

10

SOME REAL EXAMPLES OF DIGITAL BUSINESS IN THE AGRI-FOOD SECTOR

“THE VALLEY IS THE HUB WHERE KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS”

10. SOME REAL EXAMPLES OF DIGITAL BUSINESS IN THE AGRI-FOOD SECTOR

- Examples of cross-border Ecommerce via the website: direct selling
- Examples of sales via B2B platforms.
- Examples of selling through B2C platforms.
- Examples of Aggregator Projects
 - ✓ Examples in the global market
 - ✓ Examples in regional markets

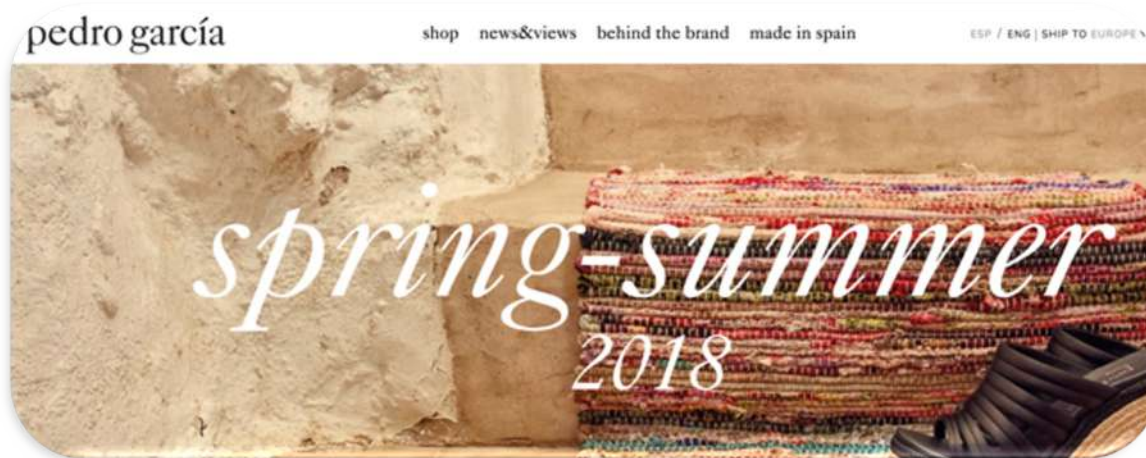
KEY DIGITAL STRATEGY QUESTIONS:

- Competitive advantage of the product or service (price, quality, design, unique product/service, after-sales service, user experience, etc...
- The greats of the Internet... are they friends or enemies?
- Situation of the company in the value chain (manufacturer, wholesaler/distributor, retailer).
- What is your offline, national and international sales model?: Own stores, agents, distributors, franchises, etc... It is very important to know your offline processes to incorporate the digital strategy into them.
- Do marketplaces fit into my digital strategy?

KEY DIGITAL STRATEGY QUESTIONS:

- Company experience in digital channels: are there specialized HR in this area? If so, status in the organization chart of the company.
- Who is the client of the company?: Client B2B / B2C / both?
- What is the level of investment that they want/can undertake in their digitization process?
- What is the size of your product/service catalog?
- What would be the amount of your average order?
- All strategic work in the digital business goes through the definition / compilation of a series of KEY WORDS that identify the products / services

- ✓ Manufacturer of luxury footwear, with a turnover of 23 million euros, 90% in Export.
- ✓ Average RRP: 400 euros
- ✓ Competitive Advantage: Unique Designs



- ✓ 1 physical store in Spain, the main turnover comes from department stores and **online** stores (Net-A-Porter, Yoox, etc.)
- ✓ **Objective:** to enter the brand image and reputation. Luxury related user experience was a must in all processes (delivery times, packaging, website look and feel... at the expense of conversion!)
- ✓ **Analytics** was a key tool to further develop the US market 40% of the traffic came from the US, so we developed a version of the online store focused on that market
- ✓ **Information systems:** Navision (Microsoft), in charge of stock management. Therefore, real-time integration between online and offline Ecommerce platform (Magento) was necessary.
- ✓ **2 physical warehouses:** one at the headquarters, the second in a physical store
- ✓ The owners were initially relevant, but the **Director of Sales** led the entire process...a key success factor

pedro garcía

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ESP / ENG | SHIP TO EUROPE ▼ 

SHOP / WOMEN / HEELS

prefall 2018

[view all](#)

by collection

[women](#)

espadrilles

flats

[heels](#)

platforms

sandals

sneakers

wedges

bags

men's capsule

SIZE:

ALL

COLOR:

ALL



xara

€320.00

PERMANENT COLLECTION



willa

€310.00



yenta

€310.00



constanza



heloisa



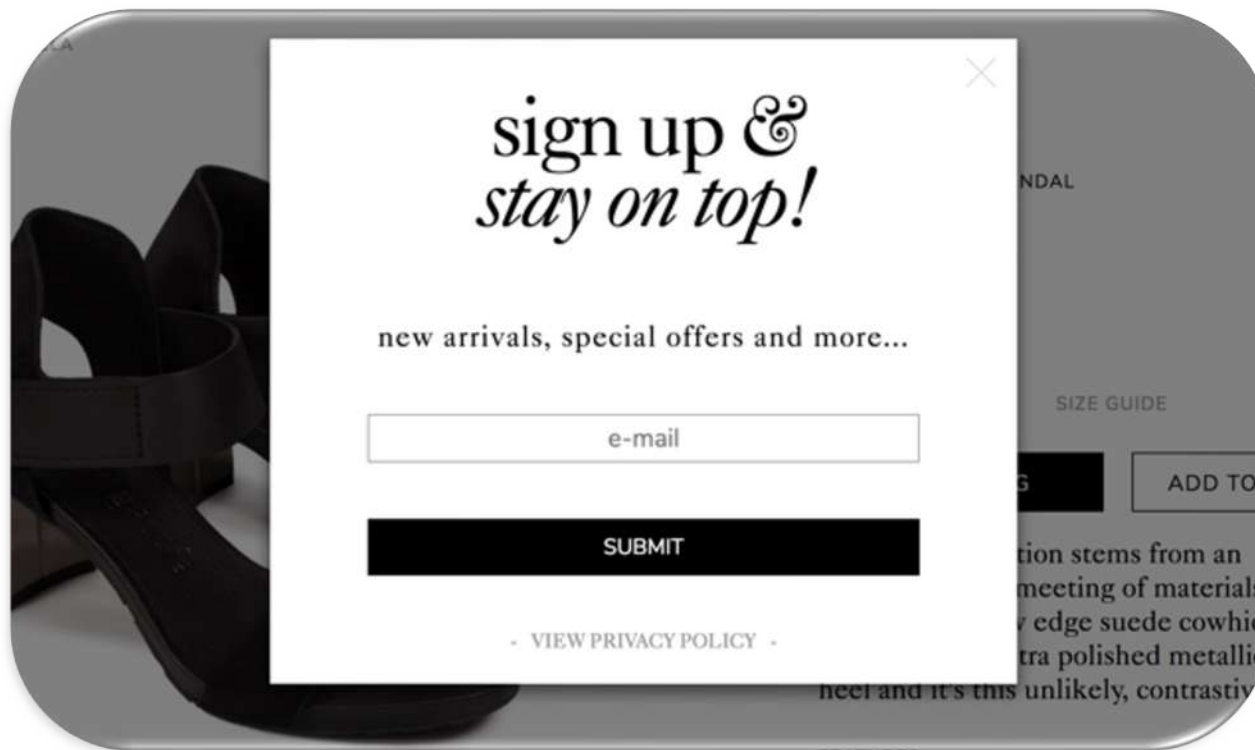
yelina

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HOW TO START: STEP BY STEP:

- Competitor Analysis
- Account creation and setup
- Product loading
- Creating the first listing: Amazon.co.uk
- Create a Seller Central shipment
- Stock preparation and labeling
- Shipping to Spain warehouse via UPS
- Warehouse control of 311 units
- Synchronization process with international portals.
- Advertising on Amazon
- Sales tracking

How to start: step by step:

Amazon FBA For Beginners 2022 (Step by Step Tutorial)

<https://www.youtube.com/watch?v=zu2DRNNw0PA>

ANALYZING THE COMPETITION

SPAIN	UK	ITALY	GERMANY	FRANCE
Teresa Barrio Joyerias. Luymar. Chateaux Thierrie. Tuscany Silver. Silver & Steel. Morsun. Jewelpalace.	QUKE. Heather Needham Silver. Amberta. Rainso. Red Crimson. GULICX.	Findout. TOAOB. F.ZENI. KnSam. Jewelers. Beloved. GULICX. Gilind.	Sirila. MASOP. MYA Art. Elli. Wistic. Pasionista. Candyfancy. Dew.	Fashmond. MONDAYNOON. Jessibox. Angelady. BlingGem. Amberta. Jewelpalace. YL. Tresor.

ANALYZING THE PRICES OF THE COMPETITION

KEYWORDS	STERLING SILVER EARRINGS	STERLING SILVER BRACELET	STERLING SILVER RINGS
UK	9,57 pounds	23,26 pounds	11,53 pounds
SPAIN	41,33 euros	44,55 euros	20,17 euros
ITALY	11,07 euros	21,74 euros	15,54 euros
GERMANY	16,40 euros	32,67 euros	22,95 euros
FRANCE	15,69 euros	20,70 euros	20,57 euros

UPLOADING AND CATEGORIZING PRODUCTS




The screenshot shows an Amazon UK product page for a 'Women's Swallow Filigree Pendant in 925 Sterling Silver and Silk Cord Silver 42 cm Length'. The product is priced at £21.70 with free delivery. The page includes a large image of the pendant, a zoom-in feature, and a list of product options. The 'Sterling Silver' option is selected. The page also features a 'Share' button, a 'Last Order Dates for Christmas' banner, and a 'Report incorrect product information' link.

amazon .co.uk
 All

Last Order Dates for Christmas

Share    

Women's Swallow Filigree Pendant in 925 Sterling Silver and Silk Cord Silver 42 cm Length
 Be the first to review this item

Price: **£21.70** & **FREE Delivery** in the UK. [Delivery Details](#)

Metal Type: Sterling Silver

Sterling Silver
 £21.70

Sterling Silver, Gold Plating
 £21.70

Arrives before Christmas. Choose delivery option in checkout.

Note: This item is eligible for **click and collect**. [Details](#)

[Report incorrect product information.](#)

£21.70
 & **FREE Delivery** in the UK. [Delivery Details](#)

Want it delivered by tomorrow, 19 Dec.? Order within **5 hrs 53 mins** and choose **One-Day Delivery** at checkout. [Details](#)

Only 3 left in stock.
 Sold by  and Fulfilled by  [Amazon](#) gift-wrap available.

Quantity:

 **Add to Basket**

 **Buy Now**

[Turn on 1-Click ordering](#)

UPLOADING AND CATEGORIZING PRODUCTS (II)



[Redacted] de Mujer con abalorio
Filigrana Portuguesa en Plata
de Ley 925 con Cinta Ajustable. Diam. Conta
6mm
Sé el primero en opinar sobre este producto

Precio: **EUR 14,00** Envío **GRATIS** en pedidos superiores a
29€. [Ver detalles](#)
Precio final del producto

Tipodemetalo: Chapado en oro

Chapado en oro EUR 14,00	Plata esterlina EUR 14,00
------------------------------------	------------------------------

Recíbelo antes de Navidad. Elige la opción de envío adecuada al
tramitar tu pedido.

[Avisar de alguna información del producto errónea.](#)

We create the products with variants, that is, most of the products of the manufacturer the same pendant, bracelet, ring, etc. Can be made of different material, even of different sizes. Thanks to these variants, the buyer Will not have to go another different item to get a different size or color.

FIRST SHIPMENT TO AMAZON WAREHOUSE



Nombre/ID del envío	Destino	Contenido del envío
	Amazon Fulfillment Center	56 SKU del vendedor
	Carrer de la VERNEDA 22	311 unidades
	MARTORELLES, Barcelona	
	08107	
Identificador de referencia de Amazon: 1LCSV9YD	ES (BCN2)	

Seguimiento Contenido del envío Conciliación				
 Para cambiar el número de cajas, vuelve a la página anterior. Si el envío incluye varias cajas y tu transportista ha proporcionado un único número de seguimiento para todas, introduce ese número para cada caja.				
Caja n.º	Nº de seguimiento	Estado según el transportista	Peso (kg)	Dimensiones (cm)
1	1ZAF09366892468011	SHIPPED	4.8	59 x 39.5 x 32.5
2	1ZAF09366893866026	SHIPPED	4.8	59 x 39.5 x 32.5

FBA vs FBM | Fulfilled by Amazon VS Fulfilled by Merchant (WHICH ONE SHOULD YOU DO?!)

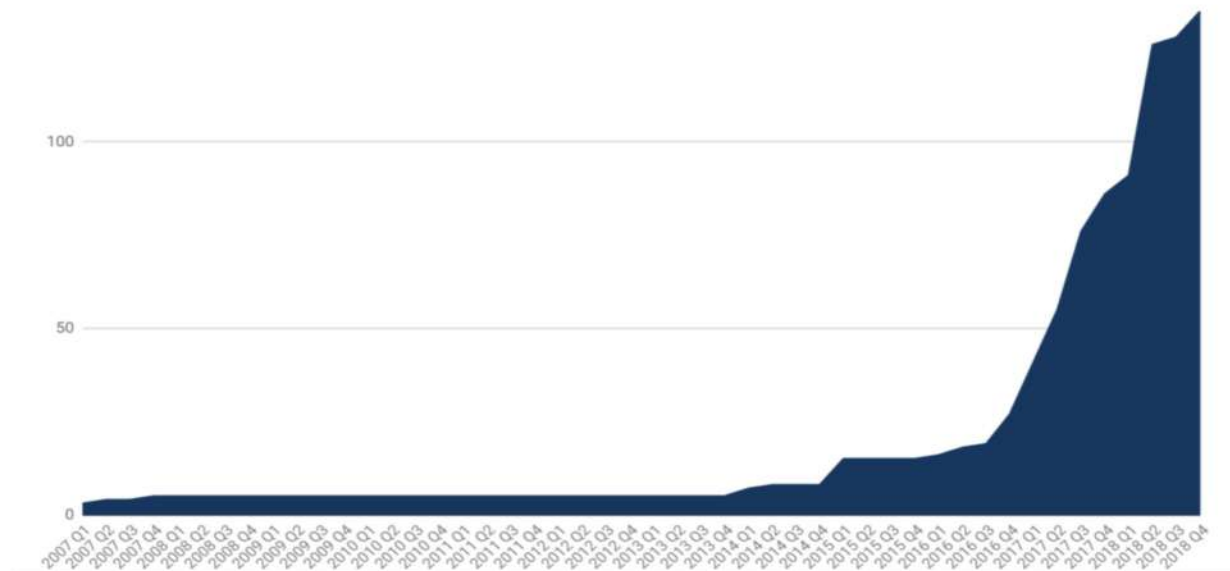
<https://www.youtube.com/watch?v=QHTv6iZHhU>

- In the case of this company, this initial investment was €980.
- This first advertising campaign would aim to increase the visibility of the products.
- This way you can generate sales, reviews and ultimately the whole SEO process will go faster.
- This, together with the use of Amazon logistics, will guarantee to be a Prime product and improve the positioning within Amazon.

Amazon PPC Tutorial 2022 - Step by Step Amazon Advertising Walkthrough For Beginners

<https://www.youtube.com/watch?v=-Bg2dBl1g7s>

Despite investing all kinds of efforts to maximize sales, we sometimes find that our direct competitor is Amazon itself, which sells the same product under its own brand or under a third-party brand.





