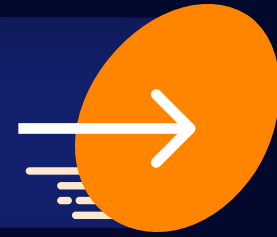


Tomorrow's Tech, Delivered Today



Newegg

2024

Marketplace

NEWEGG AT A GLANCE



40M+

Registered Customers

13.6M+

Email Subscribers



107M+

Page Views/Month



31M+

Average Visits/Month

4.8M+

Product Reviews

4.3M+

Social Media Followers

THE GLOBAL MARKETPLACE FOR EVERYTHING TECH

At Newegg, we are committed to providing the best in-class service to help you and your business succeed. Our suite of reliable marketing strategies and tools ensure the growth and expansion of your business. By becoming a part of our team, you will be able to increase customer base, loyalty, and sustain proactive scalability.

01



Excellent Infrastructure in Customer Support

Newegg customers are our top priority and in result, we are resolute in making your business plans happen by enhancing customer growth and service.

02



Unique Brand Development Strategies

Learn how to get maximum exposure and perception of your brand from our unique brand-building support team who will consult and work with you through every step.

03



Integrated Plan for Marketing Resources & Commission

We offer resources to help your business progressively earn sales, deliver analytics, maintain long-term value as well as take part in reduced commission opportunities.

04



Flexible Logistics Programs

Our programs provide cost-efficient methods, ease operational challenges, achieve optimization, boost revenue, and produce satisfied customers.

MARKETPLACE MADE EASY

PLATFORMS

Newegg.com

Newegg Canada

Newegg Global

Newegg Business

1.

APPLY

Get started with our easy, online application. Filling it out is a breeze and with the required information, we can get a better understanding of who you are and what your business is all about.

2.

LIST

Begin listing and selling your products. You can also include features such as providing product specifics, quality content, competitive prices, and more.

3.

PROMOTE

Get your listings seen. Increase visibility on your listings and achieve maximum exposure for your brand and store. By doing so, your products will surely garner interest from customers.

4.

