

# Agile Retail: le nuove forme ibride della relazione con i consumatori di tutto il mondo

Giulio Finzi

Retail Leader | intarget

Senior Advisor | Netcomm



**Giulio Finzi** (He/Him)

Retail Leader @ intarget: | Senior Advisor Netcomm

Milan, Lombardy, Italy · [Contact info](#)

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Ogni giorno nascono nuovi consumatori, soprattutto in Asia e in particolare in Cina, consumatori giovani, nativamente digitali che cercano prodotti con una storia, con un'identità, prodotti che possano raccontare qualcosa di unico.

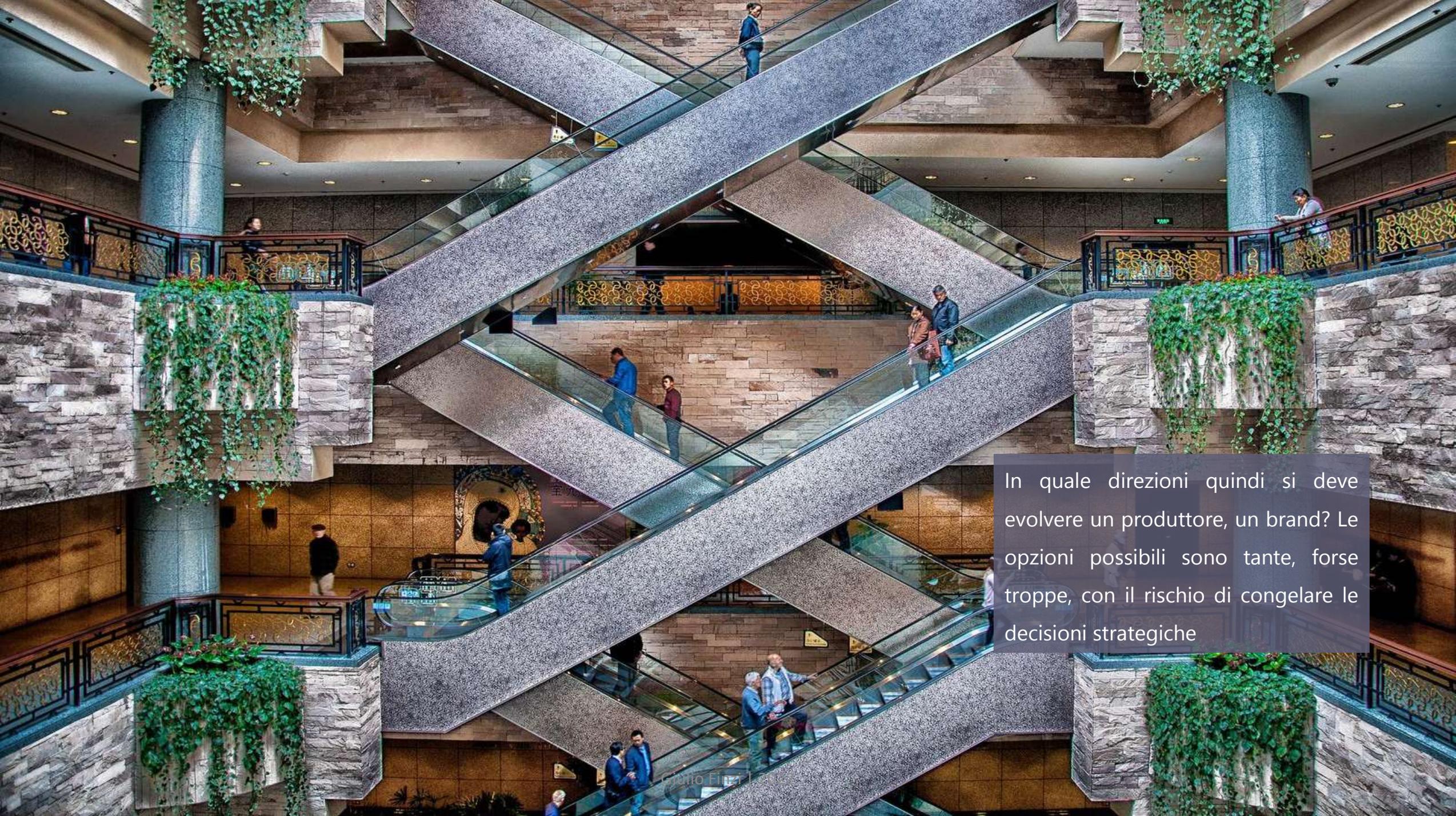


Ai nuovi consumatori globali bisogna comunicare in una maniera molto diversa da come i brand erano soliti fare in Europa e negli USA.



Giulio Finzi | 2022

Ogni persona è diversa e si aspetta di essere trattata come individuo unico e irripetibile, non un anonimo consumatore senza un'identità propria



In quale direzione quindi si deve evolvere un produttore, un brand? Le opzioni possibili sono tante, forse troppe, con il rischio di congelare le decisioni strategiche



So what?

# C'erano una volta i negozi



# C'era una volta l'e-commerce



# Omnicanalità

**Retail  
tradizionale**



**Retail  
tradizionale e  
digitale**



**Multicanalità**



**Omnicanalità**



Non c'è più differenza tra online e offline, siamo sempre connessi



# Ikea: un nuovo modello di negozio



# Ikea: un nuovo modello di negozio



# Ikea: un nuovo modello di servizio



## Servizi di ritiro

IKEA ti offre più **servizi di ritiro** dei tuoi acquisti online e in negozio per rispondere a tutte le tue esigenze di **comodità e convenienza**. Scegli la consegna che fa per te!



### Punti di ritiro Uffici Postali

Ritira i tuoi acquisti con peso fino a 30 kg

[Scopri i dettagli](#)



### Clicca e ritira in negozio

Ritira i tuoi acquisti presso un negozio IKEA

[Scopri i dettagli](#)



### Punti di ritiro

Ritira i tuoi acquisti presso un punti di ritiro

[Scopri i dettagli](#)



### Ritiro vicino a te - Roma

Ritira i tuoi acquisti presso uno dei punti di ritiro mobili

[Scopri i dettagli](#)



### Punto di ritiro IKEA Piacenza

Ritira i tuoi acquisti al punto di IKEA Piacenza.

[Scopri i dettagli](#)



### IKEA Locker

Ritira i tuoi acquisti nei punti self service

[Scopri i dettagli](#)



### Preparazione carrello

Ti serve aiuto per preparare il carrello con la tua merce?

[Scopri il servizio](#)

## Ritiro presso gli Uffici Postali, a partire da €4

Con la nuova opzione di ritiro, sia per acquisti nel negozio IKEA che online, **puoi scegliere di ritirare i tuoi acquisti nell'ufficio postale più comodo per te.**



Come funziona il servizio

**everywhere** commerce

**anytime** commerce

**anyway** commerce

**UNIFIED COMMERCE**

# Gommadiretto: i pneumatici dal web al vostro gommista

The screenshot displays the website's interface for finding tires. At the top, the logo 'gommadiretto.it' is on the left, and navigation links for 'Pneumatici', 'Ruote & Cerchi', 'Speciali & Autocarri', and 'Pneumatici da moto' are on the right. The main content area features a search tool titled 'Ricerca di pneumatici' with two tabs: 'Per dimensione' (selected) and 'Per veicolo'. The search tool includes three dropdown menus for 'Larghezza' (set to 205), 'Altezza' (set to 55), and 'Diametro' (set to 16). Below these is a graphic of a tire section labeled '205 / 55 R16'. A button 'Acquista ora >' is visible on the right side of the search area. To the left of the search tool, there is a promotional banner for Continental SportContact 7 tires, featuring a 'sport auto' magazine 'TEST WINNER' badge and the text 'Tutti amano i vincitori. Tranne la concorrenza. Il nuovo SportContact™ 7.' Below the search tool, a row of brand logos is shown: Matador, GT RADIAL, Sava (with 'EUROPEAN QUALITY TIRES' tagline), VIKING, AVON TYRES, and DEBICA. At the bottom, a navigation bar contains four icons with corresponding text: a car icon for 'Seleziona dimensione o auto', a tire icon for 'Trova il pneumatico giusto', a Euro symbol for 'Pagamento sicuro e consegna', and a location pin/wrench icon for 'Officine partner'. A help icon is also present on the right.

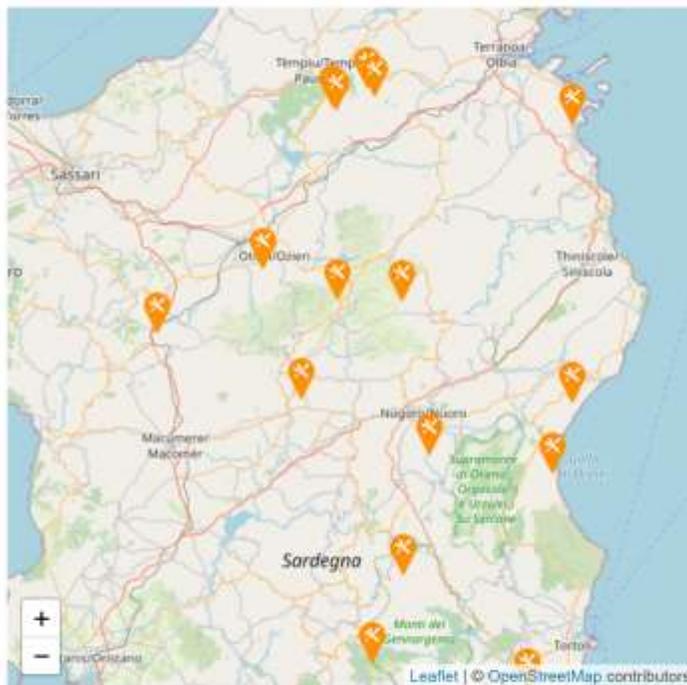
# Gommadiretto: i pneumatici dal web al vostro gommista

Partner di montaggio per:  
 Pneumatici autocarri (camion)  Pneumatici auto  
 Pneumatici moto

Ordina per:  
Distanza

Raggio: 66 km 5 km 50 km  
Codice postale: 08100

- 1 kekkogomme** Linea aerea 5,4 km  
★★★★★  
via Iglesias, numero 33  
08100, nuoro, NU  
Telefono: 329 977 7191  
**Dettagli Conferma**  
Lun - Ven 3.30-13  
Sab 9.12.30  
Solo prezzo 8,50 € €
- 2 F1CARGOMME** Linea aerea 23,1 km  
**Dettagli Conferma**  
Lun - Ven 08.00-13.00 15.00-19.30  
Sab 8.00-13.00  
Solo prezzo 15,00 € €
- 3 Nord Car SRL** Linea aerea 24,7 km  
**TOP Partner**  
Via Fabrizio De Andrea, numero 1  
07020, Budiuso (OT)  
**Dettagli Conferma**  
Lun - Ven 8:30-19:30  
Sab 8:30-13:00



Si riscontrano difficoltà ad individuare un'officina partner? Vi aiuteremo con piacere. Inviare una descrizione sommaria del problema a [kgommadiretto@delti.com](mailto:kgommadiretto@delti.com) o chiamare il: +4951187989140.

Desidero diventare, gratuitamente, un'officina partner convenzionato Delticom.

Se siete già registrati come officina partner presso [www.gommadiretto.it](http://www.gommadiretto.it), potete fare il login e modificare amministrare i vostri dati.

# Sephora – compro online e ritiro in negozio

**CLICK & COLLECT**  
ACQUISTA ONLINE / RITIRA IN NEGOZIO / SERVIZIO GRATUITO  
*in 2 ore*

**ACQUISTA ONLINE, RITIRA IN NEGOZIO, SERVIZIO GRATUITO**

Paga online, 2 ore\* dopo potrai ritirare gratuitamente il tuo ordine in oltre 130 Beauty Store.

1

**SELEZIONA LA CONSEGNA  
CLICK&COLLECT A CARRELLO E  
EFFETTUA IL PAGAMENTO ONLINE**



Scegli il tuo Beauty Store Sephora in tutta Italia. Il carrello si aggiornerà automaticamente a seconda della disponibilità degli articoli nel Beauty Store selezionato e delle promozioni attive per questa modalità di spedizione.

2

**IL TUO ORDINE VERRÀ  
PREPARATO NEL BEAUTY STORE  
ENTRO 2 ORE**



Quando il tuo ordine sarà disponibile, riceverai una mail di conferma. Da quel momento, potrai ritirare il tuo ordine nel Beauty Store.

3

**IL TUO ORDINE  
TI ASPETTA ALL'INGRESSO  
DEL BEAUTY STORE**



Ricordati di portare con te un documento d'identità o il numero dell'ordine. Puoi far ritirare l'ordine da chi vuoi con una delega e una copia del tuo documento di identità. Il tuo ordine sarà disponibile nel Beauty Store per 7 giorni lavorativi.

*\*I tempi di consegna dipendono dagli orari e dai giorni di apertura del Beauty Store selezionato. Sephora non garantisce di poter confermare in giornata gli ordini effettuati meno di 2 ore prima dell'orario di chiusura del Beauty Store.*

# Fratelli Rossetti – WhatsApp commerce



The screenshot shows the top of the Fratelli Rossetti website. At the top, there is a navigation bar with a location pin icon, 'COUNTRY: ITALIA', 'SPEDIZIONE GRATUITA SOPRA 300€', and icons for user profile, heart, shopping bag, and search. Below this is the brand name 'FRATELLI ROSSETTI' in a bold, sans-serif font. Underneath the brand name are five menu items: 'SALDI A121 E BEST SELLER', 'DONNA', 'UOMO', 'IL NOSTRO MONDO', and 'ONGOING PROJECTS'. The main content area features a large image of a hand holding a smartphone that displays a virtual view of a store interior. The text 'Virtual Shopping' is overlaid on the image. Below the image, there is a bold heading: 'Le nostre boutique sono pronte per seguirti anche a distanza.' followed by a paragraph of text: 'Attraverso il servizio virtual shopping, i nostri Store Manager sono a tua completa disposizione per mostrarti le nostre collezioni, chiarire ogni dubbio e assisterti durante gli acquisti. Basta contattarli attraverso whatsapp. Una volta effettuato l'acquisto potrai decidere se ritirarlo di persona o chiedere la spedizione gratuita a casa.' and a final line: 'Di seguito trovi tutte le boutique Fratelli Rossetti aderenti al servizio e i relativi contatti.'

# Leroy Merlin - omnichannel commerce

Chiamaci al numero 0289830022 e acquista comodamente da casa [Scopri di più >](#)

**LEROY MERLIN**

Ricerca un prodotto, un brand...

Il mio negozio Accesso Salvati Carrello

Prodotti Servizi Idee e Consigli Offerte

Per scoprire le nostre disponibilità e i nostri migliori prezzi, scegli il tuo negozio.

**SCONTI FINO AL 34%**

**Bagno come nuovo? Ristrutturalo con noi**

Tante offerte per ristrutturare il tuo vecchio bagno a partire dagli impianti

Scopri le offerte

Scegli il negozio

# Leroy Merlin - omnichannel commerce

Chiamaci al numero 0289830022 e acquista comodamente da casa [Scopri di più >](#)

**LEROY MERLIN**

Ricerca un prodotto, un brand...

Il mio negozio Accesso Salvati Carrello

Prodotti Servizi Idee e Consigli Offerte Community Carta fedeltà Aiuto



**TELEFONA E ACQUISTA  
ACQUISTA DA NOI  
CON UNA TELEFONATA**

## Vendita telefonica attiva

Da oggi la vendita telefonica è il **servizio aggiuntivo gratuito per privati e professionisti** che consente l'acquisto con una semplice telefonata, scegliendo fra la consegna a domicilio (servizio a pagamento) o il ritiro presso il negozio di tua fiducia.

# Leroy Merlin - omnichannel commerce

Come funziona il servizio?

Pagamenti sicuri, assistenza passo a passo e consegna a domicilio dovunque ti trovi



Mettiti comodo davanti al pc

Naviga il nostro sito da un computer comodamente da casa, ti servirà averlo sotto mano durante la chiamata.



Chiama il **02.89830022**

In scheda prodotto clicca su "telefona a acquista" e chiamaci. Il tuo assistente personale ti guiderà alla scelta dei prodotti disponibili.



Compra e paga in sicurezza

Durante la chiamata l'assistente ti supporterà all'acquisto "come se fossi nel tuo negozio di fiducia" fino al pagamento con carta di credito.

An aerial photograph of a dense city skyline, likely New York City, taken during sunset. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun breaking through. The city below is a vast expanse of skyscrapers and buildings, with some lights beginning to glow. A semi-transparent grey rectangular box is centered in the upper half of the image, containing white text.

