



# allegro

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Global E-Commerce Webinar &  
One-on-One Meetings by TAITRA

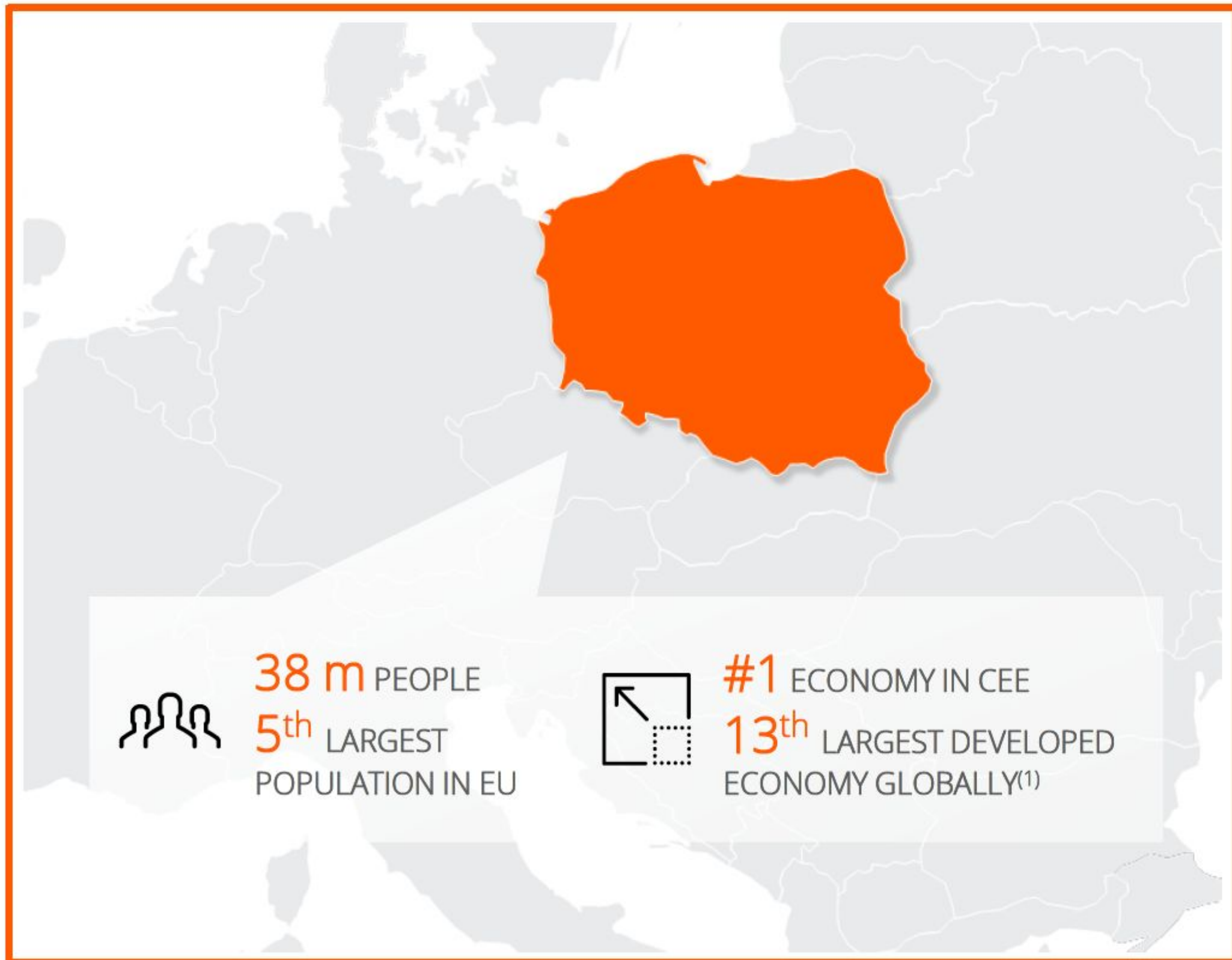
- **Polish e-commerce market**
- **Marketplace overview**
- **Offers**
- **Account management**
- **Education**