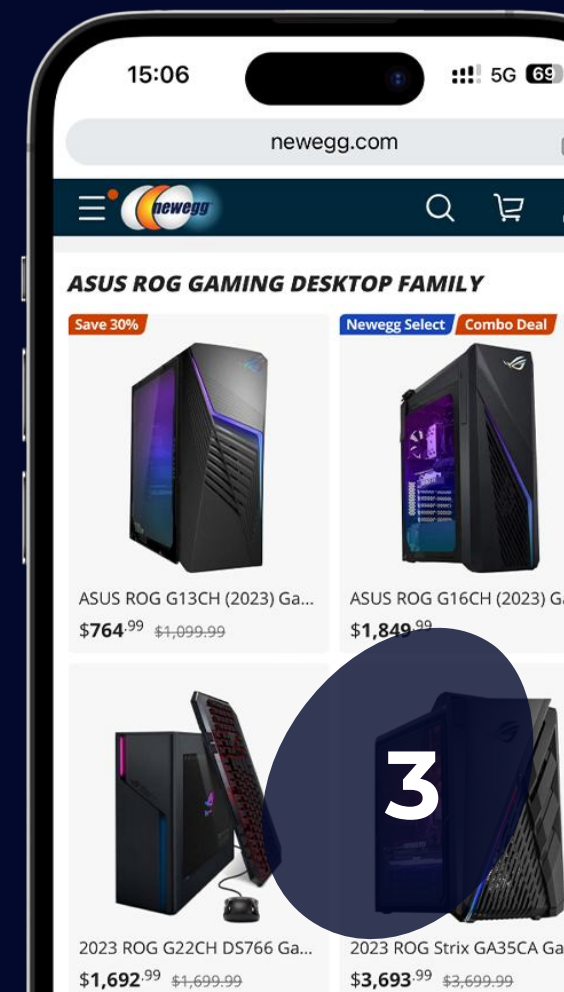
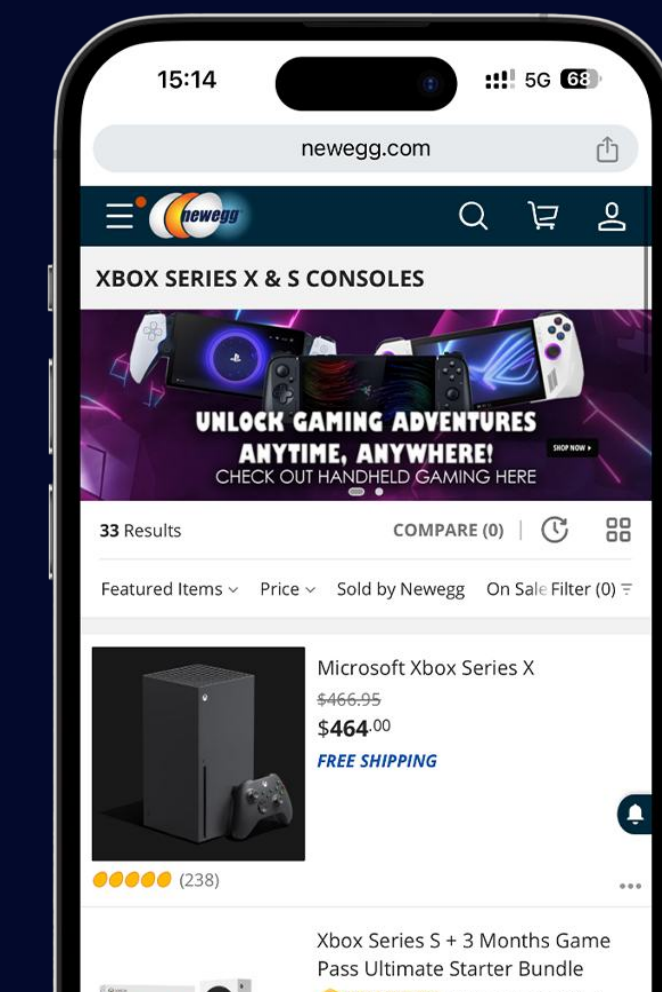
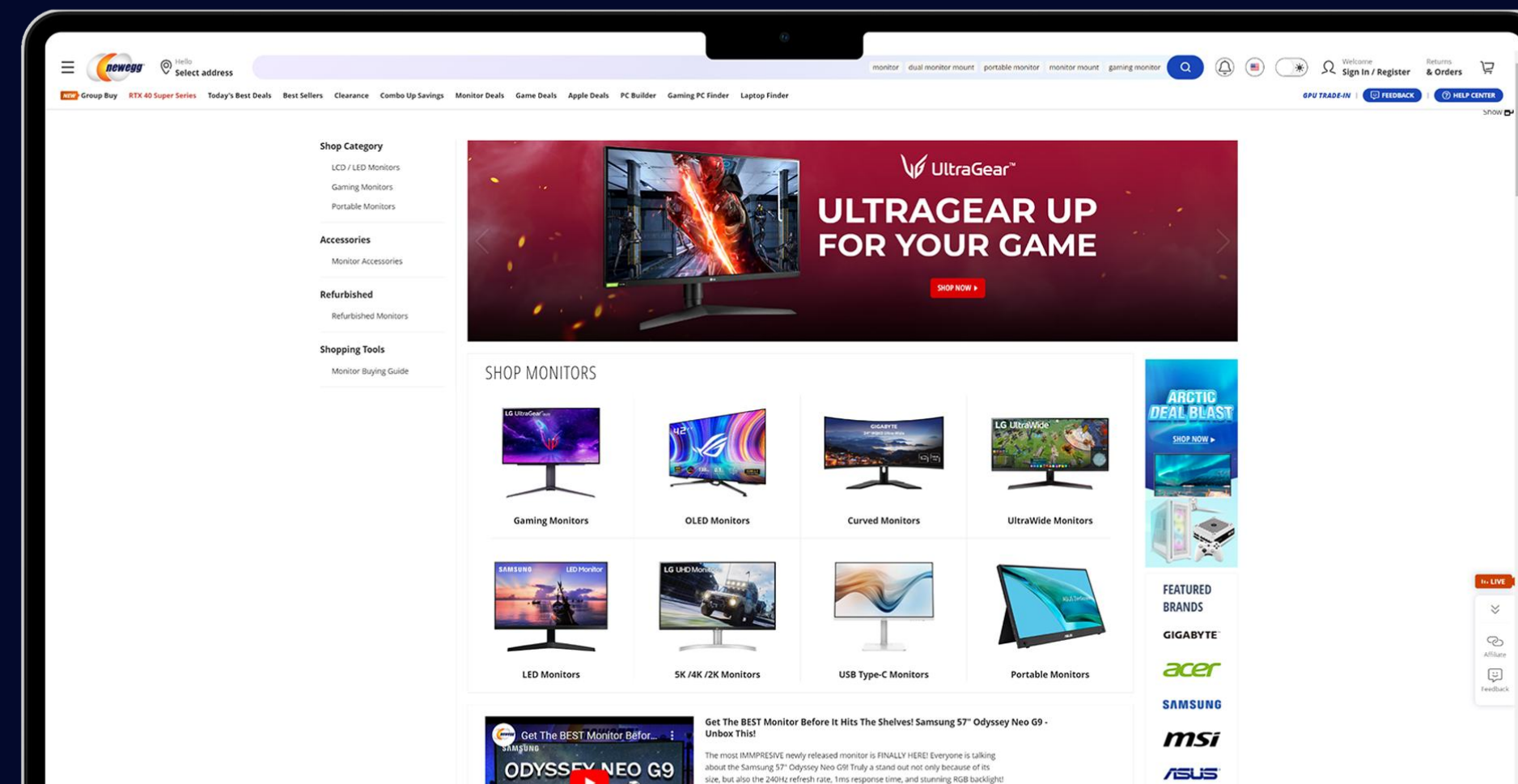
SHIP

Easily prepare shipments and print labels right in the convenience of your home or business site. You can even take part in our simple, no-hassle shipping services.

5.

GET PAID

We'll process your payments weekly. We never skip a beat so you'll receive scheduled payments on a timely regimen.



PRODUCT CATEGORIES

Appliances

Vacuums, Kitchen Appliances, A/C, Fans, Air Purifiers

Office Supplies

Printers/Scanners, Ink, Toner, Office Furniture, Gaming Furniture

Cell Phones

Unlocked Cell Phones, Bluetooth Solutions, Cell Phone Accessories

Smart Home

Thermostats, Lighting, Surveillance, Video Doorbells, Voice Controllers

Home Audio

Speakers, Soundbars, Receivers, Home Theater Systems

Surveillance & Security

IP Cameras, Surveillance Systems, CCTV

Home Video

4K TVs, Blu-Ray Players, Stands, Mounts

Video Game Consoles

Xbox Series X, Playstation 5, Nintendo Switch, Meta Quest

Networking

Mesh Systems, Routers, NAS

Cameras & Photography

DSLR, Lenses & Accessories, Mirrorless Compact Cameras

Components & Memory

Processors, GPUs, Memory, Cases, Power Supplies

Storage

SSDs, HDDs, Flash, USB Storage

Systems

Notebooks, Desktop PCs, Gaming Systems

Monitors & Peripherals

Monitors, Keyboards, Mice, Gaming Headphones

Elite Benefits



Premium Seller Stores

Customize your Newegg Store landing page with banners, videos, and search-optimized products.



