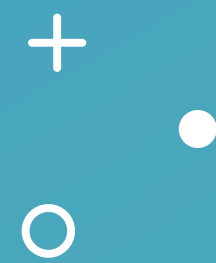


Новый маркетплейс



крупнее, чем Amazon?



О чем мы поговорим сегодня

Game Changer и крупнейшая возможность для eCommerce

История, статус сегодня и перспективы

Почему новый marketplace – беспроблемный вариант в любом сценарии

Четыре пути входа на новый marketplace



ДЕЛАЕМ ВАШ eCOMMERCE

СВОБОДНЫМ

 *shopify partners*


 *shopify experts*

 **XTHETA**
CONSULTING »





Marketplace Features

- Единая точка входа – доменное имя
 - Единый каталог продуктов с деревом категорий и фильтрами
 - Удобное оформление покупки
 - Third-Party продавцы
 - Реклама внутри каталога
- 



Идеальный marketplace

- Трафик – сравнимый или больше, чем Amazon
- Рынок (страна) с высокой покупательской способностью
- Доверие посетителей (знакомый бренд)
- Конкуренция ниже, чем на Amazon
- Комиссия – 0%
- Легче и\или дешевле продвижение внутри marketplace
- Не «съедает» продажи на других площадках



Шаги Google

Google Shopping Ads



Google Shopping Ads








buy red dress



[All](#) [Images](#) [Shopping](#) [Videos](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 1,610,000,000 results (0.66 seconds)

Ads · Shop buy red dress

				
Zena Full Length Dres...	ZENA DRESS - RED 8 by...	Kira Dress - Red 6 by...	TIA MINI DRESS - R...	Levi Dress - Red 12 by...
UAH 1,767.15 \$63.99 Thats So Fe...	UAH 1,104.37 \$39.99 Thats So Fe...	UAH 1,380.53 \$49.99 Thats So Fe...	UAH 2,624.01 AED 349.00 Chic Le Frique	UAH 1,960.46 \$70.99 Thats So Fe...

Ad · <https://www.revolve.com>

Designer Dresses: High End, Lace Top, & Maxi Cocktail | Revolve

Shop the Latest Styles. Fast & Free Shipping. 30 Days Returns! Free 30 Days Returns. Over 500 Brands. Free Express Shipping. 15% Off For New App Users. Perfect Fit Service. New Arrivals Daily. 60 Days Exchange Policy. Styles: New Arrivals, Season Trends, Going Out.

Ad · <https://www.cordstudio.in>

Spring/Summer' 21 collection - Cord Summer Apparels & Bags

Shop our new summer collection- Modern & Relaxed apparels for women from Cord Studio.



Шаги Google

- Google Shopping Ads
- **free Google Shopping listings**



Any guess?

Your location: Shevchenkivs'kyi district, Kyiv

See buy red dress Sponsored ⓘ

Sort BY: DEFAULT ▾

Show only

On sale

Price

Up to UAH 1,000

UAH 1,000 – UAH 2,...

UAH 2,500 – UAH 6,...

Over UAH 6,000

UAH _____ to _____ UAH _____ GO

Color

Фасон

Годе

Асиметричні

Облягаючі

Сукня-футляр

З тісним ліфом і пи...

Із завищеною талією

Із заходом

Тип розмірів

Стандартні

Великі жіночі

Для вагітних

Стиль

Вечірні й весільні

Бальні

Для неформальних ...

Allora Dress - Red 10 by Thats So Fetch

UAH 1,112.94 + tax \$39.99 + tax

Thats So Fetch

Яркое шифоновое нежное вечернее платье с...

UAH 1,305.00

gepur.com

Платье-майка красное Love&Live S / Красный

UAH 249.00

Love&Live

Alexandra - Red Off-Shoulder Satin Prom ...

UAH 9,473.68 (A\$450.00)

Clarina - Red Embellished A-Line Tulle Prom ...

UAH 11,578.94 (A\$550.00)

Red Off The Shoulder Corset Midi Dress Red / M

UAH 2,504.75 + tax (\$90.00 + tax)

Momnfancy Flowy Bandeau Irregular Sleeveless ...

