

EXPANSION CHALLENGES FOR ECOMMERCE MERCHANTS IN CENTRAL AND EASTERN EUROPE

*How Online Retailers in the
Region Grow Their Business?*

AN INTERNATIONAL ONLINE SURVEY OF



MEDIAPOST HIT MAIL
Digital, Loyalty & Ecommerce



metrica
Mediapost Hit Mail Group

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FOREWORD

The global ecommerce market is growing every year, with retail online sales expected to grow to \$5,55 in 2022, according to eMarketer. By 2025 it is expected to reach almost double the growth, up to the mind blowing \$7,39 trillion. In other words, there are plenty of opportunities on the market (in many different categories), so if online merchants want to benefit from them, they must be well prepared for the fierce competition. Both on a local and global scale.

It also demonstrates clearly that a carefully planned ecommerce expansion strategy is crucial for every merchant. Consumers become increasingly aware of the convenience and simplicity of online shopping.

A recent McKinsey survey conducted with more than 200 organizations across industries, reported that over 90 percent of executives said they expect fallout from COVID-19 to fundamentally change the way they do business over the next five years, with almost as many asserting that the crisis will have a lasting impact on customers' needs.

Since March 2020 cross-border ecommerce has seen strong positive growth. Markets worldwide were rebounding and even exceeding pre-pandemic figures, after slight downturns in sales following the COVID-19 outbreak. Of course, there was a shift in consumption too. Consumers diverted budgets from leisure and travel towards discretionary goods. Some product categories were outstanding winners since other struggled and had to reframe the way they do business online.

This is where the potential of international online trading to weather the COVID-19 storm was revealed. Being active in just one market in times when selling online cross-border have never been easier is a waste of time and potential profits. Of course, it takes time and resources. However, it also opens almost endless possibilities for your brand to reach more people.

In the last two years everybody from well-established and popular brand owners to small startups had to quickly re-consider their ecommerce strategy. In this context, in August-Sep-

tember 2022 **Mediapost Hit Mail launched an international ecommerce survey.** Almost **850 companies** from different countries in Central and Eastern Europe (CEE) took part. Merchants answered many questions and made the survey **one of the most detailed private market research activities in the region.** The survey was open for almost two months until end of September. Our goal was to understand better the main challenges merchants have while selling their products online.

Thank you for taking the time to read our survey report. We hope it will be interesting for you and we encourage you to share it with your colleagues and friends.

Please reach out if you have any questions or would like to share your feedback with us. You will find all our contacts at the end of the report as well.

Hristo Radichev
Country Manager, Mediapost Hit Mail

EXECUTIVE SUMMARY

The ecommerce channel had consistent double-digit growth each year prior to COVID-19. The Pandemic quickly escalated this and several markets across the CEE region had double or bigger increase in online revenue. The next two years also proved that the massive shift from offline to online is here to stay. With the new ecommerce acceleration in 2022 at the background, Mediapost Hit Mail dove deeper to uncover the why and the how behind the ecommerce industry response when it comes to online sales in the CEE region.

It turns out that big part of respondents is **still missing opportunities when it comes to ecommerce business**. Apart of not having the right product, they either lack time or expertise to organize better their online sales. More than half of them even still don't have their own website, but there are many others who consider seriously to develop one. This opens big opportunities to service providers specialized

in ecommerce website development.

There are plenty of additional activities directly linked to cross-border ecommerce – translation and localization of the website, tax and legal issues, customer service, last mile delivery, to name just a few. Most of them are still terra incognita for merchants and there is a lot to learn for them about these topics. Having in mind the huge growth of ecommerce year-over-year, they will have to be quick and adaptive in order to stay competitive and uplift their results when selling online. **The ones who act quickly will have a strong competitive advantage. The ones still reluctant will suffer.**

Some of the key findings you read in this report may seem obvious, as confirmations of the rather conservative mindset of merchants. Others are meant to prepare them to do business in ambiguous and uncomfortable places. One thing is for certain: the cautious approach, the skills and tactics developed over the last

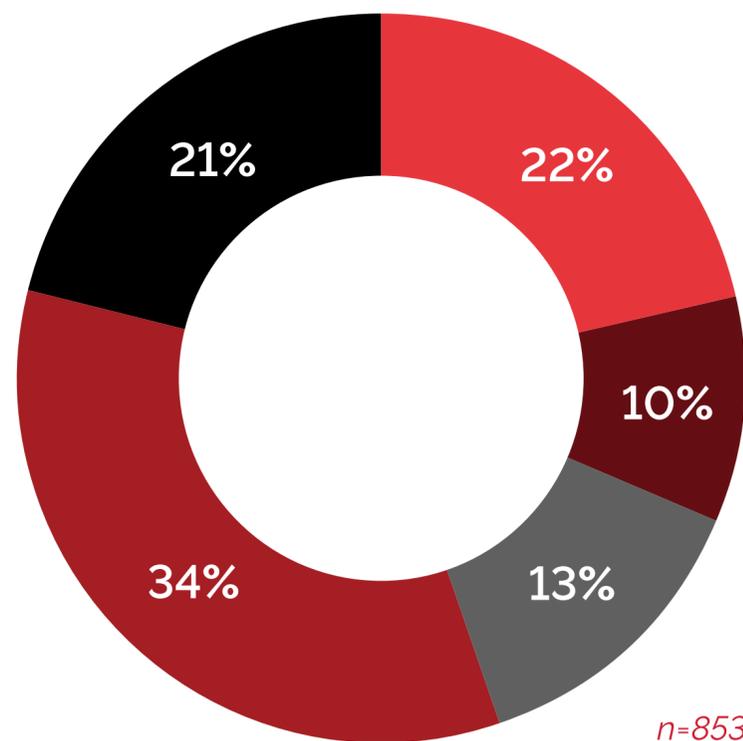
few years are no longer producing the results that they were planned to deliver. The game has changed and even the slightest underperforming tactics will have consequences, allowing competitors and nimble newcomers to take market share from complacent onlookers. **At Mediapost Hit Mail we have vast experience in cross-border trade, digital marketing, email automation and order fulfillment capabilities in 15 countries in EU. We are here to guide you through these times of disruption, uncertainty, and opportunity with the services you need to excel in the new wave of ecommerce.**

KEY STATS

- Half of all respondents still do not sell their products online. 20% of them are not planning to start doing it at all, mainly because they find their products not suitable for ecommerce. Sometimes it is not like that. They just cannot imagine that their products can be sold on ecommerce channels.
- Almost 10% of responding businesses sell online only on marketplaces, without having their own ecommerce website.
- 13,6% of respondents have both ecommerce website and marketplaces as sales channels. This gives them additional opportunities for growth.
- 58% of respondents who already sell online are either present in local or international marketplaces or consider entering them soon.
- Good quality traffic of the marketplace ranks highest (32%) when it comes to benefits for merchants using this channel. It is followed by the fact they have to pay only when they have a sale, without big upfront investment (22%).
- High commission fees (48%), too much competition (16%) and issues to stand out from the rest (15%) rank highest when it comes to disadvantages working with a marketplace.
- 16% of respondents are already selling cross-border, with almost twice as much (30%) planning to do it soon. The quicker they are, the better for their business.
- Organizing the last mile delivery to end customers when selling cross-border is the main challenge for almost 30% of respondents. Overall management of operations (18%) and translation and localization (15%) rank second and third.
- When products are suitable to be sold online, lack of budget (36%) and expertise (19%) are the main reasons why respondents don't do it. While budget constraints can be avoided via popular marketplaces, lack of knowledge is only replaced by outsourcing some activities.
- 32% of merchants selling online expect up to 20% growth in revenue compared to 2021. 23% see no difference, and almost 17% expect to have their revenue down by up to 20% compared to the previous year.