Post-Purchase Emails

Re-target your customers, driving brand engagement and return business. Audience segmentation and scheduled emails available



Discounted Fulfillment Services

Have Newegg house, pick, pack, and ship product on your behalf with Shipped by Newegg (SBN) fulfillment.



Dedicated Account Support

Work with an expert invested in your success. Account representatives are available to assist you with everything from account setup to listing optimization.

Newegg Seller Membership Program

		Elite	Elite
		Professional	Enterprise
Membership	\$0.99 (\$1.34 CAD) / unique item sold	\$49.95 (\$67.72 CAD) / mo	\$99.95 (\$138.95 CAD) / mo
Seller Portal	✓	✓	✓
Datafeed	✓	✓	✓
On-Site Promotions	✓	✓	✓
API	✓ (Limited)	✓	✓
Sales and Traffic Report	✓ (Limited)	✓	✓
Fee per Unique SKU Sold per Month Waived	✗	✓	✓
NEW! Sponsored Ad Credit	✗	\$100 Sponsored Ad Credit	\$200 Sponsored Ad Credit
NEW! A+ Content	✗	✓	✓
Premium Seller Store	✗	✓	✓
Curated Marketing Program	✗	✓	✓
Personalized Post-Purchase Email	✗	✗	✓
Shipped by Newegg Fulfillment	No Discount	5% Discount	8% Discount
Newegg Shipping Label Service	No Discount	5% Discount	8% Discount
Item Listing	Up to 100	Up to 6,000	Up to 12,000

SHIPPED BY NEWEGG (SBN) SHIPPED BY

Your Answer to Full Circle Global Fulfillment

Designed for companies of any size, in any region and selling on Newegg and other Marketplaces



99% Same Day Order Fulfillment



99% On-time Delivery



100,000+ Daily Package Capacity



91% 2-Day Ground Delivery Reach



Features and Benefits

- 1.** Higher Ranking and Exposure in the Search Category Listings
- 2.** Increase customer confidence with Shipped by Newegg Badge on each item
- 3.** Increase Positive Reviews and Customer Feedback Top Tier Newegg Fulfillment
- 4.** Build Customer and Brand Loyalty with 24/7 Customer Service and Hassle Free Return
- 5.** Utilize Sponsored Ad Credit to Increase SBN item exposure
- 6.** Automated Multi-channel Order Fulfillment

SHIPPED BY NEWEGG SUITE OF SERVICES

01



Inbound Management

- Inbound via air or ocean freight
- Receipt at pallet and/or carton level
- UPC/EAN barcode maintain

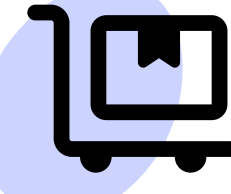
02



Inventory Management

- Serialize tracking for inbound & outbound
- Wall-to-wall physical inventory count or cycle count
- Inventory optimization recommendation

03



Order and Shipment Management

- Pick & Pack by pallet, carton, single item
- Barcode verification
- Over-packing
- Direct to consumer and Retail/DC Fulfillment

04



Transportation Management

- Express, expedite or standard/deferred service
- Small parcel carriers
- LTL/FTL carriers
- Specialized home delivery carriers

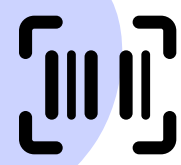
05



Reverse Logistics

- Innovative reverse logistics solutions
- Receive, inspect, process replacement or refund to customer