**allegro** | Polish e-commerce market

One of the largest countries in Europe and the largest economy in CEE...  
2019



Source: Euromonitor, OECD

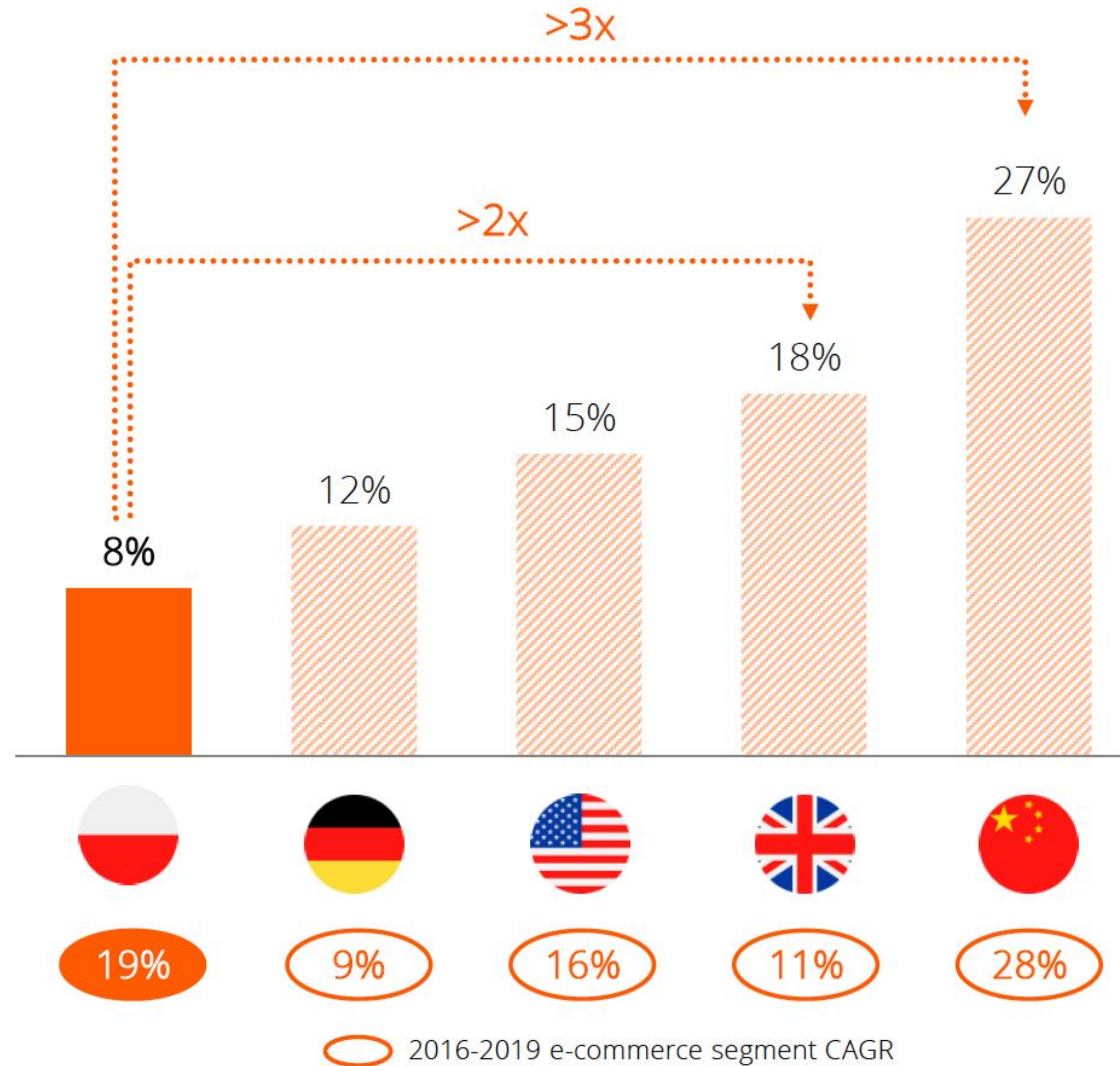
...consistently outperforming European Union's average growth  
Real GDP growth, %



