



## ***2021 D2C Playbook***

Last updated 1/19/2021

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# Newegg at a Glance

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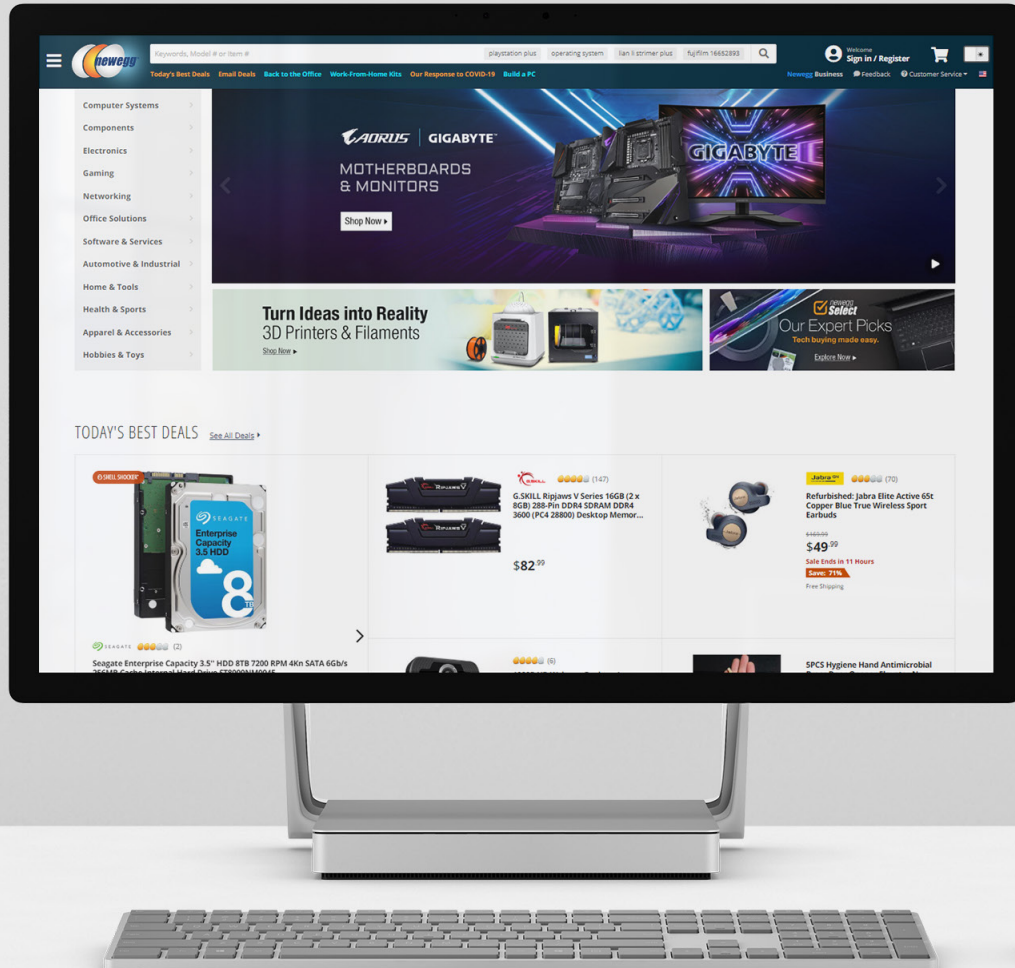
TWICE's 2019  
Top 100 CE E-retailers

#8

Internet Retailer's 2019  
Top 500 E-retailers

#11

Newsweek's Best  
Online Shops 2020



**40.2M+**

Registered Customers

**16.5M+**

Email Subscribers

**35.8M+**

Average Visits/Month

**132.8M+**

Average Page Views/Month

**4.3M+**

Customer Reviews

**3.3M+**

Social Media Fans



# How Newegg Delivers for D2C

Direct-to-consumer (D2C) services is all about finding the channels to promote to your core consumer audience and advertising your products to them directly, rather than through middlemen.

Newegg's D2C program has solutions to power the achievement of any goals, whether they be for brand awareness, sales, operational cost reduction, efficiency increases, global expansion, or anything in between.

**Newegg's D2C program is aimed at maximizing our seller and vendor partner capabilities through the strategic use of our suite of services in key areas of e-commerce and business:**

## Fulfillment & Logistics

Newegg's family of fulfillment and logistics services offer brands and resellers a variety of service options that leverage Newegg's scale to ensure highly cost-effective rates, while reducing overall workload. Whether seeking FTL, LTL, ocean and air freight, warehousing, last-mile delivery, third-party fulfillment or a custom-tailored program, the logistics experts at Newegg have the ability to design a solution that is the perfect fit.

## Marketing

Gain full access to all the progressive marketing tools Newegg has to offer, or pick and choose which ones make the most sense for you. Grow your brand awareness and sales on all the top e-commerce sites with Newegg's suite of marketing services such as SEM, SEO, editorial content production, email marketing, creative design, advanced analytics, and much more.

## Customer Service

For several years running, Newegg has been an award-winning customer service provider for customers of Newegg.com, Newegg.ca, and NeweggBusiness.com, balancing efficiency with a human touch that nurtures a loyal customer base. Now, brands and resellers of all sizes can rely on that same award-winning service to supply customer service support for off-Newegg roles, from contact centers via email, phone, chat, and even on-site staffing.

## Staffing

Newegg Staffing is a commercial staffing firm committed to serving clients in a timely manner while also recognizing our obligation to the needs of our clients, employees and community. Our mission is to maximize client performance by consistently sourcing and delivering the right talent, services, solutions and pricing.



**1.5M+**Square Feet of  
Storage Space**100K+**Daily Package  
Capacity**99%**Same-Day Order  
Fulfillment**99%**On-Time  
Delivery**91%**2-Day Ground  
Delivery Reach

	Managed By	Discounted Shipping Rates	Newegg Managed Customer Service	Newegg Managed Customer Returns	International Fulfillment
Shipped by Newegg (SBN)	Newegg	✓	✓	✓	✓
Newegg Return Service	Newegg	✓ *	✗	✓	✓
Shipping Label Service	Seller	✓	✗	✗	✗
Newegg International Shipping Program (NISP)	Newegg	✓	✗	✓	✓
3PL Fulfillment	Newegg	✓	✓	✓	✗

\*Applies only to transactions between seller and Newegg Marketplace.

# Shipping & Fulfillment

With nearly two decades of e-commerce experience, Newegg has recognized the increasingly uphill battle that many sellers face competing against the established shipping rates, manpower, and warehouse space of their largest competitors. This rising problem within marketplaces necessitated the need for Newegg to collaborate with our sellers and develop a family of fulfillment services tailor-made for e-commerce sellers.

# Shipped by Newegg (SBN)

## Your Answer to Full Circle Global Fulfillment

With a focus on cost-effective fulfillment that picks, packs, and ships on a seller's behalf, SBN allows merchants to focus on the more important aspects of their business. SBN was designed for companies of any size, in any region. Free up resources and warehouse space by letting Newegg handle all the warehousing, shipping, and customer service duties – all on your behalf.

## You Send

**Our inbound rate is at least 5% lower than competitors.**

Leverage our vast logistics resources to increase efficiency and reduce the hassle. You'll enjoy money-saving advantages by avoiding costs associated with warehousing, shipping, packing, and insurance.

## We Store

**Save 10% or more on storage fees.**

The scale and efficiency of our logistics allows us to quickly ship large volumes of packages in a shorter amount of time. We ship 99.6% of our orders within 24 hours, which gives you the peace of mind and time to focus on growing your business.

## Increased Visibility

**SBN SKUs received 79% more orders than the same non-SBN SKUs.**

Newegg supports sellers who value their customers' experience and have developed ways for sellers to compete - even if they don't always have the lowest price.