SURVEY

1 Do you currently sell products online?



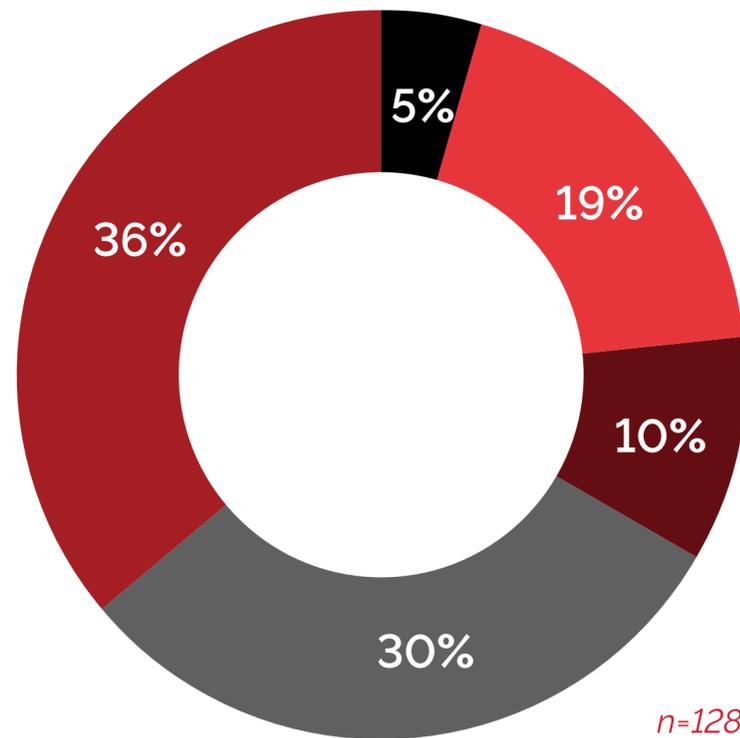
- Yes, via own ecommerce website(s)
- Yes, via marketplace(s) like eMAG, Amazon, Skrutz, eBay etc.
- Yes, both via own ecommerce website and marketplace(s)
- We don't sell online yet, but we are planning to start
- No and we don't plan to sell online at all

Only 35% of the online businesses actually have ecommerce websites. 10% rely fully on marketplaces to sell their goods. 13% are well diversified with both their own website and marketplaces. 21% don't plan to sell online.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



2 What is the main reason for not selling online?



- We don't have enough people
- We lack expertise
- We don't have enough time to develop ecommerce sales
- We don't have enough budget to develop ecommerce sales
- Our products aren't suitable for ecommerce

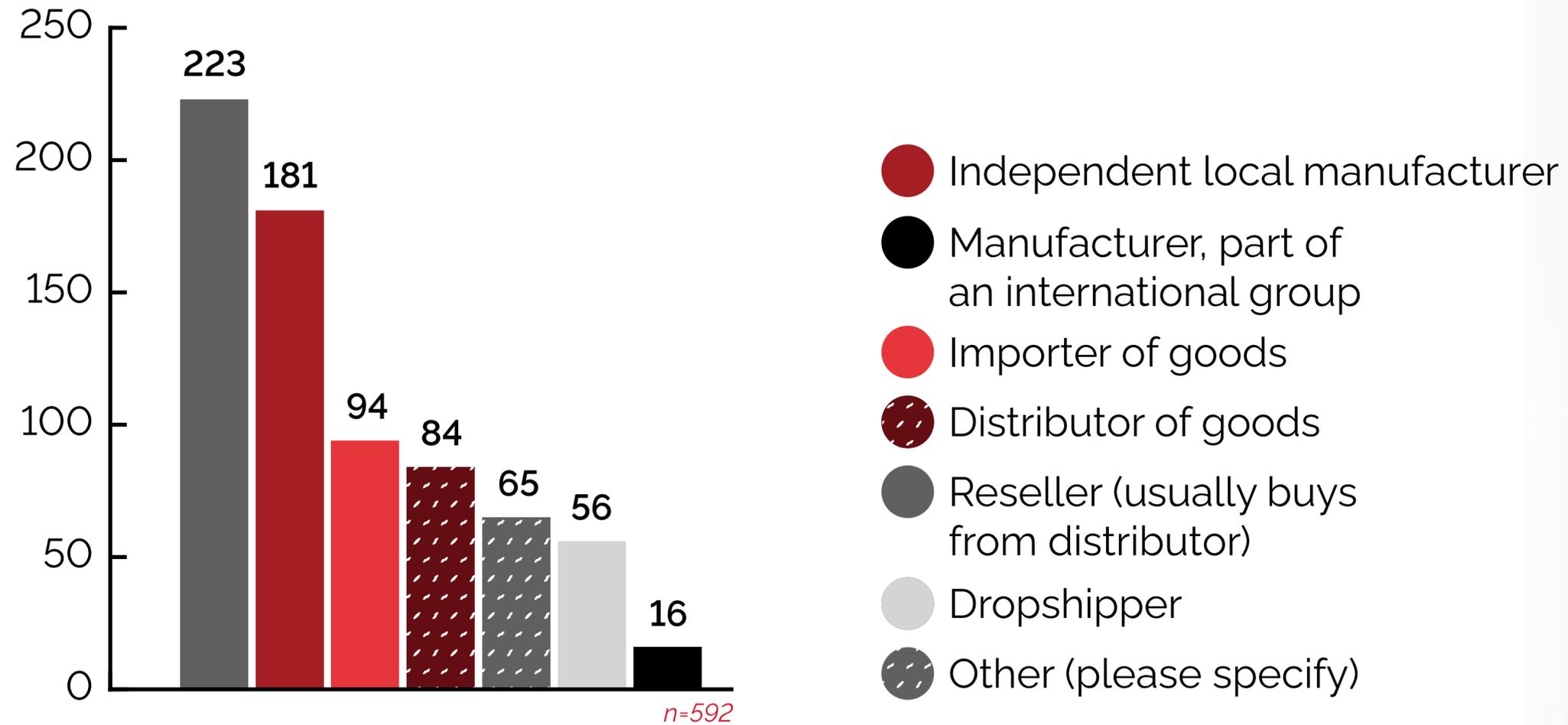
Lack of expertise and budget limitations are the main issues for going online. There are workarounds for both of them. Outsourcing some services to a reliable agency with enough experience would solve the expertise issue. Selling on marketplaces would partially solve the money issue and reduce the risk.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



3

Are you a:

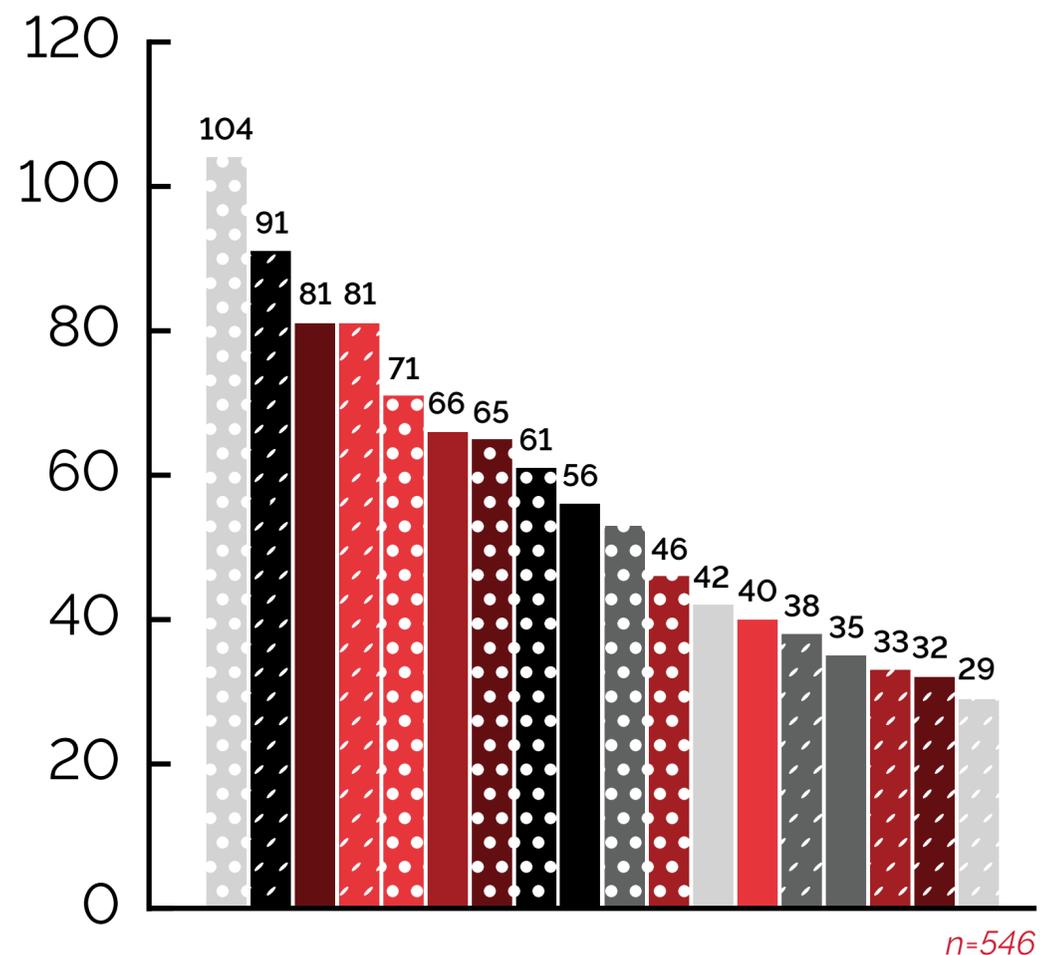


Survey participants are predominantly local manufacturers or importers or resellers of products. Dropshippers represent less than 10% of respondents.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

4

Which of the following categories of products are you offering on your website(s)?



