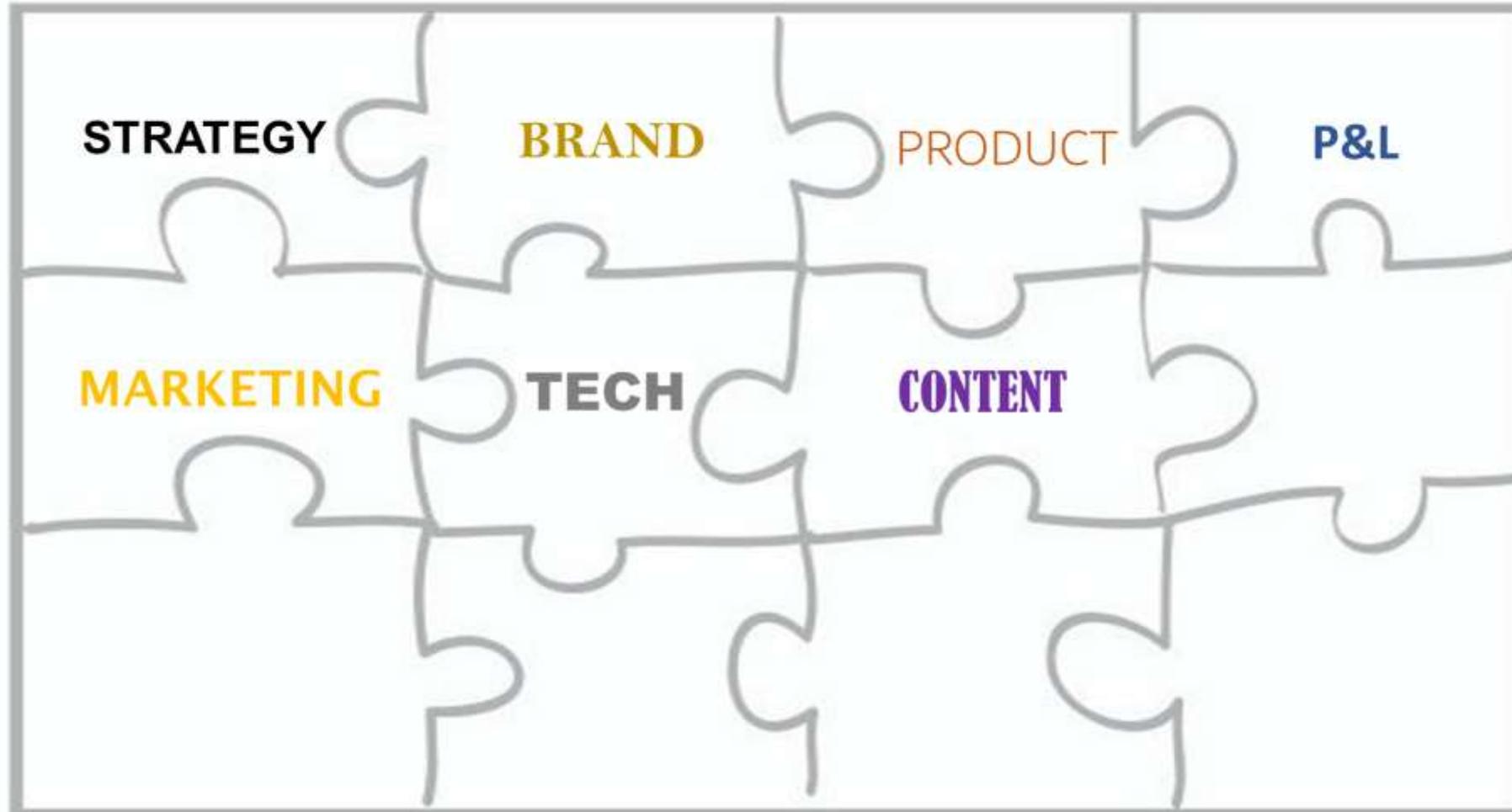
The cloud model enables many users with different roles to connect simultaneously from multiple locations



