



雨果论坛 NO.2

多平台做跨境电商

主办方：雨果网 ChannelAdvisor畅路销



雨果网论坛No.2

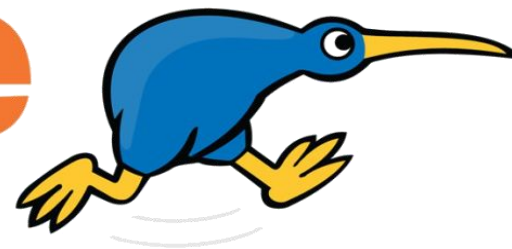
雨果论坛是跨境电商新媒体【雨果网】开展的线下实操分享会议！

“雨果论坛” NO.2：由雨果网联手全球领先跨境电商解决方案提供商 ChannelAdvisor 畅路销，为大家带来主题为“多平台做跨境电商”的内容分享。



trade me

Where Kiwis Buy and Sell



A new marketplace opportunity

Conrad Bain
Global Development Manager

雨果论坛

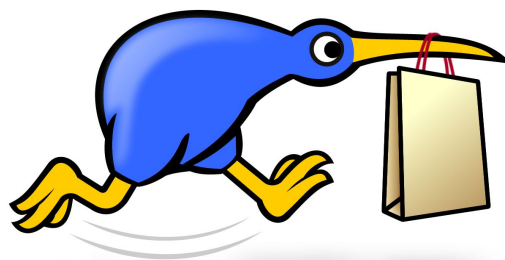
Topics

1. Trade Me
2. Why sell on our marketplace?
3. Key things to know





1. Trade Me



Trade Me

Started in 1999

Sold to Fairfax 2006 for NZD \$750

Listed on the NZX and ASX December 2011

Market capitalisation ~ NZD \$2 billion

Founder Sam Morgan on board

400 employees (450+ by end of 2015)

TM serves 2/3's of all domestic web traffic in NZ



Every day on Trade Me

760,000 daily visitors

250,000 items listed for sale

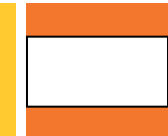
We make a sale every 2.5 seconds

60% of our listings are new items

Average session duration 22m

70 million page impressions served

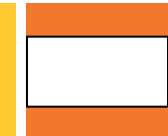
3.5 million members (NZ population 4.5million)



Trade Me – NZ's largest website

We hold a portfolio of strong market positions, strong reach and engagement

- No.1 Marketplace
- No.1 Motors classified site
- No.1 Property classified site
- No.1 Holiday Home site
- No.2 Jobs classified site
- No.2 Dating site



Search in all categories

- Categories Jobs Motors Property Services Travel **GIFT FINDER**
- Antiques & Collectables
 - Art
 - Baby Gear
 - Books
 - Building & Renovation
 - Business & Industry
 - Cars, Bikes & Boats
 - Clothing & Fashion
 - Computers
 - Crafts
 - Electronics & Photography
 - Farming
 - Flatmates Wanted
 - Gaming
 - Health & Beauty
 - Home & Living
 - Jewellery & Watches
 - Jobs
 - Mobile Phones
 - Movies & TV
 - Music & Instruments
 - Pets & Animals
 - Pottery & Glass
 - Real Estate
 - Services
 - Sports
 - Toys & Models
 - Travel, Events & Activities
 - Stores
 - \$1 Reserve
 - Closing Soon
 - Hot Listings

Cool Auctions

Prototype lamp
\$123.00

Handmade Luxbird Aperture lamp - \$\$\$ to the Fred Hollows Foundation

Advertisement

We're trusted to protect more of rural New Zealand than anyone else.

FMG
Advice & Insurance

New on Trade Me

BBQs & pizza ovens

For all your outdoor cooking needs



Featured Listings



4 horse box with accommodation, ready to
\$1,120 108 bids

Closes in 27 secs | Used




Cast Acrylic Maori MERE for carving - Artwork
\$35.00

Closes in 29 mins | New



Compaction wheels, sheeps foot rollers
\$1,100 or near offer

Listed Fri, 19 Sep





Compare life insurance on LifeDirect

Gender...

Smoked in last 12 months...

