



WEBINAR - 28 OTTOBRE 2020

Open Day Digit Expert
Come orientarsi nel mondo dell'export digitale

Giulio Finzi - NETCOMM



Giulio Finzi

 Netcomm NetStyle

Managing Partner Netcomm NetStyle | Head of
Netcomm China | Senior Partner Netcomm
Services

Milano, Lombardy, Italy · 500+ connections



CHI SIAMO

Netcomm, il Consorzio del Commercio Elettronico Italiano, è il punto di riferimento in materia di e-commerce e trasformazione digitale nel panorama nazionale e internazionale.

Nato nel 2005, riunisce oltre 300 aziende composte da società internazionali e piccole medie realtà di eccellenza. Netcomm promuove lo sviluppo del commercio elettronico e dell'evoluzione digitale delle aziende, generando valore per l'intero sistema economico italiano e per i consumatori.

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CHINA

COVID 19

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A red rectangular sign with the word "CLOSED" in white, bold, sans-serif capital letters. The sign is attached to a metal door handle with two silver pushpins. The background is a blurred view through a glass door or window, showing an interior space with shelves and a hanging light fixture.

CLOSED



Giulio Finzi

Fiere di settore



Giulio Finzi | 2020

Pitti rinviato a settembre, Mido a febbraio

COVID-19 E IL MOMENTO DIFFICILE PER LE FIERE

Cosmoprof cancella l'edizione 2020, ma per il business c'è il progetto digital

29 April 2020



27 marzo 2020

Coronavirus

Milano

Sala

Italia

Claudio Luti

Salva

Commenta

FIERE

Salone del Mobile, edizione 2020 cancellata per coronavirus

Dopo Olimpiadi e Vinitaly, anche il Salone slitta al 2021. «Priorità è salvare le imprese», dicono gli organizzatori

di Giovanna Mancini



Identità Golose
23 marzo · 🌐

Ufficiale: Vinitaly cancellato, appuntamento al 2021. La manifestazione, che inizialmente si sarebbe dovuta tenere dal 19 al 22 aprile e poi era stata spostata a giugno, è rinviata al prossimo anno.



IDENTITAGOLOSE.IT

Ufficiale: Vinitaly cancellato, appuntamento al 2021

La decisione era nell'aria da tempo, ora è ufficiale: il Vinitaly 2020 non si...

La digitalizzazione delle fiere

CIBUS
OF MAJOR INTERNATIONAL
PARMA
4/7 MAGGIO 2021

[CIBUS FORUM 2020](#) [VISITARE](#) [ESPORRE](#) [BUYERS PROGRAM](#) [AREE SPECIALI](#) [PRESS](#) [CONTATTI](#) [IT | EN](#) [Q](#) [Vai a MyBusiness CIBUS](#)

MY BUSINESS CIBUS
PARTE L'INNOVATIVA PIATTAFORMA DIGITALE DEDICATA AGLI OPERATORI INTERNAZIONALI PER LA RICERCA E IL MATCHING CON L'AUTENTIC ITALIAN.
[SCOPRI MY BUSINESS CIBUS](#)

CIBUS FORUM
DAL 2 AL 3 SETTEMBRE 2020 ALLE FIERE DI PARMA:
UN CONFRONTO A PIÙ VOCI SUL FUTURO DELL'AGROALIMENTARE ITALIANO
[VISITA LA PAGINA DEDICATA](#)

CIBUS RINVIATO A MAGGIO 2021

La fiera del made in Italy alimentare si terrà a Parma dal 4 al 7 maggio 2021 .
Fiere di Parma e Federalimentare annunciano intanto un Forum internazionale sulla ripartenza dell'agroalimentare il 2 e 3 settembre di quest'anno a Parma. Parte subito la innovativa piattaforma digitale "My Business Cibus", dedicata agli operatori internazionali per la ricerca e il matching con l'Authentic Italian.

La digitalizzazione delle fiere



La digitalizzazione delle fiere

The image shows the homepage of the WETEX 2020 Dubai Solar Show website. At the top left is the Government of Dubai logo. To its right is the WETEX 2020 DUBAI SOLAR SHOW logo, with 'Virtual Edition' and '26-28 October' in smaller text. Further right is the logo for the Dubai Electricity & Water Authority (DEWA). Below the logos is a navigation menu with links: Home, WETEX, Sponsors, Exhibitors, Visitors, Virtual Experience, Media, and Contact Us. On the right side of the menu, there is a globe icon with the text 'العربية' (Arabic) and a yellow button with the dates '26-28 October 2020'. The main content area features a large banner with a grid background. The banner text includes: 'UNDER THE UMBRELLA OF GREENWEEK', 'FIRST EVER CARBON NEUTRAL 3D VIRTUAL EXHIBITION', 'DUBAI ELECTRICITY & WATER AUTHORITY ORGANISES', 'WETEX 2020 DUBAI SOLAR SHOW', and 'Virtual Edition 26-28 October'. Below the banner are three green buttons: 'Visitor Registration', 'Book Your Stand (2020)', and 'Book B2B & B2G Meetings (Exhibitors)'. The background of the banner shows a virtual exhibition space with various displays and people.

La digitalizzazione delle fiere



Alibaba.com × **WeCOSMOPROF**
The Digital Event for Beauty

WeCosmoprof Online Trade Show

The Future of Beauty

October 5-18, 2020 PT

 **Beauty & Personal Care** 

 **Packaging & Printing** 

Official Live Show: 2021 Beauty Trends Debut
Limited free samples and discounts

[Join now](#)



La digitalizzazione delle incontri BtoB



PROMOS
ITALIA
BE GLOBAL

HOME CHI SIAMO **COSA FACCIAMO** INIZIATIVE E NEWS AREA STAMPA CONTATTI

IT 🔍 🐦 in

inBUYER DIGITAL 2020

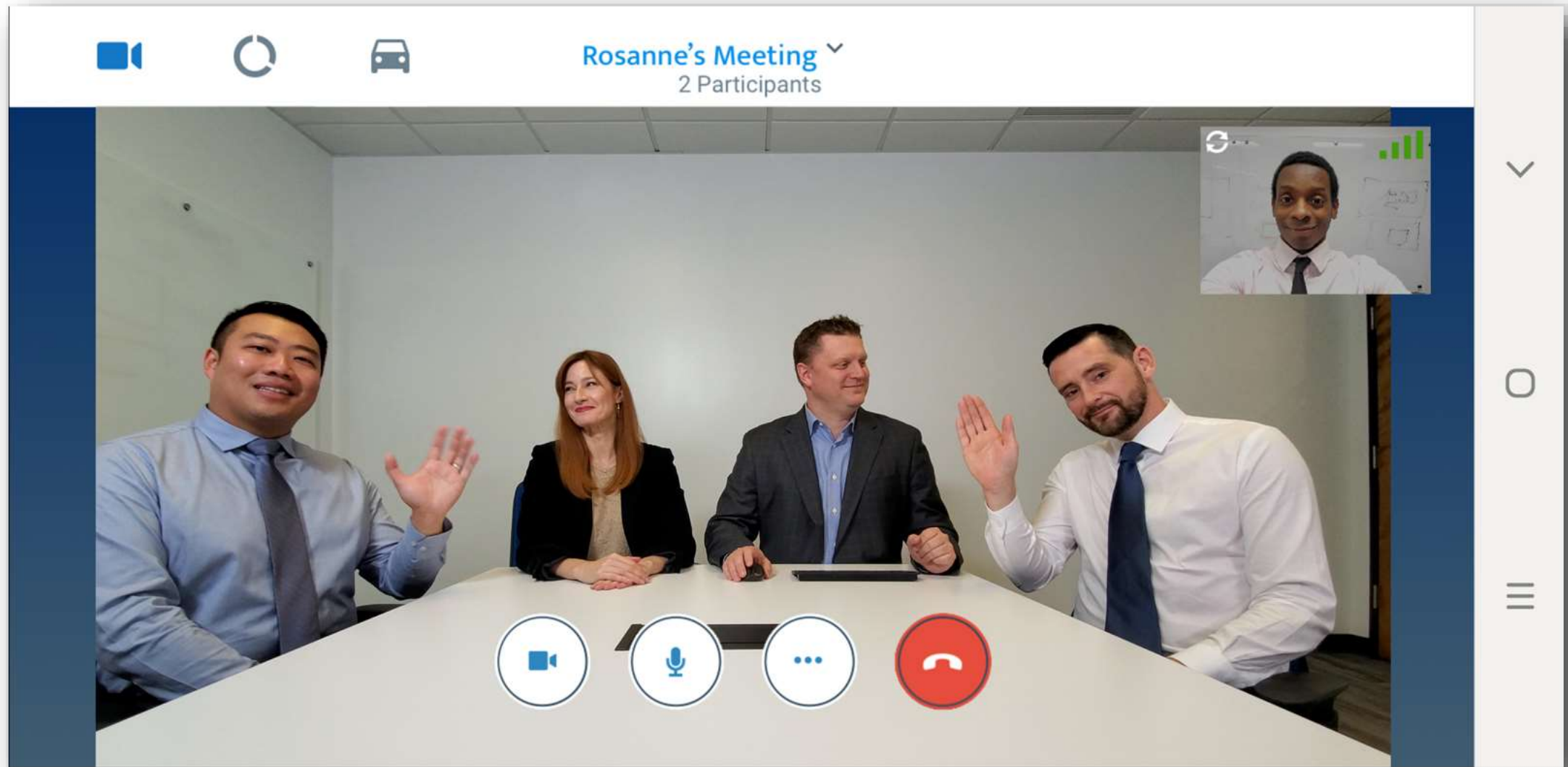
Tutti gli incontri di InBuyer

COSA FACCIAMO > SERVIZI ALLE IMPRESE > MATCH IT > INBUYER > **EVENTI**

Organizziamo per la tua azienda incontri d'affari online con buyer e operatori dei principali mercati esteri.

Potrai infatti effettuare **incontri one to one con buyer e operatori dei principali mercati esteri** in una **piattaforma sviluppata da Promos Italia**.
I buyer sono accuratamente selezionati da noi e realmente interessati al tuo prodotto o servizio. L'iniziativa è rivolta alle piccole e medie imprese dei settori: alimentare, moda, arredo, cosmetica, beni strumentali, subfornitura, automotive, verniciatura industriale, edilizia, turismo, nautica, energia e ambiente. **Partecipare è semplice**, scopri l'appuntamento e iscriviti online. Non perdere l'occasione di **allargare i confini del tuo business!**

Online business matching



Online business matching



Online business matching



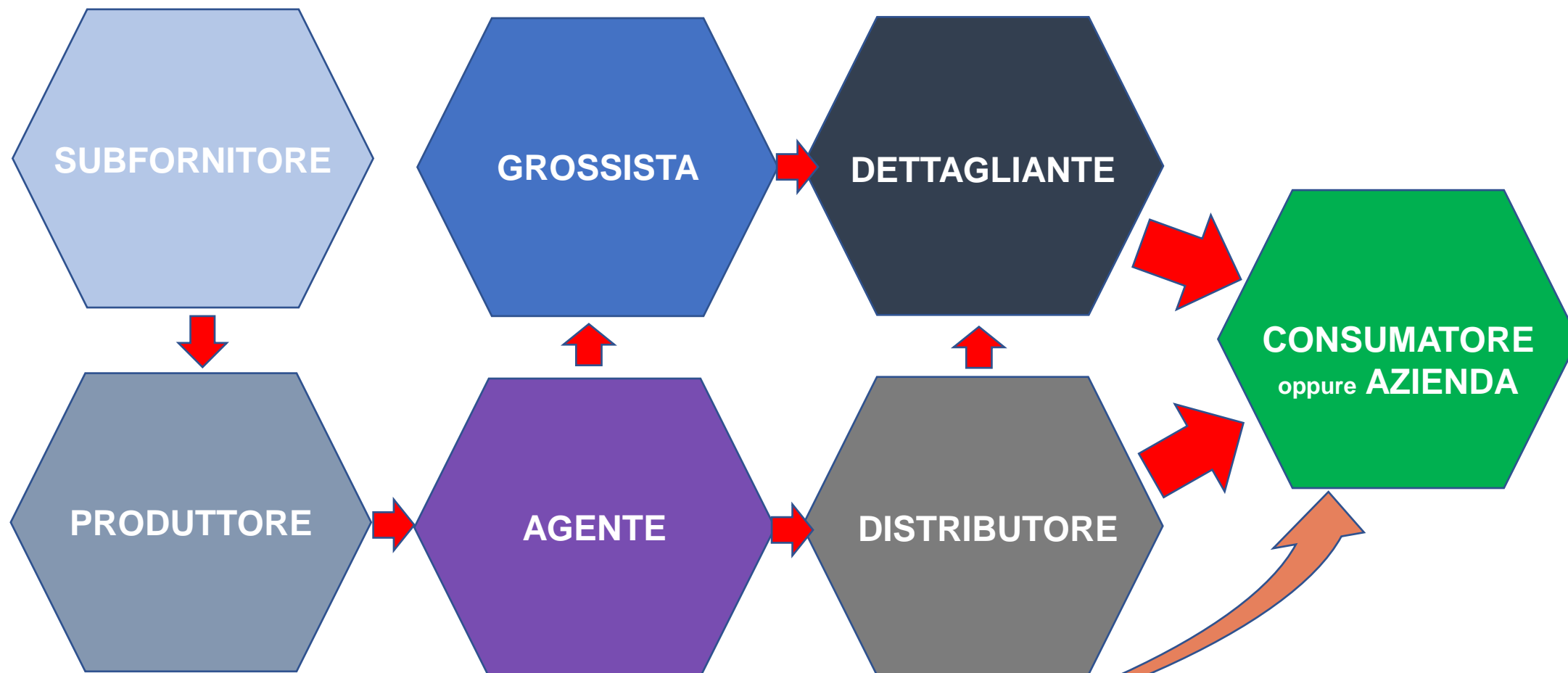
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Online business matching