Samaira Jewelry Natural Diamond Accent "MOM" Pendant Necklace in 14K Gold Plated 925 Sterling Silver For Women (0.07 Cttw, I-J Color, I2-I3 Clarity)

★★★★☆ ~26

\$49⁰⁰



Samaira Jewelry Natural Diamond Accent Round Stud Earrings in 14K Gold Plated 925 Sterling Silver For Women (0.02 Cttw, I2-I3 Clarity, I-J Color)

★★★★☆ ~25

\$49⁰⁰



Samaira Jewelry Natural Diamond Criss-Cross Hoop Earrings in 14K Gold Plated 925 Sterling Silver (0.04 cttw, I2-I3 Clarity, I-J Color)

★★★★☆ ~23

\$49⁰⁰

REAL CASE: ONLINE PAYMENT METHODS

We accept the following payment methods:

credit card

Visa, MasterCard, American Express and debit cards. The transaction will be charged to your credit card at the time you confirm your purchase.



paypal

You can choose to pay with debit and credit card or an existing PayPal account. The transaction will be charged to your credit card at the time you place your order.



Without 3D-Secure, due to the low % of online fraud

REAL CASE: LOGISTICS STRATEGY

shipping destinations, costs and delivery times

We currently ship to all countries within the **European Union**, Norway, Switzerland and the U.S.

Sign in to be notified when more countries are added. We offer the following shipping options:

DESTINATION	SERVICE	TOTAL TIME	COST
EUROPE UPS	STANDARD	3 - 4 BUSINESS DAYS	15 € / 12 £
EUROPE UPS	EXPRESS	2 - 3 BUSINESS DAYS	25 € / 20 £
U.S. UPS	EXPRESS	2 - 3 BUSINESS DAYS	\$ 25

UPS operates from 9am to 6pm on business days (Monday to Friday, excluding Spanish bank holidays).

If you prefer, you can specify an alternative daytime delivery address when ordering, such as your work address. We highly recommend this option.

REAL CASE: BREAKDOWN OF COSTS

		Initial cost
Consultancy		6.000 €
Photos/videos		3.000 €
Platform (Magento)	Initial development	15.000 €
	Maintenance	12.000 €
Legal compliance		2.000 €
Online marketing		15.000 €
Customer service		1.000
Logistics		0
Human Resources		50.000 €
Total		<u>92.000 €</u>

REAL CASE: MESSAGE CHAIR COMPANY

- Niche company with own brand development
- "Pure player": 100% online sales
- International focus from the start
- Small team and very focused on customer service (multi-language).
- Own warehouse, due to the peculiarities of the product



REAL CASE: MARKET STUDY

Country	Store	Visits
UK	BEURER	93756
ITALIA	HOMEDICS	56072
ESPAÑA	BEFARA	11600
ESPAÑA	GANGAHOGAR	11532
ALEMANIA	MASSAGE EXPERT	10588
ESPAÑA	SILLONRELAX	8822
ESPAÑA	HOGART	7128
ALEMANIA	WELCON	5476

SE+

Kampanja Marketingowa			
Beau Policzono to stało 	Beurer Rozumiesz doskonale 	Verheide Masz wszystko 	Idealo Wszystko idealnie
Wszystko jest tu po prostu takie doskonałe. Nie ma żadnych problemów, wszystko jest idealne.	Wszystko jest tu po prostu takie doskonałe. Nie ma żadnych problemów, wszystko jest idealne.	Wszystko jest tu po prostu takie doskonałe. Nie ma żadnych problemów, wszystko jest idealne.	Wszystko jest tu po prostu takie doskonałe. Nie ma żadnych problemów, wszystko jest idealne.

SEM

Kampanja Marketingowa			
OTTO Policzono to stało 	Beurer Rozumiesz doskonale 	C21 Policzono to stało 	O'Becker Policzono to stało
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*Em comum a todos os cursos de licenciatura em Matemática e suas áreas correlatas.

El diagrama de flujo de negocio ilustra el ciclo de vida de un producto digital en un entorno de comercio electrónico. El proceso comienza con la **Empresa fabricante**, que genera contenido y lo publica en una **Web de contenido**. Este contenido es distribuido a través de **Marketplaces** y **Buscadores**, que facilitan la descubierta por los usuarios. Los usuarios interactúan con la **Web comparativa** para evaluar opciones y luego realizan compras a través de la **Plataforma de venta**. Finalmente, la plataforma de venta devuelve el producto a la **Empresa fabricante**, completando el ciclo.

[illegible]

Real case: Market study

Grupo de anuncios: **Palabras clave como: Sillon De Masaje**

de 1 ideas de grupos de anuncios < >

Descargar Añadir las todas (9)

Palabra clave (por relevancia)	Promedio de búsquedas mensuales ?	Competencia ?	Puntuación sugerida ?	Impresiones del anuncio ?	Nota de los del plan ?	Añadir al plan
sillon relax	18.100	Alta	0,43 €	< 1%	CUENTA	
masajeador	1.900	Alta	0,30 €	34%	CUENTA	
sillon masaje	1.600	Alta	0,50 €	5%	»	
sillon de masaje	1.600	Alta	0,59 €	4%	»	

REAL CASE: MARKET STUDY

SPAIN

Massagers
Relax armchair
Vibrating platforms

* For example, relax chair has more searches than massage chair....we seek to combine greater demand with fewer competitors

GERMANY

Massagegerät
fußmassagegerät
Vibrationsplatte

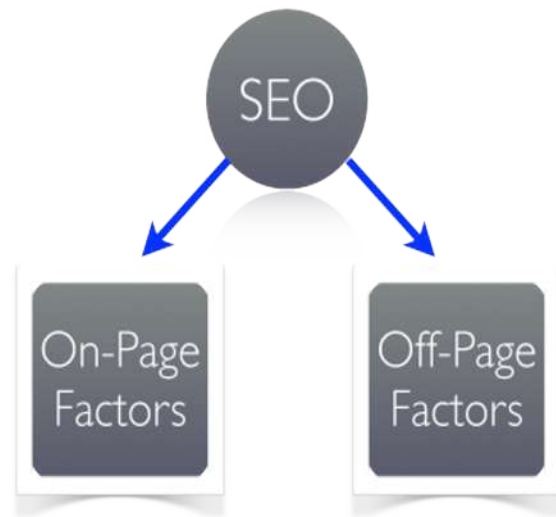
... The same with the other countries

REAL CASE: MARKET STUDY

SEO ONPAGE:

Focus on improving the structure of the web, referring to titles, descriptions, urls, etc...

SEO OFFPAGE: Link-building strategy, that is, generation of external links through blogs, social networks, etc.



REAL CASE: MASSAGE CHAIR COMPANY

A correct translation is the key to reaching the target audience



REAL CASE: MESSAGE CHAIR COMPANY

Influencers Fitness

Nacionales			Internacionales		
Influencer	Seguidores Instagram	Precio por post en Instagram	Influencer	Seguidores Instagram	Precio por post en Instagram
Paula Butragueño	66K	Desde 2.500 € (4 post)	Angela Crickmore (UK)	142 K	Solicitar por email
Amaya Fitness	231K	Sin recibir aun	Stefamp Mazzei (IT)	100K	Solicitar por email
Verónica Costa	479K	Desde 900 € por post	Pierre-Jean Cabrieres	130K	Solicitar por email
Anabel Ávila	42.4K	Post 600 €	Mary Fit	71K	Solicitar por email
Isabel de Barrio	54.7K	Desde 600 €			
Ernestdift	210K	Sin recibir aun			
Ingrid Pino	62.6K	Desde 250€ por Post			
Nieves Fitness	83K	Sin recibir aun			

REAL CASE: MARKETPLACE



BlackFriday -50 €



GURU Sillón de masaje y relax - Marrón (nuevo modelo 2018)
- 3 modos de masaje - Sonido envolvente 3D - Silla
masajeadora con sistema Bluetooth y USB - Garantía Oficial
2 años de GLOBAL RELAX® España
[Sé el primero en opinar sobre este producto](#)

Precio: **EUR 849,99** Envío GRATIS.
Precio final del producto

ENVÍO GRATIS a toda España 2 promociones ▾

Sólo queda(n) 1 en stock.

Recíbelo entre el 21 - 23 nov. al elegir Entrega estándar durante la tramitación del pedido. [Ver detalles](#)

Vendido y enviado por GLOBAL RELAX - ESPAÑA.

Nuevos: 1 desde EUR 849,99

- El mecanismo del sillón de masaje Gurú, está compuesto por dos rodillos de masaje, diseñados para desplazarse de manera vertical (sistema de masaje 2D)
- Diseñado con 3 modos de masaje diferentes (amasamiento, repiqueteo y sincronización de amasamiento, y repiqueteo de manera simultánea), los cuales aportan una relajación de los músculos de la parte superior e inferior del cuerpo
- Posibilidad de Programar los masajes en 15, 20 y 30 minutos, gracias al temporizador. Consta de 3 funciones de masaje: Modo Automático (cuerpo completo), Modo Automático II (zona superior) y Modo Automático III (zona inferior). Asimismo, te ofrece la oportunidad de ser tú quien, manualmente de forma rápida y sencilla, elijas qué tipo de masaje y en qué área prefieres dártelo. También dispones de una demostración (DEMO) de 5 minutos en todo el cuerpo

Compartir

EUR 849,99 + Envío GRATIS
Sólo queda(n) 1 en stock. Vendido
por GLOBAL RELAX - ESPAÑA

Añadir a la cesta

Comprar ya

Activar el pedido en 1-Click

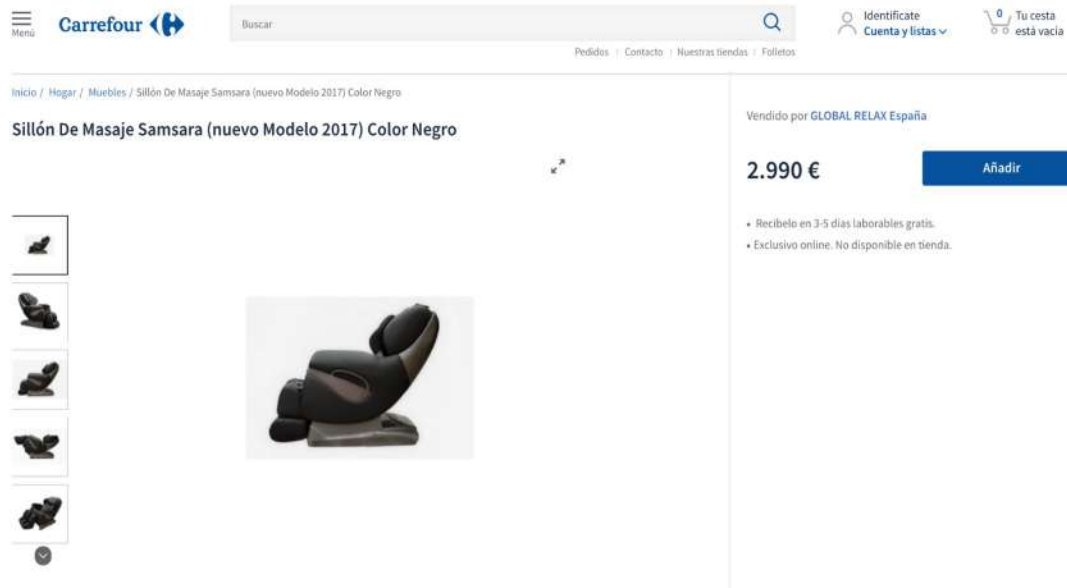
Enviar a
Pozuelo De Alarcón 28224

Añadir a la Lista de deseos

¿Tienes uno para vender?

[Vender en Amazon](#)

REAL CASE: MARKETPLACE



The screenshot shows the Carrefour website interface. At the top, there is a navigation bar with the Carrefour logo, a search bar, and links for 'Identificate Cuenta y listas', 'Tu cesta está vacía', 'Pedidos', 'Contacto', 'Nuestras tiendas', and 'Folleto'. Below the navigation bar, the breadcrumb trail reads: 'Inicio / Hogar / Muebles / Sillón De Masaje Samsara (nuevo Modelo 2017) Color Negro'. The product title is 'Sillón De Masaje Samsara (nuevo Modelo 2017) Color Negro'. The product image shows a black massage chair. To the left of the main image is a vertical strip of five smaller images showing different views of the chair. To the right of the main image, the price is '2.990 €' and there is a blue 'Añadir' button. Below the price, there are two bullet points: '• Recibelo en 3-5 días laborables gratis.' and '• Exclusivo online. No disponible en tienda.' The text 'Vendido por GLOBAL RELAX España' is also visible.

REAL CASE: MASSAGE CHAIR COMPANY

85% of all sales on Amazon

	WEB				WEB SALES		AMAZON SALES			BOTH CHANNELS	
Month	Sessions	Unique Users	Page views	Pages / Session	Nº Orders	Sales Volume	Sessions	Nº Sales	Sales Volume	Total Sales	Total Sales volume
January	15.089	12.557	48.997	3,25	24	27.472,03 €	18176	161	36.165,79 €	185	63.637,82 €
February	12.933	10.577	41.393	3,20	14	3.719,85 €	15293	149	59.443,63 €	163	63.163,48 €
March	12.365	11.698	49.473	3,27	30	14.334,44 €	16846	147	54.253,77 €	177	68.588,21 €
April	13.716	11.134	45.715	1,23	27	17.225,99 €	16231	121	46.892,40 €	148	64.118,39 €
May	13.022	10.339	43.497	3,34	22	18.111,41 €	13443	83	46.151,59 €	105	64.263,00 €
June	12.286	9.681	37.355	3,04	14	19.704,69 €	11620	63	31.216,59 €	77	50.921,28 €
July	13.503	11.067	45.815	1,22	25	11.971,94 €	18053	137	60.800,83 €	162	72.772,77 €
August	12.687	10.245	41.695	3,29	14	7.661,42 €	15959	112	47.652,13 €	126	55.313,55 €
TOTAL	105.601	87.298	353940	2,73	170	120.201,77 €	125.621	973	382576,73	1.143,00 €	502.778,50

REAL CASE: PAVEMENT MANUFACTURER

- Ceramic flooring manufacturer
- Very little digitized
- B2B sales model with distributors and commercial agents
- Large billing volumes
- own warehouse



REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



REAL CASE: PAVEMENT MANUFACTURER

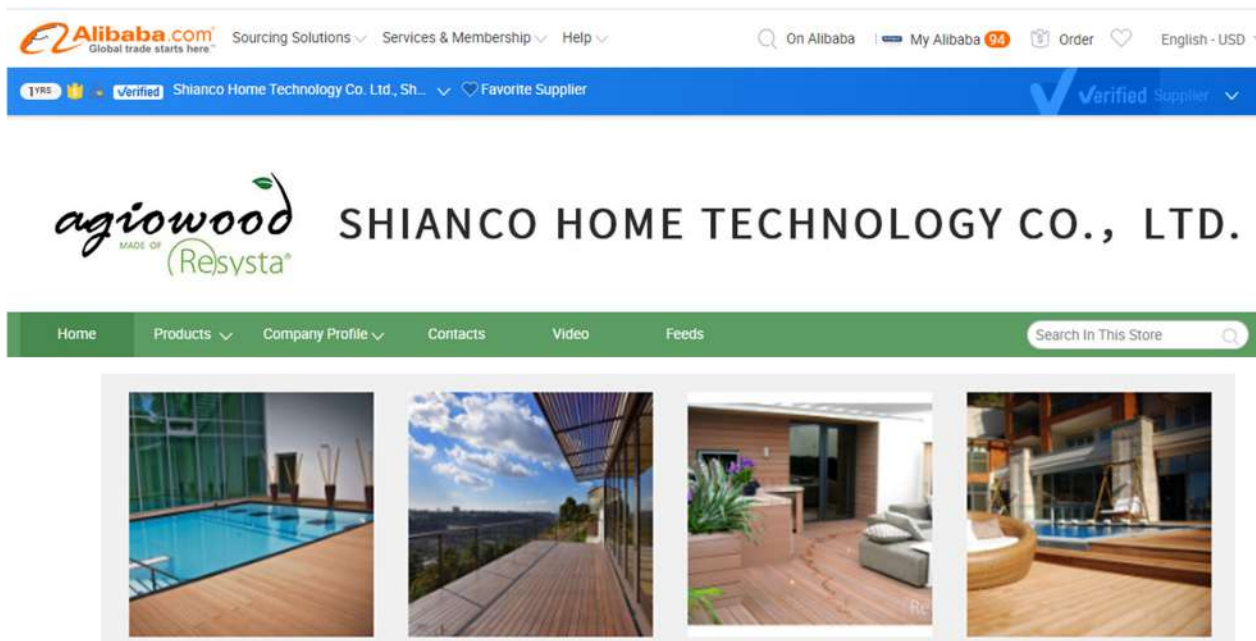
- RECENT RFQ REQUESTS

Under the keyword “Ceramic manufacturer” we found 77 RFQs in the last 7 days.