**Utenti Mobile Global**  
**5,3 miliardi**  
**Utenti Social Global**  
**4,6 miliardi**

JAN  
2022

# SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



88

SOURCES: KEYPE ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CNIC, TECHRASA, MEDIASCOPE, OGDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

we  
are  
social



Hootsuite®

Entro il 2023 internet sarà  
solo via mobile



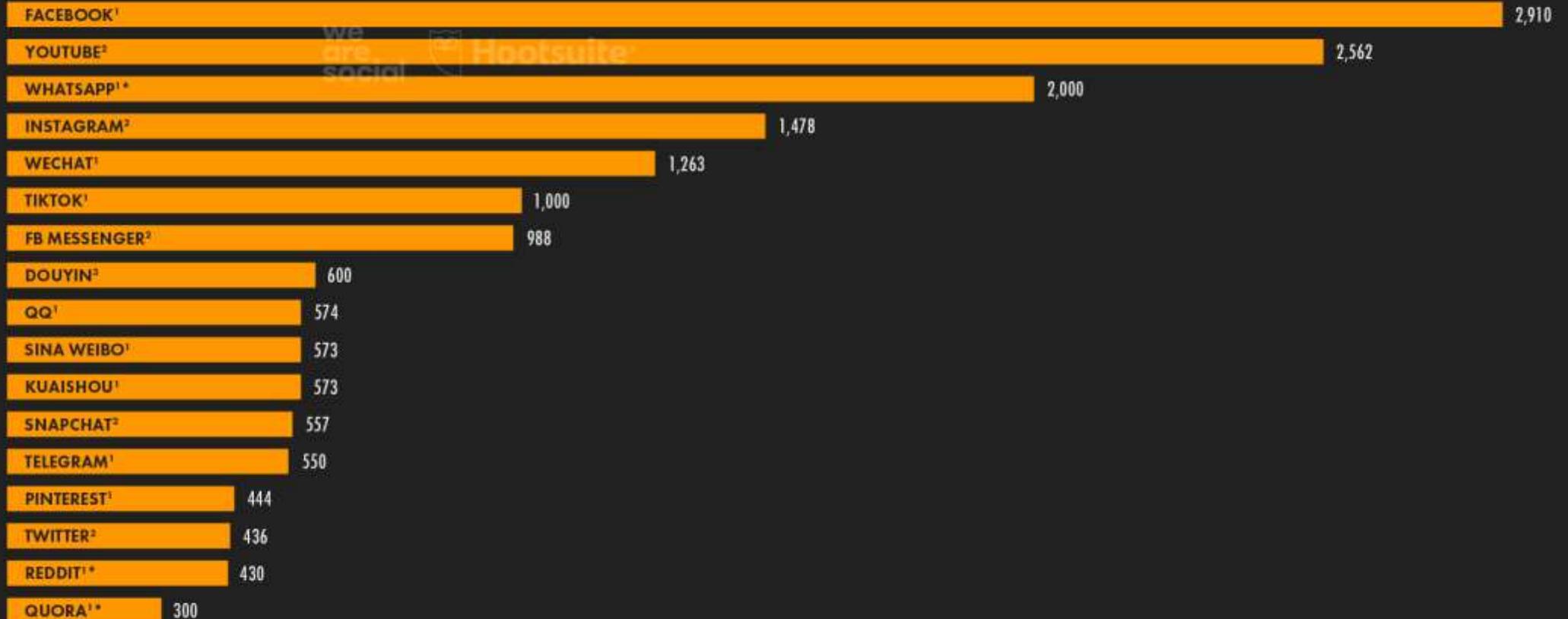
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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



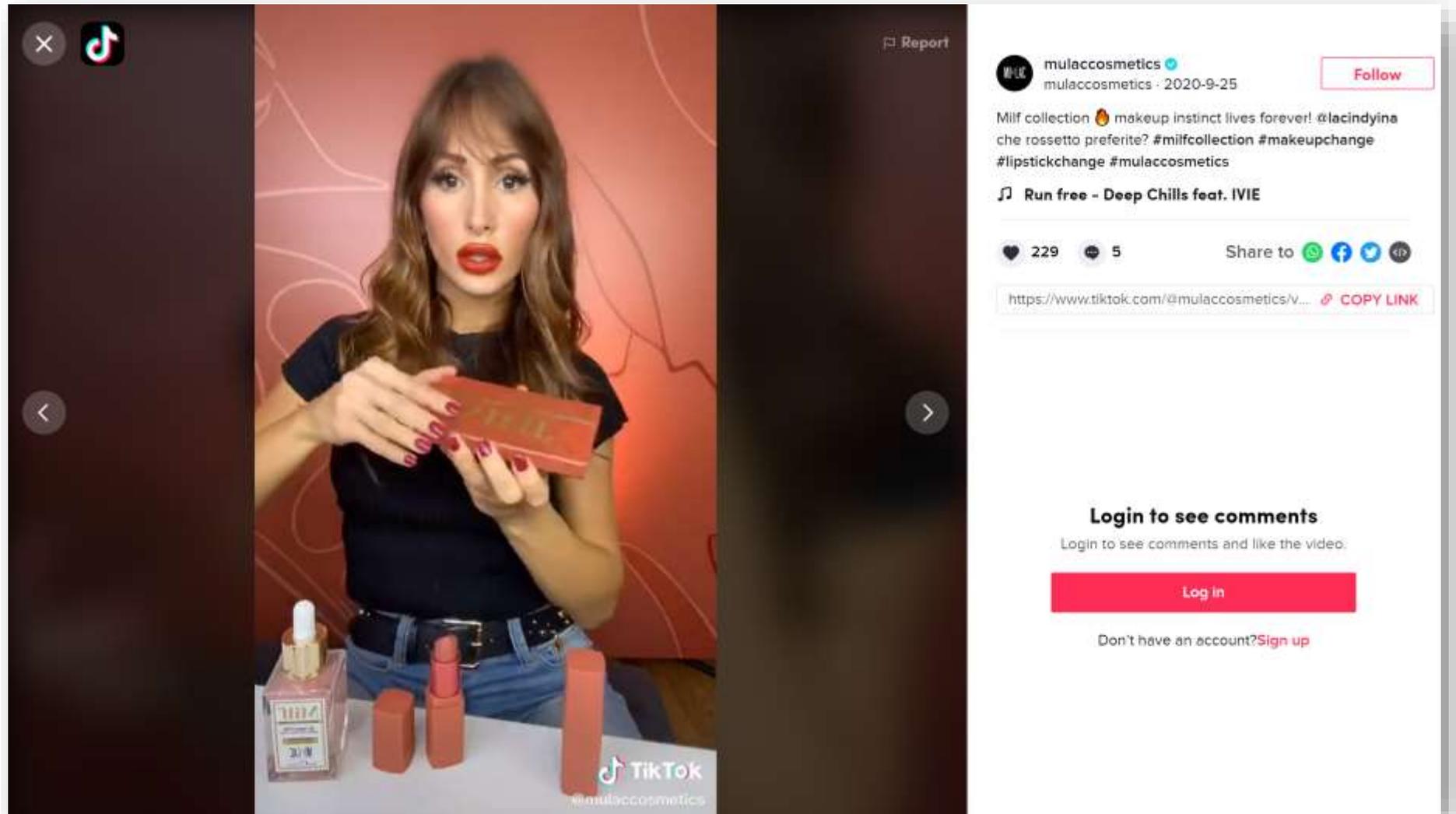
99

**SOURCES:** KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) COMPANY ANNOUNCEMENTS OF DAILY ACTIVE USERS (NOTE THAT MONTHLY ACTIVE USER FIGURES MAY BE HIGHER). **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES; DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

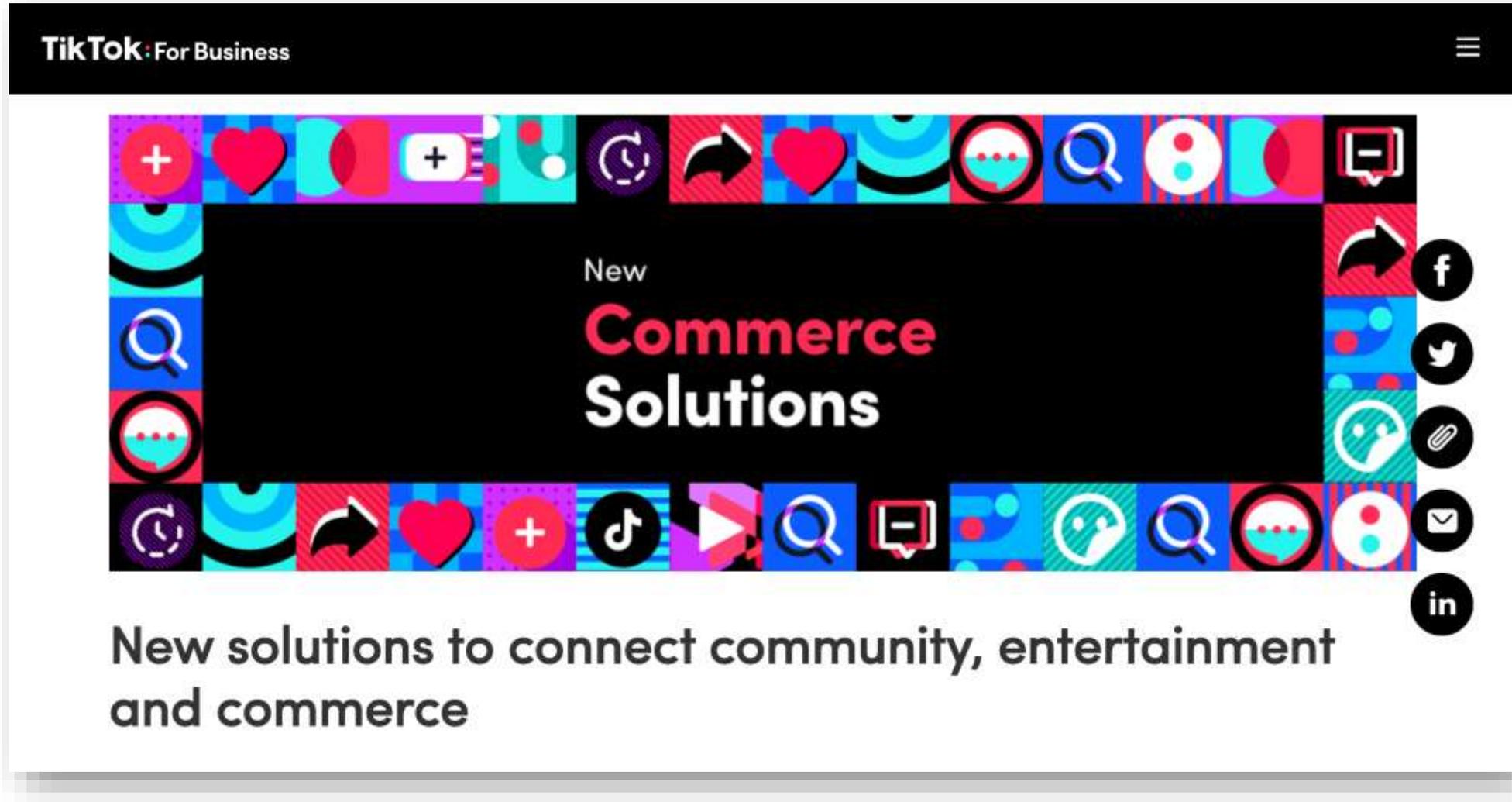
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# TikTok è l'App più scaricata nel 2022



# TikTok commerce



**TikTok For Business**

New  
**Commerce Solutions**

New solutions to connect community, entertainment and commerce

The advertisement features a central black rectangle with the text 'New Commerce Solutions' in white and red. This rectangle is surrounded by a border of colorful icons representing various social media and commerce functions, such as hearts, plus signs, search magnifying glasses, and share arrows. On the right side, there are circular icons for Facebook, Twitter, LinkedIn, and an email icon.

JAN  
2022

# OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA THE INTERNET



**3.78**  
BILLION

YEAR-ON-YEAR CHANGE  
**+10% (+344 MILLION)**

TOTAL ANNUAL SPEND  
ON ONLINE CONSUMER  
GOODS PURCHASES (USD)



**\$3.85**  
TRILLION

YEAR-ON-YEAR CHANGE  
**+18% (+\$591 BILLION)**

AVERAGE ANNUAL REVENUE  
PER CONSUMER GOODS  
ECOMMERCE USER (USD)



**\$1,017**

YEAR-ON-YEAR CHANGE  
**+7.4% (+\$69.92)**

SHARE OF CONSUMER GOODS  
ECOMMERCE SPEND ATTRIBUTABLE TO  
PURCHASES MADE VIA MOBILE PHONES



**60.1%**

YEAR-ON-YEAR CHANGE  
**+1.0% (+62 BPS)**

statista

we  
are  
social



we  
are  
social



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244

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDES ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DRUGS, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E., AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

JAN  
2022

# ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



ELECTRONICS



**\$988.4**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13% (+\$110 BILLION)**

statista

FASHION



**\$904.5**  
BILLION

YEAR-ON-YEAR CHANGE  
**+17% (+\$134 BILLION)**



FURNITURE



**\$436.8**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13% (+\$49 BILLION)**

statista

TOYS, HOBBY, DIY



**\$392.9**  
BILLION

YEAR-ON-YEAR CHANGE  
**+18% (+\$59 BILLION)**

PERSONAL & HOUSEHOLD CARE



**\$381.5**  
BILLION

YEAR-ON-YEAR CHANGE  
**+21% (+\$66 BILLION)**



FOOD



**\$376.6**  
BILLION

YEAR-ON-YEAR CHANGE  
**+38% (+\$103 BILLION)**

statista

BEVERAGES



**\$211.5**  
BILLION

YEAR-ON-YEAR CHANGE  
**+35% (+\$55 BILLION)**

we are social

PHYSICAL MEDIA



**\$155.0**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11% (+\$15 BILLION)**

245

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

we are social



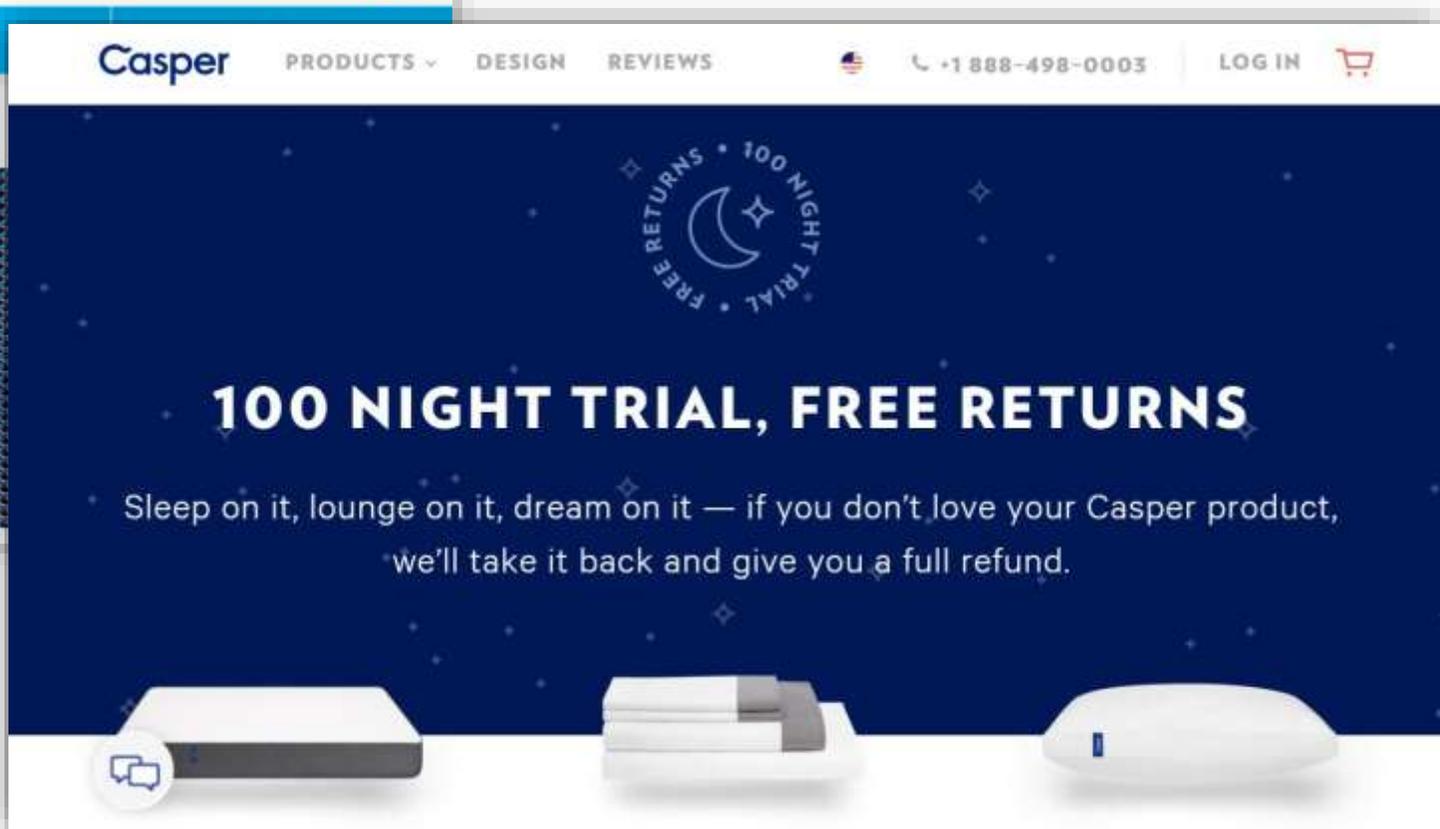
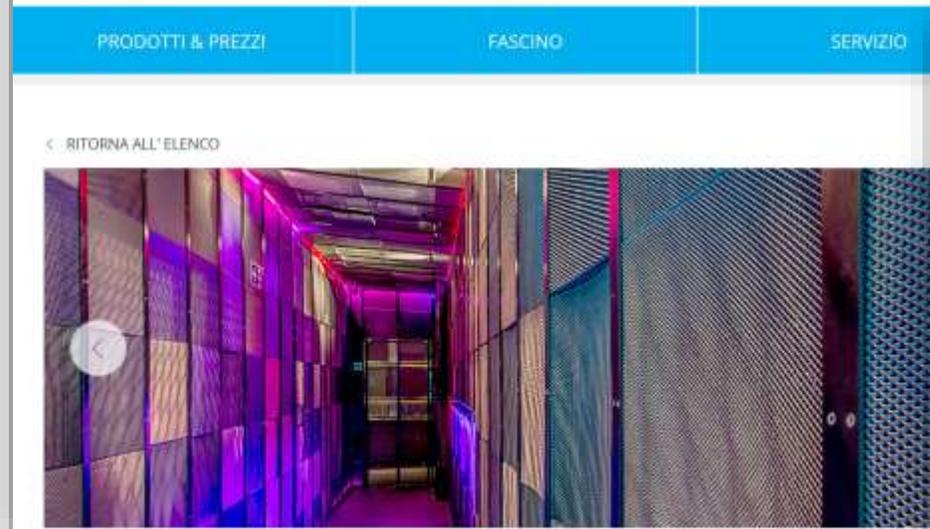
Hootsuite

# Il mercato e-commerce BtoC nel mondo – gli online shoppers



Domande?

# I modelli di business per la vendita online



# BtoC - Vendita da azienda a consumatore



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# BtoC - Vendita da azienda a consumatore

The screenshot displays the TWINSET MILANO website interface. At the top, the brand name 'TWINSET MILANO' is on the left, and navigation links for 'Abbigliamento', 'Borse', 'Scarpe', 'Accessori', 'Bambina', and 'Collezioni' are in the center. On the right, there are icons for search, user profile, heart, and a notification badge. Below the navigation, there are filter dropdowns for 'Caratteristiche', 'Taglia', 'Colore', 'Fit', and 'Mood', and a sorting option 'Ordina per'. The main content area features a grid of four clothing items, each with a model image, a description, and a price.