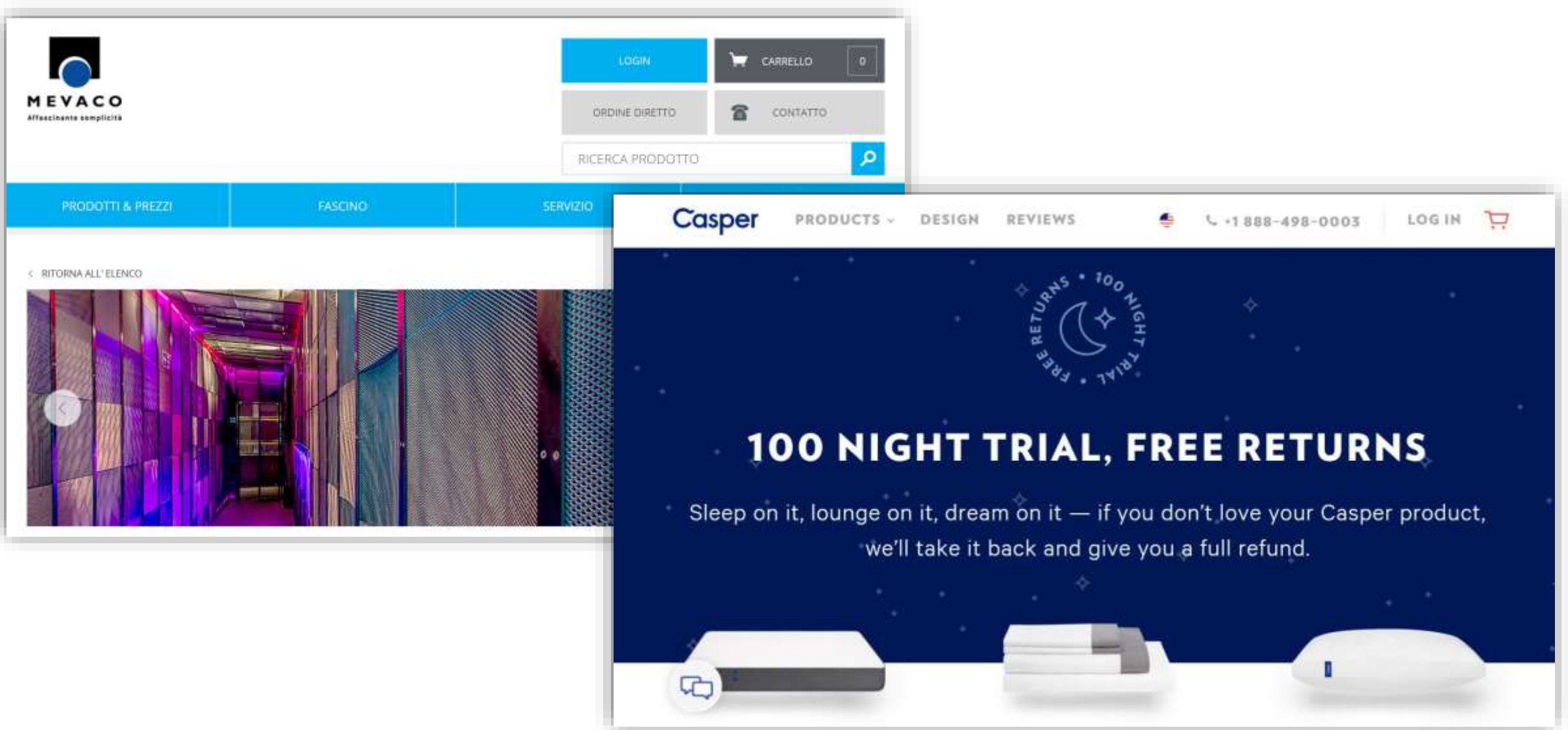


Giulio Finzi | 2020

Come stanno cambiando le filiere BtoB e BtoC?



I modelli di business per la vendita online



BtoC - Vendita da azienda a consumatore



BtoC - Vendita da azienda a consumatore

The screenshot displays the TWINSET MILANO website interface. At the top, the brand name 'TWINSET MILANO' is on the left, and navigation links for 'Abbigliamento', 'Borse', 'Scarpe', 'Accessori', 'Bambina', and 'Collezioni' are in the center. On the right, there are icons for search, user profile, heart, and a notification badge. Below the navigation is a filter bar with 'Caratteristiche', 'Taglia', 'Colore', 'Fit', and 'Mood' dropdown menus, and an 'Ordina per' dropdown menu. The main content area features a grid of four clothing items, each with a model image, a description, a price, and a heart icon for favoriting.

Item Description	Price
Abito lungo con inserti in georgette e pizzo	€ 155.00
Gonna con cintura e bottoni	€ 95.00
Gonna-abito con inserti in georgette e pizzo	€ 160.00
Abito in spugna a righe	€ 100.00

BtoB - Vendita da azienda ad azienda

The screenshot displays the Kloeckner Metals UK website interface. At the top left is the logo "kloeckner metals" with "UK" below it. To the right is a search bar labeled "Search" and three utility icons: "Direct order" (shopping cart), "Login" (user icon), and "Your Basket" (shopping cart icon). Below the header is a dark navigation bar with categories: "STEEL SHEETS", "STEEL SECTIONS", "STEEL TUBES", "STAINLESS STEEL", and "ALUMINIUM".

The main content area features a large banner with a background image of metal rods. A red overlay on the left contains the text: "TRANSPARENT LEAD TIMES" and "Up-to-date information on availability and delivery times to your location". On the right, a red sidebar contains a "Login" section with the text "Use your customer benefits." and a list of three benefits: "Order online 24/7", "Accept quotes online", and "Transparent lead times". Below this is a "LOGIN >" button and a link "New customer? Register here".

At the bottom, there are four product category tiles: "Steel SECTIONS >" (with an image of L-shaped sections), "Steel TUBES" (with an image of a stack of pipes), "Stainless STEEL >" (with an image of stainless steel pipes), and "Steel SHEETS >" (with an image of metal sheets).

BtoB - Vendita da azienda ad azienda

The screenshot shows the Nuccio website interface. At the top left is the Nuccio logo with the tagline "industria dolciaria dal 1950". To the right are social media icons for Twitter, Facebook, Google+, and YouTube. Below the logo is a search bar and a navigation menu with items: AZIENDA, SHOP ONLINE, BLOG, VIDEO, RICETTE, CONTATTI, and a shopping cart icon labeled "(vuoto)".

The main content area is titled "CATEGORIE" and includes a breadcrumb trail: "Home > Shop Online > Prodotti Per Gelato > Preparati Per Gelato". A large banner image shows ice cream scoops with the text "Preparati per gelato". Below the banner is a sorting dropdown menu labeled "ORDINA PER" with the text "-- Select option --" and a "CONFRONTA (0)" button.

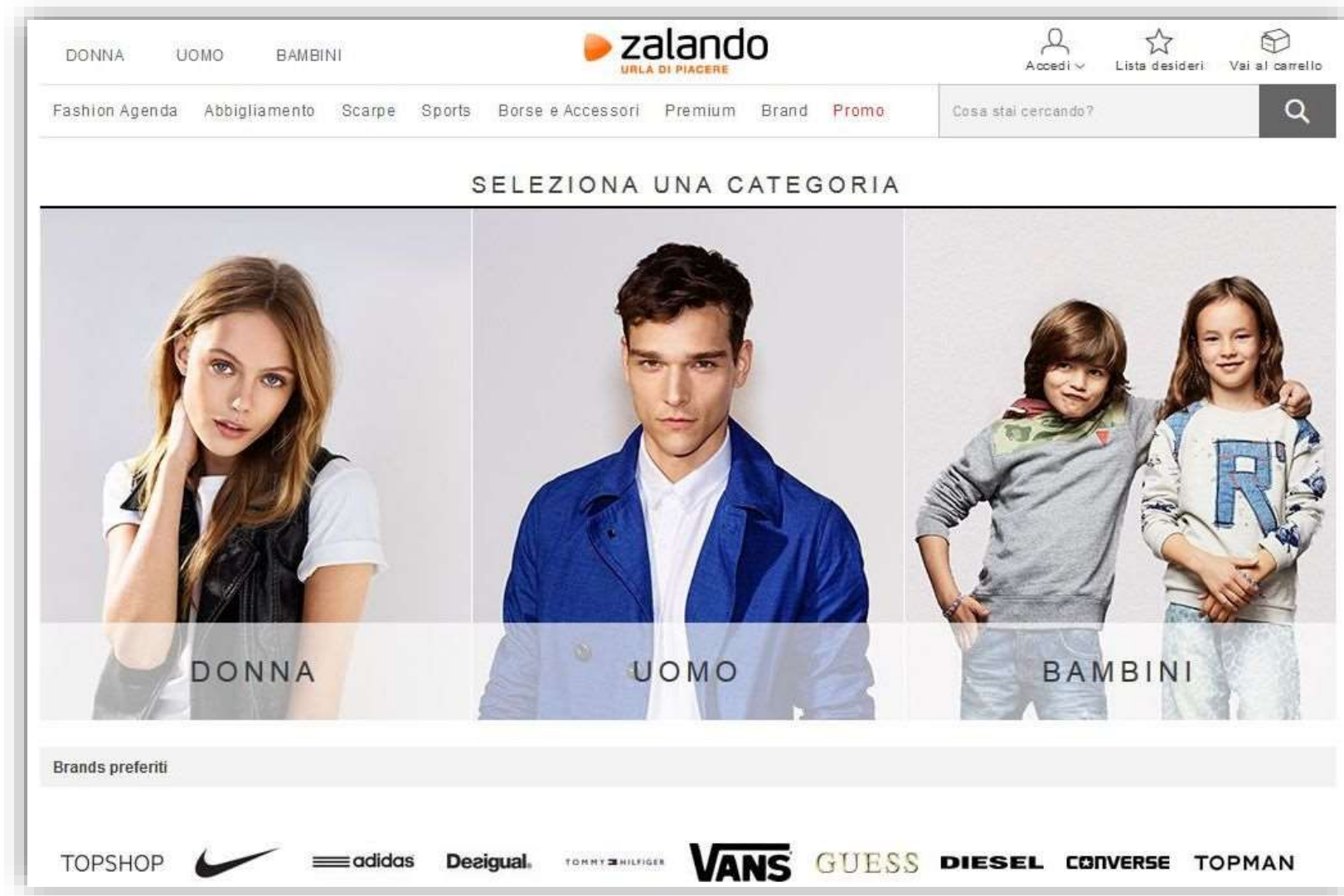
On the left side, there is a vertical list of categories under "SHOP ONLINE":

- Frutta Candita
- Pasticceria e Biscotti
- Confetti e Caramelle
- Farine - Amidi e Zuccheri
- Frutta secca e Granelle
- Creme Pronte e Preparati
- Semilavorati da riempire
- Cioccolato e Scaglette
- Semilavorati per Pasticceria
- Pasta di Mandorle
- Aromi Alimentari
- Coloranti Alimentari
- Cake Design
- Decorazioni - Attrezzi- Vassoi
- Prodotti per gelato

The product grid below the banner features three items:

- "Pasta per gelato banana" with an image of a banana and vanilla ice cream.
- "Pasta croccantino per gelato" with an image of ice cream topped with nuts and a mint leaf.
- "Caffe' dry per gelato" with an image of two scoops of chocolate ice cream with coffee beans.

BtoBtoC - Vendita da azienda ad azienda a consumatore



BtoBtoC - Vendita da azienda ad azienda a consumatore

The image shows the homepage of the Bernabei website. At the top, there is a dark red navigation bar with the Italian flag, the location 'TORINO 10020', the tagline 'LA PIÙ GRANDE ENOTECA ONLINE: VENDITA VINI ONLINE, LIQUORI E CHAMPAGNE', and a 'LOG IN' link. Below this is a white header area with the Bernabei logo on the left, a search bar with the placeholder text 'Cosa stai cercando?' and a magnifying glass icon, and a shopping cart icon on the right. A horizontal menu below the search bar lists various product categories: OFFERTE, VINI, CHAMPAGNE, BOLLICINE, SPIRITS, BIRRE, SOFT DRINKS, MIXOLOGY, and ESPERIENZE. The main content area is a large green banner with the text 'Super SALDI' in a large, white, stylized font. Below this, it says 'OGNI GIORNO UNA SORPRESA PER TE!'. The banner features images of several liquor bottles, including Zucapa XO, Sarrico, and Piper Heidsieck. At the bottom of the page, there is a dark grey footer with three shipping options: 'SPEDIZIONE STANDARD 4,90 €' with a box icon, 'SPEDIZIONE GRATUITA SOPRA 50,00 €' with a truck icon, and 'SPEDIZIONE EXPRESS 1 GIORNO LAVORATIVO' with a truck icon.

BtoB - Vendita da azienda ad azienda ad azienda

The screenshot shows the RS website homepage. At the top left is the RS logo. A search bar is located to the right of the logo. In the top right corner, there are links for 'Login' and 'Registrati', and a shopping cart icon with '€ 0,00' next to it. Below the top navigation bar, there are dropdown menus for 'Tutti i prodotti', 'I nostri marchi', 'Nuovi Prodotti', 'My Account', and 'Servizi'. The main content area features a large advertisement for Hyperloop. The ad text reads: 'Trasformare il futuro dei trasporti è possibile.' followed by 'Scopri cos'è Hyperloop e come potenzialmente può modificare il trasporto di massa.' and a button 'Riduci le distanze'. The ad also includes the Hyperloop logo and the slogan 'for the inspired' with an image of a Hyperloop pod and a man. Below the advertisement, there are three columns of content. The first column, 'I vantaggi di RS', lists: 'Più di 500.000 prodotti gestiti', 'Spedizione gratuita*', 'Richiedi una demo', and 'Gestione resi'. The second column, 'Ordine rapido', contains two input fields for 'Codice RS' and 'Qui' buttons, and a red 'Aggiungi al carrello' button. The third column, 'Verifica lo stato di un ordine', contains two input fields for 'Riferimento ordine RS' and 'Codice Cliente', and a blue 'Verifica lo stato dell'ordine' button. At the bottom right, there is a 'Live Chat' widget with the text '08:00 - 20:00 Lun - Ven'.

BtoBtoB - Vendita da azienda ad azienda ad azienda

Acquisto riservato a professionisti del settore dotati di partita IVA.
Prezzi indicati IVA esclusa.

BENVENUTO | IL MIO ACCOUNT | LA MIA WISHLIST | BLOG | ACCEDI/REGISTRATI

 **HORECA**
ATELIER

IL CASH & CARRY ONLINE
PER I PROFESSIONISTI DELLA RISTORAZIONE

Cerca nell'intero negozio...