## Customers Order

SBN partners also enjoy special priority to participate in Newegg's Merchandising campaigns. In addition, SBN products display a special logo that connotes to customers the confidence, trust, and reliability associated with the Newegg brand.



# À la Carte Fulfillment

## Newegg Return Service

The key to garnering repeat customers and establishing your brand.

### Who is it for?

Sellers who want a managed return service complete with customer service and vetting of RMAs.

### Key Benefits

- Increase customer confidence and worry-free purchasing.
- Award-winning Newegg customer service frees up your team resources.

## Newegg Shipping Label Service

Lessen 3PL's drain on your margin with incredibly convenient, self-printed shipping labels designed to save you big.

### Who is it for?

Sellers who prefer to handle their own shipments and inventory themselves; this service provides them an alternative to costly 3rd party shipping services.

### Key Benefits

- Leverage Newegg's deeply discounted rates.
- Automatically deduct postage fees through your Seller Portal account.

## Newegg International Shipping Program

Convenient international shipping and management service that makes cross-border selling easy.

### Who is it for?

Sellers who want a simple and efficient way to sell globally without the hurdles and headaches of international shipping.

### Key Benefits

- No additional fees – just ship to our California warehouse.
- Introduce your products to new customers across the world.



# Logistics beyond Newegg

## 3PL Fulfillment

As the e-commerce marketplace races to meet growing consumer demands, 3PLs have become trusted partners for distribution and fulfillment for many brands. In most cases, consumers do not even realize that their online orders are fulfilled and shipped by 3PLs. This seamless experience is the goal of every third-party logistics provider like Newegg Logistics 3PL Service.

### Who is it for?

B2C companies selling on their own website and other sales channels;  
B2B companies shipping bulk orders to retailers and wholesalers.

### Key Benefits

- Scalable operation with access to Newegg's multiple locations within the U.S. and Canada.
- Leverage Newegg's vast array of carrier relationships to enjoy highly competitive small parcel and freight rates.
- Integrations to major sales channels such as Amazon, eBay, Walmart, wish.com, and Wayfair ensure minimum delivery lead time to end customers.
- Flexible operation to perform value-added services such as re-boxing, kitting etc.



# 75%

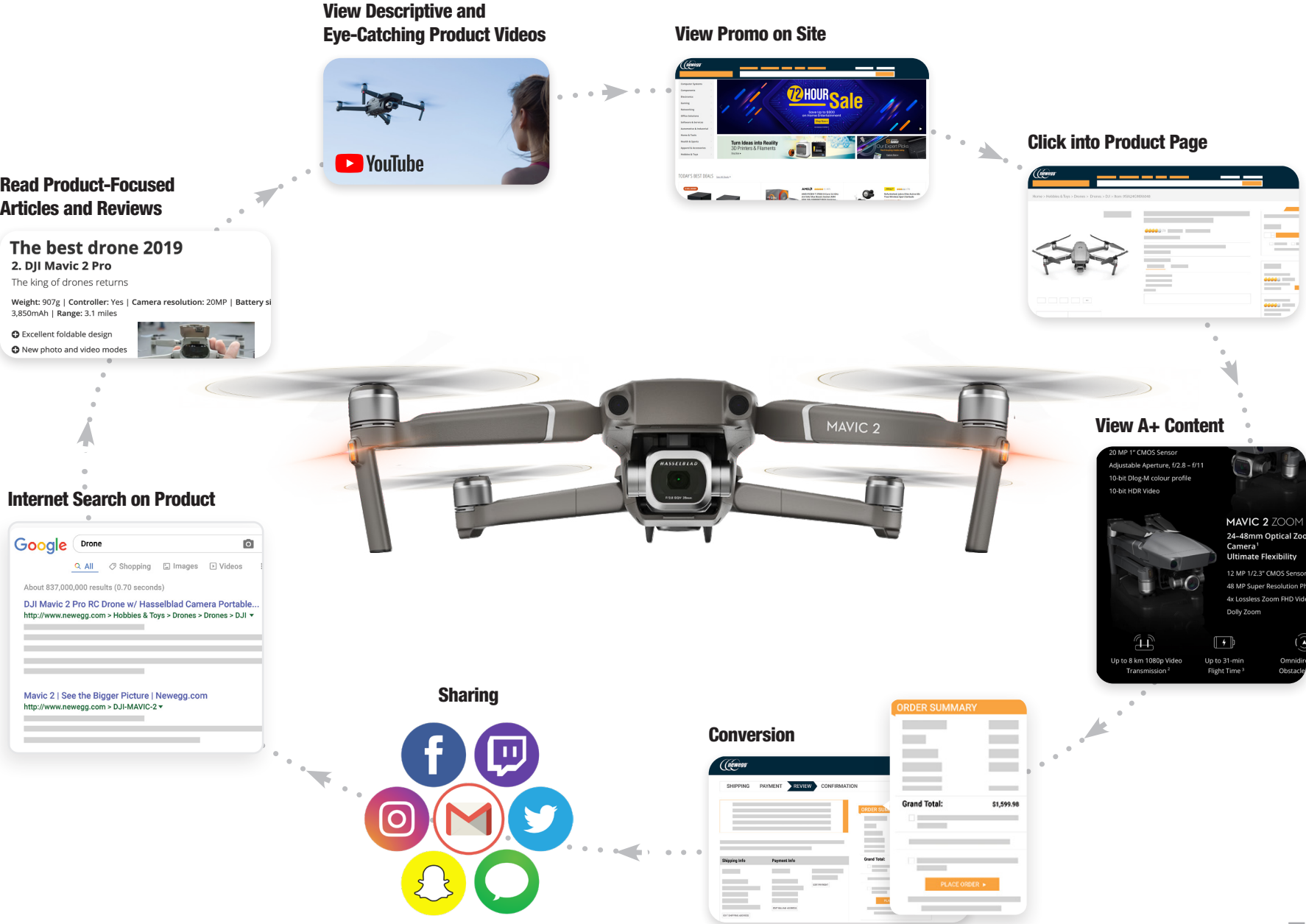
of shippers said the use of 3PL services has contributed to overall logistics cost reductions.

# 86%

of shippers said the use of 3PLs has contributed to improved customer service.