Item Description	Price
Abito lungo con inserti in georgette e pizzo	€ 155.00
Gonna con cintura e bottoni	€ 95.00
Gonna-abito con inserti in georgette e pizzo	€ 160.00
Abito in spugna a righe	€ 100.00

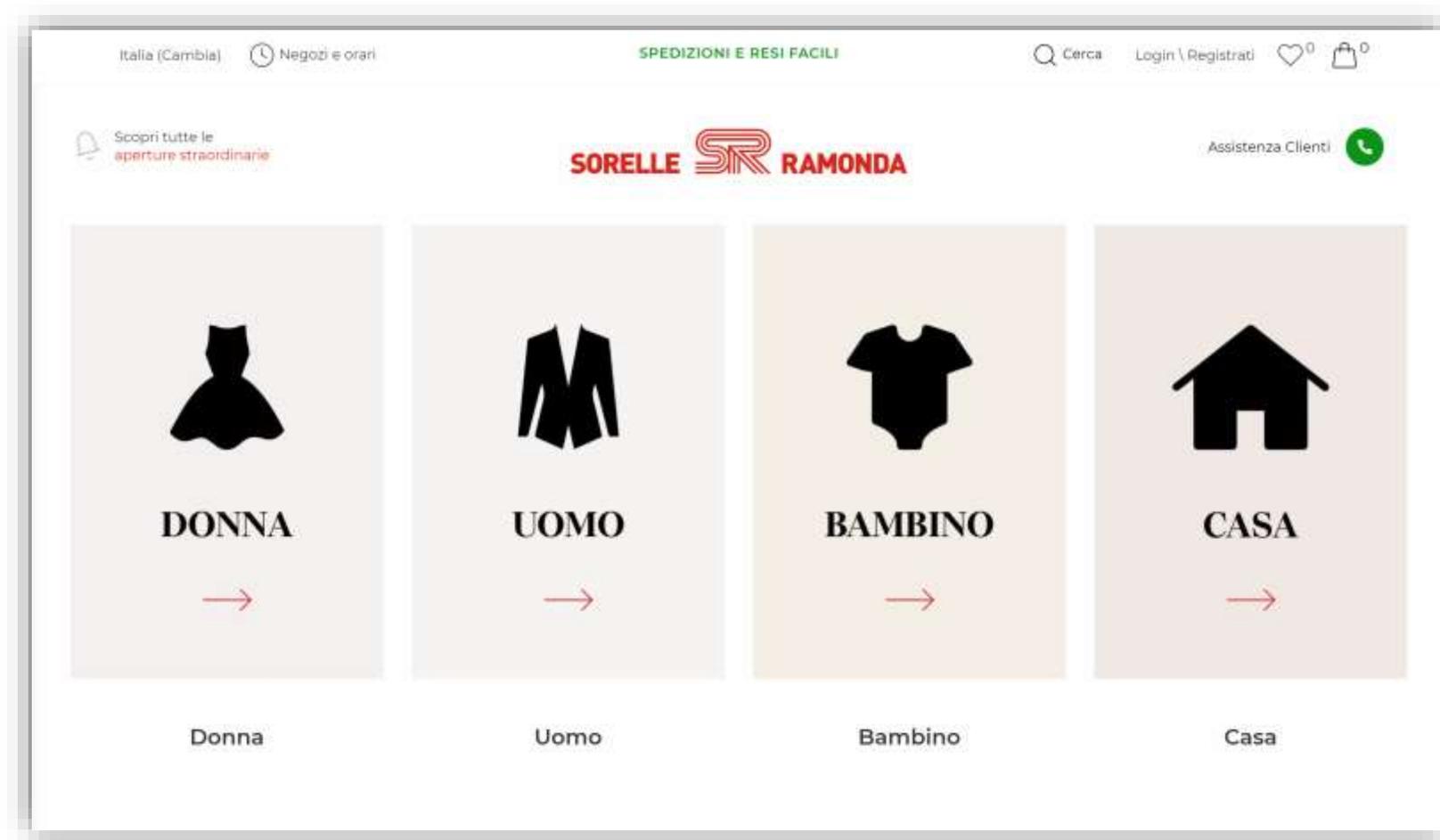
# BtoB - Vendita da azienda ad azienda

The screenshot displays the MEVACO website interface. At the top left is the MEVACO logo. To its right is a search bar labeled 'PRODUKTSUCHE'. Further right are navigation links: 'JOBS', 'UNTERNEHMEN', 'SORTIMENT', 'KONTAKT', and a language selector set to 'Deutsch'. Below these are icons for 'INDIVIDUALISIERUNGSTOOLS' (with a 'NEU' badge), 'LOGIN', 'WARENKORB', and 'DIREKTBESTELLUNG'. A blue navigation bar contains five categories: 'STRECKMETALLE', 'LOCHBLECHE', 'WELLENGITTER', 'GESCHWEISSTE GITTER', and 'SHOWROOM'. The main content area is divided into four columns: 'MATERIAL' (listing ALUMINIUM, STAHL, EDELSTAHL, and STAHL SENDZIMIRVERZINKT), 'EMPFEHLUNGEN' (listing ARMADILLO 76X10X3, WELLE 62X22X6, RAUTE 8X6X1, and RAUTE 160X42X9), 'ZUBEHÖR' (listing EINFASSPROFILE, ECKVERBINDER, PROFILHALTER, ADAPTER, and PROFILENDKAPPEN), and 'FASZINATION' (listing four articles about stretch metal products). At the bottom, a banner for 'DER MEVACO CONFIGURATOR!' features a 'JETZT CONFIGURATOR TESTEN' button and a 'MEHR ERFAHREN' link.

# BtoB - Vendita da azienda ad azienda

The screenshot displays the Nuccio website interface. At the top left is the Nuccio logo, featuring the brand name in a red oval with 'industria dolciaria dal 1950' below it. To the right of the logo are social media icons for Twitter, Facebook, Google+, and YouTube. A search bar is positioned above a red navigation bar containing links for 'AZIENDA', 'SHOP ONLINE', 'BLOG', 'VIDEO', 'RICETTE', 'CONTATTI', and a shopping cart icon labeled '(vuoto)'. Below the navigation bar, the page is titled 'CATEGORIE' and shows a breadcrumb trail: 'Home > Shop Online > Prodotti Per Gelato > Preparati Per Gelato'. On the left side, there is a vertical menu under 'SHOP ONLINE' listing various product categories such as 'Frutta Candita', 'Pasticceria e Biscotti', and 'Prodotti per gelato'. The main content area features a large banner image of ice cream scoops with the text 'Preparati per gelato'. Below the banner, there is a sorting dropdown menu labeled 'ORDINA PER' and a 'CONFRONTA (0)' button. Three product cards are displayed at the bottom, each with an image and a caption: 'Pasta per gelato banana', 'Pasta croccantino per gelato', and 'Caffe' dry per gelato'.

# BtoBtoC - Vendita da azienda ad azienda a consumatore



# BtoBtoC - Vendita da azienda ad azienda a consumatore

The screenshot 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 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 bottles and boxes of liquor, including Zacapa XO rum, Sarrica wine, and Piper Heidsieck beer. At the bottom of the banner are three dots indicating a carousel. Below the banner 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.

TORINO 10020

LA PIÙ GRANDE ENOTECA ONLINE: VENDITA VINI ONLINE, LIQUORI E CHAMPAGNE

LOG IN

BERNABEI

Cosa stai cercando?

OFFERTE VINI CHAMPAGNE BOLLICINE SPIRITS BIRRE SOFT DRINKS MIXOLOGY ESPERIENZE

**Super SALDI**

OGNI GIORNO UNA SORPRESA PER TE!

SPEDIZIONE STANDARD 4,90 €

SPEDIZIONE GRATUITA SOPRA 50,00 €

SPEDIZIONE EXPRESS 1 GIORNO LAVORATIVO

Giulio Finzi | 2022

# BtoBtoB - Vendita da azienda ad azienda ad azienda

The screenshot shows the RS website homepage. At the top left is the RS logo. A search bar is located next to it. On the right side of the top navigation bar, there are links for 'Login' and 'Registrati', and a shopping cart icon showing '€ 0,00'. Below the top bar is a dark navigation menu with items: 'Tutti i prodotti', 'I nostri marchi', 'Nuovi Prodotti', 'My Account', and 'Servizi'. The main content area features a large advertisement for Hyperloop. The ad text reads: 'Trasformare il futuro dei trasporti è possibile. Scopri cos'è Hyperloop e come potenzialmente può modificare il trasporto di massa.' Below this is a button that says 'Riduci le distanze'. The ad also includes the Hyperloop logo and the slogan 'for the inspired'. Below the advertisement, there are three columns of content. The first column, 'I vantaggi di RS', lists: 'Più di 500.000 prodotti gestiti', 'Spedizione gratuita\*', 'Richiedi una demo', and 'Gestione resi'. The second column, 'Ordine rapido', contains two input fields for 'Codice RS' and 'Qui' buttons, followed by a red 'Aggiungi al carrello' button. The third column, 'Verifica lo stato di un ordine', contains two input fields for 'Riferimento ordine RS' and 'Codice Cliente', followed by a blue 'Verifica lo stato dell'ordine' button. At the bottom right, there is a 'Live Chat' widget with the text '08:00 - 20:00 Lun - Ven'.

# 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**

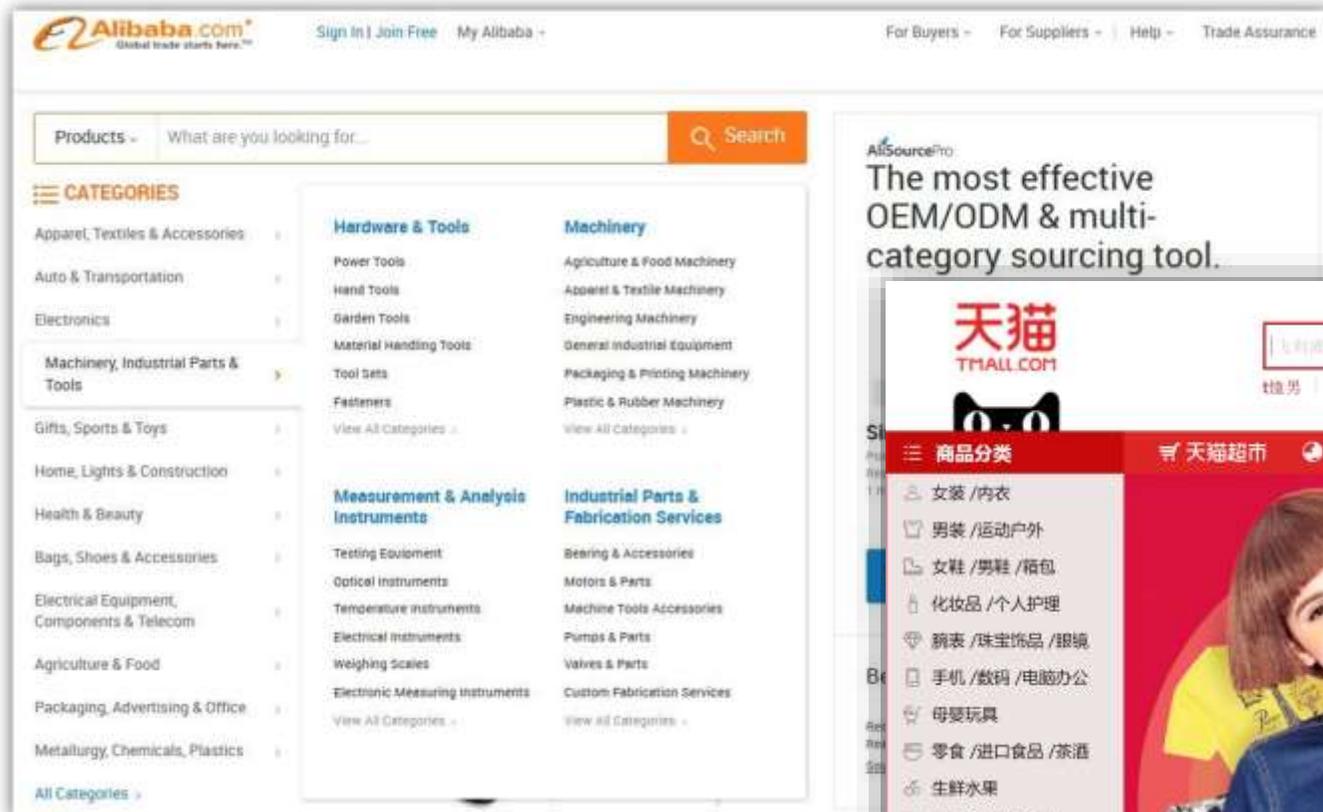
Iscriviti



 **SPEDIZIONI VELOCI**

in 24 - 48 h

# I marketplace online



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

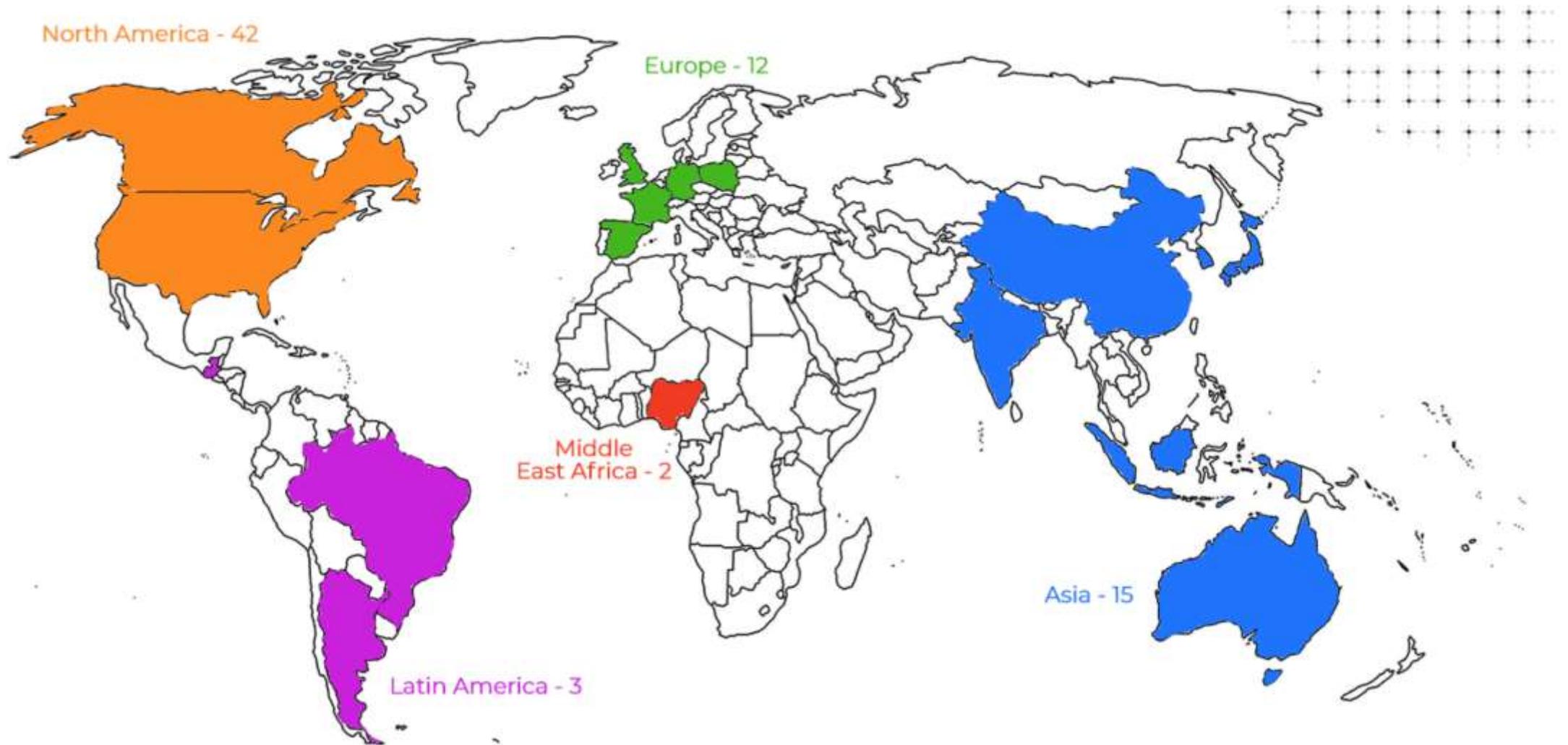


# Il mercato è sempre più affollato da giocatori globali e trasversali

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

Fonte: Statista

# I marketplace sono una realtà in tutto il mondo



# I marketplace per il fashion&lifestyle

Donna Uomo Bambino

## FARFETCH

Novità Acquista per Designer Abbigliamento Scarpe Borse Accessori Gioielli Pre-owned Saldi

Cerca

### Partner Farfetch

Acquista dalle migliori boutique lusso di tutto il mondo su Farfetch

Visualizza: 10 80 1 di 62 >

Nuovo

Tutte le boutique

- Europa +
- Nord America +
- Sud America +
- Resto del mondo +
- Trova una Boutique +

#### Boutique



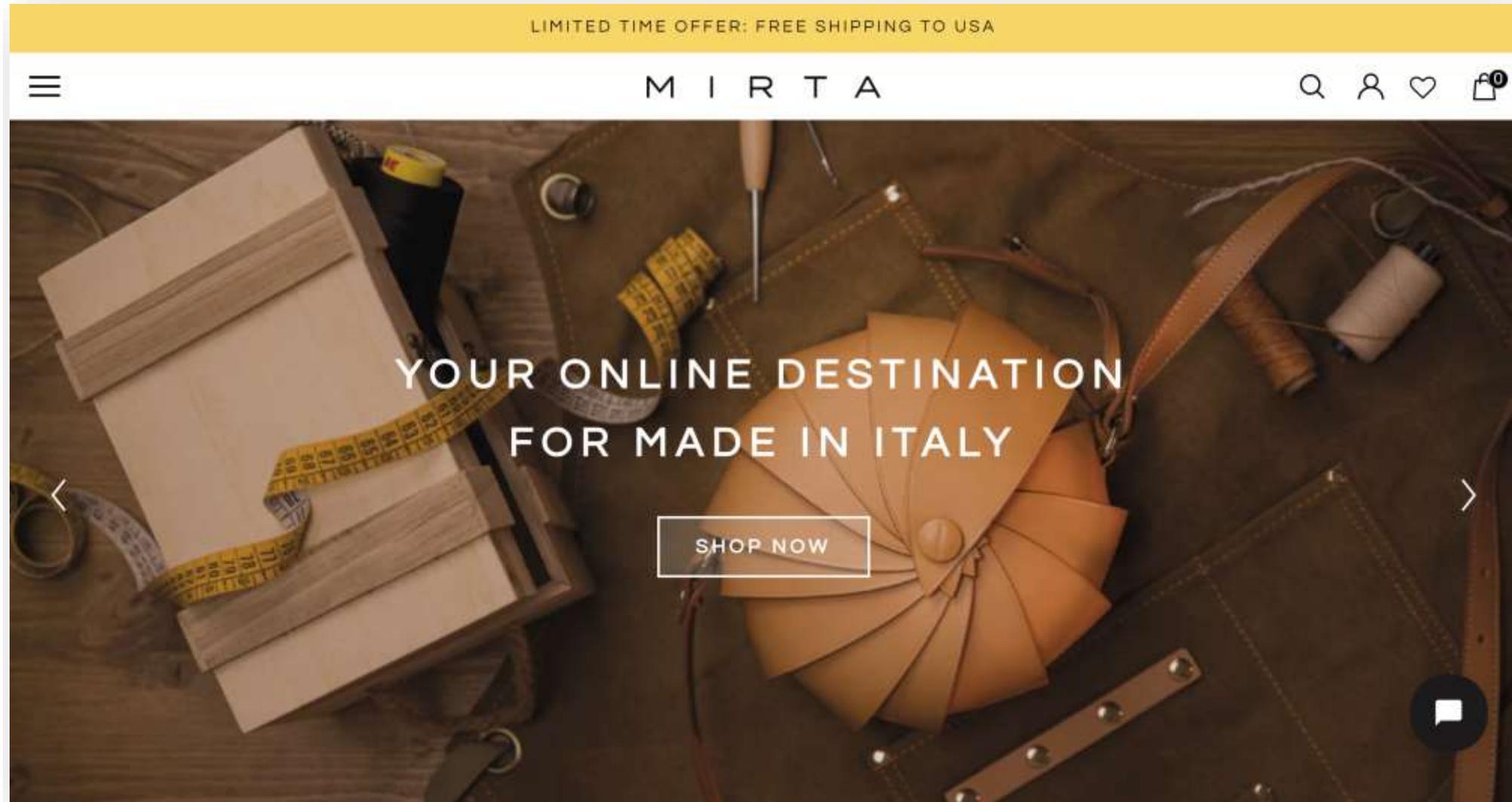
### 10 CORSO COMO

Milano, Italia

**Designer da scoprire**  
Acne Studio, Alaïa, Balenciaga, Cecilie Bahansen, Comme des Garçons, Junya Watanabe, Loewe, Maison Margiela, Manolo Blahnik, Molly Goddard, Paul Smith, Raf Simons, Sacai, Simone Rocha, Stella McCartney, Stone Island

**A proposito del negozio**  
Fondata nel 1991 tra la tradizione storica di Brera e la modernità innovativa di Porta Nuova, la boutique 10 Corso Como è uno dei primi concept store al mondo e offre una curata selezione di moda, design, arte e cultura in uno spazio dinamico ed elegante, ispirato dall'iconico logo con cerchi concentrici.