More options

UAH 832.13 + tax (\$29.90 + tax)

About this page ⓘ



Amazon vs Google

Global rank ⓘ

📅 May 2021 - Jul 2021, 🌐 Worldwide

 google.com #1

 amazon.com #11

Country rank ⓘ

📅 May 2021 - Jul 2021, 🇺🇸 United States

 google.com #1

 amazon.com #4



Шаги Google

- Google Shopping Ads
- **free Google Shopping listings.**
- Программа **“Buy on Google”** открыта для продавцов, без комиссий.



Buy on Google

Retailers of all sizes can sell their products directly on Google, with zero Google commission fees, through our Buy on Google checkout experience.

Retailers can work with their own third-party providers, starting with PayPal and Shopify Payments, for payment processing and more.

* © Google, 2021



Buy on Google experience

The screenshot shows the Google Shopping interface for a search of "hard drive". The search bar at the top contains "hard drive" and is highlighted with a red box. Below the search bar, the "Shopping" tab is selected and highlighted with a red box. The navigation menu includes "Home", "Stores", "Departments", "Orders", and "About Google Shopping". On the left side, there are filter options: "CLEAR ALL FILTERS", "Your location: Suttons Bay, MI", and a "Show only" section where the "Buy on Google" checkbox is checked and highlighted with a red box. Below this, there are price range filters: "Up to \$50", "\$50 - \$100", "\$100 - \$300", "\$300 - \$900", and "Over \$900". The main product listing is for a "Samsung Portable SSD T7 1 TB External SSD - MU-PC1T0T - USB 3.2 Gen 2 - USB-C". The product image shows a black Samsung SSD. The price is listed as "\$169.99" (crossed out from "\$199.99") from 5+ stores. It has a 5-star rating from 496 reviews and is ranked #2 in "Hard Drives". The description mentions "Advanced heat control" and "ePCM technology". Other options include "1 TB - Black", "1 TB - Blue", and "More".



Buy on Google Experience

Samsung Portable SSD T7 1 TB External SSD - MU-PC1T0T - USB 3.2 Gen 2 - USB-C

★★★★★ (496)



- The new norm in external storage
- Transfer in a flash
- Built strong and secure
- Sophisticated thermal solution
- Sleek and compact style


[View all highlights](#)

Color: Gray




Capacity


1 TB

 Buy on Google

\$169.99 ~~\$199.99~~

+\$10.20 tax



 Ships from and sold by Best Buy

 Free delivery by Wed, Aug 12

 Free returns for 15 days

[Quick checkout \(this item\)](#)