Source: Euromonitor

# Poland - e-commerce still an underpenetrated segment, with growth above that of the largest Western countries

Internet retail market penetration  
%, 2019



**3/4** of Polish customers regularly shop online

- ➔ e-commerce platforms are open 24/7
- ➔ don't have to go to the shop
- ➔ unlimited time for making a decision

- ➔ lower shipping costs
- ➔ lower prices than in the offline shops

allegro SMART 

## Monthly average



**21\$**  
Books and  
audiovisual  
products



**35\$**  
Cosmetics  
and perfume



**61\$**  
Shoes



**51\$**  
Clothing and  
accessories

## Average every six months

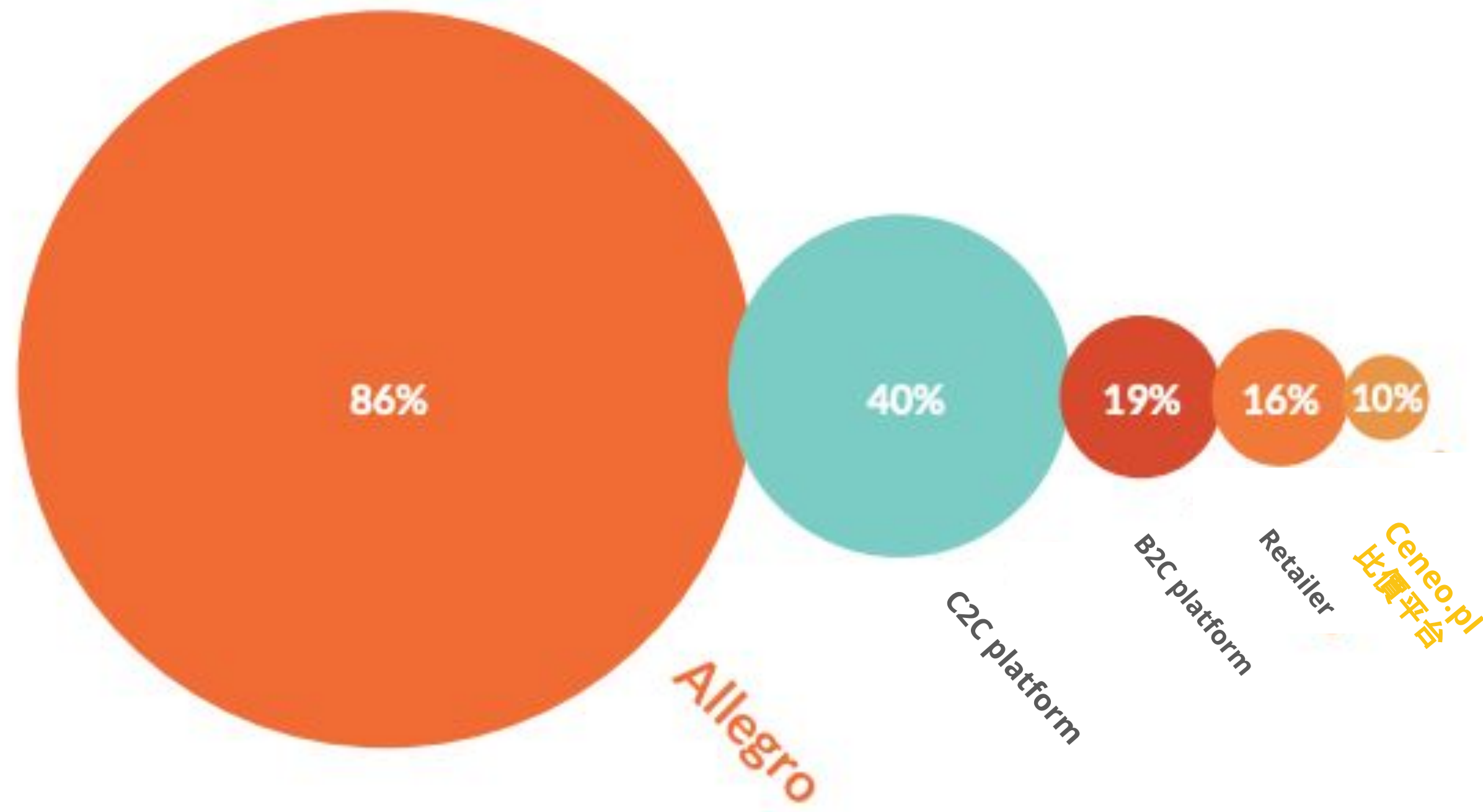


**212\$**  
Mobile phones and  
tablets

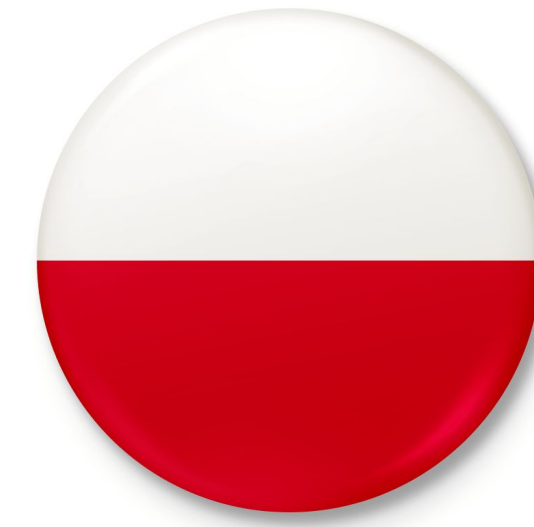


**245\$**  
Electronic products and  
small appliances





Spontaneous knowledge of Polish e-commerce platforms



**7 out of 10**  
clients declare to buy  
on Polish platforms





**allegro** | Marketplace overview



**20M**

Clients  
visit Allegro  
**every month**



**86%**

Internet users in Poland  
say Allegro is their  
**favorite shopping  
destination**



**90%**

of our customers  
**regularly shop** on  
Allegro



**1.5B**

Number of  
**monthly searches**



**14**

**Categories**  
available



**70%**

Traffic comes  
**from mobile**

**Allegro** gives users access to various product categories, such as:

**1** home and garden

**2** electronics

**3** automotive

sports

**health and beauty** }

**supermarket** }

fashion

books and media





- Best prices and selections
- **Allegro Smart!** loyalty program
- Instant payments and financing
- Money back guarantee for purchases covered by Allegro