TAVOLA ▾ CUCINA ▾ BAR ▾ BUFFET ▾ ATTREZZATURE | FORNITURE PER RISTORANTI | FOOD DELIVERY

*Sei un privato?
Clicca Qui!*

 **CONSERVA E
PROTEGGI** 

Scopri i prodotti indispensabili
per il tuo locale



 **SPEDIZIONI GRATUITE**
per ordini superiori

a 199 € + IVA

Iscriviti alla NEWSLETTER
ed ottieni **5€ di SCONTO**

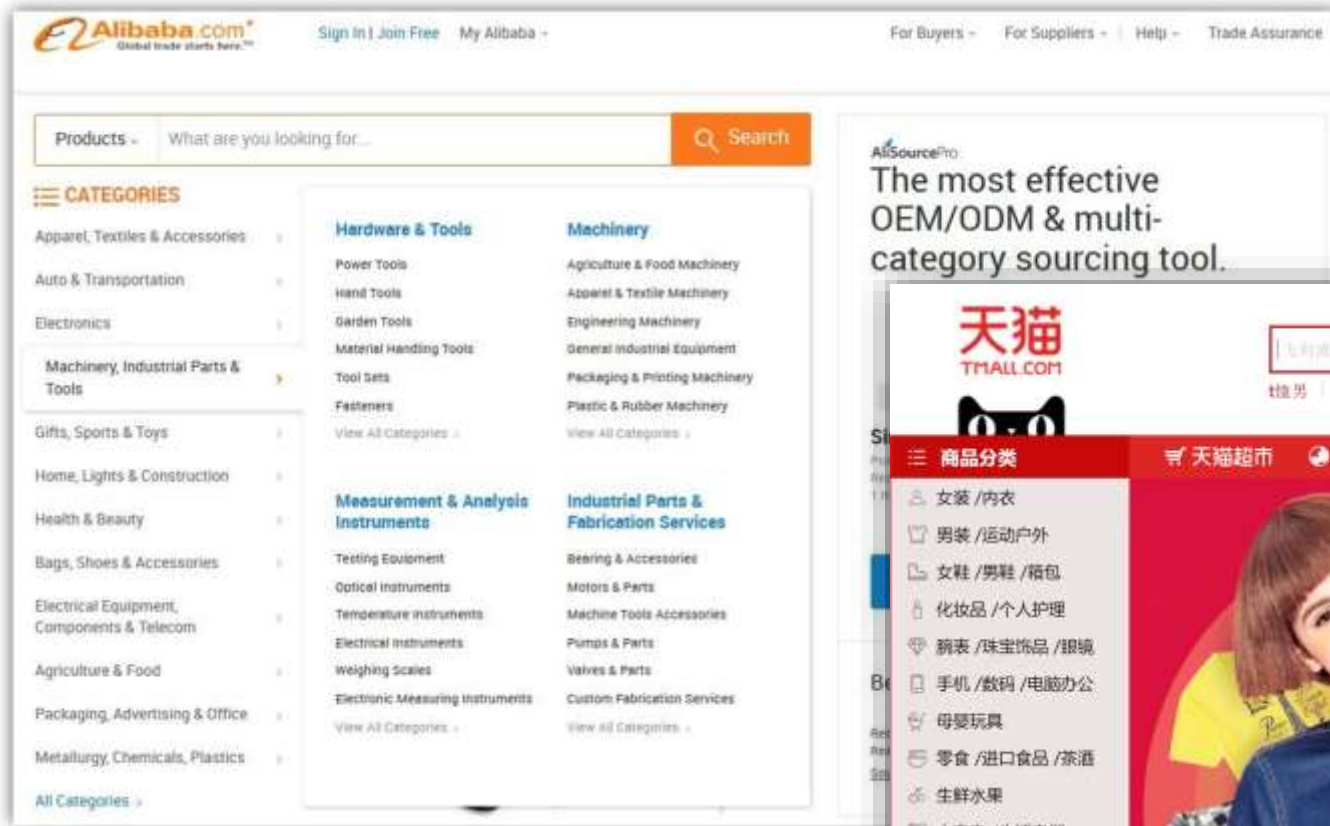
Iscriviti



 **SPEDIZIONI VELOCI**

in 24 - 48 h

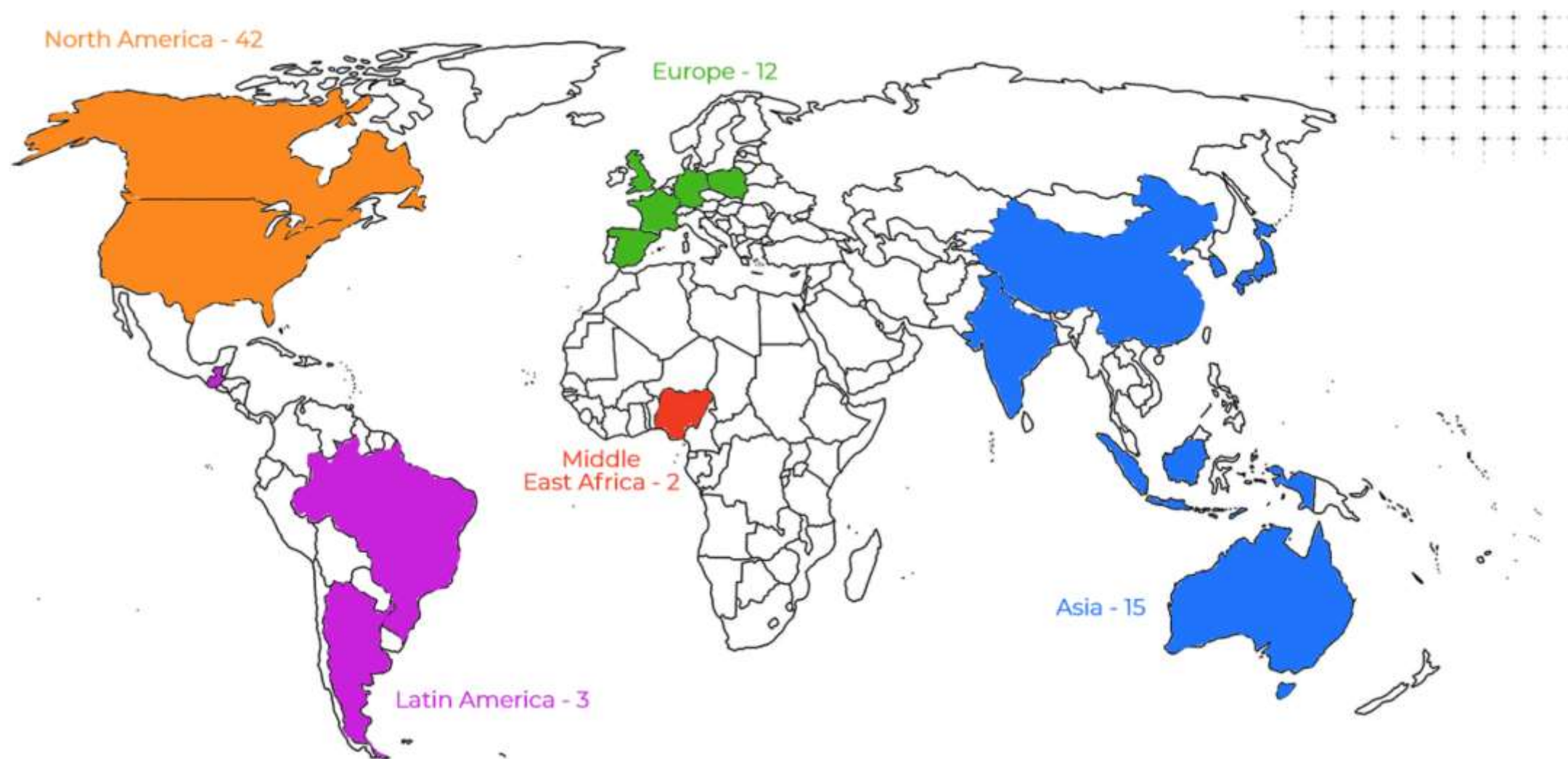
I marketplace online



AllSourcePro
The most effective
OEM/ODM & multi-
category sourcing tool.



I marketplace sono una realtà in tutto il mondo



Amazon, il marketplace BtoC numero uno

The screenshot displays the Amazon homepage with a dark blue header. On the left, the Amazon logo is accompanied by a 'Try Prime' badge. A search bar with a magnifying glass icon is on the right. Below the header, navigation links include 'Deliver to New York 10020', 'Today's Deals', 'Your Amazon.com', 'Gift Cards', 'Help', 'Whole Foods', 'Registry', and 'Sell'. On the far right, there are links for 'EN', 'Hello, Sign in Account & Lists', 'Orders', 'Try Prime', and a shopping cart icon.

The main banner features a teal background with the text 'Deals and products just for Prime members' and the Prime logo. To the right of the text is an image of a smiling couple, a woman taking a selfie and a man holding an Amazon box.

Below the banner are four promotional tiles:

- Find a perfect gift:** A grid of four images with labels 'For her', 'For him', 'For teens', and 'For kids'. Below the grid is the text 'Unique gift ideas from Gift Finder' and a 'See more' link.
- All-new Blink XT2:** A large image of a black smart security camera. Below it is the text 'Outdoor/indoor smart security camera with 2-way audio. Works with Alexa.' and a 'Learn more' link.
- Men's top-rated shoes:** A grid of four shoe images (brown loafer, white sneaker, grey sneaker, black boot). Below is the text 'Shop our customers' most-loved men's shoes.' and a 'See more' link.
- Sign in for the best experience:** A yellow button with the text 'Sign in securely'.

At the bottom right, there is a promotional box for 'EAST DANE' with the text 'It's Our Big **SPRING SALE** 1000+ new styles just added—at up to 40% off.' and a 'SHOP NOW' button. Below this box, it says 'FREE EXPRESS SHIPPING'.

Amazon nel mondo

Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities. Leverage Amazon's global scale to sell to hundreds of millions of new customers.

180+

Countries with loyal
Amazon customers

175+

Fulfillment
centers

14

Marketplaces

30+

Product
categories



Russia – Ozon – marketplace BtoC

ozon.ru
выбирайте

Москва
414 пунктов выдачи заказов
Условия доставки

Помощь, доставка, оплата
Круглосуточно
+7 495 730 67 67

3 690 сейчас выбирают

Каталог товаров

Выбирайте...

Все разделы

Мой OZON

Корзина

Все самое любимое
Сохраняйте товары в избранном с помощью

4-й товар за 1 рубль
Выбирайте ▶

Быстро найдет нужный товар на OZON.ru

10 лучших новых книг ноября

Красота по-японски
Новинки
Для лица

Неповторимый образ
Женская одежда
Мужская одежда
Обувь
Аксессуары

Маленькому моднику
Кроссовки
Кеды

Russia – Wildberries – marketplace BtoC

The screenshot shows the Wildberries website interface. At the top, there is a purple navigation bar with the Wildberries logo on the left, a search bar with the Russian word "Поиск" (Search) in the center, and icons for location ("Адреса"), user login ("Войти"), and shopping cart ("Корзина") on the right.

The main banner features a Nioxin advertisement. On the left, there is a stack of Nioxin product boxes labeled 2, 3, 4, 5, and 6. The text in the center reads: "NIOXIN. 3-СТУПЕНЧАТЫЕ СИСТЕМЫ ДЛЯ ГУСТЫХ, БОЛЕЕ ЧЕМ В 2 РАЗА* ОБЪЕМНЫХ ВОЛОС". Below this text is a black button with white text: "ВЫБРАТЬ И КУПИТЬ". On the right side of the banner is a photograph of a young couple embracing. At the bottom of the banner, there is a small asterisked note: "* В сравнение с волосами со средней выработкой себума за 24 часа."

Below the banner is a "Одежда" (Clothing) section with sub-links for "новинки" (new arrivals) and "Смотреть все" (View all). This section contains a carousel of clothing items: a woman in a patterned top and dark pants, a woman in a floral dress, a woman in a black dress, and a woman in a patterned dress. To the right of the clothing carousel is a Pampers advertisement featuring a large pack of Pampers One and a smaller pack, with a pink circular badge indicating a "СКИДКА до 40%" (Discount up to 40%).

Russia – Aliexpress – marketplace BtoC

The screenshot displays the AliExpress website interface in Russian. At the top left is the AliExpress logo with the tagline "Покупай умнее, живи веселее!". To the right is a search bar containing the word "деньги" and a dropdown menu for "Все категории". Further right are icons for a shopping cart (labeled "Корзина"), a heart (labeled "Мои желания"), and a user profile (labeled "Войти" and "Регистрация Мой AliExpress"). Below the search bar is a horizontal menu with categories: "белый топ", "автомобиль", "прокладки", "зарядка", "наклейки", and "фотопринтер".

The main content area features a left sidebar with a "Категории" section and a list of product categories: "Телефоны и аксессуары", "Компьютеры и оргтехника", "Электроника", "Бытовая техника", "Одежда для женщин", "Одежда для мужчин", "Всё для детей", "Бижутерия и часы", "Сумки и обувь", "Для дома и сада", "Автотовары", "Красота и здоровье", and "Спорт и развлечения".

The central banner area is dominated by a large pink and white advertisement for women's fashion. The text reads "ЖИЗНЬ В ЦВЕТЕ" (Life in Color) and "Сэкономьте до 40% на женской моде" (Save up to 40% on women's fashion). A black tag graphic says "КРУТЫЕ ТРЕНДЫ" (Cool Trends). Below this banner are several smaller product thumbnails with labels: "Серии Радуга" (Rainbow Series), "Стиль Леопарда, воздушный змей, дартс" (Leopard Style, Kite, Darts), "Татуировки" (Tattoos), and "домашние рыбы" (Home Fish).

On the right side, there is a vertical advertisement for CURREN watches. The text says "CURREN ВСЕМУ СВОЁ ВРЕМЯ" (CURREN Everyone has their own time) and "Сэкономьте до 50% на стильных часах CURREN" (Save up to 50% on stylish CURREN watches). It includes a "Купить сейчас" (Buy now) button and social media icons for Facebook and a QR code.

China – Tmall – marketplace BtoC

The image shows a screenshot of the Tmall website homepage. At the top left is the Tmall logo (天猫 Tmall.com) with a cat face icon below it. A search bar contains the text '飞利浦送红包' (Philips gift red envelope) and a red '搜索' (Search) button. Below the search bar is a horizontal navigation menu with categories: 天猫超市 (Tmall Supermarket), 天猫国际 (Tmall International), 天猫会员 (Tmall Member), 品牌街 (Brand Street), 电器城 (Appliance City), 喵鲜生 (Miao Xian Sheng), 医药馆 (Pharmacy), 营业厅 (Service Center), 魅力惠 (Charm Hui), 飞猪旅行 (Fliggy Travel), and 苏宁易购 (Suning.com).

On the left side, there is a vertical '商品分类' (Product Categories) menu with the following items: 女装/内衣 (Women's Clothing/Underwear), 男装/运动户外 (Men's Clothing/Sport/Outdoor), 女鞋/男鞋/箱包 (Women's Shoes/Men's Shoes/Bags), 化妆品/个人护理 (Cosmetics/Personal Care), 腕表/珠宝首饰/眼镜 (Watches/Jewelry/Glasses), 手机/数码/电脑办公 (Mobile/Computer/Office), 母婴玩具 (Mother and Child/Toys), 零食/进口食品/茶酒 (Snacks/Imported Food/Tea/Wine), 生鲜水果 (Fresh Produce/Fruit), 大家电/生活电器 (Large Appliances/Life Appliances), 家具建材 (Furniture/Building Materials), 汽车/配件/用品 (Automobile/Accessories/Supplies), 家纺/家饰/鲜花 (Home Textiles/Home Decor/Flowers), 医药保健 (Medicine/Healthcare), 厨具/收纳/宠物 (Kitchenware/Storage/Pets), and 图书音像 (Books/Audio/Video).

