

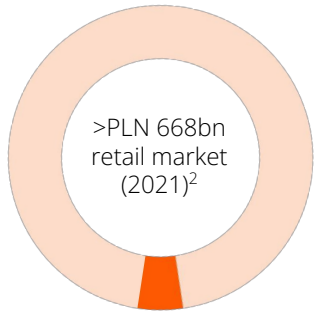


Allegro - your ideal place to start selling in Poland and CEE

13th October 2022

allegro

Allegro: an opportunity for your biggest store yet



6.4%

Allegro GMV represents more than 6% of Polish retail market by value



Where do Poles purchase products?

30% buyers search
for products on

allegro

18% buyers search
for products on

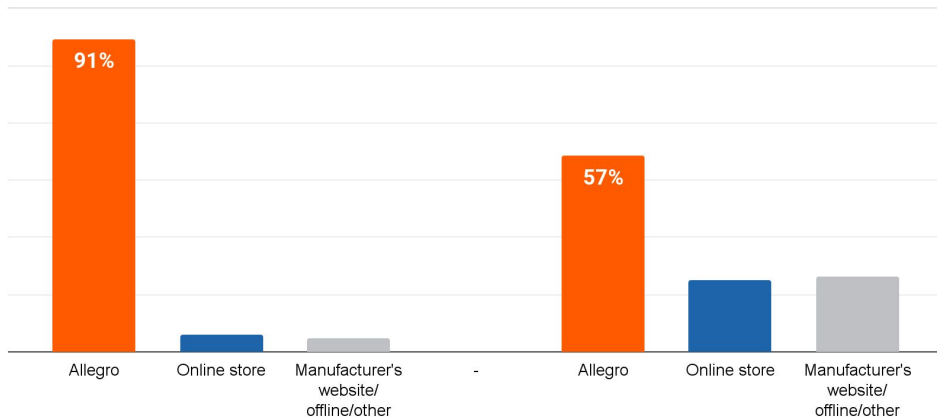
Google

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Products purchased via



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Products purchased via

Nearly **every third Polish buyer** starts their product search directly on a Allegro. Almost all of them end up buying products on the marketplace.

More than half of the consumers who start on Google **finalize their purchase on Allegro.**

22 M visits on a monthly basis

Start selling on Allegro with ease

Open marketplace

Sell your products in all 14 categories

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No registration fees

Join for free and see how Allegro works for you

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No listing fees in most categories

List as many products as you want

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Commission/success fees

Use the platform free of charge and pay only when you sell

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Welcome Program for new sellers

Test the tools and build your presence on Allegro low-cost

Welcome Program = months of benefits

- **For all new business accounts**

(with unique VAT IDs)

- Benefits for the first 3 months:
 - **100% commission refund**
 - Free promotion tools
 - Free subscription plans to try out
 - And more!

Some of the benefits can last **up to 6 months** after the registration!



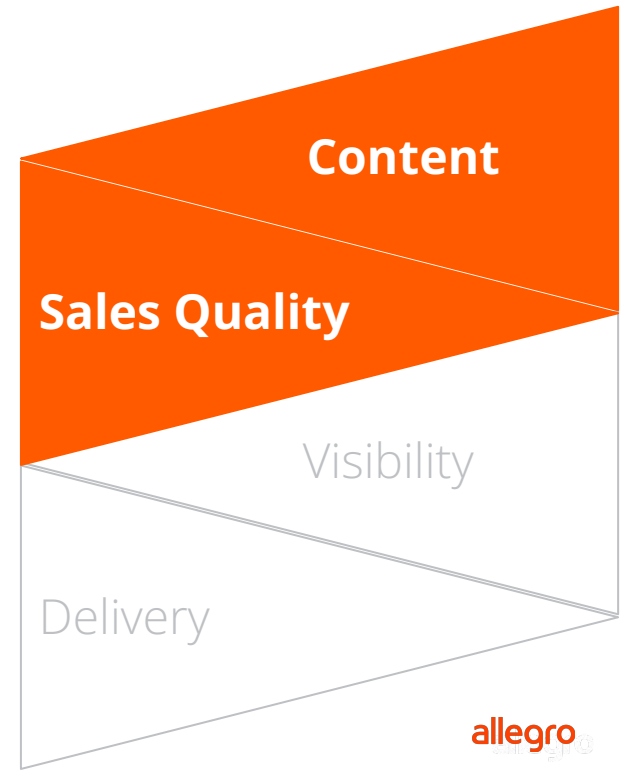
Get your offers to the top of Allegro listing

