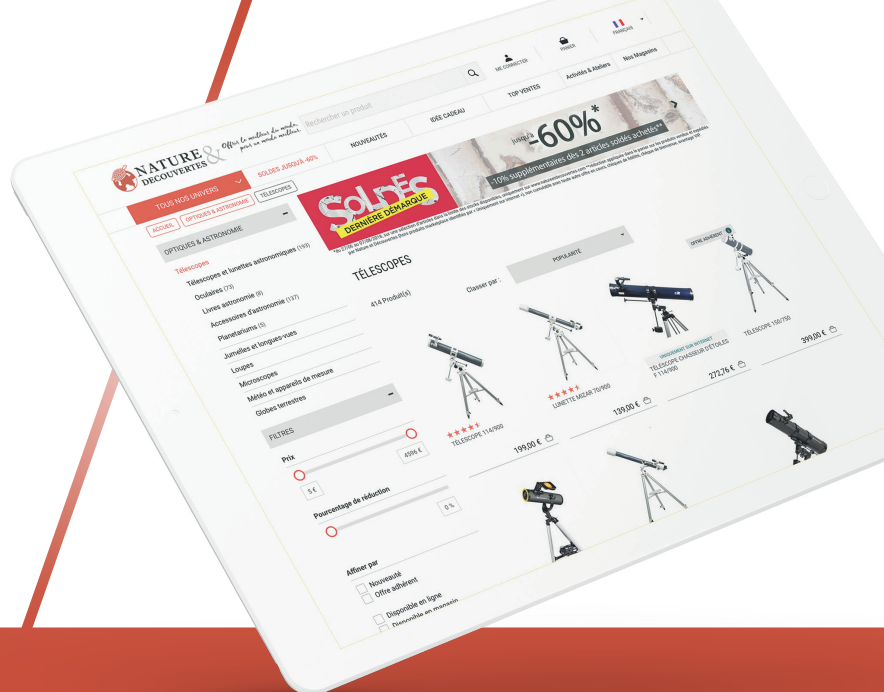


Sell on & with **L** LENGOW



KEY FIGURES



€29M
turnover in 2018



400K
orders



4,6M
visits in december



25K
marketplace
references on the site



380K
Facebook fans



5TH
preferred brand
in France

Visibility with Nature & Découvertes

- SEO/SEA on high value-added products
- Presence in the newsletter according to CRM themes
- Promotion in gifts' selections according to product's relevance
- Commercial operations
- Thematic promotion on the homepage

Nature & Découvertes services

- Dedicated Account Manager by product category helping you with product integration and sales

Customer type

- Family profile
- Living as couple
- Around 45 years old
- Mostly female clientele
- AB+

Entry requirements

- All products must follow this idea “offer best of the world for a better world”
- Sellers must be working in: nature, travel, education, sciences, leasures, well-being or games/toys
- With at least one of these selection criteria: innovative, cultural heritage of a country, ethical & responsible conditions of manufacturing

Business model

- Monthly subscription of €29.90
- Commission according to product category
- No extra fees

200 active sellers



Integration made simple with

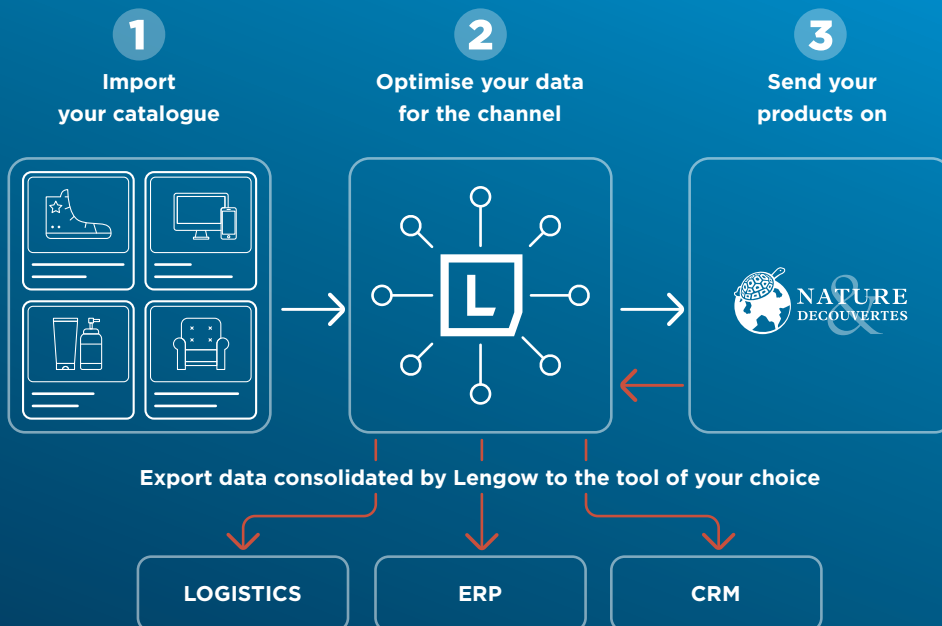


Lengow minimises the technical constraints that come with listing your product ads, and lets you create automatic optimisation rules

Lengow welcomes all types of product catalogues and adapts them to suit Nature & Découvertes' format

The platform allows you to automate the importing of both products and offers

The intuitive interface helps with category matching



→ Product Catalogue → Order Management

The key elements to integrate onto Nature & Découvertes successfully

- Match your categories with Nature & Découvertes' through "Categories Matching"
- Match your products catalogue fields with the fields requested by the channel, based on field definition. If necessary, enter hard values, use functions and/or adapt the values by creating rules
- Nature & Découvertes accepts variations in style, size and/or colour. However, please note that it is not compulsory to configure variations for this marketplace
- Two distinct feeds are sent to Nature & Découvertes through API: one Product feed (once a day) and one Offers feed (every hour)
- Read product and offer Integration Reports to check that your products are properly configured
- Lengow retrieves orders placed on Nature & Découvertes website every hour.
- Contact: vendre.marketplace@nature-et-decouvertes.com



Go further, ask for a demo lengow.com/demo

