

## **ReCommerce – the new trend in European E-Commerce**

**e-nnovation, October 2011**

## About me



**FLIP4NEW** Computer Test-Sieger Ausgabe 03/2011

Kostenfreie Hotline: 0800 354 74639  
0800 022 560

Wie funktioniert's? Login Registrieren Warenkorb

**Tauschen Sie Ihre gebrauchten Geräte bei FLIP4NEW**

Ihr Altgerät → Neuprodukt

SATURN amazon Gutscheine Bargeld

**So funktioniert FLIP4NEW**

1. Altgerät auswählen und Verkaufswert ermitteln
2. Neuprodukt, Gutschein oder Geld wählen
3. Gerät verkaufen

Welches Altgerät möchten Sie verkaufen? **Los geht's**

Oder wählen Sie aus den folgenden Kategorien

iPods Macs & Zubehör Apple Notebooks Digicams Konsolen Handys MP3 Player Navigation Notebooks Tablets

## FLIP4NEW – the leading ReCommerce player in Germany



- FLIP4NEW buys used electronic gadgets at guaranteed prices
  - Market-maker for used electronic devices
  - Calculation of buying prices on [www.flip4new.de](http://www.flip4new.de)
  - Trade-in option for immediate purchases of new gadgets at a discount

### Our current trade-in portfolio



Console & PC games

Music CDs



DVDs & Blu-rays



Books



## ReCommerce



What is ReCommerce?

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**ReCommerce**

**=**

**The buying and reselling of  
previously owned goods**

## How does it work? – FLIP4NEW Homepage

The screenshot shows the FLIP4NEW homepage with the following elements:


- Header:** FLIP4NEW logo, Computer Test-Sieger award (Ausgabe 03/2011, Note: Gut), and a toll-free hotline: 0800 354 74639 and 0800 022 560.
- Navigation:** Links for 'Wie funktioniert's?', 'Login', 'Registrieren', and 'Warenkorb'.
- Main Content:**
  - Tauschen Sie Ihre gebrauchten Geräte bei FLIP4NEW:** A diagram shows 'Ihr Altgerät' (your old device) being traded for 'Neuprodukt' (new product), 'Gutschein' (gift certificate from Saturn or Amazon), or 'Bargeld' (cash).
  - So funktioniert FLIP4NEW:** A 3-step process: 1. Altgerät auswählen und Verkaufswert ermitteln (select old device and determine selling value), 2. Neuprodukt, Gutscheine oder Geld wählen (choose new product, gift certificate, or cash), 3. Gerät verkaufen (sell device).
- Search Section:** A search bar with the text 'Welches Altgerät möchten Sie verkaufen?' (Which old device do you want to sell?) and a 'Los geht's' button.
- Product Categories:** A row of 10 categories: iPods, Macs & Zubehör, Apple Notebooks, Digicams, Konsolen, Handys, MP3 Player, Navigation, Notebooks, and Tablets. This row is circled in red.


- Customers search for their old gadgets or choose from 10 different product categories

## How does it work? - The selling process


Schritt 3 von 3: Bestimmung des Zustandes

HTC Desire **verkaufen für: 130,00 €**




**Verfügt das Gerät über einen SIM-Lock?** 

Ja  Nein

**Lässt sich das Gerät einwandfrei benutzen?** 

Ja  Nein

**Optischer Zustand des Geräts?** 

Schlecht  In Ordnung  
 Gut  Sehr Gut

**Besitzen Sie das folgende Zubehör noch?**

Funktionsfähiger Akku  Ja  Nein  
Ladekabel bzw. Netzteil  Ja  Nein

« Gerät neu eingeben

Weiter »

- Customers answer a few short questions about their old gadget
- The individual price is based on the condition of the gadget and its respective accessories
- Prices are calculated in real-time depending on current market conditions