# I marketplace per il fashion&lifestyle



Giulio Finzi | 2021

# I marketplace per il fashion&lifestyle

The screenshot displays the ZOZOTOWN marketplace interface. At the top, the brand name 'ZOZOTOWN' is visible on the left, followed by a search bar containing the text 'すべてのアイテムから探す'. On the right side of the top navigation bar, there are icons for 'ログイン', a notification bell, a heart, a shopping cart, and a menu icon. Below the navigation bar, there are three main tabs: 'FEATURE', 'CATEGORY', and 'SHOP LIST'. The 'SHOP LIST' tab is active, and the page content is organized into a grid of brand listings. Each listing includes the brand name in bold, its Japanese name, and a right-pointing chevron icon. The brands listed are arranged in three columns and ten rows.

FEATURE	CATEGORY	SHOP LIST	ファッション	コスメ	
<b>ATTACHMENT</b> アタッチメント	>	<b>BEDWIN &amp; THE HEARTBREAKERS</b> ベドウィン アンド ザ ハートブレイカーズ	>	<b>Bonpoint</b> ボンポワン	>
<b>Chloe</b> クロエ	>	<b>COACH</b> コーチ	>	<b>COMME des GARCONS JUNYA WATANABE MAN</b> コムデギャルソンジュンヤワタナベマン	>
<b>COMME des GARCONS POCKET</b> コムデギャルソン ポケット	>	<b>DIESEL</b> ディーゼル	>	<b>Dries Van Noten</b> ドリス・ヴァン・ノッテン	>
<b>Dsquared2</b> ディースクエアード	>	<b>dunhill</b> ダンヒル	>	<b>EMILIO PUCCI</b> エミリオ・プッチ	>
<b>Ermenegildo Zegna</b> エルメネジルド・ゼニア	>	<b>FACETASM</b> ファセッタズム	>	<b>FACTOTUM</b> ファクトタム	>
<b>FURLA</b> フルラ	>	<b>GOLDEN GOOSE</b> ゴールドングース	>	<b>HUGO BOSS</b> ヒューゴボス	>
<b>J&amp;M DAVIDSON</b> ジェイアンドエムデヴィッドソン	>	<b>JIL SANDER</b> ジル サンダー	>	<b>JW ANDERSON</b> ジェイダブリュー・アンダーソン	>
<b>kate spade new york</b> ケイト・スペード ニューヨーク	>	<b>KENZO</b> ケンゾー	>	<b>kolor BEACON</b> カラー ビーコン	>
<b>LAUREN RALPH LAUREN</b>	>	<b>LOEWE</b>	>	<b>MACKINTOSH</b>	>

# I marketplace per il fashion&lifestyle

The image shows a screenshot of the Zalando website homepage. At the top, there are navigation links for 'Reso in 100 giorni', 'Spedizione e reso gratuiti\*', and 'Aiuto e contatti'. Below this is a main navigation bar with categories: 'Donna', 'Uomo', and 'Bambini'. The Zalando logo is centered, followed by icons for user profile, heart, and shopping bag. A secondary navigation bar lists various product categories: 'Idee di stile', 'Abbigliamento', 'Scarpe', 'Sports', 'Designer', 'Streetwear', 'Accessori', 'Beauty', 'Brand', 'Promo', and 'Second hand'. A search bar with the text 'Ricerca' is on the right. The main content area features a large image of a man in a blue blazer. A white box on the left of this image contains the text 'Programma Partner' and 'Entra nella piattaforma Zalando'. Below this, there is a smaller image of a smiling woman and a block of text describing the partner program.

Reso in 100 giorni

Spedizione e reso gratuiti\*

Aiuto e contatti

Donna Uomo Bambini

zalando

Idee di stile Abbigliamento Scarpe Sports Designer Streetwear Accessori Beauty Brand Promo Second hand

Ricerca

**Programma Partner**

Entra nella piattaforma Zalando

Il programma partner di Zalando offre ai brand e ai rivenditori l'accesso diretto alla vendita in 17 mercati europei a oltre 42 milioni di clienti attivi. Più di 850 brand e rivenditori lavorano già con Zalando e ricevono milioni di ordini al mese. I brand e i rivenditori...

Giulio Finzi | 2021

# Amazon, il marketplace BtoC numero uno

The screenshot shows the Amazon homepage with a dark blue header. On the left, the Amazon logo and 'Try Prime' are visible. A search bar is in the center, and 'Shop Deals of the Day' is on the right. Below the header, a teal banner features the text 'Deals and products just for Prime members' and the Prime logo, accompanied by an image of a couple taking a selfie with an Amazon box. Below the banner are four promotional tiles: 'Find a perfect gift' with sub-categories for her, him, teens, and kids; 'All-new Blink XT2' smart security camera; 'Men's top-rated shoes' with four shoe images; and a sign-in prompt. At the bottom right, a 'Spring Sale' banner for East Dane shoes is displayed.

amazon  
Try Prime

All ▾

Shop Deals of the Day

EN Hello, Sign in Account & Lists Orders Try Prime Cart

Deliver to New York 10020 Today's Deals Your Amazon.com Gift Cards Help Whole Foods Registry Sell

Deals and products just for Prime members  
prime

Find a perfect gift

For her For him For teens For kids

Unique gift ideas from Gift Finder  
See more

All-new Blink XT2

Outdoor/indoor smart security camera with 2-way audio. Works with Alexa.  
Learn more

Men's top-rated shoes

Shop our customers' most-loved men's shoes.  
See more

Sign in for the best experience

Sign in securely

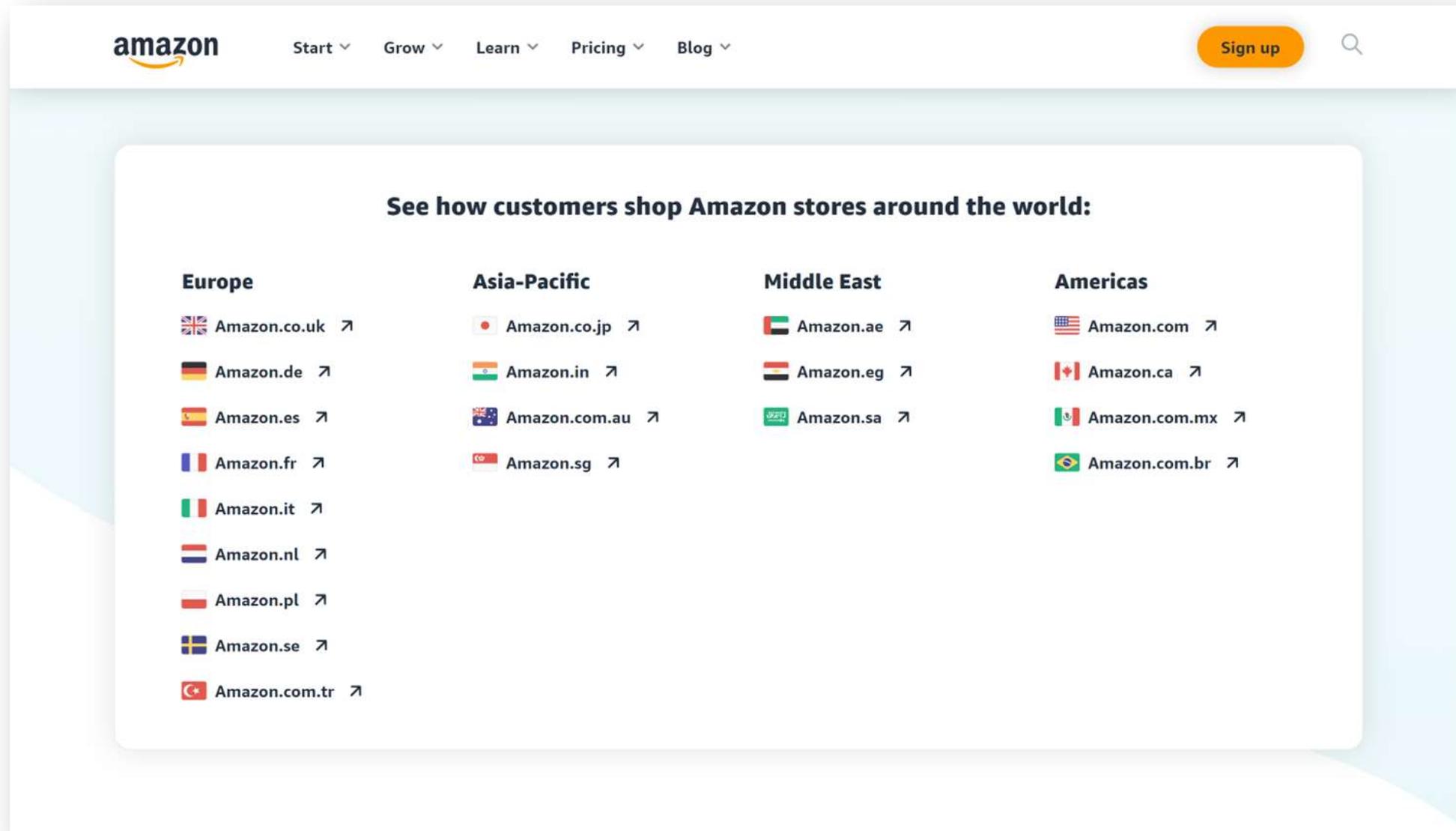
EAST DANE

It's Our Big **SPRING SALE**  
1000+ new styles just added—at up to 40% off.

SHOP NOW

FREE EXPRESS SHIPPING

# Amazon nel mondo



# Russia – Ozon – marketplace BtoC

The screenshot displays the Ozon marketplace homepage. At the top, there is a navigation bar with the location 'Москва' (Moscow) and various utility links like 'Мобильное приложение' (Mobile app), 'Ozon Бизнес' (Ozon Business), and 'Реферальная программа' (Referral program). The main header features the 'OZON' logo, a 'Каталог' (Catalog) button, and a search bar with the text 'Искать на Ozon'. To the right of the search bar are icons for 'Войти' (Login), 'Заказы' (Orders), 'Избранное' (Favorites), and 'Корзина' (Cart). Below the header is a horizontal menu with categories such as '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 content area is dominated by a large banner for Mobil 1 motor oil. The banner includes the text 'АКЦИЯ' (Promotion) in a red box, 'Mobil 1™ – 20 000 км дорог' (Mobil 1™ – 20,000 km of roads), and 'Выиграй призы для виртуальных или реальных дорог' (Win prizes for virtual or real roads). A bottle of Mobil 1 oil is shown on the left. To the right of the banner is a sidebar with a 'Вход' (Login) section, a 'Введите промокод' (Enter promo code) field, and a 'Вход или регистрация' (Login or registration) button.

Below the main banner is a row of six smaller promotional cards:

- 1. 'СКИДКИ до 70% на игрушки' (Discounts up to 70% on toys) featuring Toy Story characters.
- 2. 'Скидки до 50% на бытовую технику Philips' (Discounts up to 50% on Philips household appliances) featuring a Philips blender.
- 3. 'OZON ДИСКОНТ до 80%' (Ozon Discount up to 80%) featuring a cardboard box character.
- 4. 'ЧЕРНАЯ ПЯТНИЦА СКИДОК до 90%' (Black Friday Discount up to 90%) featuring a cardboard box character.
- 5. 'Купи любые товары Alcon на 3 000 ₽ и получи скидку 600 ₽' (Buy any Alcon products for 3,000 rubles and get a 600 ruble discount) featuring Alcon eye care products.
- 6. 'Скидки до 40%' (Discounts up to 40%) featuring a cartoon character.

# Russia – Ozon – marketplace BtoC

The image shows a screenshot of the Ozon website interface. At the top, there is a navigation bar with the Ozon logo, a search bar, and various utility links like 'Мобильное приложение', 'Ozon Бизнес', and 'Реферальная программа'. Below the navigation bar, there is a large blue banner with white text that reads: 'Start selling in Russia via cross-border channel. Start selling in Russia via cross-border channel. Start selling in Russia via cross-border channel.' A red button with the text 'Sign up now' is positioned at the bottom right of the banner. Below the banner, the text 'Join top Russian e-commerce – Ozon' is displayed.

# 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 NYX 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!". The search bar contains the word "деньги" and a dropdown menu for "Все категории". To the right are icons for the shopping cart (with a "0" badge), "Мои желания" (My Wishes), and user account options "Войти" (Login) and "Регистрация Мой AliExpress" (Registration My AliExpress). Below the search bar is a horizontal menu with categories: "белый топ", "автомобиль", "прокладки", "зарядка", "наклейки", and "фотоприинтер".

The main content area features a "Категории" (Categories) sidebar on the left with a "Смотреть все >" link. The categories listed are: 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, Автовары, 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 blue 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). A "Купить сейчас" (Buy now) button and a Facebook share icon are visible. The background of the ad shows a man running and a close-up of a CURREN watch.

# Russia – Aliexpress – marketplace BtoC

The screenshot shows the AliExpress website interface. At the top, there is a navigation bar with the AliExpress logo, links for 'Nuova Università AliExpress', 'Centro Assistenza', 'Notizie', 'Vantaggi', 'Supporto', and 'Italiano', along with 'Registrati' and 'Accedi' buttons. The main heading reads: 'Anni di esperienza come piattaforma globale di vendita al consumatore' followed by 'AliExpress è la piattaforma di vendita al dettaglio di Alibaba, con clienti attivi in tutto il mondo.' Below this, six key statistics are presented in a grid format, each with an icon and a brief description.

<b>10</b> <small>anni</small> Fondata nel 2010, AliExpress è diventata una piattaforma B2C di successo.	<b>220</b> <small>regioni</small> AliExpress serve utenti in 220 diversi paesi e regioni del mondo.
<b>18</b> <small>lingue</small> La nostra piattaforma è localizzata per utenti in diverse zone geografiche.	<b>150+</b> <small>milioni di clienti</small> Il numero di utenti attivi sulla nostra piattaforma.
<b>5-8%</b> <small>di commissioni</small> Commissioni super competitive e calcolate solo sul venduto (Hair Extension e parrucche 10%).	<b>0</b> <small>costi fissi e nessun canone di iscrizione</small> Se insoddisfatti, nessun costo di chiusura dell'account.

# China – Tmall – marketplace BtoC

The screenshot shows the Tmall website interface. At the top left is the Tmall logo (天猫 Tmall.com) with a cat icon. A search bar contains the text "飞利浦送红包" (Philips gift red envelope) and a "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惠), 飞猪旅行 (Fliggy Travel), and 苏宁易购 (Suning.com).

On the left side, there is a vertical "商品分类" (Product Classification) menu with the following categories: 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/Smart/Computer Office), 母婴玩具 (Mother and Child/Toys), 零食/进口食品/茶酒 (Snacks/Imported Food/Tea/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 (Automobile/Accessories/Supplies), 家纺/家饰/鲜花 (Home Textiles/Home Decor/Flowers), 医药保健 (Medicine/Healthcare), 厨具/收纳/宠物 (Kitchenware/Storage/Pets), and 图书音像 (Books/Audio/Video).

The main banner features a woman with short brown hair wearing a blue denim shirt, holding a large yellow sunflower. The text on the banner reads "女装新品" (Women's Fashion New Products) and "[喊你来尝鲜]" (Call you to taste the fresh). A prominent yellow button says "立即加购" (Add to Cart Immediately). In the bottom right corner of the banner, there is a QR code and a promotion: "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).

On the right edge of the page, there is a vertical sidebar 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).

# 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

**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

The screenshot displays the Kaola (考拉海购) B2C marketplace website. The header features the brand logo, a search bar with the text '口红' (lipstick), and a shopping cart icon labeled '购物车'. Below the header is a navigation menu with categories: '所有分类' (All Categories), '美容彩妆' (Beauty & Cosmetics), '母婴儿童' (Mother & Child), '营养保健' (Nutrition & Health), '数码家电' (Digital Appliances), '个护家清' (Personal Care & Home Cleaning), '服饰鞋靴' (Fashion & Footwear), '运动户外' (Sports & Outdoor), '手表配饰' (Watches & Accessories), '轻奢' (Light Luxury), '家居生活' (Home & Living), '环球美食' (Global Food), and '宠物生活' (Pet Life). The main banner area is titled '个护家清宠物' (Personal Care, Home Cleaning, Pets) and features a large promotional message: '清爽一整夏' (Cool all summer) and '美体小铺券后低至123起' (Beauty store coupons start as low as 123). The banner also includes an image of a 24-hour moisture cream jar. The footer contains service guarantees: '考拉自营' (Kaola Self-Operated), '全球直采' (Global Direct Sourcing), '假一赔十' (10x Compensation for Counterfeit), and '售后无忧' (Worry-free After-sales). A promotional message at the bottom right encourages users to download the app for a 10 yuan discount coupon.

# Japan – Rakuten – marketplace BtoC

The screenshot displays the Rakuten Japanese marketplace homepage. At the top, a navigation bar includes categories like 'モバイル', 'ランキング', 'スーパー DEAL', 'Fashion', '楽天西友', '楽天ビッ', '楽天24', 'Rebates ROOM', 'カード', 'ブックス', '電子書', 'トラベル', 'ラクマ', '証券', '銀行', '楽天TV', 'ヘルプ', '楽天に出店', 'グループ', and 'Global'. Below this is a search bar with the text 'キーワード検索' and a 'ソーシャル ディスタンス' icon. To the right of the search bar are icons for shopping cart, notifications, account, and other services. A banner for 'Rakuten Mobile' and 'Rakuten Mini' is visible, along with a '1円' offer. The main promotional banner features a large '3倍' (3x) text, indicating a 3x point multiplier for all shops. Below this, there are several smaller promotional tiles: 'R SPUI' with a 16x multiplier, 'Rakuten Card' for new members, another '3倍' offer for Rakuten Mobile, a '2倍' offer for Rakuten Mobile, a '50%最大' discount for Rakuten Super-DEAL, and a 'TOPS collection' for Rakuten Fashion.

# Korea – Gmarket – marketplace BtoC

The screenshot shows the Gmarket homepage. At the top left is the Gmarket logo. A search bar is located at the top center. To the right of the search bar are icons for a user profile, a document, and a shopping cart. Below the search bar is a navigation bar with links for '베스트', '슈퍼딜', '쿠폰·할책', '스마일배송', 'Catch', and '스마일클럽'. Further right are links for '로그인', '회원가입', '고객센터', and 'Global'. A green sidebar menu on the left lists various categories: '전체 카테고리', '브랜드패션', '패션의류·잡화·뷰티', '유아동', '식품·생필품', '홈데코·문구·취미·반려', '컴퓨터·디지털·가전', '스포츠·건강·렌탈', '자동차·공구', and '여행·도서·티켓·e쿠폰'. The main banner features a woman holding a smartphone, a 'SmileClub' logo, and the text '스마일클럽이니까 더 알뜰하게 장봐요'. To the right of the text is a circular image of fresh vegetables. Below the banner is a section titled '지금 제일 잘 나가는 상품' (Best-selling products now) with a '전체보기' (View all) link. Five product cards are displayed, numbered 01 to 05: 01 shows various instant noodle packages, 02 shows NIVEA VEA products, 03 shows a bowl of fresh vegetables, 04 shows a blue 'true friend' bag, and 05 shows a brown paper bag with a man's face.