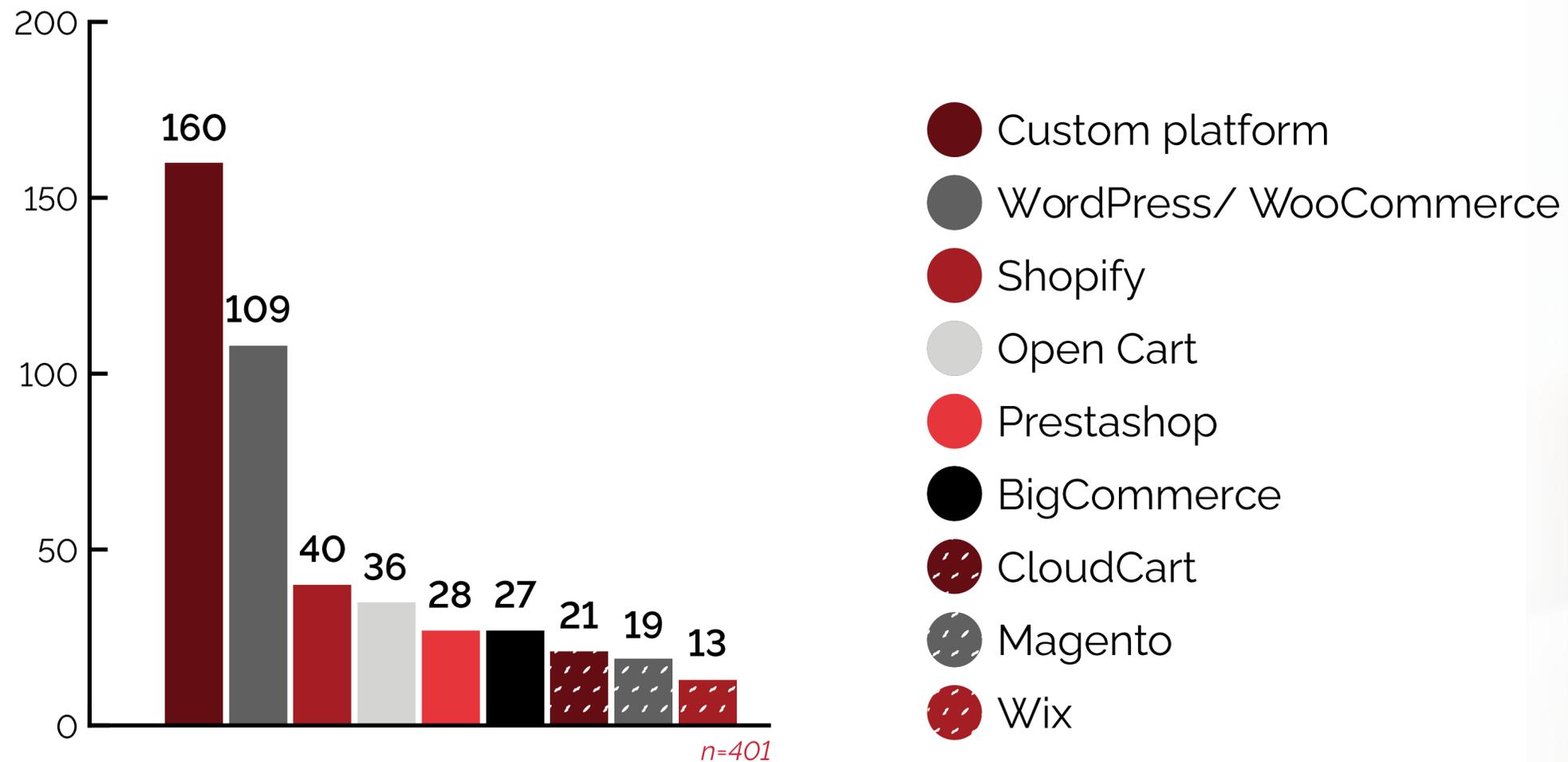
The broad coverage of the survey is well visible on this chart. There is a huge variety of products categories among respondents, with clothes, cosmetics and hobby items being the most.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

- Clothes (incl. underwear)
- Other (please specify)
- Cosmetics
- Hobby items
- Accessories (e.g. scarfs, hats, socks, belts, wallets, watches etc.)
- Consumer electronics
- Food (incl. baby food) and beverages
- Shoes
- Furniture and home decoration
- Food supplements
- Food (incl. baby food) and beverages
- Sport products
- Baby products (incl. clothes and toys, except baby food)
- Gardening products (incl. plants and flowers)
- Jewelry
- Printed materials (incl. books, posters, pictures etc.)
- Kitchen utensils
- Pet products (incl. Pet food)

5

Which is the ecommerce platform you are using on your ecommerce website(s)?



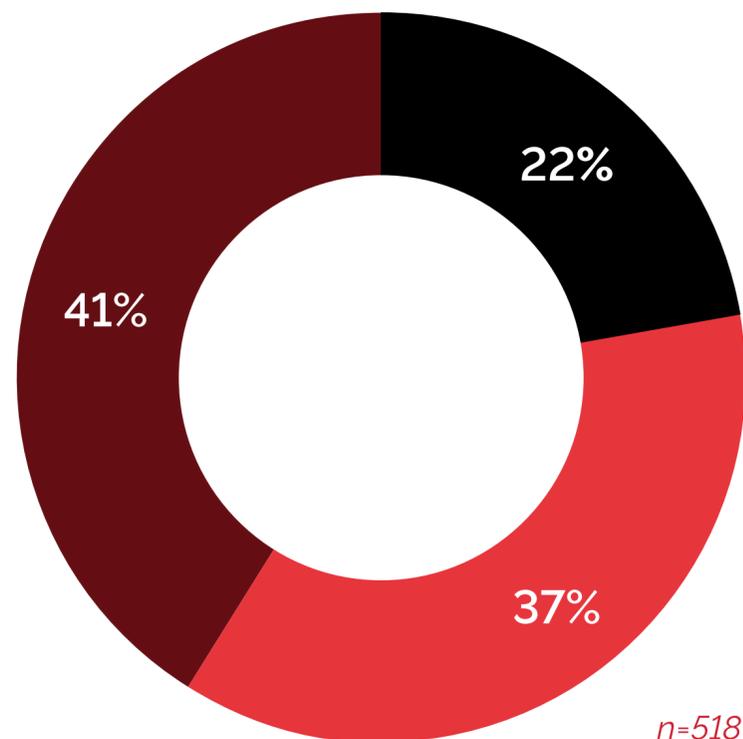
Almost 40% of ecommerce businesses with own websites use custom built e-shops to offer their goods. WooCommerce ranks second, leaving Shopify and Open Cart far behind.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



6

Do you also sell online your products on one or more marketplace platforms (e.g. eMAG, Vivre, Allegro, Amazon etc.)?



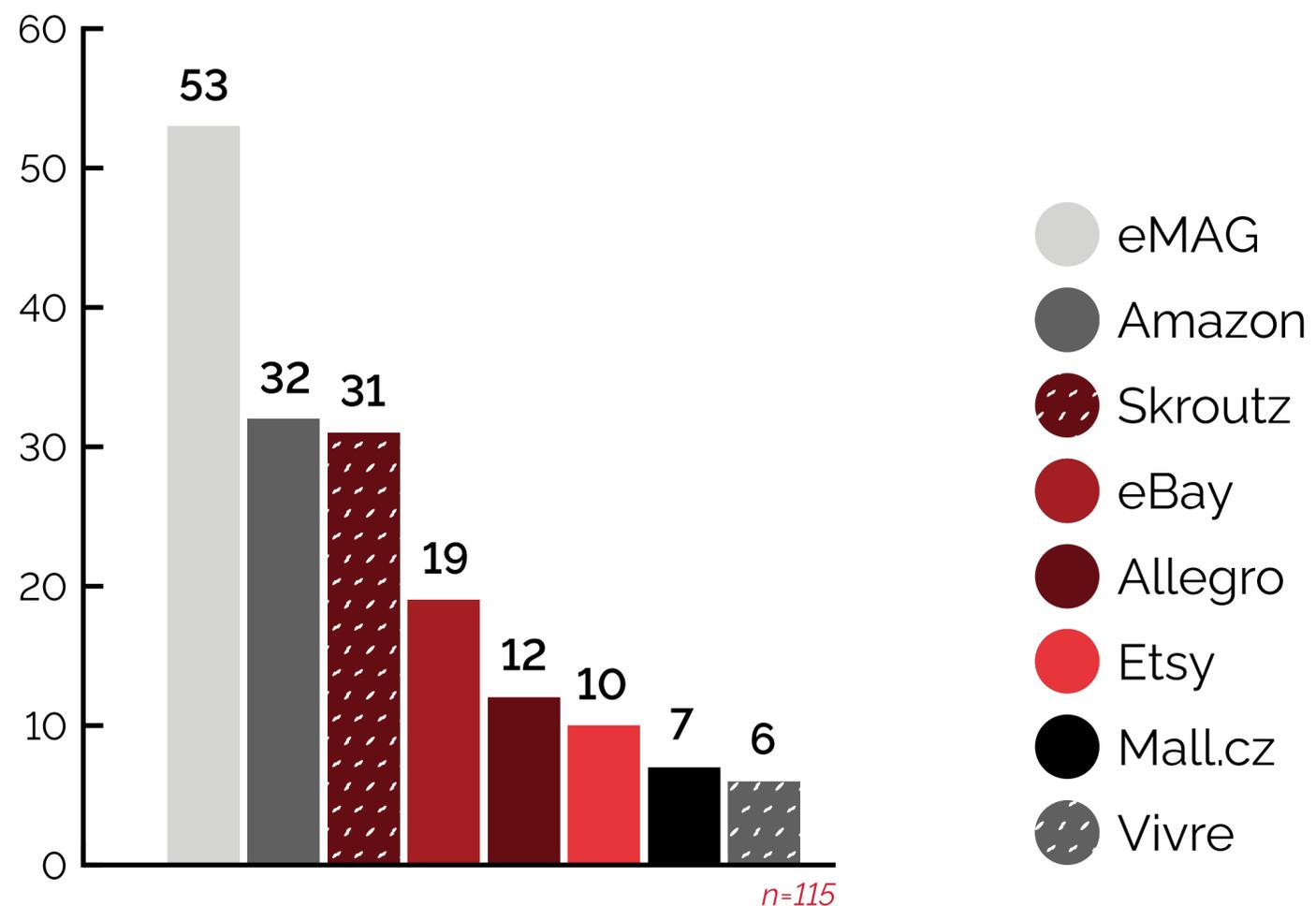
- Yes
- Not yet, but we are planning to do so
- No