Age...
35

Cover amount...
\$ 500,000

Meet Kiwi singles on FindSomeone

Find a...

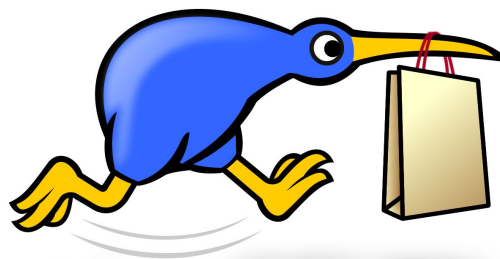
Aged...
18 to 20

From...
All of New Zealand

Trade Me is New
Zealand's largest online
shopping audience

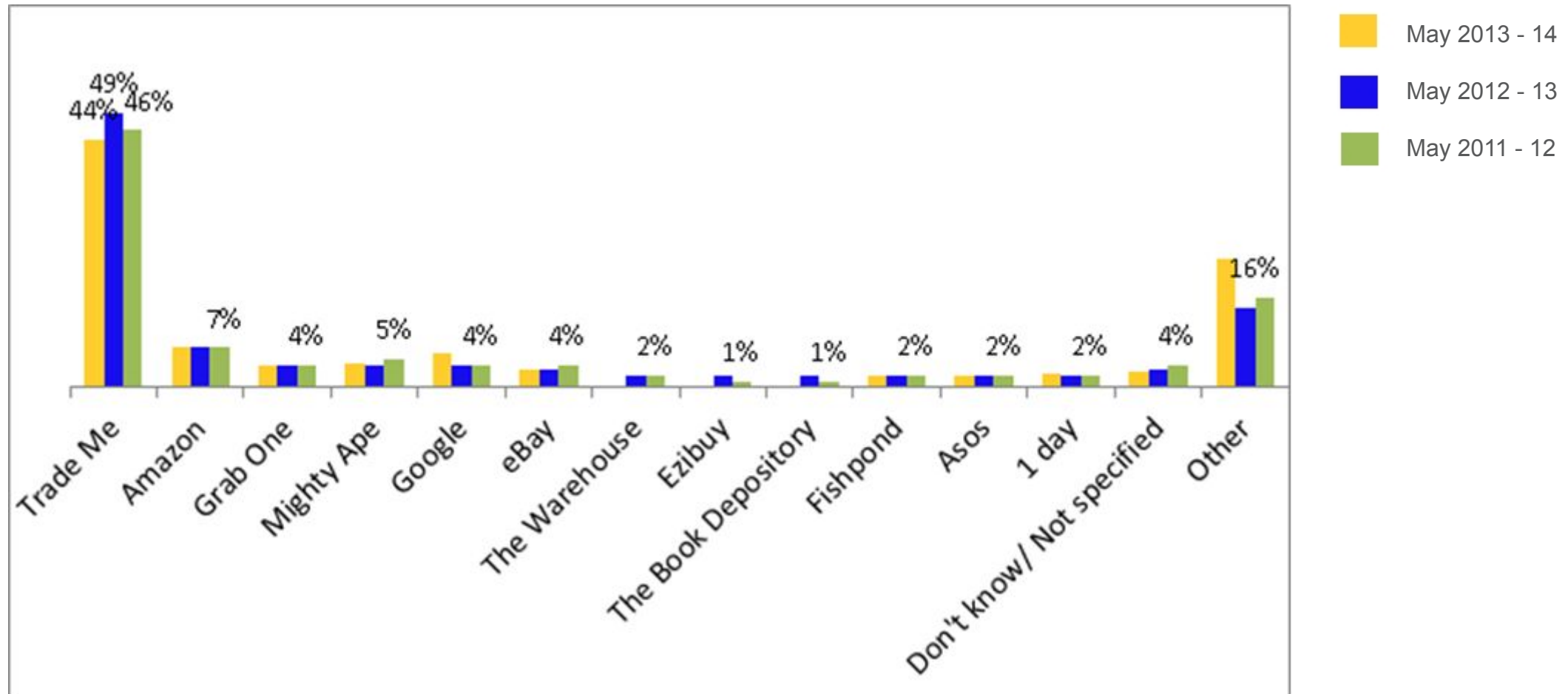


2. Why sell on our marketplace



Online buying behavior in NZ

Unprompted awareness of online purchase



Trade Me International Seller Program

Our International program only recently established

Not an open platform

Approval required to sell

We aim to match the best international retailers with the strong demand we find on Trade Me