# Far East – Lazada – marketplace BtoC

The screenshot displays the Lazada website interface. At the top, there is a navigation bar with 'CUSTOMER CARE', 'ORDER TRACKING', 'LOGIN', and 'SIGNUP' links. The main header features the 'LAZADA' logo, a search bar with the placeholder 'Search for products, brands, shops', and a 'Search' button. A 'FREE \$10 VOUCHER CLAIM YOURS' banner is visible in the top right. 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 with 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 features a large advertisement for the Apple Watch with the text 'There's an Apple Watch For Everyone BEST SELLER'. Below this, there are three product listings: '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 promotional banners for 'SONY WIFI YOUTUBE 32" LED TV' (ONLY \$408) and 'THE WITCHER 3: WILD HUNT ON PS4' (Only \$78.90!). On the far right, a sidebar lists 'EFFORTLESS SHOPPING' 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 with a 'ENJOY \$10 OFF LAZADA APP' banner and a form to enter a mobile number for app download.

# Far East – Lazada – marketplace BtoC

LAZADA  
GROUP

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 screenshot shows the Flipkart website interface. At the top, the Flipkart logo is on the left, followed by a search bar with the placeholder text 'Search for products, brands and'. To the right of the search bar are 'Login' and 'More' buttons, and a shopping cart icon labeled 'Cart'. Below the search bar is a navigation menu with categories: Electronics, TVs & Appliances, Men, Women, Baby & Kids, Home & Furniture, Sports, Books & More, Flights, and Offer Zone. The main banner area features a large 'BIG SAVING DAYS' logo on the left, with the text 'SALE IS LIVE' next to it. Below this, there are eight category icons with labels: Mobiles & Tablets, Electronics, Fashion, TVs & Appliances, Beauty, Toys & More, Furniture, and Home Essentials. A promotional banner for SBI card is visible, offering a '10% Instant Discount\*' on SBI Credit Card & EMI Transactions. The bottom section of the banner features a man in a white uniform with a yellow cap, making an 'OK' hand gesture, with 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 the banner.

# Middle East – Noon – retailer BtoC

The screenshot shows the Noon website interface. The header is yellow and contains navigation links: 'عربة التسوق' (Shopping Cart), 'تسجيل الدخول' (Login), 'الشحن إلى' (Shipping to), 'الإمارات العربية المتحدة' (UAE), 'English', and a search bar with the text 'ما الذي تبحث عنه؟' (What are you looking for?). Below the header is a navigation menu with categories: 'جميع الفئات' (All categories), 'الإلكترونيات' (Electronics), 'رجالية' (Men's), 'نسائية' (Women's), 'المنزل' (Home), 'الجمال والعطور' (Beauty and Fragrance), 'المواليد والألعاب' (Toys and Games), 'البقالة' (Grocery), 'الرياضة' (Sports), and 'دبي مول' (Dubai Mall).

The main banner features a collection of beauty products and the text 'عطرك خيال ودلائك جمال' (Your fragrance is imagination and your beauty is evidence) with a 'نونها الحين' (Noon now) button.

Below the banner is a promotional banner for 'متجر الجمال بالشتاء' (Beauty store for winter) featuring products from Vichy, Clinique, and Jelly.

The sidebar on the right lists product categories: 'فئات مميزة' (Featured categories), 'العطور' (Fragrance), 'المكياج' (Cosmetics), 'العناية بالانفاس' (Respiratory care), 'عناية بالشعر' (Hair care), 'عناية بالبشرة' (Skin care), 'أدوات وفراشي التجميل' (Beauty tools and brushes), 'العناية الشخصية' (Personal care), 'منتجات العناية بالرجال' (Men's care products), and 'الصحة والتغذية' (Health and nutrition).

Below the sidebar is a 'ماركات معروفة' (Known brands) section with 'شانيل' (Chanel) and 'أنستازيا بيفرلي هيلز' (Anastasia Beverly Hills).

At the bottom right, there is a 'دور' (Dor) chat button and a 'Chat' button.

# Africa – Jumia – marketplace BtoC

The screenshot shows the Jumia website homepage during the Jumia Brand Festival. At the top, there is a banner for the festival with a 'UP TO 70% OFF' badge and the dates 'Sept. 21st - 27th'. Logos for Intel, HP, Dell, Logitech, and Samsung are displayed. Below the banner, there are navigation links for 'Sell on Jumia', 'JUMIA PAY', 'FOOD', 'PARTY', and 'NOW'. The main navigation bar includes the Jumia logo, a search bar with the placeholder text 'Search products, brands and categories', and links for 'Login', 'Help', and 'Cart'. On the left, 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 features a man sitting on the grass using a smartphone, with the text 'Grab 20% Cashback on your first order' and 'Use Code WELCOME20'. Below this, it states 'Applies to new customers only' and a 'BUY NOW' button. To the right of the main banner, there are three service highlights: 'HELP CENTER Guide to Custom...', 'EASY RETURN Quick Refund', and 'SELL ON JUMIA Millions of Visitors'. At the bottom right, there is a red banner for an 'App Only BRAND FLASH SALE' with the dates 'Sept. 21st - 27th'. The footer contains four icons with labels: 'Official Stores', 'Airtime Cashback', 'Jumia Food', and 'Jumia Global'.

# South America – Mercado Libre – marketplace BtoC

The image shows the Mercado Libre homepage. At the top left is the logo with the text "mercado libre". To its right is a search bar with a magnifying glass icon. Further right are links for "Regístrate", "Ingresá", a help icon, and "Vender". The main heading reads "¡Encontrá lo que buscás!" followed by the subtext "Hay millones de productos publicados, las mejores marcas y los precios más bajos." Below this, there are three columns of category buttons: "Clasificados" (Autos, Motos y Otros; Inmuebles; Servicios), "Marcas" (Tiendas oficiales), and "Categorías" (Accesorios para Vehículos; Alimentos y Bebidas; Animales y Mascotas; Antigüedades; Arte y Artesanías; Bebés; Belleza y Cuidado Personal; Cámaras y Accesorios; Celulares y Teléfonos; Coleccionables y Hobbies; Computación; Consolas y Videojuegos; Deportes y Fitness; Electrodomésticos y Aires Ac.; Electrónica, Audio y Video; Entradas para Eventos; Herramientas y Construcción; Hogar, Muebles y Jardín; Industrias y Oficinas; Instrumentos Musicales; Joyas y Relojes; Juegos y Juguetes; Libros, Revistas y Comics; Música, Películas y Series; Ropa y Accesorios; Salud y Equipamiento Médico; Otras categorías). At the bottom, there is a banner with various product images (guitar, dog, laptop, books, shoes, house, car) and a call to action: "¿Aún no tenés cuenta? [Regístrate gratis](#)".

# Houzz – il marketplace per l'arredamento

The screenshot displays the Houzz website interface. At the top, there is a search bar with the text "Search Photos, Products, Pros & More...". To the right of the search bar are navigation icons for "OUTDOOR SALE", a notification bell, a shopping cart, and a user profile labeled "Your Houzz". Below the search bar is a horizontal menu with options: "PHOTOS", "SHOP BY DEPARTMENT", "FIND PROFESSIONALS", "STORIES & ADVICE", and "SALE".

On the left side, there is a sidebar with filter options: "Room" (with a dropdown arrow), "Style" (with a dropdown arrow), "Location" (with a dropdown menu showing "All Metro Areas"), "Budget" (with checkboxes for \$ (539), \$\$ (2,119), \$\$\$ (2,278), and \$\$\$\$ (770)), and "Size" (with checkboxes for Compact (2,014), Medium (4,758), Large (1,958), and Expansive (181)).

The main content area shows the search results for "Contemporary Home Office Design Photos". The breadcrumb trail is "All Rooms / Home Office Photos / Contemporary X clear all". The main heading is "38,629 Contemporary Home Office Design Photos". Below the heading are sorting options: "Popular Today" (with a dropdown arrow) and a grid view icon. On the right, it says "1 - 8 of 38,629 photos" with a right arrow.

The featured image shows a modern home office with a white desk, a wooden chair, a freestanding desk, and a large window with a brick accent. The room has white walls, dark hardwood floors, and a blue patterned rug. To the right of the image is a card for "Bold New York Design" with the title "533 Leonard 2 Bedroom", "99 Saves | 1 Question", and the user "Travis Mark" with a link to their profile. Below the card 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 "Simplicity, brick accent only under the window, pop of color — Madison".



Close X



Zuo Modern Nursery M...



\$973.15



\$1,015.48



\$1,015.48



\$799

[Shop More Similar Products >](#)



Kat Alves Photography

Other Photos in [This Project](#)



People also liked these photos



Related Photos



Related Products



Nursery Chair and Ottoman

\$1,358



Hosta Bed

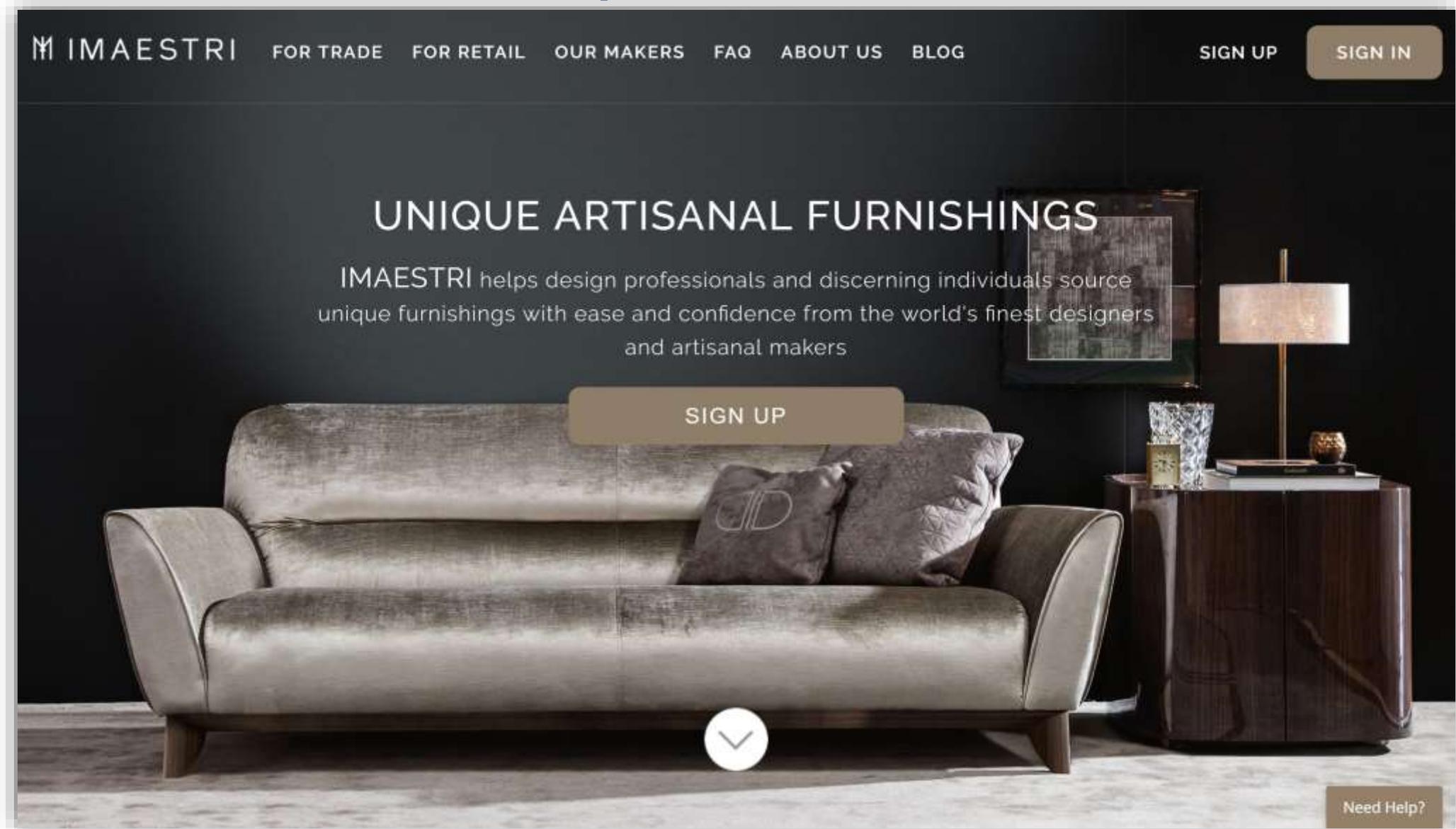
\$1,497.50



Full-size Loft Bed

\$1,650

# Imaestri – online retailer BtoB per l'arredo



# I marketplace BtoB

The image shows a screenshot of a website article. At the top, there is a navigation bar with links: Progetto, Offerta +, Rete +, DIGIZionario, FAQ, #MilanoPID, #ModenaPID, and a LinkedIn icon. Below the navigation bar is a search bar with the placeholder text "Ricerca per paese, settore, prodotto, argomento...". To the left of the search bar is the logo "DIGIT EXPORT". Below the search bar is a sub-header "Export digitale: cerca l'argomento di tuo interesse tra prodotti, paesi e marketplace." and a breadcrumb trail "Offerta > Articoli > Promuovere e vendere". The main article content includes a category label "Marketplace", a title "I marketplace Business to Business: quali sono, come funzionano", a date "13 luglio 2022" and a reading time "6' di lettura". There are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. The article text discusses the impact of travel restrictions and international trade fairs on B2B companies, leading them to explore B2B marketplaces. It mentions that the potential for digital export in Italy is vast, not only towards Europe but also towards China, India, and the USA. A sub-section titled "Il digital export come nuovo fronte per lo sviluppo delle aziende italiane" further elaborates on this. To the right of the article is a featured image of three shopping bags (orange, green, red) in front of a laptop displaying a shopping cart. Below the image is the author's name "Autore" and "Giulio Finzi", along with his titles "Retail Leader - Intarget" and "Senior Advisor - Netcomm". At the bottom right of the article content, there is another "Marketplace" label. In the bottom left corner of the screenshot, there is a small circular icon with the letter "B".

# I marketplace BtoB



JumoreGLOBAL



archiproducts®



# I marketplace BtoB – Alibaba.com

**Alibaba.com** Piattaforma ▾ Soluzioni ▾ Prezzi Storie di successo Risorse ▾ IT Accedi [Inizia a vendere](#)

Porta il tuo business online con Alibaba.com

## Raggiungi milioni di buyer B2B nel mondo

[Inizia a vendere](#)

- 40,000,000+**  
acquirenti attivi nel mondo
- 400,000+**  
richieste di informazioni sui prodotti ogni giorno
- 200+**  
paesi e regioni rappresentati

# I marketplace BtoB – Alibaba.com

	Premium \$5,999 /year	Plus \$3,999 /year	Basic \$2,499 /year
	<a href="#">Seleziona e paga</a> <a href="#">Ulteriori informazioni</a>	<a href="#">Seleziona e paga</a> <a href="#">Ulteriori informazioni</a>	<a href="#">Seleziona e paga</a> <a href="#">Ulteriori informazioni</a>
<b>Funzionalità della piattaforma</b>			
Pubblica prodotto	Illimitato	Illimitato	Illimitato
Prodotti in vetrina ⓘ	20	20	10
Rispondi alle RFQ ⓘ	60/month	60/month	20/month
RFQ Green Pass ⓘ	9/month	6/month	/
Keywords Trends ⓘ	✓	✓	✓
Spesa per annunci con parole chiave ⓘ	USD 3,000	USD 1,000	USD 500

# I marketplace BtoB

The screenshot shows the Alibaba.com B2B marketplace interface. At the top, there is a search bar with the text "Cosa stai cercando..." and a "Cerca" button. To the right of the search bar are icons for "Accedi Registrati gratis", "Messaggi", "Ordini", and "Carrello di acquisti". Below the search bar, there are navigation links: "Categorie", "Pronto per la spedizione...", "Protezione individuale", "Fiere ed esposizioni", "Centrale Acquirente", "Vendi su Alibaba", and "Aiuto". Further right, there are links for "Scarica l'App", "Italiano - USD", and "Spedire a".

The main content area is a grid of product listings, categorized into five sections: "Utensili manuali", "Elettrodomestici", "Utensili elettrici e accessori", "Stoccaggio e set di attrezzi", and "Altri attrezzi". Each listing includes an image of the product, a brief description, and pricing information.