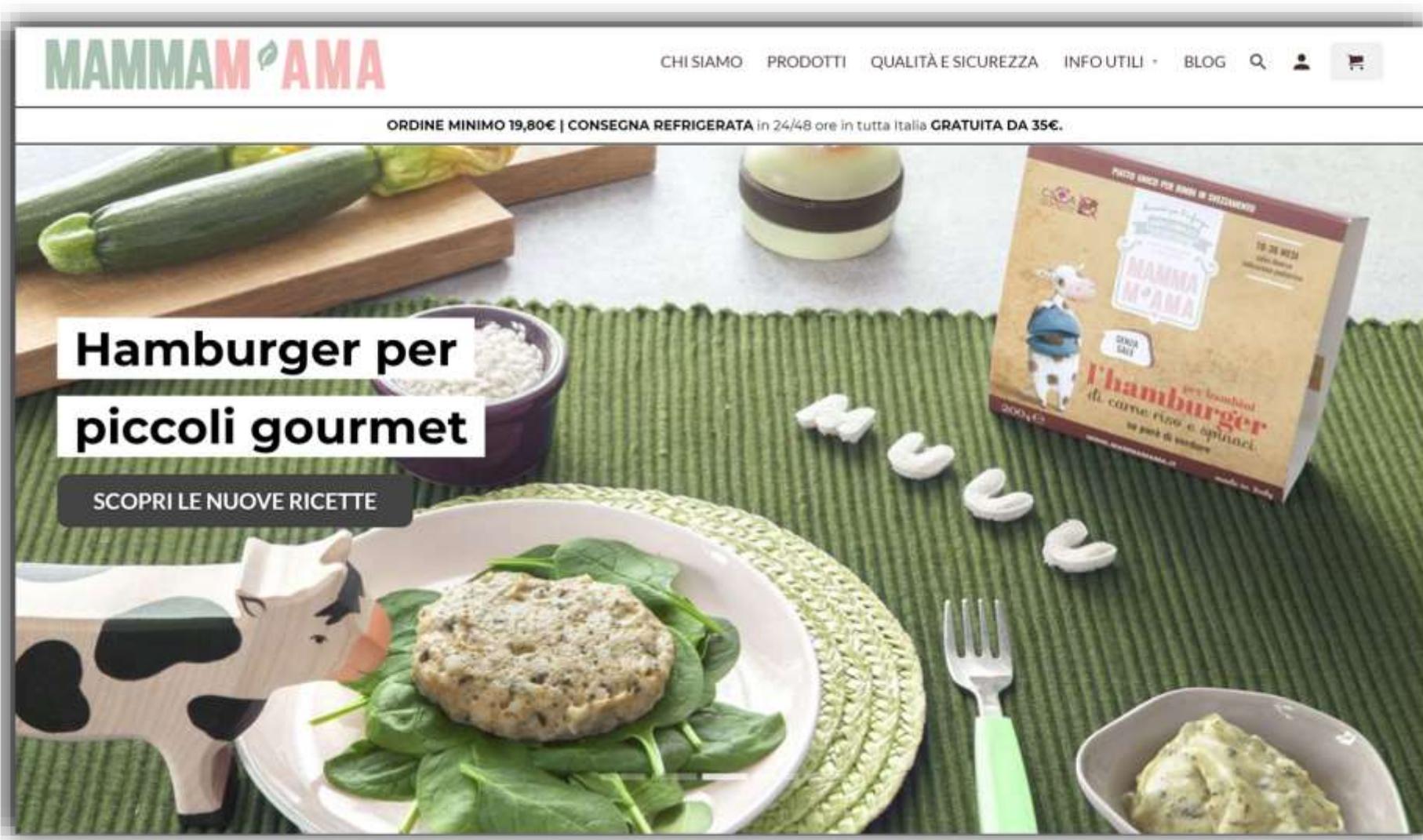
Software&Hardware

The image shows the Shopify website landing page. At the top left is the Shopify logo. To its right are navigation links: 'MODI PER VENDERE' with a dropdown arrow, 'PREZZI', and 'BLOG'. On the top right, there is a 'Log in' link and a green 'Inizia' button. The main heading is 'NEGOZIO ONLINE' followed by the large text 'Tutto ciò che ti serve per vendere online'. Below this is a form with an 'Indirizzo email' input field and a green 'Crea il tuo negozio' button. Underneath the button, it says 'Prova gratuita per 14 giorni.'. At the bottom, there is a navigation menu with 'Negozio online' (underlined), 'Funzionalità', 'Esempi', and 'Template Grafici'. The background features a collage of images showing various online storefronts, a smartphone displaying a mobile app, and a laptop with a website template.

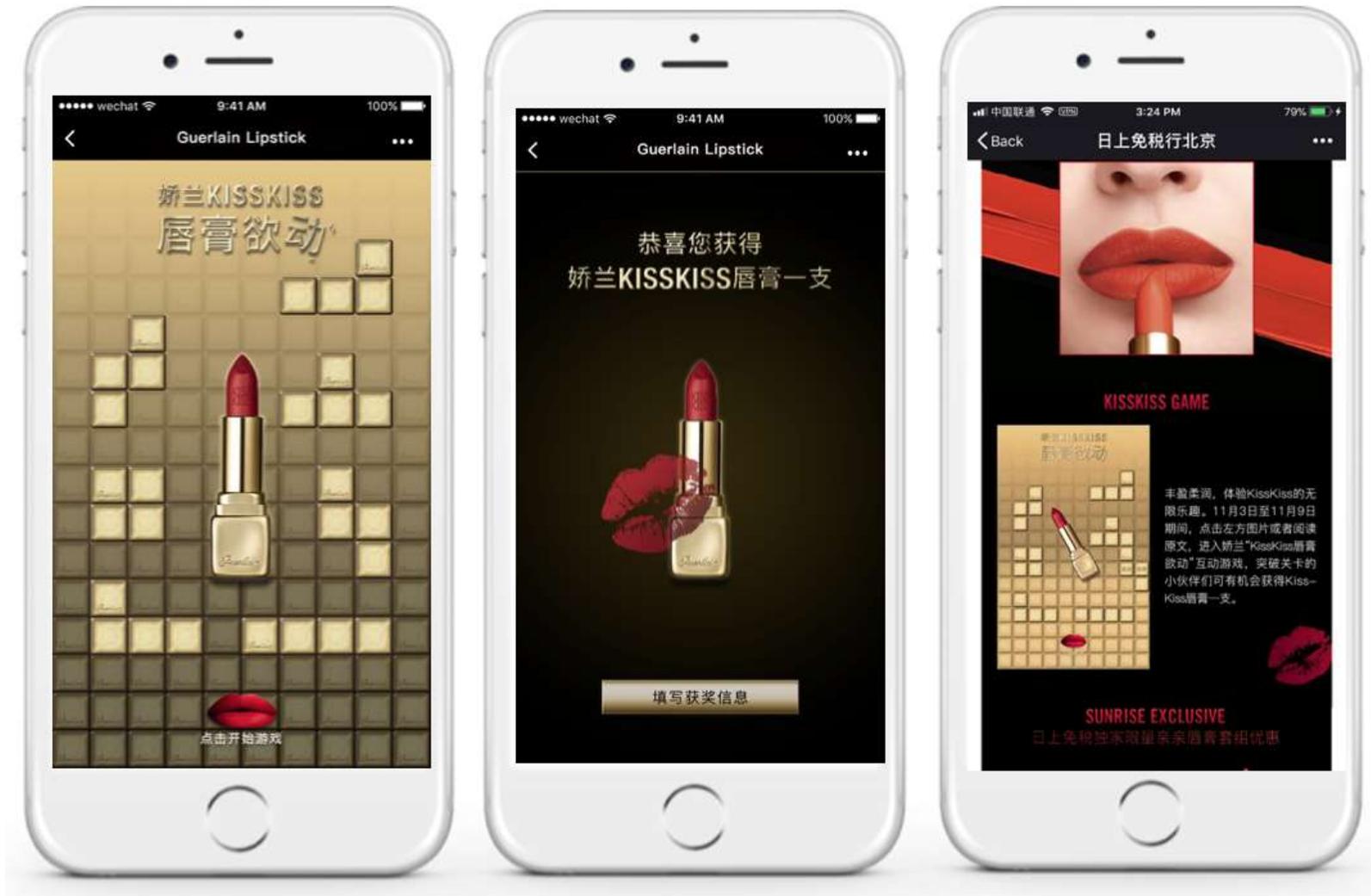
Contenuti (UX, testi, foto, video)



Contenuti (UX, testi, foto, video)



Contenuti (UX, testi, foto, video)



Contenuti (UX, testi, foto, video)



Contenuti (UX, testi, foto, video)