The main banner features a woman in a blue denim shirt holding a sunflower. The text on the banner reads: '女装新品 [喊你来尝鲜] 立即加购' (Women's Fashion New Arrivals [Call you to taste fresh] Buy now). A QR code is located in the bottom right corner of the banner with the text: '首次下载天猫App 领388元大礼包' (First time download Tmall App, get 388 yuan gift package).

On the right side of the page, there is a vertical navigation bar with icons for: 购物车 (Shopping Cart), 羊 (Sheep icon), 心 (Heart icon), 星 (Star icon), 刷新 (Refresh), 充 (Charge), and 更多 (More).

天猫国际 TMALL.HK

天猫 TMALL.COM

Channel Properties

Tmall Global

- Operate businesses locally
- Fulfill orders internationally

Tmall.com

- Establish business entity in Mainland China
- On-the-ground operations to reach consumers quickly

Entry Requirements

Tmall Global

- Presence in Mainland China: 0-2 years
- Operations location: Mainland China or abroad
- Stock location: Abroad

Tmall.com

- Presence in Mainland China: 3 years+ OR sufficient expenditure to gain traction in China's market
- Operations location: Mainland China
Stock Location: Mainland China

China – JD – marketplace BtoC

The screenshot displays the JD.com International website interface. At the top left is the '京东国际' (JD International) logo. A search bar contains the text '一站尽享进口好物' (Enjoy all imported goods in one station). To the right of the search bar are buttons for '搜索' (Search) and '我的购物车' (My Cart). Below the search bar, a horizontal menu lists various product categories: 保温杯 (Insulated cup), 羽绒被 (Down quilt), 浪琴 (Longines), 运动 (Sports), 净水2免1 (Water purifier 2 for 1), JM面膜 (JM face mask), 施华洛世奇水晶系列 (Swarovski crystal series), and 爱车呵护 (Car care).

The main navigation area includes '全部商品分类' (All product categories) on the left, and '首页' (Home), 'Walmart 沃尔玛', '全球名店' (Global famous stores), 'Rakuten', and 'Sams Club' in the center. The central banner features the text '潮电酷玩 必BUY榜单' (Trendy electronics fun, Must-buy list) and '~权威发布 为你力荐~' (~Authorized release, recommended for you~). The banner image shows a Nintendo Switch, a hair dryer, a water purifier, and a coffee machine.

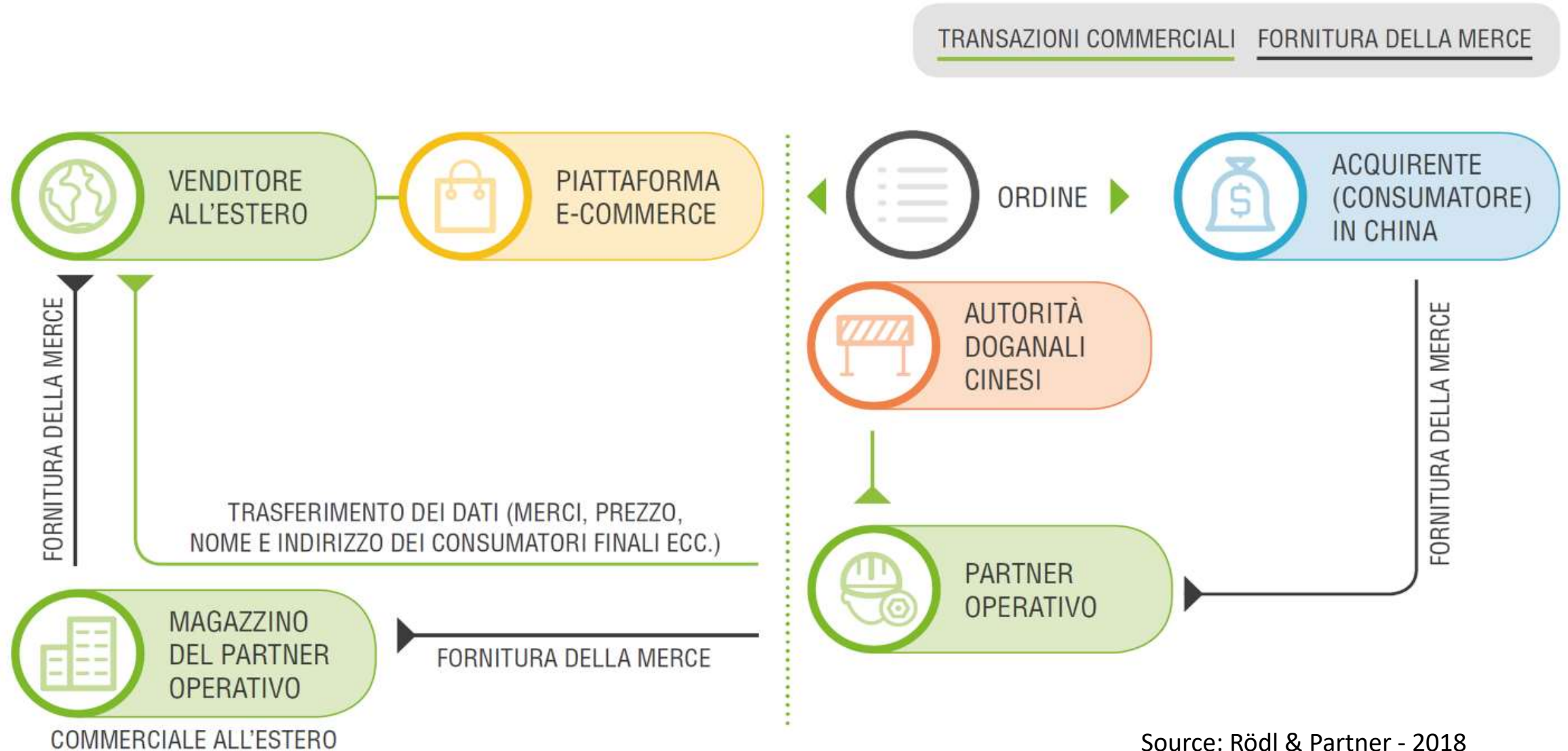
Below the banner are several promotional tiles: '数码潮电 狂欢抢购' (Digital trendy electronics, Crazy shopping) with a hair dryer; '全球家居 精选生活' (Global home, Selected life) with a water purifier; 'BELLA B 孕妇专用护肤品' (BELLA B, Skin care products for pregnant women) with a tube of cream; and '抖出彩虹治愈力 叠存活力满满' (Shake out rainbow healing power, stacking vitality) with a bottle of Swisse.

On the right side, there is a section for '京东国际沃尔玛' (JD International Walmart) with a promotion '满299减50元 全球好物' (Spend 299, get 50 off, Global goods) and a '今日推荐' (Today's recommendation) section featuring 'Swisse 玩美女神' (Swisse, Play beauty goddess) with a promotion '满299减100' (Spend 299, get 100 off).

China – Kaola – marketplace BtoC



2. Modello di Business CrossBorder eCommerce



Source: Rödl & Partner - 2018

Japan – Rakuten – marketplace BtoC

The screenshot shows the Rakuten Japanese marketplace homepage for Mother's Day. At the top, there is a navigation bar with the Rakuten logo, a search bar with the text "キーワードから探す", and various utility icons like shopping cart, notifications, and account options. Below the search bar, there are search filters for "母の日ギフト" and other categories. The main content area features several promotional banners: "72時間限定! 全ショップ対象 ポイント最大4倍 日用品得得デー", "祝勝利! 楽天イーグルス エントリーでポイント2倍", "母の日 緊急追加! 150円クーポン", and "本日は夏タイヤ準備DAY". On the right side, there are banners for "ポイント最大7倍" and "500ポイントプレゼント". The bottom section includes a "ジャンル" (Genre) sidebar, "Rmagazine" content, and a "ようこそ、楽天市場へ" (Welcome to Rakuten Market) section with login and registration options.

Header: 20th Anniversary, 母の日ギフト, キーワードから探す, 詳細検索, 買い物かご, お知らせ, myクーポン, 閲覧履歴, お気に入り, 購入履歴

Search Filters: 検索ワード: 母の日ギフト, キュボロ, バッグインバッグ, セットアップ, ラゲジネット, スニーカー, 夢枕, スマホポーチ, 自転車, ふるさと納税

Main Promotions:

- 72時間限定! 全ショップ対象 ポイント最大4倍 日用品得得デー
- 祝勝利! 楽天イーグルス エントリーでポイント2倍
- 72時間限定 エントリーでポイント最大4倍 全ショップ対象
- 母の日 緊急追加! 150円クーポン 対象ショップ限定
- 本日は夏タイヤ準備DAY
- サービスを使えば使うほどポイントUP! いつでも毎日ポイント最大7倍 スーパーポイントアッププログラム
- エンタリー ¥540円(税込)以上で 初めての方限定! 500ポイントプレゼント

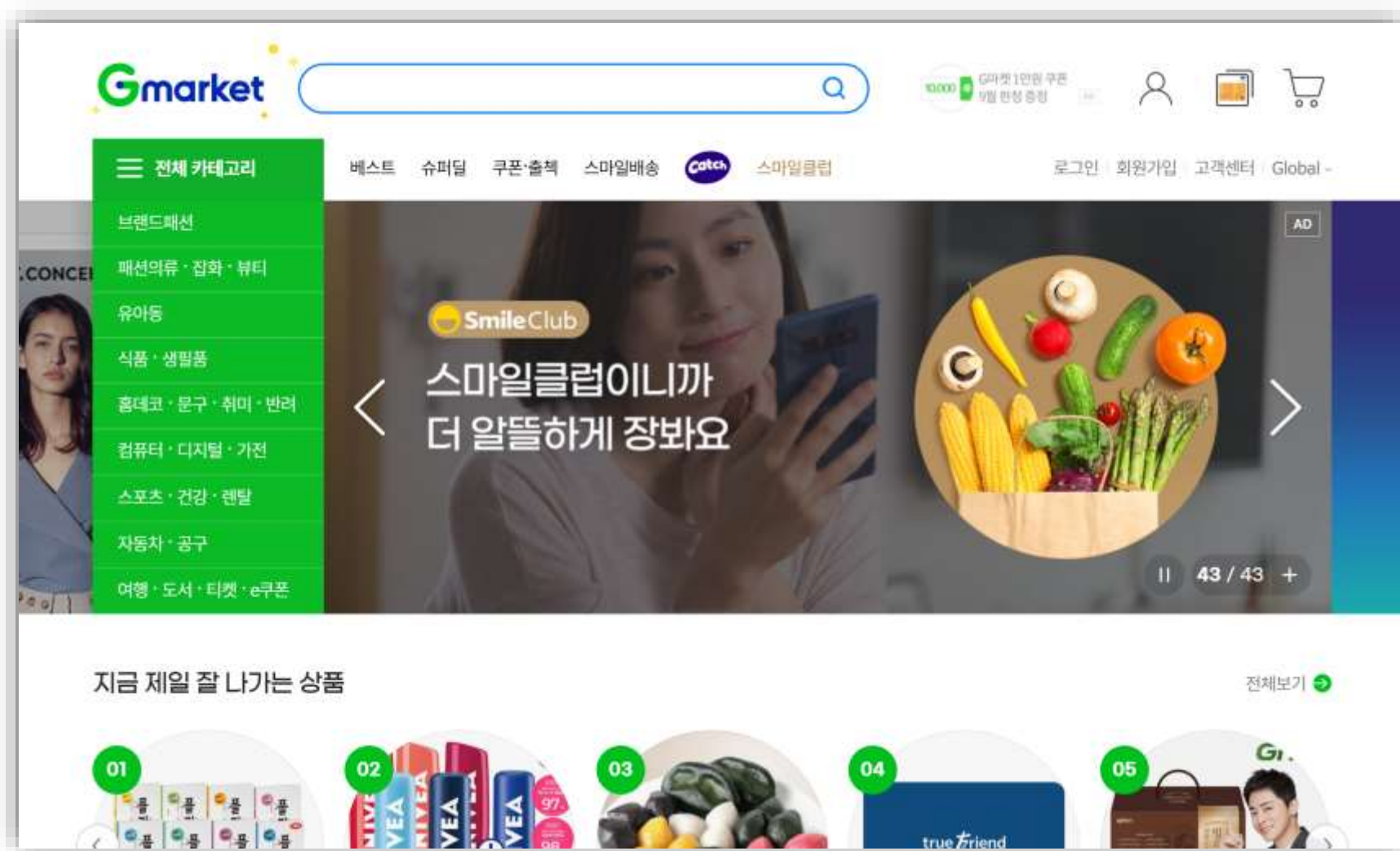
Left Sidebar:

- あす楽・送料無料
- 翌日配達『あす楽』で 最短5月10日(水)お届け
- 送料無料で 7,800万点以上
- ジャンル: 最近チェックしたジャンル, 水・ソフトドリンク, 車用品・バイク用品, 光回線・モバイル..., 花・観葉植物, TV・オーディオ・カ...

Bottom Section:

- ようこそ、楽天市場へ
- ログイン
- 楽天会員登録(無料)
- 会員登録でスーパーポイントが貯まる、使える。
- Rakuten Super English 楽しく効率的に英語学習

Korea – Gmarket – marketplace BtoC



Far East – Lazada – marketplace BtoC

The screenshot displays the Lazada website interface. At the top, there is a navigation bar with links for 'CUSTOMER CARE', 'ORDER TRACKING', 'LOGIN', and 'SIGNUP'. The main header features the 'LAZADA' logo, a search bar with the placeholder text 'Search for products, brands, shops', and a 'Search' button. A promotional banner for a 'FREE \$10 VOUCHER' is also visible. Below the search bar, a row of 'Popular searches' includes terms like 'Lenovo A7000', 'casio', 'kindle', 'sello', 'iphone 6', 'xiaomi', 'ps4', and 'gopro'. The left sidebar contains a vertical menu of product categories, with 'CONSUMER ELECTRONICS' highlighted in pink. The main content area is divided into several sections: a large advertisement for the 'Apple Watch' with the headline 'There's an Apple Watch For Everyone' and 'BEST SELLER'; a grid of product listings including a 'SONY WIFI YOUTUBE 32" LED TV' for \$408, 'THE WITCHER 3: WILD HUNT ON PS4' for \$78.90, a 'USB STAND VINTAGE MICROPHONE' for \$13.50, 'LENCO TURNTABLES' for \$269, and 'BLU RAY SUPERIORITY PLAYERS' for \$88. On the right side, there are promotional banners for 'EFFORTLESS SHOPPING' (listing benefits like affordable shipping and buyer protection), 'SELL ON LAZADA' (encouraging sales), and 'DOWNLOAD LAZADA APP' (offering a \$10 discount).