# Marketing Services

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

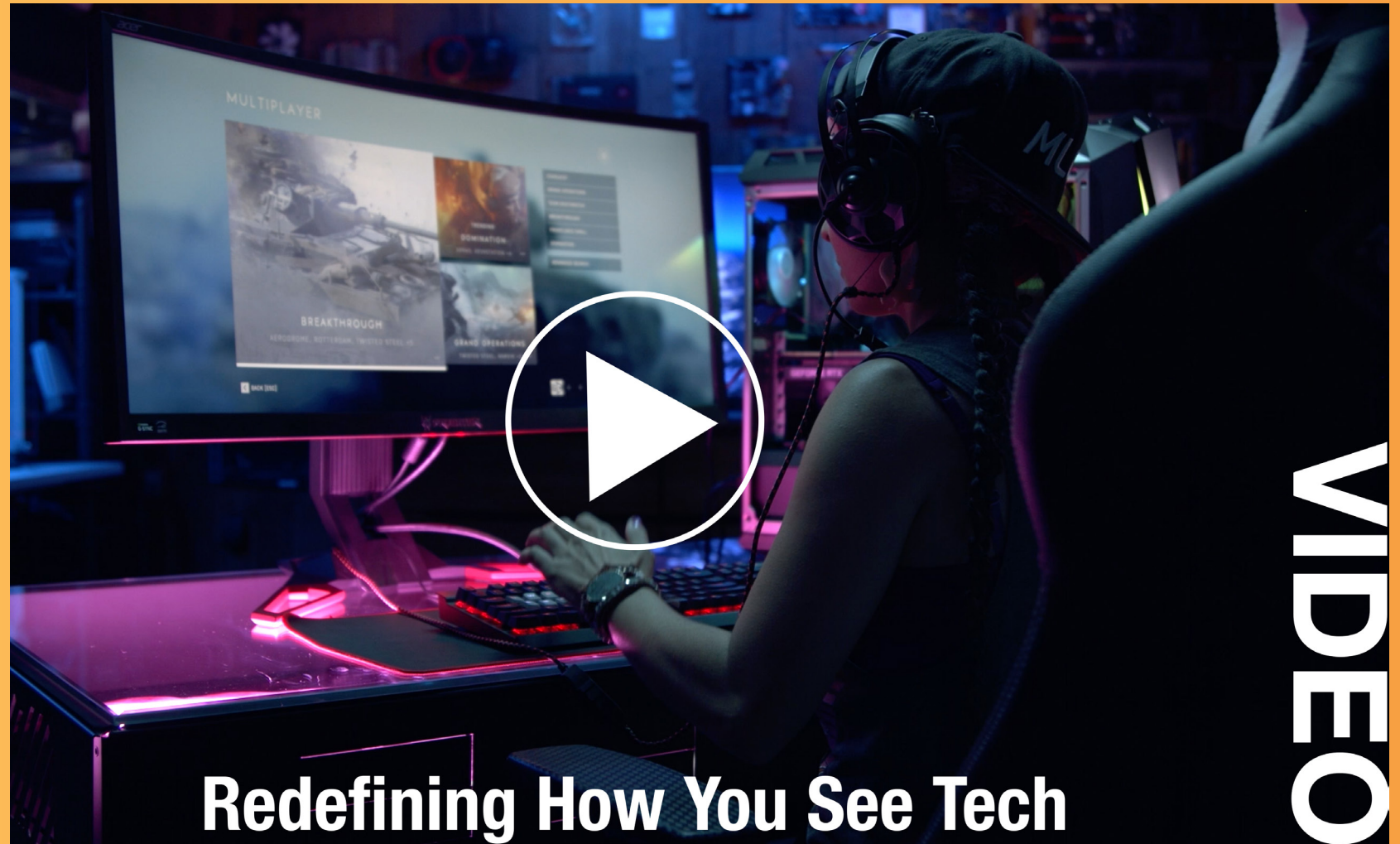




# Newegg Studios

Located in our California headquarters, the 5,000 square-foot Newegg Studios facility houses our video production crew who use state-of-the-art equipment and techniques to create innovative and evocative digital content. Our team uses informative commentary with hands-on demonstrations to tell the story of your products and brand, developing original content that serves to educate and inspire viewers.

Videos created by our Newegg Studios team live on YouTube and Newegg Insider forever and can be used to enhance product page content for a far richer customer experience. This diverse content distribution allows customers at all levels of the purchase funnel to discover your products and learn about your brand through engaging content.



## Redefining How You See Tech

VIDEO



# Brand-Building through Content Marketing

Using content marketing to strengthen your digital brand is a vital way to improve your search engine rankings, attract interest from new customers, and position your brand as an industry leader. Content marketing allows you to define your brand identity by telling your story directly to customers.

**71%**

of B2C brands employ content marketing strategies.

**55%**

of B2C brands outsource content marketing creation.

**35%**

of B2C marketers budget \$100,000 or more for content marketing.

Source:  
[Content Marketing Institute](#)

## Top Content Types Used by B2C Marketers



Newegg Studios

# Videos, Articles, & Photography

## Video

Videos get views, but it takes great content and strategy to get sales. Featuring high-quality product videography, action/use, and hands-on shots, Newegg Studios Video is shot and edited according to your brand's audience and marketing content strategy.

Whether you utilize our in-house voice-over or our on-screen talent, we have the know-how and authority to sell your product or brand story.



Channel Started  
in 2006



480,000+  
Subscribers



122+ Million  
Views



6.7+ Million  
Hours Watched



2.6+ Million  
Clickthroughs  
Since 2013

All stats from the Newegg Studios YouTube channel.

## Editorial

Editorials provide your customers with a full rundown of your product features. Choose from professionally written product overviews, buying guides, or how-to articles – all with SEO and longevity in mind. These articles are designed from the ground up to make a huge splash for your brand both on Newegg sites and organically on the web.



Over 780,000  
Unique Readers  
to Date



126% Increase  
in YoY SEO  
Traffic



Organic Domain  
Authority: 90+



SERP Control over  
1K Keywords  
Producing 100K+  
Visitors per Month



Content Often  
Ranks Prominently  
and Captures  
Featured Snippets



Alexa Ranking:  
742 of Entire  
Web

## Photography

Make your products speak for themselves with professionally shot and edited product photos. Available for individual use and/or within a top-ranking Newegg article, these photos are tailored to appeal to your desired audience. Use these bespoke photos to make your product listings pop, improve your branding on social media, or however you see fit to maximize consumer impact.



Newegg Listings Using High-  
Quality A+ Content Photos  
Generate 657% More Page Views



Products with A+ Content  
Receive an Average of 75.7%  
More Cart Additions



Newegg-Hosted Images  
Routinely Rank within Top  
Image Search Results

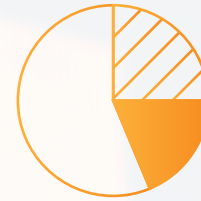
# Newegg Analytics

Newegg has the ability to offer brands a detailed look at the customer breakdown and their performance on the platform, with in-depth analysis about customer segment, as well as cohort and channel analysis.



## Analytical Consulting

- Market Analysis, Including Entry Analysis
- Competitive Analysis
- Basket Analysis



## Marketing/Digital Analytics

- Web/Mobile App Analytics
- Analytics Implementation



## Customer Survey

- Customer Satisfaction
- User Experience
- Customer Product Affinity
- Product Roadmap

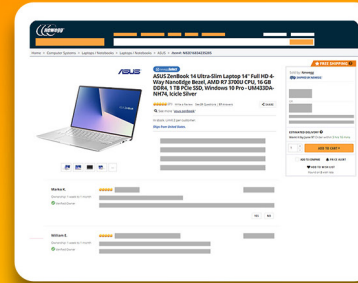


# On-Site Marketing

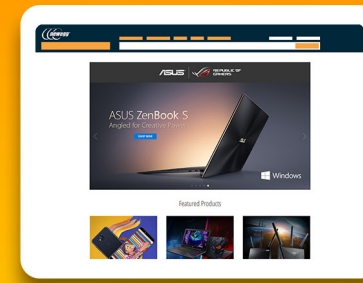
Are you poised to get as many eyes on your Marketplace listings as possible? From establishing and solidifying your brand to promoting you alongside the hottest trends and products, Newegg has the marketing vehicles and channels to optimize conversion.

## Newegg Marketing Solutions

### EggXpert Reviews



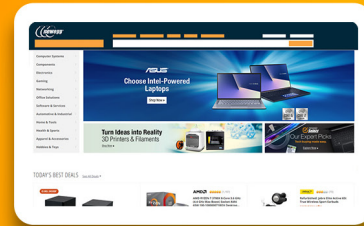
### Brand Stores



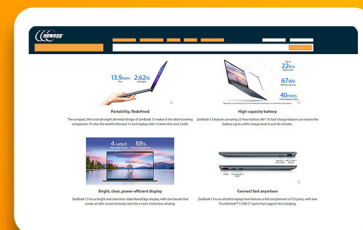
### Promos



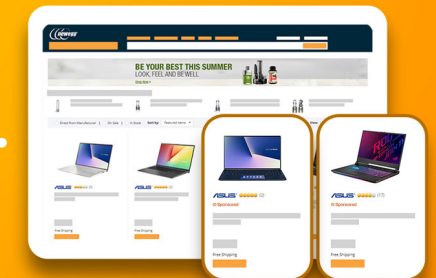
### Dynamic Advertising



### Content Services



### Sponsored Product Ads



## On-Site Marketing


# Sponsored Product Ads

With millions of shoppers on Newegg actively searching for their favorite tech, sellers can now maximize their conversion chances with this valuable marketing tool and drive up cart additions and impressions.