Marketplaces are in the plans for almost 60% of respondents. However, only 22% of them are currently selling there. The trend is quite clear - more and more businesses will rely on marketplaces to offer their products. The more, the better for the sales.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

7

Which of the following marketplaces you are selling your products on?



eMAG is the undisputable leader in the CEE region when it comes to marketplaces. With their presence in Romania, Bulgaria and Hungary, a considerable number of merchants is using the platform. Amazon and Skrutz (Greece) follow. Of course, we should consider that in 2022 there were no respondents from Poland, which would benefit the answers in favor of Allegro.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



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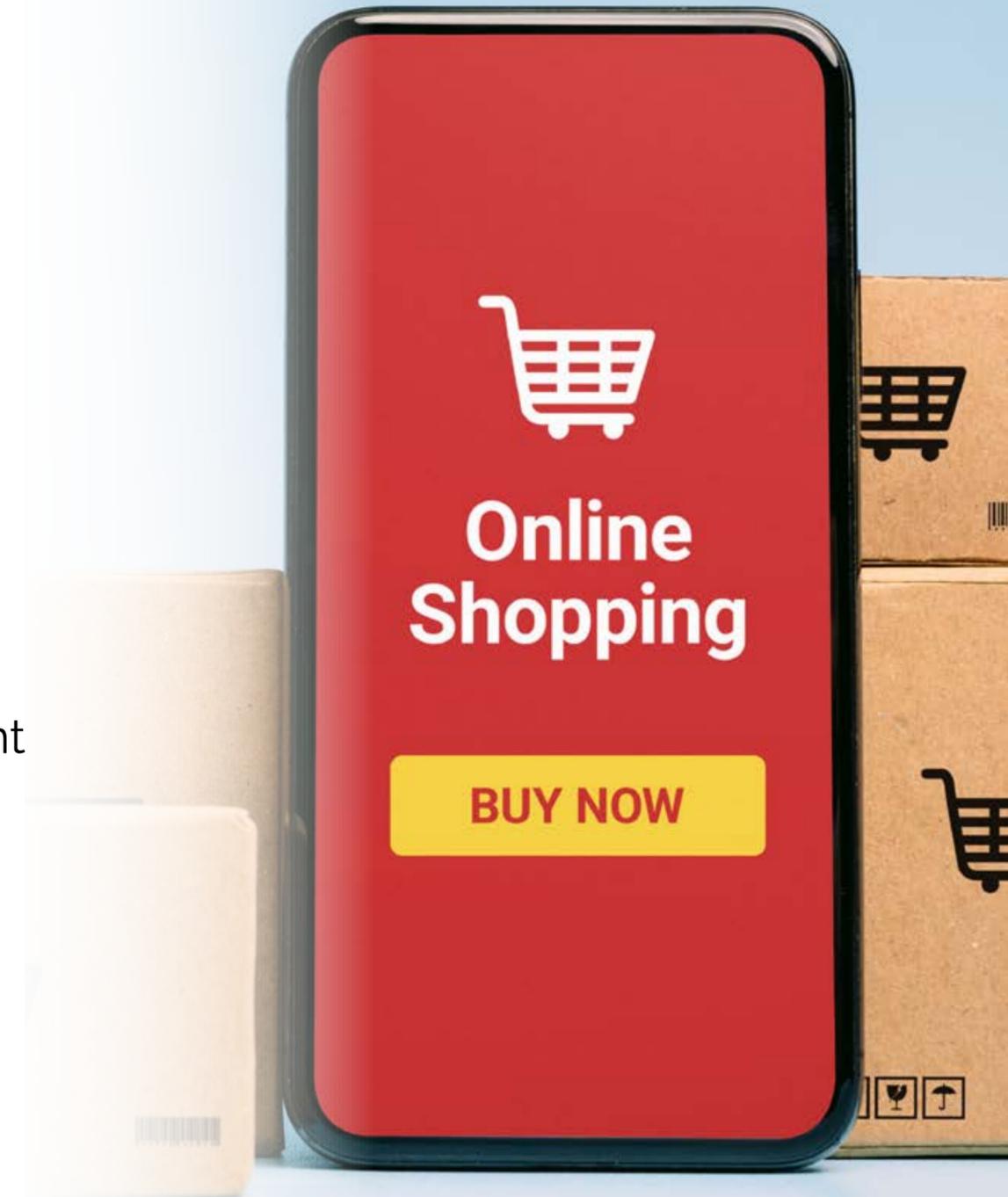
8

Which is the main advantage for your business when selling on a marketplace?



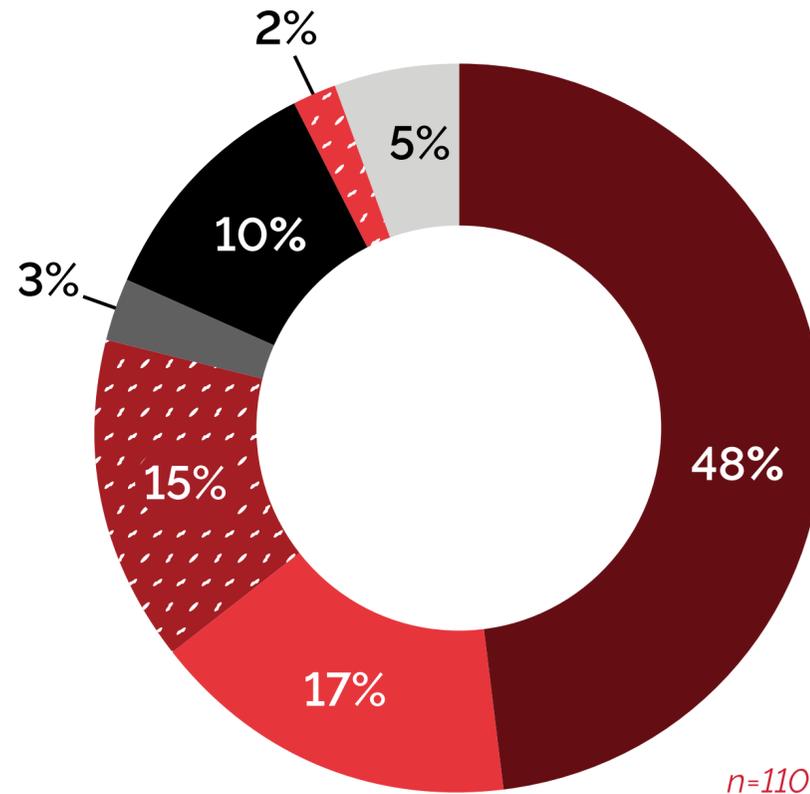
Marketplaces have their strong advantages for ecommerce merchants. The traffic quality and the fact that sales might come at no additional marketing cost are ranked highest by respondents. Convenient options to test the market and ease of managing sales are also valued.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



9

Which is the main DISadvantage for your business when selling on a marketplace?