- High-quality, local content



- **No listing fees** and only success fees in most categories
- Wide range of promotion tools for merchants
- **Trusted brand** to overcome cross-border barriers



allegro | Offers

## Listing:

- Offer-based structure
- Productization elements

## Position on the listing depends on:

- Parameters
- High-quality offers
- Offer attractiveness
- Your Sales Quality
- Promoting and advertising

The screenshot shows a mobile application interface for Allegro. At the top, there is a search bar and navigation icons. Below, four sponsored offers for smartphones are displayed in a list. Each offer includes a product image, a title, specifications (colour, screen size, memory, RAM), a price, a 'SMART' badge, and delivery information. The number of people who have bought the item is also shown for each offer.

Product	Price	Specifications	Delivery	Buyers
Xiaomi Redmi 9 4/64 GB Purple Dual SIM LTE	719,00 zł	Colour: purple, Screen diagonal: 6.53", Built-in memory: 64 GB, RAM: 4 GB	PLN 35.95 x 20 installments, free delivery, delivery on Tuesday	18 people have bought it
Original Apple Iphone 7 128gb - Free	899,00 zł	Colour: pink, Screen diagonal: 4.7", Built-in memory: 128 GB, RAM: 2 GB	PLN 44.95 x 20 installments, delivery on Tuesday	7 people bought it
SAMSUNG GALAXY S7 G930F   EU COLORS + GLASS CASE	549,99 zł	Colour: black, Screen diagonal: 5.1", Built-in memory: 32 GB, RAM: 4 GB	PLN 27.50 x 20 installments, with courier, delivery on Tuesday	90 people bought
Samsung A50 Dual SIM	940,00 zł	Colour: multicolour, Screen diagonal: 6.4", Built-in memory: 128 GB, RAM: 4 GB	PLN 47.00 x 20 installments, free delivery	