The screenshot displays the ASOS website interface. At the top left is the ASOS logo with the tagline "discover fashion online". A search bar contains the text "Cerca in ASOS". On the top right, there is a language/currency selector set to "EUR" and a welcome message "Benvenuto su ASOS" with links for "Registrati" and "Accedi". Below the navigation bar, there are three promotional banners: "NOVITÀ! SPEDIZIONE PREMIER. CONSEGNE 1 GIORNO ILLIMITATE A SOLI 18,99 €", "SCONTO STUDENTI DEL 10% FINO ALLA LAUREA", and "CONSEGNA E RESI GRATIS DISPONIBILE ANCHE CONSEGNA IN 24H". The breadcrumb trail reads "Home > Donna > Vestiti > Vestitini > PrettyLittleThing - Vestito a pieghe in pizzo con scollo profondo". The main product image shows a woman wearing a red lace dress. To the left of the main image is a vertical gallery of four smaller images of the dress from different angles. Below the gallery is a "VIDEO" button with a play icon. To the right of the main image, the product title "PrettyLittleThing - Vestito a pieghe in pizzo con scollo profondo" is displayed, followed by the price "€ 66,99" and the text "Consegna e Resi Gratis*". Below the price, the color is listed as "COLORE: Rosso" and the size selection is "TAGLIA:" with a "Guida alle taglie" link and a dropdown menu currently showing "Scegli". At the bottom right, there is a green "AGGIUNGI AL CARRELLO" button and a heart icon for wishlists.

**DONNA: RICEVI FINO AL 70% DI SCONTO
SUL TUO GUARDAROBA AUTUNNALE!
SCOPRI GIACCHE, JEANS E MOLTO ALTRO**

UOMO: -70% SU 700 LOOK

Home > A Star Is Born - Vestito corto con stampa grafica e paillettes



VIDEO



A Star Is Born - Vestito corto con stampa grafica e paillettes

~~RRP 295,99 €~~ **116,99 €** (-60%)

Consegna e Resi Gratis*

COLORE: Multicolore

Scopri la taglia consigliata



dallo strumento "Trova la

TAGLIA: tua misura"