- Commissions are too high
- There are too many competitors
- It is hard for our products to stand out from the rest
- We have to rely on another company for the customer service
- There are too many requirements to comply with
- There are many payment issues
- There aren't clear rules for the merchants

On the other hand marketplaces have their drawbacks. Commissions are considered to be too high by almost half of the respondents. Competitive landscape and issues with standing out are left far behind, with 17% and 15% respectively.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

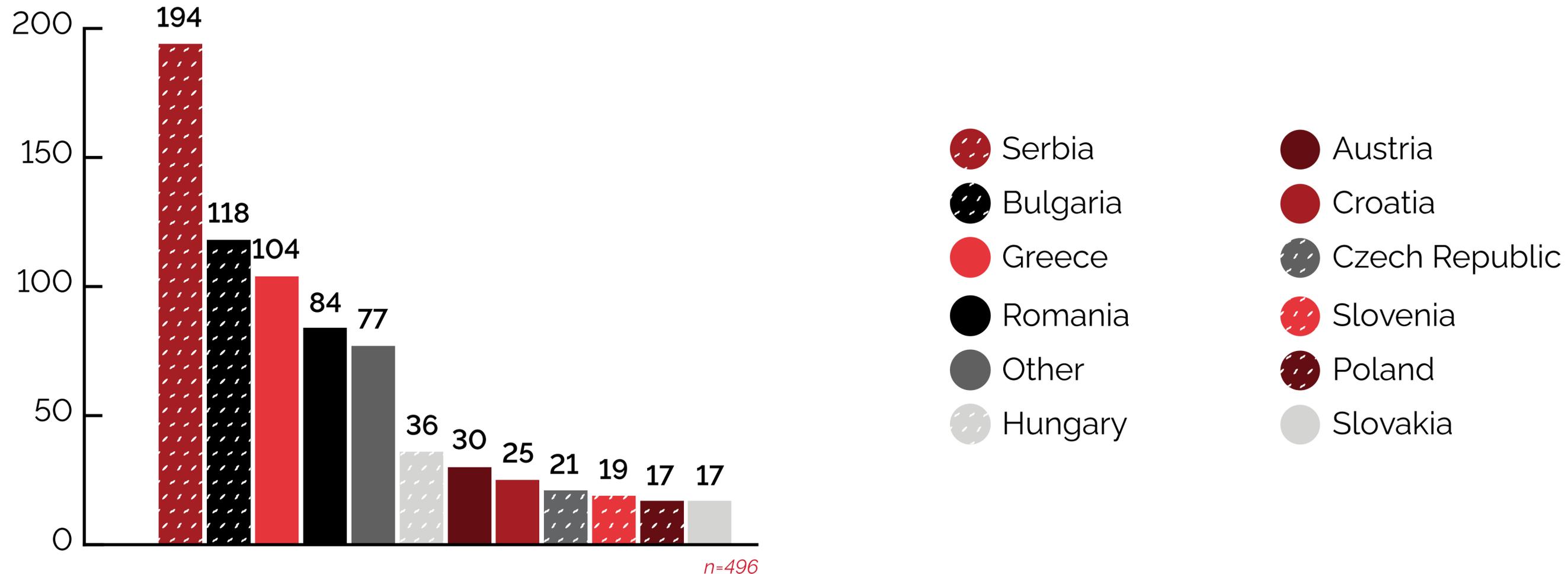
10 Which is the main reason NOT to sell on marketplaces?



Respondents who don't sell on marketplaces rank their reasons why. Time needed to adapt, being independent from the marketplace and high commissions are most frequently used. Merchants seem to be least concerned about time invested or about the complexity and requirements of these platforms.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

In which of the following countries you are currently selling online locally (you ship your products from the same country where the customer is)?

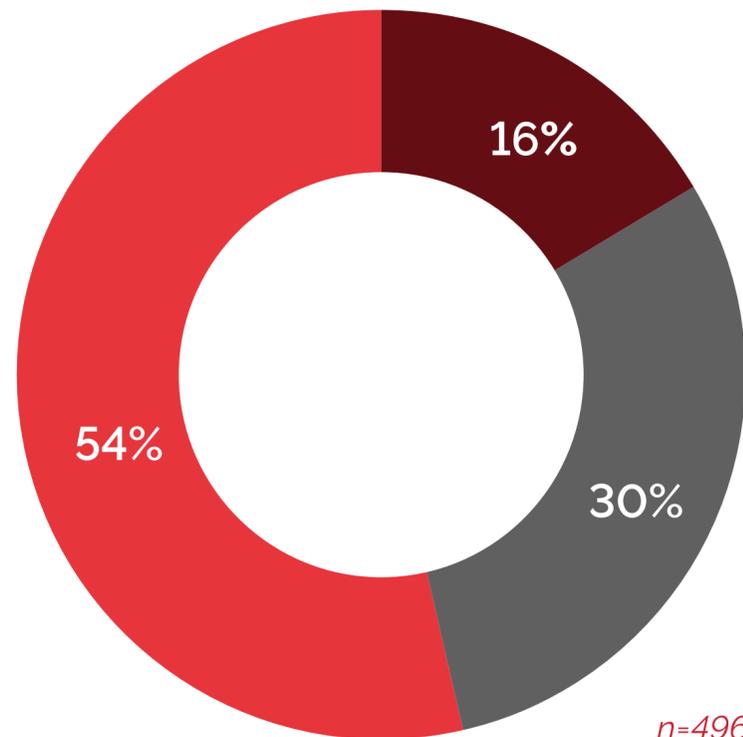


This chart shows the overall distribution of the primary market for respondents. Merchants from Serbia, Bulgaria and Greece are the most. Romanian e-commerce businesses also took active part in the survey. Overall, people from 12 countries have answered the questions.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

12

Are you selling cross-border (storing the products in one country and shipping the orders to other country/ies)?



- Yes
- Not yet, but we are planning to do so
- No

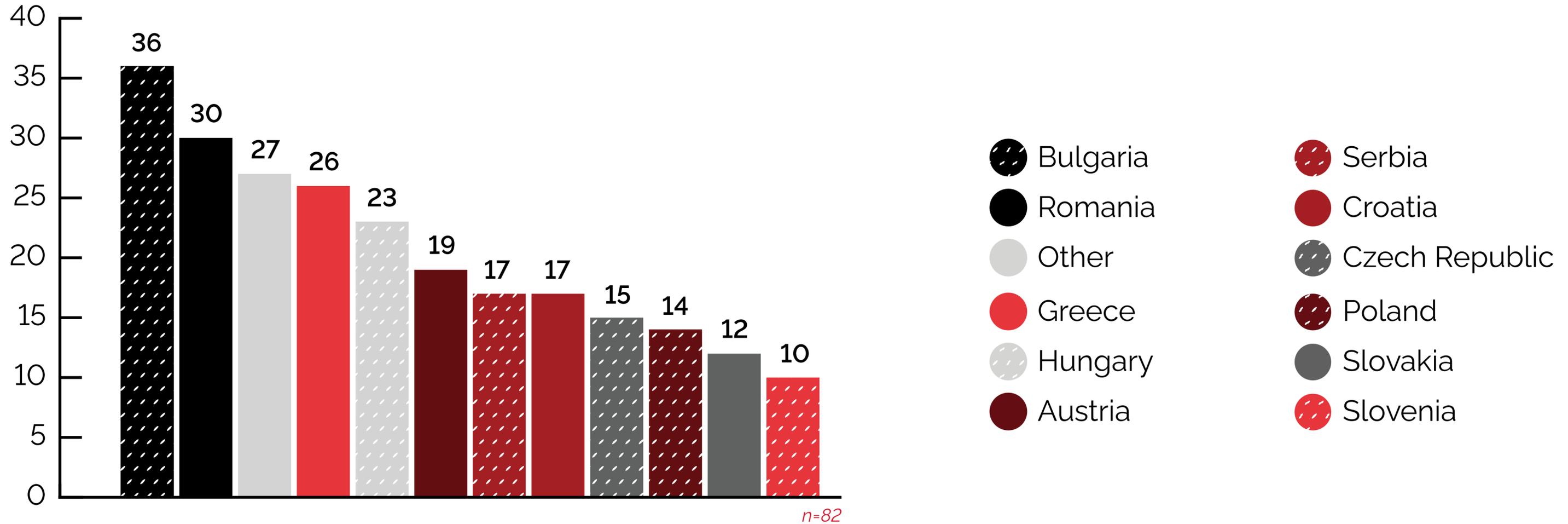
Cross-border online sales are in the plans for almost 30% of respondents. Only 16% of them are currently selling to other countries. Big portion of respondents don't do cross-border sales nor they plan to do it in short term. What a wasted opportunity!

