

# 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](#)

500+ connections

Open to

Add profile section

More



intarget:









И.И.И. Дарьяна  
Julia

000000 14.02.22









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.





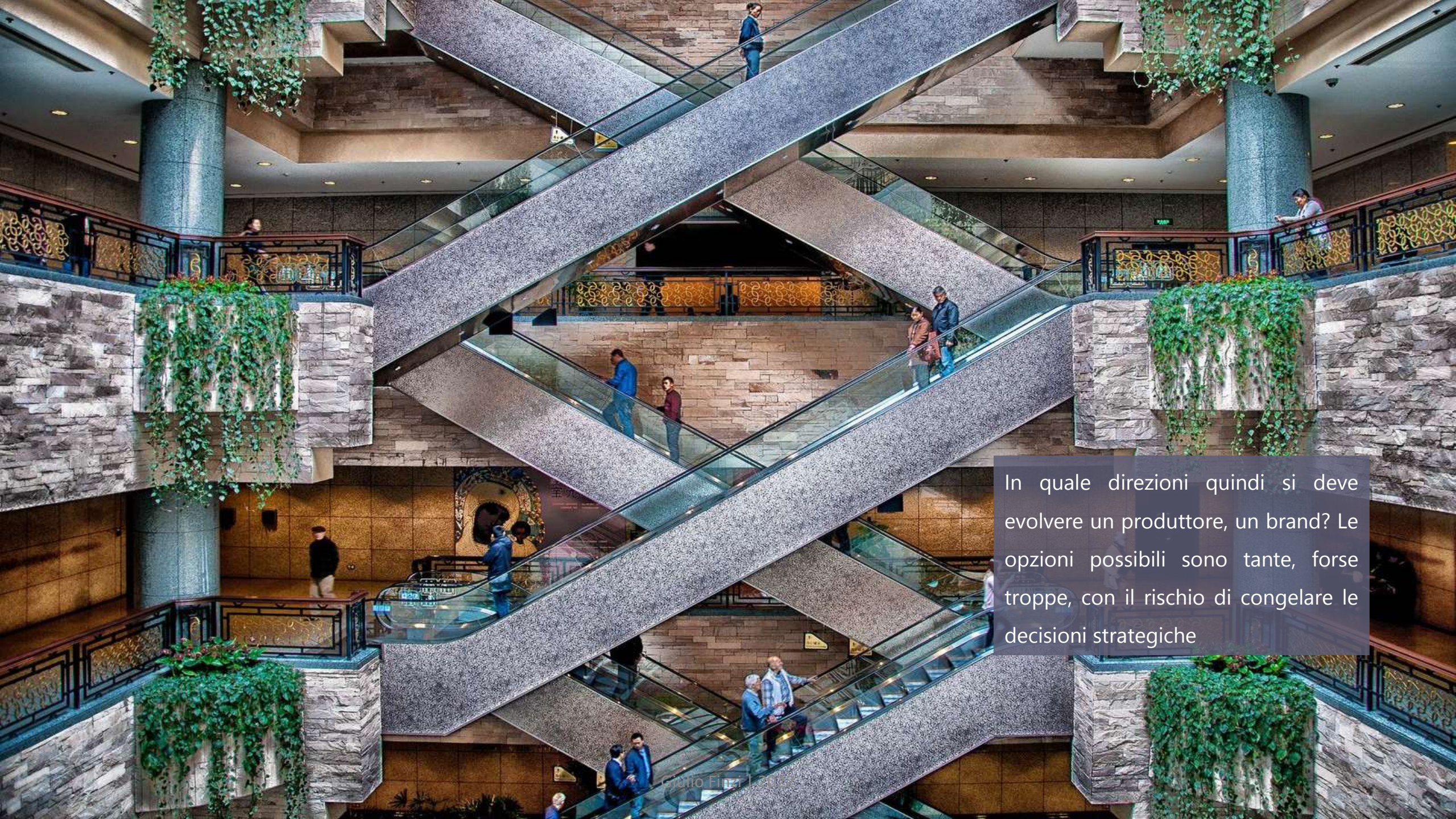
Ai nuovi consumatori globali bisogna comunicare in una maniera molto diversa da come i brand erano soliti fare in Europa e negli USA.





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?

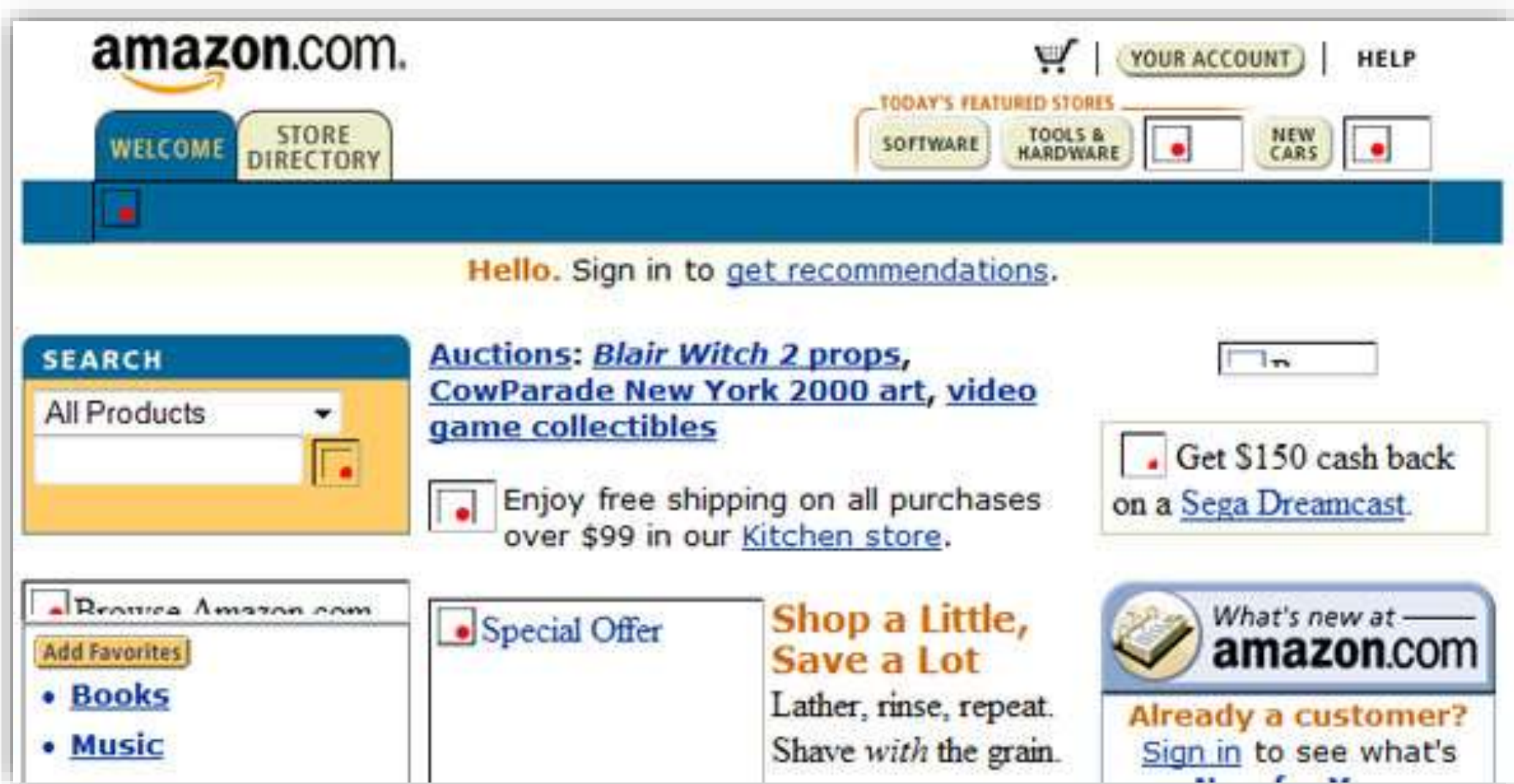


# C'erano una volta i negozi





# C'era una volta l'e-commerce





# Omnicanalità

**Retail  
tradizionale**



**Retail  
tradizionale e  
digitale**



**Multicanalità**

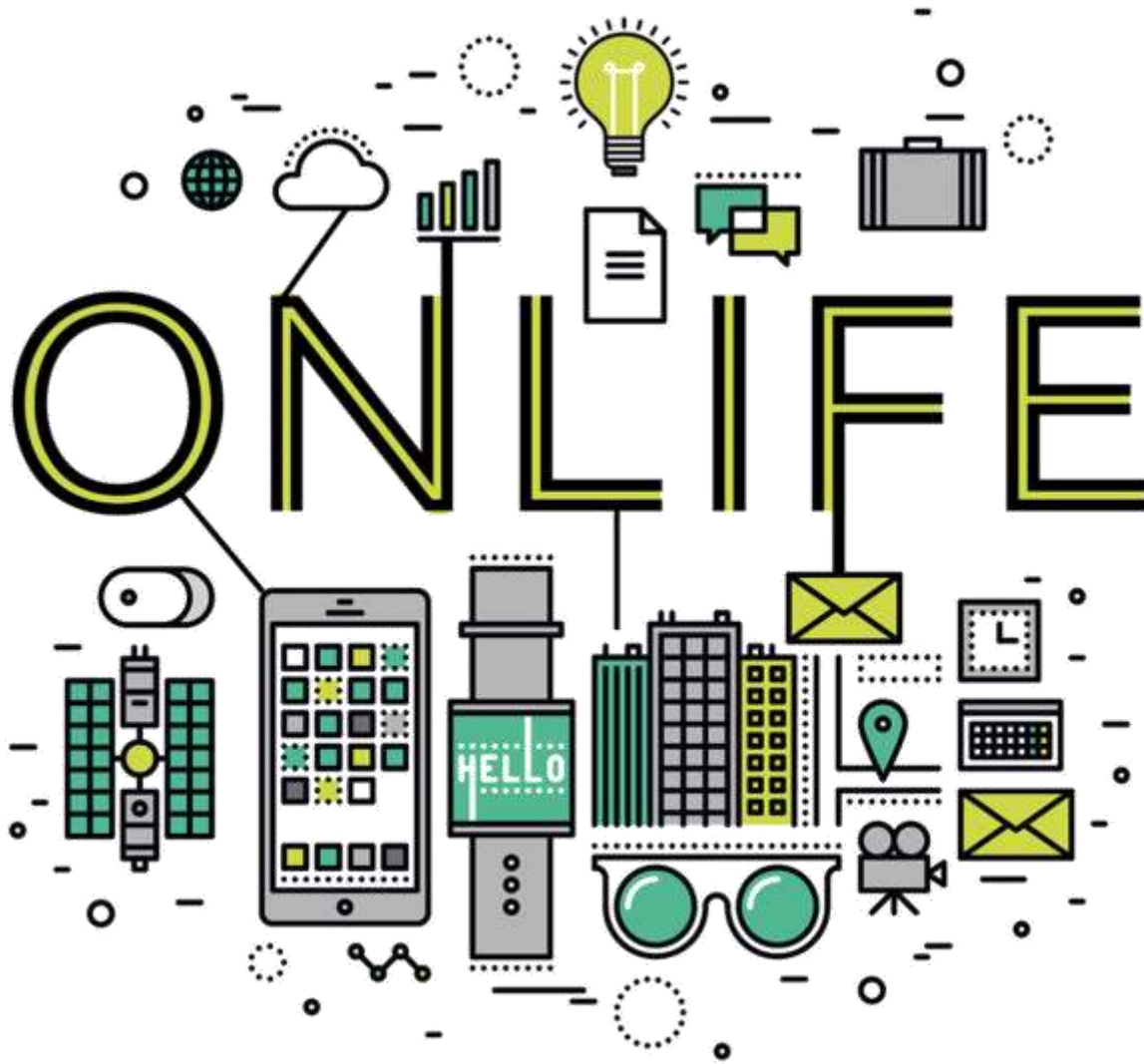


**Omnicanalità**





# 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 in a padlock for 'Pagamento sicuro e consegna', and a location pin with a wrench for 'Officine partner'. A help icon is also present on the right.



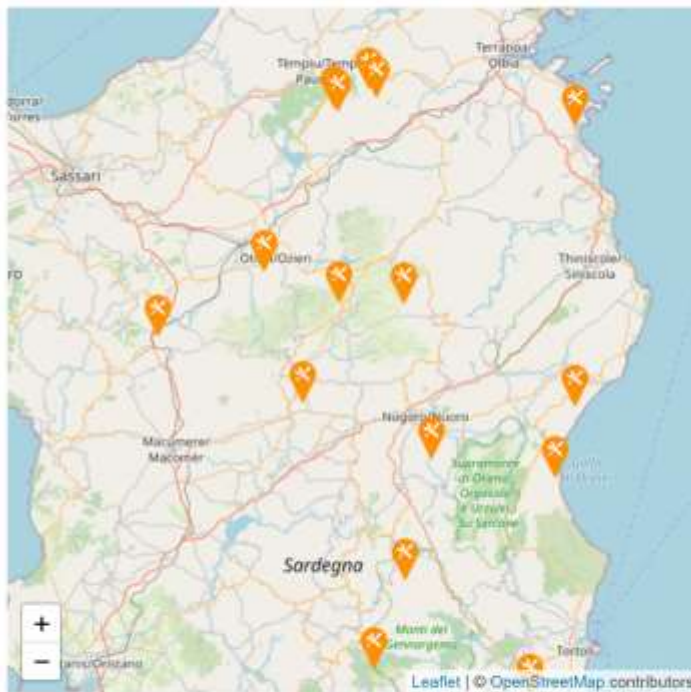
# Gommadiretto: i pneumatici dal web al vostro gommista

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

Ordina per:  
Distanza

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

- 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**  
**Dettagli Conferma**  
Via Fabrizio De Andrea, numero 1  
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, heart, and search. Below this is the brand name 'FRATELLI ROSSETTI' in a bold, sans-serif font. A horizontal menu contains categories: 'SALDI A121 E BEST SELLER', 'DONNA', 'UOMO', 'IL NOSTRO MONDO', and 'ONGOING PROJECTS'. The main visual is a large image of a hand holding a smartphone that displays a virtual view of a boutique interior. The text 'Virtual Shopping' is overlaid on the image. Below the image, the text reads: 'Le nostre boutique sono pronte per seguirti anche a distanza.' followed by a paragraph explaining the service: '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 finally, '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.