What we are looking for:

Current Marketplace success (e.g. good sales and feedback on ebay, Amazon, Aliexpress etc)

Filling a product gap on Trade Me or offering a price efficiency

Experience shipping to NZ/ Australia

Average Sale Price over \$20



Kiwis like to shop online

- \$4.15 billion spent online in 2014
- 38% of total amount spent online was spent offshore (aprox \$1.5B)
 - NZ retail is expensive (exchange rate \$1NZD to \$4.60CYN)
 - Undersupplied
- \$750 million GMV spent on Trade Me
- Most popular:
 - Electronic and electrical goods
 - Furniture, Housewares & Hardware



Categories

Under supplied Categories

Fashion and accessories
Toys/hobbies
Home & Living
Car parts and accessories
Sports
Industrial, Office, Farming
Personal electronics
Pets
Mobile phones

Over supplied categories

- Costumes
- Sunglasses
- Smartphone covers
- Shoes
- Books



Promotional opportunities

Branded stores and listing pages

Homepages promotional spot

DM campaign

Newsletter send – 1.6

Banner campaign

SEM

A/M team

The screenshot shows the Trade Me website homepage. At the top, there is a navigation bar with links for Trade Me, FindSomeone, Holiday Houses, Travelbug, LifeDirect, MotorWeb, and Stuff.co.nz. Below this is the Trade Me logo and a search bar. The main content area is divided into several sections: Categories (Antiques & Collectables, Art, Baby Gear, Books, Building & Renovation, Business & Industry, Cars, Bikes & Boats, Clothing & Fashion, Computers, Crafts, Electronics & Photography, Farming, Flatmates Wanted, Gaming, Health & Beauty, Home & Living, Jewellery & Watches, Jobs, Mobile Phones, Movies & TV, Music & Instruments, Pets & Animals, Pottery & Glass, Real Estate, Services, Sports, Toys & Models, Travel, Events & Activities, Stores, \$1 Reserve, Closing Soon, Hot Listings), Cool Auctions (The Three Princesses, \$2,000), FLIGHT CENTRE (Los Angeles Airfare + 5 nights, \$1649), New on Trade Me (SMARTFCX), and Featured Listings (Takacat Sport - Portable Inflatable Catamaran, 13ft Sea Nymph V13, Pure Wool Insulation). On the right side, there is a LifeDirect advertisement for comparing life insurance.

Branded stores



store banner

Store help

- About the store
- Payments
- Shipping
- FAQs
- Size guide
- Feedback

[Save this seller](#)



rotating promotional banner

Buying

- Watchlist
- Items I won
- Items I lost
- My favourites
- Recently viewed




Selling

- List an item
- Items I'm selling
- Sold items
- Unsold items

Sort: Closing soon

View: [List View] [Grid View]


2843 listings, showing 1 to 24

 <p>J.D. Fisk Charles Gray Shoes 9</p> <p>\$130.99</p> <p>Buy Now</p> <p>United States</p> <p>Closes in 18 hours</p> <p>Watchlist</p>	 <p>Chippewa Original 6" Service Boot Brown Boots 9.5</p> <p>\$303.99</p> <p>Buy Now</p> <p>United States</p> <p>Closes in 18 hours</p> <p>Watchlist</p>	 <p>Puma Voltaic 5 DD Gray Shoes 10</p> <p>\$80.99</p> <p>Buy Now</p> <p>United States</p> <p>Closes in 18 hours</p> <p>Watchlist</p>
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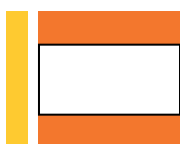


store listings

Advertisement



bnz
Be good with money





Store banner

Womenswear

Dresses

Style less ^

Casual

Evening

Other

Size less ^

6 & under

8

10

12

14

16

18

20

22 & over

Colour more v

Keyword more v

Search this seller's items only

Reset [Apply](#)

Box13 > Clothing > Womenswear > Dresses

Sass Nevena Tunic - Volcanic Rise... Size:6 new Listing #: 676209622

FREE EXPRESS for Combined Orders Over \$100

Price: **\$39.72** Closes: Wed 25 Dec, 12:33 pm [Watchlist](#)

[Buy Now](#) ?