## Free shipment



## Inspection of received items



## Deletion of data



## Reselling of items



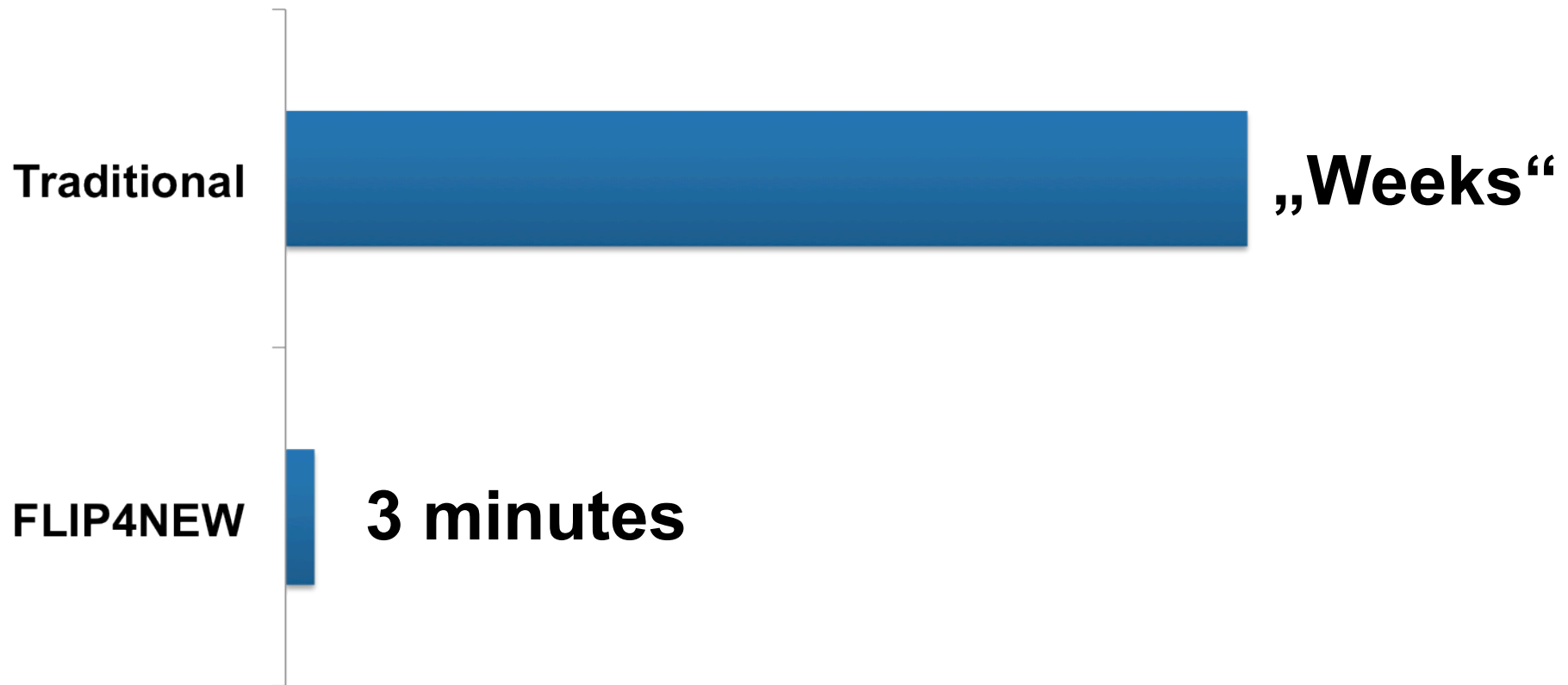
## Growth

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**+5,735%**

**3 year sales growth of gazelle.com – the leading ReCommerce player in the US**

### Time to sell 5 items



Customers love ReCommerce!

## Advantages of ReCommerce for businesses

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### ■ 1) Significant sales kicker

- Customers have more money at their disposal
- Upselling and upgrading potential
- Customers find less „barriers“ to spend money

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### ■ 2) Customer retention

- Money from trade-ins can only be spent at respective retailer
- Special trade-in promotions lead to higher number of visitors

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### ■ 3) New customer acquisition

## Case study: online retailer

cyberport

LOGIN
REGISTRIEREN
WARENKORB (0)

POWERED BY Kostenfreie Hotline 0800 354 74639 0800 022 560

### VERKAUFEN SIE UNS IHRE GEBRAUCHTE ELEKTRONIK

SO FUNKTIONIERT'S

1. Ermitteln Sie Ihr Altgerät
2. Prüfen Sie den Verkaufswert
3. Verkaufen Sie Ihr Altgerät und kassieren Sie Bares
4. Wir schenken Ihnen zusätzlich einen cyberport Gutschein
  - ab 40 € Ankaufswert = 10 € cyberport Gutschein
  - ab 100 € Ankaufswert = 20 € cyberport Gutschein
  - ab 200 € Ankaufswert = 30 € cyberport Gutschein

Welches Altgerät möchten Sie verkaufen?