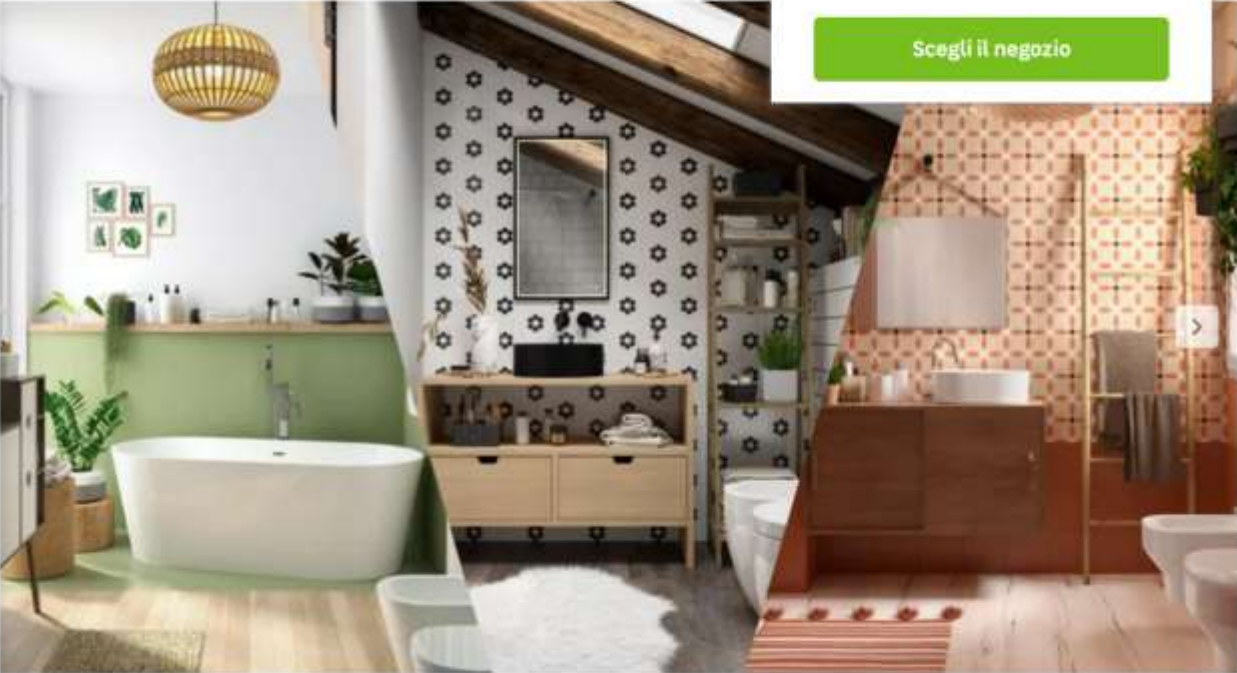
[Scegli il negozio](#)

**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](#)



# 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 dark, dramatic clouds, with a bright orange and yellow glow from the setting sun breaking through. The city buildings are silhouetted against the bright sky. 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

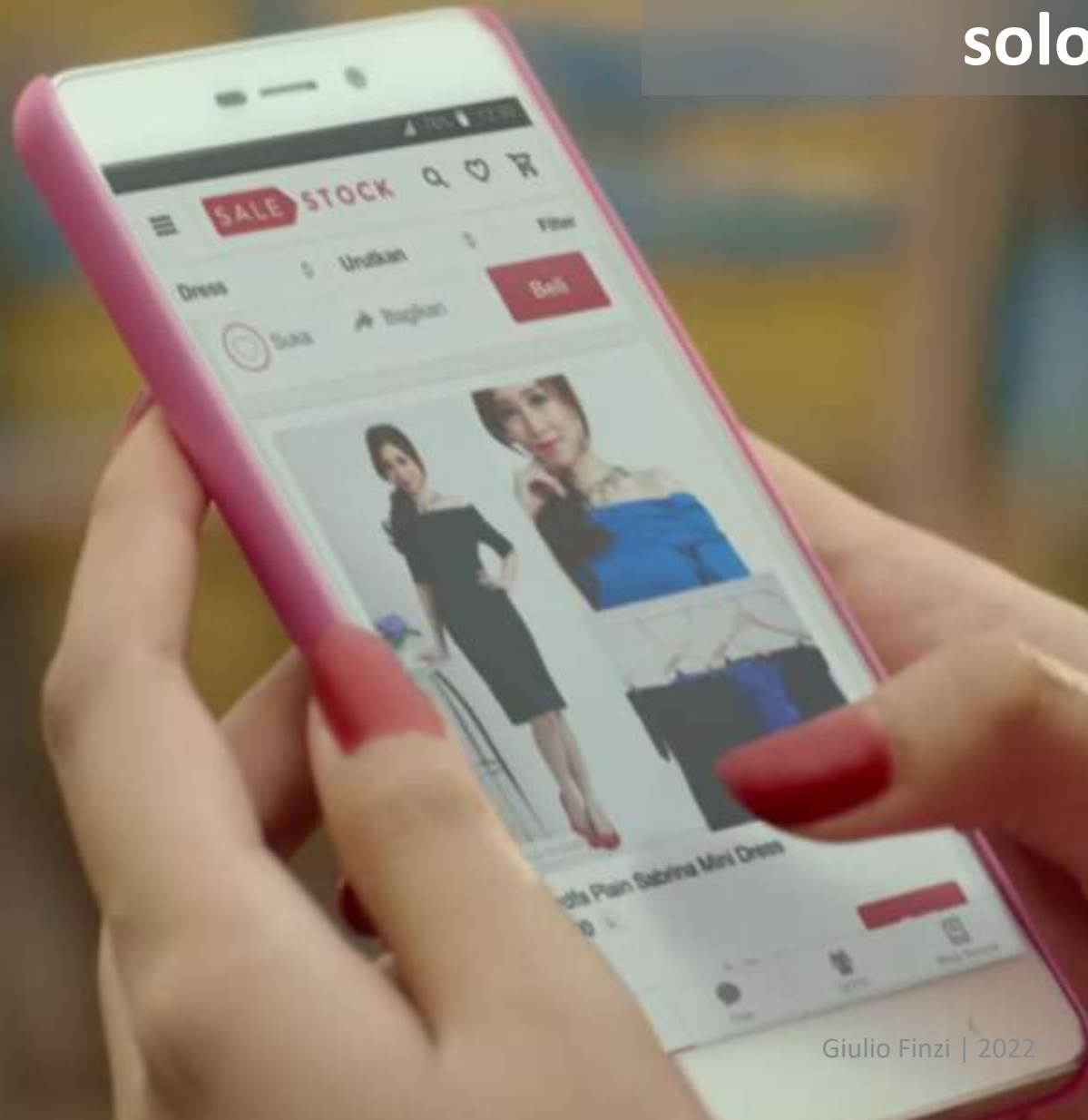
SOURCES: KEYCE ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CNIC, ECHIRASA, MEDIASCOPE, OGDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS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