06



Value-Added

- Re-labeling service
- Item/Package inspection

07



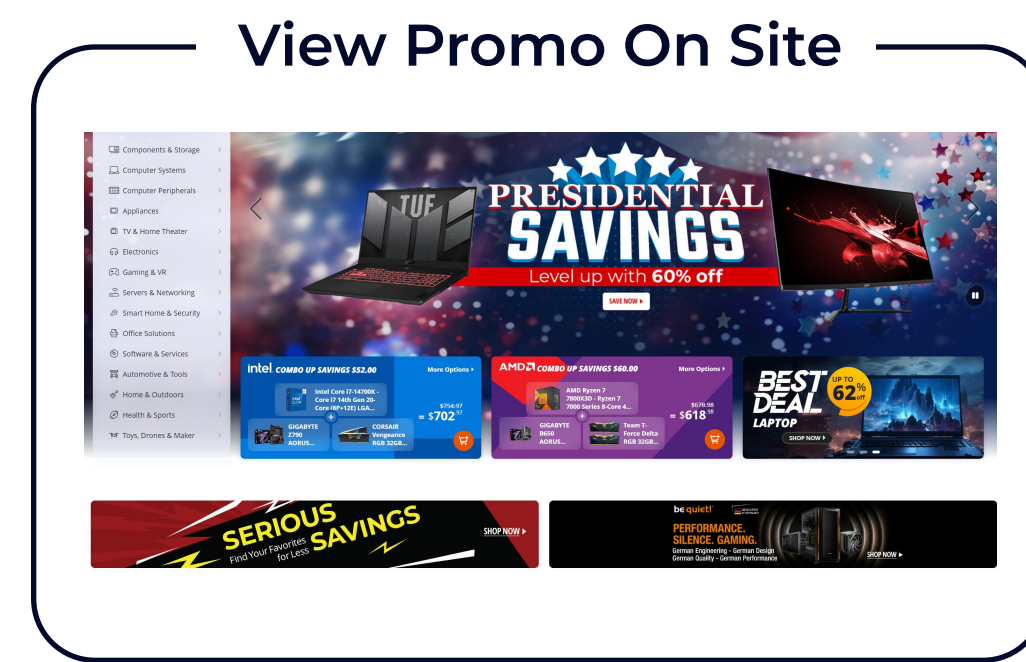
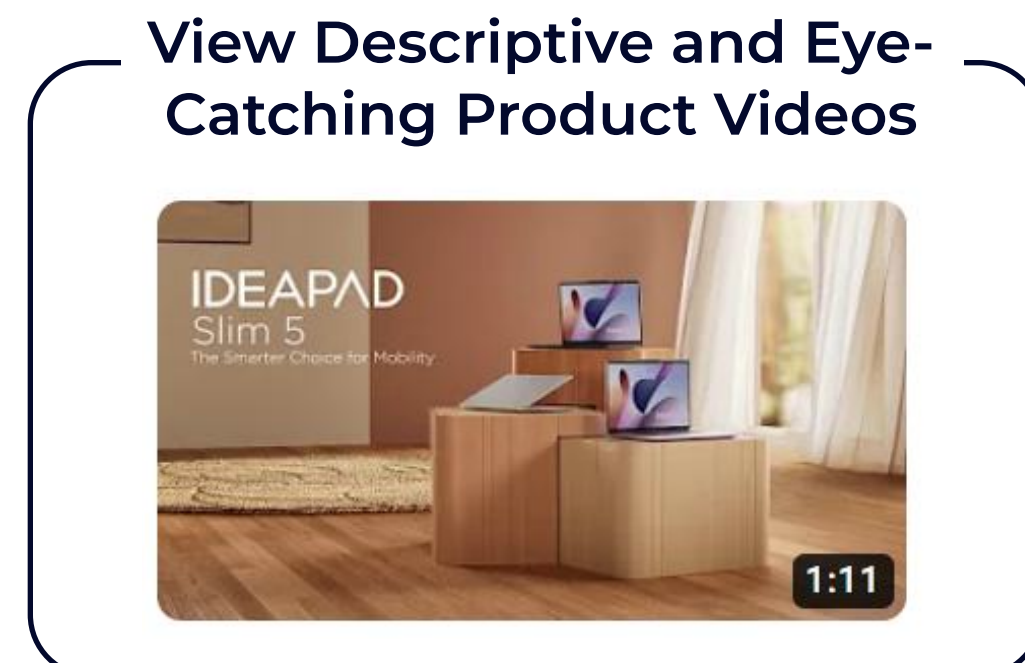