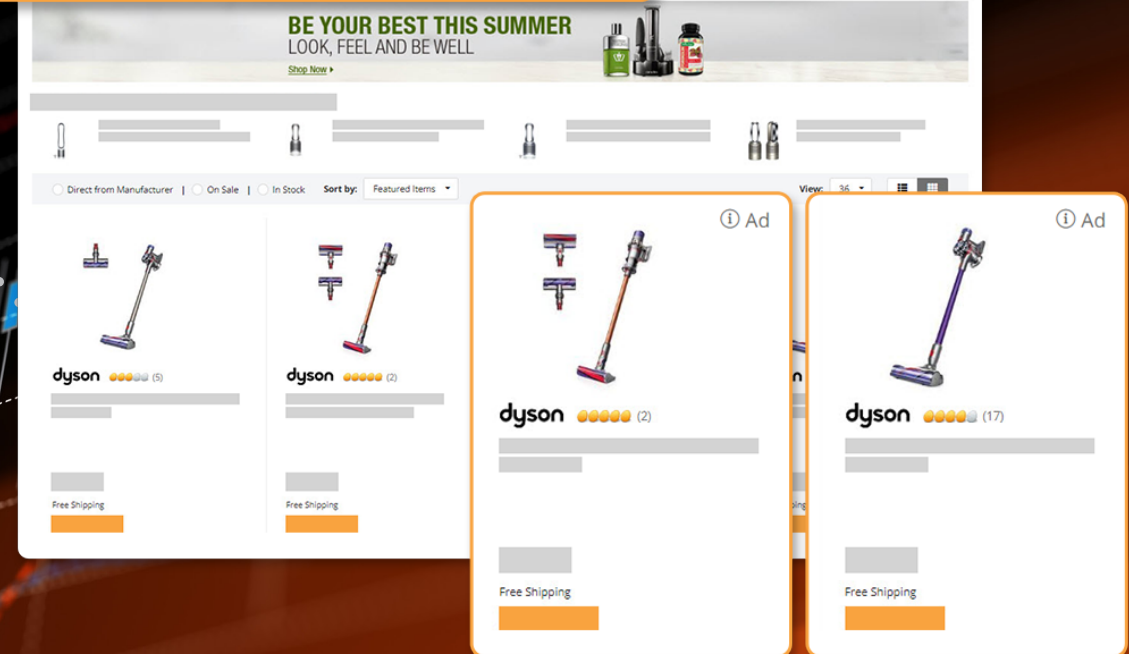
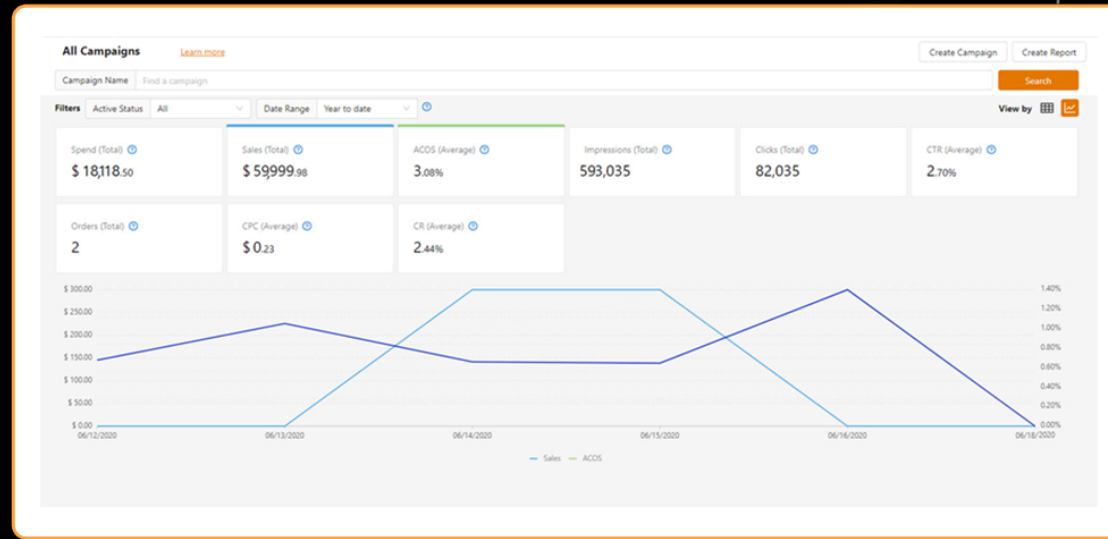
Newegg Sponsored Product Ads tool is a keyword-targeting search function on Newegg.com that enables sellers to promote their listings prominently in the search results page. This advertising model charges advertisers when customers click on an ad (pay-per-click), and boosts incremental sales while delivering valuable analytics.



**< 7%**  
Average  
Cost of Sales



**> 2%**  
Average  
Conversion Rate



The search results page features a banner at the top: "BE YOUR BEST THIS SUMMER LOOK, FEEL AND BE WELL Shop Now". Below the banner, there are filters for "Direct from Manufacturer", "On Sale", and "In Stock", along with a "Sort by" dropdown set to "Featured Items". The results show several Dyson vacuum listings. Two listings are highlighted with orange borders and labeled "Ad":

- Dyson vacuum (5 reviews) with a rating of 4.5 stars and "Free Shipping".
- Dyson vacuum (2 reviews) with a rating of 4.5 stars and "Free Shipping".

Other listings include a Dyson vacuum (17 reviews) with a rating of 4.5 stars and "Free Shipping".



## Imaging Services

The first step to maximizing online sales starts with putting the products on a pedestal, and Newegg imaging services does just that.

### Who is it for?

To successfully convert customers in e-commerce, sellers need to have the best possible imagery highlighting the product in a professional, clear manner. Whether a brand that wants to offload the photography task or a reseller looking to step up their presence in their e-commerce channels, Newegg imaging services deliver crystal-clear product photography with a clear focus on highlighting the benefits and most intricate details of the items themselves.

Using a white background and bright setting, sellers' products can be displayed in multi-shot packages or even interactive 360° rotational images for complete product angle coverage.

### Key Benefits

- Crisp, hi-res imagery catches customer eyes to make products stand out.
- Multiple photographs deliver full-product representation.
- 360° rotational images provide engaging, interactive modules for customers.
- 360° rotational images deliver 20 images per item.

## On-Site Marketing

# Content Services

Create the best first impression with professional, marketplace-ready photography.