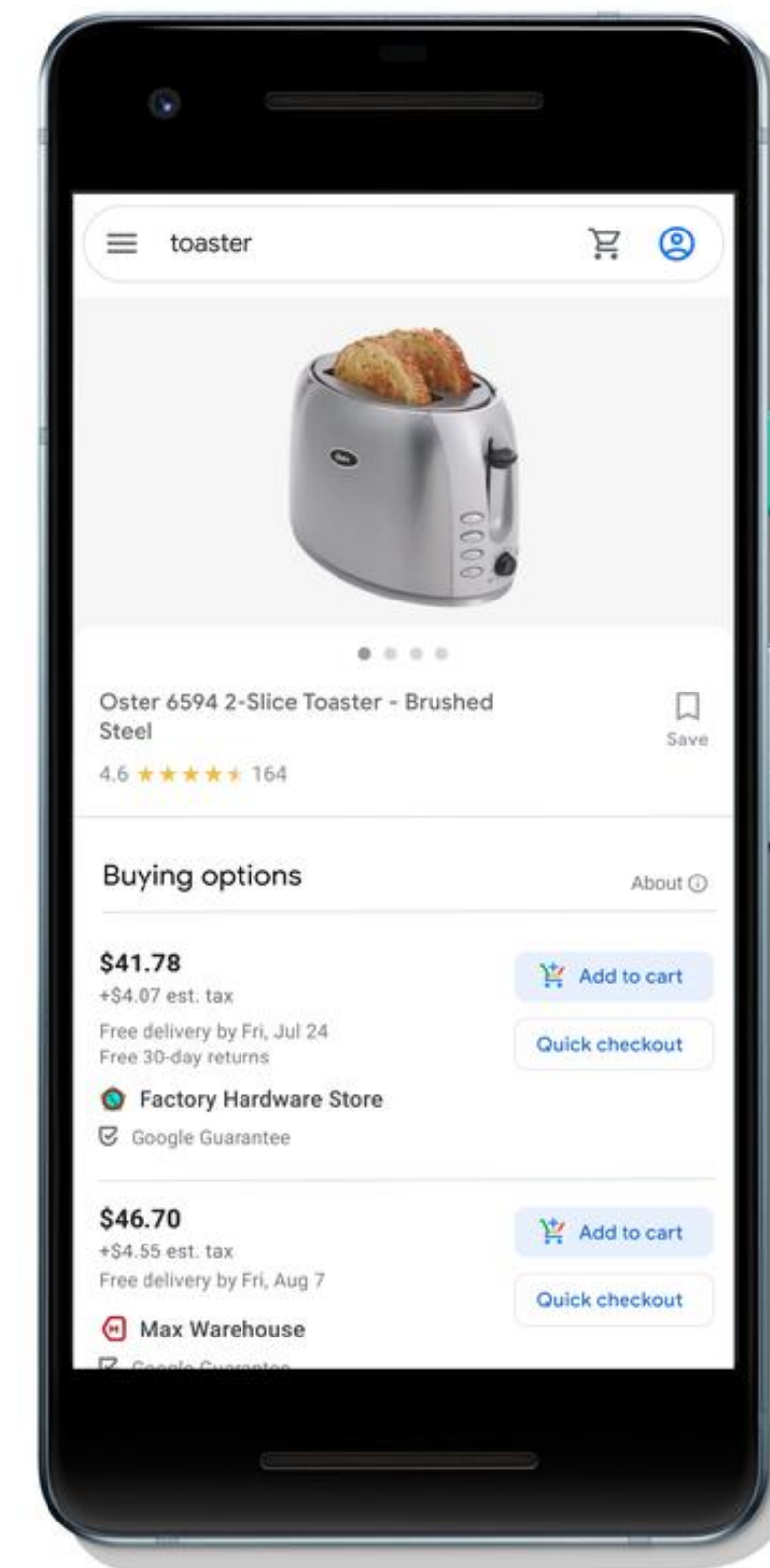
[Add to cart](#)

 You're covered by a Google guarantee 

[More buying options](#)



Buy on Google на мобильных устройствах



Преимущества Buy on Google (Google Shopping Actions)

- Большинство покупателей начинают поиск товаров в Google
- Товарные объявления показываются в экосистеме Google
- Легкая оплата
- Данные о покупателях и его поведении доступны для дальнейшего использования