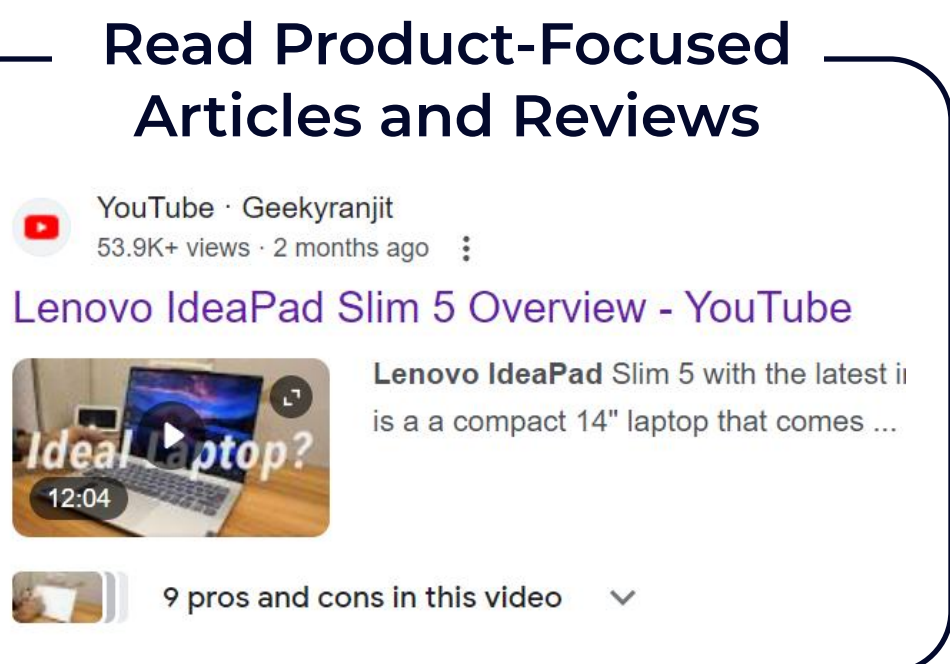
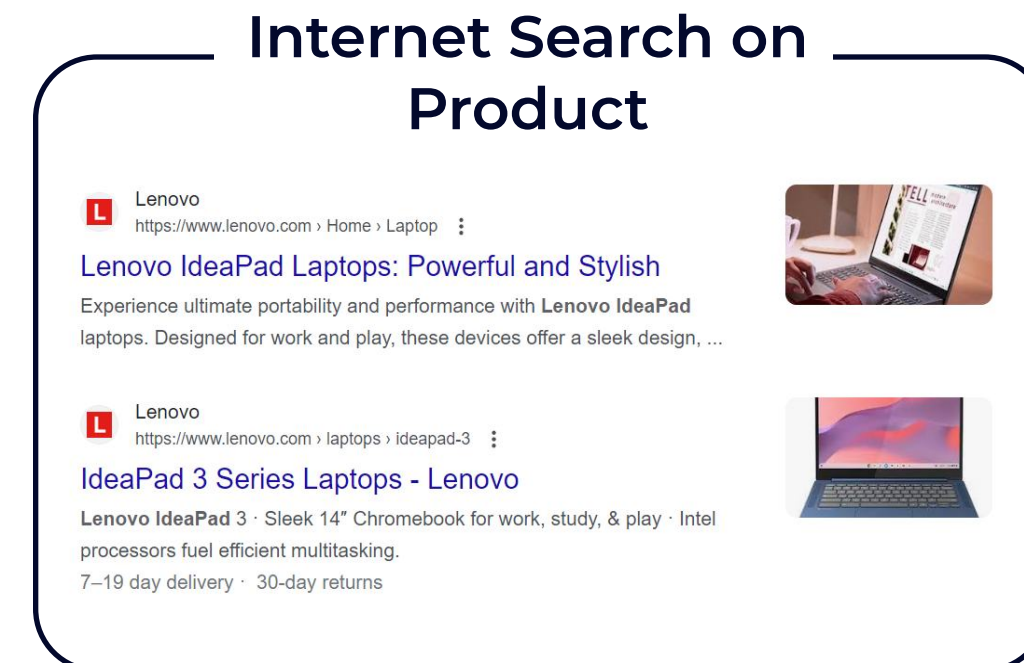
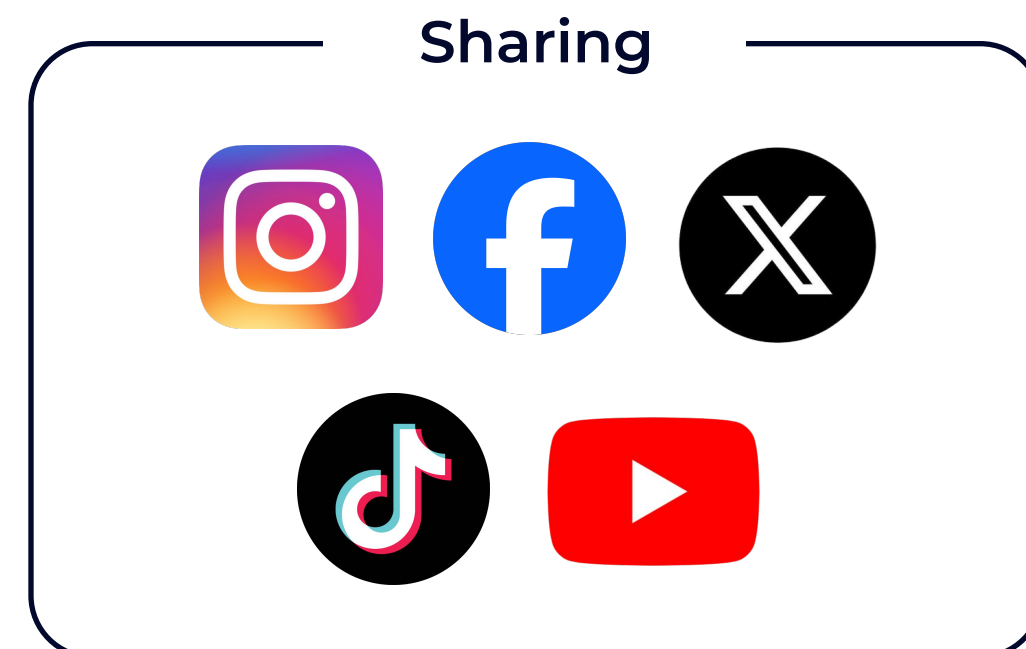