allegro | Account management





## Fulfilment

Allegro does not have its logistic services - [SPN](#) available



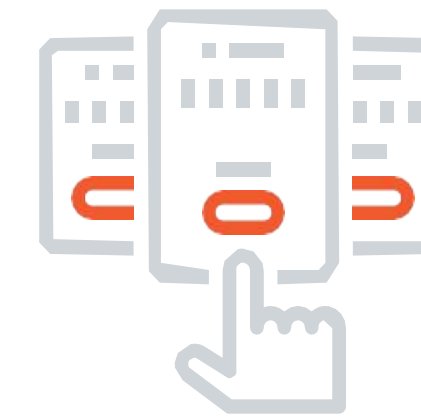
## Mass offer upload

[Flat Files](#) available to list up to 10,000 offers in one go



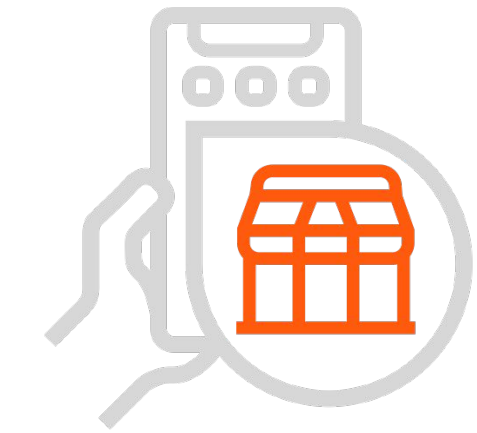
## API connection

We provide sellers with [API](#) features based on the REST architecture



## Integrators

Multiple connected integrators allow for easy platform management



## Order management

Easily done in one tab with built-in filters



## OFFER PROMOTION TOOLS

Use **Feature, Highlight or Bold** options to **increase your offers' visibility** and attract customer attention.



## SUPER SELLERS

**For the best merchants on Allegro:** special badge for offers, bonus loyalty program for buyers, priority support, higher listing position.



## BONUS COINS

Loyalty points that **buyers collect when shopping on Allegro.** Coins reduce the price of the user's next purchase.



## DEAL ZONE

A special place dedicated to **the most attractive offers** on the platform.



## STORE SUBSCRIPTION

Sets of tools that **support sales on Allegro** and help attract more customers to your offers.

## Currency:

- PLN (PSPs help with currency conversion)