Scegli



AGGIUNGI AL CARRELLO

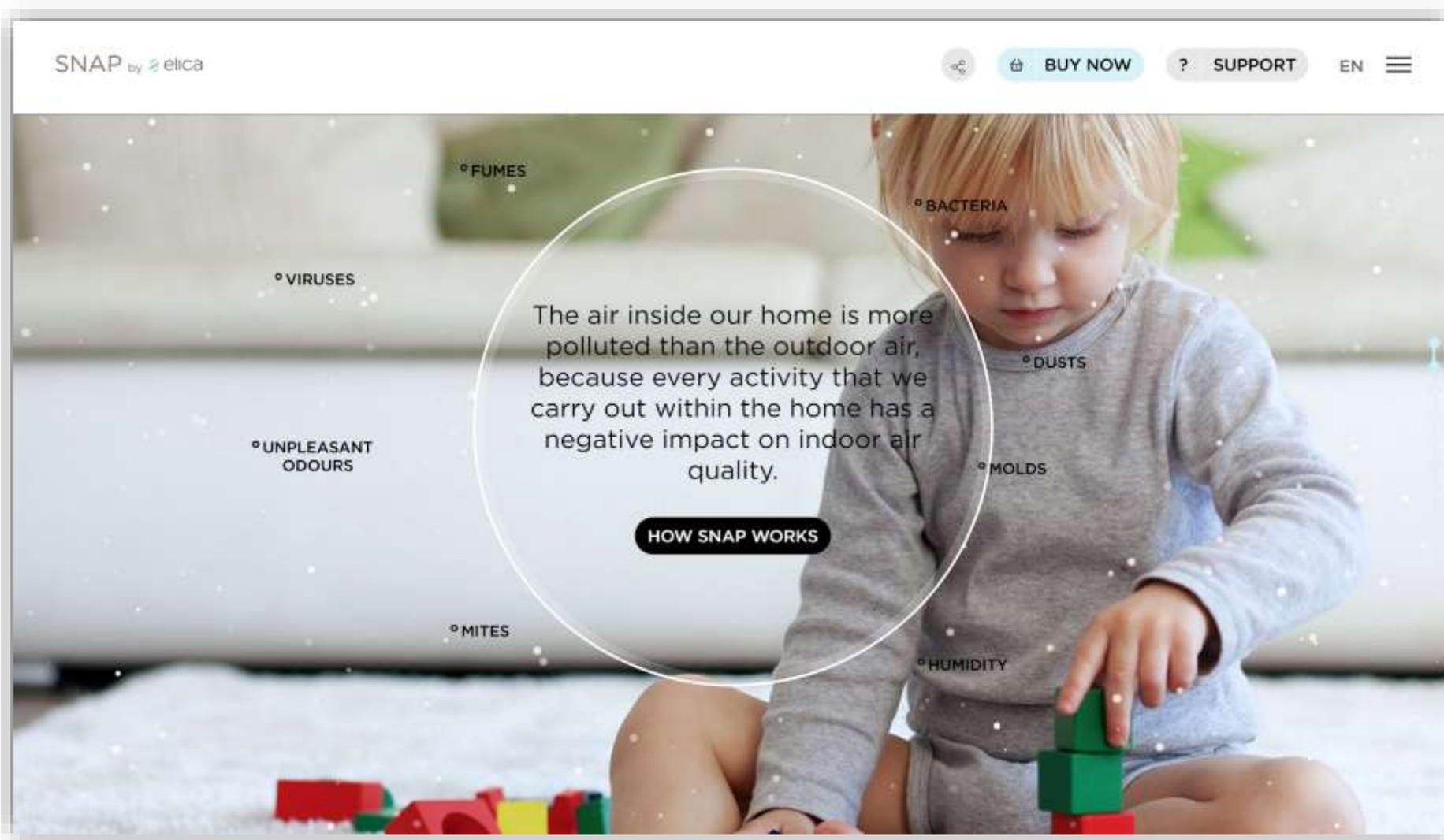


**AIUTO ALLA SCELTA DELLA
TAGLIA**

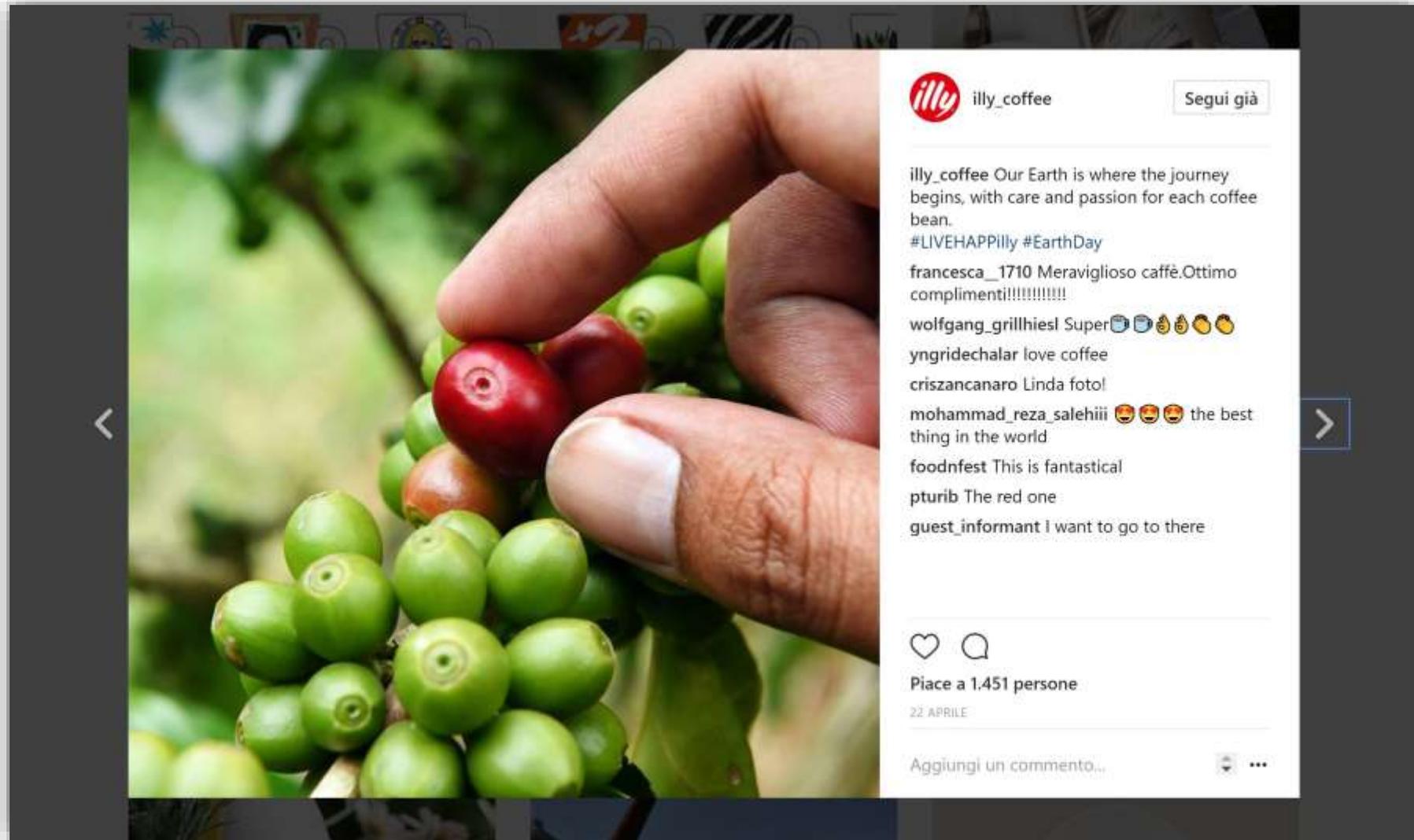