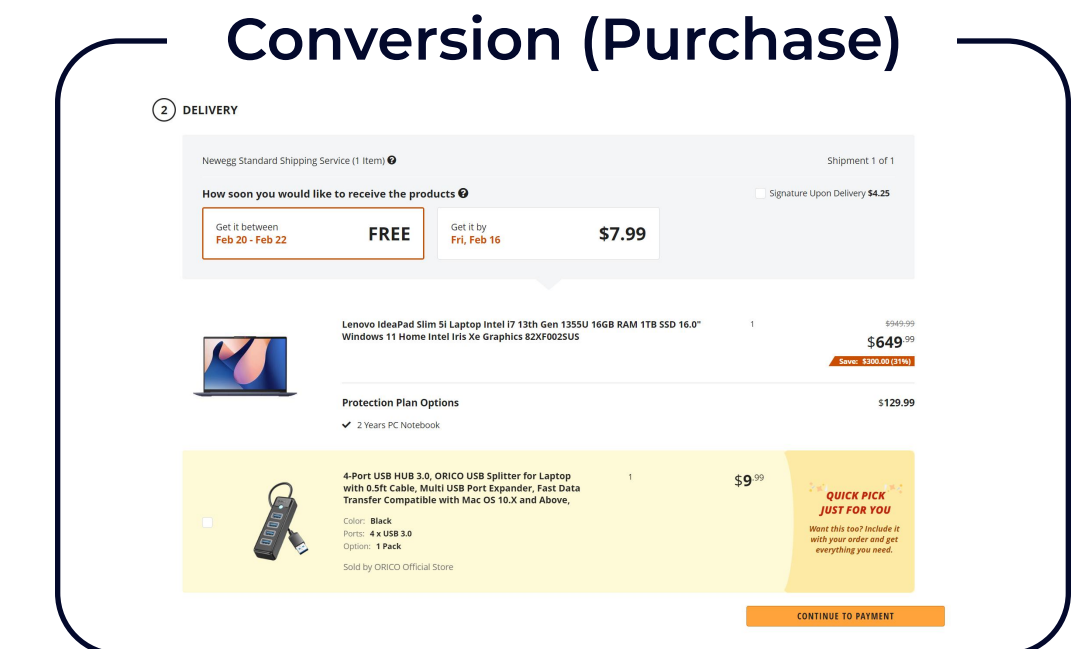
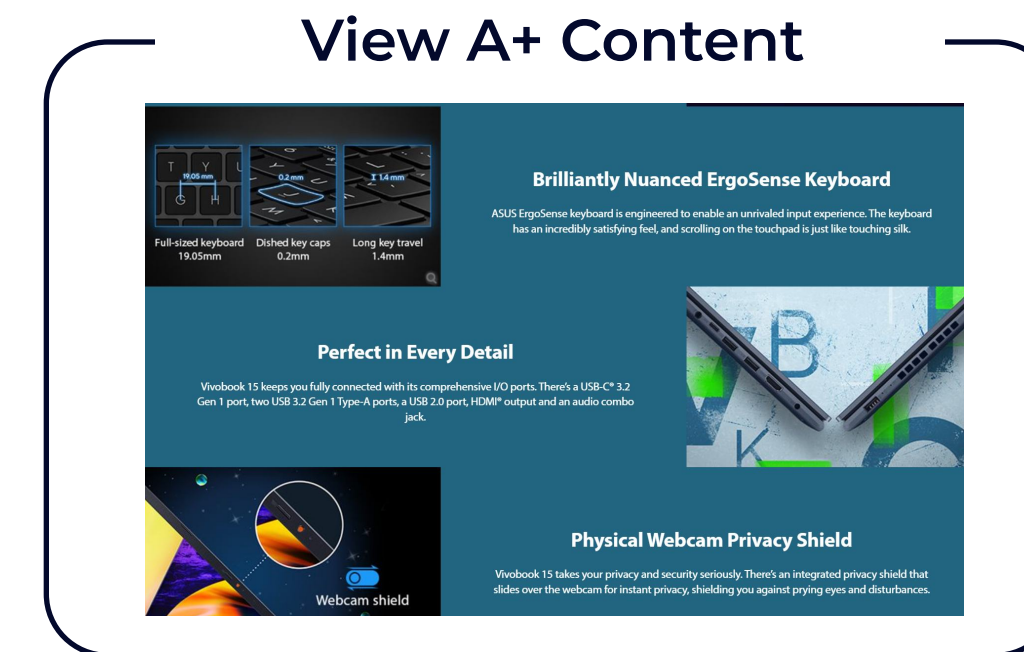
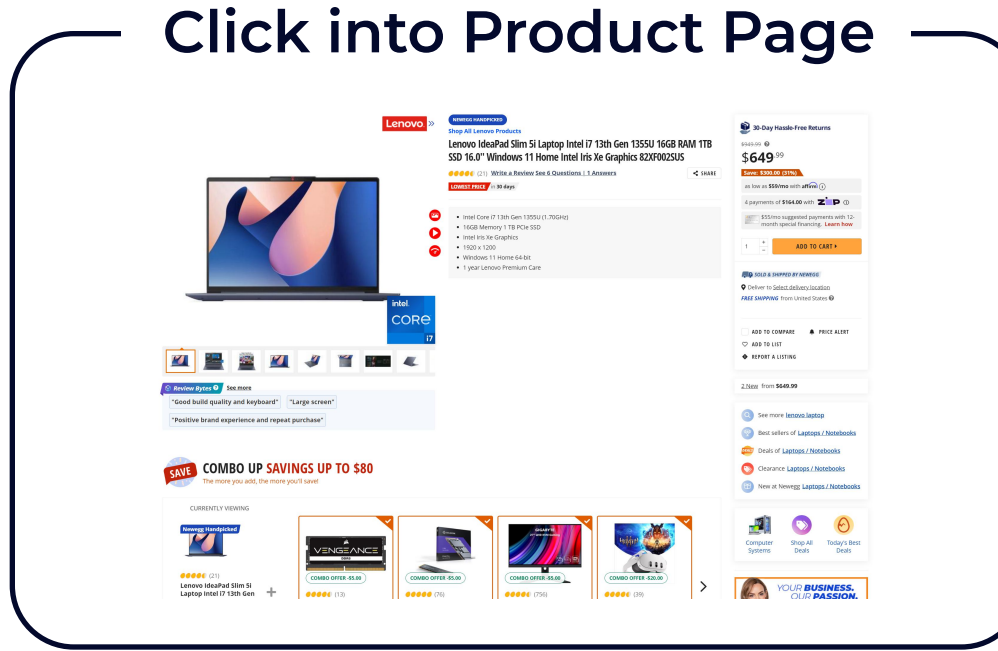
System Integration