we  
are  
social



Hootsuite

Entro il 2023 internet sarà  
solo via mobile





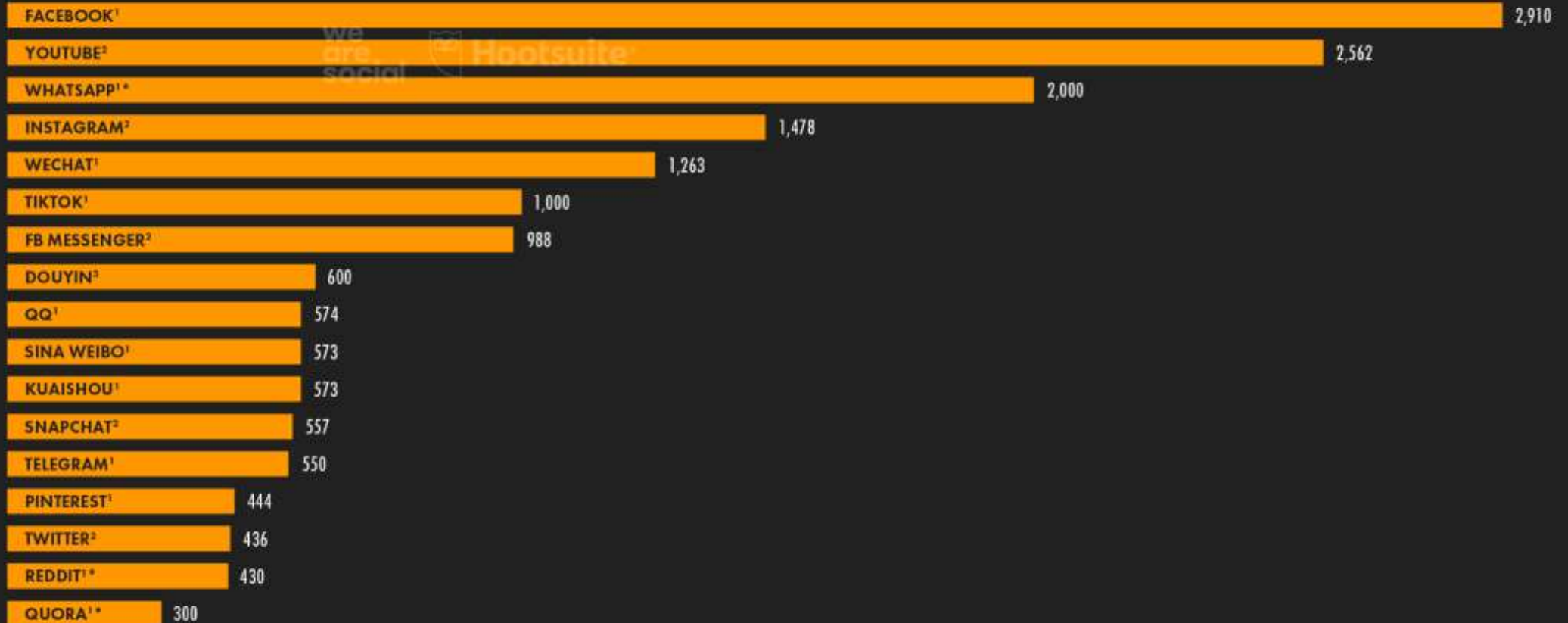
JAN  
2022

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



GLOBAL OVERVIEW



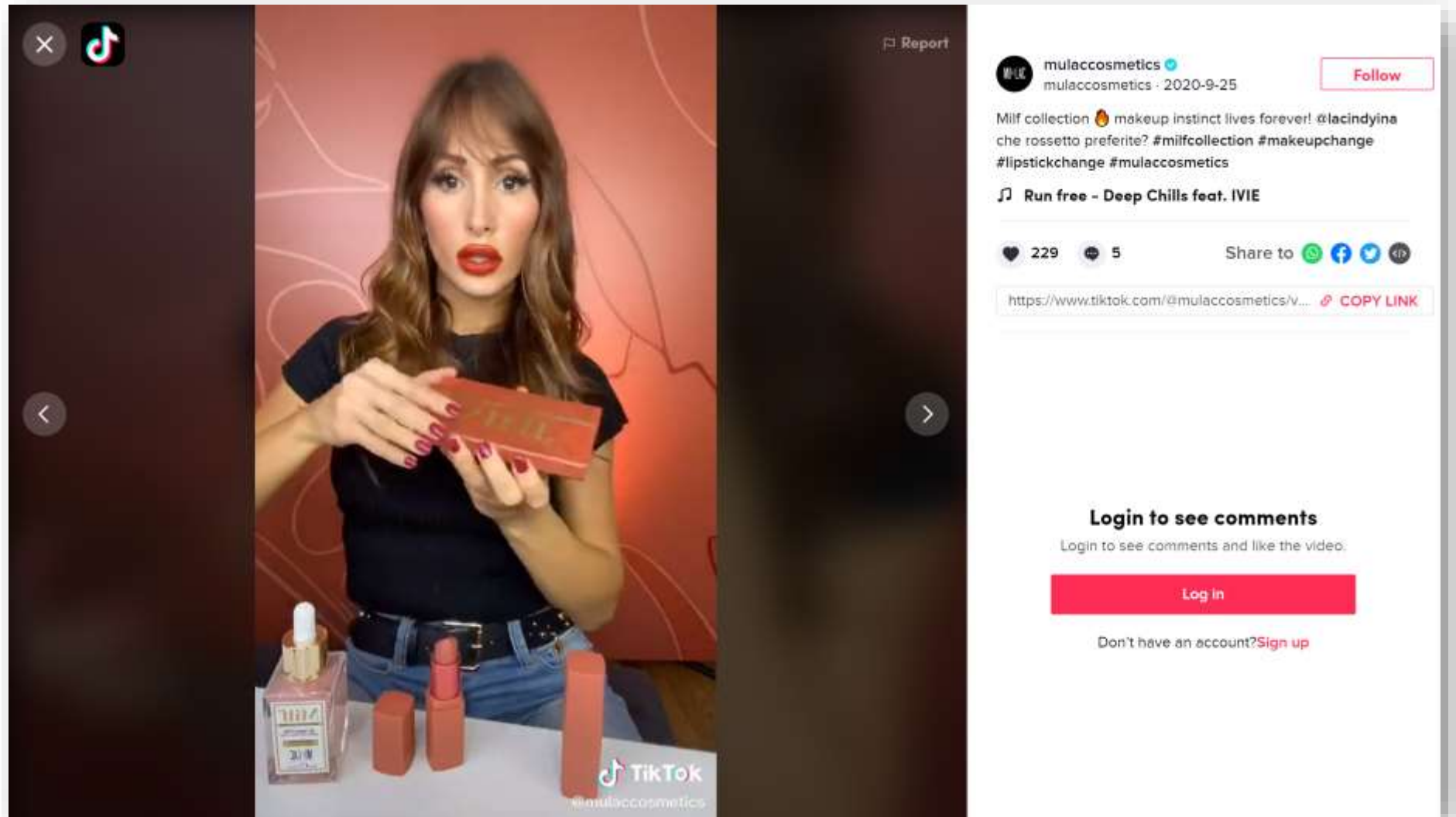
99

**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.

we  
are  
social

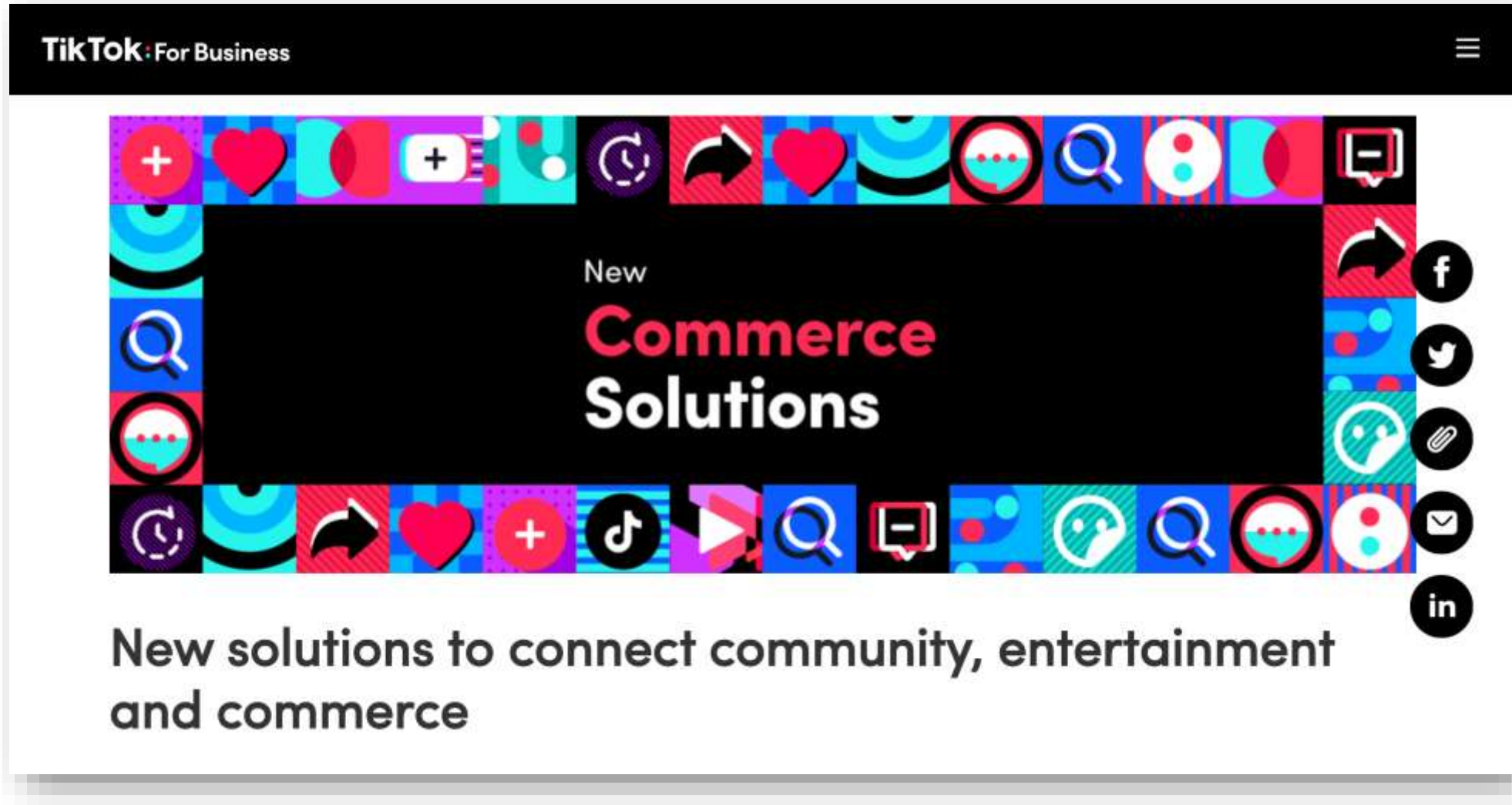
Hootsuite

# 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 of the border, 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



Hootsuite

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 HEALTH CARE. 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

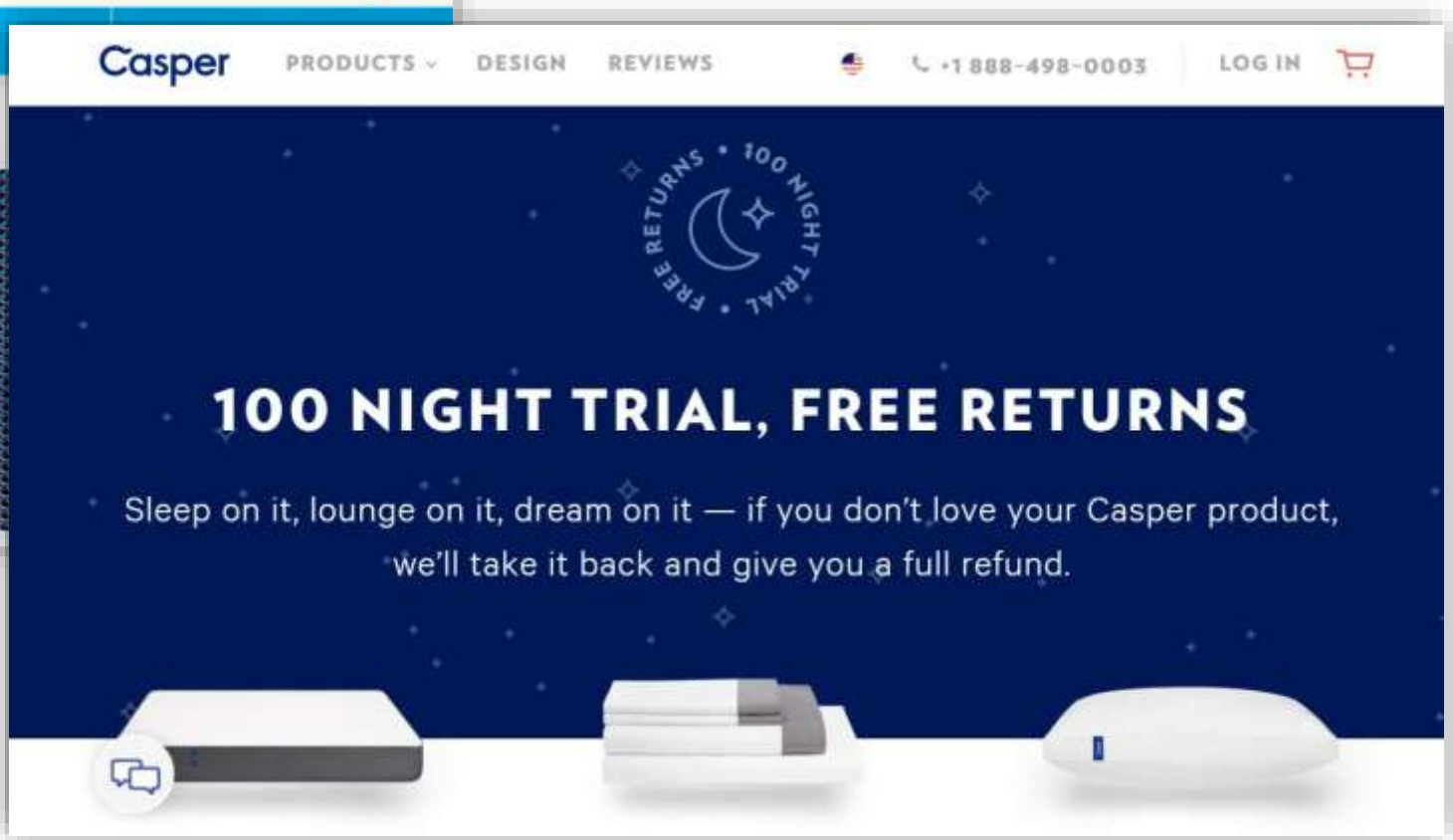
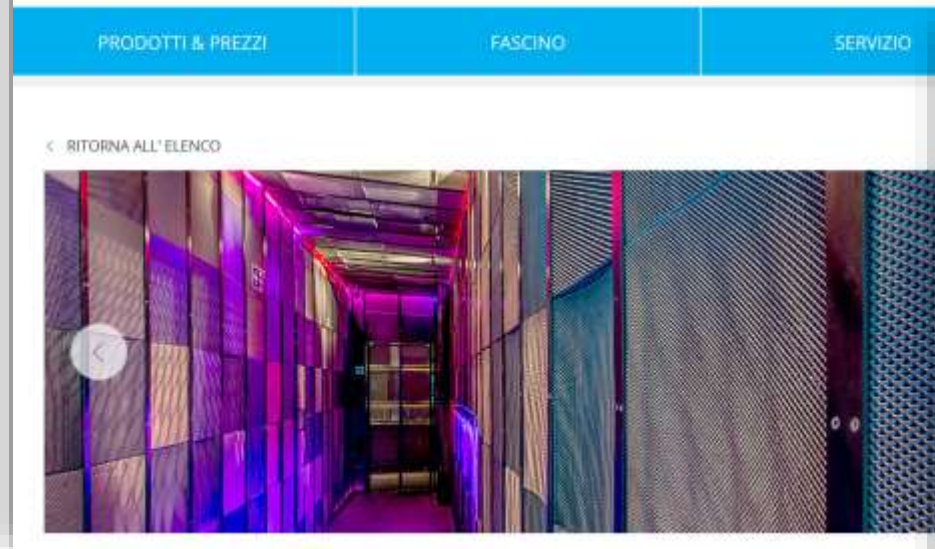
# Il mercato e-commerce BtoC nel mondo – gli online shoppers





Domande?

# I modelli di business per la vendita online





# BtoC - Vendita da azienda a consumatore



# 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 menus 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

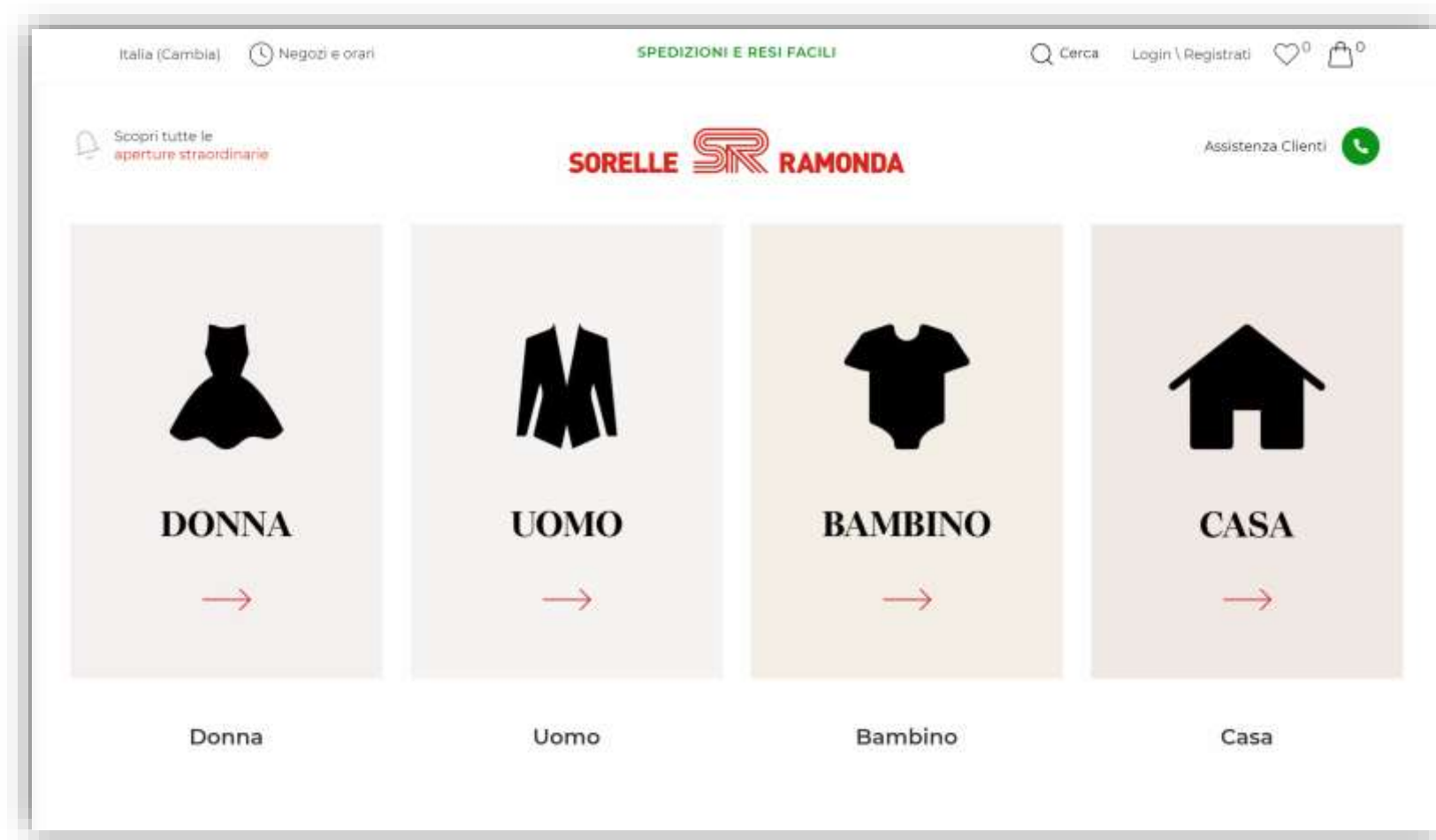
The screenshot displays the MEVACO website interface. At the top left is the MEVACO logo. To its right is a search bar labeled 'PRODUKTSUCHE'. Further right are navigation links: 'JOBS', 'UNTERNEHMEN', 'SORTIMENT', 'KONTAKT', and a language selector set to 'Deutsch'. Below these are icons for 'INDIVIDUALISIERUNGSTOOLS' (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 set to 'ORDINA PER -- Select option --' and a red button labeled 'CONFRONTA (0) >'. At the bottom, three product cards are displayed: 'Pasta per gelato banana' (with a banana and cream), 'Pasta croccantino per gelato' (with nuts and cream), and 'Caffe' dry per gelato' (with coffee beans and cream).