Non sai ancora quale taglia scegliere?

Trova la tua taglia consigliata.

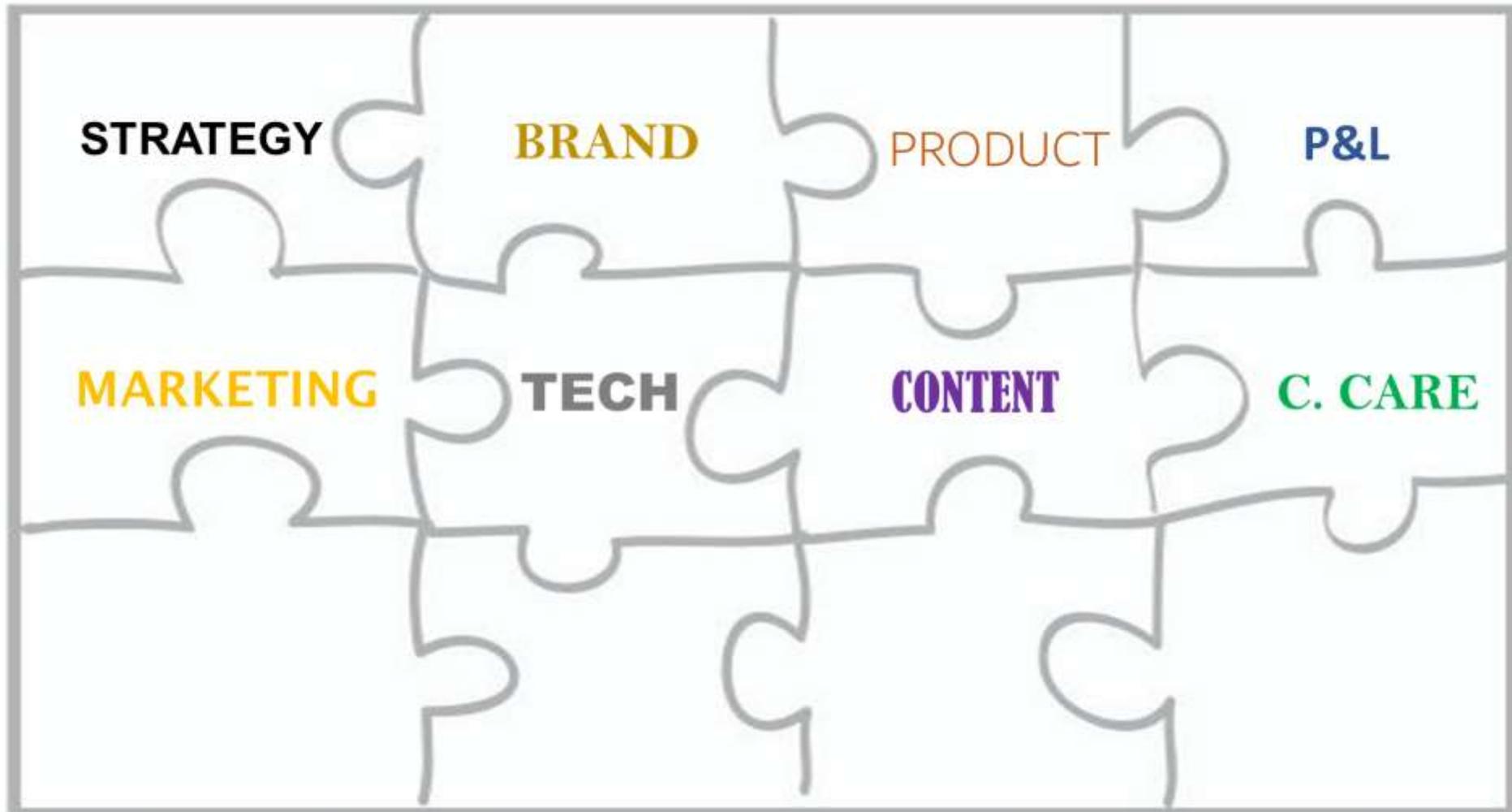
Contenuti (UX, testi, foto, video)