- API and Data Feed function available
- Fulfillment and shipment visibility
- Performance dashboard



MARKETING SERVICES

Creating content and touchpoints for continued engagement at every stage of the shopper's journey.

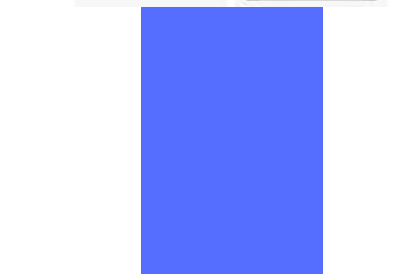


DRIVE EXPOSURE FOR YOUR PRODUCTS

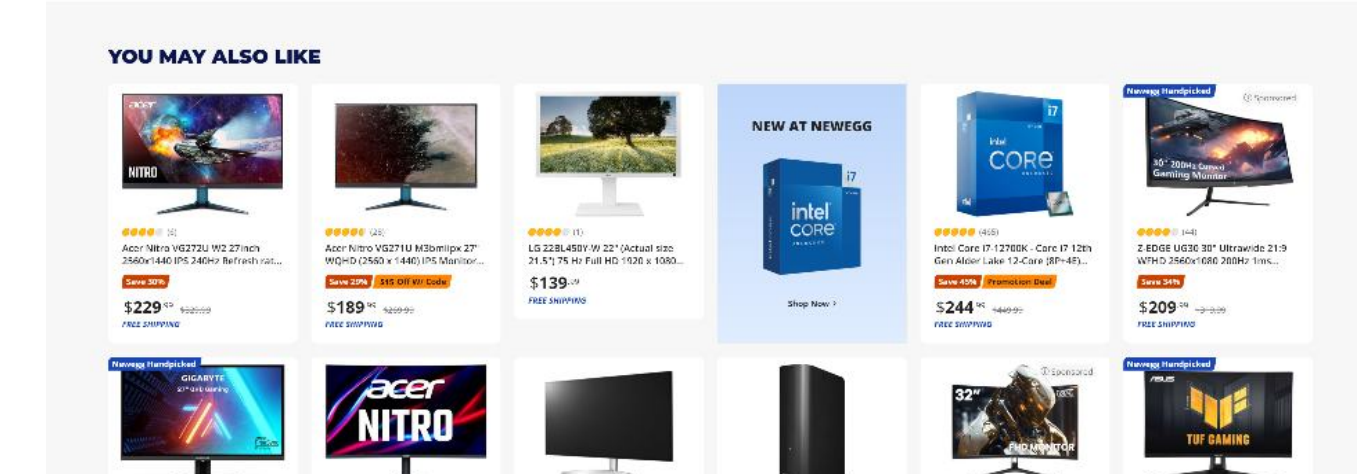
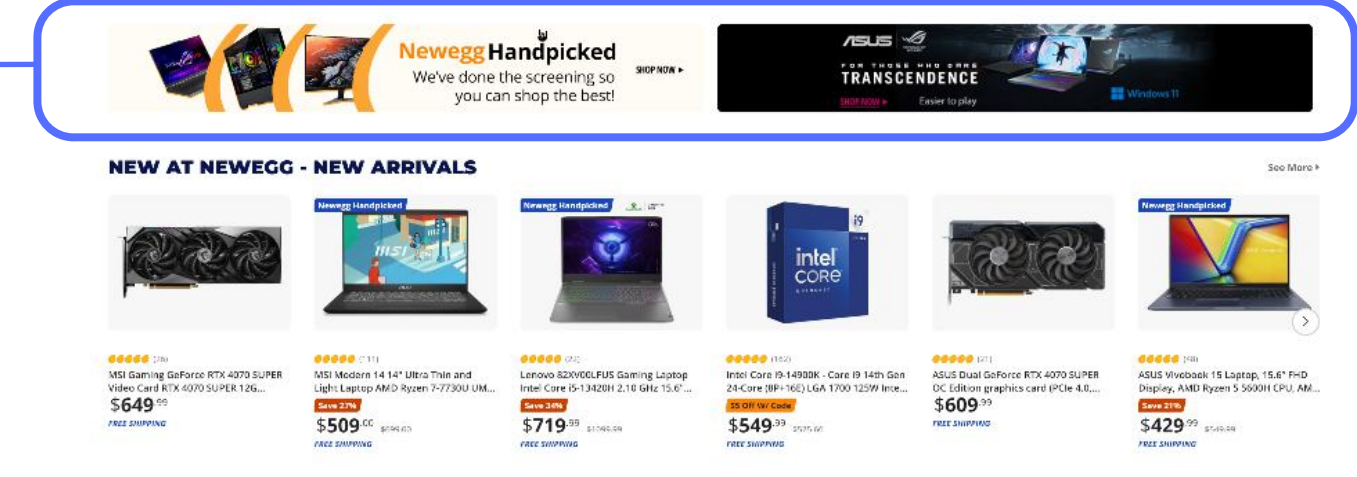
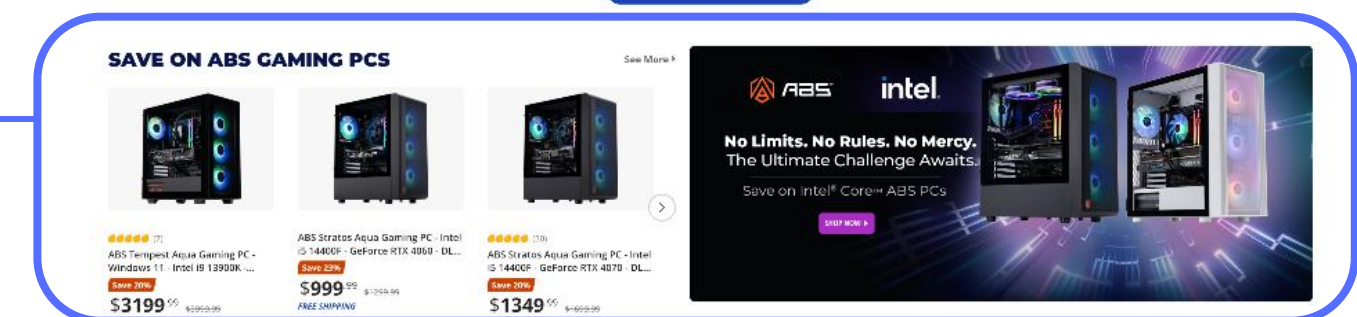
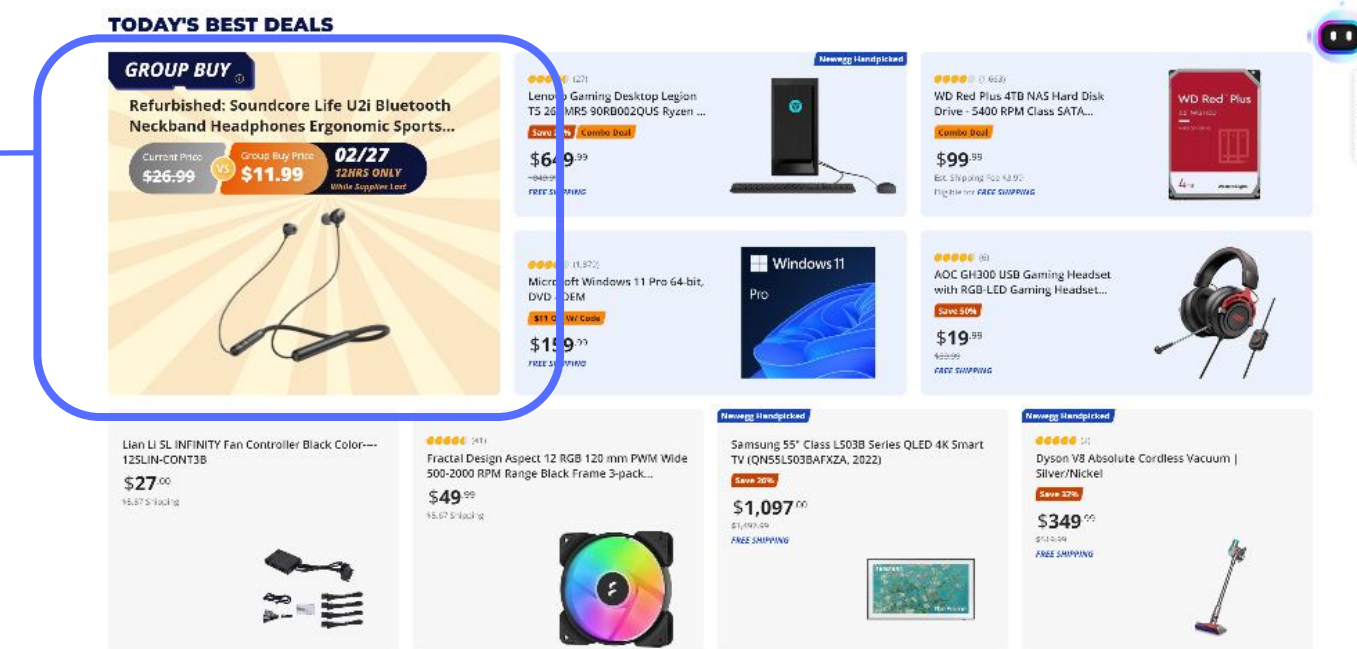
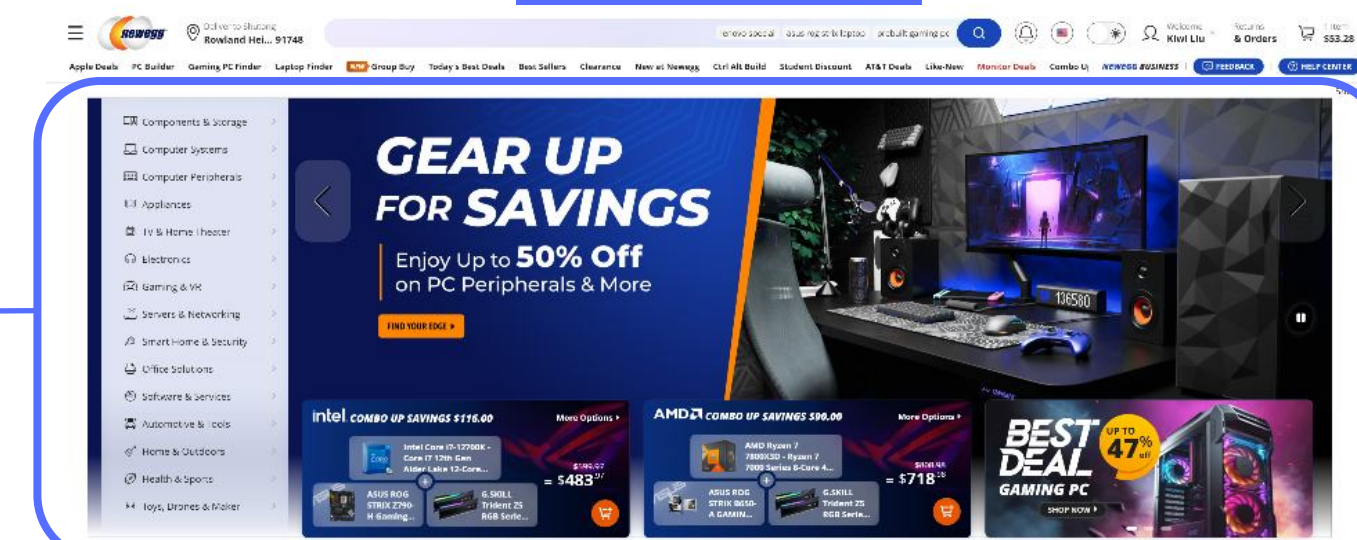
Our Promotions and Merchandising team is here to increase impressions and find the best placements for your products.