## Payment Operator:

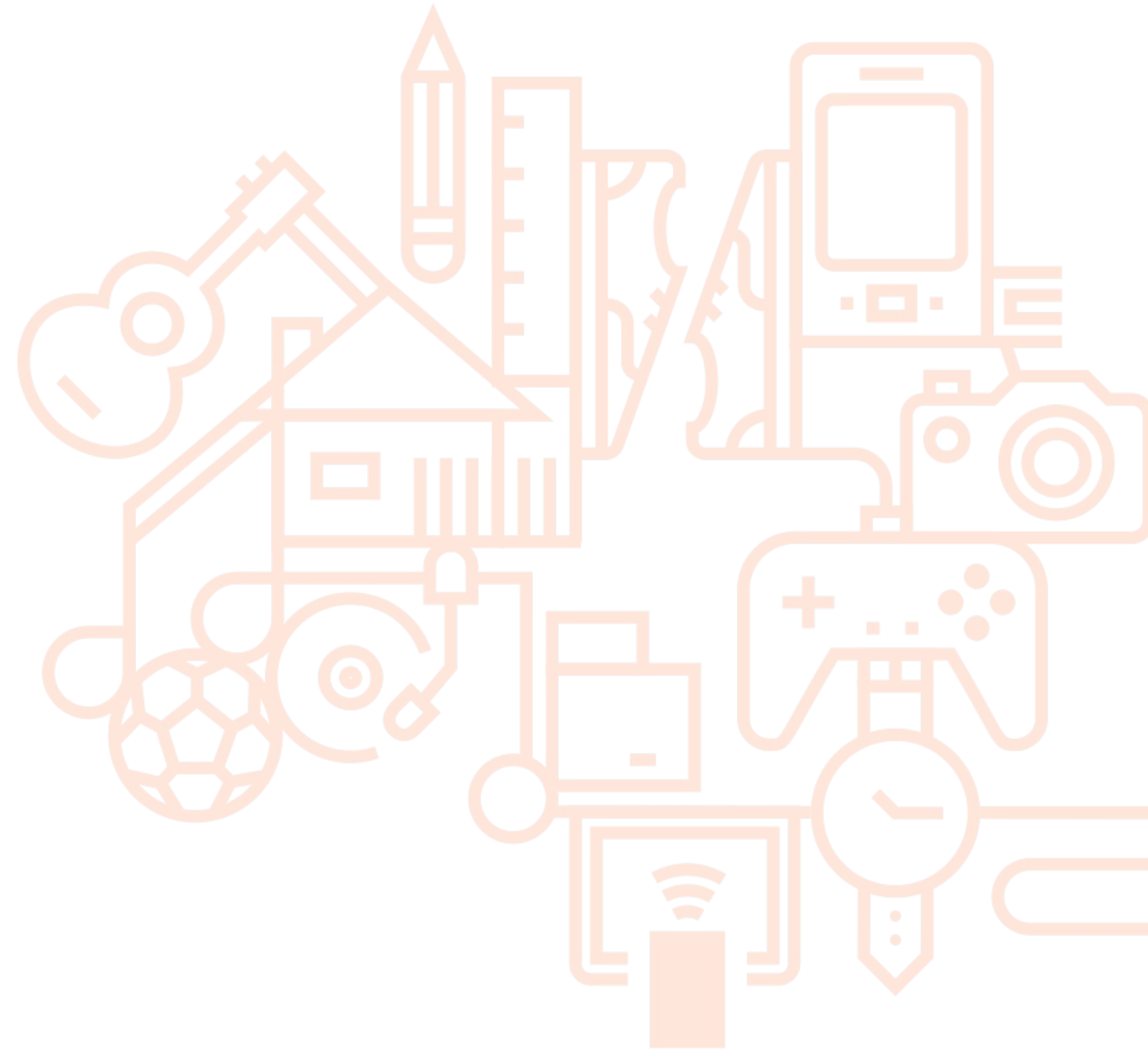
- PayU (no need to register)

## Payout methods:

- company bank account;
- 3rd party payment platform company account

## Payment frequency:

- international bank account: 1st and 14th of each month
- 3rd party payment platform account: freely