- Africa: 7
- Asia: 23 - Highlights: Turkey
- Europe: 12 - Stand out: Germany and UK.
- South America: 9
- North America: 22 - Highlights: USA 13
- Oceania: 2



REAL CASE: COMPETITION ANALYSIS



The screenshot shows the Alibaba.com storefront for Shianco Home Technology Co., Ltd. The header includes the Alibaba.com logo, navigation links for Sourcing Solutions, Services & Membership, and Help, along with search and account options. The main banner features the company name and a 'Verified Supplier' badge. Below the banner, the company logo 'agiowood' is displayed, followed by the company name 'SHIANCO HOME TECHNOLOGY CO., LTD.' and a navigation menu with links to Home, Products, Company Profile, Contacts, Video, and Feeds. A search bar is also present. The main content area displays four images of modern outdoor living spaces, including a swimming pool, a deck, and a lounge area.

REAL CASE: MARKETING CAMPAIGNS



REAL CASE: OBJECTIVE... DATABASE

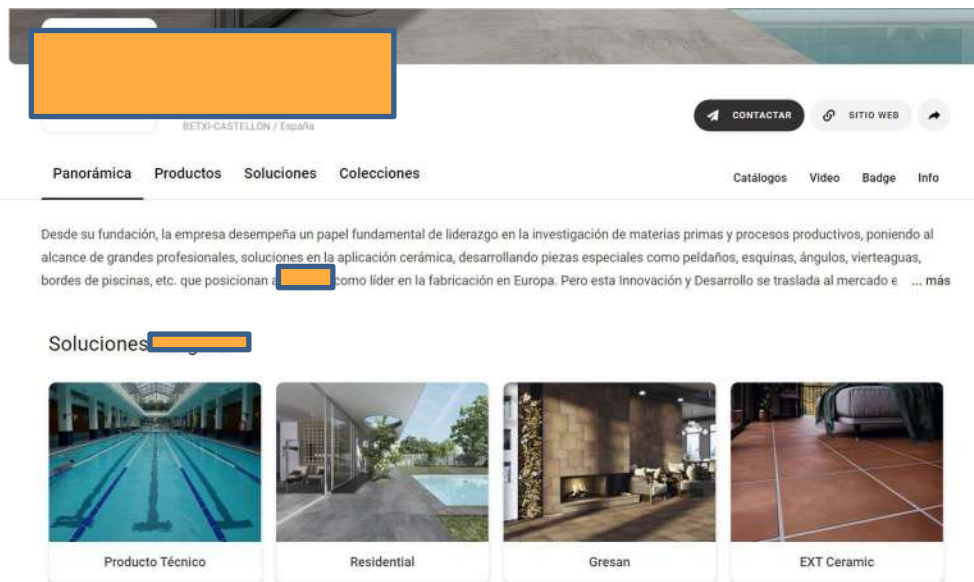
- 1st month: a sale of €5,500



REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace

archiproducts®
Get Inspired, Find Products, and Shop!



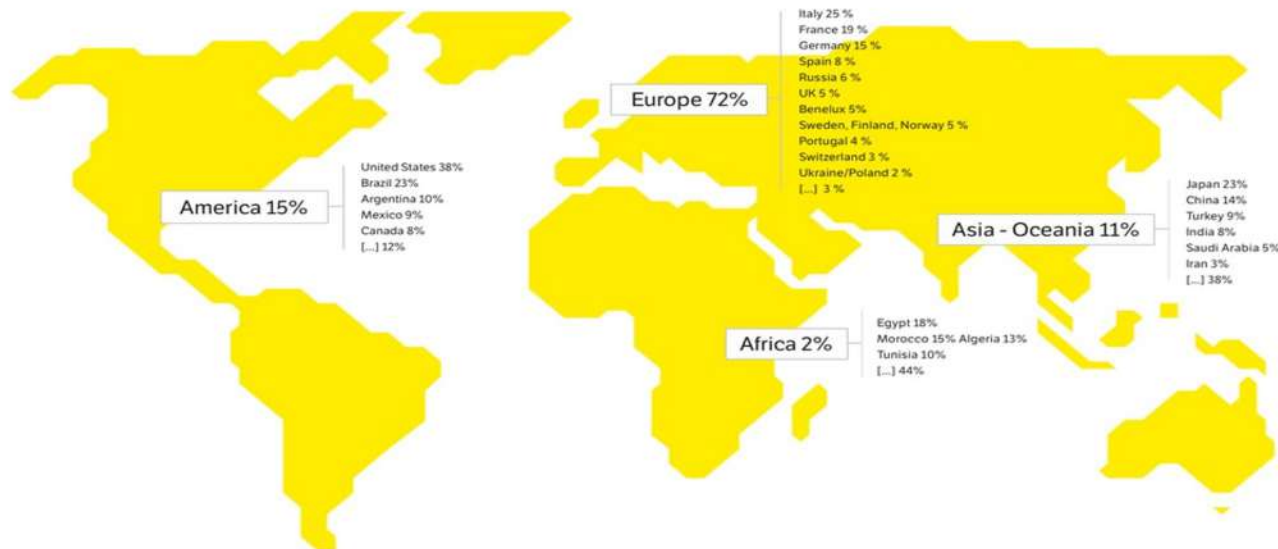
The screenshot shows a product page on the archiproducts website. The header features the company name 'archiproducts®' and the tagline 'Get Inspired, Find Products, and Shop!'. Below the header, there is a navigation bar with tabs for 'Panorámica', 'Productos', 'Soluciones', and 'Colecciones'. The main content area displays a large image of a swimming pool with a blue tile border. Below the image, there is a section titled 'Soluciones' with four sub-images: 'Producto Técnico', 'Residencial', 'Gresan', and 'EXT Ceramic'. The 'Soluciones' section is highlighted with an orange box.

REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace

archiproducts®

Get Inspired, Find Products, and Shop!



REAL CASE: PAVEMENT MANUFACTURER

- advertising strategy

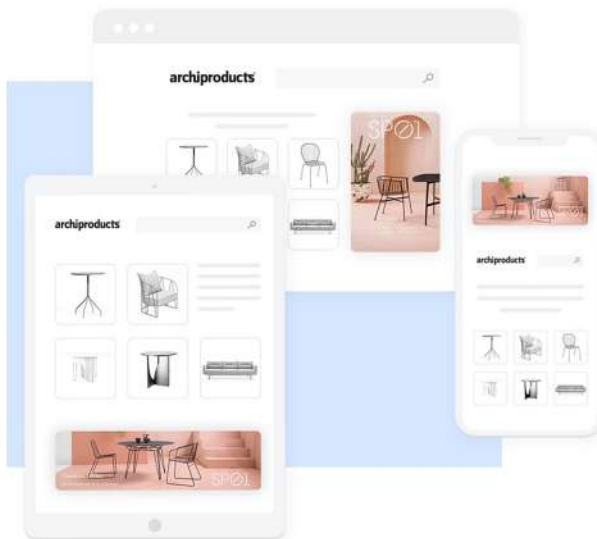
Publicidad en pantalla

Promocione su marca con nuestra publicidad



archiproducts®

Get Inspired, Find Products, and Shop!



REAL CASE: PAVEMENT MANUFACTURER

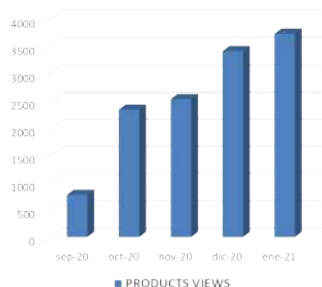
- Control of results

archiproducts®

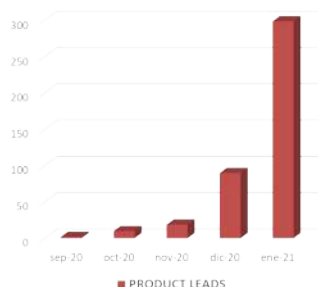
Get Inspired, Find Products, and Shop!

		sep-20	oct-20	nov-20	dic-20	ene-21	Total
PRODUCTS VIEWS	Número total de visitas a la ficha de producto	783	2348	2542	3424	3743	12840
PRODUCT LEADS	Contactos de productos de fichas de productos / marcas	2	10	19	90	299	420
DOWNLOADS	Cantidad de catálogos y descargas de archivos BIM / CAD desde hojas de productos / marcas	0	7	11	81	282	381
CLICK-THROUGHS TO COMPANY WEBSITE	Cantidad de visitas al sitio web de las hojas de productos / marcas	8	21	18	20	40	107

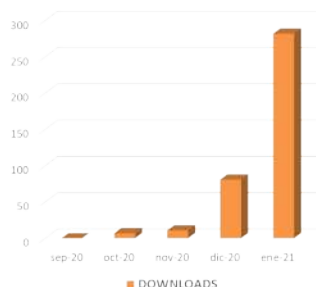
Evolución de vistas por mes



Evolución leads por mes



Evolución descargas por mes

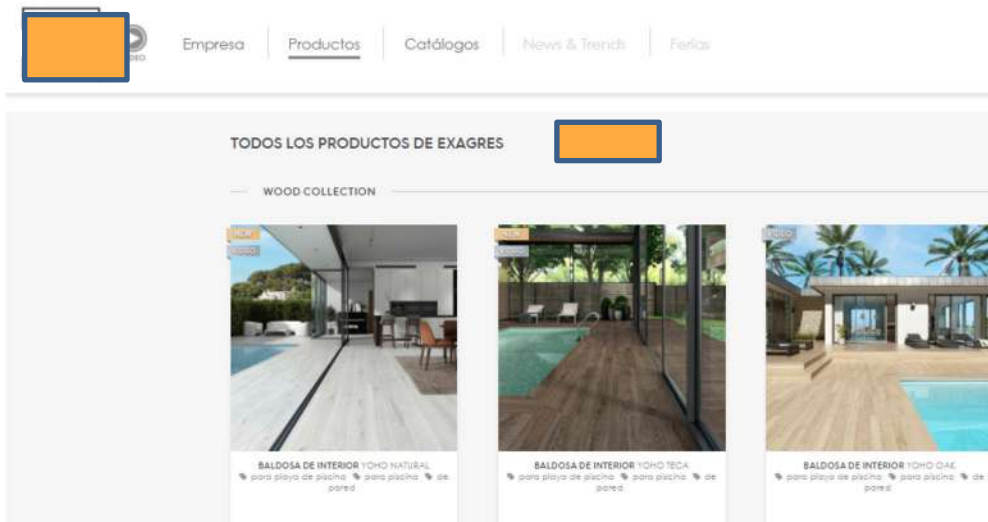


Evolución clics a la web mes



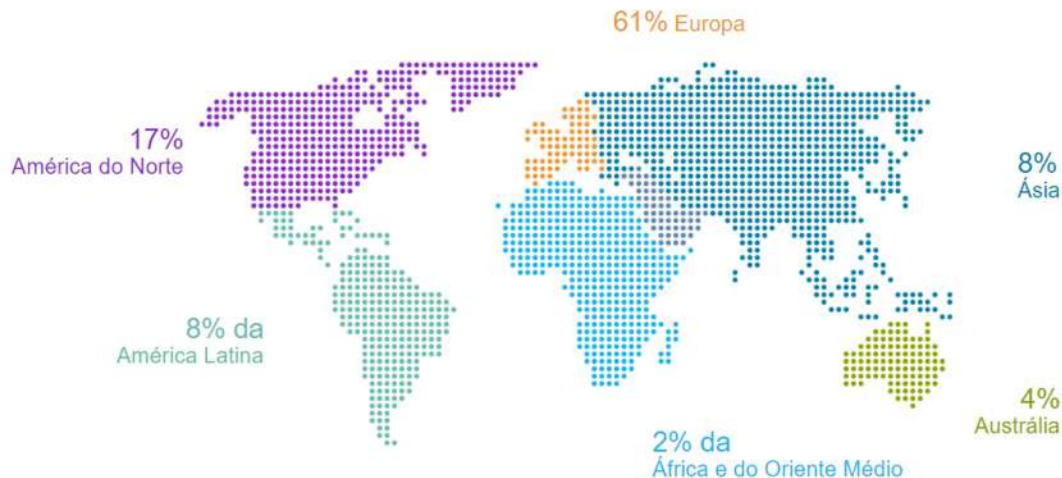
Real case: Pavement manufacturer

- Relevance of the digital channel: B2B Marketplace



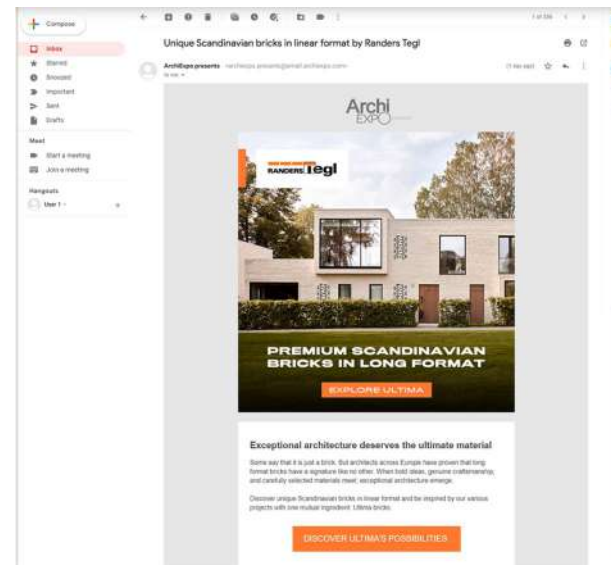
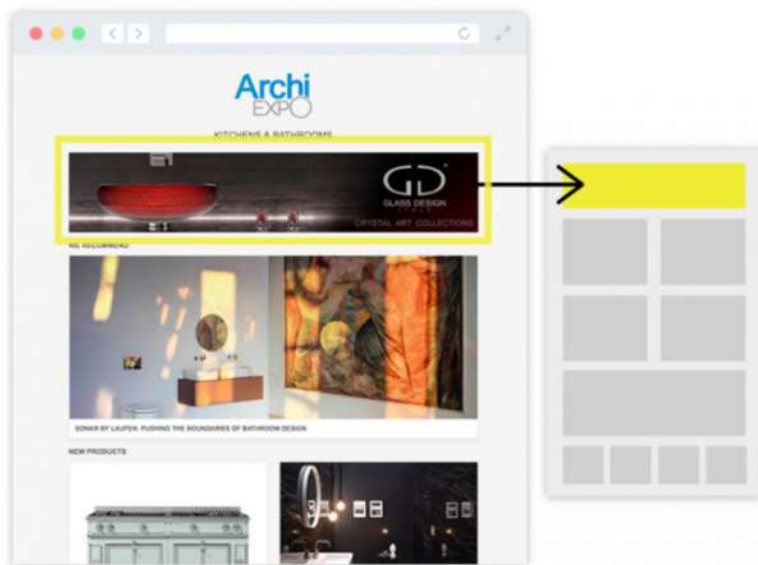
REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