# 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 header 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' button. Below the header is the BERNABEI logo on the left, a search bar with the placeholder text 'Cosa stai cercando?' and a magnifying glass icon on the right, and a shopping cart icon. A navigation menu below the search bar lists categories: OFFERTE, VINI, CHAMPAGNE, BOLLICINE, SPIRITS, BIRRE, SOFT DRINKS, MIXOLOGY, and ESPERIENZE. The main content area features a large green banner with the text 'Super SALDI' in white, where 'Super' is in a script font and 'SALDI' is in a bold sans-serif font. Below this, it says 'OGNI GIORNO UNA SORPRESA PER TE!'. The banner is decorated with images of various bottles: a Zacapa XO rum bottle, a Sarrica wine bottle, a Piper Heidsieck beer bottle, and a GUYE bottle. At the bottom of the banner are three dots. 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 secondary navigation bar with links for '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

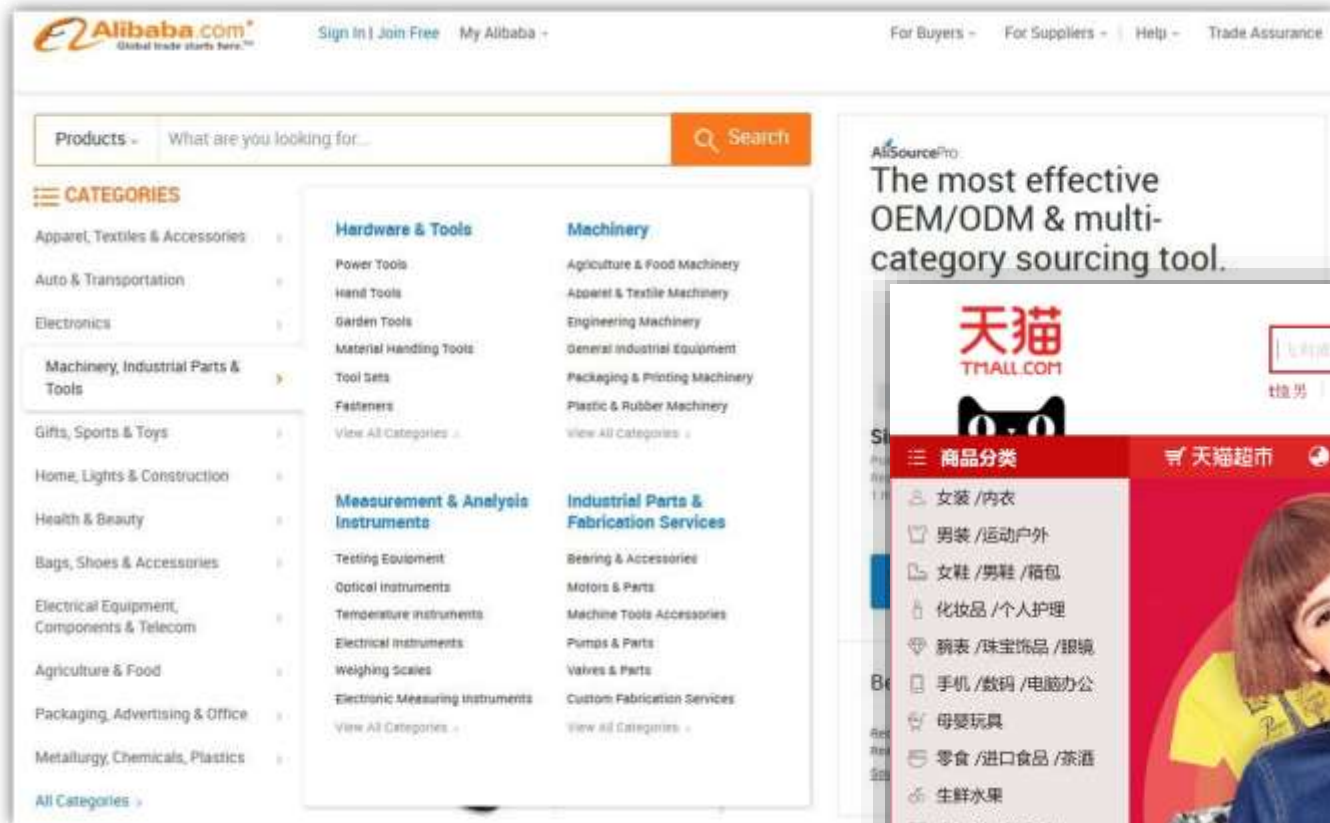


 **SPEDIZIONI VELOCI**

in 24 - 48 h



# I marketplace online



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



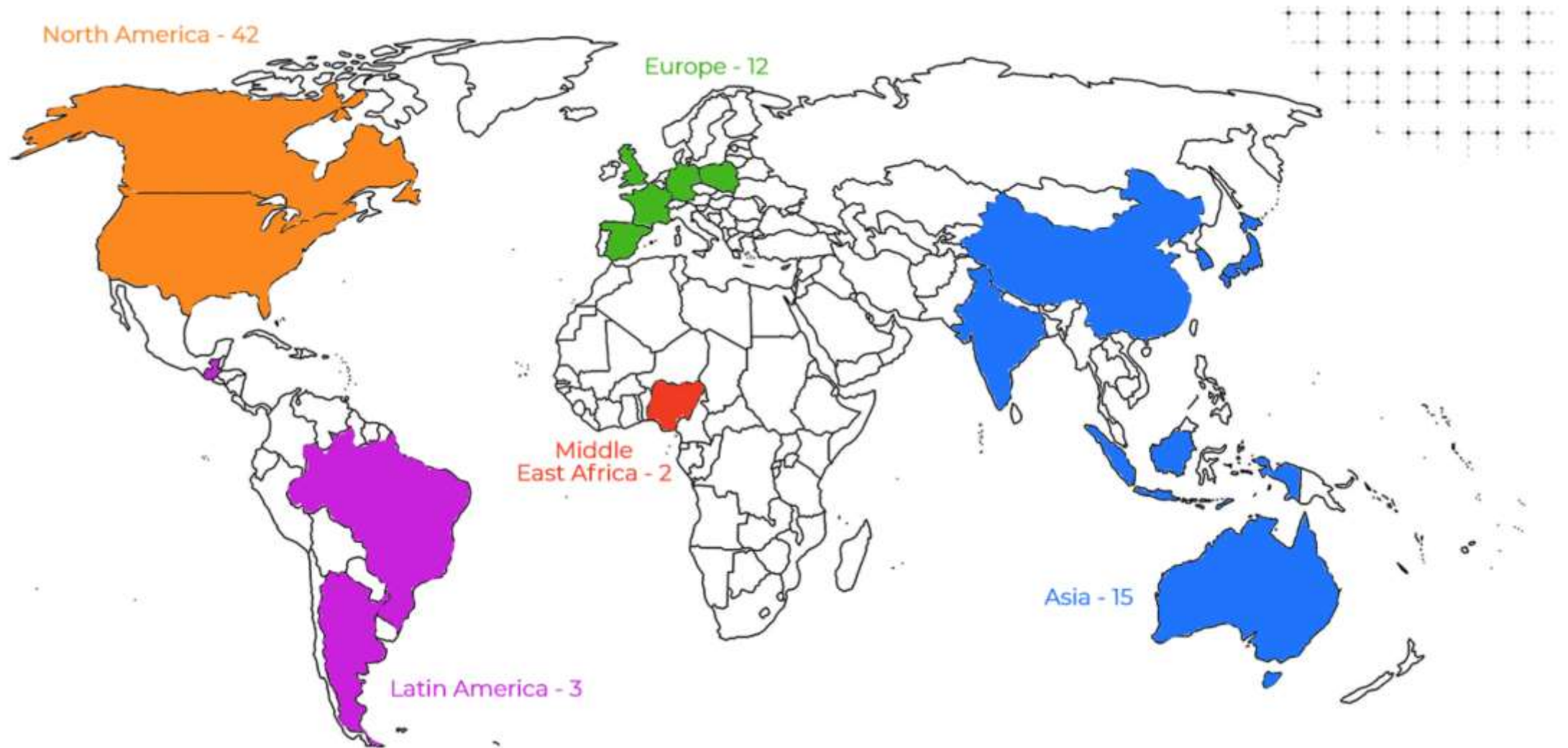
# Il mercato è sempre più affollato da giocatori globali e trasversali

	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, Manólo 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

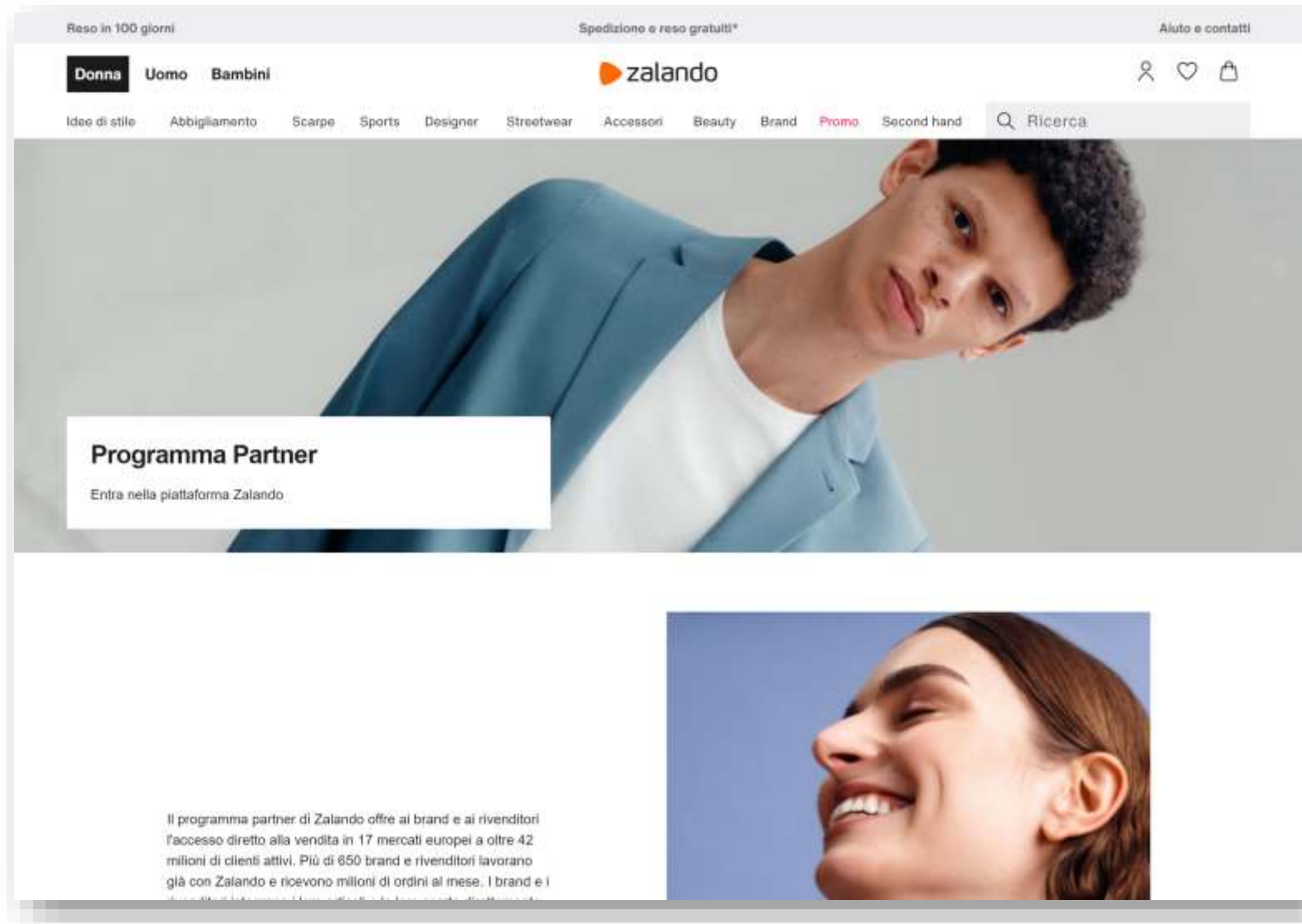
# I marketplace per il fashion&lifestyle

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

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



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 is accompanied by a menu icon and the text "amazon try Prime". A search bar with "All" and a magnifying glass icon is in the center. On the right, it says "Shop Deals of the Day". Below the header, navigation links include "Deliver to New York 10020", "Today's Deals", "Your Amazon.com", "Gift Cards", "Help", "Whole Foods", "Registry", "Sell", "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 is an image of a smiling couple, a woman taking a selfie and a man holding an Amazon box.

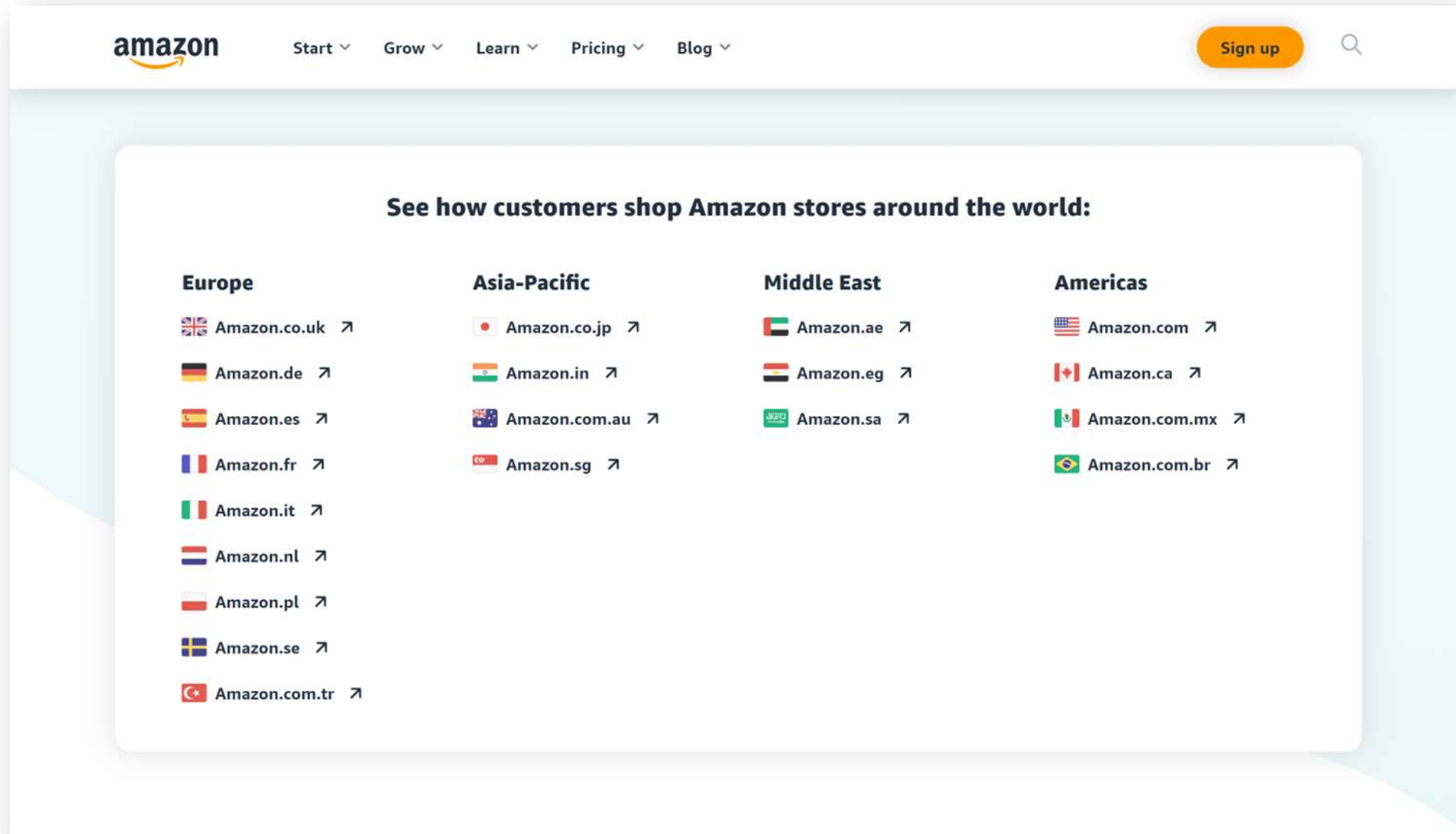
Below the banner are four promotional tiles:

- Find a perfect gift:** A grid of four images with labels "For her", "For him", "For teens", and "For kids". 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 smart 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 (brown loafer, white sneaker, grey sneaker, black boot). Below 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 the button, it says "FREE EXPRESS SHIPPING".