**No** obligatory subscription fee



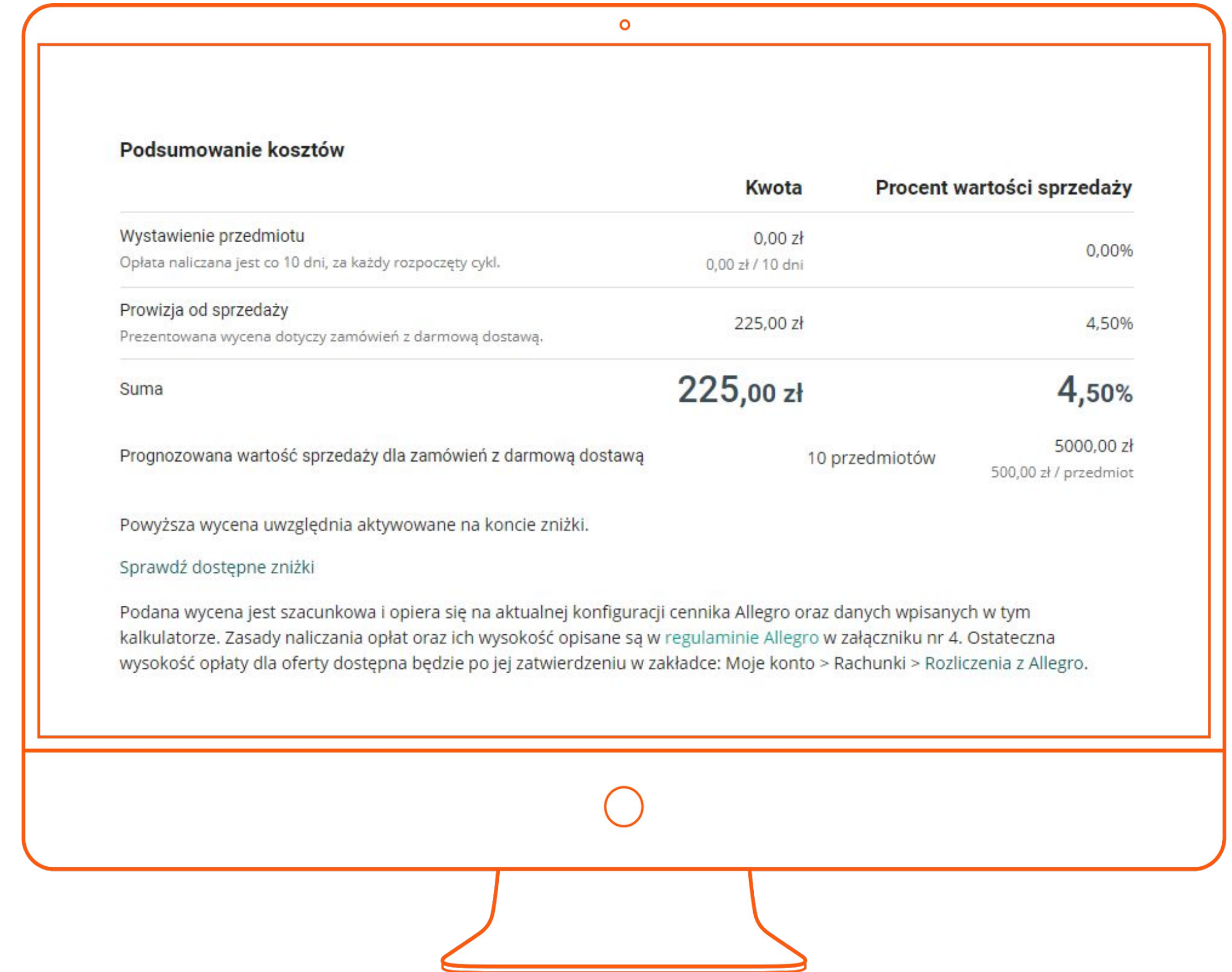
**No** listing fee in most categories



**Success/ commission** fee



Fees for **additional** options



**Fee Calculator available**

Detailed commission information in [Appendix 4](#)

## 1. Create a business account

+ Accept Allegro [Terms & Conditions](#)

## 2. Send required documents

(owner's ID, company registration documents, etc.)

## 3. Activate your account

and enjoy selling on **ALLEGRO**



A dimly lit clothing store interior. In the center, a wooden table holds stacks of folded clothes. Behind it, two mannequins are dressed in shirts. To the right, more mannequins are shown in jackets and sweaters. The store features white shelving units with hanging clothes and a wooden floor. A potted plant is visible in the lower-left corner.