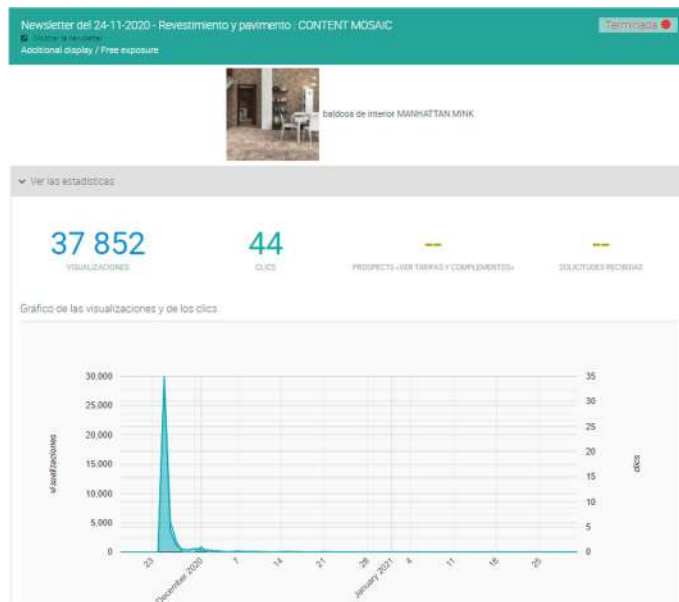
REAL CASE: PAVEMENT MANUFACTURER

- Advertising strategy



REAL CASE: PAVEMENT MANUFACTURER

- Advertising strategy



REAL CASE: PAVEMENT MANUFACTURER

- Control of results



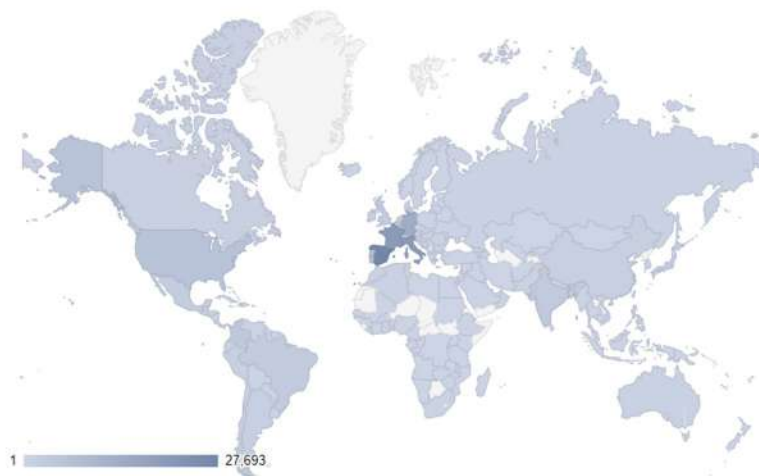
	septiembre 2020	octubre 2020	noviembre 2020	diciembre 2020	enero 2021	TOTAL
STAND CONTENT						
Visualizaciones	31.619	52.500	46.757	23.170	40.193	194.239
Clicks	388	666	635	751	471	2.911
SOURCING Y TRÁFICO WEB (indicadores informativos)						
Prospects página resultados	140	238	173	92	183	826
Click-thoroughs	7	27	15	4	4	57
CONTACTOS COMERCIALES (indicadores explotables)						
Clientes potenciales "stand"	11	16	57	6	14	104
Clientes potenciales "ver tarifas/donde comprar"	0	0	0	0	0	0
Solicitudes	4	5	3	0	7	19

REAL CASE: PAVEMENT MANUFACTURER

- Control of results



Distribución geográfica de las visualizaciones y de los clics

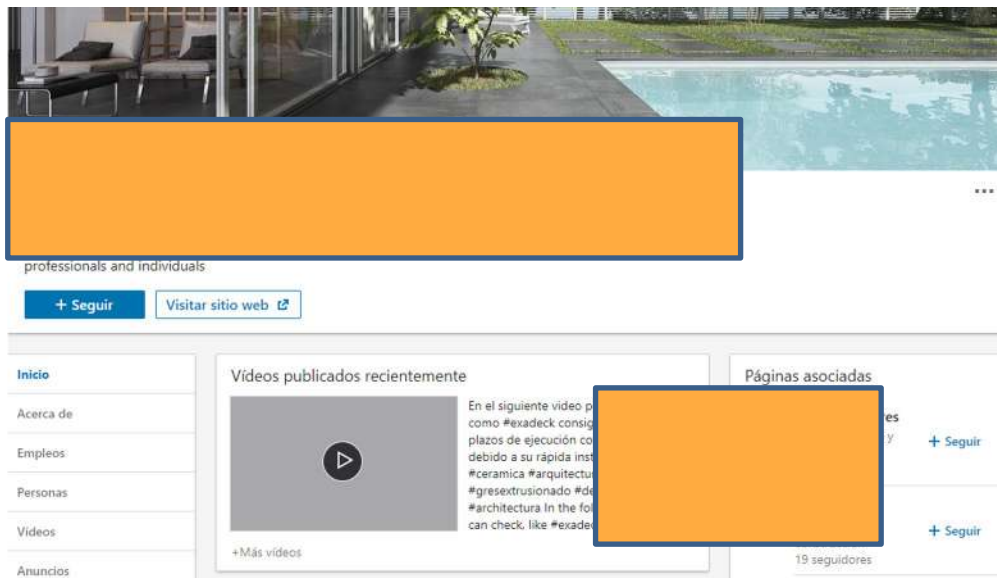


Top 10 de las visualizaciones por país

País	Visualizaciones
Spain	27693
Italy	20355
France	20247
Germany	13915
Portugal	7996
United States	5732
Colombia	3658
India	3064
Brazil	2806
Switzerland	2692

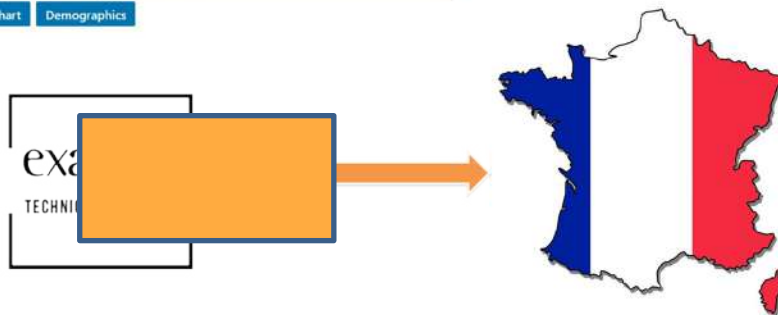
REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



REAL CASE: PAVEMENT MANUFACTURER

- Relevance of the digital channel: B2B Marketplace



A	B	C	D	E	F	G
First name	Last name	Email address	Industry	Anuncio	Visual	Enlace
Tijmen	Bos	tijmen@tijmenbosarchitecten.nl	Architecture & Planning	Imagen Residencial		https://www.linkedin.com/feed/update/urn:li:activity:6611111111111111111
George	De Jong	info@georgedejong.nl	Architecture & Planning			https://www.linkedin.com/feed/update/urn:li:activity:6611111111111111111

REAL CASE: PERFUME MANUFACTURER

- Leading perfume manufacturer in Spain
- Very little digitized
- B2B sales model with distributors and commercial agents
- Large billing volumes
- Own warehouse



REAL CASE: PERFUME MANUFACTURER

- Relevance of the digital channel: strategic decision Marketplace B2C



Patrocinado

Nike The Perfume Intense Woman Eau de Toilette Natural Spray 150ml

17,95€

Recibelo mañana, 2 de octubre
Envío GRATIS en tu primer pedido enviado por Amazon



Patrocinado

Nike The Perfume Man Eau de Toilette Natural Spray 150ml

17,95€ (17,95 €/Unidad)

Recibelo mañana, 2 de octubre
Envío GRATIS en tu primer pedido enviado por Amazon



Patrocinado

Nike The Perfume Intense Man Eau de Toilette Natural Spray 150ml

17,95€ (11,97 €/100 ml)

Recibelo mañana, 2 de octubre
Envío GRATIS en tu primer pedido enviado por Amazon



Patrocinado

Nike The Perfume Woman Eau de Toilette Natural Spray 75ml + Deodorant Spray 200ml

16,95€ (16,95 €/Unidad)

Recibelo mañana, 2 de octubre
Envío GRATIS en tu primer pedido enviado por Amazon

REAL CASE: PERFUME MANUFACTURER

- Initial strategic study



Opportunity Finder Save Filter Load Filter Set

Spain

Select one or multiple categories

☒ Select All
☒ Apps y juegos
☒ Bebé
☒ Belleza
☒ Bricolaje y herramientas
☒ Coche y moto
☒ Deportes y aire libre
☒ Electrónica
☒ Equipaje
☒ Hogar y cocina
☒ Iluminación
☒ Industria, empresas y ciencia
☒ Informática
☒ Instrumentos musicales

☒ Jardín
☒ Joyería
☒ Juguetes y juegos
☒ Libros
☒ Oficina y papelería
☒ Películas y TV
☒ Relojes
☒ Ropa
☒ Salud y cuidado personal
☒ Software
☒ Tienda Kindle
☒ Videojuegos
☒ Zapatos y complementos

Filters

Average Monthly Units Sold
0 - 1000+

Competition
Very Low - Very High

Average Monthly Price
€100 - €100,00+

Niche Score
1 - 10

Monthly Search Volume
100+ - 10,000+

Include Keywords
Enter words separated by comma

Exclude Keyword
Enter words separated by comma

☒ Exclude Top Brands



REAL CASE: PERFUME MANUFACTURER

- Registration as a seller
- Registration in Brand Registry



REAL CASE: PERFUME MANUFACTURER

- Correct selection of categories
- Product Upload



Clasificador de productos:

Belleza > Cuidado del cabello > Productos para el cuidado del cabello

Afeitado y depilación	>	Accesorios de peinado	>	Accesorios para alisar	Seleccionar
Baño e higiene personal	>	Aparatos y utensilios de peluquería	>	Accesorios para permanente	Seleccionar
Cuidado de la piel	>	Coloración del cabello	>	Aceites para el cabello	Seleccionar
Cuidado del cabello	>	Extensiones de cabello, pelucas y accesorios	>	Acondicionadores	Seleccionar
Manicura y pedicura	>	Mobiliario y material de peluquería	>	Champú, acondicionador y gel 3 en 1	Seleccionar
Maquillaje	>	Productos de peinado	>	Champús	Seleccionar
Perfumes y fragancias	>	Productos para el cuidado del cabello	>	Champús secos	Seleccionar
Utensilios y accesorios	>	Utensilios para corte de pelo	>		

REAL CASE: PERFUME MANUFACTURER



Product sheet optimization:

Title: the title of the product should reflect in a simple way what we are selling. It is advisable to include keywords with a high index of searches in the title of our product. To find these keywords, we use the "Brain" tool of HELIUM10, a paid tool, with which we can obtain the keywords with which our competition's products are positioned and which have the highest search index.

Description: we must establish a complete description, which explains our product in detail. It is advisable to also enter a keyword in the description, as in the title.

Bullet Point: these are the highlights of our product. Amazon allows us to highlight five points, which we must take advantage of to transmit the most relevant and attractive information about our products. Utility, operation, values, advantages, etc. The introduction of emoticons is recommended.

Images: it is one of the most important points in Amazon and e-commerce in general, when it comes to online sales, the images of the products are the only visual contact that users will have of the product. The images must be of good quality, with different approaches and very important, that some of them show the product being used or in operation.

REAL CASE: PERFUME MANUFACTURER

Product sheet optimization:



Imágenes

Feedback result
8.24 of 10



Título

Junlion Mochila para Laptop Retro para Mujeres y Hombres, Mochila Delgada para la Escuela y la Universidad para Macbook de 15.6 Pulgadas Azul

Marca: Junlion

★★★★★ 40 valoraciones

Precio: 23,99 € **Envío GRATIS** en tu primer pedido elegible. Ver detalles y Devoluciones GRATIS
Precio final del producto

Color: Azul



- **MATERIAL:** tela Oxford 600D, respetuosa con el medio ambiente y duradera.
- **DIMENSIONES:** 11,8" L x 5,5" W x 17" H (30 * 14 * 43 cm). Capacidad: 25 L. Se adapta a portátiles de 15,6".
- **COMPARTIMENTOS MÚLTIPLES:** Total de 6 compartimentos para guardar bien sus pertenencias. El gran compartimento principal en el interior es ideal para sus libros, ropa, computadora portátil y otras cosas diarias, y los bolsillos laterales adicionales se pueden usar para colocar la botella y el paraguas.
- **EXQUISITO Y CÓMODO:** bolso de diseño moderno y retro con un trabajo ordenado en cada detalle, los materiales Oxford protegen las pertenencias de días exteriores, garantizan un uso seguro y duradero todos los días. La correa de la mochila está bien acolchada y ajustable para adaptarse a su cuerpo. Comodidad en su espalda.
- **APLICACIONES:** Esta mochila es perfecta para ser una mochila. Perfecto para ir a la escuela, trabajo, escapadas de fin de semana, andar en bicicleta, acampar, gimnasio, viajes, etc.

Descripción del producto

Color: Azul

Descripción del producto:

La gran capacidad satisfará sus necesidades y los trabajos académicos para hombres y mujeres. La mochila equipada es clara con botones magnéticos y cremalleras. Fácil de abrir y cerrar. Los correos de hombros bien acolchados son cómodos y seguros para niños que también se pueden ajustar. La apariencia elegante con estilo duradero es perfecta como regalo para su familia, amigos y amigos.

NOTA:

1. Debido a los límites de impresión, puede haber una diferencia de color entre la imagen y el producto.
2. Debido a que la pantalla, la cámara u otros factores pueden tener una pequeña diferencia de color, por favor no se preocupe.

Resumen:

1 x Mochila (Mochila)

Bullet Point

Descripción

REAL CASE: PERFUME MANUFACTURER

Logistics strategy: Amazon



Enviar o reabastecer inventario [Más información](#)
PLN (01.10.20, 13:13) [Cambiar nombre](#)

[Establecer cantidad](#) [Preparar productos](#) [Etiquetar productos](#) [Revisar envíos](#) [Preparar envío](#) [Resumen](#)

Todos los productos ⚠ Requiere información ✖ Requiere eliminación ➕ Añadir productos

Proporciona cualquier información que pueda faltar, elimina los productos que no sean elegibles y especifica la cantidad de cada producto que vas a incluir en el plan de envío.
Mostrando 1 a 1 de 1 producto

SKU del vendedor	Nombre de producto	Estado	Información/Requiere acción	Unidades por caja	Número de cajas	Total de unidades	Eliminar
	☐ Mostrar ASIN/FNSKU		⚠ Introduce la cantidad de unidades aptas para la venta que enviarás				
101	Paleta EAN:		Este producto es apto para seguimiento del código de barras del fabricante. Cambiar el producto para utilizar el seguimiento del código de barras del fabricante.			0	☒
Totales						0	

Mostrando 1 a 1 de 1 producto

[Eliminar](#) [Duplicar](#) [Continuar](#)

Consulta la información de las pestañas "Requiere información" y "Requiere eliminación" para solucionar cualquier incidencia con tu inventario.

REAL CASE: PERFUME MANUFACTURER

Store Creation



Crea y personaliza Stores para tus marcas.

Sus Marcas

¿Quieres crear Stores para marcas que no aparecen aquí? [Registra tu marca](#)

ANOUK	Crear Store
APOTHEKE DE F 	Crear Store
Brummel	Editar Store
CORONEL TAPIOCCA TRAVEL & ADVENTURE https://www.amazon.es/stores/page/7D442216-D6BA-4D77-8AA3-D442E080713F	Ver información Editar Store

REAL CASE: PERFUME MANUFACTURER

Store Creation



REAL CASE: PERFUME MANUFACTURER

A+ Content Creation

Descripción del producto



Farala #behappy Woman

Eau de Toilette 100ml

Alegre, alegre y explosiva, Farala #behappy siempre está buscando nuevas emociones. En su mundo infinito solo hay lugar para la curiosidad y la felicidad. Su espíritu de libertad encarna la juventud desenfrenada y con ganas de expresar al máximo cada minuto de su vida.