Utensili manuali	Elettrodomestici	Utensili elettrici e accessori	Stoccaggio e set di attrezzi	Altri attrezzi
<p>Trapano elettrico a batteria agli ioni di litio originale trapano...</p> <p><b>4,00 USD - 8,30 USD</b> 1 insieme (MOQ)</p>	<p>11 in 1 batteria Kit di cacciaviti elettrici di precisione a batteri...</p> <p><b>8,89 USD - 10,40 USD</b> 1 parte (MOQ)</p>	<p>125 MILLIMETRI 700W Lucidatrice Elettrica Utensili...</p> <p><b>9,00 USD - 9,90 USD</b> 1,0 parte (MOQ)</p>	<p>HENGLAI Stock!!! Grande sconto!! Vendite disponibili...</p> <p><b>15,00 USD - 150,00 USD</b> 5 insieme (MOQ)</p>	<p>2021 Best Seller 2-26 Forte e Durevole Martello Trapano...</p> <p><b>24,58 USD - 38,00 USD</b> 1 parte (MOQ)</p>
<p>Strumento batteria al litio smerigliatrice angolare senza...</p> <p><b>85,00 USD - 95,00 USD</b> 1 insieme (MOQ)</p>	<p>HVLP Tipo di Larghezza Regolabile 550W Elettrico...</p> <p><b>17,00 USD - 20,00 USD</b> 1 parte (MOQ)</p>	<p>6 muore Portatile di Energia Elettrica Tubo Threading...</p> <p><b>213,00 USD</b> 1 insieme (MOQ)</p>	<p>HENGLAI disponibile!!! Chiave dinamometrica 16.8V chiave...</p> <p><b>2,99 USD - 55,30 USD</b> 1 insieme (MOQ)</p>	<p>Pompa airless per verniciatura ad alta pressione 517 kit pisto...</p> <p><b>200,00 USD - 210,00 USD</b> 1 insieme (MOQ)</p>

Domande?

meitu



# Gentle Monster – WeChat Account



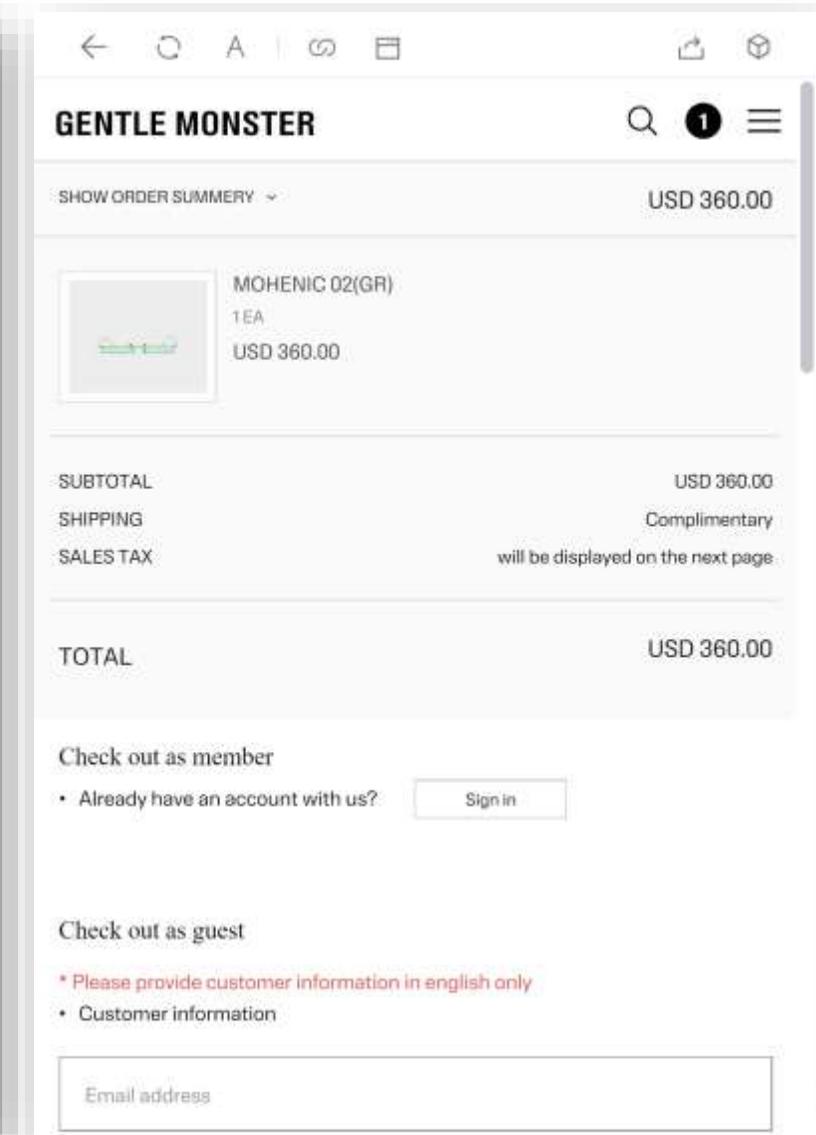
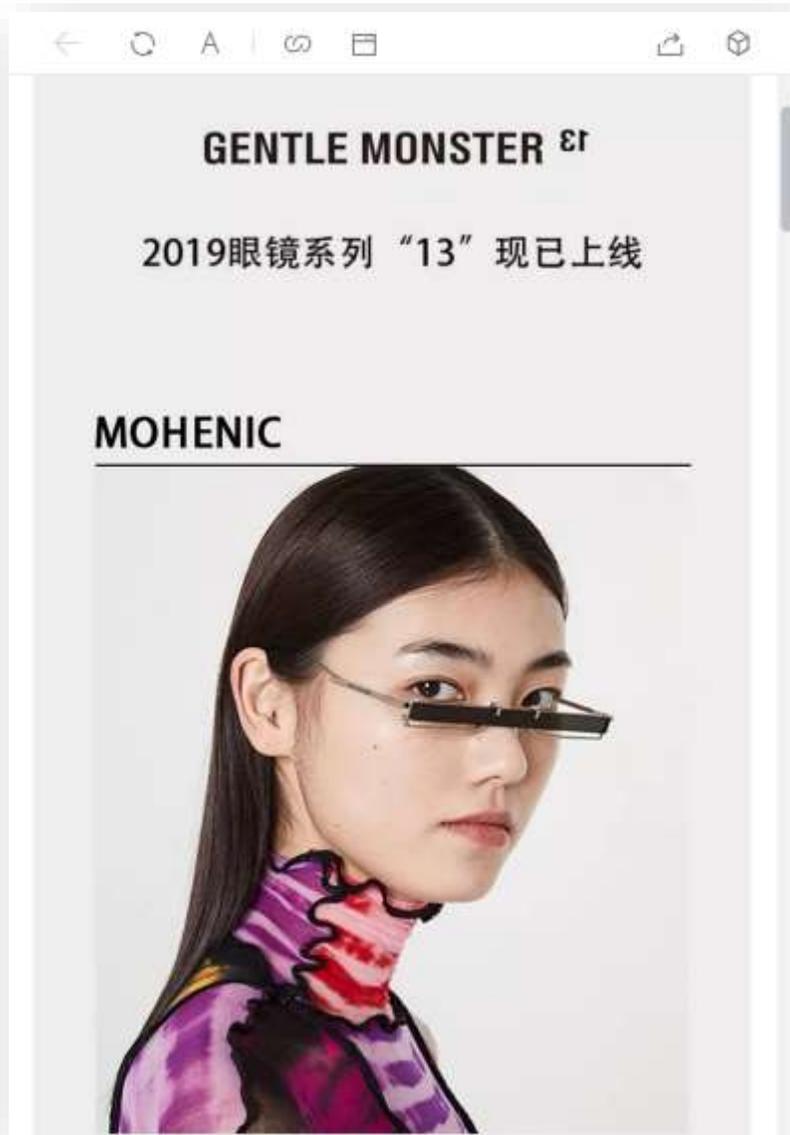
## The Shanghai new store



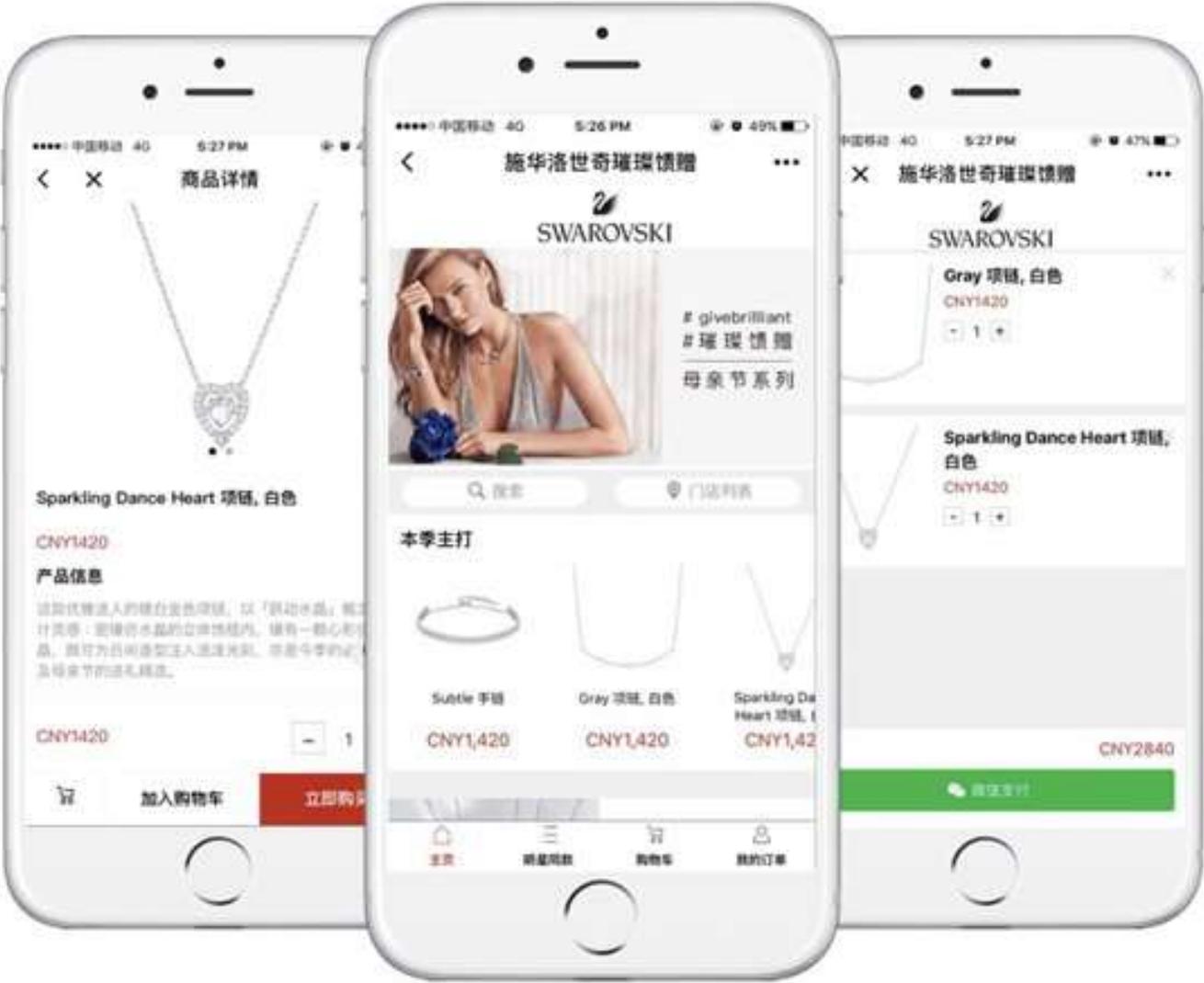
# The Shanghai new store



# Gentle Monster – WeChat Store



# Social media shopping in Cina: WeChat Commerce



# Social media shopping in Cina: WeChat Commerce

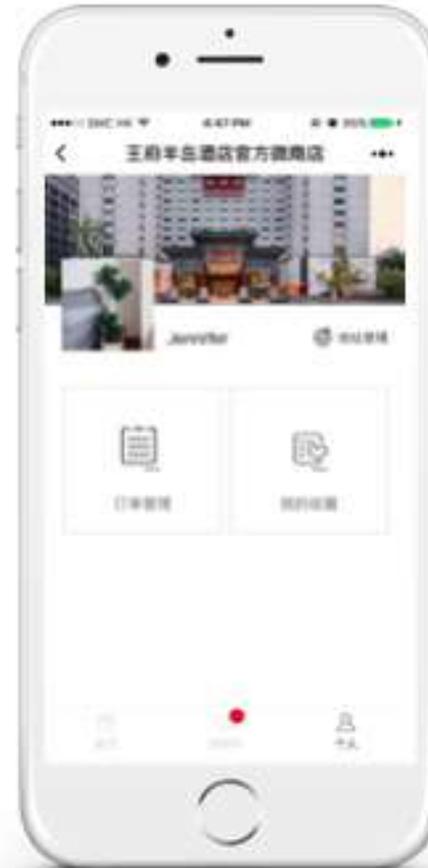
Shopping cart



Payment



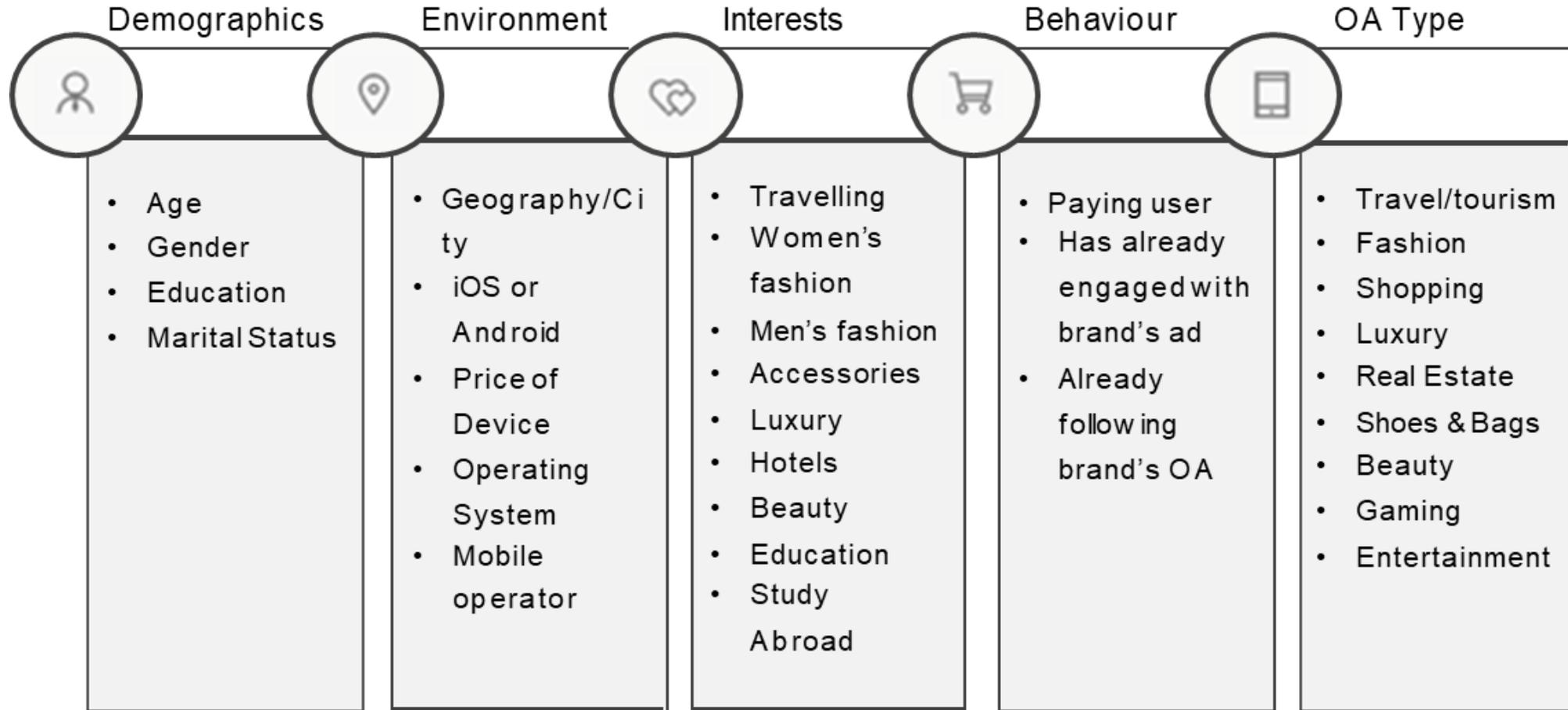
My Profile



My Orders



# Social media shopping in Cina: WeChat targeting options



# O2O: try offline, buy online



互动媒体游戏  
Interactive games



扫码进入  
Scan QR code



领取小样  
Get samples



美妆体验  
Experience



引流蛋妆商城  
Traffic to Beauty  
Egg store



领取优惠  
Get coupon



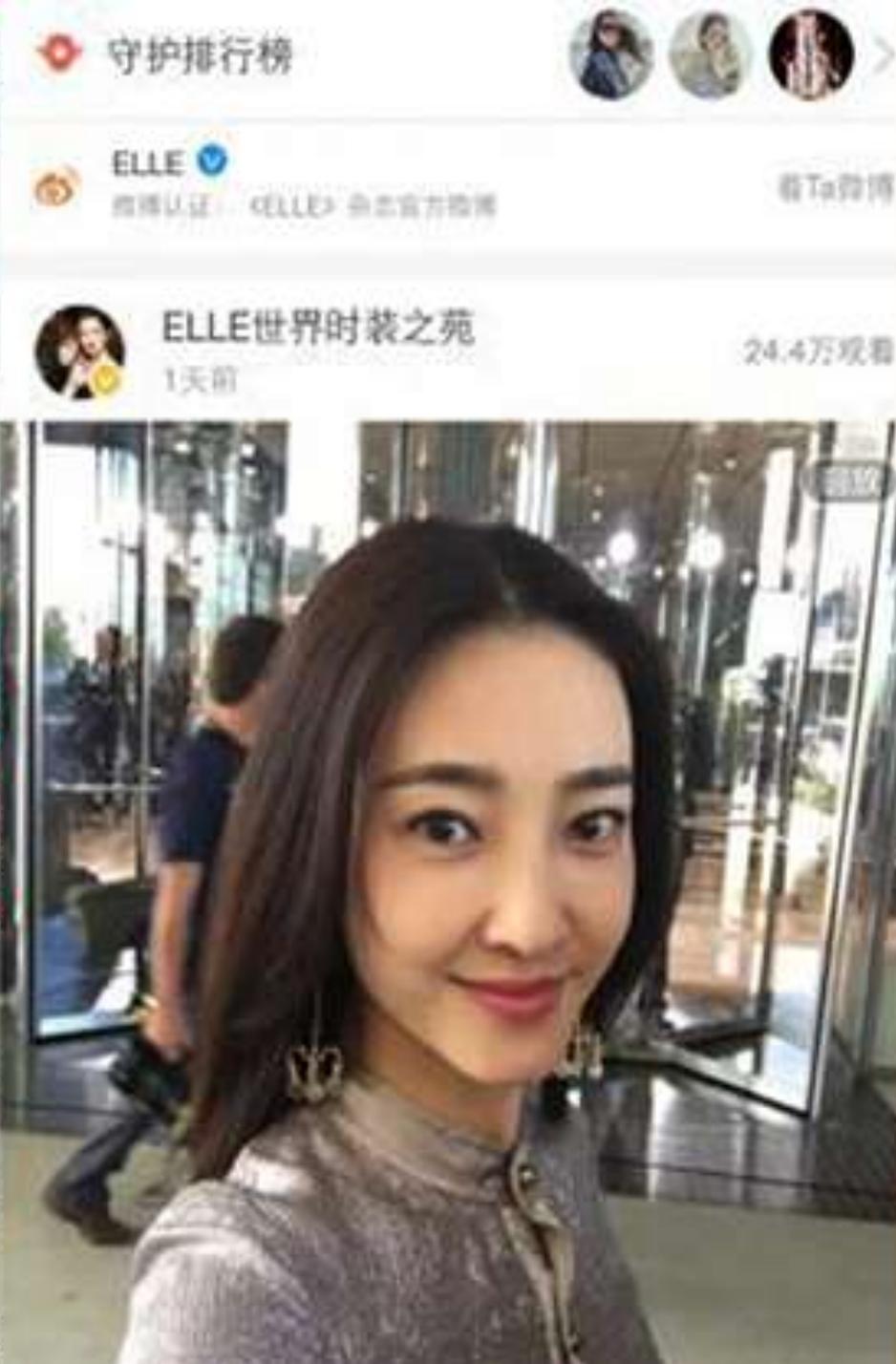
美丽分享  
Share Beauty information



社交媒体分享  
Social Media

# Video App: Yizhibo, Douyin, Youku







#21<sup>st</sup> L'ORÉAL CANNES

Hi, 连续签到抽大奖哟

邀请好友瓜分福利

20元优惠券

80元优惠券

10元优惠券



点击抢福利

#戛纳精彩瞬间#



精彩稍后就来先去逛逛

Get明星同款 >>

最新视频



L'ORÉAL PARIS 巴黎欧莱雅

284.7万收藏

我就是我 我值得拥有

首页

全部商品

限时抢购

戛纳红毯 星耀秘籍

清新水嫩 赴约仙女肌  
水润清新 保湿挚爱



**L'ORÉAL**

欧莱雅蔷薇臻耀系列洗护发+...

原价: ¥346  
优惠价: **¥ 275**

[查看](#)

欧莱雅茶树植萃去屑滋养+透...

原价: ¥300  
优惠价: **¥ 250**

[查看](#)

欧莱雅明星同款眉笔大师三头...

