



# Onboarding

Ecommerce



# Listing the **PATCHBOX** Products

Online Shops, Marketplaces and other platforms

# Where to list the PATCHBOX Products

- Your Online Shop
- B2B Platforms
- Marketplaces
  - Especially our Accessories (Setup.exe, /dev/mount, etc.) sell very well in B2C
  - Accessories also sell well in Electronics Marketplaces & Online Shops
- Other Online Shops
- Why list products elsewhere?
  - Because customers prefer to purchase from companies that are already listed in their system

# B2B Platforms (Selection)

- ITScope
- Mercateo
- Brokerbin & TheBrokerSite
- Synaxon
- Quiminet
- Broadcom
- StockInTheChannel
- PC Exports
- Markit
- ELKO Group
- ASBIS

# Marketplaces

- Despite selling B2B-focused products, our Accessories sell very well on Marketplaces as they are also relevant in B2C sector (like conventional tools & cage nuts)
- On the next slide you can find Marketplaces that could be suitable or relevant

# Marketplaces (Selection)

Here you can find a selection of marketplaces:

- Amazon
  - Please contact us for A+ Content / Amazon Brand Registry
- Bol.com (BENELUX)
- Mercado Libre/Livre (Spain + Latin)
- Profishop (DACH + East)
- Allegro (Poland)
- eMag (Romania)
- CDiscount (France)
- Fnac (France)
- CDON (Scandinavia)
- ePRICE (Italy)
- myDeal (Australia)
- Conrad (Europe)
- Elgiganten (Denmark & Sweden)

# How to CORRECTLY list the products

# Receiving Product Information

- Up-to-date Product Information available in multiple languages
  - as .xlsx File/Google Sheet or CSV file
  - on IceCat
  - on IWorldSync
- If you decide to create your own description, that's fine, but make sure the information provided is correct
  - You can ask us to double-check it

Further questions? Contact [marketing@patchbox.com](mailto:marketing@patchbox.com)



# Google Sheet File

- In this file you can find all our product information
  - Product details (size, weight, etc.)
  - Texts in multiple languages
  - Links to images, videos, PDFs
- You can export it as a CSV file or .xlsx file

[>> Click here to get to the file <<](#)

# Overview

- All Product Information (Texts, Links to images, videos, etc.) can be found here
  - [Click here](#)

Or you can find all images and videos here individually:

- Product Images
  - [Click here](#)
- Infographics
  - [Click here](#)
- Product Videos
  - [Click here](#)
  - We especially recommend our “Let’s Challenge the PATCHBOX” (in the “general videos” folder) and Product Videos in the 05\_General

# IceCat

All product information (text, technical info, media, etc.) is on IceCat.

- Product information in multiple languages
- We list our products and update them if required
  - We will send out an email in case we have a bigger update
- Automatically retrieve exports with an API
- Or download & import it into your shop system/ERP manually

**Highly recommended as access is free, you just need to create an account**

[>> Click here to get to IceCat <<](#)

# 1WorldSync

All product information (text, technical info, media, etc.) is on 1WorldSync.

- Product information in multiple languages
- We list our products and update them if required
  - We will send out an email in case we have a bigger update
- Automatically retrieve exports with an API
- Or download & import it into your shop system/ERP manually

[>> Click here to get to 1WorldSync <<](#)

# Creating your own listing

- If you want to optimize the product listing (e.g. for SEO reasons), feel free to do so
- Please make sure though that the information is correct
- Feel free to get in touch with us ([marketing@patchbox.com](mailto:marketing@patchbox.com)) to double-check the product information

# Images, Videos & Media

- Our recommendation:
- Use one main image
- Followed by e-commerce infographics
- Videos and Action Images
- Help Center Video (Installation Guide)
- Other perspectives and scope of delivery
- Add Data Sheet PDF (“Tech Specs”) as media file

See the next slide for an example



Main Image

Infographics

Videos,  
other perspectives

## Setup.exe

Excellent  ★ Trustpilot

The Setup.exe is the ultimate hardware installation tool for network racks. Let the Setup.exe hold your heavy equipment – one side to mount hardware more easily, the other to safely place your laptop. It is installed within seconds without the use of any tools.

- ✓ Up to 50kg
- ✓ For Threaded & Squared Holes
- ✓ Lifetime Warranty
- ✓ Installed in 5 Seconds – Without Any Tools

PBXEXE2

~~€189.90 EUR~~ **€169.90 EUR** SALE IN STOCK

TAX excluded

Accepted payment methods




 Arrives between 4 April - 10 April

– 1 +

Add to cart

 Technical Specification

 Items Included

# Share Product Feed

- Use your network and share the data/product feed
- Share the Feed
  - with B2B Platforms
  - with Marketplaces
  - with your Reseller Network



# Checking the Product Data

- Check **regularly** to make sure that the products are listed correctly in your online shop, on the marketplaces and at your customers
  - This improves conversion rate and lowers the bounce rate
- Correct (!) listings can also help with SEO when customers are googling for the products

# Keep on improving

- Always keep an eye out for possible online shops or marketplaces
- Continuously improve and/or add content
  - A+ Content on Amazon
  - Product Stories & Brand Pages in Online Shops
  - Get in touch with us ([marketing@patchbox.com](mailto:marketing@patchbox.com)) and we can help you with Marketing content in case you need help
- Activate ads on Marketplaces or campaigns on certain online shops

# Thank you for your attention.

If you have questions, please contact  
[marketing@patchbox.com](mailto:marketing@patchbox.com)