# Amazon nel mondo



# Russia – Ozon – marketplace BtoC

The screenshot displays the Ozon.ru website interface. At the top, there is a navigation bar with the location 'Москва' and various utility links like 'Мобильное приложение', 'Ozon Бизнес', and 'Реферальная программа'. The main header features the 'OZON' logo, a 'Каталог' button, and a search bar with the text 'Искать на Ozon'. To the right of the search bar are icons for 'Войти', 'Заказы', 'Избранное', and 'Корзина'. Below the header, a horizontal menu lists categories such as 'Top Fashion', 'Ozon Card', 'Акции', 'OZON Express', 'Бренды', 'Магазины', 'Книги', 'Электроника', 'Одежда и обувь', 'Детские товары', 'Дом и сад', and 'Авиа и ж/д билеты'.

The main content area is dominated by a large banner for 'АКЦИЯ Mobil 1™ – 20 000 км дорог'. The banner features a 3D visualization of a road on a grid and a bottle of Mobil 1 motor oil. Text on the banner includes 'Выиграй призы для виртуальных или реальных дорог' and the Mobil 1 logo. A 'Реклама' label is visible in the bottom right corner of the banner.

To the right of the main banner is a sidebar with a section titled 'Есть промокод?' containing a text input field 'Введите промокод' and a blue arrow button. Below this is a link 'Все акции и купоны'. Another section titled 'Вход' contains the text 'Войдите, чтобы сделать покупки' and a prominent blue button labeled 'Вход или регистрация'.

At the bottom of the page, there is a row of six promotional banners:

- 1. 'СКИДКИ до 70% на игрушки' (Discounts up to 70% on toys) featuring Toy Story characters.
- 2. 'PHILIPS Скидки до 50% на бытовую технику Philips' (Philips discounts up to 50% on household appliances).
- 3. 'OZON ДИСКОНТ до 80%' (Ozon Discount up to 80%) featuring a cartoon box character.
- 4. 'ЧЕРНАЯ ПЯТНИЦА СКИДОК до 90%' (Black Friday discount up to 90%) featuring a cartoon 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 and a 'Всегда купи' (Always buy) logo.



# Russia – Ozon – marketplace BtoC

Москва

Мобильное приложение Ozon Бизнес Реферальная программа Зарабатывай с Ozon Подарочные сертификаты Пункты выдачи Постаматы Помощь

**OZON** Каталог

Везде Искать на Ozon

Войти Заказы Избранное Корзина

Top Fashion Ozon Card Акции OZON Express Бренды Магазины Книги Электроника Одежда и обувь Детские товары Дом и сад Авиа и ж/д билеты

nel. Start selling in Russia via cross-border channel. Sign up now

rt selling in Russia via cross-border channel. Sign up now

selling in Russia via cross-border channel. Sign up now

Sign up now

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 до 70%

BONDIBON СКИДКИ до 40%

L'OREAL NYX GARNIER MAYBELLINE  
BLACK FRIDAY СКИДКИ до 40%

PHILIPS СКИДКИ до 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" notification), "Мои желания" (My Favorites), and user account options "Войти" (Login) and "Регистрация" (Registration) for "Мой 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 icons and text for: "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 four smaller product thumbnails: "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's 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 statistics are presented in a grid:

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

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/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 in a blue denim shirt holding a sunflower. The text on the banner reads: '女装新品' (Women's Fashion New Products), '[喊你来尝鲜]' (Call you to taste the fresh), and '立即加购' (Add to cart immediately) with a right-pointing arrow. A QR code is located in the bottom right corner of the banner, 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 right side of the page, 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 icon), 充 (Charge icon), and 更多 (More icon).

# 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, a navigation menu includes '所有分类' (All Categories) and several product 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 features a promotional message: '个护家清宠物' (Personal Care, Home Cleaning, Pets), '清爽一整夏' (Cool all summer), and '美体小铺券后低至123起' (Beauty & Health products starting from 123 after coupons). A large image of an orange jar of '24 HOUR MOISTURE' cream is shown on the right. The footer contains service guarantees: '考拉自营' (Kaola Self-Operated), '全球直采' (Global Direct Sourcing), '假一赔十' (10x refund for fakes), '售后无忧' (Worry-free after-sales), and a promotion: '新人下载APP, 领10元满减红包' (New users download the app to receive a 10 yuan discount coupon).

# Japan – Rakuten – marketplace BtoC

The screenshot displays the Rakuten Japan 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 Rakuten logo and a 'キーワード検索' (Keyword Search) field. To the right of the search bar are icons for shopping cart, notifications, account, and other services. A secondary navigation bar features 'Rakuten Mobile', '楽天モバイルお申し込みで Rakuten Mini 1円', and a 'ログイン' (Login) button. The main banner area is dominated by a large promotion: '毎月1日はワンダフルデー' (Every 1st is Wonderful Day), '全ショップ対象 エントリーでポイント3倍' (All shops eligible, 3x points with entry), and 'リピート購入でポイント2倍も同時開催!' (Repeat purchase with 2x points also running!). Below the main banner are several smaller promotional tiles: 'R SPUI' (2/1-4/1 Rakuten TV, 4/1 Rakuten Gold Card, 16x points), 'Rakuten Card' (new cardholder benefits), '全ショップ対象 エントリーでポイント3倍' (3x points), '対象アイテム限定 エントリー&リピート購入でポイント2倍' (2x points), 'Rakuten Mobile' (4G+5G, 1-year free plan), 'ポイント還元 50%最大' (50% point return), and 'TOPS collection' (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 to the right of the logo. In the top right corner, there are icons for a user profile, a document, and a shopping cart. Below the search bar, there are navigation links: 베스트 (Best), 슈퍼딜 (Super Deal), 쿠폰·할매 (Coupon/Discount), 스마일배송 (Smile Delivery), Catch, and 스마일클럽 (Smile Club). To the right of these links are links for 로그인 (Login), 회원가입 (Sign Up), 고객센터 (Customer Service), and Global. A green sidebar menu on the left lists various categories: 전체 카테고리 (All Categories), 브랜드패션 (Brand Fashion), 패션의류·잡화·뷰티 (Fashion, Apparel, Beauty), 유아동 (Children), 식품·생필품 (Food, Essentials), 홈데코·문구·취미·반려 (Home Decor, Stationery, Hobbies, Pets), 컴퓨터·디지털·가전 (Computers, Digital, Appliances), 스포츠·건강·렌탈 (Sports, Health, Rentals), 자동차·공구 (Cars, Tools), and 여행·도서·티켓·e쿠폰 (Travel, Books, Tickets, eCoupons). The main banner features a woman holding a smartphone and a circular image of fresh vegetables. The text in the banner reads '스마일클럽이니까 더 알뜰하게 장봐요' (Because it's Smile Club, shop more wisely). Below the banner is a section titled '지금 제일 잘 나가는 상품' (Best-selling products now) with a '전체보기' (View All) link. Five product tiles are shown, numbered 01 to 05: 01 shows various instant noodle packages, 02 shows NIVEA VEA products, 03 shows fresh vegetables, 04 shows a blue 'true friend' bag, and 05 shows a brown 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 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 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 is divided into several sections:

- Consumer Electronics:** A list of sub-categories including Audio Devices, Gaming, Smart Watches, Gadgets & Gizmos, Earphones & Headphones, Portable Speakers, Games, Consoles, Accessories, Televisions, Video Players, Video Streaming, and Shop By Brand (Bose, Logitech, Plantronics, Nintendo, Sony).
- Apple Watch:** A large advertisement for the Apple Watch with the text "There's an Apple Watch For Everyone" and "BEST SELLER".
- Product Listings:** Several product cards are displayed, including:
  - SONY WIFI YOUTUBE 32" LED TV: "Hours of Entertainment!" with a price of "ONLY \$408".
  - THE WITCHER 3: WILD HUNT ON PS4: "Only \$78.90!".
  - USB STAND VINTAGE MICROPHONE: "629 \$13.50".
  - LENCO TURNTABLES: "Only \$269".
  - BLU RAY SUPERIORITY PLAYERS: "From \$88".
- Effortless Shopping:** A list of benefits including Affordable Shipping, Cash on Delivery, Buyer Protection Guarantee, Trusted Sellers Only, and Customer Service.
- Sell on Lazada:** A section titled "SELL ON LAZADA" with the subtext "Increase your sales".
- Download Lazada App:** A promotional banner for the app with the text "ENJOY \$10 OFF LAZADA APP" and a form to enter a mobile number for 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

**Flipkart**  
Explore Plus

Search for products, brands and

Login More Cart

Electronics TVs & Appliances Men Women Baby & Kids Home & Furniture Sports, Books & More Flights Offer Zone

**BIG SAVING DAYS**  
18<sup>th</sup> - 20<sup>th</sup> SEPT

**SALE IS LIVE**

Mobiles & Tablets Electronics Fashion TVs & Appliances Beauty, Toys & More Furniture Home Essentials

**SBI card** | 10% Instant Discount\*  
On SBI Credit Card & EMI Transactions

**Best Deals Only For You**

**BIG SAVING DAYS**  
18<sup>th</sup> - 20<sup>th</sup> SEPT

**SBI card** | 10% Instant Discount\*  
On SBI Credit Card & EMI Transactions

**SHOP NOW >**



# Middle East – Noon – retailer BtoC

The screenshot shows the Noon website interface in Arabic. 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 perfume bottles and the text 'عطرك خيال ودلائك جمال' (Your perfume is imagination and your beauty is evidence) with a 'نونها الحين' (Noon now) button.

Below the banner is a promotional banner for winter beauty products with the text 'متجر الجمال بالشتاء' (Beauty store for winter) and images of Vichy, Clinique, and Jelly products.

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 text 'Search products, brands and categories', and links for 'SEARCH', '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 says 'Applies to new customers only' and 'BUY NOW'. 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 '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 screenshot 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 are three filter sections: "Clasificados" (Autos, Motos y Otros; Inmuebles; Servicios), "Marcas" (Tiendas oficiales), and "Categorías" (a grid of 16 categories including Autos, Alimentos, Animales, Antiquedades, Arte, Bebés, Belleza, Cámaras, Celulares, Coleccionables, Computación, Consolas, Deportes, Electrodomésticos, Electrónica, Entradas, Herramientas, Hogar, Industrias, Instrumentos Musicales, Joyas, Juegos, Libros, Música, Ropa, Salud, and Otras categorías). At the bottom of the categories is a horizontal banner image featuring a guitar, a dog, a laptop, a house, and a car. Below the banner is the text "¿Aún no tenés cuenta?" and a "Regístrate gratis" button.



# 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".

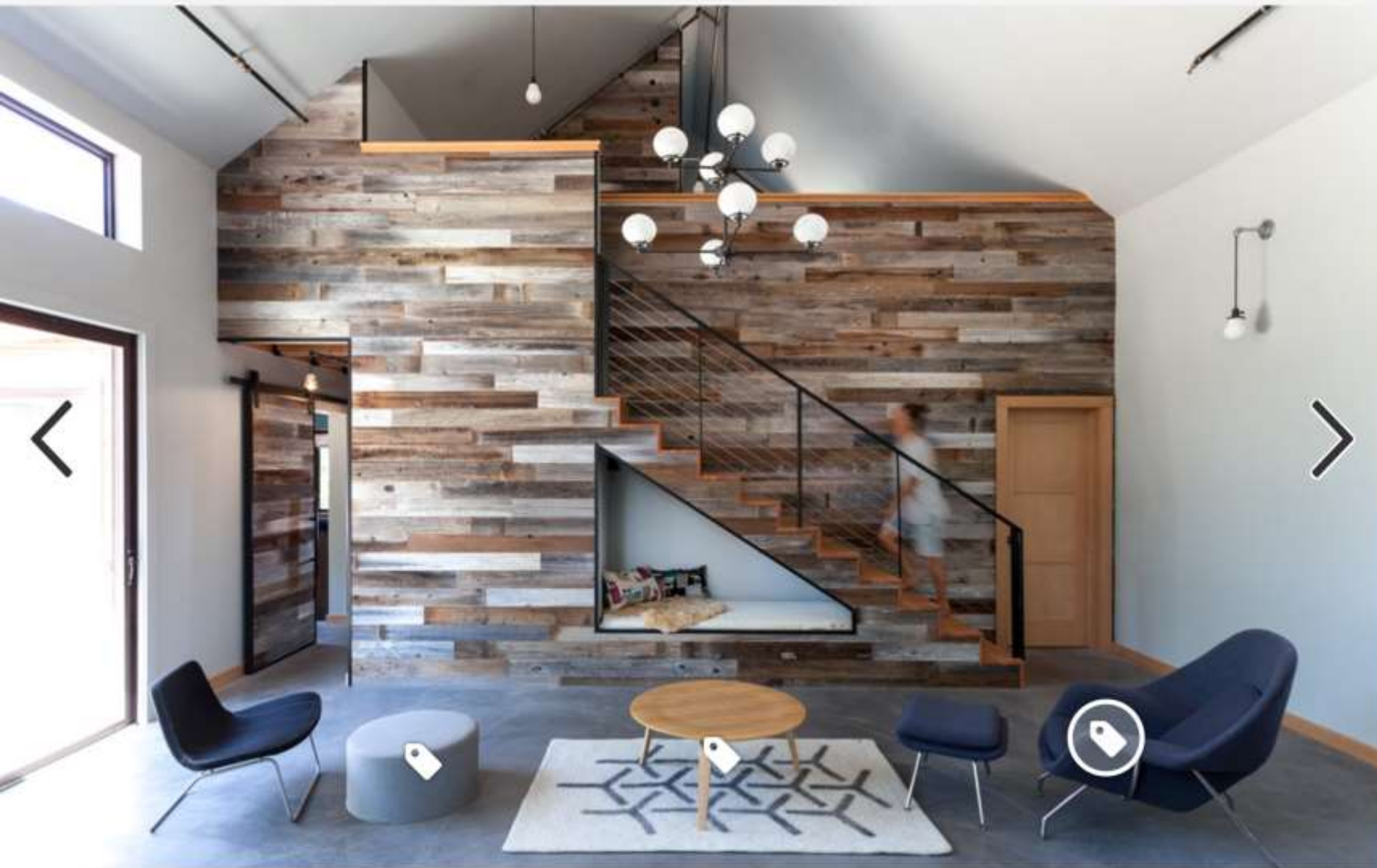
On the left side, there is a sidebar with filter options:

- Room** (dropdown): "All Rooms", "Home Office Photos" (selected)
- Style** (dropdown): "Popular Today" (selected)
- Location** (dropdown): "All Metro Areas" (selected)
- Budget** (checkboxes):
  - \$ (539)
  - \$\$ (2,119)
  - \$\$\$ (2,278)
  - \$\$\$\$ (770)
- Size** (checkboxes):
  - Compact (2,014)
  - Medium (4,758)
  - Large (1,958)
  - 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 view options (grid, list, etc.) and a pagination indicator "1 - 8 of 38,629 photos".