Far East – Lazada – marketplace BtoC



Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in [Indonesia](#), [Malaysia](#), [the Philippines](#), [Singapore](#), [Thailand](#) and [Vietnam](#).

With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries.



India – Flipkart – marketplace BtoC

The image shows the Flipkart website interface during a promotional period. At the top, the Flipkart logo is accompanied by the tagline 'Explore Plus'. A search bar is positioned to the right of the logo, followed by 'Login' and 'More' links, and a shopping cart icon. Below the navigation bar, a horizontal menu lists various product categories: Electronics, TVs & Appliances, Men, Women, Baby & Kids, Home & Furniture, Sports, Books & More, Flights, and Offer Zone. The main banner features a large 'SALE IS LIVE' announcement with a 'BIG SAVING DAYS' logo indicating the dates 18th - 20th SEPT. Below this, a row of category icons includes Mobiles & Tablets, Electronics, Fashion, TVs & Appliances, Beauty, Toys & More, Furniture, and Home Essentials. A promotional banner for SBI card offers a '10% Instant Discount*' on SBI Credit Card & EMI Transactions. The central banner features a man in a white uniform with a yellow cap, making an 'OK' gesture, with the text 'Best Deals Only For You' and another 'BIG SAVING DAYS' logo. A 'SHOP NOW >' button is located at the bottom right of the central banner.

Flipkart
Explore Plus

Search for products, brands and

Login

More

Cart

Electronics TVs & Appliances Men Women Baby & Kids Home & Furniture Sports, Books & More Flights Offer Zone

BIG SAVING DAYS
18th - 20th SEPT

SALE IS LIVE

Mobiles & Tablets

Electronics

Fashion

TVs & Appliances

Beauty, Toys & More

Furniture

Home Essentials

SBI card | 10% Instant Discount*
On SBI Credit Card & EMI Transactions

Best Deals
Only For You

BIG SAVING DAYS
18th - 20th SEPT

SBI card | 10% Instant Discount*
On SBI Credit Card & EMI Transactions

SHOP NOW >

Middle East – Noon – retailer BtoC

The screenshot shows the Noon.com website interface. The header is yellow and contains the Noon logo, a search bar, and navigation links for 'تسجيل الدخول أو الاشتراك' (Login or Register), 'الإمارات العربية المتحدة' (UAE), and 'English'. Below the header is a navigation bar with categories: 'جميع الفئات' (All Categories), 'الإلكترونيات' (Electronics), 'الأزياء' (Fashion), 'المنزل والمطبخ' (Home & Kitchen), 'الجمال والعطور' (Beauty & Fragrances), 'منتجات الأطفال' (Children's Products), 'البقالة' (Groceries), and 'عروض التصفيات' (Clearance Offers).

The main content area features a grid of product categories and brand logos. On the left, there are two promotional banners: one for 'العطور الأكثر مبيعاً' (Best-selling perfumes) and another for 'ذا بalm' (The Balm). To the right, a section titled 'أفضل الماركات' (Best Brands) displays logos for DAVIDOFF, Calvin Klein, BURBERRY, MAYBELLINE, BOSS HUGO BOSS, essence, YVES SAINT LAURENT, the Balm, and MAX FACTOR X. Further right, a list of categories includes 'عطور' (Perfumes), 'مستحضرات تجميل' (Cosmetics), 'العناية بالشعر' (Hair Care), 'عناية بالبشرة' (Skincare), 'العناية الشخصية' (Personal Care), 'الأدوات والإكسسوارات' (Tools & Accessories), and 'منتجات الرعاية الصحية' (Health Care Products).

The footer contains two promotional banners: 'آيفون 5s بسعر 699 د.إ' (iPhone 5s for 699 AED) and 'آيفون X ساعة 256 جيجابايت بسعر 4,499 د.إ' (iPhone X 256GB for 4,499 AED).

Africa – Jumia – marketplace BtoC

The screenshot shows the Jumia website homepage during a 'JUMIA BRAND FESTIVAL' from Sept. 21st to 27th, featuring up to 70% off. The header includes logos for Intel, HP, Dell, Logitech, and Samsung, along with a 'DISCOVER' button. Below the header, there are navigation links for 'Sell on Jumia', 'JUMIA PAY', 'FOOD', 'PARTY', and 'NOW'. The main navigation bar contains the Jumia logo, a search bar with the placeholder text 'Search products, brands and categories', and links for 'Login', 'Help', and 'Cart'. On the left, a vertical menu lists various product categories: Supermarket, Health & Beauty, Home & Office, Phones & Tablets, Computing, Electronics, Fashion, Baby Products, Gaming, Sporting Goods, Automobile, and Other categories. The central banner features a man sitting on the grass using a smartphone, with the text 'Grab 20% Cashback on your first order' and 'Use Code WELCOME20'. Below the banner, there are four service tiles: 'Official Stores', 'Airtime Cashback', 'Jumia Food', and 'Jumia Global'. On the right side, there are three promotional boxes: 'HELP CENTER Guide to Custom...', 'EASY RETURN Quick Refund', and 'SELL ON JUMIA Millions of Visitors'. At the bottom right, there is a red box for 'App Only BRAND FLASH SALE' from Sept. 21st to 27th.

South America – Mercado Libre – marketplace BtoC

The image shows the Mercado Libre homepage. At the top left is the logo with a hand icon and the text "mercado libre". To its right is a search bar with a magnifying glass icon. Further right are links for "Regístrate", "Ingresá", a help icon, and "Vender". The main heading reads "¡Encontrá lo que buscás!" followed by the subtext "Hay millones de productos publicados, las mejores marcas y los precios más bajos." Below this are three sections: "Clasificados" with buttons for "Autos, Motos y Otros", "Inmuebles", and "Servicios"; "Marcas" with a button for "Tiendas oficiales"; and "Categorías" with a grid of 16 buttons including "Accesorios para Vehículos", "Alimentos y Bebidas", "Animales y Mascotas", "Antigüedades", "Arte y Artesanías", "Bebés", "Belleza y Cuidado Personal", "Cámaras y Accesorios", "Celulares y Teléfonos", "Coleccionables y Hobbies", "Computación", "Consolas y Videojuegos", "Deportes y Fitness", "Electrodomésticos y Aires Ac.", "Electrónica, Audio y Video", "Entradas para Eventos", "Herramientas y Construcción", "Hogar, Muebles y Jardín", "Industrias y Oficinas", "Instrumentos Musicales", "Joyas y Relojes", "Juegos y Juguetes", "Libros, Revistas y Comics", "Música, Películas y Series", "Ropa y Accesorios", "Salud y Equipamiento Médico", and "Otras categorías". At the bottom, there is a banner with various product images (guitar, dog, laptop, books, glasses, controller, shoes, house, car) and a call to action: "¿Aún no tenés cuenta? [Regístrate gratis](#)".

US B2B Products and Services Marketplace Landscape



eBay Supply – USA – marketplace BtoB

The screenshot displays the eBay Business Supply homepage. At the top, the eBay logo is on the left, followed by a 'Shop by category' dropdown menu. A search bar contains the text 'Search for anything'. To the right of the search bar is a 'Business & Industrial' dropdown menu and a blue 'Search' button with an 'Advanced' link. Below the search bar, the breadcrumb 'eBay > Business & Industrial > eBay Business Supply' is visible. The main heading is 'eBay Business Supply'. On the left sidebar, there are sections for 'Business & Industrial Sales & Events' (with a link to a 'Bidadoo Heavy Equipment Auction'), 'Industries' (listing Construction, Facilities Management, Healthcare, Lab & Life Science, Manufacturing & Metalworking, Office, Restaurant & Catering, and Retail & Services), and 'Products For Your Business' (with dropdowns for Construction Supplies, Electronics, and Facilities Maintenance). The main content area features a large yellow banner with three images: a DeWalt circular saw, a microscope, and a Miller welder. Below the banner is the text 'Save On Business & Industrial' and 'Up to 70% off equipment and more.'. Underneath is a 'Shop By Industry' section with three images: server racks, a car's engine compartment, and a worker in an orange safety suit using a high-pressure washer.

International B2B Products and Services Marketplace Landscape

Machinery & Equipment



Construction



Steel
















Wide Category



















Materials & Tools






Packaging



Metals







Freight






Alibaba.com – il più importante marketplace BtoB al mondo

The screenshot displays the Alibaba.com homepage. At the top left is the logo with the tagline "Global trade starts here.™". Navigation links include "Sign In | Join Free My Alibaba" and "For Buyers - For Suppliers - Help - Trade Assurance". A search bar contains the text "What are you looking for..." and a "Search" button. A "Products" dropdown menu is visible. On the left, a "CATEGORIES" sidebar lists various product groups such as Apparel, Auto & Transportation, Electronics, Machinery, Gifts, Home, Health & Beauty, Bags, Electrical Equipment, Agriculture & Food, Packaging, and Metallurgy. The main content area features four category columns: Hardware & Tools, Machinery, Measurement & Analysis Instruments, and Industrial Parts & Fabrication Services. On the right, a promotional banner for "AliSourcePro" describes it as "The most effective OEM/ODM & multi-category sourcing tool." It lists three benefits: "Simple" (Post a Buying Request in just 1 minute), "Efficient" (Get multiple quotations within 24 hours), and "All-In-One" (Comparison, samples and deals). A "Get Quotations Now" button is present. Below this, a "Beauty & Apparel" section features an image of a woman and a product palette, with text: "Recommended suppliers", "Reasonably-priced products", and a "Source Now" link.

Top 10 Marketplace BtoB

		Alexa Rank	Year of foundation	Location	Ownership	Ownership (ente)	Supporta Transazioni	Geo Suppliers
1	Alibaba.com	53	1999	China	Privata	Jack Ma and Co.	Si	Worldwide
2	IndiaMART.com	979	1996	India	Privata	Intel Capital, Bennet, Coleman & Co. LTD	No	Worldwide
3	Dhgate.com	1206	2004	China	Privata	Diane Wang	Si	Cina
4	Made-in-china.com	2315	1996	China	Privata	Focus Technology Co.	No	Cina
5	Tradeindia.com	2929	1996	India	Privata	Infocom Network Ltd	No	Worldwide
6	China.cn	4700	-	China	Governativa	China Internet Information Center	No	Worldwide
7	Tradekorea.com	5686	2008	South Korea	Trade Association	Korea International Trade Association	Si	Worldwide
8	Ecplaza.net	6103	1996	South Korea	Privata	ECPlaza Network Inc.	No	Worldwide
9	Globalsources.com	6683	1996	Hong Kong	Privata	Trade Media Ltd.	No	Worldwide
10	Ec21.com	10275	1997	South Korea	Trade Association	Korea International Trade Association	No	Worldwide



- Quattro tipologie di membership, la prima gratuita e le altre tre con quote annuali tra 1.500€ e 6.000€
- La piattaforma supporta i pagamenti con strumenti di vario genere, ma mette in contatto diretto buyer e vendor, la transazione sulla piattaforma non è vincolante
- Vasta gamma di servizi aggiuntivi a pagamento
- Sono attivi anche in Italia i Service Partner di Alibaba che aiutano le aziende italiane a migliorare la propria presenza all'interno della piattaforma
- Con i livelli superiori di membership, tra i principali elementi:
 - si possono creare siti dedicati, essere collocati in alto nei risultati del motore di ricerca e nelle home page di categoria
 - si accede con diversi ordini di priorità alle RFQ (request for quotation) postate dai Buyer
 - Si accede a livelli diversi di certificazione



Comincia a vendere online

Inizia ora a vendere i tuoi prodotti su Amazon e raggiungi milioni di clienti

Registrati ora >

Desidero vendere sui 5 siti europei (?)

Deseleziona, se vuoi vendere solo su Amazon.it

39 € (comp. IVA) al mese

Giulio Finzi | 2020

TOP 100 Online-Marktplätze in Europa

Rank	URL	Country	Category	Core	B2X	Type	Owner	Basis
1	amazon.de	DE	Full range	S	B2C	T	Amazon	US
2	amazon.co.uk	UK	Full range	S	B2C	T	Amazon	US
3	ebay.de	DE	Full range	N	B2C	T	eBay	US
4	ebay.co.uk	UK	Full range	N	B2C	T	eBay	US
5	allegro.pl	PL	Full range	N	B2C	T	Allegro	PL
6	amazon.fr	FR	Full range	S	B2C	T	Amazon	US
7	leboncoin.fr	FR	Full range	N	B2C	C	Leboncoin	FR
8	amazon.it	IT	Full range	S	B2C	T	Amazon	US
9	ebay-kleinanzeigen.de	DE	Full range	N	B2C	C	eBay	US
10	amazon.es	ES	Full range	S	B2C	T	Amazon	US



MADE *in* ITALY

Discover the Artisans

Giulio Finzi | 2020

Aumenta le vendite. Raggiungi i clienti aziendali.

Vendi su Amazon Business

Per iniziare >

Hai già un account venditore professionale? [Richiedi gratuitamente il Logo Venditore Business.](#)



Vendita su Amazon



Logistica di Amazon



Amazon Pay



Amazon Business



Pubblicità su
Amazon

[Caratteristiche e vantaggi](#)

[Funzionamento](#)

[FAQ](#)

I vantaggi dei venditori business

amazon business

Vendere alle aziende è diventato facile quanto vendere ai consumatori.

✓ Acquisisci nuovi clienti aziendali con Amazon Business.

✓ Personalizza gratuitamente le tue offerte aziendali e aumenta la conversione.