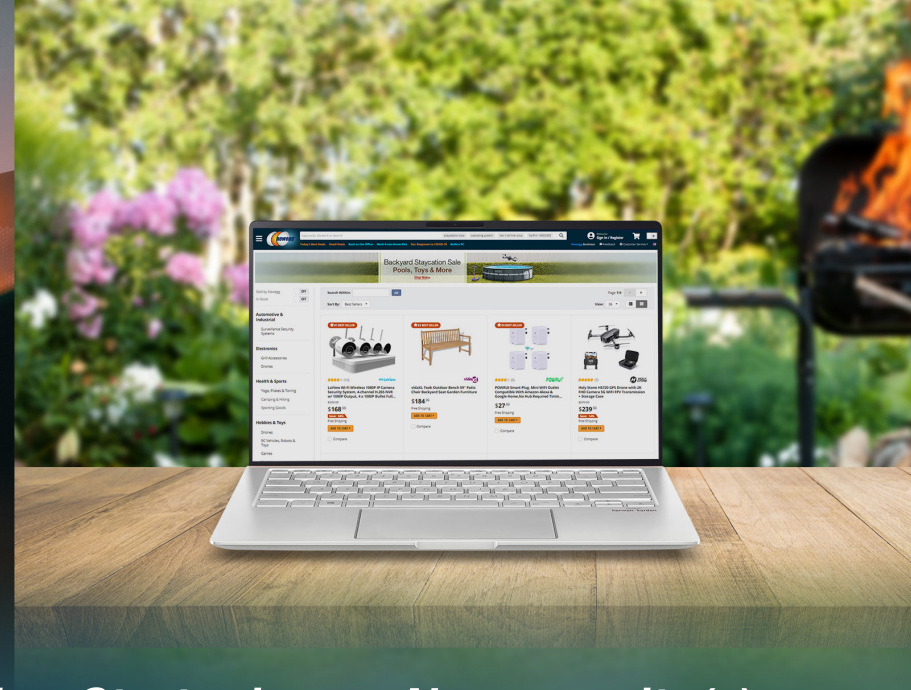
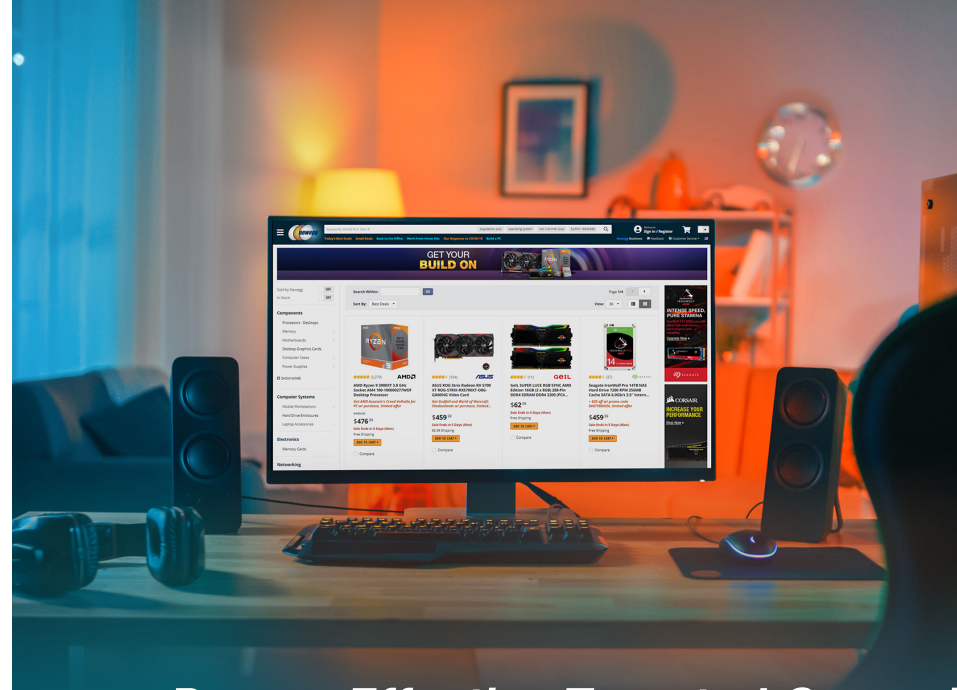


## On-Site Marketing

# Dynamic Advertising

Provide the right products to the right people at the right place & time.

Reach the optimal customers by using Targeted Onsite Banners. By targeting Newegg visitors by their onsite behavior, purchase history, geo-location (and much more!), you can present unique, personalized messaging and offers to drive sales and connect with the people who are interested in your products.



## *Proven Effective Targeted Campaign Strategies on Newegg site(s):*



### **Organic**

Target customers' behavior around your brand's product / category with discounted products for conversion purpose.



### **Brand Conquest**

Target customers' behavior around competitor's products or other products in the same category as your brand's products.



### **Cross-Sell**

Target customers' behavior around products / categories which are different from your brand's product line, but related.



### **Content-Driven**

Informative content-focused campaign for brand storytelling. Targets customers' behavior around your brand's product / category.



## On-Site Marketing

# EggXpert

Through the Newegg EggXpert Review Program, Newegg invites its best reviewers, known as EggXperts, to thoroughly test, review, and post opinions about new and pre-release products to help their fellow customers make informed buying decisions. Newegg provides EggXperts with free products that have been submitted to the program by participating vendors. EggXperts review the products they receive and post their reviews in the EggXpert Review Program.



[Redacted text block]



[Redacted text block]

[Redacted text block]

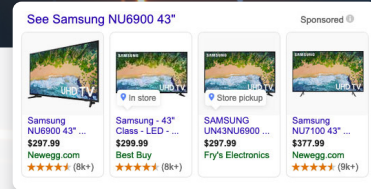
[Redacted review text block]





# Off-Site Marketing

Get the right exposure and engagement for your products. Newegg Marketplace offers a suite of digital marketing channels that help drive traffic to your product pages and grow your sales. Whether it's a standalone initiative or a combination of channels, we'll create a campaign package that works for you.



## Google Shopping Ads

As a strategic marketing tool, this opportunity gives added exposure to individual products that customers with a strong purchase intent are explicitly searching for, putting your Newegg listings in a prime position to convert.



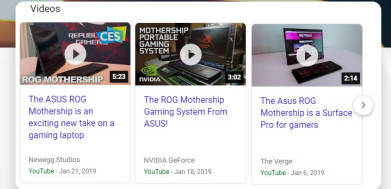
## Affiliates

Adapting to the latest customer shopping trends, Newegg partners with the biggest Affiliates and networks across the globe to capture new customers every day. As a high-conversion channel, this adds another dynamic to the product and promotional strategy to drive sales.



## Social Media

With over 3 million highly-engaged fans around the globe across multiple platforms, Newegg creates original media to deliver rich experiences for our followers. Informative, captivating content and a personal connection bring customers closer to tech through videos, sweepstakes, promotions, and more.



## SEO

Driving organic traffic from search engines is one of the best ways to funnel customers onto your product pages with a great opportunity for conversion. Newegg SEO experts can offer optimization strategies and best practices, which can combine with content marketing for increased long-tail exposure.



## Off-Site Marketing

# Customer Communications

Through the Post-Purchase Email program, sellers can craft their own custom email communications to remarket their products to their previous customers. This enables brands and retailers to make an impression on the customers, and build a relationship that often has very lucrative results.

Sellers have access to pre-built email templates that can be used to drive awareness of new product offerings, incentivize sales with specific or store-wide promo codes, or highlight the top four items from the seller catalog.

Sellers can segment audiences to target specific customer characteristics, to make their mark on customers on their own terms.