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



13

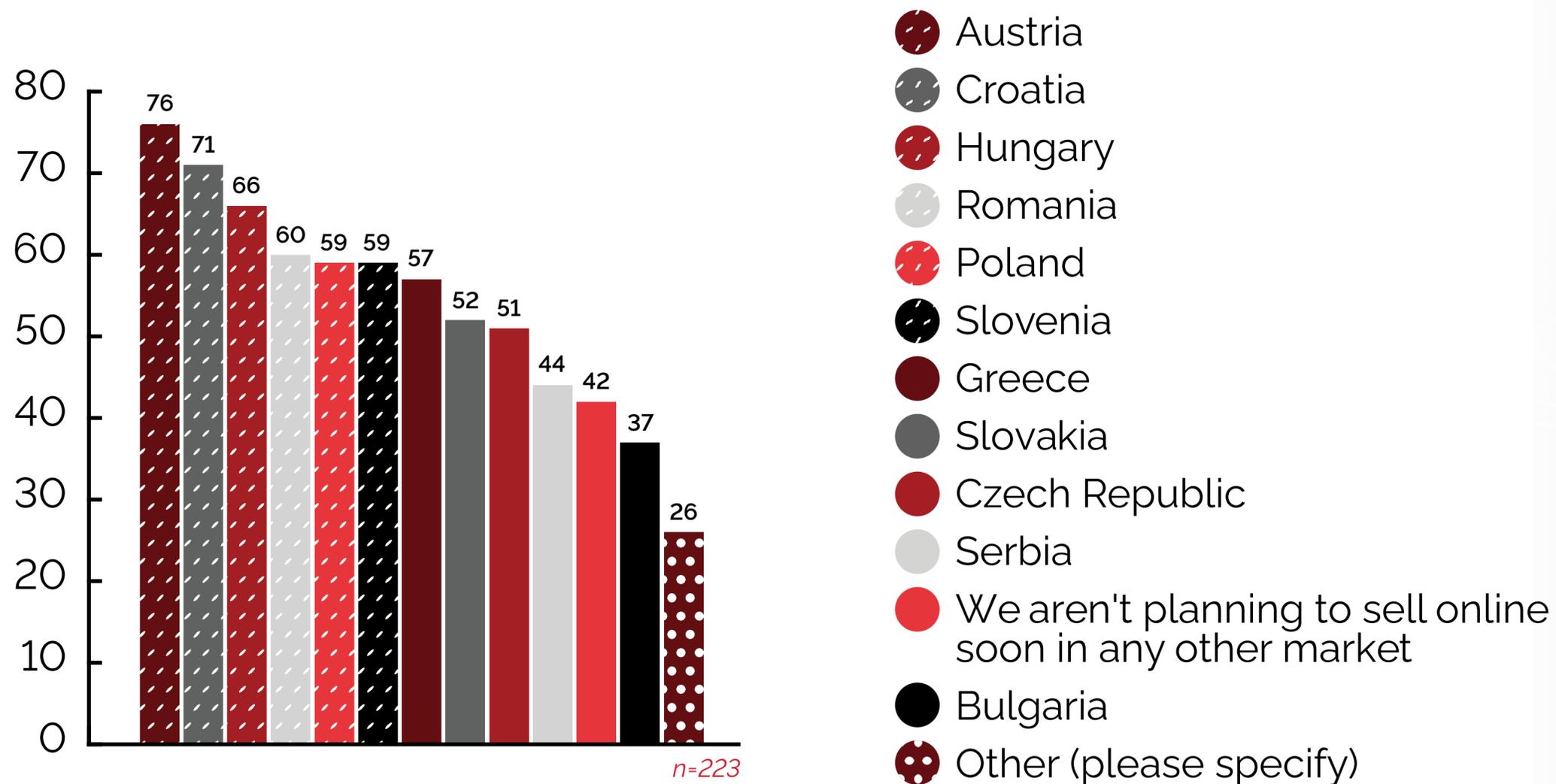
In which of the following country/countries you are currently selling cross-border or you are planning to start soon?



Respondents rank Bulgaria, Romania, Greece and Hungary at the top countries they currently sell cross-border. These are also the countries with highest e-commerce revenue growth in the last few years. This is not a mere coincidence!

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

In which of the following countries you are still NOT selling, but you are planning to start soon?



When it comes to plans for doing cross-border ecommerce in the near future, Austria, Croatia and Hungary occupy the top 3 countries. Recent adoption of Euro by Croatia makes it quite an attractive market for the merchants.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



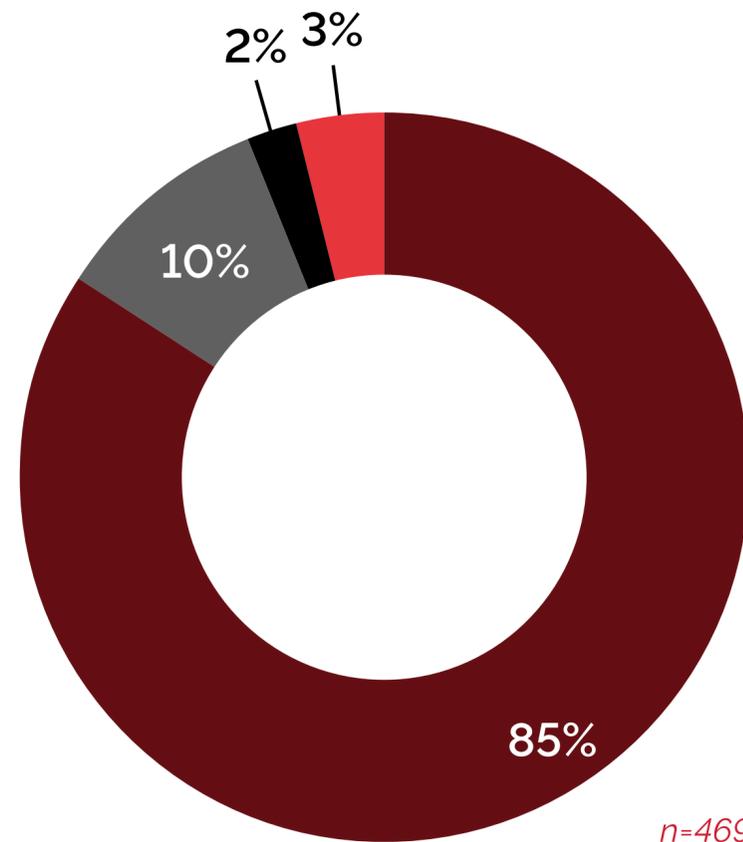
Which is the biggest challenge for you when you sell cross-border?



Almost 30% of e-commerce merchants consider the international delivery by courier and overall complexity of cross-border business as the main issues when expanding. Translation/ localization and marketing are also considered a significant challenge.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

How do you organize the orders fulfillment for your ecommerce business?



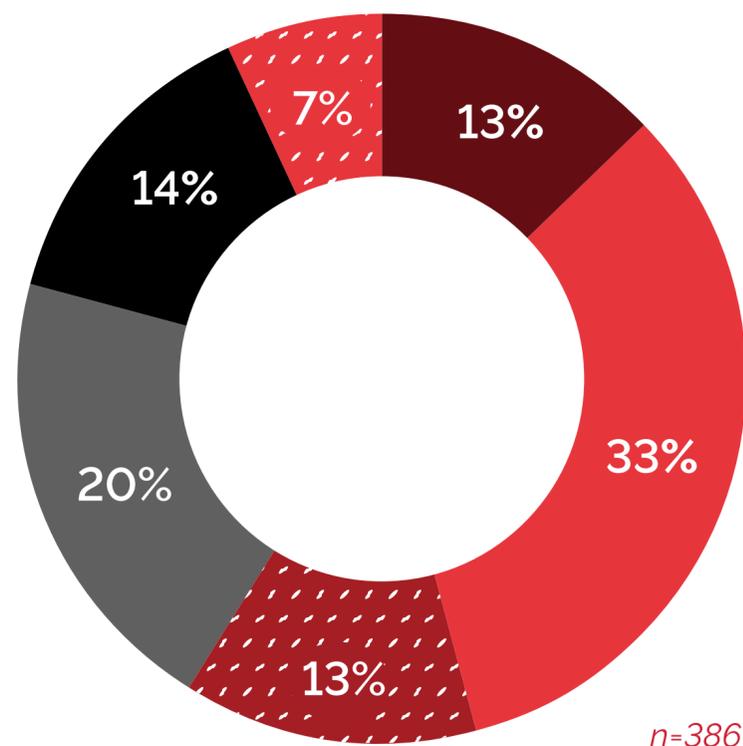
- We do it in-house
- We are using a local fulfillment center
- We are using Fulfillment by Amazon (FBA) or similar service provided by marketplace(s)
- We are using several fulfillment centers in different countries

Orders fulfillment, a service widely known and used in Western Europe is still not popular among online retailers in the CEE region. Only 10% of respondents are using a local fulfillment service operator. Vast majority of them are still doing it in-house. Main factors for this are the level of development of the market, lack of trust that the fulfillment center would take proper care of the products and orders, and the overall lack of knowledge about the service.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



What in your opinion is the main **DISADVANTAGE** of using external fulfillment center?