Los geht's

Oder wählen Sie aus den folgenden Kategorien

Apple iPods

Apple Macs & Eingabegeräte

Apple Notebooks

Digitalkameras

Konsolen

Konsolenspiele

Mobiltelefone

MP3 Player

Navigationsgerät

Notebooks & Netbooks

Tablets und E-Book Readers

## Case study: online marketplace



Welcome! [Sign in](#) or [register](#).

[My eBay](#) | [Sell](#) | [Community](#) | [Customer Support](#)

CATEGORIES ▾ ELECTRONICS FASHION MOTORS TICKETS DEALS CLASSIFIEDS eBay Buyer Protection [Learn more](#)

[Home](#) > [Instant Sale](#)

# InstantSale

Cash in your electronics

Like 3K

Checkout (0) | Contact Us | About Instant Sale

### Find your item

### How Instant Sale works



**Find your item**  
Get a cash offer



**Ship for free**  
We pay for shipping



**Get paid**  
Via PayPal

### Popular searches

- |  |                                      |                                    |   |
|--|--------------------------------------|------------------------------------|---|
| <a href="#">Apple iPhone 3GS 16GB</a>      | <a href="#">Blackberry 9000 Bold</a> | <a href="#">HTC HD2</a>            | <a href="#">Motorola Atrix 4G</a>       |
| <a href="#">Apple iPhone 3GS 8GB</a>       | <a href="#">Blackberry 9630 Tour</a> | <a href="#">HTC Inspire 4G</a>     | <a href="#">Motorola Backflip</a>       |
| <a href="#">Apple iPod Nano (2nd Gen)</a>  | <a href="#">Blackberry 9780 Bold</a> | <a href="#">LG CU920 Vu</a>        | <a href="#">Motorola Droid A854</a>     |
| <a href="#">Blackberry 8220 Pearl Flip</a> | <a href="#">HTC Droid Eris</a>       | <a href="#">Microsoft Xbox 360</a> | <a href="#">Samsung SGH-T669 Gravil</a> |

[See all popular searches >](#)

### Get Green with eBay Instant Sale



Cash in your electronics

[Read more...](#)

## Case study: traditional retailer



# ReCommerce will impact all verticals

## Electronics



## Media



## Fashion



## Toys



## Home



## Sporting Goods



## The shopping cart of the future

### You buy:



**iPad 2 16 GB Wifi**

**479.00 €**

### You sell:



**HTC Desire**

**130.00 €**



**Gucci dress**

**100.00 €**

### You pay:

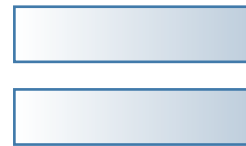
**Only**

**249.00 €**

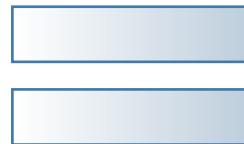
**You save**

**48%**

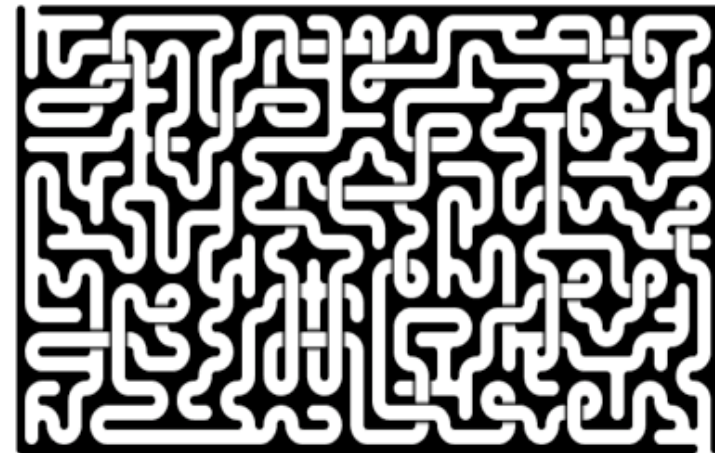
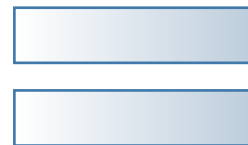
## Key learnings #1



## Key learnings #2



## Key learnings #3



## Contact details

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- Michael Sauer – founder and CEO of FLIP4NEW

- E-Mail: [michael.sauer@flip4new.de](mailto:michael.sauer@flip4new.de)

Flip4 GmbH  
In der Kron 6 – 8  
60489 Frankfurt  
Tel. +49 69 716737-0  
E-Mail: [info@flip4new.de](mailto:info@flip4new.de)