

#### Welcome to

# Newegg Canada Marketplace

2016 - 2017

Sr Category Manager: Mike Kardalos Account Manager: Simona Trosman Merchandisers: Steve Solomon & Brian Woo Integration Specialist: Jantzen Lo

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# **About Us**



Founded in 2001, Newegg is the second largest online retailer in North America, offering customers a comprehensive selection of the latest consumer electronics, computers, home and professional AV products, appliances, gaming hardware and accessories, and other general merchandise.



K Newegg, founded way back in 2001, is practically an institution.

David Streitfeld, New York Times

# **Driven To Grow**



NECA Marketplace launched January 21st 2014

Started with 9 Canadian sellers and 350 skus.

16 Industries, 750 categories open to www.newegg.ca

Close to **3,000,000 listings** and growing fast

Actual status: over 500 sellers and over 2,500,000 active skus

SBN (Shipped By Newegg) Service for Newegg Canada Marketplace – just launched (Aug 1st 2016)



# **Industry – leading fulfillment**



Timely Accurate **Scaled** Economic Conversion 2% Avg cart \$280





Over 1,500 orders / day

#### 85% ground shipped





# Who Will See Your Products?



Becoming a Newegg Marketplace seller puts your items in front of **50,000 – 100,000 Unique Visitors per day**.

Work with our experienced Marketing Specialist to target specific shopping audiences and sell your products.



explore more | newegg.ca | www.newegg.ca/sellers/

# **The Newegg Difference**



#### Low Fees

Newegg Canada Marketplace offers some of the lowest fees in the industry across a wide variety of categories:

- Unlike other online marketplaces, we <u>do not charge</u> monthly or listing fees
- We charge a commission rate of 8% 15% (varies between categories) of the total sale of every order

\* See TABLE for rates

#### How To Ship

• **Self-Fulfillment:** we sell your items and you'll ship them out.

or

• **SBN Program:** Take advantage of our world class fulfillment capabilities. We'll store your products and ship the orders directly to the customers. Our SBN Service will help you save shipping costs and valuable time.

#### **How It Works**







Our integration team will work with you to list your products on Newegg Marketplace. Our marketing team will work with you to identify selling opportunities and implement promotional campaigns.



**Get Paid** 

Once an order is received, the seller ships the item(s) to the customer within 72 hours of order receipt.

Payments will be deposited into your bank account on the 2<sup>nd</sup> Wednesday of each month.

#### **Taxes & Duties**



#### **Domestic (Canadian) Sellers**



- Newegg is the seller of record for all transactions
- All taxes are collected by Newegg and passed back to the seller
- Seller is responsible for remitting taxes to the Canadian Government
- The ONLY exception is British Columbia, where Newegg keeps the taxes and remits them to the Canadian government on seller's behalf.

#### **International (Global) Sellers**



- Newegg is the seller of record for all transactions
- All orders must be shipped under DDP (Delivered Duty Paid) terms, if shipped by seller.
- Customers should only pay the price they see on the website, nothing else.
- ✓ All taxes are collected by Newegg
- Newegg remits the taxes to the Canadian Government

# **Integration Options**



# **√**XML ✓ API ✓ Excel, CSV, TXT via FTP

Our Integration Specialist will work very close with you so the integration process will be smooth and complete. He will walk you through the process and address any question or concern you may have.

#### **Seller Portal**



- Easy-to-use, intuitive seller interface
- Manage your orders, inventory, shipping and product information
- Review detailed reports to track your business performance on Newegg Canada Marketplace

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		Void(Out of stock) Void(Price Error)	\$23.99	1		
		Void (Unable to Fulfill)	\$25.06	2		

# We focus on YOU



You will have a dedicated Category Manager & a Marketing Specialist who will help you

- Succeed on Newegg Canada Marketplace
- Better understand your objectives
- Plan the promotions
- Schedule initiatives



- Passionate about customer satisfaction
- Award-winning Customer Service team to assist you
- Our team will be the first line contact as it pertains to order inquiries and RMA's.
- You are protected by our proprietary Fraud Prevention system
- All suspicious transactions will be red-flagged and voided. No worries on your side.

# **Online Marketing support**

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#### Marketplace Home Page Banner

- Marketplace ONLY promotions
- Seller, brand or category banners
- 3 or 4 day durations

#### **Spotlight**

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SA/NCE

- 3 different items every day
- Unique, aggressively priced, or hot items
- Newly launched products

#### Email blasts

- 200k + loyal Newegg customers
- 20 featured items

Google asus laptop

Numerous deals inside the email store

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SUMMER OF

Everything from Tech to Trave

#### Digital Marketing Channels

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www.neween.com/

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#### **Digital Marketing Channels**

Google Shopping (PLA)

Google Trusted Stores
Newegs.co
\*\*\*\*\*\* View details
Google Certified
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Learn more

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#### explore more | newegg.ca | www.newegg.ca/sellers/





newegg

- 2 Newegg fulfillment centers available in Canada
  - Richmond Hill, Ontario (east coast)
  - Richmond, British Columbia (west coast)
- Official launch date: August 1st 2016
- Lower cost to sellers than the leading 3<sup>rd</sup> party multi-channel fulfillment solution

#### Key features & benefits:

- Seller ships products to our warehouse (DDP terms)
- Seller has the option of using the multi-channel fulfilment as well
- Increase the good reviews count (seller rating will be increasing as well)
- **FAST** shipping: 99.9% of orders will be shipped out within 24h
- FAST delivery: ships from CANADA within CANADA
- Returns to be handled by Newegg

Details (How It Works, Rates, Calculator, FAQs) can be found here: http://www.newegg.ca/sbn/index.html

TAKE IT FROM GEEK.

TAKE IT FROM GEEK.

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AWESOME

# Shipped By Newegg (SBN) - continued



#### **Quick SBN Starting Guide**

<u>http://promotions.newegg.ca/marketplace/sellers/resourceLibrary/Shipped%20by%20Newegg.pdf</u>

Learn about:

- Seller benefits
- Selecting inventory for SBN
- Plan you shipment
- Work on your shipment
- Order fulfillment
- Labeling and Packing instructions



### **Commission Structure**



Category / Industry	Comm
Appliances	10%
Apparel	15%
Arts & Crafts	15%
Auto & Hardware	10%
Baby	15%
Bags & Luggage	15%
Beauty	13%
Books, Media and Entertainment	13%
Camera & Photo	9%
Cell Phone Accessories	12%
Computer hardware	9%
Consumer Electronics	9%
DVDs & Electronics	10%
Health & Wellness	15%

Category / Industry	Comm
Home & Living	15%
Home Improvement	14%
Jewellery	15%
Motorcycles & Powersports	10%
Musical instruments	10%
Office Supplies	14%
Outdoor & Garden	14%
Pet Supplies	12%
Software	15%
Sporting Goods	15%
Toys, Games & Hobbies	10%
Unlocked cellphones	8%
Videogames consoles	8%
Watches	15%
Other	15%

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# **Newegg Canada Marketplace transactional flow**







# **Thank You**