Come venditore business puoi accedere a tutti gli attuali clienti Amazon e in più

GUSTO

Scopri

Formaggi

Salumi

Pasta, Riso e Cereali

Condimenti, Salse e Contorni

Cantina

Vini, Birre e Liquori

Gastronomia

Prodotti in offerta

GUSTO



FORMAGGI



SALUMI



PASTA, RISO E CEREALI

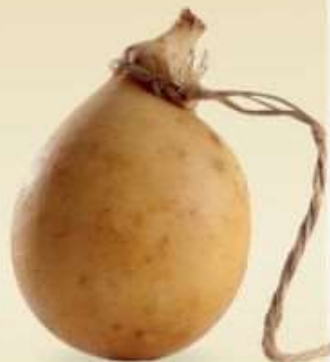


CONDIMENTI, SALSE
E CONTORNI



CANTINA

Gustose ispirazioni



FORMAGGI A STAGIONATURA MEDIA
Il fine pasto adatto a ogni occasione



OLII DI OLIVA
Il condimento sano e gustoso per eccellenza



PROSCIUTTI
Quando la bontà è di casa



NEBBIOLO
Il sapore vellutato e armonico del Piemonte

eBay > eBay Motors > Motors Parts & Accessories > Car & Truck Parts > Car & Truck Accessories

Car & Truck Accessories

Shop by Category

Car & Truck Parts

Car & Truck Accessories

Car & Truck Air Conditioning & Heater Parts

Car & Truck Air Intake & Fuel Delivery Parts

Car & Truck Brakes & Brake Parts

Car & Truck Charging & Starting Systems

Car & Truck Computers, Chips & Cruise Control Parts

Car & Truck Cooling Systems

Car & Truck Decals, Emblems & License Frames

Shop by Brand

[See All](#)

Ford

Chevrolet

BMW

Toyota

Nissan

All Listings Auction Buy It Now

Sort: Best Match View:

1-48 of 125,791 Results



2x Apple Tree AMG Key Cover For Mercedes Benz C E S CLA CLE GL Class A0008900023

★★★★★ 35 product ratings

\$18.85

Was: \$22.99

Free shipping

139 sold

13 new & refurbished from \$9.74

Top Rated Plus

From China

Brand: Mercedes-Benz

Benvenuto alla guida interattiva per nuovi venditori professionali

Crea il tuo account professionale e carica gli oggetti del tuo magazzino in modo semplice e veloce. Segui i passi qui sotto per:

- 1 Registrarti come venditore professionale
- 2 Scegliere il metodo di pagamento per tariffe e commissioni
- 3 Attivare la Console venditori
- 4 Iscriverti a un Negozio eBay
- 5 Impostare le regole di vendita: condizioni di pagamento, restituzione e spedizione
- 6 Mettere in vendita gli oggetti del tuo magazzino
- 7 Una volta completata la guida, avrai diritto a 2 mesi di iscrizione gratuita al Negozio ebay

[Inizia ora →](#)



Etsy – il marketplace per i prodotti artistici e artigianali

The screenshot shows the top navigation bar of the Etsy website. On the left is the Etsy logo. In the center is a search bar with the placeholder text "Cerca articoli o negozi", a "Cerca" button, and a "Sfoglia" dropdown menu. On the right are links for "Registrati" and "Accedi", and a shopping cart icon with a "3" badge and the label "Carrello".

Below the navigation bar is a light green banner with the text "Trasforma la tua passione in un business" and a blue button that says "Apri un negozio su Etsy".

The main content area features a large, faint background image of a gear. Below this, the heading "Cosa puoi vendere?" is centered. Underneath are three categories, each with a circular icon and a text label:

- Articoli fatti a mano**: Icon of a hand holding a needle and thread.
- Articoli Vintage**: Icon of a clock face. Below this icon is the text "Ciò che ha più di 20 anni."
- Materiali per creare**: Icon of various craft supplies like a bucket, a container, and a spool.

Houzz – il marketplace per l'arredamento

The screenshot displays the Houzz website interface. At the top, the Houzz logo is on the left, followed by a search bar containing the text 'Search Photos, Products, Pros & More...'. To the right of the search bar are navigation links: 'OUTDOOR SALE' (highlighted in green), a notification bell, a shopping cart icon, and a user profile icon labeled 'Your Houzz'. Below the search bar is a horizontal menu with icons and labels for 'PHOTOS', 'SHOP BY DEPARTMENT', 'FIND PROFESSIONALS', 'STORIES & ADVICE', and 'SALE'.

The main content area is titled '38,629 Contemporary Home Office Design Photos'. Above this title is a breadcrumb trail: 'All Rooms / Home Office Photos / Contemporary X clear all'. Below the title are filters for 'Popular Today' and a grid view selector. On the right side of the main area, it says '1 - 8 of 38,629 photos' with a right arrow.

On the left side, there is a sidebar with several filter sections:

- Room** (dropdown): 'All Rooms', 'Home Office Photos' (selected).
- Style** (dropdown): 'Popular Today'.
- Location** (dropdown): 'All Metro Areas'.
- Budget** (checkboxes):
 - \$ (539)
 - \$\$ (2,119)
 - \$\$\$ (2,278)
 - \$\$\$\$ (770)
- Size** (checkboxes):
 - Compact (2,014)
 - Medium (4,758)
 - Large (1,958)
 - Expansive (181)

The main image shows a contemporary home office with white walls, dark wood floors, a freestanding desk, and a large window with a brick accent. To the right of the image is a card for 'Bold New York Design' featuring the project '533 Leonard 2 Bedroom'. The card includes '99 Saves | 1 Question' and the user 'Travis Mark' with a link to their profile. Below the image, there is a short description: 'Inspiration for a contemporary study room remodel in New York with white walls, dark hardwood floors, a freestanding desk and brown floors — Houzz' and another line: 'Simplicity, brick accent only under the window, pop of color — Madison'.

Vendere online nel mondo

1. Quali paesi
2. Quali marketplace /retailer
3. Quali servizi dal marketplace
4. Quale logistica
5. Quali prodotti e gamma
6. Quale Pricing
7. Stima margini
8. Budget di lancio e di gestione
9. Vendite e KPI obiettivo

Marketplace: punti di forza e di debolezza

Plus

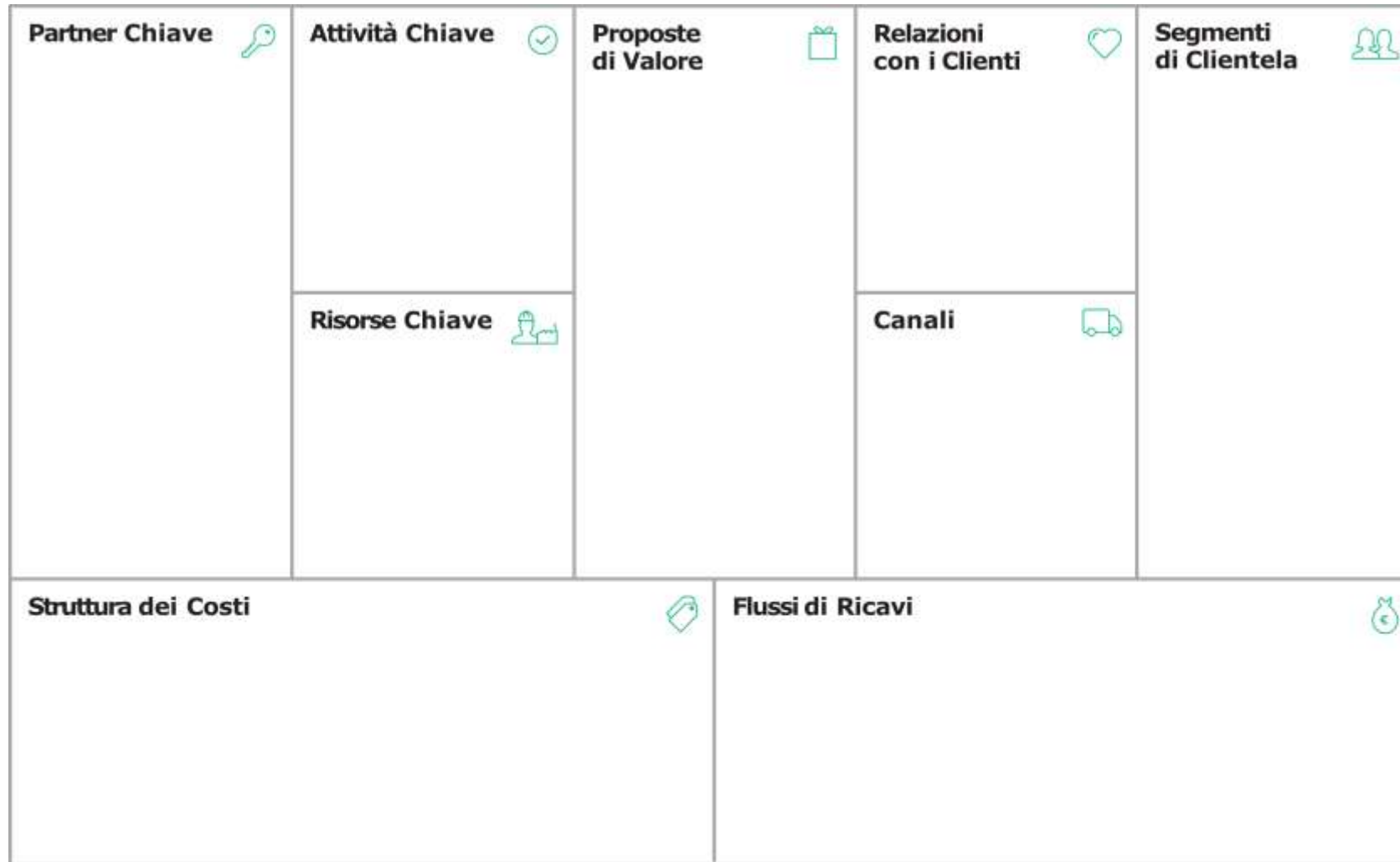
- Velocità di avvio
- Investimenti ridotti in infrastruttura IT
- Customer Rich e Customer Trust
- Digital marketing in «ambiente chiuso»
- Possibile esternalizzazione della logistica
- Report e Big Data
- Presidio del Customer Journey locale
- Sviluppo conoscenza mercato

....

Minus

- Incidenza commissioni dirette
- Mancanza di rapporto diretto con il Cliente finale (a seconda dei marketplace)
- Rischio «scavalcamento» per commercianti e rivenditori

Il business model canvas per impostare la digital transformation



I contenuti digitali dei prodotti: foto, testi e video



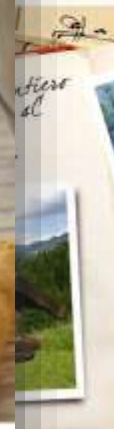
I contenuti digitali dei prodotti: foto, testi e video

Fate una verifica di tutta la vostra presenza online

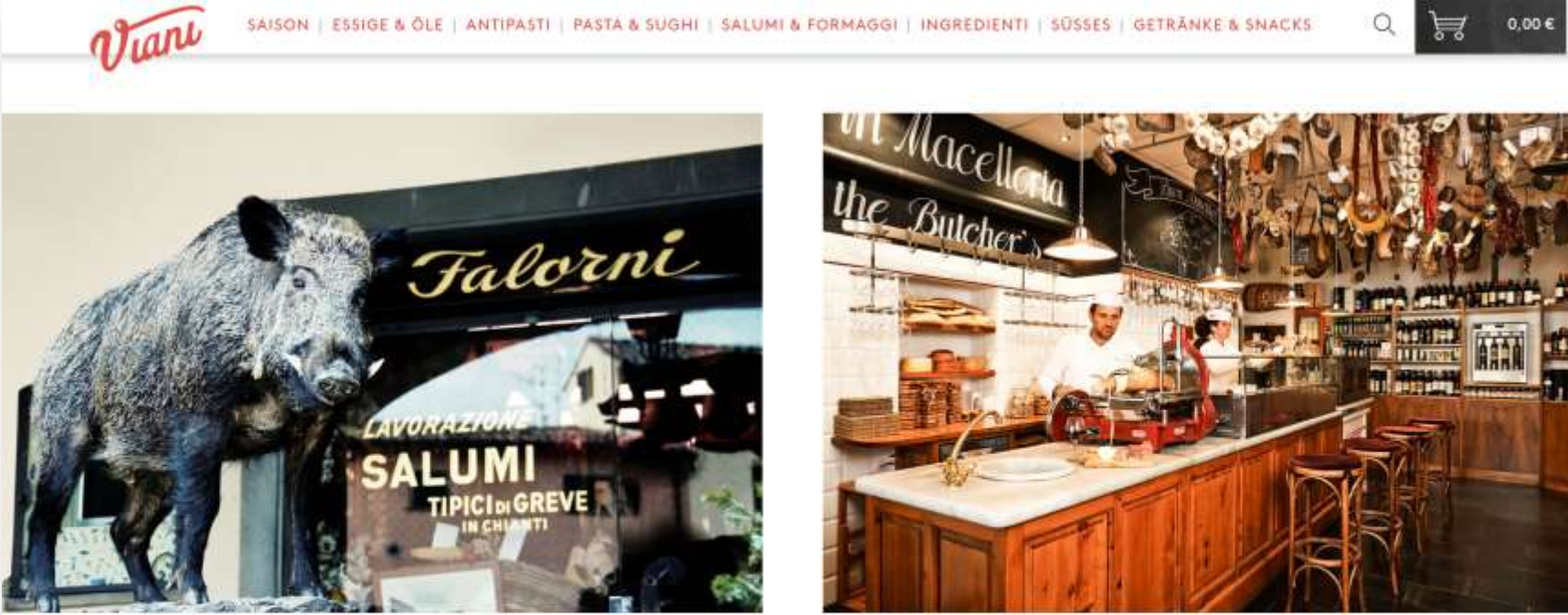
- ✓ Sito aziendale
- ✓ Facebook
- ✓ Instagram
- ✓ Youtube



Wolf. Buoni di famiglia



I contenuti digitali dei prodotti: foto, testi e video



The screenshot shows the Viani website interface. At the top, there is a navigation menu with categories: SAISON | ESSIGIE & ÖLE | ANTIPASTI | PASTA & SUGHI | SALUMI & FORMAGGI | INGREDIENTI | SÜSSES | GETRÄNKE & SNACKS. A search icon and a shopping cart icon with '0,00 €' are also visible. Below the navigation, there are two main images. The left image shows a taxidermy of a wild boar in front of a shop window with the sign 'Falorni' and text 'LAVORAZIONE SALUMI TIPICI DI GREVE IN CHIANTI'. The right image shows the interior of a butcher shop, 'Macelleria the Butcher', with a chef working at a counter and various meats hanging from the ceiling.

Es sind die Rassen Suini Grigi, Bianco della Val di Greve, Cinta Senese und Wildschweine aus der Region. Die Cinta Senese-Schweine, eine alte toskanische Sattelschweinrasse, erleben zwei Eichelmasten. Das Fleisch ist dadurch besonders aromatisch und nussig. Falornis waren auch die ersten Metzger in der Toskana, die Wildschwein-Salami herstellten. Wildschweine gibt es dort erst seit 40 Jahren. Die Salami überzeugen immer wieder durch ihren klaren Geschmack nach Fleisch und souveräner Würzung. Natürlich würzen sie sie gern mit Chianti Classico und toskanischem Fenchel.

I contenuti digitali dei prodotti: foto, testi e video

The image shows a screenshot of the Cortilia website's product page for 'Miele millefiori di alta montagna'. The page features a green header with navigation links like 'Chi siamo', 'Regala Cortilia!', 'Aiuto', 'Contattaci', and 'Blog'. Below the header is a navigation bar with icons for various product categories such as 'Cassette', 'Offerte', 'Mi Ricetta', 'Frutta e Verdura', 'Pesce e Carne', 'Salumi e Latticini', 'Gastronomia', 'Pane, Pasta e Risi', 'Dolci e Snack', 'Dolci e Snack', 'Vino e Bevande', 'Cura Persona', and 'Casa e Animali'. The main content area includes a large image of a honey jar and a bowl of honey. To the right of the image, the product title 'Miele millefiori di alta montagna' is displayed, along with the brand 'Le Api di Famolasco' and the weight '250 gr'. A green 'Aggiungi +' button is prominently featured. Below the product image, there is a 'Descrizione' section with text about the honey's origin and quality, and an 'Informazioni generali' section with details like 'Denominazione di vendita: Miele di millefiori', 'Ingredienti: miele di millefiori', and 'Quantità: 250 gr'.

