

SHOULD YOU SELL ON ALLEGRO?

Unleash your e-commerce potential on one of Europe's biggest marketplaces

Are you looking for a profitable way to reach more purchase-ready consumers? Is your company ready to tap into the revenue potential of cross-border trade? If so, it's time to discover the power of Allegro. Poland's biggest marketplace is expanding into the US and may just be your next best opportunity for more customers and sales.

WHY SELL ON ALLEGRO?

Established in 1999, Allegro has grown into a thriving marketplace that now sells to 17 million consumers with over 21 million registered accounts and 1.5 billion searches per month. It's **Poland's biggest e-commerce marketplace** and largest search engine, and is very well known across Central and Eastern Europe. In fact, 80% of **online shoppers** choose Allegro when they purchase products online.

That's not all. According to the latest findings:

- 90% of the marketplace's users shop regularly at Allegro
- There are almost 150 million offers listed
- 90% of products are bought using the "buy now" option

Best of all, selling on Allegro is remarkably easy. Setting up a new account is a quick and painless process. You'll have access to robust support and advertising tools, too.

CATEGORIES, CONSIDERATIONS AND CAN'T-MISS OPPORTUNITIES

KEY CONSIDERATIONS

There are no special business requirements to become a seller on Allegro, which means you can get started right away. The process begins when you register as a seller: Simply fill out the registration form to receive an activation link.

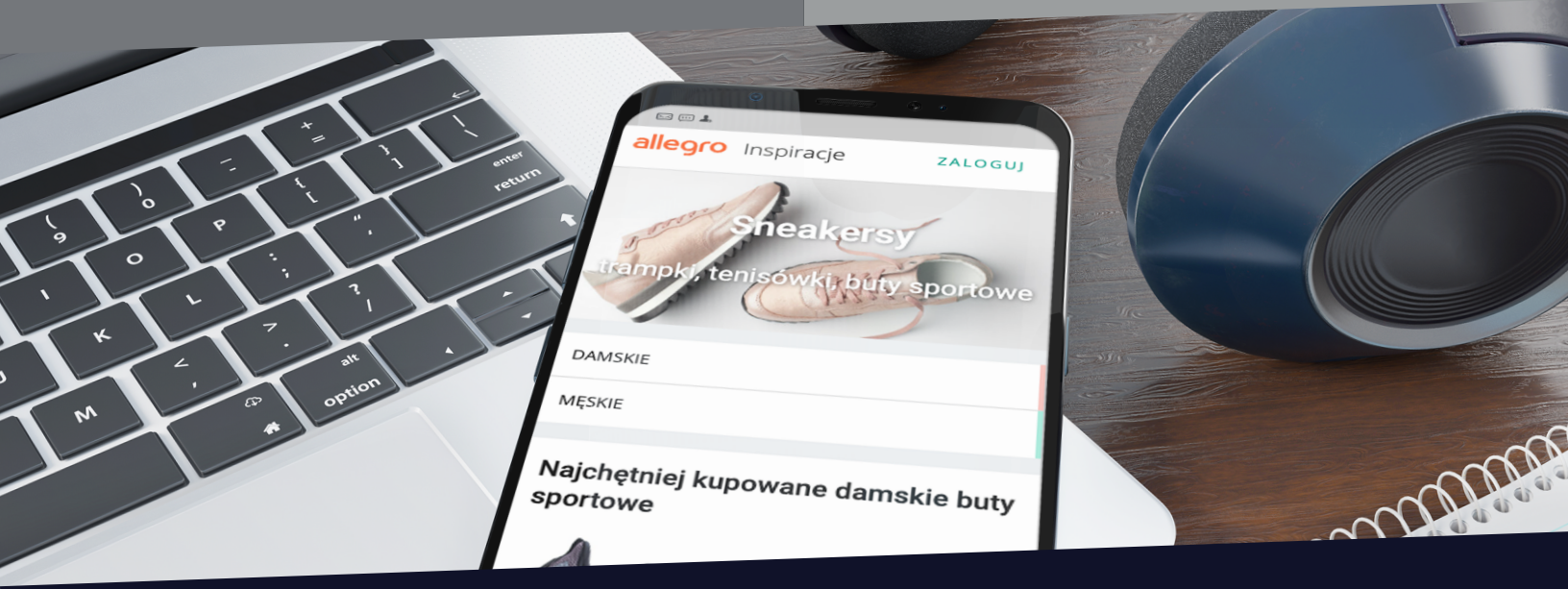
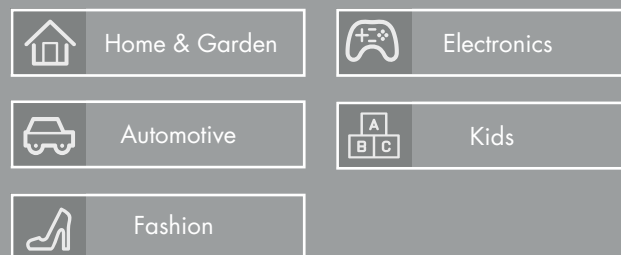
When selecting inventory to list on Allegro, keep in mind that new items sell best.