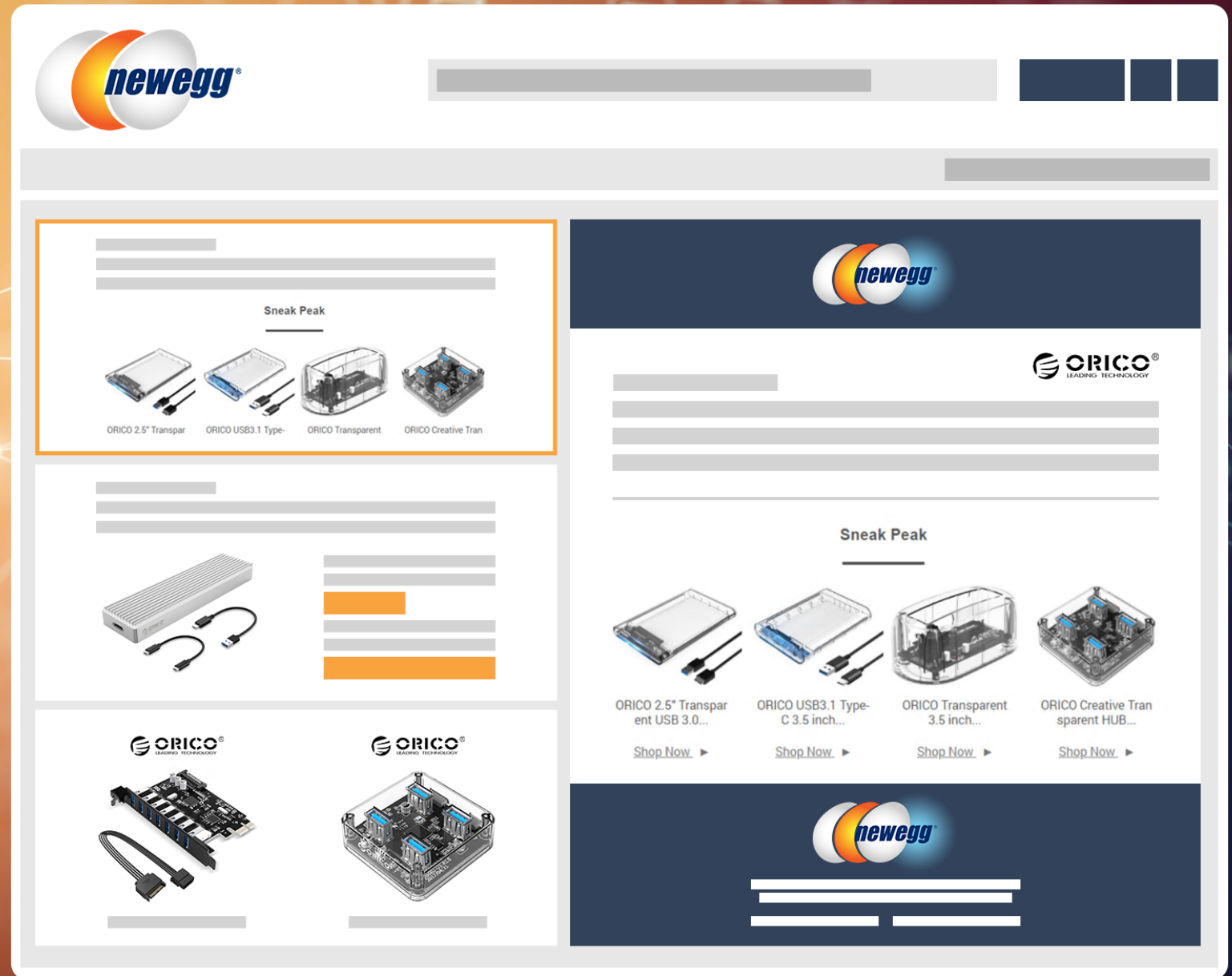
**8%**

Average Click-Through-Rate



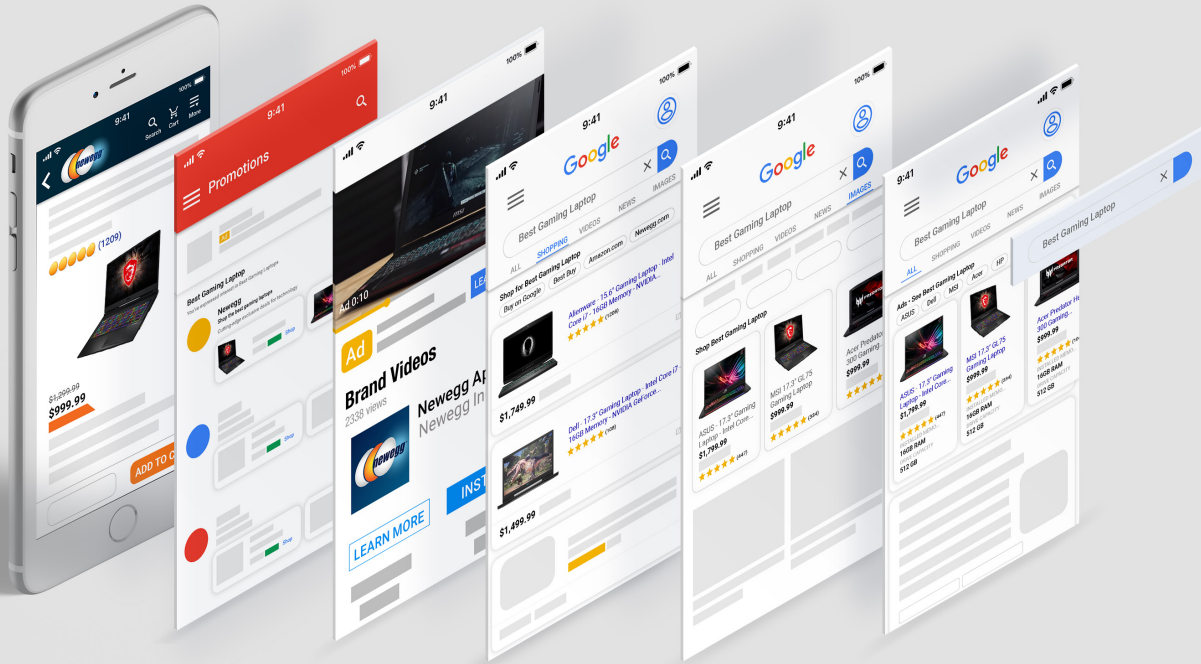
**52%**

Average Open Rate



# Google Shopping Ads Service

Newegg places significant value on its Google Shopping promotions. With our vastly experienced team of SEM experts, we apply the same campaign and spending strategy used for our successful corporate promotions – and deliver that same know-how and effectiveness to our partners.



Newegg's experienced SEM team provides insight into the most efficient campaign-spend strategies.



Detailed analytics of campaign performance.



Optimized for both desktop and mobile.



Newegg partner campaigns often outperform self-promoted ads by brands and retailers alone.



Customizable campaign strategy managed by our experts.



## Off-Site Marketing

# Email Marketing

Our Newegg e-blast insiders find the best deals through our emails by receiving multiple discounts and previews. As a subscriber, they gain access to our biggest deals, access to sweepstakes, coupon codes, Shell Shocker deals, huge seasonal sales and the latest news from Newegg.



**16.5M+**  
Email Subscribers



**1.3B**  
Emails Sent in 2019



**23.1%**  
Average Open Rate in 2019



**3.5%**  
Average Click Rate in 2019

## Promotional Emails

Be a part of our Monthly Email Marketing Calendar Banners & Special Promotional Sections are available, such as:

- Grand Promos
- Quick Draws
- Weekend Express
- Domain Dedicated
- Daily Shell Shocker

## Personalized Emails

Daily sends according to customers browsing and purchasing behaviors:

- Customized Campaigns
- Welcome Series
- Post-Browse
- Post-Purchase Monthly & Daily
- Window Shoppers
- Wish List
- Abandon Shopping Cart
- Abandon Search
- Helpful Review
- Price Drop Alert
- Warranty Reminder

# Email Marketing

## Email Banners

Banner placements are available for reservation and based on first come, first serve basis with EIMS. They are available Weekly, and every Tuesday/Thursday/Friday in the following options:

- Segmented Email: Dedicated email that's sent to customized customer segment per data mining.
- Personalized Email: Dedicated email based on customer onsite behaviors.
- Email Placements (Leaderboard Banner): Featured near the bottom of our promotional email. (In-house template design)
- Email Placements (Box Banner): Featured with 2 other box banners at the foot of our promotional email. (In-house template design)

## Customized Email Programs

Email Marketing offers PMs and their vendors the opportunity to send a customizable email message, to a select group of Newegg customers focused on promoting a single brand or category.

### Promotional Emails

- Be a part of our Monthly Email Marketing Calendar.
- Banners & Special Promotional Sections are available.

