



CASE STUDY: **be quiet!**[®] given a voice with Newegg Marketplace



be quiet! Profile

Renowned for integrating their noise reduction technologies into their products, be quiet! delivers premium quality computer parts such as—CPU coolers, case fans, and accessories, without all the noise. As a result of their innovation, be quiet! has grown to be one of the most popular computer hardware brands in Germany.

“With Marketplace, I could reach the massive amount of customers Newegg built up over the years and the best thing is I could regulate the price structure myself. It allows me to handle this all by myself. Due to Newegg Marketplace’s competitive margin, we could offer our products for lower end user prices as well, which is basically one of the biggest benefits.”

– Christoph Katzer
Head of Business Development
be quiet!

Challenges

be quiet!’s growing success in Germany lead the company to consider expansion in the U.S. market. However, challenges in scaling a business while maintaining control over distribution and marketing made the possibility of expansion difficult. Despite their popularity, be quiet! had no voice in the U.S. With a number of established manufacturers, be quiet! sought a partnership with Newegg Marketplace to serve as their mouthpiece.

Partnership & Growth

The dynamic landscape of the computer hardware industry typically requires an all hands approach. As business savvy as Christoph Katzer, Head of Business Development, is, he recognized that a marketplace platform allows him to control and monitor his business. He recognized that he needed a team to assist executing be quiet!’s strategy and often speaks about how Newegg Marketplace was instrumental in implementing that strategy, which focused on integration and marketing.

“In our field, Newegg is one of the best platforms to sell through, so it kind of goes without saying we needed to have our products listed. I have not heard of Newegg Marketplace when we first started and frankly I would not have wasted so much time pursuing the wrong contracts and people if I would have known how easy it is to get in,” says Christoph.

be quiet!

It's not silenced to the max until it's silenced to the max

That's German attitude!

Innovative engineering, premium materials, and world-class manufacturing bring you the most silent, reliable, and powerful components on the market.

be quiet! is a renowned manufacturer of premium power supplies, PC cases, and cooling solutions for desktop PCs. The unmatched dedication to excellence has earned a consistent market leadership position in Germany since 2007. All product conception, design, and quality control is handled in-house at the company headquarters in Germany with the utmost precision. A product never leaves the be quiet! facility until it meets the highest standards, and passes rigorous testing to ensure it can stand up to your needs under extreme demands.

<p>be quiet! Dark Rock Pro 3 Silentwings CPU Cooler</p> <ul style="list-style-type: none"> • 130mm PPM • 60 dB CPA • Aluminum <p>\$89.90</p> <p>Shop Now</p>	<p>be quiet! Pure Power L8 500W</p> <ul style="list-style-type: none"> • ATX12V V2 PLUS Certified <p>\$74.90</p> <p>Shop Now</p>	<p>be quiet! Silent Wings 2 140mm</p> <ul style="list-style-type: none"> • 140mm • 38dB CPA @ 1000 RPM • Fluid Dynamic <p>\$24.90</p> <p>Shop Now</p>
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Customizable Landing Page

be quiet!
Exceptionally Quiet Operation

CPU Coolers & Power Supplies

GERMANY'S #1

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be quiet!
Exceptionally Quiet Operation

CPU Coolers & Power Supplies

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Site wide banner exposure to hundreds of millions of customers

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It's one thing to list items in a marketplace, but to get people interested to buy requires savvy marketers and merchandisers. “A lot of assistance from the marketing and merchandising team helped expose the brand to the masses frequently. Regular placements in targeted email blasts and on-site promotional vehicles informed customers of our product offering. It didn't take too long for the Newegg customer base to start purchasing,” says Christoph.

After joining Newegg Marketplace in 2013, be quiet! has seen tremendous year over year growth. The ease in integration coupled with a savvy Marketplace team gave be quiet! the mouthpiece it needed. The results are worth mentioning. Christoph notes, “Business finally kicked off. With Newegg Marketplace I could list all the products I knew would sell well and they did. Our turnover grew tenfold. We are still a very small brand compared to larger competition, but we are happy that we could finally offer our products for a better price.”