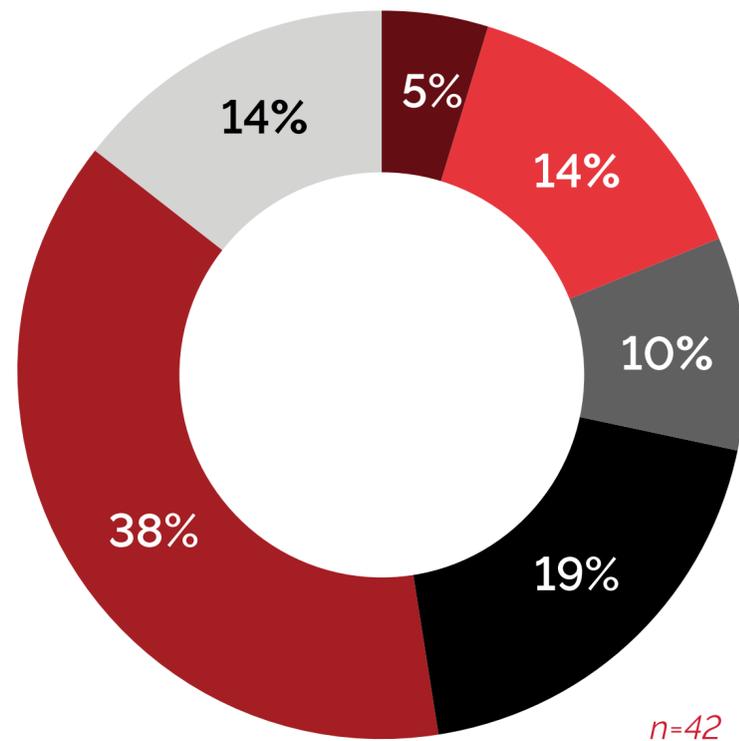


- The external warehouse is not a secure place for our product(s)
- It is more expensive to use external fulfillment services
- We do not trust an external supplier to process our orders
- An external fulfillment supplier can't personalize our parcels the way we want
- There are unnecessarily strict procedures and standards to comply with
- Other (please specify)

Most online retailers consider using external fulfillment center as being more expensive. However, outsourcing fulfillment services quite often actually reduces the cost. Operators of this service should consider an explanatory campaign among their target group with enough cases to prove this point. After all, it is a matter of proper calculation of each business case.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

What is the main **ADVANTAGE** of using an external fulfillment center?



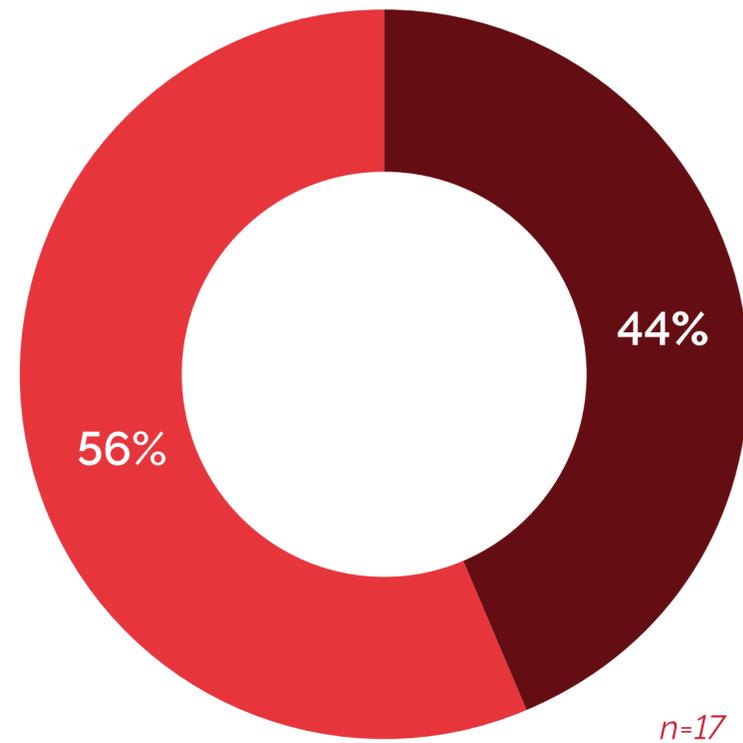
- The external warehouse is more secure place for our product(s)
- There are clear procedures and operational standards to follow
- We don't have to rent a warehouse by ourselves
- The fulfillment center provides additional added value services/solutions for us (i.e. labeling, personalization of materials etc.)
- By using an external fulfillment center we can focus on our business better
- We don't have to hire additional staff for managing the orders

Added-value services and focusing on other aspects of the business are the most often mentioned advantages of outsourcing orders fulfillment to a supplier. 14% of respondents also consider that a professional fulfillment center will help them follow clear procedures and standards and will reduce the HR cost.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

19

What is the main **ADVANTAGE** of working with several fulfillment centers?



- We keep products closer to clients for faster delivery
- We optimize the costs

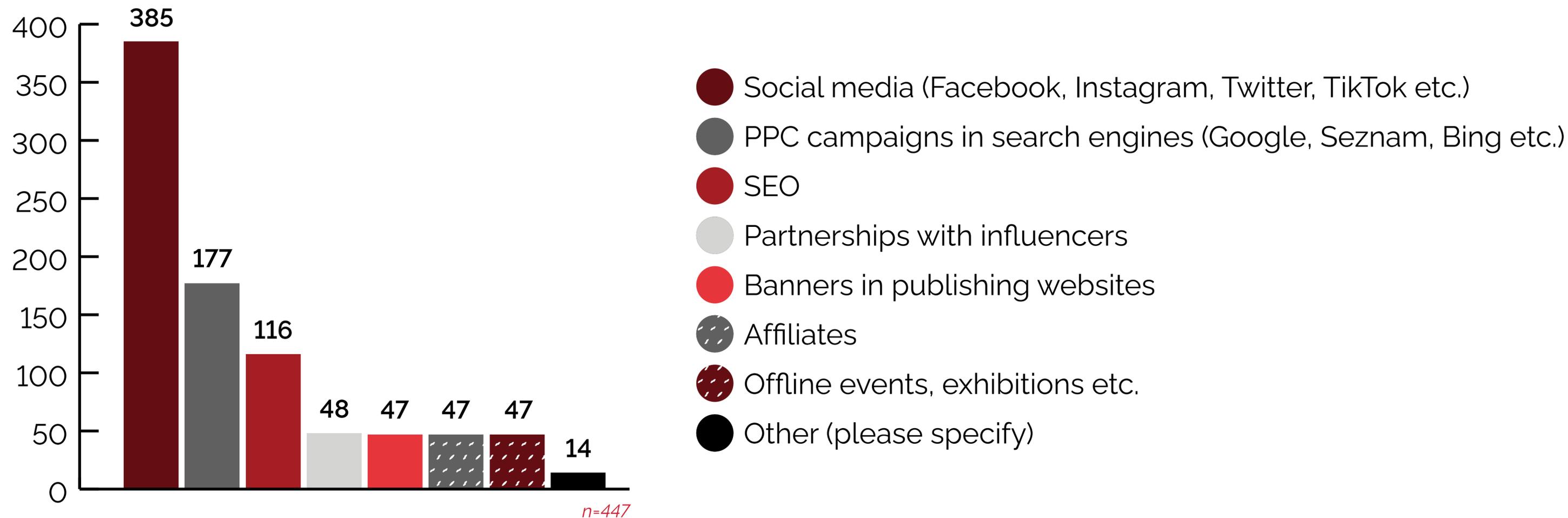
Two main benefits of using several fulfillment centers prevail, with cost optimization being ranked first and staying closer to customer second, with a very small distance between them.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



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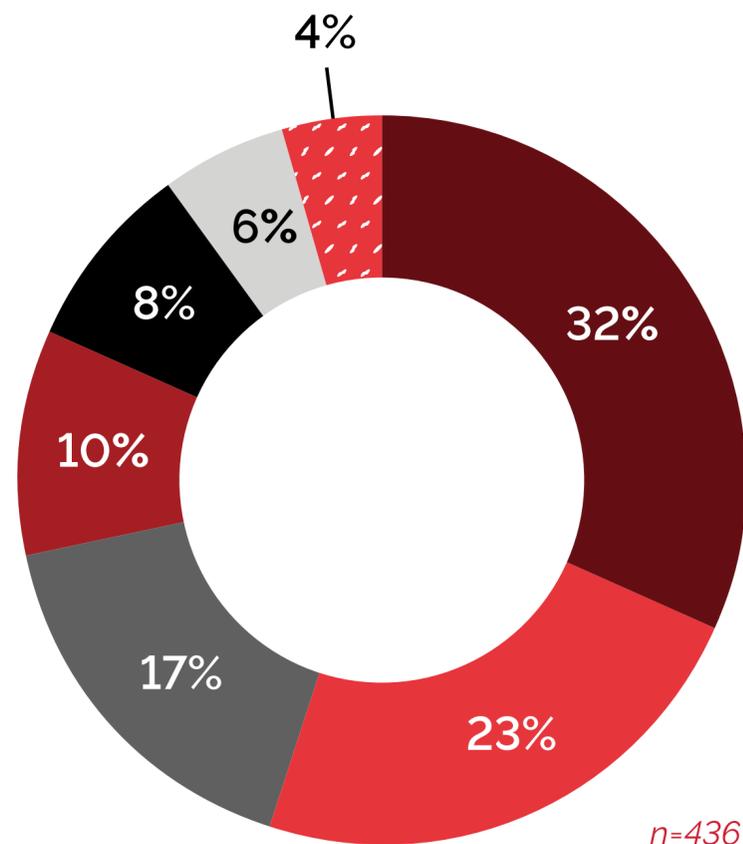
Which are the channels you are driving traffic from to your ecommerce website(s)?