原价: ¥120  
优惠价: **¥ 102**

[查看](#)

欧莱雅人泽琉金唇

原价: ¥140  
优惠价: **¥ 102**

[查看](#)

元美用 好优雅的小土子啊

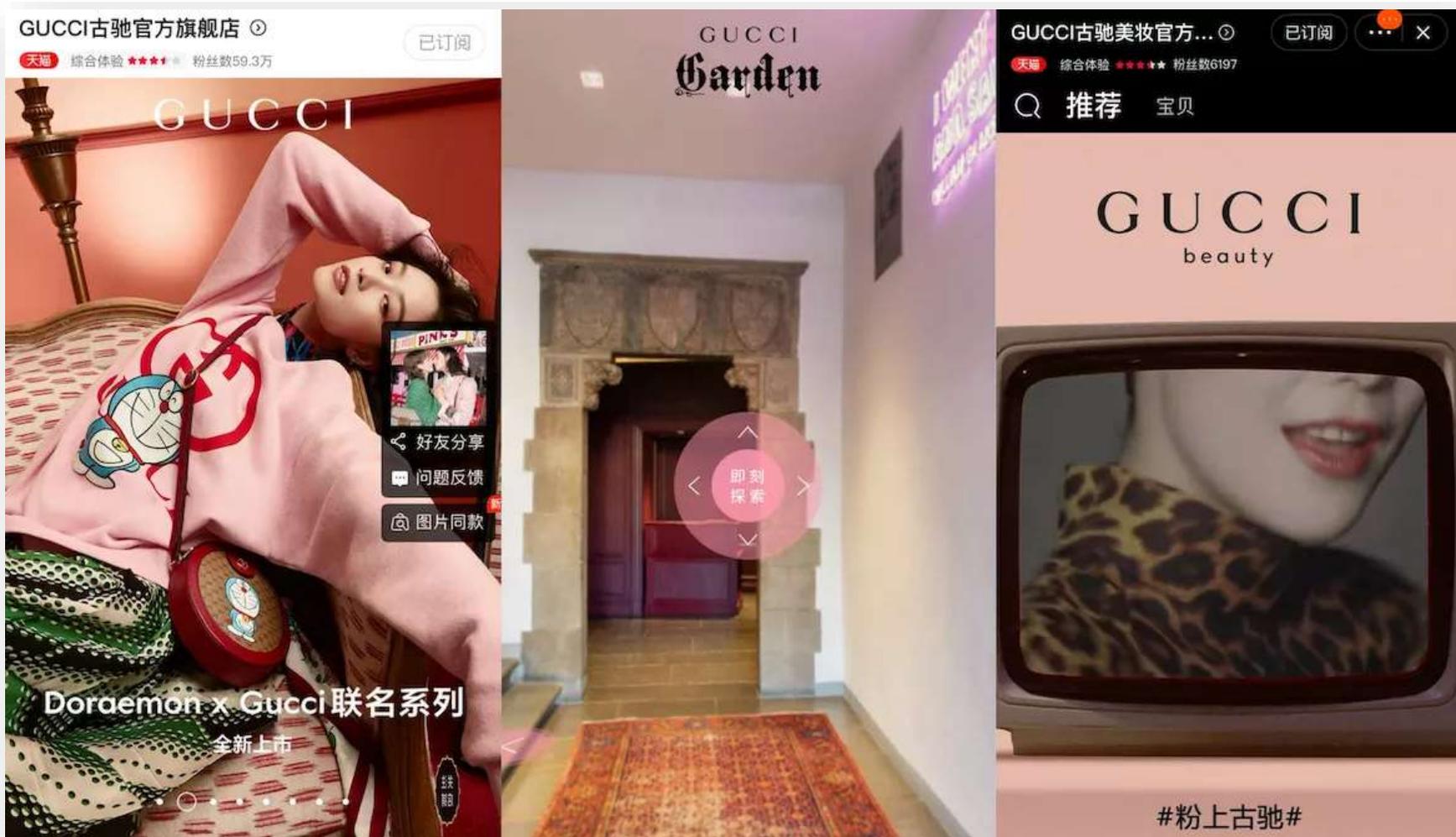
匆匆 女神用了哪个?

FAN 都是券啊.....

云 你就是我的女王

A??芊芊

# Tmall Luxury – Gucci flagship stores



## New Retail in China: Live commerce



# New Retail in China: Live commerce



# New Retail in Europe: Live commerce

**CAPPOTTO DOPPIOPELLO IN LA...**  
€1,920.00 €3,200.00

**LIVE**

Join the chat

Ichraf @Sulaf وحشيتيني

**Federica** ✓ Vi ricordiamo che i prodotti presentati durante la Live sono scontati in esclusiva fino al 40%! Quale occasione per regalare o farsi un bellissimo regalo per le festività natalizie?

**Robi** 🤔

+ A.lesia joined the chat

+ Ania joined the chat

+ Roberta joined the chat

+ Carla joined the chat

Logged in as...

Felpe girocollo con applicazio...

BORSA CON BRACCI

# New Retail in Europe: Live commerce

The screenshot displays a live commerce interface for 'Motivi MODERATOR'. On the left, a chat window shows customer interactions. The central video feed features a host in a brown dress and boots, with a 'RECORDED' indicator in the top right. On the right, a product list includes items like 'BORSA STAMPA COCCO', 'CINTURA CON FIBBIA CUORE', 'CINTURA PITONATA', 'POCHETTE', 'STIVALE CAMPEROS EFFETTO SUÈDE', 'GIACCA CROCHET', 'PANTALONI CROPPED', and 'TOP LINGERIE'. The 'motivi' logo is visible at the bottom of the video feed.

**Motivi MODERATOR**  
20% solo per 24h inserendo MOTIVI20

**Matilde**  
Ma io voglio tuttoooo

**Motivi MODERATOR**  
con questa occasione affrettati e regalati i look del cuore!

**Tatiana**  
Scusate mi sono persa... Il codice promo è cumulabile con il 50% che trovo già online?

**Matilde**  
Posso mettere nel carrello e poi togliere qualcosa?

**Hilary**  
Molto carino e versatile...👍👍

**Lara**  
La promozione è valida 24 ore a partire da ora? Domani è ancora valida? Grazie!!

**Motivi MODERATOR**  
si <3

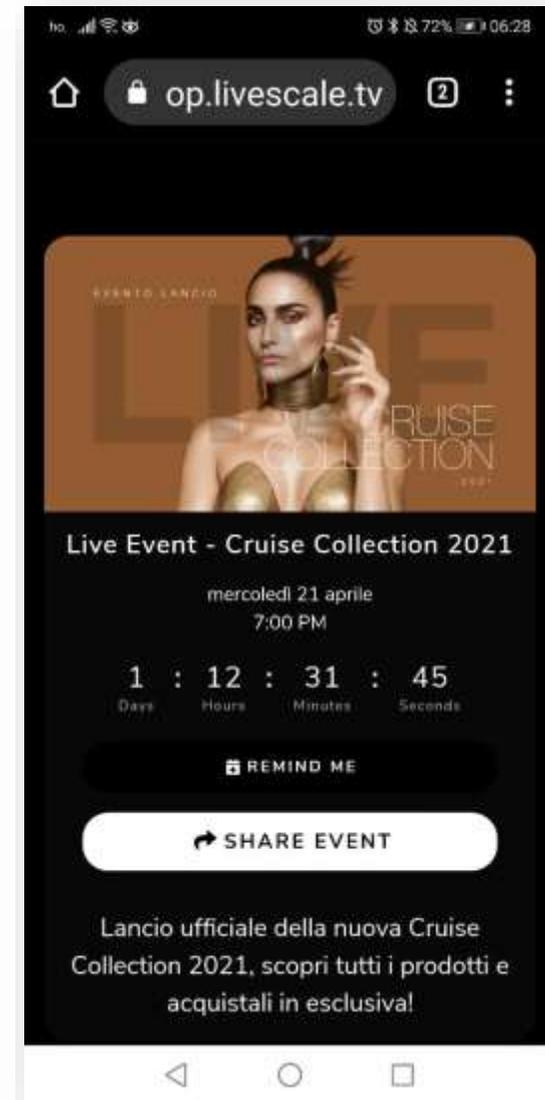
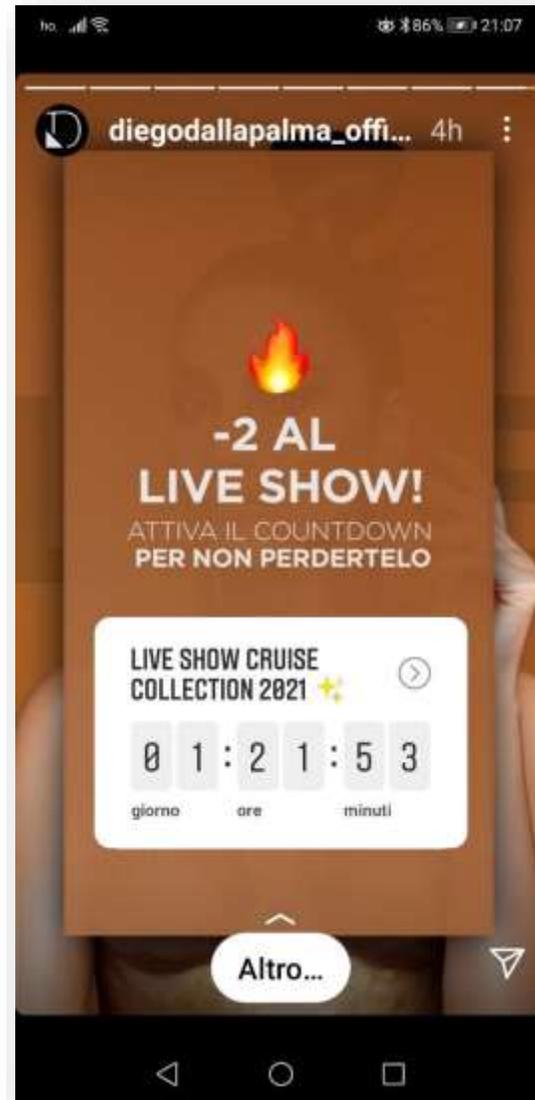
**Rossella**  
Ciao bellissime potete far vedere l'abito foulard

**RECORDED**

- BORSA STAMPA COCCO
- CINTURA CON FIBBIA CUORE
- CINTURA PITONATA
- POCHETTE
- STIVALE CAMPEROS EFFETTO SUÈDE  
Motivi
- GIACCA CROCHET
- PANTALONI CROPPED
- TOP LINGERIE

**motivi**

# New Retail in Europe: Live commerce



# New Retail in Europe: Live commerce



# Youtube and TikTok Live commerce

## YouTube plans week-long live shopping event, following tests of livestream shopping with creators

Sarah Perez @sarahintampa / 7:00 PM GMT+2 • October 19, 2021

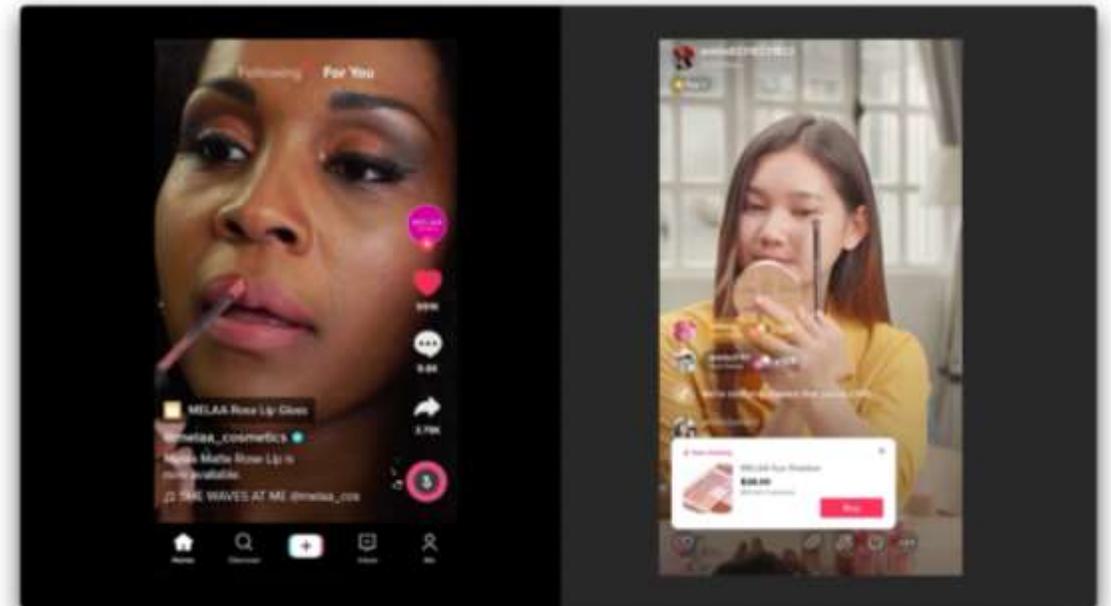
Comment



## TikTok Shopping expands with more partnerships, LIVE Shopping, new ads and more

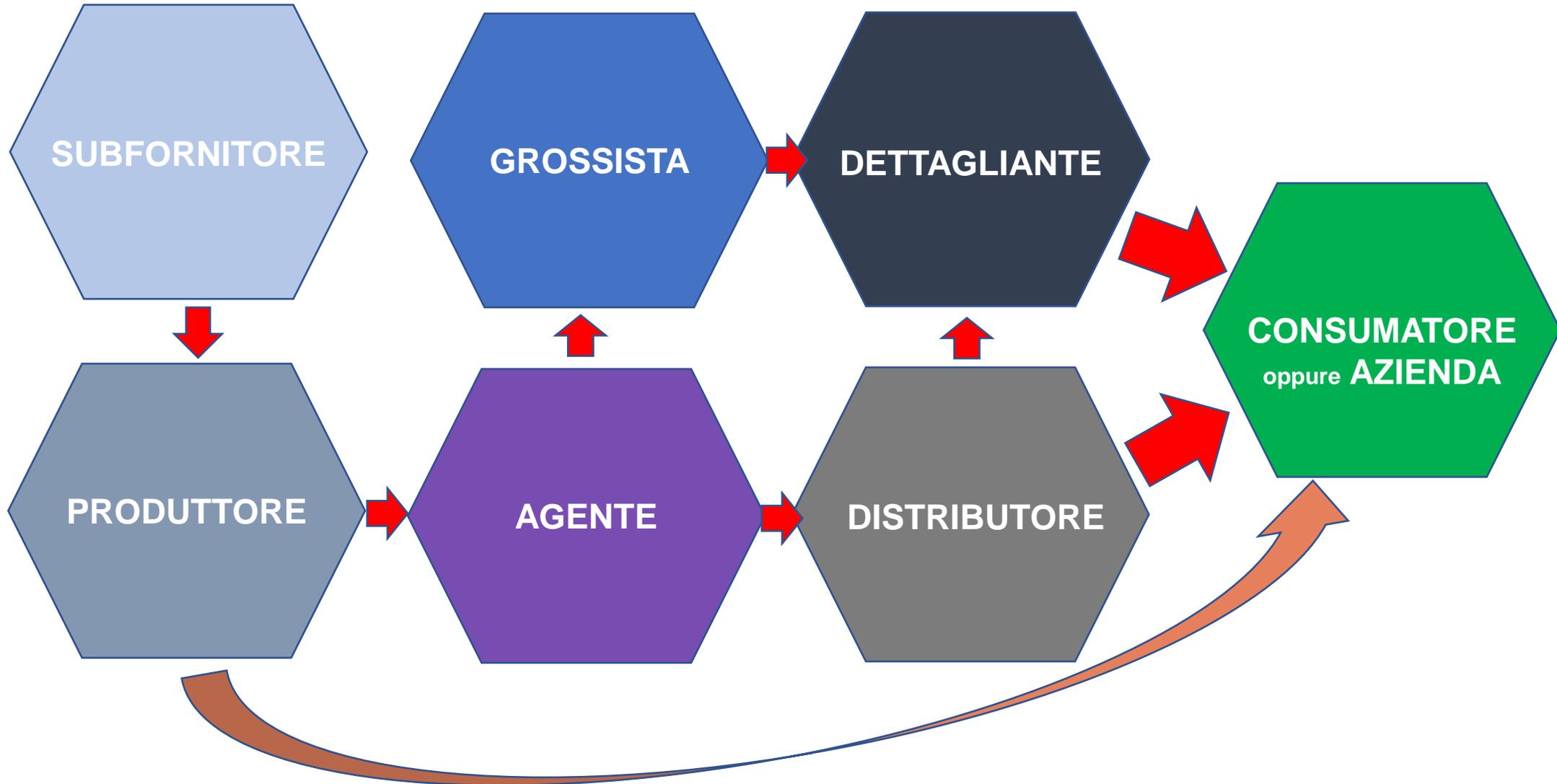
Sarah Perez @sarahintampa / 9:20 PM GMT+2 • September 29, 2021

Comment



Domande?

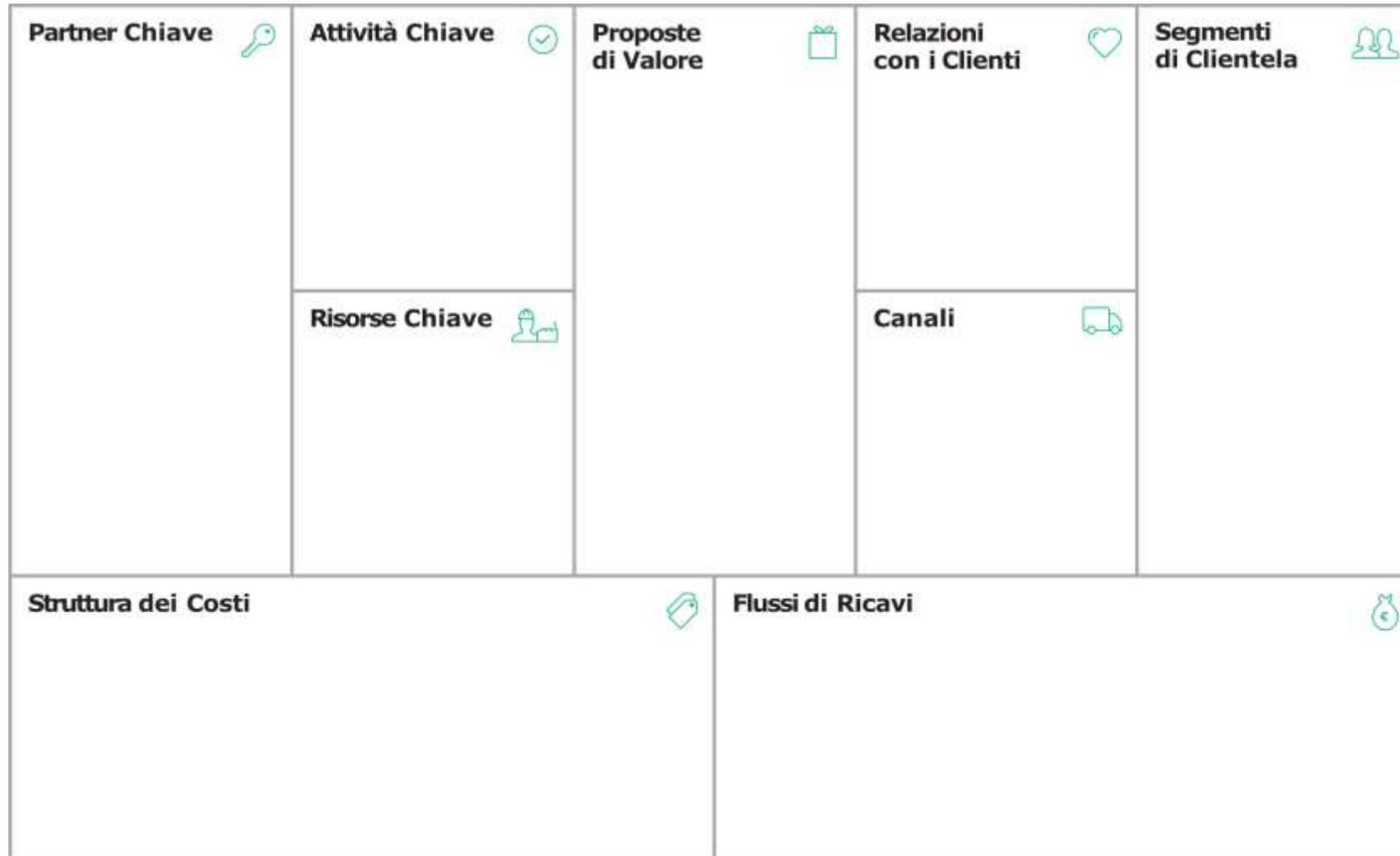
# Come stanno cambiando le filiere BtoB e BtoC?