Contenuti (UX, testi, foto, video)



Customer Care



Customer Care

Chi Siamo Genertel News Perché sceglierci ACCESS KEYS A A A Chiamaci Recupera preventivo

genertel.it Supporto Hai avuto un incidente? LOGIN

Scopri le assicurazioni on line Genertel Scopri le assicurazioni on line Genertellife

AUTO MOTO FURGONI ALTRI VEICOLI CASA & MUTUO VIAGGI PENSIONE VITA INVESTIMENTO&RISPARMIO

G chat
Ti raffero subito la mano...
Tempo tempo è conosciuta a 1 mese
Santo, bello! Più veloci di una chat
wow!

Hai bisogno di aiuto?

Trova le risposte alle tue domande più frequenti o contattaci via chat, email o telefono

Genertel > Supporto

Serve aiuto? Usa il servizio chat

Seleziona l'argomento per cui necessiti assistenza e trova tra le F.A.Q. la soluzione al tuo problema:

Customer Care

Create an AI chatbot to suit your needs



Media

Whether you're a big publisher or a small agency, our suite of tools can make your audience's chatbot experience rich and frictionless.

[ABC News](#)



Personal avatar

Automate answers to frequently asked questions, share info about yourself or present a portfolio with your own personal chatbot.

[Lizzy Bot](#)



Sports team

Engage your fans like never before with news, highlights, game-day info, roster, and more.

[Golden State Warriors](#)



Services

Enable customers to quickly and easily check dining choices, or chat directly to make a reservation.

[Jpark Island resort](#)



Business

Share info about your company and its services, set up an FAQ, and even let users chat live with the manager.

[Persona](#)



Event assistant

Set up notifications for upcoming events, hot deals, parking info, and more.

[Amy Webb Bot](#)



Customer Care

Centro resi

Inizia un reso

Restituisci, sostituisci o cambia articoli

Restituisci un articolo

Restituisci un regalo

Restituisci o sostituisci regali

Restituisci un regalo

Visualizza stato resi

Stampa etichette di reso e visualizza lo stato dei tuoi resi

Gestisci la restituzione

Restituire è facile

1 Stampa l'etichetta e l'autorizzazione



2 Prepara il pacco



3 Incolla l'etichetta



4 Spedisci



Sapevi che...

Ci puoi dare la tua opinione sull'imballaggio?

Aiutaci a migliorare. Dicci cosa ne pensi dell'imballaggio di Amazon.it

Feedback sull'imballaggio

Per maggiori informazioni sulla nostra Politica resi consulta [Le nostre Politiche di reso](#)

FAQ

Cosa posso restituire?

Puoi restituire la maggior parte degli articoli, ai termini e alle condizioni indicati ne "Le nostre politiche di reso", fino al termine di 30 giorni di calendario dalla data di avvenuta consegna, salvo che il diritto di recesso sia escluso dalla normativa applicabile.

Maggiori informazioni su [Le nostre politiche di reso](#)

Quando riceverò il rimborso?

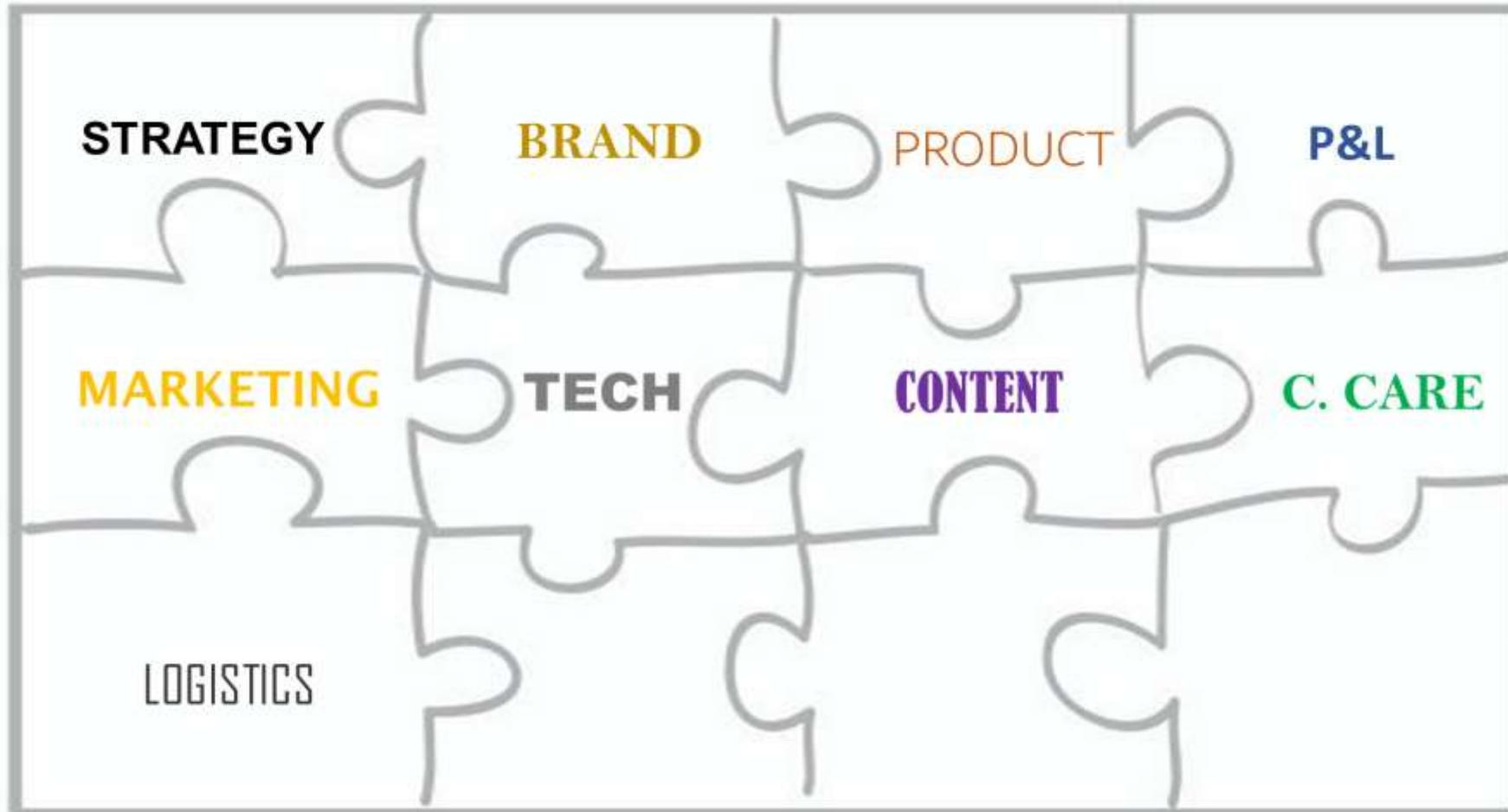
Nella maggior parte dei casi, il rimborso viene accreditato in 5-7 giorni lavorativi a partire dal momento in cui il prodotto oggetto di restituzione abbia raggiunto il nostro centro logistico. Tieni presente che tra la data in cui ci rispedisci l'articolo e quella in cui lo riceviamo presso il nostro centro resi possono trascorrere circa due settimane.