Chi siamo | Regala Cortilia! | Aiuto | Contattaci | Blog

Cortilia
la campagna a casa tua

Come Funziona | Agricoltori | Ricette | Registrati | Accedi

Cassette | Offerte | Mi Ricetta | Frutta e Verdura | Pesce e Carne | Salumi e Latticini | Gastronomia | Pane, Pasta e Risi | Dolci e Snack | Dolci e Snack | Vino e Bevande | Cura Persona | Casa e Animali

Miele millefiori di alta montagna

Le Api di Famolasco | 250 gr

Aggiungi +

Descrizione

Il miele è vita, è rispetto dell'ambiente e della naturalità degli ecosistemi. Lo sanno bene Luigi e Alberto due amici, anime de Le api di Famolasco. Producono miele secondo il principio del nomadismo, spostando le arnie in funzione delle differenti fioriture. Ecco qui proposto il miele millefiori, un miele che raccoglie il ricco scenario di essenze e profumi delle differenti fioriture della montagna.

Informazioni generali

Denominazione di vendita: Miele di millefiori
Ingredienti: miele di millefiori
Quantità: 250 gr
Confezionamento: sottovuoto

I contenuti digitali dei prodotti: foto, testi e video

The screenshot displays the Cortilia website interface. At the top, there are navigation links: "Chi siamo", "Regala Cortilia!", "Aiuto", "Contattaci", and "Blog". The Cortilia logo is prominently displayed with the tagline "la campagna a casa tua". Below the logo, there are navigation options: "Come Funziona", "Agricoltori", and "Ricette". A dark green button contains the text "Registrati | Accedi".

A horizontal menu bar features various product categories represented by icons: Casette, Offerte, Mi Piace, Frutta e Verdura, Pesce e Carne, Salumi e Latticini, Gastronomia, Pane, Pasta e Riso, Dolci e Snack, Trepenna, Vite e Bevande, Cura Persona, and Casa e Animali.

The main content area is split into two columns. The left column features a large black and white photograph of a vintage car with two young boys standing beside it. The right column is dedicated to the "Pastificio Novella" product page. It includes the address "via Caorsi 6 Sori (GE)", a Google Map showing the location in Sori, and a text block titled "Tradizione ligure dal 1903".

Pastificio Novella
via Caorsi 6 Sori (GE)

Tradizione ligure dal 1903

Il Pastificio Novella nasce nel 1903 a Sori, un piccolo paese della Riviera Ligure in provincia di Genova, dove la famiglia Bozzo Novella ha iniziato la propria avventura come produttore di pasta secca. Con il passare degli anni l'attività si è poi ingrandita, decidendo a metà del Novecento di spostare interamente la produzione sulla pasta fresca, cercando di valorizzare le ricette del territorio come le trofie, i pansoti e introducendo successivamente il Pesto Genovese. Giunti oggi alla quarta generazione, il Pastificio Novella produce ogni giorno prodotti eccezionali, sia nel gusto che nella ricerca delle materie prime, mantenendo saldi i valori che gli sono stati tramandati. Proprio per questo per la pasta viene impiegata solo farina da grano coltivato e macinato in Italia, mentre per il pesto, il trafilato a stamponamento della Farinaccio DOP coltivato in Liguria.

I contenuti digitali dei prodotti: foto, testi e video

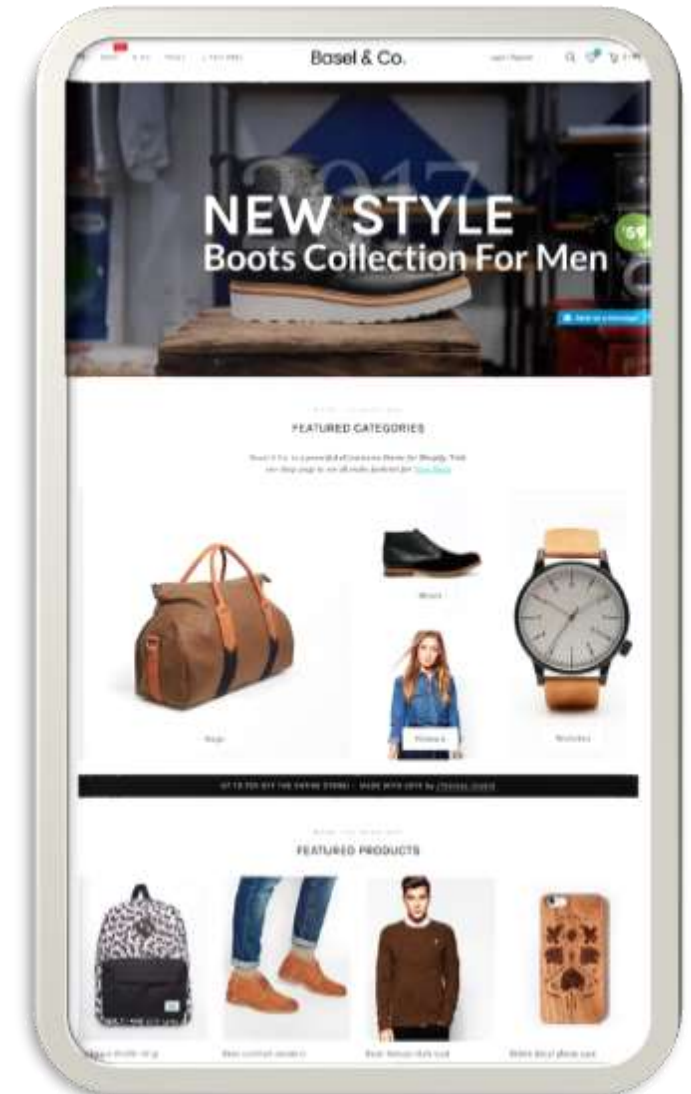
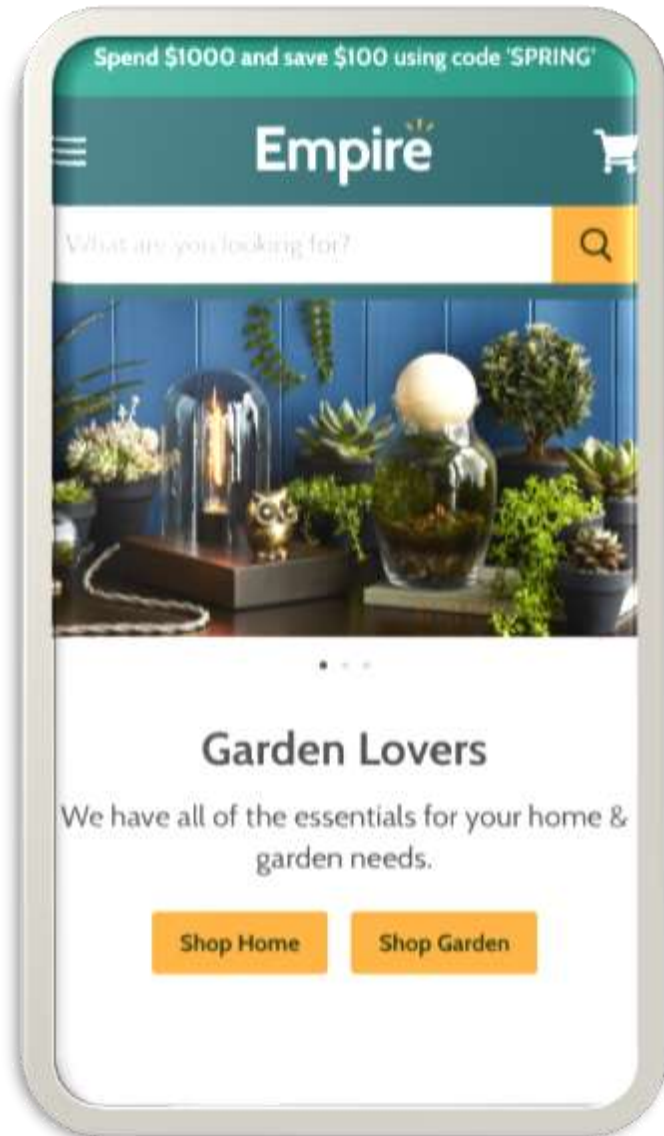


Giulio Finzi | 2020

I contenuti digitali dei prodotti: foto, testi e video



I contenuti digitali dei prodotti: foto, testi e video



Stima del mercato, selezione paesi target: Google Market Finder

The screenshot displays the Google Market Finder interface. At the top, it says "think with Google" and "Market Finder". The main heading is "Suggested market opportunities." Below this, there are navigation tabs for "SUGGESTED MARKETS" and "YOUR SHORTLIST 3". The primary market shown is France, with a rank of 2. Key metrics for France include approximately 61 million monthly searches, an AdWords recommended bid of \$0.28, an ease of doing business index rank of #29, and a household net disposable income of \$32.7k. A "Market filter" section is visible on the right, and a "Your business" section at the bottom right shows the website address "www.albertofermani.com".


think with Google

Market Finder Find new opportunities Plan your operations Market your business Dashboard SIGN OUT

Suggested market opportunities.

Refine your search, explore insights, or add markets to your shortlist.

SUGGESTED MARKETS YOUR SHORTLIST 3 NEED HELP ?

2  France [MORE DETAILS](#)

~61m Monthly searches across categories

\$0.28 AdWords recommended bid

#29 Ease of doing business index (rank)

\$32.7k Household net disposable income

Market filter

Filter by countries and regions

Your business

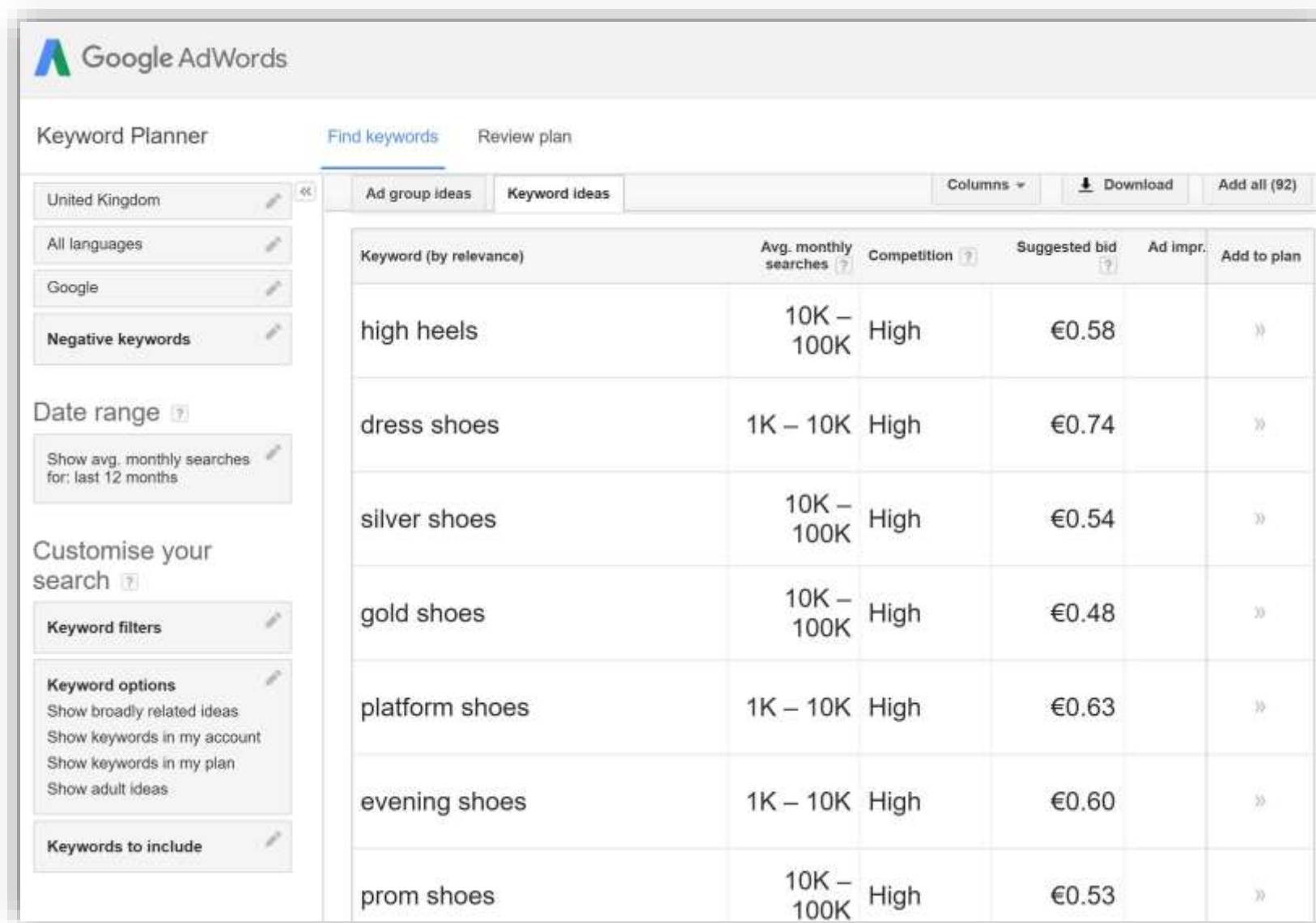
YOUR WEBSITE ADDRESS

www.albertofermani.com

Stima del mercato, selezione paesi target: Google Market Finder

The screenshot shows the Google Market Finder interface for Germany. At the top, there are navigation tabs: "Market Finder", "Find new opportunities" (which is active), "Plan your operations", "Market your business", and "Dashboard". Below the navigation, the country "Germany" is selected, indicated by a small circle with the number "5" and the German flag. To the right of the country name is a button labeled "REMOVE FROM SHORTLIST" and an upward-pointing chevron. Below this, there is a section titled "Data sources" with a list of six sources: 1. World Economic Forum (2017), 2. Unicode.org (2017), 3. Countries of The World (2017), 4. Transparency.org (2016), 5. CIA World Factbook (2015), 6. UN data (2015). Below the data sources are several expandable sections: "Economic profile", "Search and advertising", "Online profile", "Purchase behaviour", and "Logistics", each with a downward-pointing chevron icon.