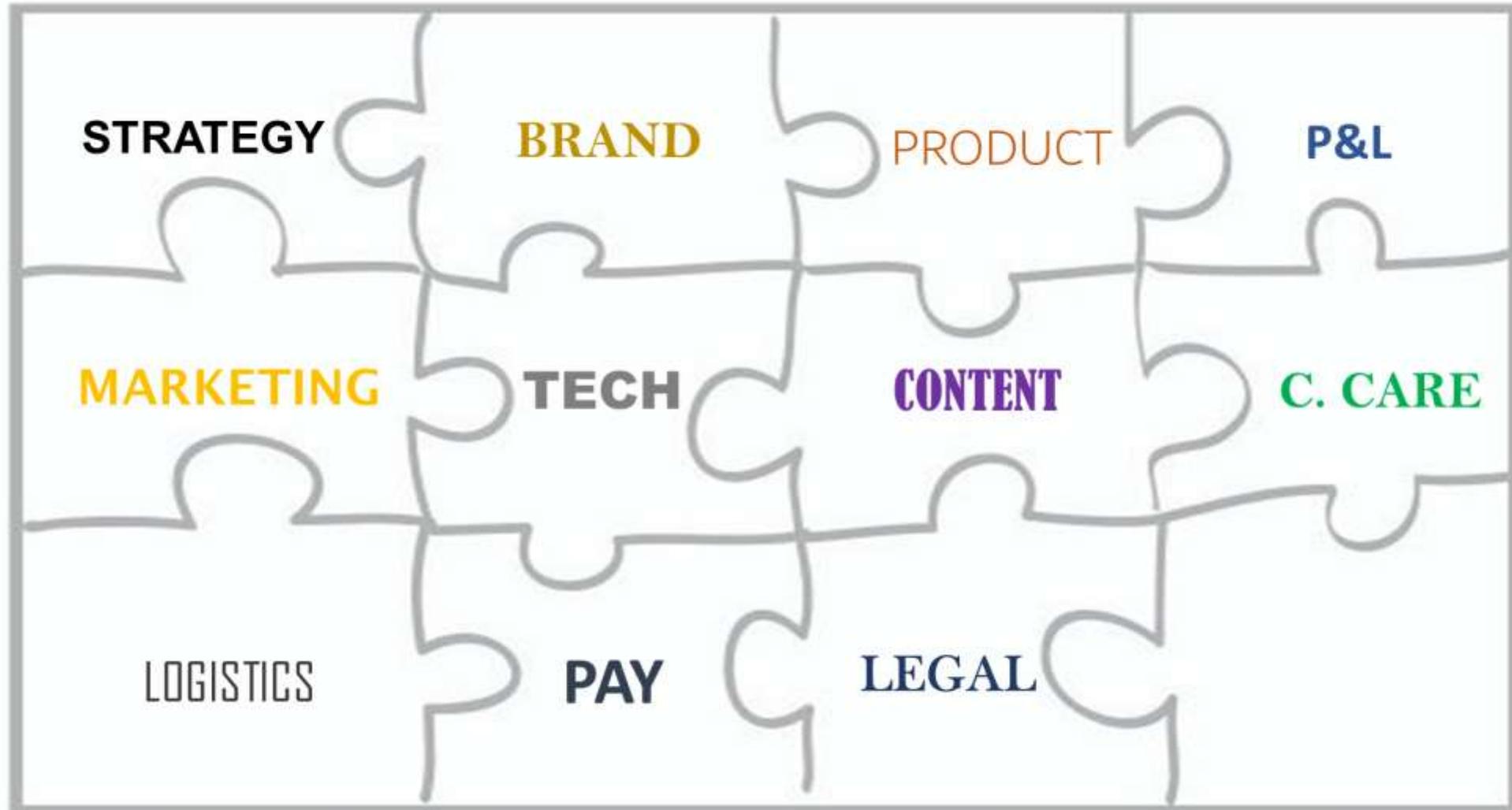
# Modelli logistici a supporto del digital export

<p>Distribuzione da magazzino in Italia - Flusso diretto</p>  <p>The diagram shows a warehouse icon on the left. An arrow points from the warehouse to a world map, with a small Italian flag above the arrow. Below the arrow is an icon of a courier with a laptop, labeled 'Corriere espresso'. From the world map, several arrows point to various house icons representing customers in different regions.</p>	<p><b>Caratteristiche</b></p> <p><b>Quando:</b> volumi ridotti, marginalità elevata, livello di servizio non stringente</p> <p><b>Pro:</b> limitati investimenti in strutture logistiche, stock concentrato (basse SS)</p> <p><b>Contro:</b> elevato lead time di consegna, elevati costi, no presidio del processo</p>
<p>Distribuzione da magazzino in Italia - Flusso consolidato</p>  <p>The diagram shows a warehouse icon on the left. An arrow points from the warehouse to a world map, with a small Italian flag above the arrow. Below the arrow is the text 'Flusso consolidato'. From the world map, an arrow points to a larger house icon labeled 'Hub'. From the hub, several arrows point to various house icons representing customers.</p>	<p><b>Caratteristiche</b></p> <p><b>Quando:</b> volumi sufficientemente elevati, livello di servizio non stringente</p> <p><b>Pro:</b> limitati investimenti in strutture logistiche, stock concentrato (basse SS), aggregazione flussi</p> <p><b>Contro:</b> elevato lead time di consegna, no presidio del processo</p>
<p>Distribuzione da magazzino in loco</p>  <p>The diagram shows a warehouse icon on the left. An arrow points from the warehouse to a world map, with a small Italian flag above the arrow. Below the arrow is the text 'Flusso consolidato'. From the world map, an arrow points to another warehouse icon. From this second warehouse, several arrows point to various house icons representing customers.</p>	<p><b>Caratteristiche</b></p> <p><b>Quando:</b> presidio del mercato, alto livello di servizio</p> <p><b>Pro:</b> presidio diretto, ridotto lead time di consegna, bassi costi di trasporto</p> <p><b>Contro:</b> elevati investimenti in strutture logistiche, stock decentrato (alte SS)</p>

# Il business model canvas per impostare la digital transformation



# Le componenti fondamentali di un progetto eCommerce



100% OUTSOURCING  
L'azienda dà in gestione  
l'intero processo  
e-commerce



L'azienda gestisce  
il Merchandising



L'azienda gestisce  
Merchandising e  
Marketing

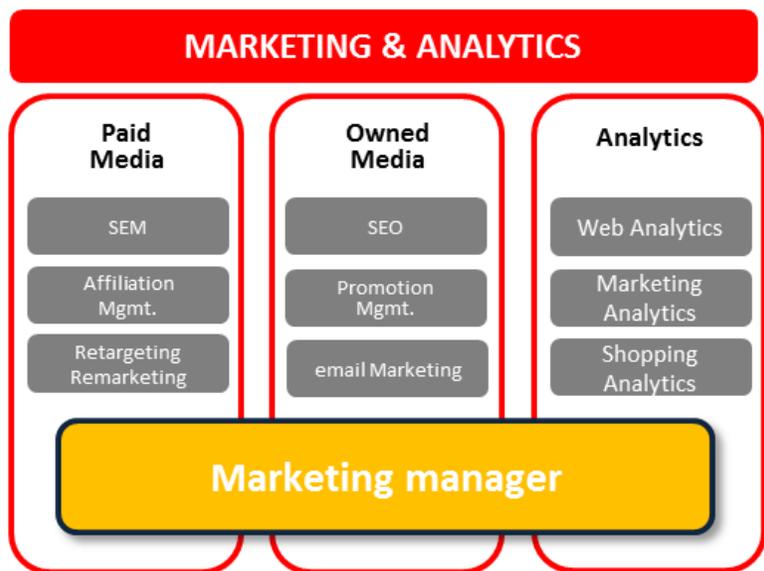
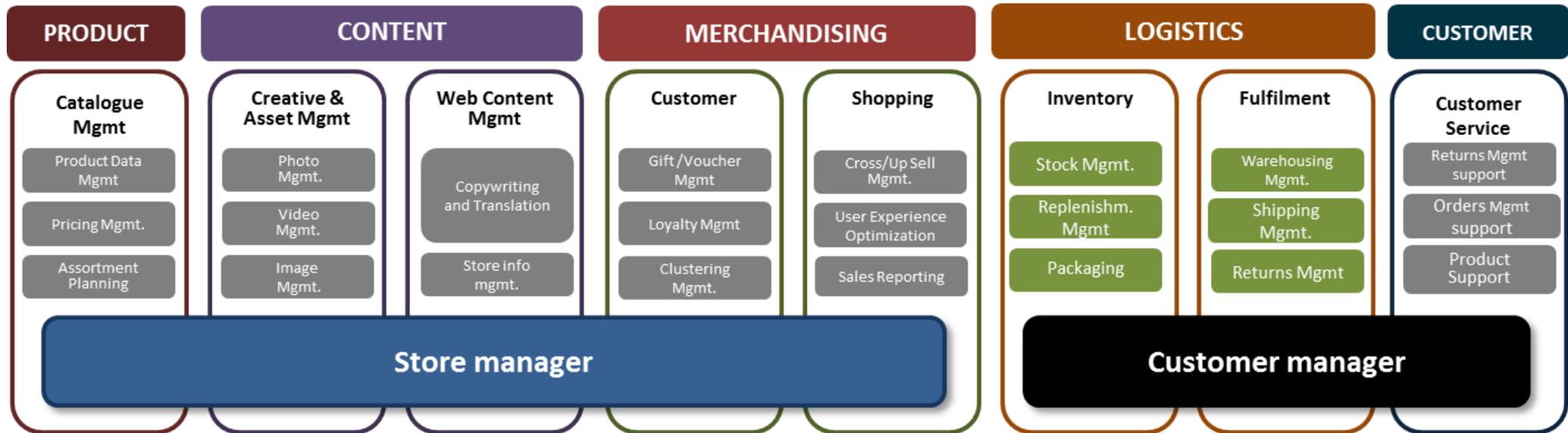
L'azienda gestisce  
Merchandising, Mktg,  
Customer Care



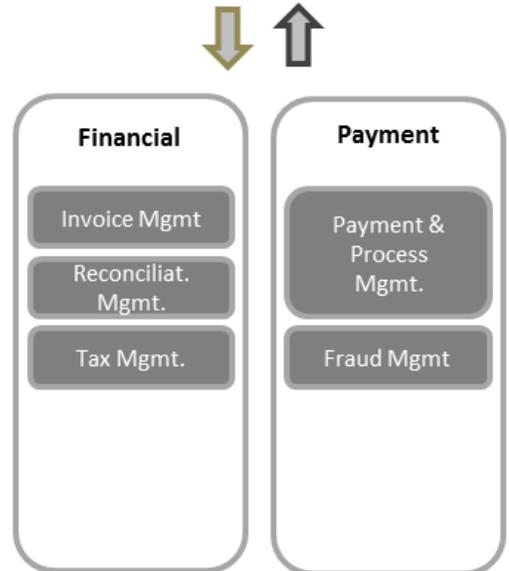
L'azienda gestisce  
Merchandising, Mktg,  
Customer Care,  
Logistica, Accounting



100%  
IN-HOUSE



Il Marketing manager collaborerà con la persona/agenzia dedicata ai Social media.  
 Il Customer manager si appoggerà ai servizi di amministrazione e finanza del Gruppo per tutte le tematiche di fatturazione, pagamenti e rimborsi.



# Marketing Technology Landscape

## The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1936

Social & Relationships 1969

Commerce & Sales 1314

Data 1,258

Management 601

Access all the data of this landscape & more at [martech5000.com](http://martech5000.com)

2019

7,040 solutions



2018

6,823 solutions



2017

5,381 solutions



2016

3,874 solutions



2015

1,876 solutions



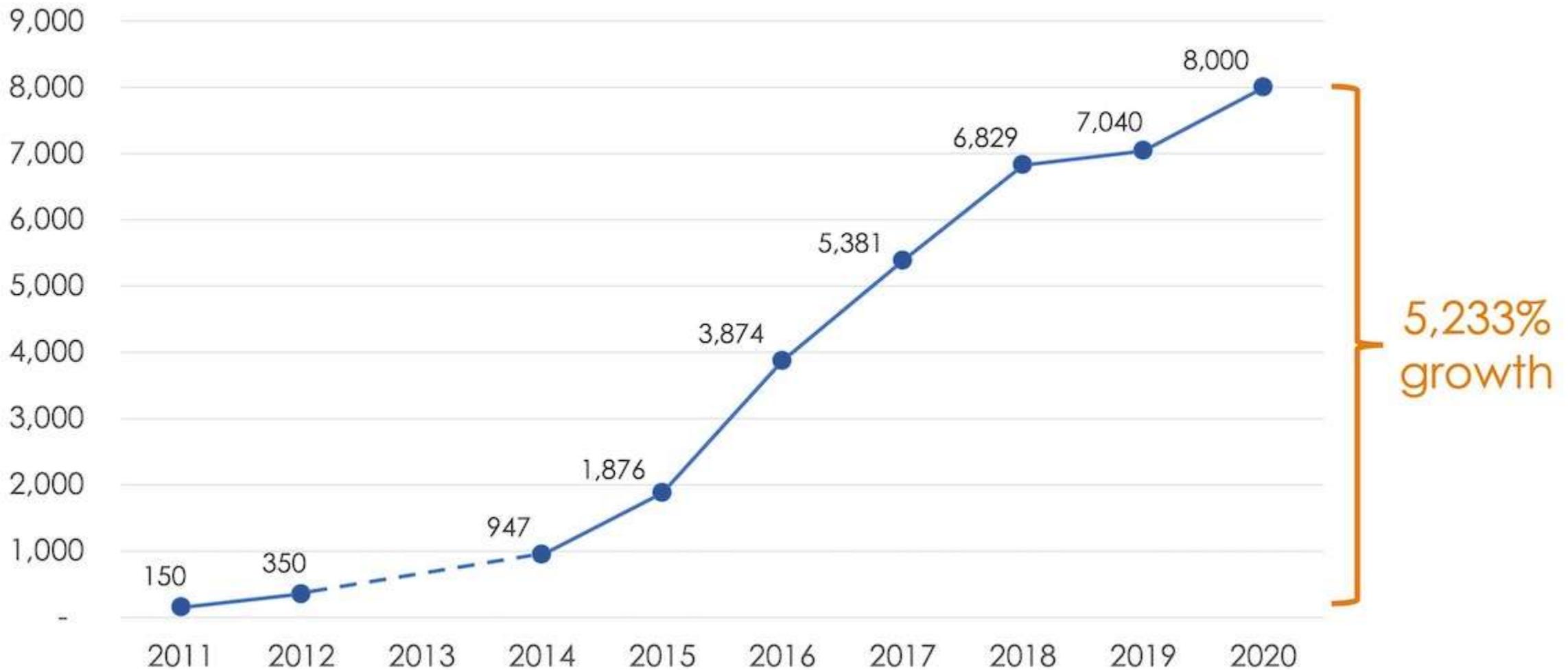
2014

947 solutions



Giulio Finzi | 2022

# Growth of the Martech Landscape 2011-2020



Giulio Finzi | 2022



## Crea un negozio online — qualunque sia il tuo settore

**Inizia la prova gratuita**

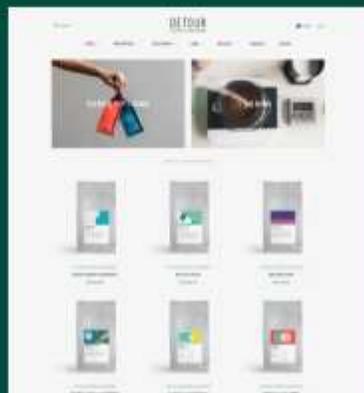
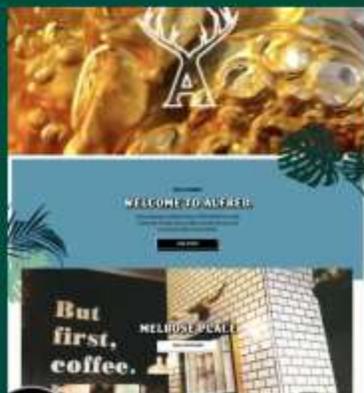
Prova Shopify gratuitamente per 14 giorni, nessuna carta di credito necessaria. Inserendo la tua email, accetti di ricevere email di marketing da Shopify.



## Porta la tua attività online

Crea un sito web di ecommerce supportato da potenti strumenti che ti aiutano a trovare clienti, generare vendite e gestire la tua routine.

[Esplora altri esempi →](#)



# Set Your Ads on Autopilot

Stop micromanaging your ads and let AdEspresso take the guesswork out of optimization.  
Claim your free 14-day trial of AdEspresso now.

Start Your Free Trial Now!

 Marketing Partner

 Instagram Partner

 Google  
Partner



## CREATE

Easily Create Your Advertising Campaigns Across Multiple Channels in Minutes



## MANAGE

Manage all your advertising campaigns in one place



## ANALYZE

Analyze your campaigns and get actionable insights



## COLLABORATE

Collaborate effectively with your teams and clients



## LEARN

Grow your ads skills with the AdEspresso University

**DIGIT  
EXPORT**

Ricerca per paese, settore, prodotto, argomento...

**Export digitale:** cerca l'argomento di tuo interesse tra prodotti, paesi e marketplace.

## Il nostro percorso per il tuo successo digitale



### Seminari e webinar >

Incontri formativi e di orientamento con i nostri esperti.



### DigIT Test e DigIT Commerce >

Analisi delle potenzialità online dell'azienda per migliorare le vendite all'estero.



### DigIT Expert >

Consulenze gratuite personalizzate da parte di un network di esperti.

# Agile Retail: le nuove forme ibride della relazione con i consumatori di tutto il mondo

Giulio Finzi

Retail Leader | intarget

Senior Advisor | Netcomm