Floral Especial

Sus expresivos notes de rosa y jengibre en la salida se entrelazan en el corazón de este fragancia con la fuerza del nardo y el dulce jazmín en flor, creando un aromático mundo casi mágico. En su fondo desgranar notes a pachuli y almizcle que contagia todo a su alrededor.

Pirámide Olfativa

- Notes de Salida: rosa y jengibre
- Notes de Corazón: nardo, tomatera y jazmín
- Notes de Fondo: pachuli, almizcle y oscurante



Tendencia y notas olfativas



FLORAL ESPECIAL



Notas de Salida

Rosa y jengibre



Notas de Corazón

Nardo, tomatera y jazmín



Notas de Fondo

Pachuli, almizcle y oscurante



Farala #behappy EDT 100ml Estuche de regalo Farala #behappy Farala #bff EDT 100ml/100ml Farala #bff EDT 200ml

Tendencia Olfativa	Floral Especial	Floral Especial	Floral	Floral
Contiene	1 Producto	3 Productos	1 Producto	1 Producto
Fragancia (ml)	100ml	100ml	100ml	200ml
Contenido del Estuche		Gel de Baño perfumado 75ml - Body Lotion Perfumado 75ml		
Valor	11,95	13,95	11,95	13,95
Género	Mujer	Mujer	Mujer	Mujer

REAL CASE: PERFUME MANUFACTURER

PPC Campaigns

nike
PERFUMES
since 1929

NIKE Perfumes

[Descúbrelo NIKE >](#)



Nike A Sparkling Day Woman Eau de Toilette Natural Spray 150ml



Nike Mauve Woman Eau de Toilette Natural Spray 100ml

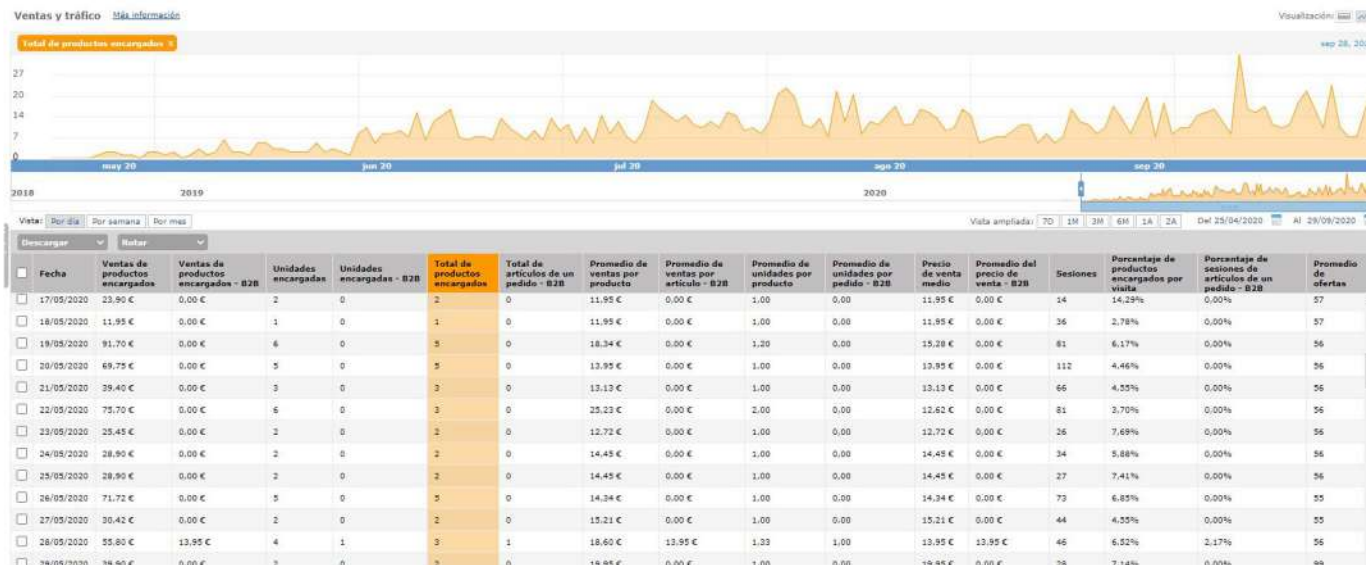


Nike Azure Woman Eau de Toilette Natural Spray 100ml

★★★★☆ 16

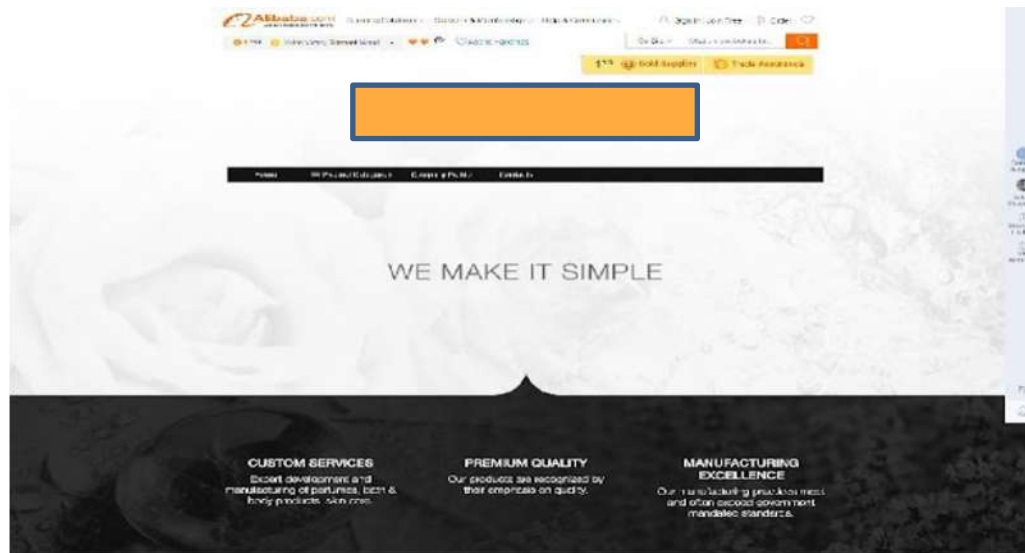
REAL CASE: PERFUME MANUFACTURER

At the 3rd month: €6,200 Billing only in Spain.



REAL CASE: PERFUME MANUFACTURER

- Relevance of the digital channel: strategic decision Marketplace B2B



REAL CASE: SEARCH FOR LEADS

Perfume

Productos activos: 685.233

Vendedores activos: 1.037

Origen de las peticiones recientes RFO's

Palabra clave	África	Asia	Europa	Sur América	Norte América
Perfume	165	523	320	101	380

REAL CASE: SEARCH FOR LEADS

perfume

Fragrance Type:Citrus&Woods,Classic Florals, Gender:Male Type:Parfum Scent:Floral Volume(ml):55ml Brand Name:yameson Fragrance:8%-10% Size:55ml Can you reply me on my *****and also add me on ****

Date Posted: 5 days before

Quantity Required
2000 Pieces

Purchaser

Fast-response Buyer

Email Confirmed

Posted in

Turkey

perfume 0,33ml tester 33ml mini perfumes parfum best brands names 0,33 33 ml hot sale new

Sample Purchase

I am a buyer from Baby Papillon located in France.I am interested in this style of perfume 0,33ml tester 33ml mini perfumes parfum best brands names 0,33 33 ml hot sale new and in doing business with ...

Date Posted: 1 days before

Quantity Required
600 Pieces

Posted in

France

Solid perfume

Hello,we are looking for solid perfume for women and others for men,we want there to be variation of aromas. The most important thing is that someone can meet the following requirements 100%natural ...

Date Posted: 10 days before

Quantity Required
500 Yard/Yards

Purchaser

Trade Actions

Fast-response Buyer

Email Confirmed

Posted in

Germany

REAL CASE: SEARCH FOR LEADS

Spray Form and Deodorant Feature deodorant

Hi,I'm interested in your product Best Men Body Spray Deodorant,I would like some more details.I look forward for your reply.Regards,

Date Posted: 5 days before

Quantity Required

5000 Pieces

Purchaser

Fast-response Buyer

Email Confirmed

Posted in

 Kuwait

deodorant body spray

I'm looking for products with the following specifications:deodorant body spray This is what we require of your product. Form:Cream,Lotion,Liquid,Spray Ingredient:Mineral,Chemical,Herbal Feature:...

Date Posted: 16 days before

Quantity Required

3000 40' Container

Purchaser

Email Confirmed

Posted in

 Canada

Spray Form and Deodorant Feature deodorant and antiperspirant spray 150ml

Hola, estoy interesado en su producto. Me gustaría obtener más detalles.Espero su respuesta.

Date Posted: 27 days before

Quantity Required

10000 Unidades

Purchaser

Fast-response Buyer

Posted in

 United States

REAL CASE: COMPETITION ANALYSIS

11 YRS
YAC Chemicals Limited
Favorite Supplier
Trade Assurance
Verified Supplier

YAC CHEMICALS LIMITED

11 YRS
YAC Chemicals Limited
Favorites
Compare

Verified Supplier
Trade Assurance
Contact Details
Video

ODM projects welcomed
13 years' experience
strong R&D team

Wholesale Price
Perfume

Body spray and
perfume

High quality brand
name perfume

Transaction Level:

Main Products: Dry Shampoo, Body Spray, Air Freshener Spray, Metered Air Freshener, Insecticide S...

Country/Region: China

Total Revenue: US\$50 Million - US\$100 Million

Top 3 Markets: Africa 25.0%, North America 25.0%, Mid East 20.0%

16 Transactions (6 months)
\$ \$580,000+

Response Rate
80.9%

REAL CASE: OBJECTIVE... DATABASE



REAL CASE: FOOD MANUFACTURER

- Food manufacturer: dairy products and sausages
- B2C sales model with physical stores and its own e-commerce in Spain
- B2B sales model with distributors and commercial agents
- Large billing volumes
- own warehouse



REAL CASE: FOOD MANUFACTURER

- Strategic decision Marketplace B2C: Branding objective



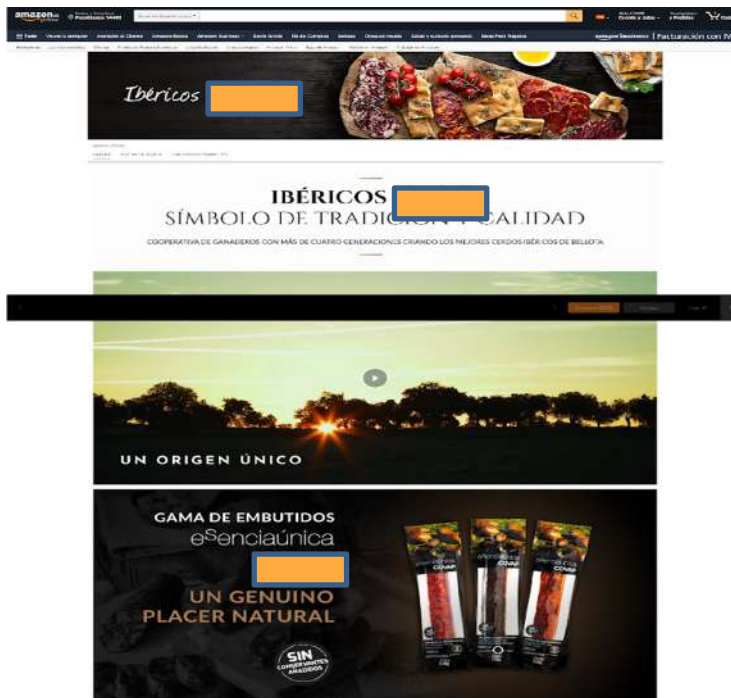
REAL CASE: FOOD MANUFACTURER

- Registration as a SELLER seller
- Registration in Brand Registry



REAL CASE: FOOD MANUFACTURER

Store creation



REAL CASE: FOOD MANUFACTURER

Logistics strategy: Amazon



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[Establecer cantidad](#) [Preparar productos](#) [Etiquetar productos](#) [Revisar envíos](#) [Preparar envío](#) [Resumen](#)

Todos los productos ⚠ Requiere información ✖ Requiere eliminación ➕ Añadir productos

Proporciona cualquier información que pueda faltar, elimina los productos que no sean elegibles y especifica la cantidad de cada producto que vas a incluir en el plan de envío.
Mostrando 1 a 1 de 1 producto

SKU del vendedor	Nombre de producto	Estado	Información/Requiere acción	Unidades por caja	Número de cajas	Total de unidades	Eliminar
	☐ Mostrar ASIN/FNSKU		⚠ Introduce la cantidad de unidades aptas para la venta que enviarás				
101	Paleta EAN:		Este producto es apto para seguimiento del código de barras del fabricante. Cambiar el producto para utilizar el seguimiento del código de barras del fabricante.			0	☒
Totales						0	

Mostrando 1 a 1 de 1 producto

[Eliminar](#) [Duplicar](#) [Continuar](#)

Consulta la información de las pestañas "Requiere información" y "Requiere eliminación" para solucionar cualquier incidencia con tu inventario.

REAL CASE: FOOD MANUFACTURER

- Strategic decision Marketplace B2C United States
- Selection of specific catalog
- PVP Strategy



Imagen	SKU Estado	Nombre del producto ASIN	
	343 Nue	ed	ibérico Salami (8 ounce)
	324 Nue	he	100% Ibérico Pork Shoulder (10 pound)
	359 Nue	k	ed Ibérico Black Sausage, Chorizo and Salami (18 ounce)
	340 Nue	-c	horizo (1 pound)
	340 Nue	-c	prico Pork Loin (1,2 pound)
	343 Nue	ed	ibérico Chorizo (8 ounce)

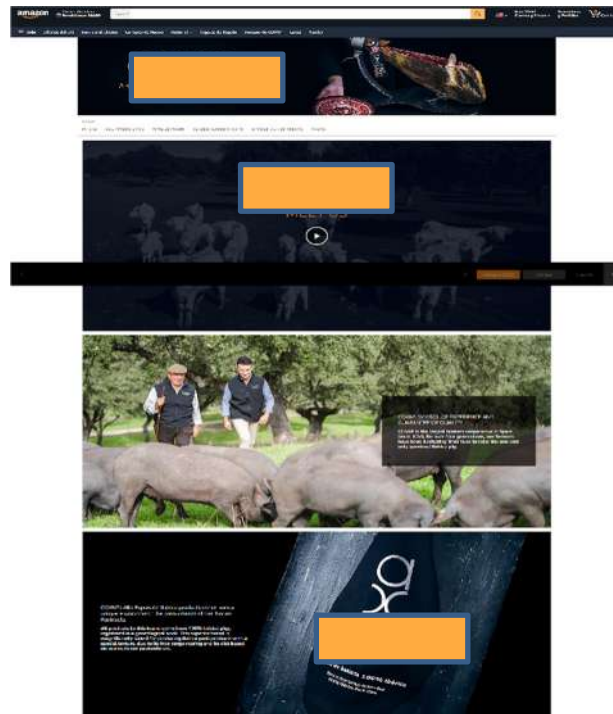
REAL CASE: FOOD MANUFACTURER

- Registration as a SELLER seller
- Registration in Brand Registry



REAL CASE: FOOD MANUFACTURER

Creation of Stores in the USA



REAL CASE: FOOD MANUFACTURER

Logistics strategy: Own Logistics



REAL CASE: FOOD MANUFACTURER

- Relevance of the digital channel: strategic decision Marketplace B2B



REAL CASE: FOOD MANUFACTURER

- Relevance of the digital channel: strategic decision Marketplace B2B



REAL CASE: FOOD MANUFACTURER

- Catalog Selection
- B2B Pricing

☐		Lac Sem unio		88V759D 11585017 11585017	7,62 € Disponible
☐		Lac Sem Unio		88V759D 11585017 11585017	5,58 € Disponible
☐		Lac Des L		88V7RZ3 11585017 11585017	5,70 € Disponible
☐		Smil Cov		8FD4ZBX 11585019 60035	8,40 € Disponible