Maggiori informazioni su [Le nostre politiche di rimborso](#)

Amazon effettua sostituzioni?

Amazon può effettuare sostituzioni con prodotti dello stesso tipo (ove disponibili) qualora i prodotti ricevuti presentino difetti di conformità rispetto al contratto di vendita, ai sensi della garanzia legale. Se il prodotto che hai ricevuto non è difettoso, ma desideri soltanto cambiare colore o taglia, dovrai restituirlo ed effettuare un nuovo ordine. Per saperne di più in merito a eventuali garanzie commerciali e/o coperture assicurative offerte in relazione a un determinato prodotto, consulta la scheda del prodotto disponibile sul sito, contatta direttamente il produttore o il soggetto che propone la

Logistica e spedizioni

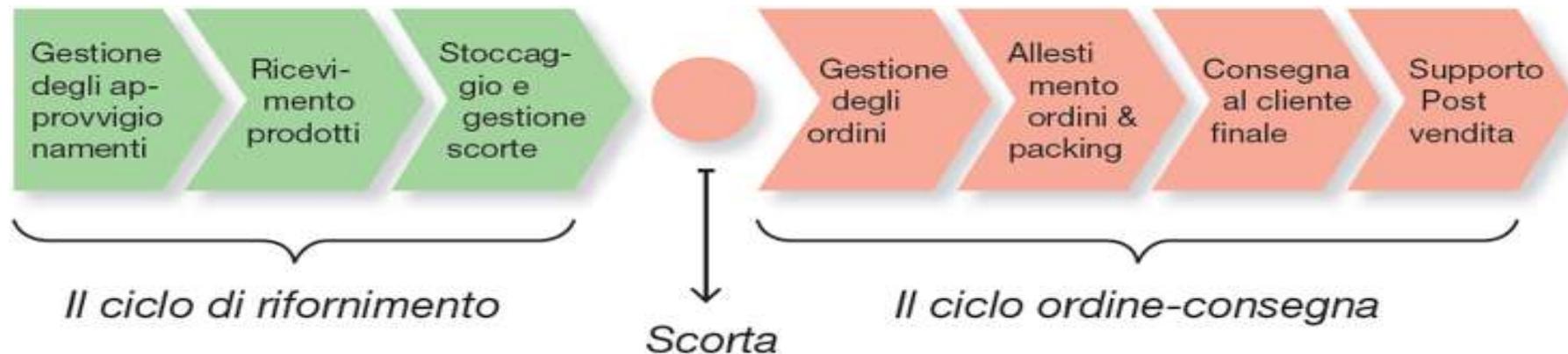


Logistica e spedizioni

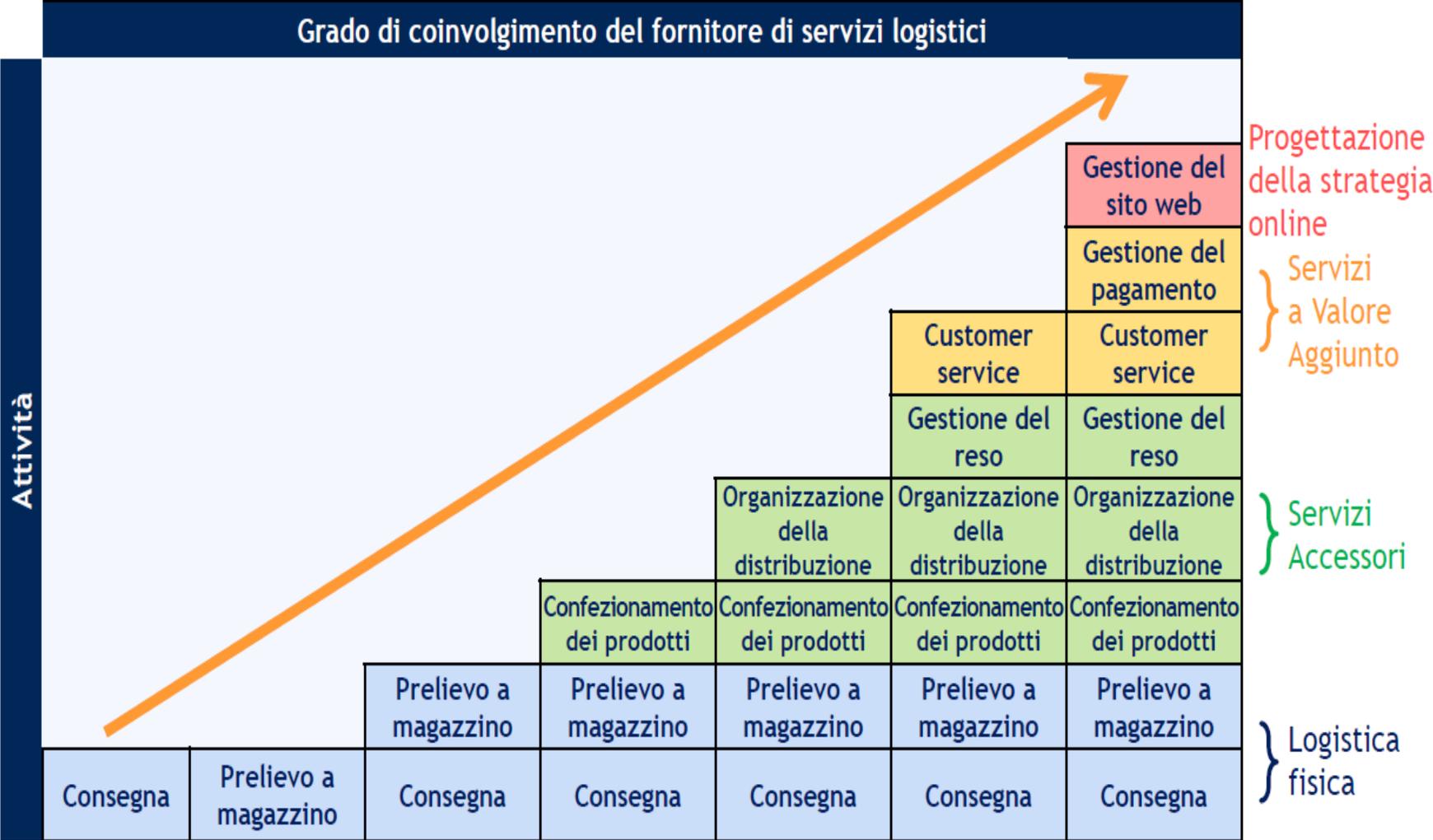
La logistica nel mondo e-commerce, soprattutto BtoC, riguarda tutte le attività, i processi e le risorse legate al trasferimento dei beni dall'azienda merchant al consumatore finale