New items currently make up 93% of all offers on the marketplace.

TOP CATEGORIES

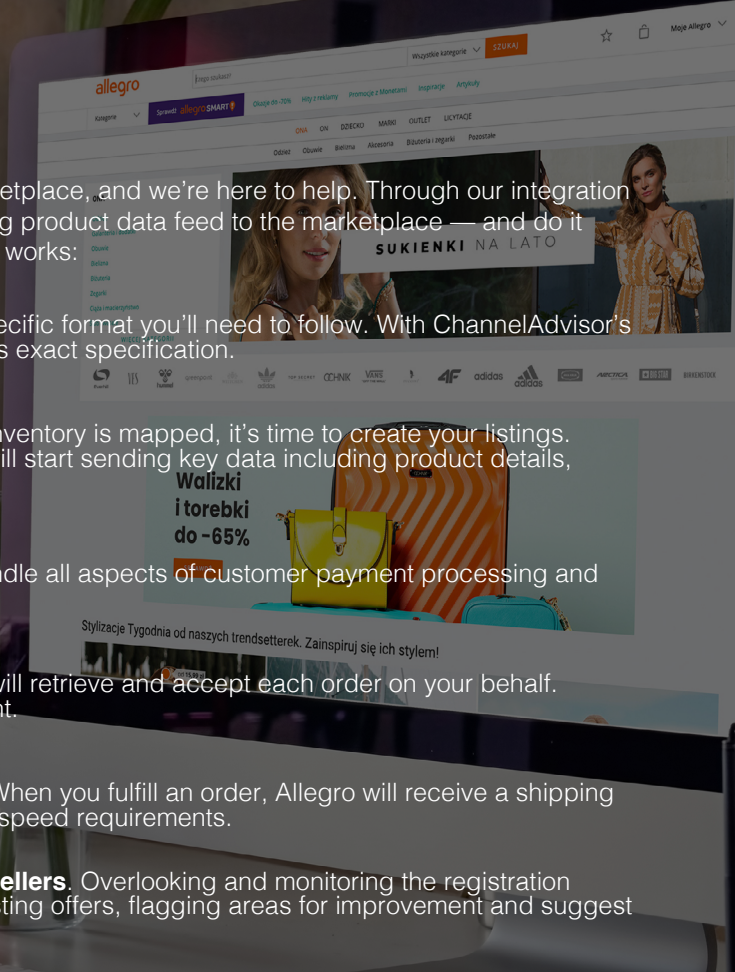
Allegro is looking for sellers in every category presented on their platform. The top five categories are:



LIST EASILY WITH CHANNELADVISOR

We understand the challenges that come with selling on a new marketplace, and we're here to help. Through our integration with Allegro, ChannelAdvisor customers can easily submit an existing product data feed to the marketplace — and do it within the comfort of their own language and currency. Here's how it works:

- ① **You map inventory.** Like most marketplaces, Allegro has a specific format you'll need to follow. With ChannelAdvisor's template, you can map your inventory data to the marketplace's exact specification.
- ② **ChannelAdvisor sends your listings to Allegro.** Once your inventory is mapped, it's time to create your listings. Simply activate your Allegro integration, and ChannelAdvisor will start sending key data including product details, prices and quantities.
- ③ **Start selling!** As the transactions start to roll in, Allegro will handle all aspects of customer payment processing and fraud prevention.
- ④ **Orders are imported into ChannelAdvisor.** ChannelAdvisor will retrieve and accept each order on your behalf. These orders are then available within our platform for fulfillment.
- ⑤ **ChannelAdvisor sends shipping confirmations to Allegro.** When you fulfill an order, Allegro will receive a shipping confirmation to keep you ahead of handling time and shipping speed requirements.
- ⑥ **Dedicated Allegro Key Account Manager for International Sellers.** Overlooking and monitoring the registration process and sellers integration, they will provide help during listing offers, flagging areas for improvement and suggest solutions for development.



READY TO START SELLING ON ALLEGRO?

If you're interested in learning more about selling on Allegro, contact us at 866-264-8594 for more information about the next steps to take.



**SUBSCRIBE TO
OUR BLOG**



**SCHEDULE A LIVE
PRODUCT DEMO**



**SIGN UP FOR OUR
NEWSLETTER**