REAL CASE: FOOD MANUFACTURER

- Amazon B2B Purchase Orders:

Ordenado el	Enviar a	Tipo de plazo	Inicio del plazo	Fin del plazo	Total de paquetes	Coste total
09/09/2020	BCN1 - El Prat de Llob	Plazo de entrega (Prej	09/09/2020	21/09/2020	60	376.56 EUR
09/09/2020	MAD6 - illescas (Toled	Plazo de entrega (Prej	09/09/2020	21/09/2020	1	110.00 EUR
09/09/2020	MAD4 - San Fernando	Plazo de entrega (Prej	09/09/2020	21/09/2020	36	216.72 EUR
07/09/2020	MAD4 - San Fernando	Plazo de entrega (Prej	07/09/2020	16/09/2020	24	148.32 EUR
07/09/2020	SVQ1 - Seville, Andal	Plazo de entrega (Prej	07/09/2020	16/09/2020	6	45.72 EUR
02/09/2020	BCN1 - El Prat de Llob	Plazo de entrega (Prej	02/09/2020	14/09/2020	48	285.12 EUR
26/08/2020	BCN1 - El Prat de Llob	Plazo de entrega (Prej	26/08/2020	07/09/2020	12	68.40 EUR
24/08/2020	BCN1 - El Prat de Llob	Plazo de entrega (Prej	24/08/2020	03/09/2020	12	79.92 EUR

REAL CASE: FOOD MANUFACTURER

- Relevance of the digital channel: strategic decision Marketplace B2B



REAL CASE: FOOD MANUFACTURER

- Potential customers: in one year 145 quality leads interested in your products
- 4 B2B sales

Chimezie Obinna Leave Messages Add New Contacts Member Since: 2016-02-02 Department: Job Title: Address: Email: vanconghd@gmail.com ad.com@confrim Tel: 234-90-54905945 Mobile Phone: Fax:	Company Information No Data Key Activity Information Visit Activity (last 90 Days) Days Visited: 34 Add in Blacklist: 10 Listed as a Contact: 18 RFP Activity (last 90 Days) Valid RFPs Submitted: 22 Quotation Approved: 28 Contact suppliers activities after received quotations: 28 Transactions (last 90 Days) Online Sourcing Transaction: Hidden
Business Information Assign to: Rank: ★☆☆☆☆ Source: Group: ungroup Website:	Inquiry Activity (last 90 Days) Valid inquiries sent: 223 Inquiries Marked as Spurn by Suppliers: 30 Search Activity (last 90 Days) Searches: 192 Total Product Views: 25 Most Searched Keywords: Hidden Watched Industries: Mushrooms,Olive Oil,Animal Feed,Milk powder and cr... Total Product Views: Last Received Information Product inquiry from Chimezie Obinna

REAL CASE: FOOD MANUFACTURER

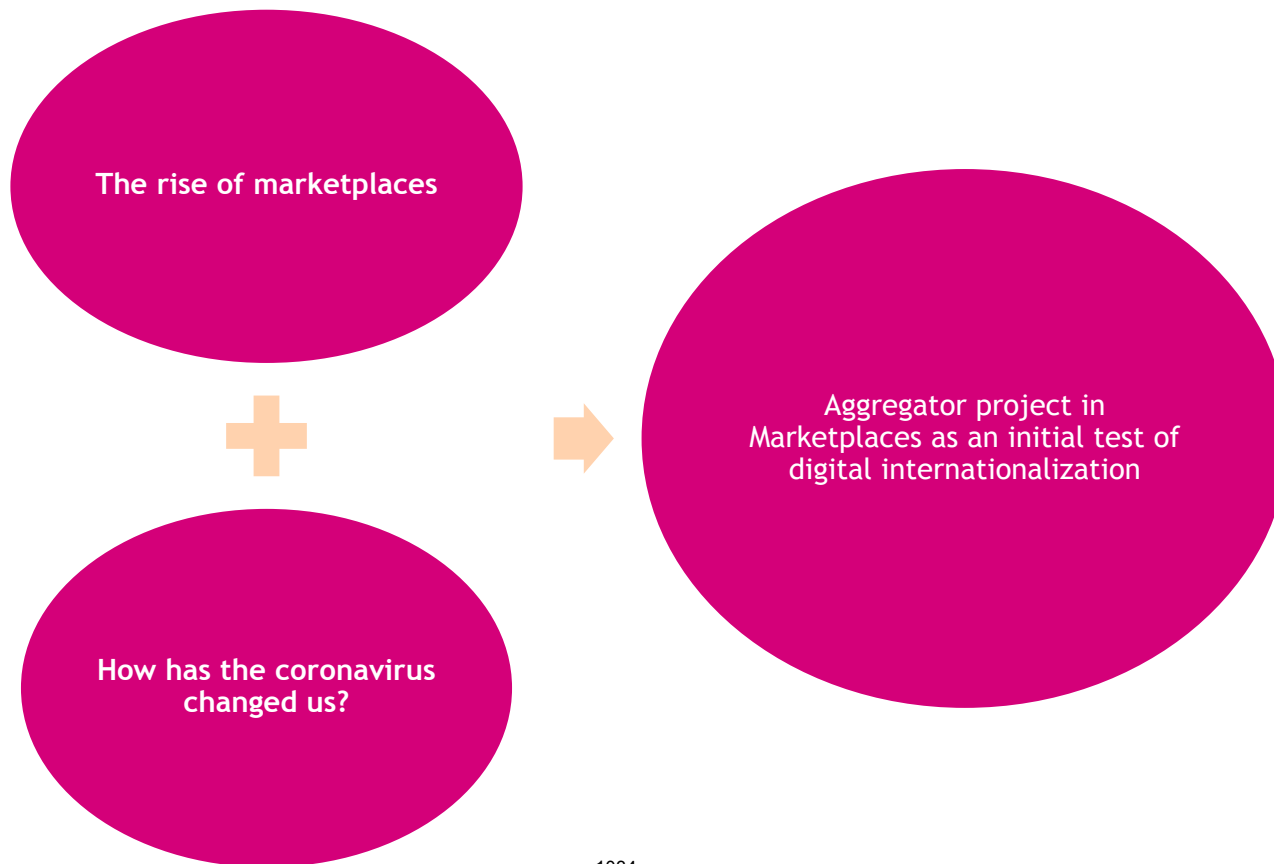
- Strategic decision to open own account in ALIBABA.COM





An aggregator project in eMarketplaces is a marketing model in digital channels that brings together products from different companies in a joint commercial management

WHY AN AGGREGATOR PROJECT IN MARKETPLACES



WHY AN AGGREGATOR PROJECT IN MARKETPLACES



Global window for the exhibition of products around the world

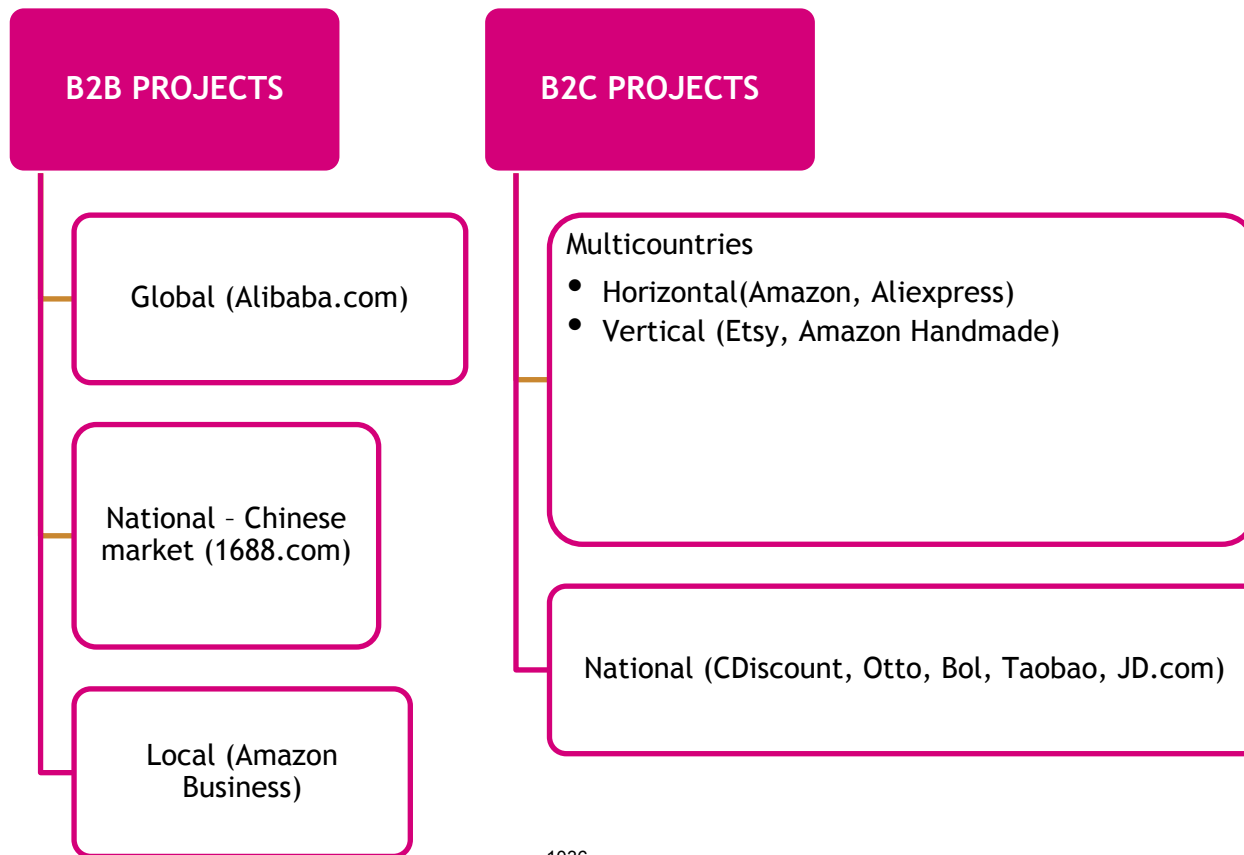
First step in digital internationalization for many companies

Drastic cost reduction for the companies involved

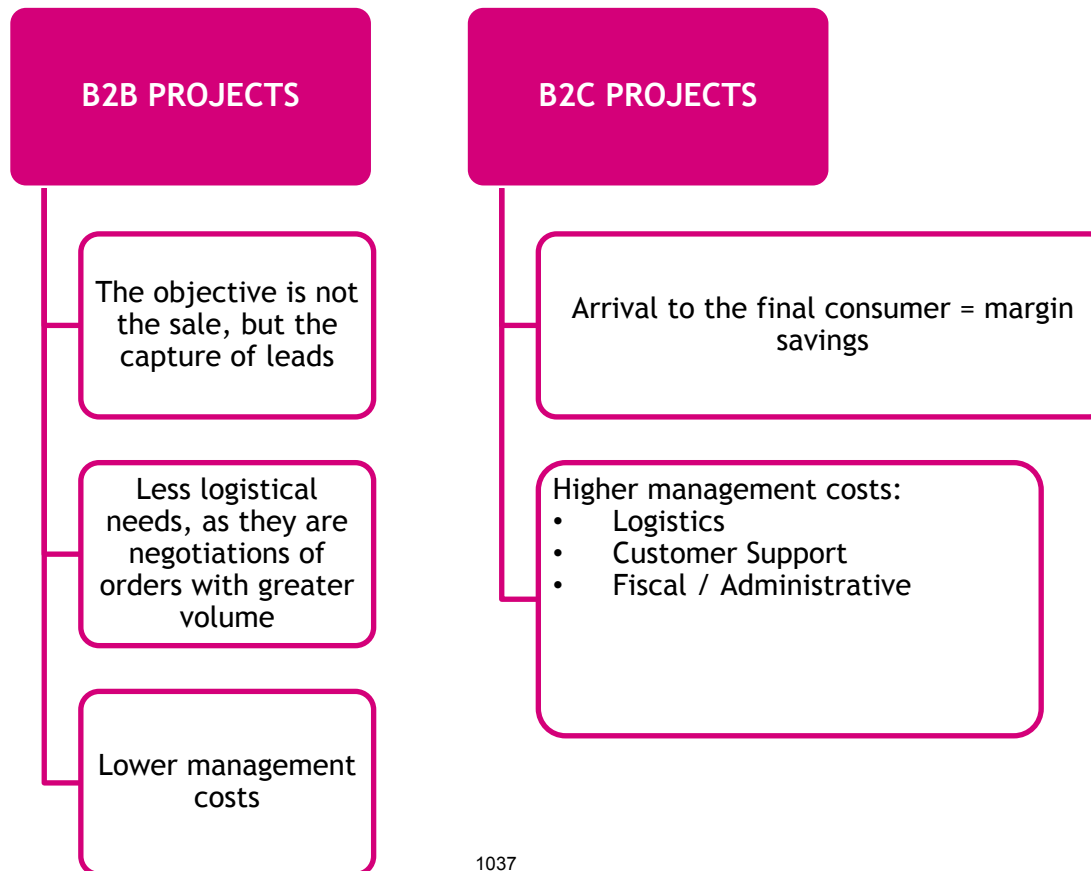
Professional management of the main marketplaces worldwide

Obtaining relevant data on potential clients, on the main competitors worldwide and, ultimately, on the competitiveness of the participating companies worldwide.

TYPOLOGY OF AGGREGATOR PROJECTS



TPOLOGY OF AGGREGATOR PROJECTS(II)



APPROVAL TASKS



PROJECT TYPE SELECTION

B2B or B2C

MARKET SELECTION

Europe

USA

China

Global

DEFINITION OF REQUIREMENTS FOR PARTICIPATING COMPANIES

HR and investment
capacity

Export experience

Product selection

Billing and tax
requirements

Logistics and
customer service
requirements

KEY QUESTIONS

What would be the
available budget?

% Co-payment of
companies

What is the
additional
marketing budget?

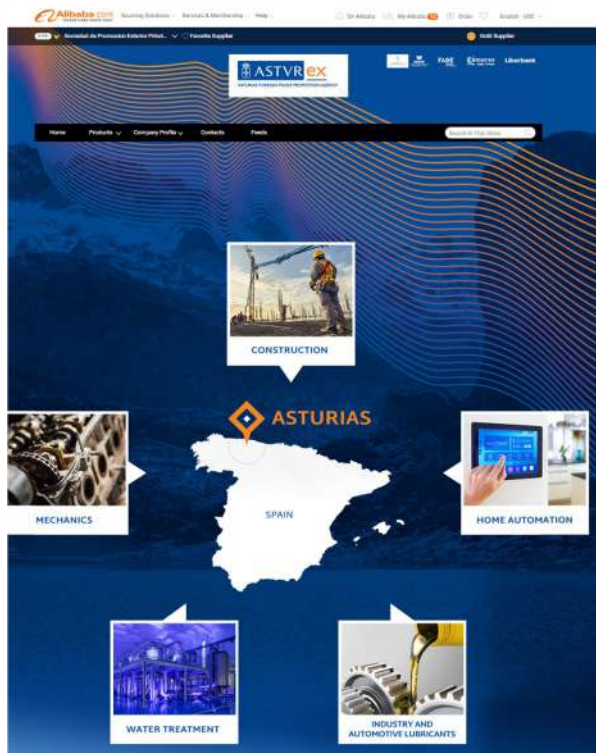
EXAMPLES OF AGGREGATOR PROJECTS



AGROSMARTglobal
INTERREG SUDOE
SOE3/P2/E0897
MOOC Agrosmart Global

ecommerce**news**

ASTURIAS (ASTUREX)



MADRID (CÁMARA DE MADRID)





The Official Chamber of Commerce, Industry and Services of Madrid is a public law company that represents, promotes and protects the general interests of all Madrid Industry and Services Companies in Madrid.

The Chamber has a wide network of contacts around the world and promotes that of companies based in Madrid.

