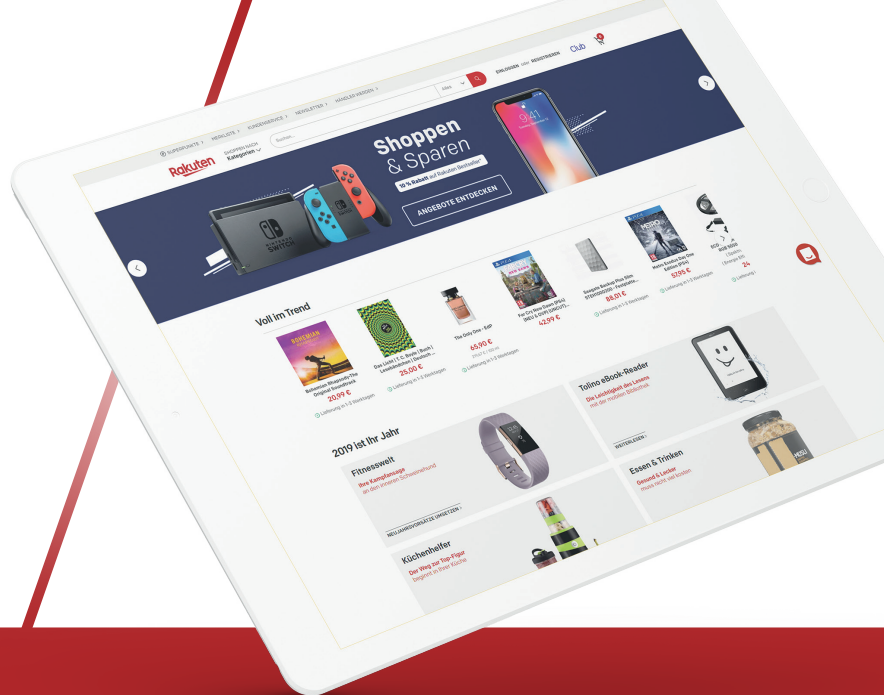


Sell on

Rakuten

with

L LENGOW



KEY FIGURES



1997

Founding of
Rakuten, Inc.



29

Countries



15.000+

Employees
worldwide



1,1 BN
registered
members



10 BN
US \$ revenue

Visibility on Rakuten

- High quality traffic
- Participation in marketing campaigns for increase in turnover
- Rakuten Superpoints: loyalty program for customers
- Listing in all important price and product search engines (e.g. Idealo)
- Listing in social networks
- More than 750,000 newsletter recipients
- More than 24 million products, >5.000 merchants

Rakuten services

- Assumption of payment processing and payment default risk
- Support by personal contact person
- In-house advertising agency
- Rakuten Superpoints: the loyalty program for returning customers
- Regular campaigns with attractive purchase incentives for customers

Customer profile

- 1/3 women, 2/3 men
- Customers increasingly in conurbations

Entry requirements

- SEPA-enabled account
- German sales tax number
- Headquarters in Germany, France, Great Britain or Austria

Business model

- €39 basic fee per month
- Rakuten in-house marketing agency helps retailers achieve the best possible results: Merchants define a budget that flows completely into the advertising measures and Rakuten takes care of the marketing.
- Support through versatile partner network (Lengow, Hermes and many more)

Examples of sellers

Teufel

asgoodasnew

ALTERNATE
bequem online

 **bücher.de**

 **garten**
fachmarkt24

NESPRESSO.

 **TECHNIKdirekt**
Service. Trends. Experten.

WENKO
DIE BESSERE IDEE

Integration made simple with

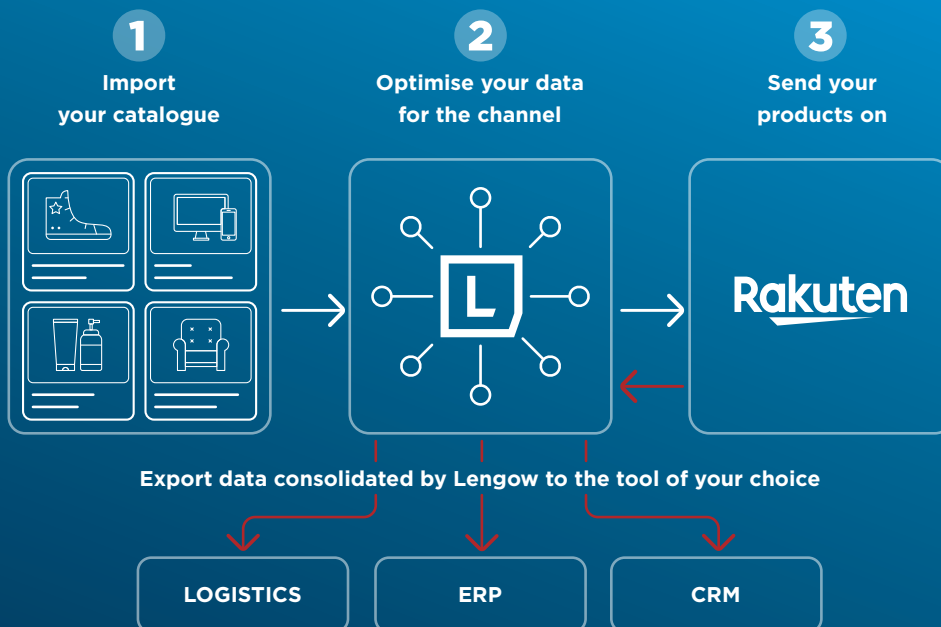


Lengow minimises the technical constraints that come with listing your product ads, and lets you create automatic optimisation rules.

Lengow welcomes all types of product catalogues and adapts them to suit Rakuten's 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 Rakuten successfully

- Match your categories with Rakuten using “Categories Matching”.
- Match your products catalogue fields with the fields requested by the channel, based on fields definitions. If necessary, enter hard values, use functions and/or adapt the values by creating rules.
- Some attributes are mandatory and must be completed for your products to be created or updated. Other attributes are optional but Rakuten recommends you to complete them to improve your products visibility.
- Rakuten accepts up to 5 variation types.
- Read product and offer Integration Reports to check that your products are properly configured.
- Lengow retrieves orders placed on Rakuten website every hour.

Contact: sales@rakuten.de

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