The featured image shows a modern home office with a white desk, a wooden chair, a large window with a brick accent, 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 image card, 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 a quote: "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

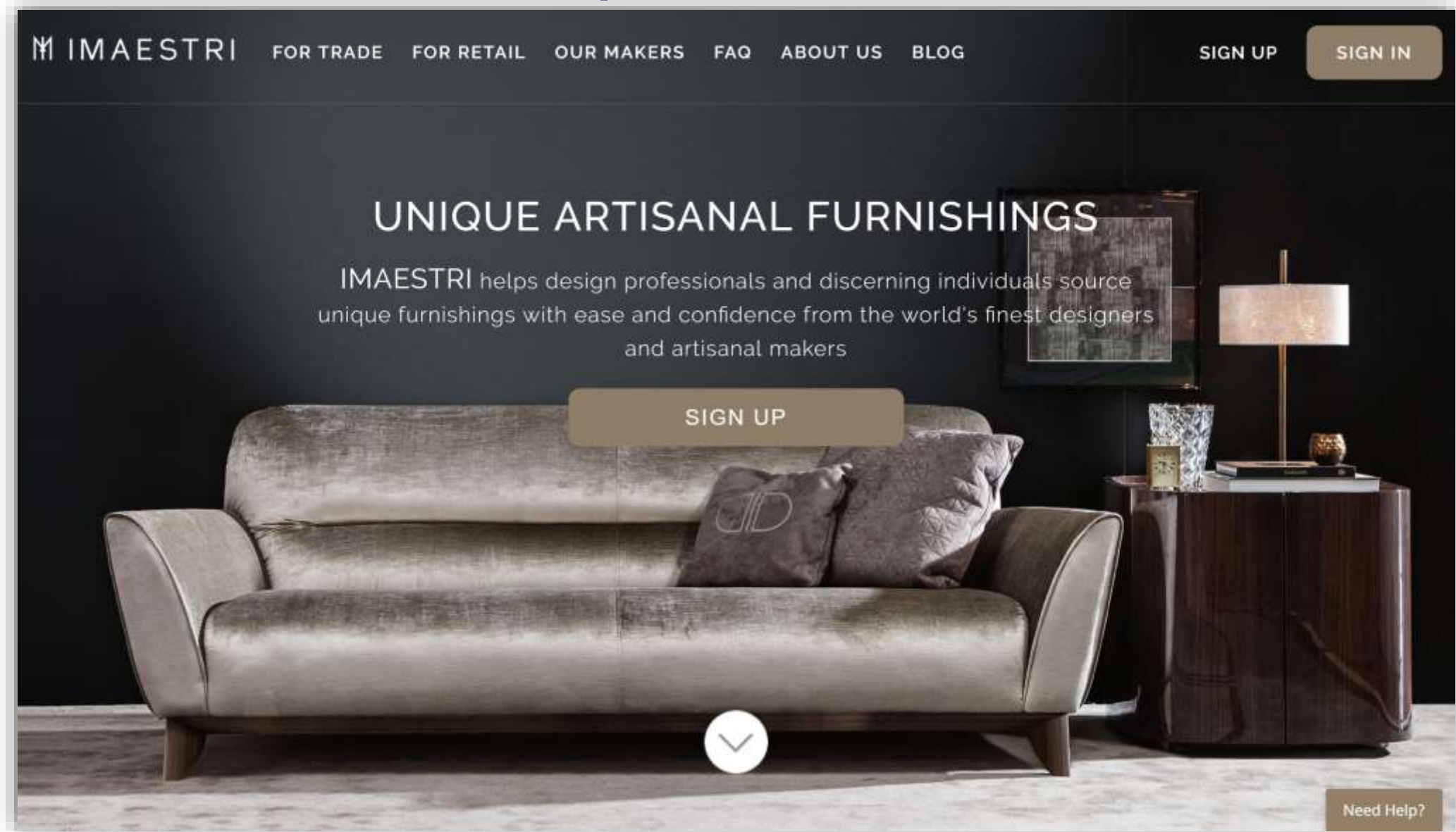


Full-size Loft Bed

\$1,650



# Imaestri – online retailer BtoB per l'arredo





# I marketplace BtoB

The image shows a screenshot of a website article. The background is a dark image of hands typing on a keyboard. At the top, there is a navigation bar with links: Progetto, Offerta +, Rete +, DIGIZionario, FAQ, #MilanoPID, #ModenaPID, and a LinkedIn icon. Below the navigation is a search bar with the 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 is in a white box. It has a sub-header "Marketplace" in pink. The title is "I marketplace Business to Business: quali sono, come funzionano". Below the title is the date "13 luglio 2022" and a clock icon with "6' di lettura". There are social media icons for Facebook, Twitter, LinkedIn, and a share icon. The first paragraph discusses how the lockdown of international travel and trade fairs has pushed many B2B companies to experiment with B2B marketplaces, especially in export, as a way to develop new contacts and business opportunities. The second paragraph is titled "Il digital export come nuovo fronte per lo sviluppo delle aziende italiane" and discusses the potential of digital export for Italian companies, mentioning Europe, China, India, and the USA. The third paragraph starts with "In tema di digital export, i marketplace giocano un ruolo chiave..." and is partially cut off. To the right of the article is a photo of three shopping bags (orange, green, red) in front of a laptop screen showing a shopping cart. Below the photo is the author's name "Autore" and "Giulio Finzi", followed by his title "Retail Leader - Intarget" and "Senior Advisor - Netcomm". At the bottom right of the article box is the word "Marketplace" in pink. 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

[Chat](#)



# I marketplace BtoB – Alibaba.com

Alibaba.com

Piattaforma ▾ Soluzioni ▾ Prezzi Storie di successo

IT Accedi Chatta con il consulente Inizia a vendere

## Raggiungi milioni di acquirenti B2B in tutto il mondo

Scegli un piano venditore Alibaba.com per lanciare la tua nuova crescita aziendale

	Premium <b>\$5,999</b> /year	Plus <b>\$3,999</b> /year	Basic <b>\$2,499</b> /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>
Funzionalità della piattaforma			
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 displays the Alibaba.com B2B marketplace interface. At the top, the Alibaba.com logo is on the left, followed by a search bar containing the text "Cosa stai cercando...". To the right of the search bar are icons for "Accedi Registrati gratis", "Messaggi", "Ordini", and "Carrello di acquisti". Below the search bar, a navigation menu includes "Categorie", "Pronto per la spedizione...", "Protezione individuale", "Fiere ed esposizioni", "Centrale Acquirente", "Vendi su Alibaba", "Aiuto", "Scarica l'App", "Italiano - USD", and "Spedire a".

The main content area features a grid of product listings under the "Elettrodomestici" category. The grid is organized into five columns: "Utensili manuali", "Elettrodomestici", "Utensili elettrici e accessori", "Stoccaggio e set di attrezzi", and "Altri attrezzi".

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

Domande?