Un tipico ciclo logistico di e-commerce BtoC prevede le seguenti macro-attività

Le fasi del processo logistico nell'e-commerce BtoC



Logistica e spedizioni



Logistica e spedizioni



Sistemi di consegna alternativi



Suivez la livraison de vos Colissimo

Grâce à l'outil en ligne, vous suivez à tout moment la livraison de vos colis, que vous soyez expéditeur ou destinataire. Pratique, vous pouvez enregistrer vos numéros de suivi dans votre espace La Poste et personnalisez vos notifications.

Suivez un Colissimo

[> Enregistrer un numéro dans Votre espace](#)

Avec Colissimo Pass, achetez en ligne en toute liberté !

Souscrivez à l'abonnement Colissimo Pass pour 9€ par an (au lieu de 39€) et bénéficiez de la livraison illimitée en France métropolitaine, Andorre et Monaco, sur tous les sites marchands partenaires.

Prix découverte, valable du 25/10/2017 au 30/04/2018 inclus.

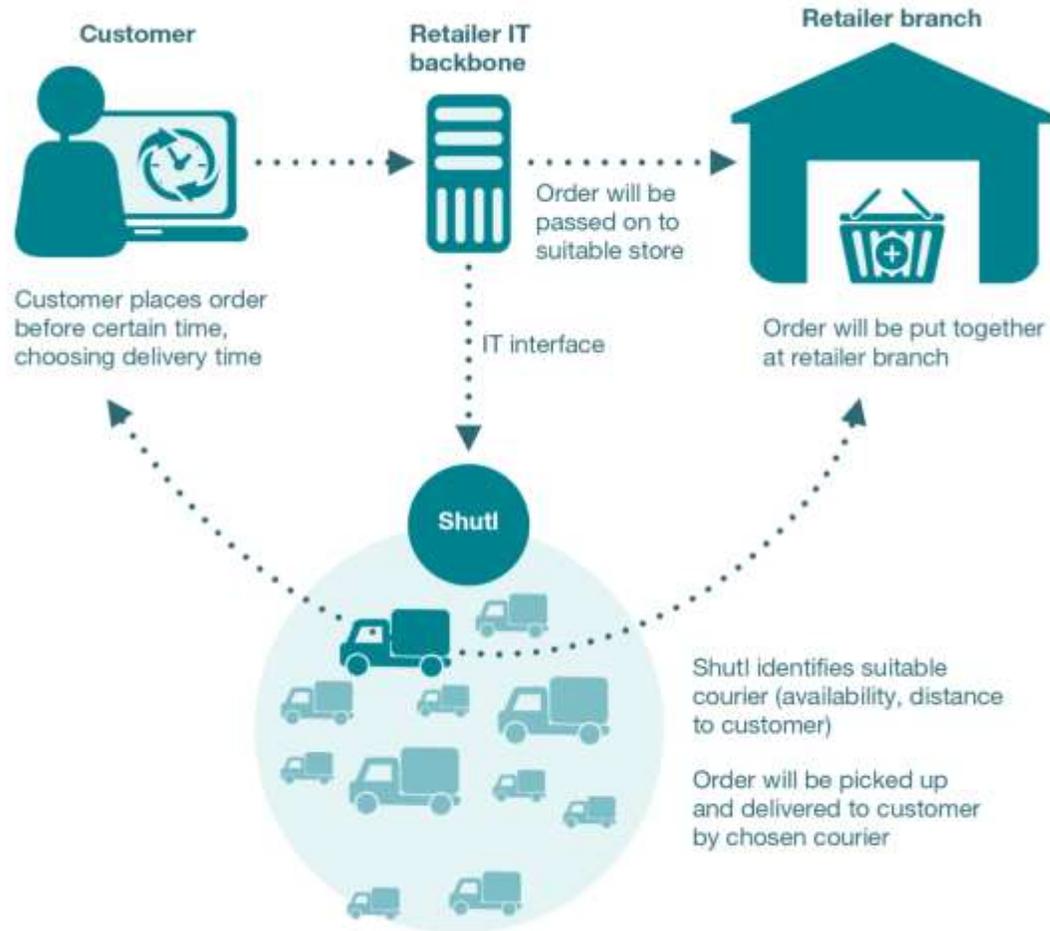
Souscrivez



Punti di consegna/ritiro alternativi

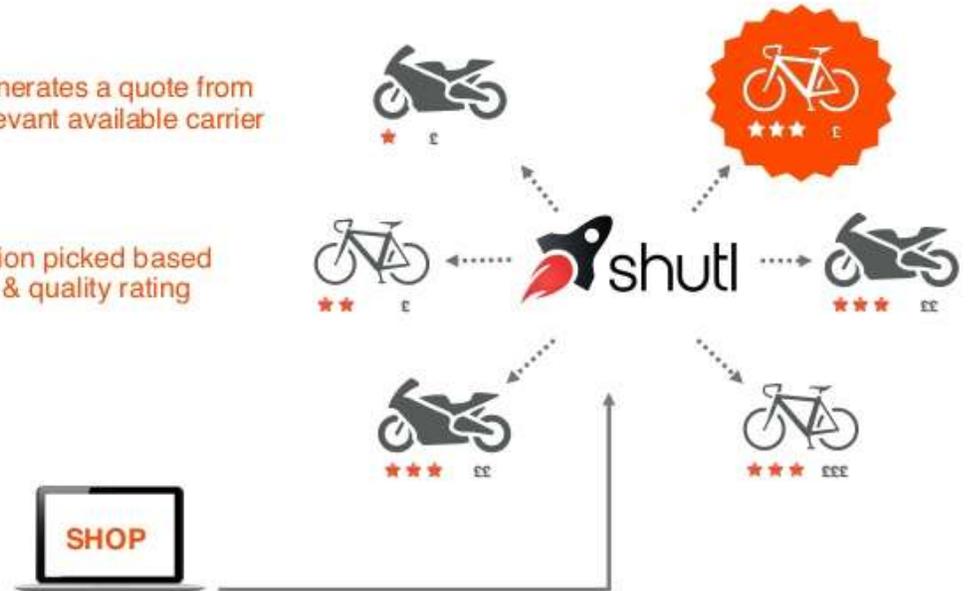


Punti di consegna/ritiro alternativi



Shuti generates a quote from each relevant available carrier

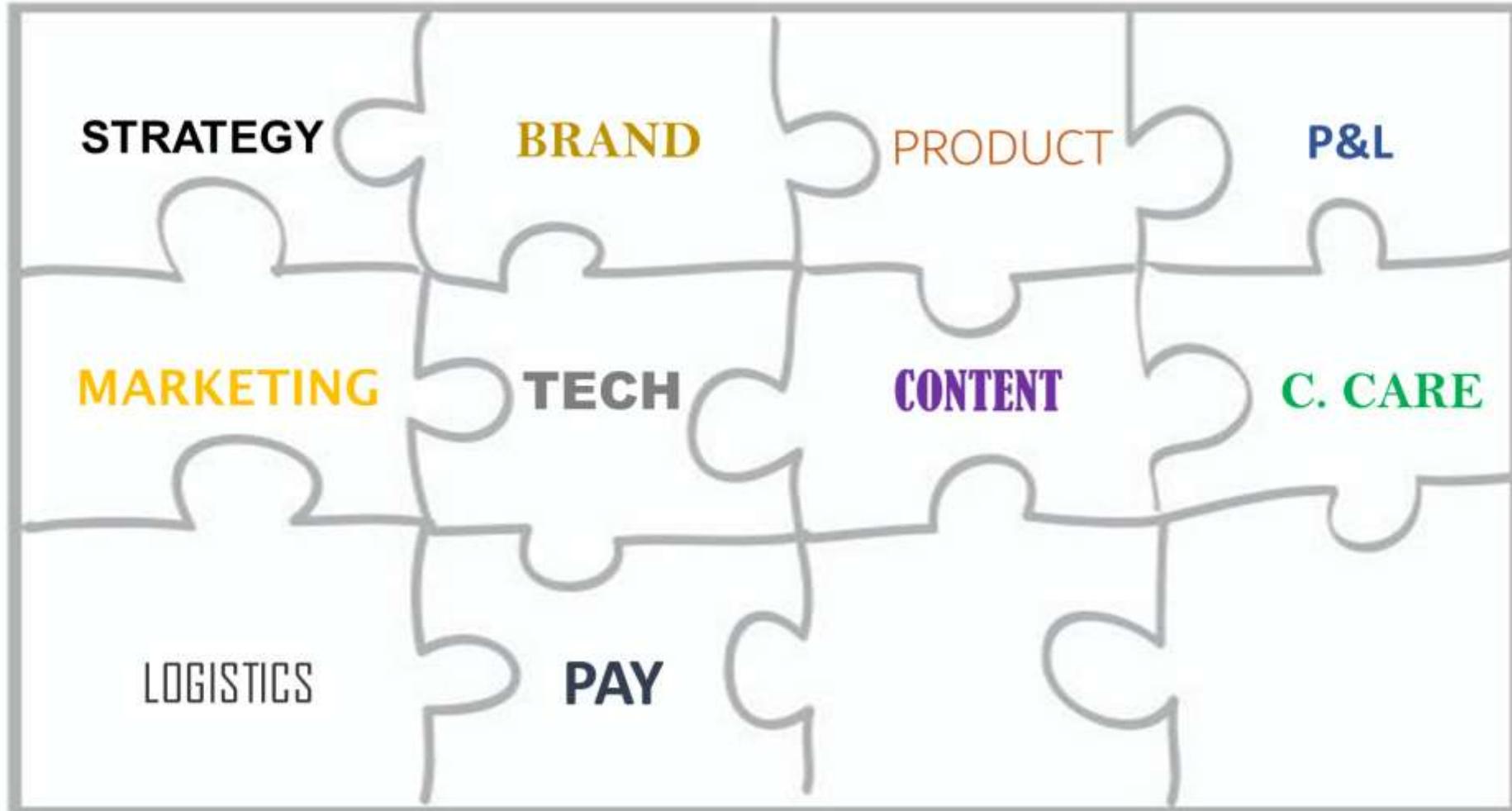
Best option picked based on price & quality rating



Il packaging per l'e-commerce



Pagamenti



Pagamenti



Pagamenti

Se il progetto e-commerce aziendale prevede la vendita in più paesi nel mondo, la scelta e l'attivazione di diversi strumenti di pagamento diventa necessaria.

L'impresa deve analizzare mercato per mercato le modalità più usate dai consumatori, in modo da rendere il più facile possibile la conclusione della transazione, proponendo uno strumento noto e familiare.



Leggi e normative





Digit Expert

Fissa un appuntamento gratuito con un nostro esperto digitale



1

Iscriviti

Entro qualche ora ti attiveremo e potrai accedere al servizio. In



2

Seleziona

l'esperto che fa per te. Una volta attivato, accedi al sito, seleziona



3

Fissa l'agenda

Entro 48 ore l'esperto darà riscontro alla tua richiesta. Riceverai una



4

Meeting

Grazie al **nostro sistema video integrato**, potrai effettuare l'incontro