### Personalized Emails

- Daily sends according to customers browsing and purchasing behaviors.
- Customized Campaigns
- Welcome Series
- Post-Browse
- Post-Purchase Monthly & Daily
- Window Shoppers
- Wish List
- Abandon Shopping Cart
- Abandon Search
- Helpful Review
- Price Drop Alert
- Warranty Reminder

## Post-Purchase Emails

Post-Purchase emails are used to boost customer engagement, increase sales and are overall an efficient tool in digital marketing. Shoppers receive their transactional information via email soon after they've made a purchase. With this tool, you can participate by offering customers a discount, encouraging future purchases.

### Customer Selection Logic Stages 1-4:

- Purchased 1- 14 Days Ago
- Purchased 30- 44 Days Ago
- Purchased 76- 90 Days Ago
- Purchased 180- 194 Days Ago

If Customer purchases again, they return to Stage 1.

### Categories Featured:

Includes a Category-Wide promo discount, where your Newegg Merchant Team can submit a category-wide deal, once a month through the submission portal.



## Off-Site Marketing

# Social Media

Advertising with Newegg social creates awareness and provides the ability to engage with our community of 3 million social fans hungry for the latest products, tech, and deals.

### Benefits

- Custom content that includes graphic design and professional photography.
- Tailored campaign objectives to fit your goals and needs.
- Ability to leverage Newegg's brand equity to promote your products.
- Newegg's expert copywriters to convey the best selling points of your products.
- Flexible spend for paid ads.
- Proof of Purchase and native social metrics for each post.
- Increased impressions/reach, post engagements, and clicks.



**1.6M**  
Followers



**671K**  
Followers



**356K**  
Followers

# Social Media



## Reddit

Reddit is the world's largest forum, the 5th most visited site in the U.S., and one of our top referring domains to Newegg.com.

### Benefits

- Paid ads placed in targeted subreddits (topics/categories):
  - Pcmasterrace, Buildapc, Hardware, Hardwareswap, watercooling, game titles, are just some examples pertaining to PCs.
- Native Metrics for POP:
  - Impressions
  - Clicks



## Snapchat

Snapchat is a mobile-focused video social media app that is popular with Gen Z customers looking to engage with one another, influencers, and brands.

### Benefits

- Paid ads generating high traffic from teens and young adults.
- Advanced targeting including demographics, interests, and shopping habits.
- Single ad or Collection Ad options.
- Native Metrics for POP:
  - Impressions
  - Clicks



## YouTube Video Ads

YouTube is the leading video content platform with over 2 billion monthly users that allows customers to gather information on products, brands, and topics.

### Benefits

- If there's a Newegg Studios YouTube video featuring your product, why not use it as a commercial?
- We'll target YouTube channels that have a high affinity to your product. We'll promote the full video as an ad to reach viewers of those channels as well as increase the views and engagements on the original YouTube video.



## Off-Site Marketing

# Social Media



## Facebook #NeweggLove

Unofficial giveaway on Facebook where our fans comment in hopes to win the featured product. We promote a product and ask a question in the post that generates hundreds of comments. From there, we choose the best answers and reply with what they've won (including a photo).

### Benefits

- High engagement (likes, shares, and comments)
- Extremely positive sentiment
- Custom photography
- Native Metrics for POP:
  - Likes and Reactions
  - Comments
  - Shares
  - Reach



## Sweepstakes

### Corporate Sweepstakes (multi-sponsor)

#### Benefits (Maximum Sweepstakes exposure)

- Product and brand exposure
- 20K – 100K unique entrants
- Leaderboard banner
- Newegg banners
- Email banners
- Social banners
- Supplemental content (articles & videos when appropriate)

### Single Sponsor Sweepstakes

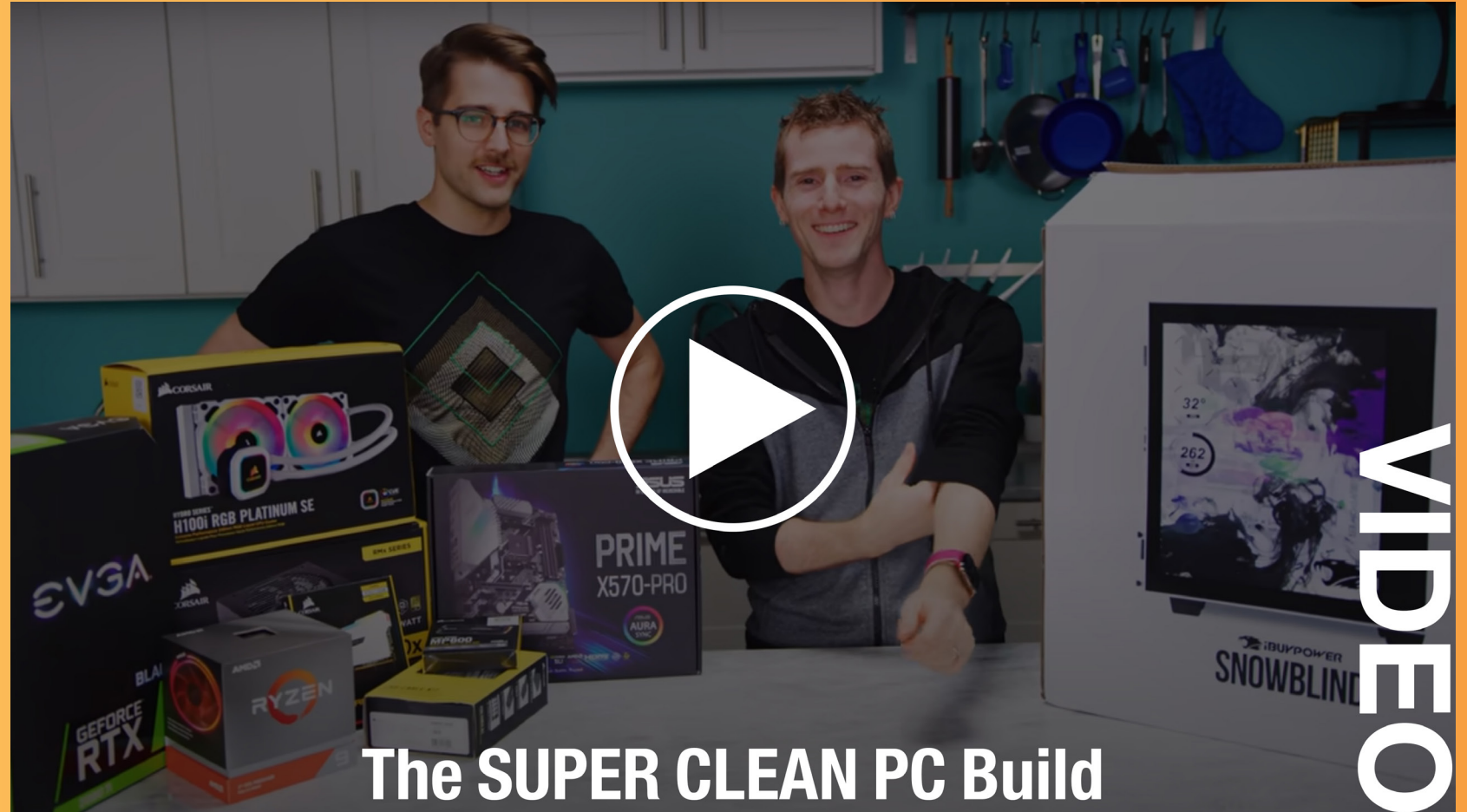
#### Benefits

- Dedicated campaign, content and exposure based on vendor needs and wants.
- 15K – 30K unique entrants on average.
- Duration: 1 month on average.
- Multiple social posts throughout the campaign.
- 2MM impressions minimum.

## Off-Site Marketing

# Influencers

Utilize Newegg's network of social media influencers to find the right one for your product. If there isn't a match within our network, we'll find the right one for you to meet your objectives, content requests, and budget. Whether it's micro-influencers or big name tier-1 content creators, we work with them all and can provide you a turnkey solution to best feature your goods.