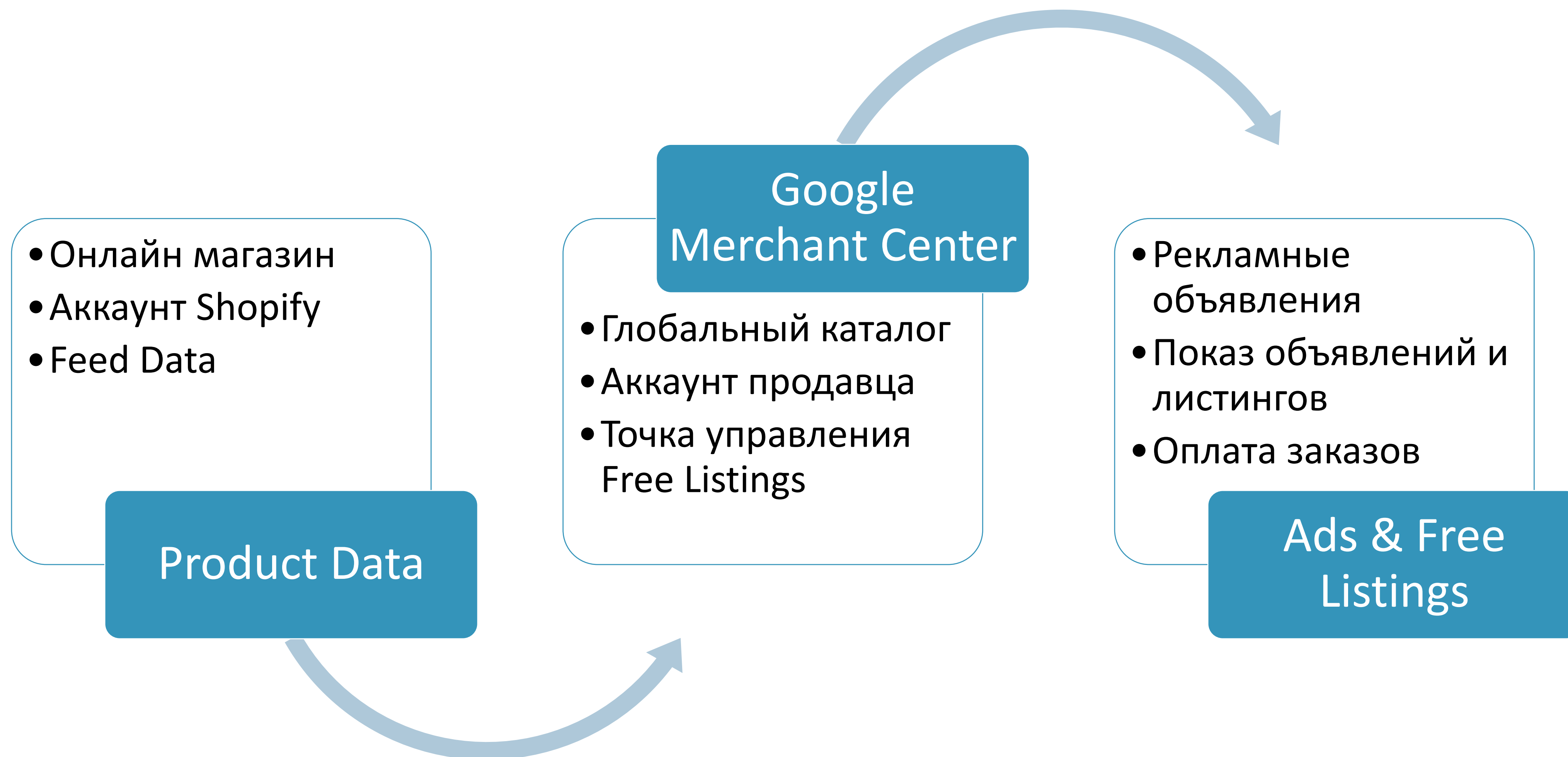


Идеальный marketplace

- Трафик – сравнимый или больше, чем Amazon
- Рынок (страна) с высокой покупательской способностью
- Доверие посетителей (знакомый бренд)
- Конкуренция ниже, чем на Amazon
- Комиссия – 0%
- Легче и\или дешевле продвижение внутри marketplace
- Не «съедает» продажи на других площадках



Как устроен Buy on Google



Free Listings vs Buy on Google

Free Listings – available in Shopping tab in countries across Europe, Asia, and Latin America.



Buy on Google – available in United States and (with some limitations) in France. Expecting availability in Europe in 2021.