meitu



# Gentle Monster – WeChat Account





## The Shanghai new store

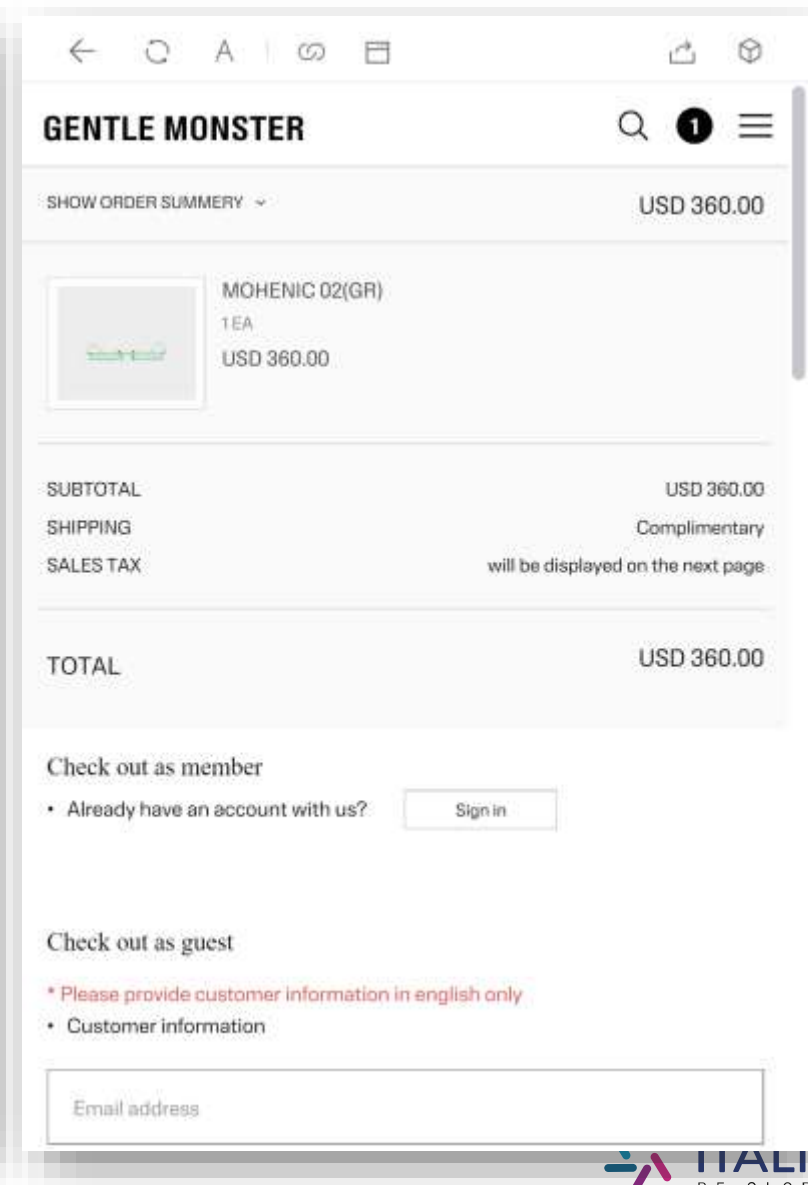




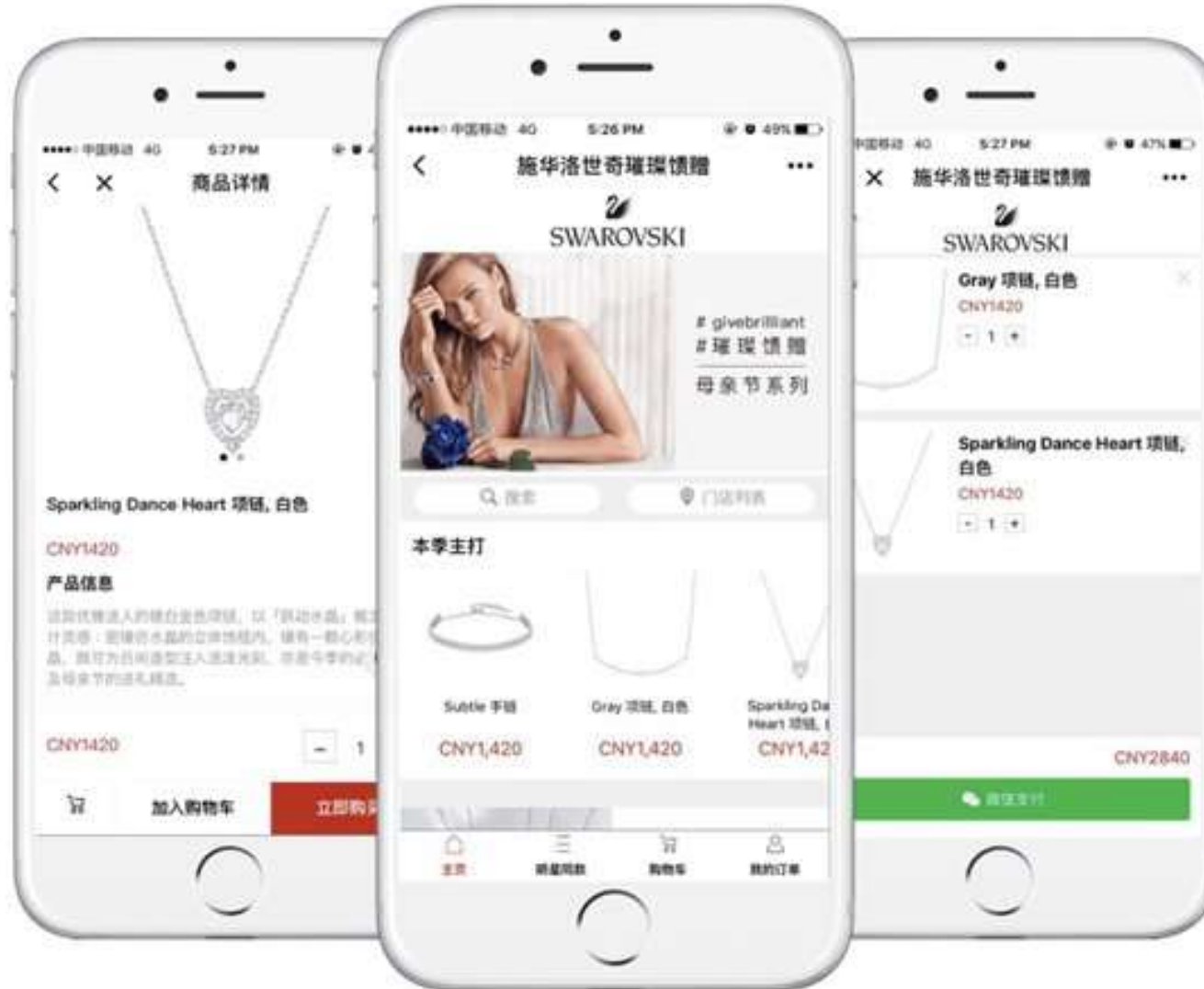
# The Shanghai new store



# Gentle Monster – WeChat Store



# Social media shopping in Cina: WeChat Commerce





# Social media shopping in Cina: WeChat Commerce

Shopping cart



Payment



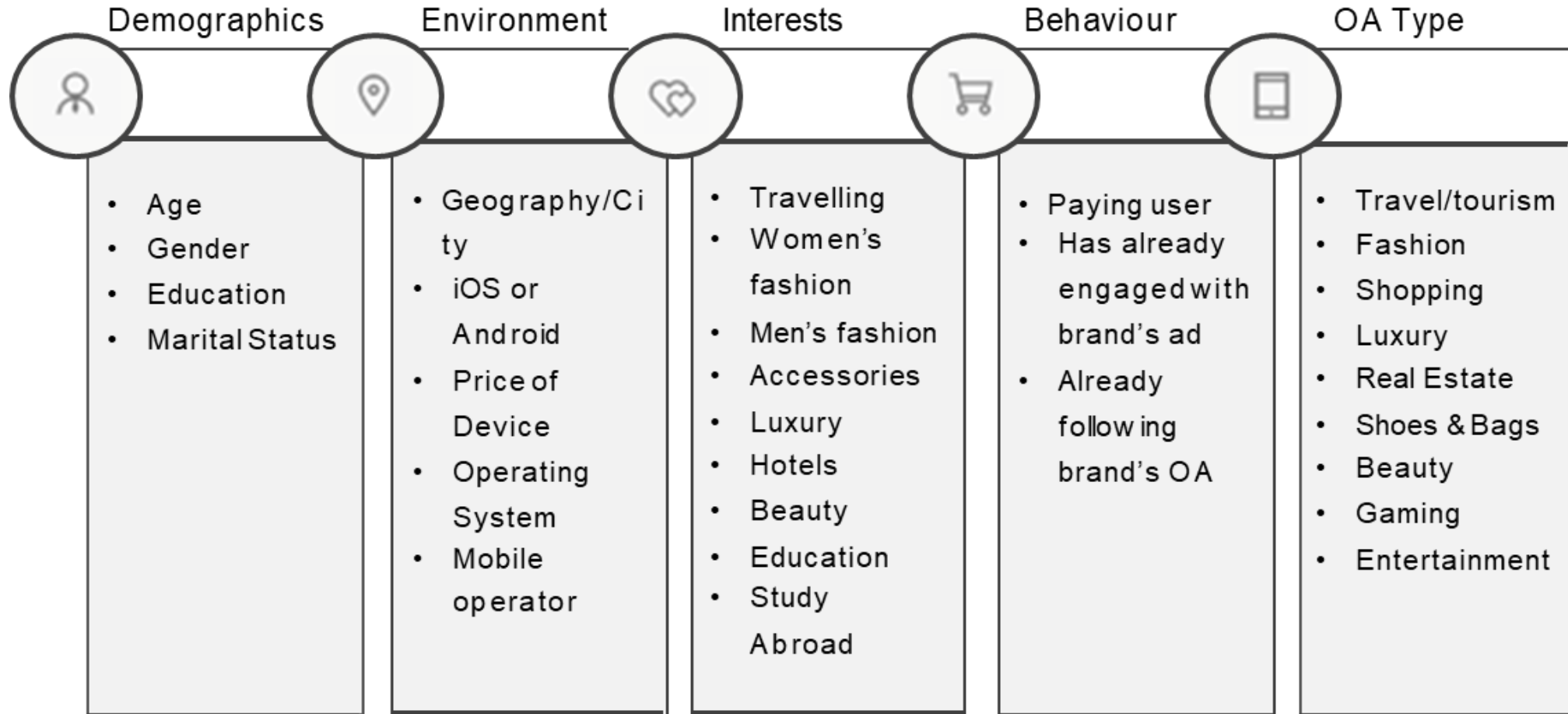
My Profile



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 12

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?

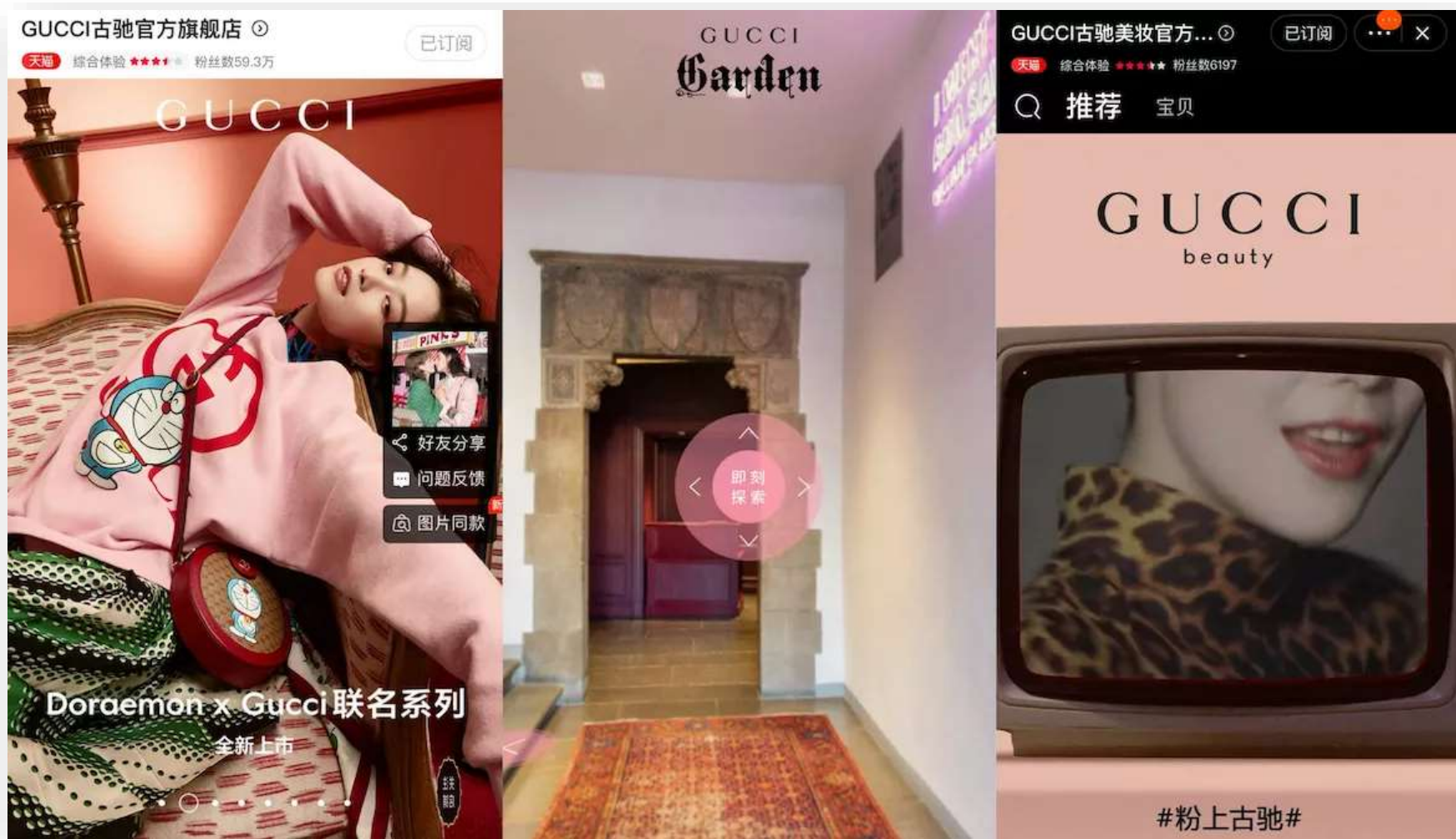
FAN 👑 都是券啊.....

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 DOPPIOPETTO 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