## Off-Site Marketing

# Newegg Now

Get your products featured on Newegg Now, videos created by select influencers and content creators that focus on products. Both live stream and pre-recorded video options are available, as well as the option for Newegg social to co-promote the content for additional exposure. The type of content varies with the type of products, so whether it's unboxings, overviews, bench tests, or real-world uses, we got you covered.



## Off-Site Marketing

# Affiliate

Many marketing methods require a risky up front cost or many unknown factors such as not knowing who your partners are, where to start looking, or how to get the most out of your money.

Newegg Affiliate Marketing allows your products to be listed on many different websites and YouTube Channels on a pay-per-performance basis!

We understand what it takes to make a program successful and with over 15 years in the affiliate space and billions generated in revenue, our experience can be your strongest asset!

### Benefits

- Save Time & Money
- Experience & Relationships
- Results-Focused
- Dedicated Team





# Newegg Staffing

Newegg Staffing is a commercial staffing firm committed to serving our clients in a timely manner while also recognizing our obligation to the needs of our clients, employees and community. Our mission is to maximize client performance by consistently sourcing and delivering the right talent, services, solutions and pricing.

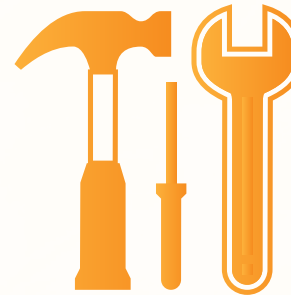
## We Support:

- Temporary Staffing
- Direct Hire
- Temp to Hire
- Companies Large and Small
- Individual or Multiple Hires



### Clerical

- Customer Service
- Administrative Assistant
- Receptionist
- Accounting Clerk
- Data Entry



### Manufacturing

- Production
- Quality Control
- Machinist
- Maintenance Technician



### Logistics

- Fulfillment
- Shipping/Receiving
- Warehouse
- Inventory
- Dispatcher





# Newegg Bridge

Turnkey Customer Service Outsourcing Solution with 24/7 customer support.

## Competitive Pricing

We offer the best value-based contact center operation solutions and bundle opportunities.

## Support Your Growth

Our team will grow as your business grows to provide the best experience for your customer.

## System Integration

We integrate with your systems and requirements to provide seamless connection between our businesses to deliver the best customer experience.

## Expertise

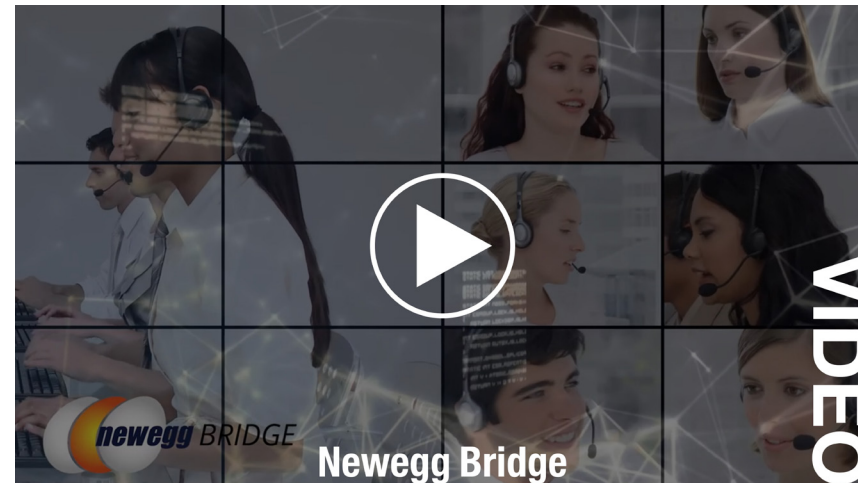
Over 20 years of contact center experience working to grow your brand.

## Flexible Pricing Models

Customized workforce solutions designed to meet your brand's needs.

## Cloud-Based Contact Center

Cloud-based contact center solutions and multiple contact centers leave no room for operation downtime.



## By The Numbers



**20M+**

Contacts  
Handled



**2M+**

Support Tickets  
Handled



**10K+**

Vendors  
Supported



**55M+**

Knowledge-Base  
Views



**4M+**

CSAT Surveys  
Received

# Newegg Bridge

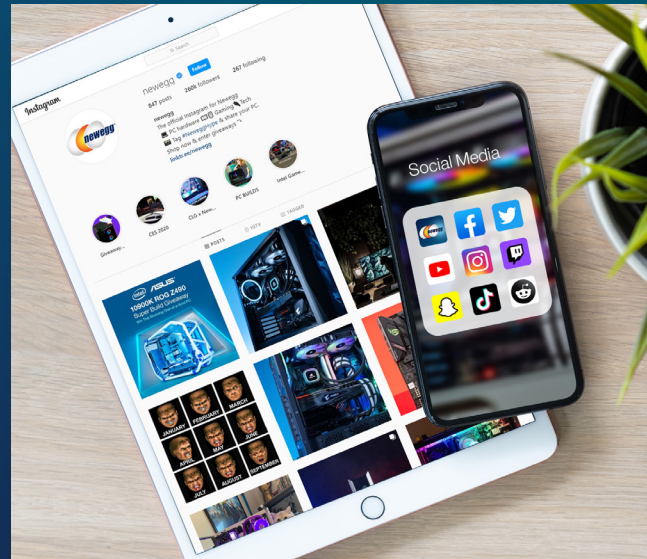
## So Much More than Just Customer Service

- Inbound/Outbound Support
- General Inquiries
- Order Assistance
- Payment Issues
- Return Assistance
- Product Assistance
- Rewards Program Assistance
- Help Desk Support
- Tracking/Shipping Request
- Pre-Sales/Post-Sales
- Customer Retention
- Escalations Support



## Customer Support Management

Connect with your customers through every possible channel they use. Phone, Live Chat, Email, SMS and Social. With our omni-channel contact center solutions, we can help you create brand loyalty. Our agents are equipped to deliver a high level of quality, effectiveness and care for your customers from the first interaction.



## Social Media Monitoring

Grow your brand's community by building relationships with your online customers wherever they may be. Whether on traditional social channels like Facebook, Twitter, or online forums, our brand advocates deliver a high level of engagement and consumer insight for your brand.



# Newegg Bridge

## Dedicated Solution

Our dedicated agent model will provide you a professional team of CSRs extensively trained to work with and assist your customers on your program. Our dedicated agents can use your existing contact center systems or you can leverage our cloud-based system to support your customers.

Who is it for?  
Businesses with...

- High volume.
- Complex administrative tasks.
- Advanced customer support.

## Shared Solution

With shared agents, you have a versatile team prepared to manage a small portfolio of accounts and address a full range of client needs. These representatives are shared among multiple clients and every specialist is completely prepared on your business strategies before engaging with customers.

Who is it for?  
Businesses with...

- Low volume.
- Specific customer service hours.

## Blended Solution

Blend the Dedicated and Shared models to balance your support needs and costs. With this setup, you have a dedicated group of representatives who handle the core volume of customer support. When additional support is needed, we can add in shared agents to help tackle spikes in call volume.

Who is it for?  
Businesses with...

- Complicated customer service issues during predictable time frames.
- Steady call volume.
- Skyrocket volume during holiday retail season.





## Why Newegg D2C Services?

Think of Newegg as your direct-to-consumer connection. Newegg offers you a top-tier e-commerce platform, marketing agency, logistics partner, and full-service operations hub – all dedicated to growing your business.

Newegg's D2C services provide our seller and vendor partner the solutions to power the achievement of any goals, whether they be for brand awareness, sales, operational cost reduction, efficiency increases, global expansion, or anything in between.



**Are you ready to  
level up? Partner  
with us today.**