Как
ПОВЫСИТЬ
Free Listing
Rank

Product Title SEO

Reviews – 50+ верифицированных
отзывов на аккаунт

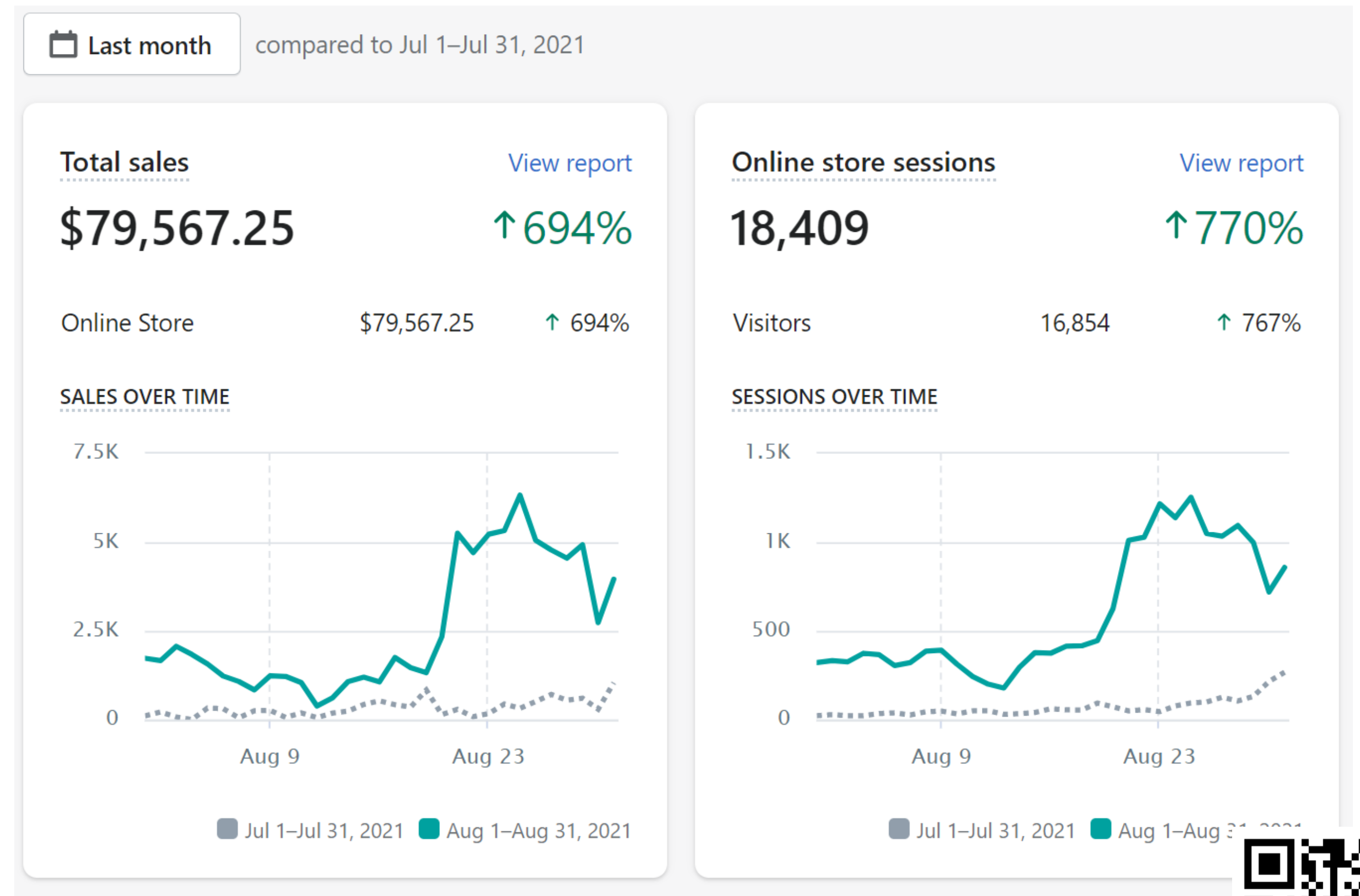
Paid Google Shopping Ads – с
бюджетом от 10\$ daily