Title and sub-title

Buy Now price and quantity

Size: 6 & under

Sass Nevena Tunic - Volcanic Rise

A season must-have!
Flattering summer dress in contrasting fabrications
Front graphic in sheer chiffon
Low scoop back with cut-out feature in soft jersey
Colour: Volcanic Rise Print
Composition: Polyester/Viscose
Model's height is 168cm
Model is wearing size 6

All prices are in New Zealand dollars (\$NZD)

Returns Policy:
365 days (with original packaging and tags)

About Box13:
Yes we're based Aus... but please don't hold that against us :-)
We love the surf, skate and street culture just like you! We have a small warehouse in Sydney (not too far from the beach :-), and if you order before 2pm business days (AEST) we'll do our best to get it on a plane that night.



Photos

Store search panel



Branded listing pages

Advertisement

ANCHORMAN 2
THE LEGEND CONTINUES
DECEMBER 19
ANCHORMANMOVIE.CO.NZ

THE RON BURGUNDY EXPERIENCE IN NYC

[go >](#)

more people go with Visa **VISA**

Standard Shipping:
For all orders under \$100, Orders will be delivered through standard post via Australia Post.

FREE EXPRESS Shipping:
We'll automatically upgrade any order over \$100 (including combined orders) to EXPRESS Delivery from Australia - for free!

Delivery Timeframe:
Deliveries can take anywhere between 3-10 business days to reach you. If you find after 10 business days your order hasn't shown up - Please let our customer service team know.
[[SKU# 120171-1]]

Product description

[Add to Watchlist](#)



Seller information

Shipping details

- > Free shipping within New Zealand
- > Seller does not allow pick-ups
- > Seller location: Australia
- > Find out whether import charges apply

Payment details

[PayNow](#)
Instant credit card payment

[VISA](#) [VISA](#) [MasterCard](#) [American Express](#)

Trade Me prefers Visa Debit **VISA**

BOX13

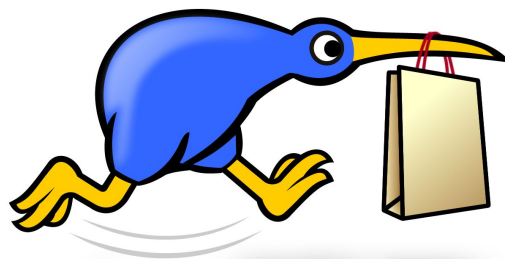
box13 (931) [AV](#)

- > 99.4% positive feedback
- > Member since Oct 2012
- > Seller's other listings
- > Seller's feedback
- > About this store
- > Read our safe buying advice

Shipping detail

Payments

3. Key things to know



Key things to know

Trust and Safety vetting process for both sellers and products

Checks seller history and what local product restrictions there may be e.g. power plugs safety standards

Pay Now as payment method

Trade Me's proprietary credit/debit card payment facility with fraud checks

Disbursement into international bank accounts

Once a month, if seller has NZ bank account then daily disbursements

Feedback

Positive, neutral or negative. Simple approach, doesn't drive best match or search

GST limit and duties - \$400 de minimis CBT

The onus is on the buyer to investigate and pay. To find out more [whatsmyduty.govt.nz](https://www.whatsmyduty.govt.nz)

Returns

Buyers are covered by the consumer guarantees act

Integration

Seamless and easy through CA



h summary - why Trade Me

- Brand new market - 3 million people
- Undersupplied and over priced
- Trade Me is “like eBay 5 years ago”
- Developing our e-commerce platform our No.1 strategic priority
- Immediate access to New Zealand’s largest online shopping community
- Dedicated team to help you get up and running on Trade Me – we make it very easy to start selling





We look forward to working with you.

conrad@trademe.co.nz

雨果论坛

更多跨境电商资讯；干货

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- 雨果网微信公众号：cifnews



**雨果网，
跨境电商新媒体！**

跨境电商新闻App一键安装！
扫描二维码可以下载！