**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!!

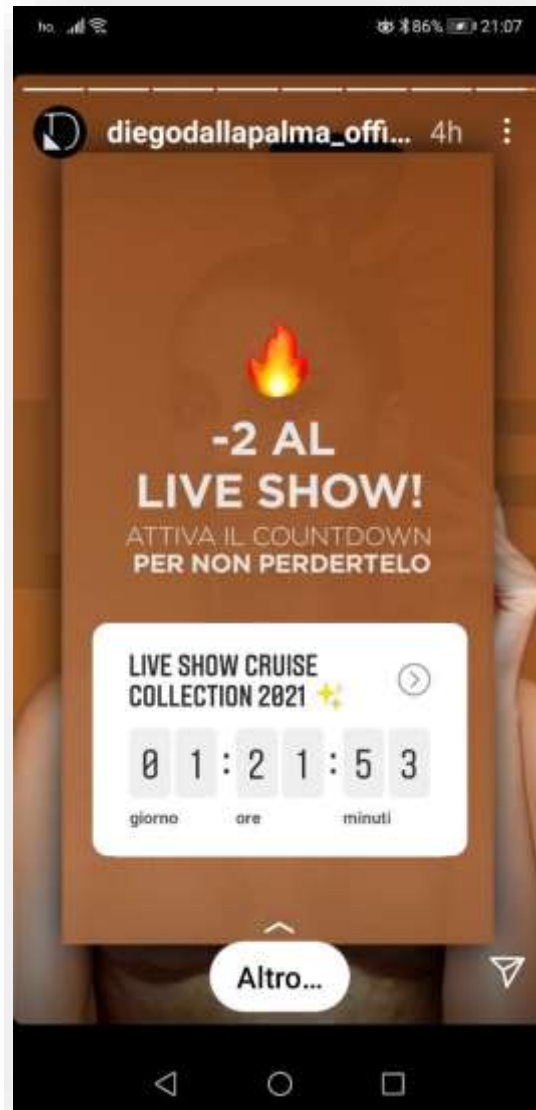
**Motivi MODERATOR**  
si <3

**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

# New Retail in Europe: Live commerce





## New Retail in Europe: Live commerce



Giulio Finzi | 2022

# 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

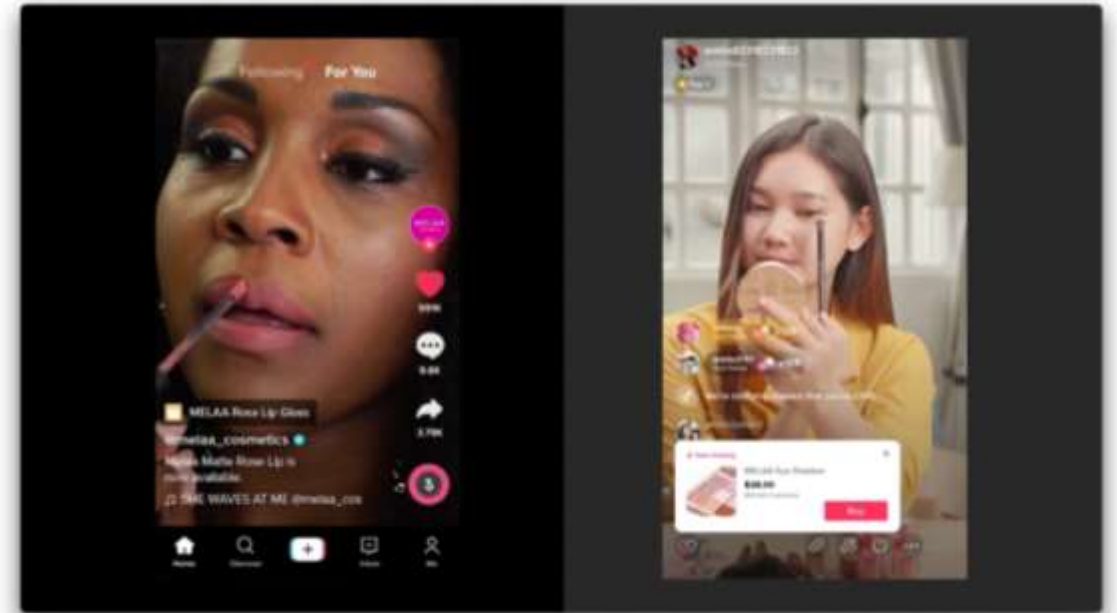
Comment



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

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

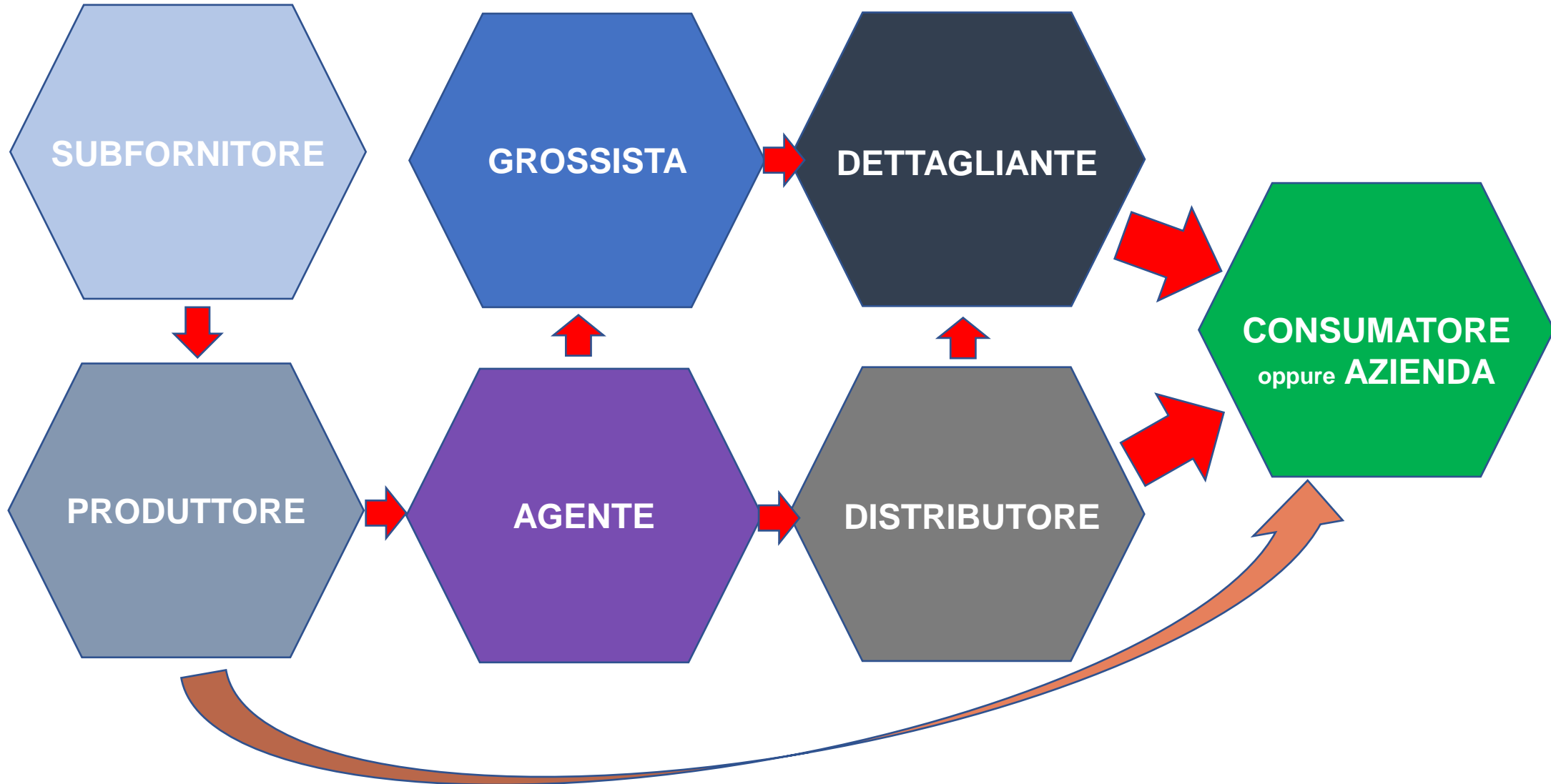
Comment



Domande?



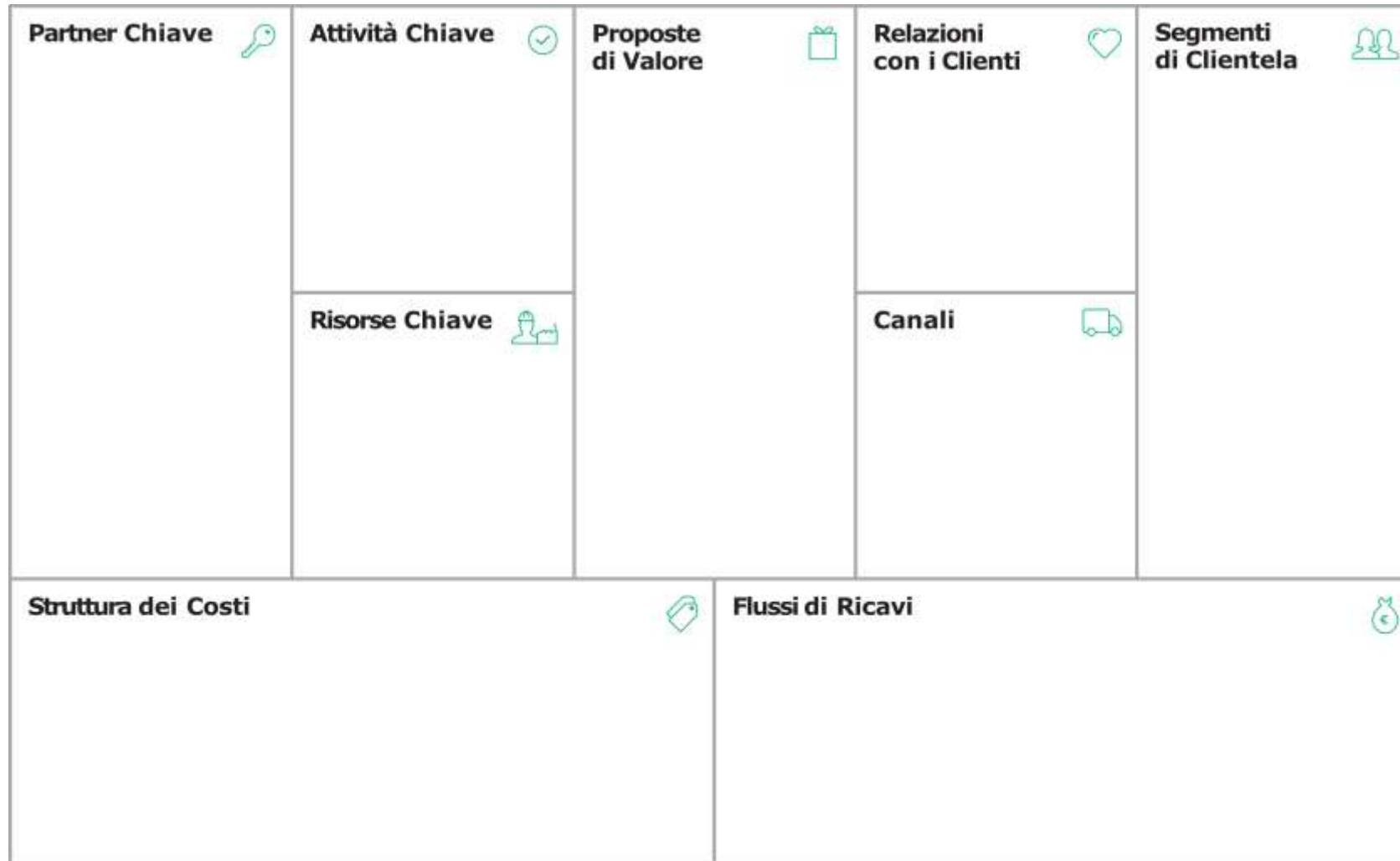
# Come stanno cambiando le filiere BtoB e BtoC?



# 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 labeled 'Warehouse'. 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

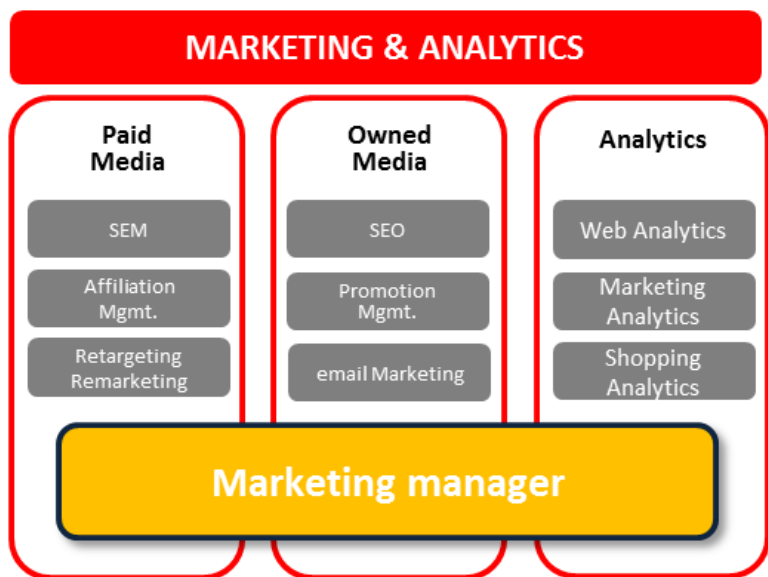
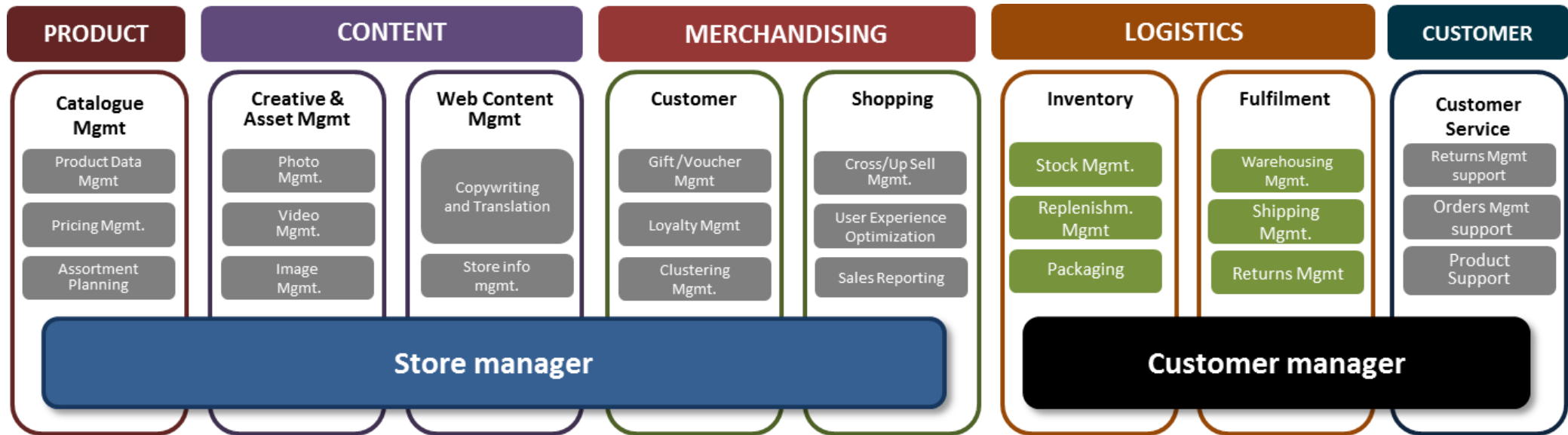
L'azienda gestisce  
Merchandising, Mktg,  
Customer Care



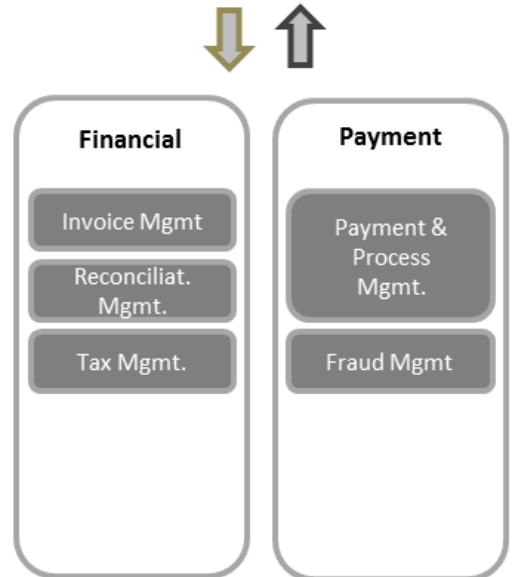
L'azienda gestisce  
Merchandising, Mktg,  
Customer Care,  
Logistica, Accounting



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

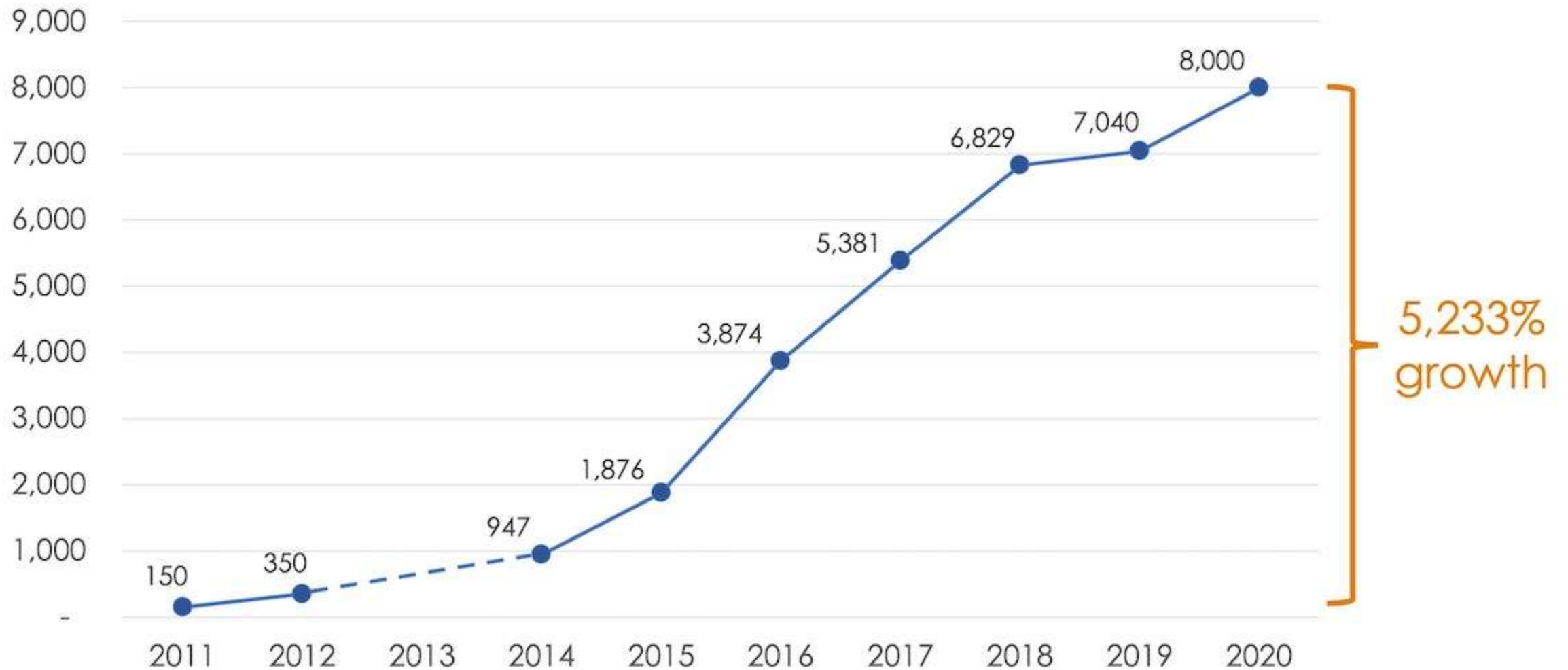
947 solutions



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