The Chamber, in collaboration with the Government of Madrid and the Mayor's Office of Madrid, has launched the Madrid Industrial Solutions project to show on Alibaba.com the best quality of industrial products and solutions in Madrid. This project is articulated by the single window for the Madrid region (VUI).

Below are the steps taken by the AMVOS DIGITAL consulting team to start up the project on Alibaba.com.

ORGANIZING ENTITIES



VENTANILLA ÚNICA
de Internacionalización



CONFEDERACIÓN
EMPRESARIAL
DE MADRID
CEOE



Comunidad
de Madrid



MADRID

PARTICIPANT ENTERPRISES



Convesa



DURAN
electrónica



GRUPO EPESA



EUROMÁQUINA SA



Your partner in metal solutions



MOLECOR
Orienting the future



Vision Enhancing Technologies



POLAR



PRECISMECA SPAIN GROUP, S.L.



mastclimber
hoist



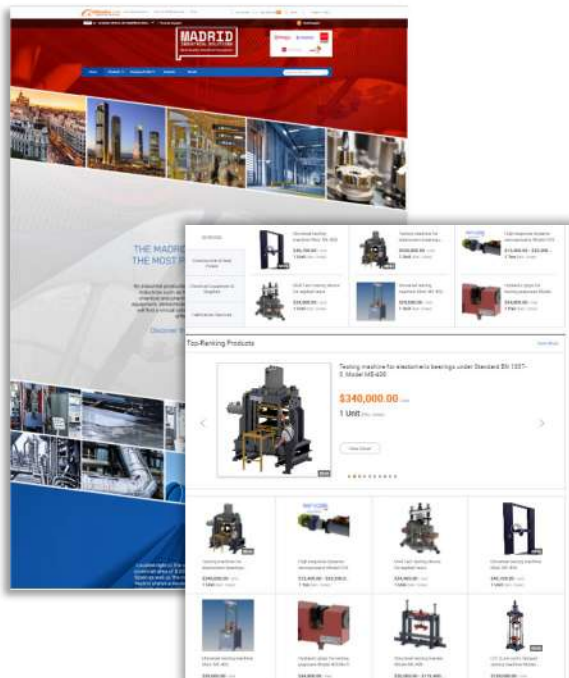
Testing Machines



DECORATIVE

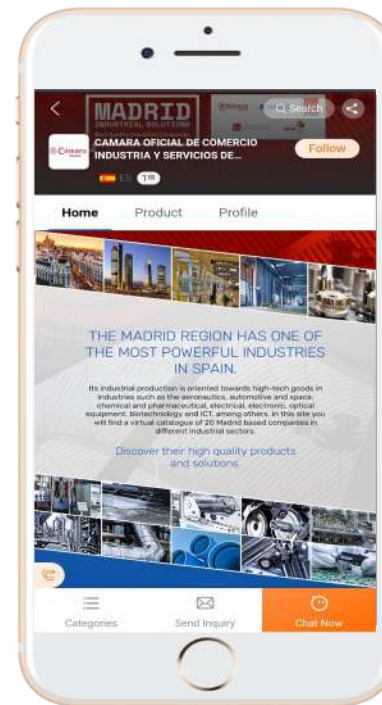
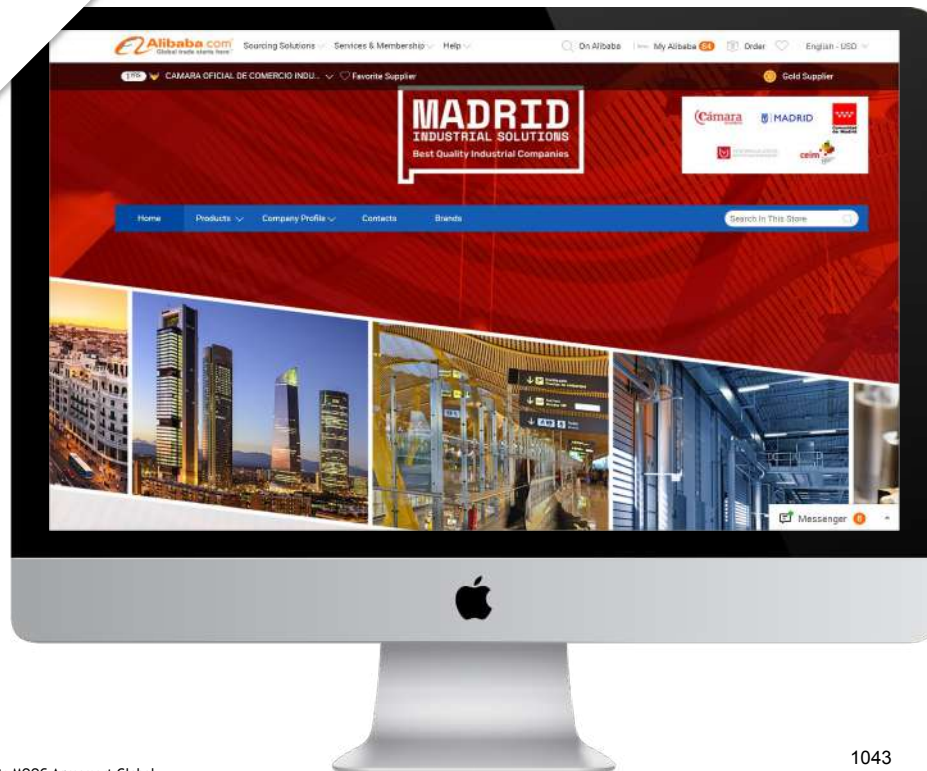


MANAGEMENT PERIOD: 10/01/2020 TO 10/23/2020



- Launch of Minisite, products visible and 100% operational on the platform
- Completion of loading products (missing companies)
- Keyword optimization, based on the search index, registered in the Alibaba database
- Smart content creation
- Daily management of Inquiries and RFQs
- Validation of leads and transfer to the corresponding companies
- Marketing strategy planning
- Implementation of KWA campaigns and optimization with high conversion words.

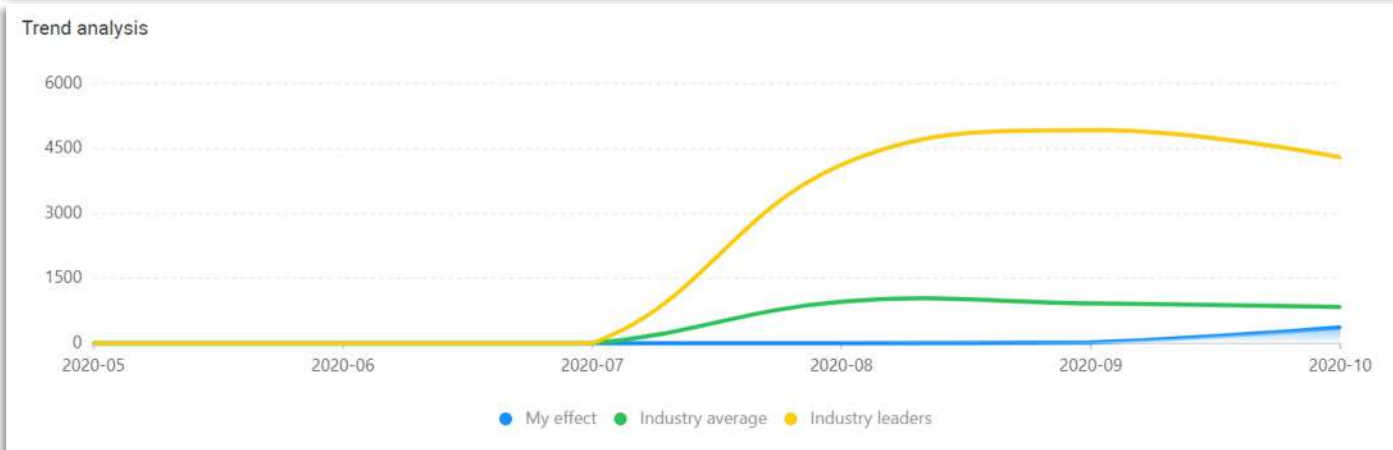
Domain of the Madrid Industrial Solutions minisite on
 Alibaba.com:<https://madridindustrial.trustpass.alibaba.com/>



Organic results,

For product optimization and without any type of marketing action.

Period: 10/01/2020 - 10/31/2020 (first month of the project)



First week results with marketing campaigns.
Commissioning in November, second month of the project.

Week 1

Smart Campaign- Artificial Intelligence Alibaba.com
Period: 01/11/2020 - 07/11/2020

Unique visitors (UV) 176 WOW: +50.4%	Page views (PV) 354 WOW: +9.2%	Views by search 44089 WOW: +143%	Direct click by search 138 WOW: +119%	Inquiry visitors 5 WOW: +400%	Inquiries 6 WOW: +500%
---	---	---	--	--	-------------------------------------

Week 2 and 3

Smart Campaign- Artificial intelligence Alibaba.com + Automatic Campaign with bid multiplier to potential buyers on the platform
Period: 11/08/2020 - 11/21/2020

Unique visitors (UV) 402 WOW: +20.4%	Page views (PV) 914 WOW: +32.7%	Views by search 66613 WOW: -12.2%	Direct click by search 306 WOW: +31.8%	Inquiry visitors 6 WOW: -40%	Inquiries 14 WOW: -50%
---	--	--	---	---	-------------------------------------

20
Direct
inquiries
in 3
weeks

We can highlight the importance of the KWA campaigns on the platform, since in 3 weeks 3 times more queries have been obtained than those obtained in the first month of the project, with only organic positioning.

Countries with the greatest interest (clicks), through KWA campaigns

Period: 01/11/2020 - 21/11/2020



Country/Region	Impressions	Clicks	CTR	Cost	Average Cost per Click
India	10103	42	0.42%	\$69.78	\$1.66
Pakistan	10266	31	0.30%	\$51.86	\$1.67
Other Parts of Asia	6911	23	0.33%	\$48.85	\$2.12
Bangladesh	5263	19	0.36%	\$41.31	\$2.17
United States of America	5405	17	0.31%	\$21.16	\$1.24
Philippines	5262	14	0.27%	\$17.99	\$1.28
United Kingdom	2099	14	0.67%	\$22.17	\$1.58
Spain	790	14	1.77%	\$29.65	\$2.12
Other Parts of Europe	3100	12	0.39%	\$15.09	\$1.26
Sri Lanka	3037	10	0.33%	\$21.83	\$2.18
Egypt	4178	10	0.24%	\$19.88	\$1.99
Turkey	3517	8	0.23%	\$9.46	\$1.18
Canada	1606	8	0.50%	\$12.21	\$1.53
Other Parts of Africa	1408	8	0.57%	\$14.18	\$1.77
Saudi Arabia	1964	8	0.41%	\$15.24	\$1.91
Iraq	1386	7	0.51%	\$5.84	\$0.83
Germany	878	7	0.80%	\$8.28	\$1.18
Cyprus	327	6	1.83%	\$4.19	\$0.70
Other Parts of Central and South America	2804	6	0.21%	\$8.06	\$1.34
Brazil	3278	6	0.18%	\$8.24	\$1.37
Greece	835	5	0.60%	\$8.75	\$1.75
Kenya	1400	5	0.36%	\$9.24	\$1.85
Malaysia	2898	5	0.17%	\$3.68	\$0.74
South Africa	2201	5	0.23%	\$11.08	\$2.22

Period: 02/10/2020 - 16/07/2021

Periodo	Visitantes únicos	Páginas vistas	Vistas por búsqueda	Clics directos por búsqueda	Consultas directas totales
	Visitantes unicos que han visitado cualquier página del ministe	El número total de páginas que los usuarios han visto en el minisite	La cantidad de veces que un producto ha aparecido en la lista de resultados de búsqueda de una palabra clave relacionada, en varios idiomas.	La cantidad de veces que los compradores han hecho clic en sus productos o en la información de su empresa en la lista de resultados de búsqueda , en varios idiomas.	Una consulta se refiere a una consulta válida de un comprador sobre sus productos y la información de la empresa
oct-20	369	1.395	22.217	136	7
nov-20	1.187	2.156	255.242	1.028	27
dic-20	1.363	2.211	259.370	1.310	14
ene-21	1.332	2.200	258.697	1.129	18
feb-21	1.313	2.072	256.497	1.218	19
mar-21	1.262	1.826	413.008	1.136	29
abr-21	1.781	2.524	9.106	182	16
may-21	1.275	2.041	8.508	159	17
jun-21	1.783	2.575	562.538	1.744	36
jul- 21 (Primera quincena)	451	687	82.845	412	8

MAIN FIGURES OF THE PROJECT



AGROSMARTglobal
INTERREG SUDOE
SOE3/P2/E0897
MOOC Agrosmart Global

ecommerce**news**

Period: 02/10/2020 - 16/07/2021



Impresiones totales
+2.045.183



Clics en productos
+8.042



Consultas recibidas
+190



RFQ 's respondidas
196



**Región con más
visitantes únicos**
**Europa y
Medio Oriente**



**Región con más
Consultas directas**
Europa y Asia

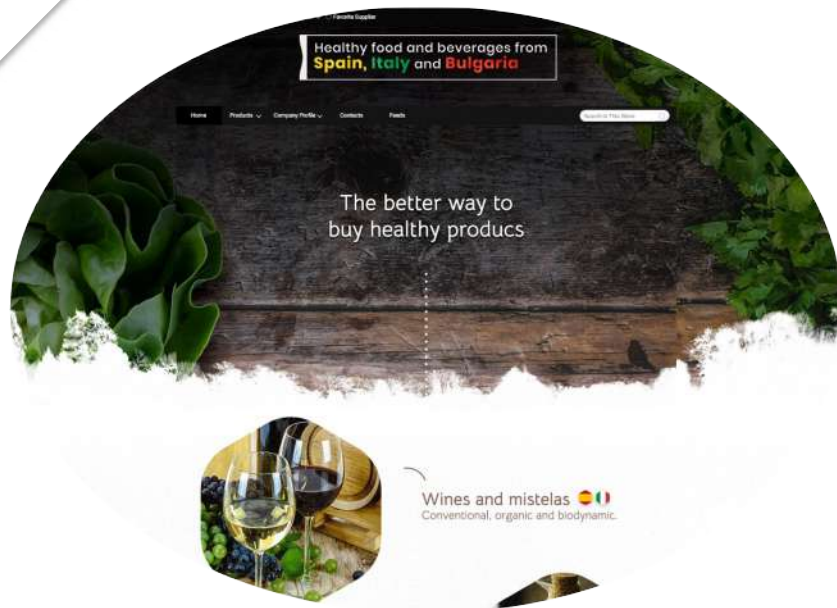


**Contactos
registrados**
+387



Total de Leads
+200

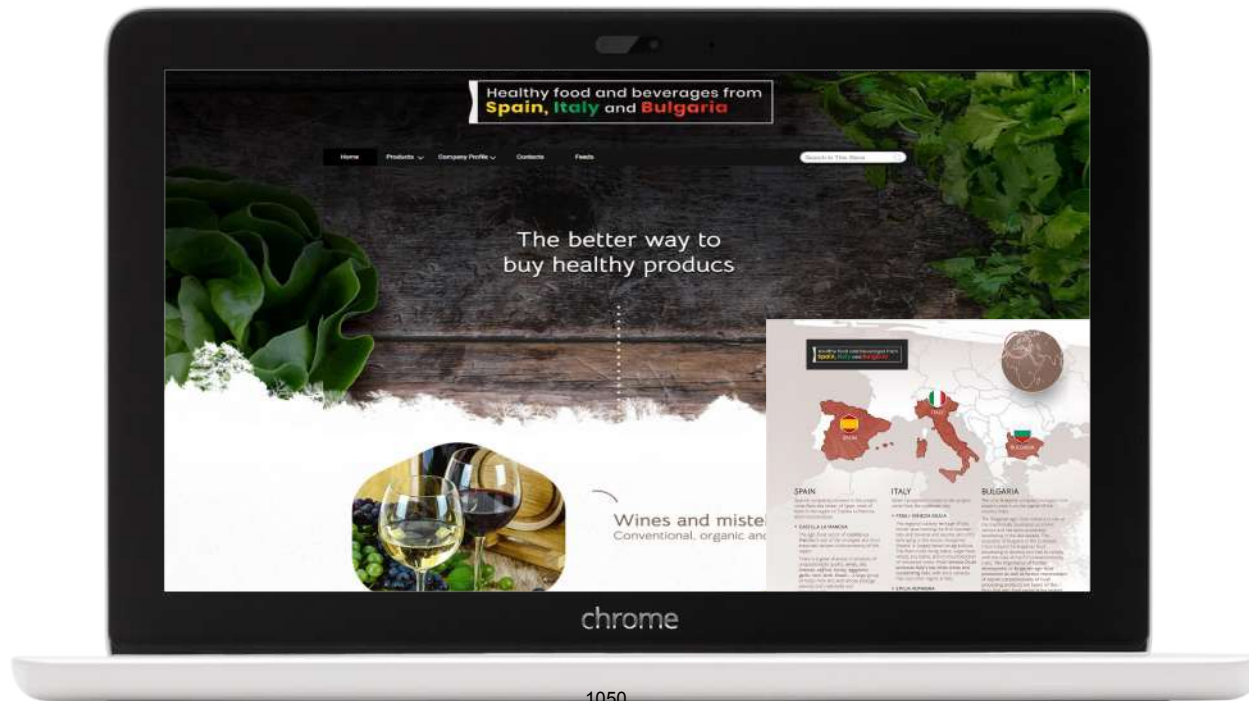
Under the brand Look EU Net (Toledo Chamber of Commerce, Industry and Services), we present Aliababa.com users with a selection of the best healthy foods and drinks



We have provided the brand with very specific values of quality, health, closeness, tradition and always with an international project approach, which has allowed us to offer differentiating aspects with the rest of the competitors.