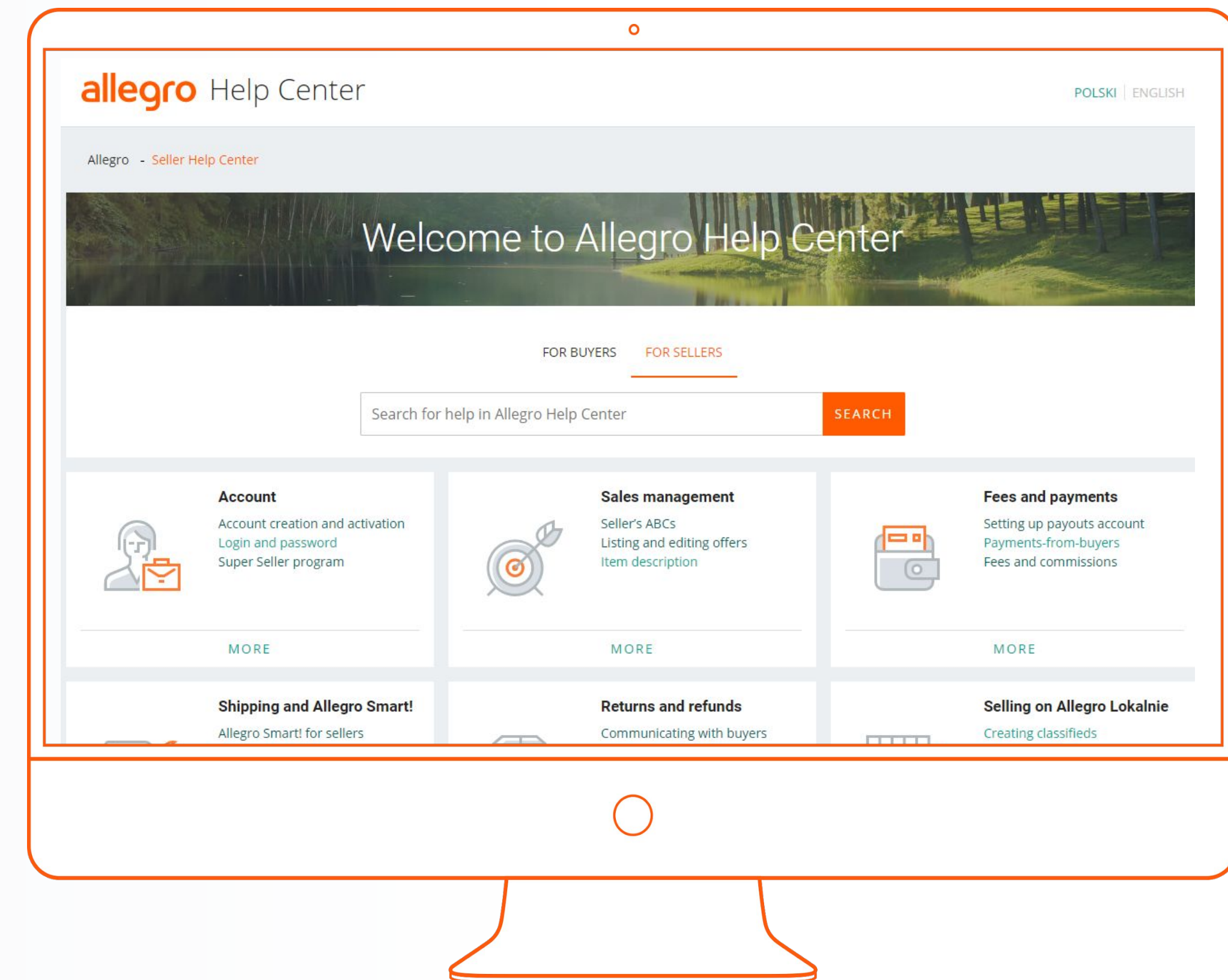
allegro | Education

[Allegro Academy](#) (a training platform for sellers with links to **free** webinars)

[Allegro Help Center](#) (fully in English, with links to our contact form below each article)

[Allegro Academy Youtube](#) (has dedicated playlists with video tutorials that help you operate on the platform)

[Service Provider Network](#) (a list of partners who help with logistics/ translation, etc.)





**Scan the QR code if you would like us to assist you with the registration process**  
(we offer support in Chinese and in English)

If you prefer to register by yourself click [HERE](#)

**謝謝**

<https://na.allegro.pl/taira-event-contact>