- titles and **descriptions in Polish (for now)**
- **parameters**
- thumbnails on a white background



Get your offers to the top of Allegro listing

- Sales Quality **metrics and dashboard**
- Customer service matters



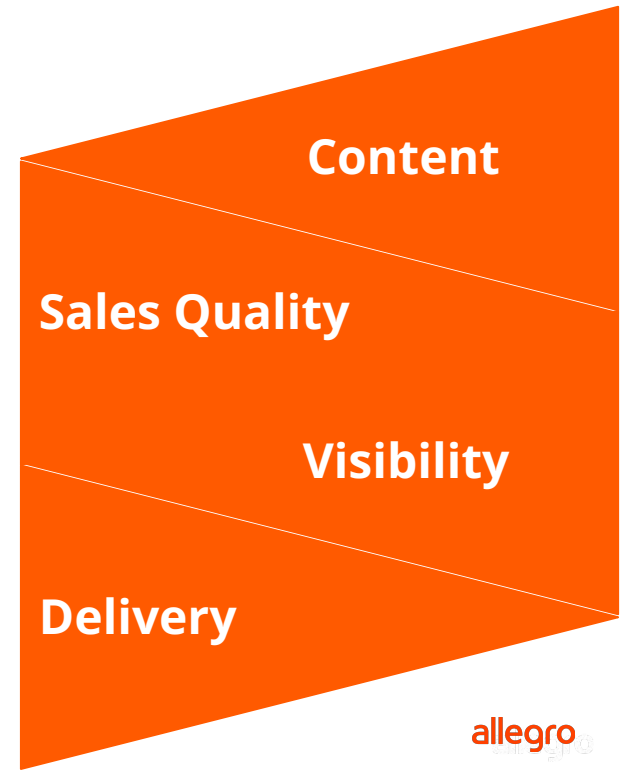
Get your offers to the top of Allegro listing

- **Promo options** and Allegro **campaigns**
- Sponsored **advertising**
- Dedicated partnership agreements



Get your offers to the top of Allegro listing

- Delivery **time**
- Delivery **cost**
- Delivery **methods**



Set up a successful delivery model

~50%

Probability of sales if you
deliver **within 48h**

~20%

Probability of sales if you
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Allegro Smart! **SMART** 

- Free delivery and returns for buyers
- Available if you ship from Poland (multiple delivery options) or from Germany, France, the Netherlands and the Czech Republic (DHL, DPD, UPS)

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Your offers are x 2.5 more popular

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Allegro Fulfillment



- Order handling 24/7
- Different delivery methods negotiated with carriers
- Customer service related to orders

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Same or next day delivery

Higher Sales Quality score on a daily basis

Get all the knowledge you need

Support teams

Onboarding and support teams available to all sellers on the platform

Key Account Manager for sellers generating certain GMV level or as a part of dedicated partnership agreements

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Educational resources

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Allegro Help Center - articles on all topics available in Polish and English

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Current **sales statistics** based on real Allegro data to adjust the assortment, optimize prices and increase sales

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Service Provider Network

SPN website with **external service providers**, integrators, translation services and logistic partners



Let's stay in touch!

Use [THIS LINK](#)
to contact our onboarding team and
register

or message education@allegro.pl