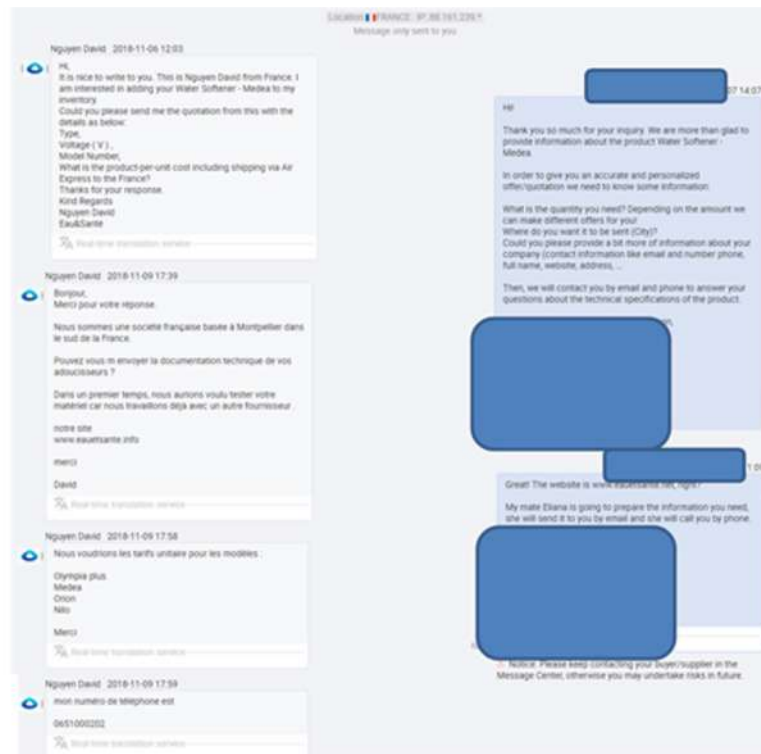
Therefore, the companies participating in the project thus adhere to all of them in their products, the concept that they wanted to reflect. In addition, there is a centralized system for attention and filtering of queries and other actions carried out and that we explain in this document.

In order to reflect the previously exposed values, the design has been carefully worked on, as well as all the most important characteristics around the reflected content. The result is a minisite with clean and evocative designs.



Sector tratamiento de aguas – Contacto Francia (Venta)

Consulta desde Francia que transcurrió de manera rápida y exitosa. El contacto mostraba interés en 4 modelos de calcificadores. Tras obtener su datos de contacto y verificar la web de su empresa, La empresa contactó con ellos y realizaron la venta por productos valorados en 3.000 €.



The screenshot shows an email thread between Nguyen David and a contact in France. The contact is interested in adding 'Water Softener - Medea' to their inventory and asks for a quotation. They also ask for technical documentation and a list of products. The contact mentions they have tested the product and are looking for a supplier. The email thread is in French and includes a translation of the content.

Nguyen David: 2018-11-06 12:03
Hi,
It is nice to write to you. This is Nguyen David from France. I am interested in adding your Water Softener - Medea to my inventory.
Could you please send me the quotation from this with the details as below:
Type:
Voltage (V):
Model Number:
What is the product per-unit cost including shipping via Air Express to the France?
Thanks for your response.
Kind Regards
Nguyen David
EauSante

Nguyen David: 2018-11-09 17:39
Bonjour,
Merci pour votre réponse.
Nous sommes une société française basée à Montpellier dans le sud de la France.
Pourriez-vous m'envoyer la documentation technique de vos adoucisseurs ?
D'après un premier temps, nous aurions voulu tester votre matériel car nous travaillons déjà avec un autre fournisseur.
Notre site
www.eausante.info
Merci
David

Nguyen David: 2018-11-09 17:58
Nous voudrions les tarifs unitaire pour les modèles:
Oxygène plus
Medea
Oxygène
Nito
Mero

Nguyen David: 2018-11-09 17:58
mon numéro de téléphone est
061000202

Hi!
Thank you so much for your inquiry. We are more than glad to provide information about the product Water Softener - Medea.
In order to give you an accurate and personalized offer/quotation, we need to know some information:
What is the quantity you need? Depending on the amount we can make different offers for you.
Where do you want it to be sent (City)?
Could you please provide a bit more of information about your company (contact information like email and number phone, full name, website, address, ...)
Then, we will contact you by email and phone to answer your questions about the technical specifications of the product.
Great! The website is www.eausante.info.
My mate Eliane is going to prepare the information you need, she will send it to you by email and she will call you by phone.
Notice: Please keep contacting your buyer/supplier in the Message Center, otherwise you may undertake risks in future.

Sector lubricantes de automóvil –

Contacto Guinea (Venta)

A través de la revisión diaria de RFQs, creación de base de datos de leads y envío de newsletter a todos ellos, esta empresa del sector consiguió iniciar una conversación de venta en la cual se comenzó con el envío de muestras y siguió con un pedido posterior. Se buscaban empresas de África y por lo tanto esta procedente de Guinea encajaba totalmente con las expectativas iniciales.

Automotive, public construction, industry and marine Feedback

22 jun

Talibe Diallo para mí

can you use whatsapp? I want more information for your lubricants

23 jun

para Talibe

Hello!

I can pass your contact to my colleagues in the sales department, they will contact you to inform you in detail about our lubricants. Do you think it's OK?

28 jun

Talibe Diallo para mí

Okay!

I'll wait for the call

10:41 (hace 22 horas)

Talibe Diallo para mí

Hello my dear
I have contacted Miguel,
We begin to prepare the order.



Sector Agroalimentario – Contacto India (Factura proforma)

Consulta procedente de un e-commerce de comida en India y uno de los Top-Vendedor en Amazon.in. Estaban interesadas en comercializar harina con su propia marca.

Location:  INDIA, IP: 115.166.129.6
 Message only sent to you

Abhishek Khanolkar 2018-11-13 07:53

Hi,

Abhishek here from Urban Platter. We are an e-commerce specialty foods company based out of Mumbai, India and one of the top-sellers on Amazon.in. We are interested in commercially procuring spelt flour. The intent is to resell in India, preferably in our brand name.

Please let me know if you can supply

company details:

Regards
 Abhishek
 mail: abhishek@glamble.com

Read  Social time translation service

Abhishek Khanolkar 2018-11-13 09:45

Dear Carlos,

I need Whole Spelt flour.

This is a new category product for India and so I intend to start in small quantity for the initial orders to test market feedback. I am looking at 50 -100 kgs for the first shipping. Let me know the ex-works/ FOB price.

Also please share the following:

a. If you can supply me in 1 kgs packs? I would begin with blank packs/ no design on the pack to keep MOQ's low. I will do stockering once the pack reaches here. This is because I intend to sell here in my brand name.

b. What is shelf life of the product

Abhishek Khanolkar 2018-11-13 10:50

Hi Carlos,

Your colleagues can mail or whatsapp me. Either works out for me.

Look forward to hearing back.

Contact No: +91-9870774210

Read  Social time translation service

Carlos Javier Prieto Sanchez 2018-11-13 09:16

Hi Abhishek!

Thank you so much for your inquiry. We are more than glad to provide information about this product.

In order to give you an accurate and personalized offer/quotation we need to know some information:

What is the quantity you need? Depending on the amount we can make different offers for you?

Where do you want it to be sent?

Could you please provide a bit more of information about your company (contact information like email and number phone, full name, address, ...)

Thus, we can contact you to send you all the information you request.

Looking forward to hearing from you soon,

Best regards,

Zamora Selection

Read  Social time translation service

Carlos Javier Prieto Sanchez 2018-11-13 10:17

Great! Thanks for the reply!

My colleagues in the sales department will send you the information you request to the email: abhishek@glamble.com. If you give us your contact phone, they can also call you, as you prefer.

Keep in touch!

Zamora Selection

Sector bebidas refrescantes –

Contacto China

(Factura proforma)

De manera directa, la empresa china Justlife contactó con nuestra cuenta a través de Alibaba. A partir de ahí iniciamos conversaciones vía email tras preguntarles más datos sobre ella: Página web, ubicación, teléfono de contacto, etc. Así, descubrimos si venden productos de nuestro sector y, en definitiva, si los refrescos encajaban en su catálogo de productos.





Small Kitchen Appliances

In just a few months we already received 3 orders. We're in contact with distributors in North America and Australia and have prospects from all over the world.



Paolo Canossa
CEO

Food Valley SRL • IT



Skin Care

Being on Alibaba.com gives us the opportunity of having a non-stop virtual trade show stand.



Maria Antonietta Plantone
CEO

PDT Laboratorio Cosmetici • IT



Jewelry

Accessing new and hard-to-penetrate markets is possible with Alibaba.com.



Sergio Di Gennaro
Owner

Fulvio Di Gennaro Srl • IT

EXAMPLES OF SUCCESS STORIES - TESTIMONIALS



Other Food & Beverage

Livestream is an important instrument to present our products as well as company values. Alibaba.com helps us promote in the best possible way.



Sebastiano Curcio
Marketing Manager

Tuttovo • IT



Other Food & Beverage

Super September gives us the chance of getting a high media exposure and the ability of making our products known and appreciated by lots of people.



Nicola Olinas
Global Brand Ambassador

Fratelli Branca • IT



Canned Food

I did not expect much at first in terms of sales results, but then I started to receive serious inquiries and messages for our products.



Andrea Vitiello
Owner

Davia Spa • IT



Medical Devices

40% of our total orders come from Alibaba.com and I have just closed a 1 million euro deal with a Russian buyer. Compare what we spend on Alibaba.com, the investment is nex...



Luca
Owner

Lab Evolution • IT



Women's Clothing

The Keyword Advertising tool enables us to continue to successfully trade in the off season. Alibaba.com has really helped us to gain more business opportunities!



Giulia Faralli
Customer Manager

Vikki Fashion • IT



Coffee

We are very satisfied with the results that we achieved as we have received a lot of contacts in the past few months. Alibaba.com is really helping us to expand our business...



Alessandra Calcagnini
Owner

Il Caffè Manaresi • IT



Makeup

MGS Accessories was in the red before we joined Alibaba.com. Sales were very slow. Now, we have the opposite problem. We're so busy we can't keep up!



Rashee Gupta
Founder

MGS Accessories • US



Health Care Products

Before Alibaba.com I was doing 99% of my business in the U.S., and now thanks to the storefront platform, 30-35% of my business is global.



Daniel Rosenfield
CEO

Totally Products LLC • US



Canned Food

We are revolutionizing how overseas distributors discover and order products from around the world. I feel like we are on the frontier of something new with...



Chad Michael
Chief Technology Officer

LTA International Global Services ... • US



Fitness & Body Building

Alibaba.com is a big platform with numerous business opportunities. You have to be unique, work hard, then you get a big chance.



Tanveer Ahmed
Partner

QST Intl. • PK



Fabric

Alibaba.com is a good business partner and helps me export products to over 40 countries, grow my company, thus fulfill my dream.



Vinod Katyal
Owner

KVR Intexx • IN



Other Food & Beverage

Alibaba.com attracts buyers and inspires confidence in the connections made through the platform. This helps us expand into untapped global markets.



Maria Shishkina
Head of Export

SORDIS • RU

THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



What is the degree of digitalisation of the agrifood sector?



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



Which digital technologies are most popular in the agrifood sector?



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



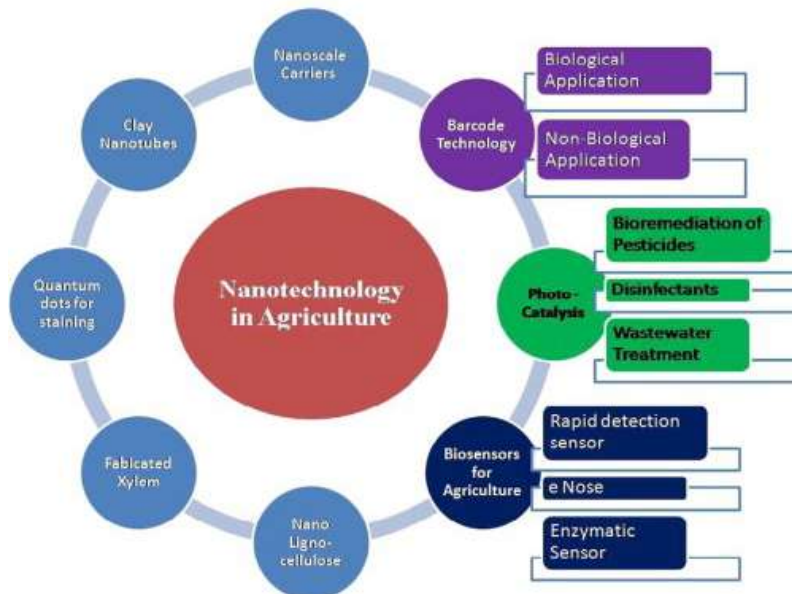
Which digital technologies are most popular in the agrifood sector?



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



Compared with other sectors, which tools are particularly significant for the agrifood industry?



THE AGRI-FOOD SECTOR: DIGITALISATION AS AN EXAMPLE OF GROWTH



Compared with other sectors, which tools are particularly significant for the agrifood industry?



Farm-tech environment



Farm-tech environment



JOHN DEERE

Farm-tech environment

Technologies with high impacts on the agri-food value chain will change the way current operations are performed, accelerating the production and distribution processes. In terms of the evolution of the agri-food value chain, **automation** and **robotisation** will have a very strong impact.

Main drivers for the new technology adaptation in agriculture

1. New consumer preferences drive the technological uptake

Main drivers for the new technology adaptation in agriculture

2. The context in which the agri-food value chain is operating can play an accelerator role.

Main drivers for the new technology adaptation in agriculture

3. The impacts of new technologies depend on the Big Data and analytics generation and data management.

Main drivers for the new technology adaptation in agriculture

4. Appropriate regulation sets the conditions for a well-functioning innovative agri-food sector

Main drivers for the new technology adaptation in agriculture

5. Research & Development is needed to ensure the feasibility and trustworthiness of the new technologies that apply to agri-food.