With several promotional vehicles to choose from, work with your **Account Managers** to find the best placements!

Mobile Site



Desktop Site



Leaderboard
(Auto-rotate Carousel)

GroupBuy
(24hr placement)

Homepage Carousel
(Clickable Banner, with product carousel)

Below-the-Fold Banner

Below-the-Fold Banner

Homepage Carousel
(Clickable Banner, with product carousel)

Marketing Vehicles



NEWEGG MEDIA

Educate, Entertain, and Engage with professional video content creation



Newegg Media tells the story of your brand and products with state-of-the-art video equipment, talented hosts, and experienced writers and directors.

We operate a 10,000-sq. ft studio space inside the Newegg headquarters in Greater Los Angeles.



Our clients include top-tier tech companies like Asus, Intel, and Nvidia — plus upstart brands looking to break into the US market.



It all starts with a conversation about your goals and budget. From there we work up concepts for approval and then schedule the deliverables. Let's look at some of the things we can do for your brand and products.



TRAFFIC THROUGH EXTERNAL CHANNELS

Utilizing our robust playbook, we've created the blueprint to driving targeted & quality traffic to newegg.com.

Through our strong relationships with platforms such as TikTok & YouTube and experience with other platforms

Platforms



We engage in upper-funnel awareness campaigns for our sellers.

Awareness

With our various site-wide promotions + new & hot products, we can create noteworthy buzz around your catalog.

Newegg.com