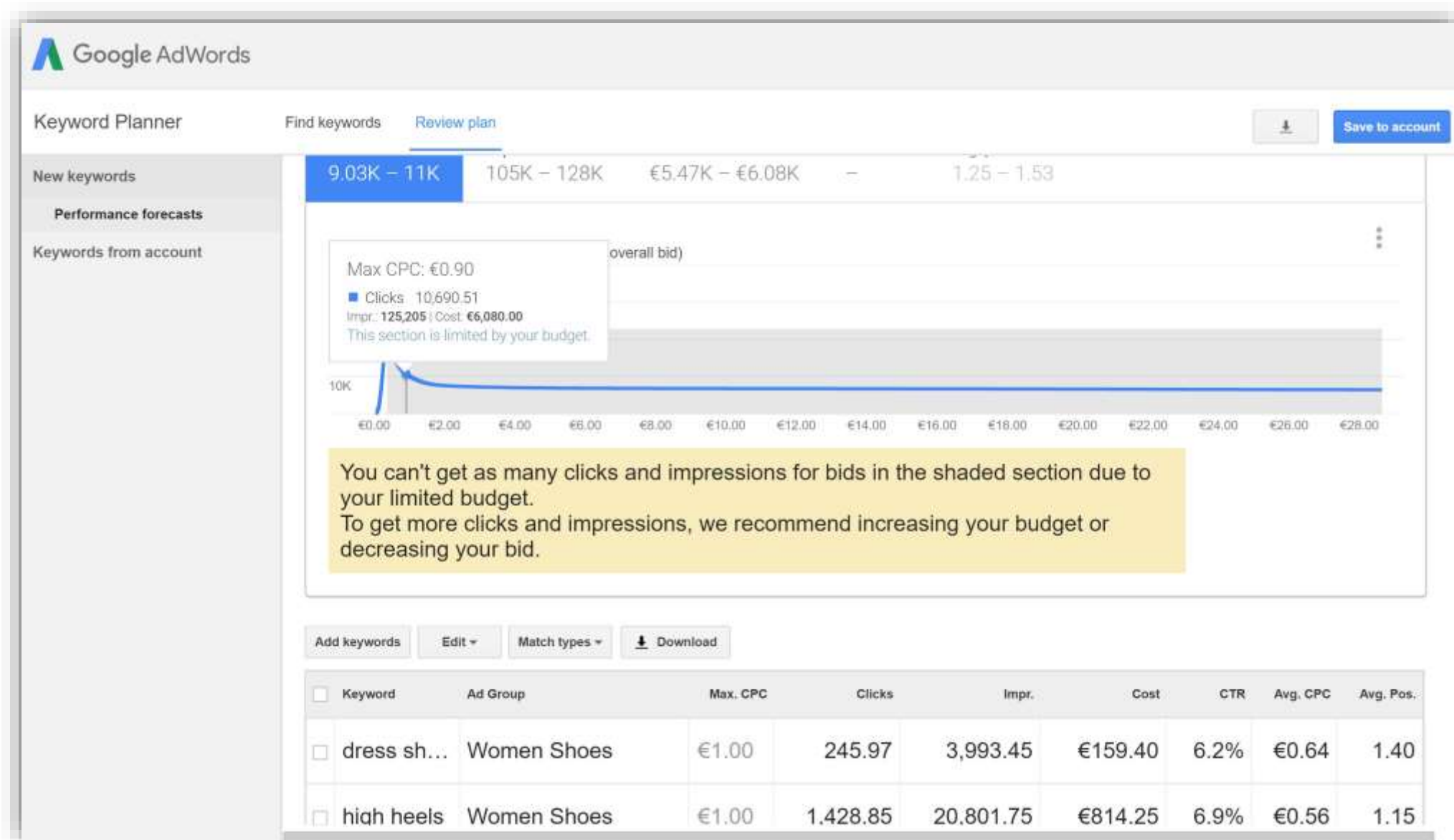
Stima del mercato potenziale: Google Keyword Planner



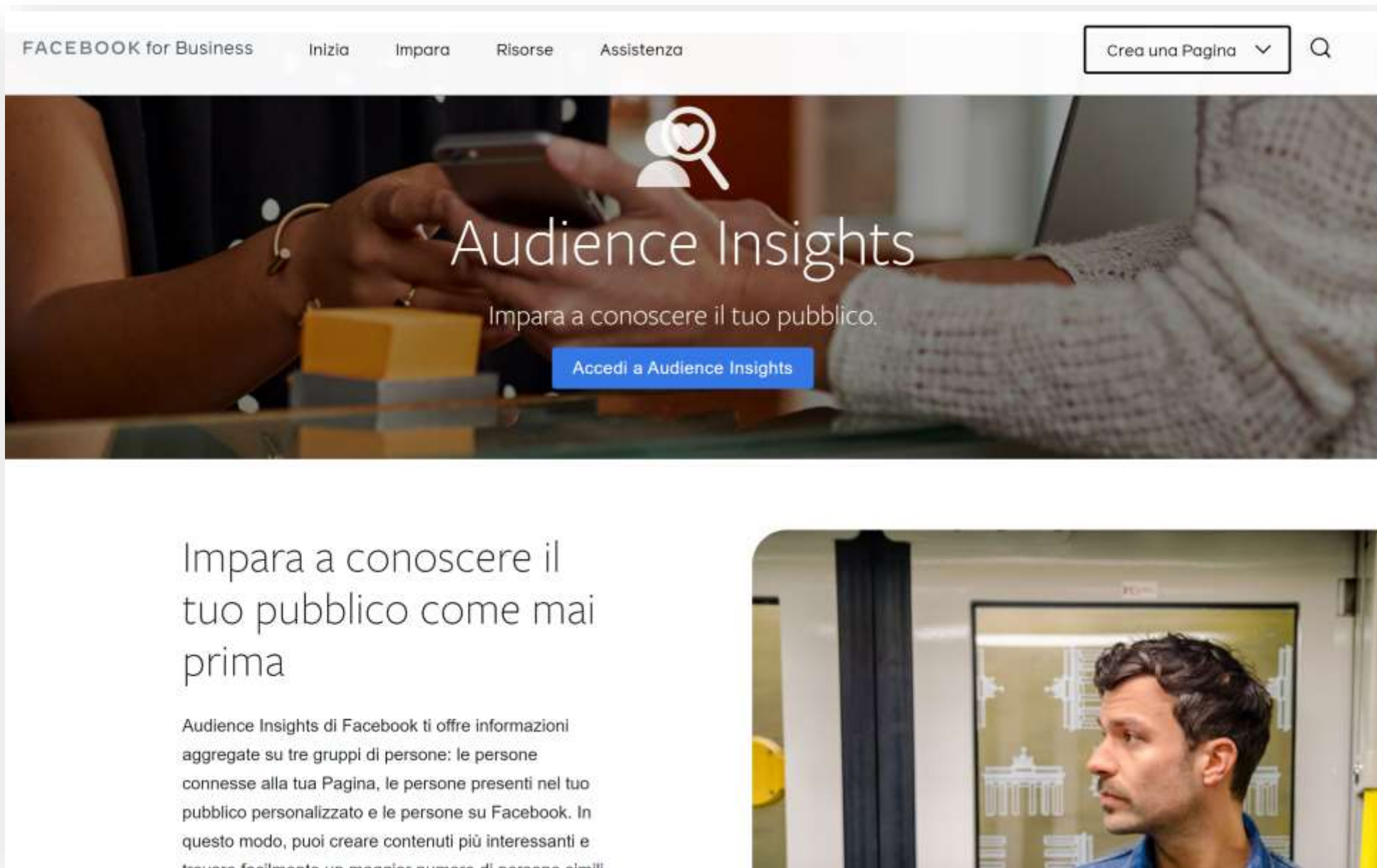
The screenshot displays the Google AdWords Keyword Planner interface. The top navigation bar includes the Google AdWords logo and the text 'Keyword Planner'. Below this, there are two tabs: 'Find keywords' (active) and 'Review plan'. The interface is divided into a left sidebar and a main content area. The sidebar contains filters for 'United Kingdom', 'All languages', 'Google', and 'Negative keywords'. It also includes a 'Date range' section with a dropdown set to 'Show avg. monthly searches for: last 12 months'. Below that is a 'Customise your search' section with 'Keyword filters' and 'Keyword options' (including 'Show broadly related ideas', 'Show keywords in my account', 'Show keywords in my plan', and 'Show adult ideas'). At the bottom of the sidebar is a 'Keywords to include' section. The main content area has a header with 'Ad group ideas' and 'Keyword ideas' tabs, along with 'Columns', 'Download', and 'Add all (92)' options. The main table lists keywords with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Suggested bid', 'Ad impr.', and 'Add to plan'. The keywords listed are 'high heels', 'dress shoes', 'silver shoes', 'gold shoes', 'platform shoes', 'evening shoes', and 'prom shoes'.

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr.	Add to plan
high heels	10K – 100K	High	€0.58		»
dress shoes	1K – 10K	High	€0.74		»
silver shoes	10K – 100K	High	€0.54		»
gold shoes	10K – 100K	High	€0.48		»
platform shoes	1K – 10K	High	€0.63		»
evening shoes	1K – 10K	High	€0.60		»
prom shoes	10K – 100K	High	€0.53		»

Stima del mercato potenziale: Google Keyword Planner



Marketing e comunicazione: social media



The image shows a screenshot of the Facebook Audience Insights landing page. At the top, the navigation bar includes 'FACEBOOK for Business', 'Inizia', 'Impara', 'Risorse', and 'Assistenza'. On the right, there is a 'Crea una Pagina' button with a dropdown arrow and a search icon. The main banner features a background image of hands holding a smartphone, with a magnifying glass icon over a heart and two people. The text 'Audience Insights' is prominently displayed, followed by the subtitle 'Impara a conoscere il tuo pubblico.' and a blue button labeled 'Accedi a Audience Insights'.

FACEBOOK for Business Inizia Impara Risorse Assistenza Crea una Pagina 🔍


Audience Insights

Impara a conoscere il tuo pubblico.

[Accedi a Audience Insights](#)

Impara a conoscere il tuo pubblico come mai prima

Audience Insights di Facebook ti offre informazioni aggregate su tre gruppi di persone: le persone connesse alla tua Pagina, le persone presenti nel tuo pubblico personalizzato e le persone su Facebook. In questo modo, puoi creare contenuti più interessanti e trovare facilmente un maggior numero di persone simili



A photograph of a man in a blue shirt looking at a screen displaying a diagram or chart, likely related to audience insights.

Stima del mercato potenziale: Facebook Advertising

Facebook Audience Insights interface showing demographic data for a selected audience.

Giulio Finzi (554567397990...) | Crea nuovo | Apri | Salva | Altro | **Crea inserzione**

CREA PUBBLICO

Luogo | STATI UNITI | Stati Uniti (tutto il Paese) | + Paese, regione o città

Età e genere

Età | 18 - Qualunque

Genere | Tutti | Uomini | Donne

Interessi | + Interesse

Connessioni | Avanzati

(Nuovo pubblico) | 150 mln - 200 mln people | **Persone su Facebook** | Paese: Stati Uniti d'America

Dati demografici | "Mi piace" sulla Pagina | Luogo | Attività

Aggiungi o rimuovi le posizioni qui per cambiare il tuo pubblico selezionato.

55% Donne | 55% Tutto Facebook

45% Uomini | 45% Tutto Facebook

Age Group	Women (%)	Men (%)
18 - 24	13%	14%
25 - 34	23%	27%
35 - 44	19%	20%
45 - 54	16%	16%
55 - 64	15%	12%
65 +	14%	10%

Stima del mercato potenziale: Facebook Advertising

Facebook Audience Insights interface showing demographic data for a selected audience.

Giulio Finzi (554567397990...) | Crea nuovo | Apri | Salva | Altro | **Crea inserzione**

CREA PUBBLICO

Luogo (dropdown menu)
STATI UNITI
Stati Uniti (tutto il Paese)
+ Paese, regione o città

Età e genere (dropdown menu)
Età: 25+ - 35+
Genere: Tutti | Uomini | Donne

Interessi (dropdown menu)
FITNESS E WELLNESS
Esercizio fisico
Forma fisica
+ Interesse

Connessioni >
Avanzati (dropdown menu)
Lingua (dropdown menu)

(Nuovo pubblico) | **Persone su Facebook**
1 mln - 1,5 mln people | Paese: Stati Uniti d'America

Dati demografici | "Mi piace" sulla Pagina | Luogo | Attività

Aggiungi o rimuovi le posizioni qui per cambiare il tuo pubblico selezionato.

0% Donne (55% Tutto Facebook)
100% Uomini (45% Tutto Facebook)

Età	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
Donne	0%	0%	0%	0%	0%	0%
Uomini	0%	96%	5%	0%	0%	0%

100% | 69%

Stima del mercato potenziale: Facebook Advertising

Facebook Ads Manager interface showing campaign settings and market potential estimates.

Top Bar: Gestione inserzioni, Cerca, Giulio, Notifications, Settings.

Left Sidebar: Giulio Finzi (5545673979...), Campagna (Obiettivo), Account pubblicitario (Crea nuovo account), Gruppo di inserzioni (Conversione, Creatività dinamiche, Offerta, Pubblico, Posizionamenti, Budget e programmazione), Inserzione (Identità, Formato, Contenuti multimediali, Testo e link).

Main Content:

- Nome del gruppo di inserzioni: US - 25-35
- Obiettivo: Pubblico
- Stabilisci a chi desideri mostrare le tue inserzioni. Scopri di più
- Creazione pubblico: Crea un nuovo pubblico (selezionato), Usa il pubblico salvato
- Pubblico personalizzato: Aggiungi un pubblico personalizzato o simile creato in precedenza. Escludi | Crea nuovo
- Targeting details:
 - Luoghi: Paese di residenza: Stati Uniti
 - Età: 25 - 35
 - Genere: Uomini
 - Targetizzazione dettagliata: Tutti i dati demografici, gli interessi e i comportamenti
- Mostra altre opzioni

Right Panel: Dimensioni pubblico

Il tuo pubblico è definito.

Specifico | Ampio

Copertura potenziale: 1.600.000 persone

Right Panel: Risultati giornalieri stimati

In base alla finestra di conversione 7 giorni giorni dal clic e visualizzazione di 1 giorni

Copertura: 427 - 1,2K

Conversioni: <10

L'accuratezza delle stime si basa su fattori come i dati delle campagne passate, il budget che hai inserito e i dati di mercato. I numeri vengono forniti per darti un'idea delle



Digit Expert

Fissa un appuntamento gratuito con un nostro esperto digitale



1

Iscriviti

Entro qualche ora ti attiveremo e potrai accedere al servizio. In



2

Seleziona

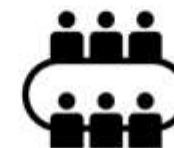
l'esperto che fa per te. Una volta attivato, accedi al sito, seleziona



3

Fissa l'agenda

Entro 48 ore l'esperto darà riscontro alla tua richiesta. Riceverai una



4

Meeting

Grazie al **nostro sistema video integrato**, potrai effettuare l'incontro