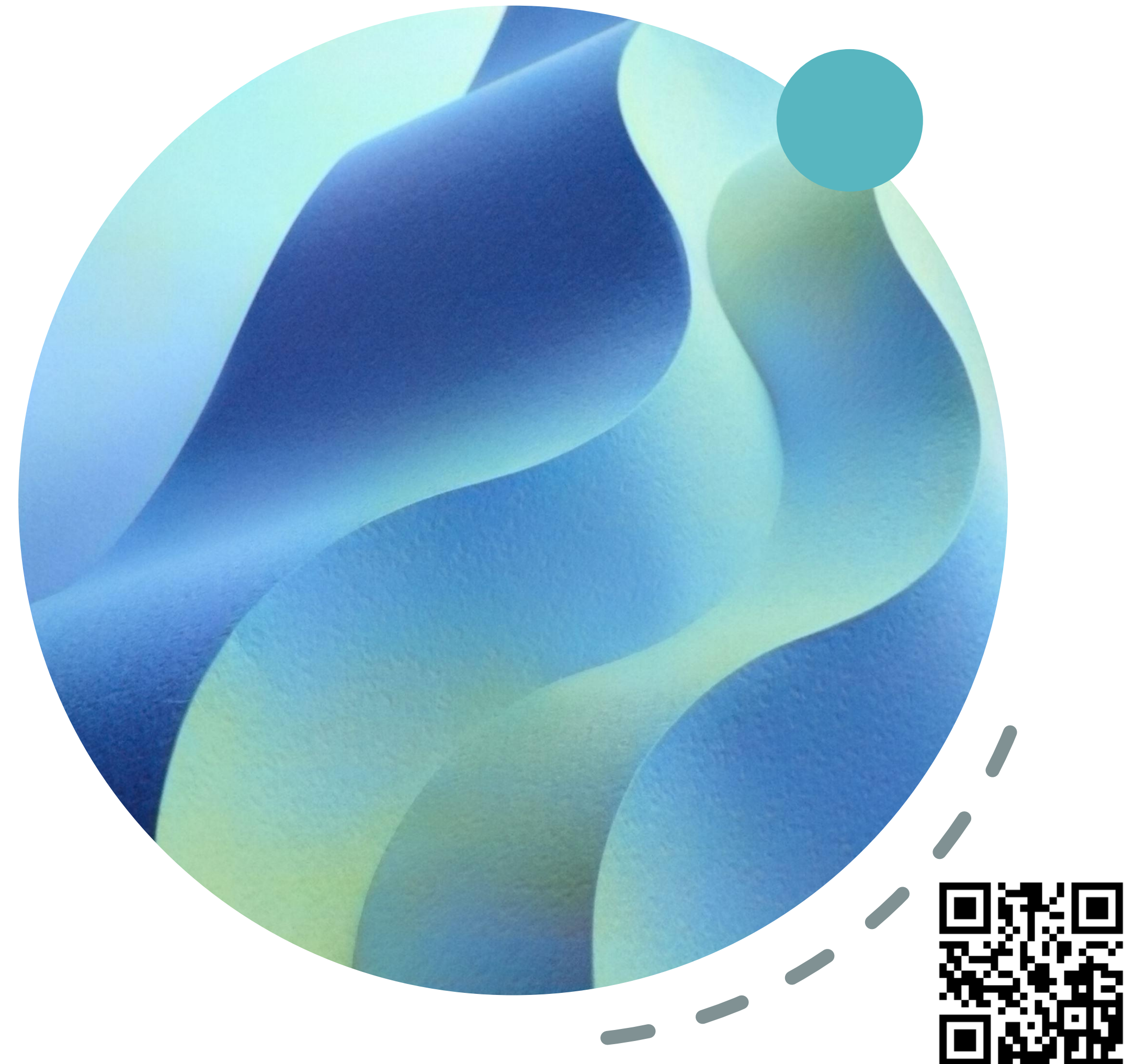
Как повысить Free Listing Rank

Category Product (Google Taxonomy)

- Option 1:
Apparel & Accessories > Clothing > Activewear > Motorcycle Protective Clothing
- Option 2:
Apparel & Accessories > Clothing > Activewear > Motorcycle Protective Clothing > Motorcycle Jackets



Next Steps – Be prepared



Next steps (option 1)

<https://support.google.com/>

<https://www.google.com/retail/get-started/>

<https://www.shopify.com/learn>

Регистрация Shopify Account:

<https://www.shopify.com/?ref=xtheta>



Next steps (option 2)

Регистрация Shopify Account:

<https://www.shopify.com/?ref=xthelta>

Shopify Experts

<https://experts.shopify.com/>



Next steps (option 3)

Buy on Google под ключ:

Shopify Online Store (до 100 SKU)

GMC + Google Ads

30 дней Shopping Ads + Free Listings

Стоимость: \$2,900

5 мест

xtheta-consulting.com – Contact Us



Next steps (option 4)

Buy on Google + Shopify за 30 дней

Тренинг + поддержка (Silver): **\$499**

Дополнительно 1-1 консультации: от **\$799**

Дополнительно Online Store: **\$1699**

Оплата картой: xtheta-consulting.com - обучение

Payoneer: eugenesozansky@hotmail.com

При оплате на Payoneer:

Silver: скидка 49\$

Gold, Platinum: скидка 99\$

Diamond: скидка 199\$

В назначении платежа:

Тренинг + Тариф



WE ARE HERE TO HELP



CONTACTS

xtheta-merchandising.ie (eng)

xtheta-consulting.com (ru)

FB: www.facebook.com/xthetaconsulting

messages: m.me/xthetaconsulting

email: consulting@xtheta-merchandising.ie