Social media and PPC campaigns are still the main traffic driver for ecommerce businesses, followed by Search engine optimization (SEO). This is not a surprise, since these channels usually reap the best results everywhere.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

What are your overall online sales expectations for 2022 compared to 2021? (online sales only, no other channels!)



- Positive: 2022 revenue will be up by 0-20%
- No impact: 2022 revenue will be the same as in 2021
- Negative: 2022 revenue will be down by 0-20%
- Negative: 2022 revenue will be down by 21-50%
- Positive: 2022 revenue will be up by 21-50%
- Positive: 2022 revenue will be up by 51% or more
- Negative: 2022 revenue will be down by 51% or more

Around 45% of ecommerce retailers expect a positive impact on the revenue of 2022 vs. 2021. 23% say revenue will be more or less similar, while 31% expect to see negative results vs. the previous year.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

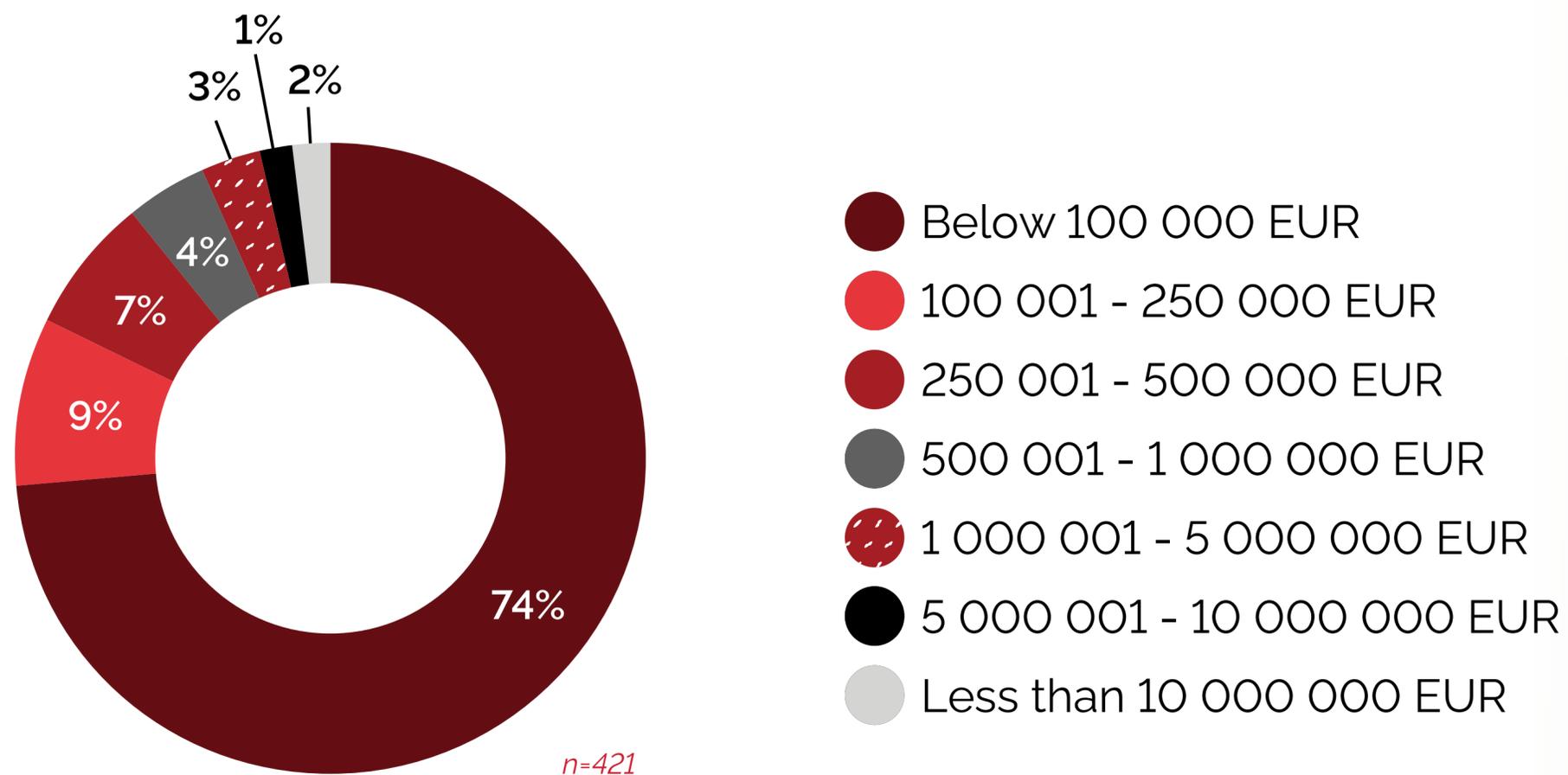
What is your role in the company?



78% of all respondents are either the owner of the ecommerce business or have a management role in the company. This makes the relevance of the survey even higher!

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

What are your ecommerce sales in 2021?

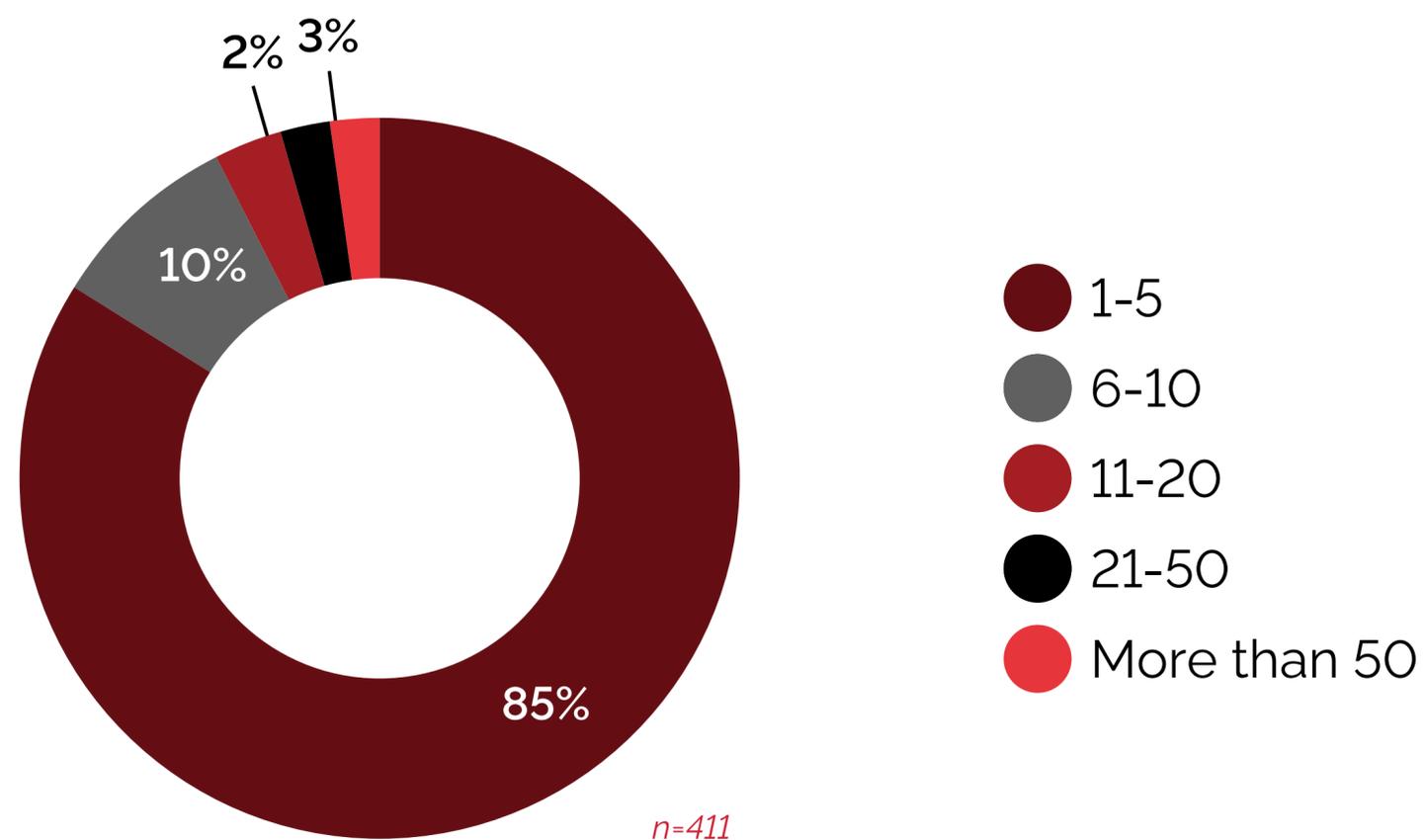


Most of the ecommerce businesses that took part in the survey are very small, which corresponds to the overall structure in most of the countries. Around 7% of the companies who answered made more than 1 million EUR in sales in 2021.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



How many people there are in your ecommerce team?



Ecommerce teams are usually smaller, with 85% of the businesses having up to 5 employees and 10% growing up to 10 people in the team.

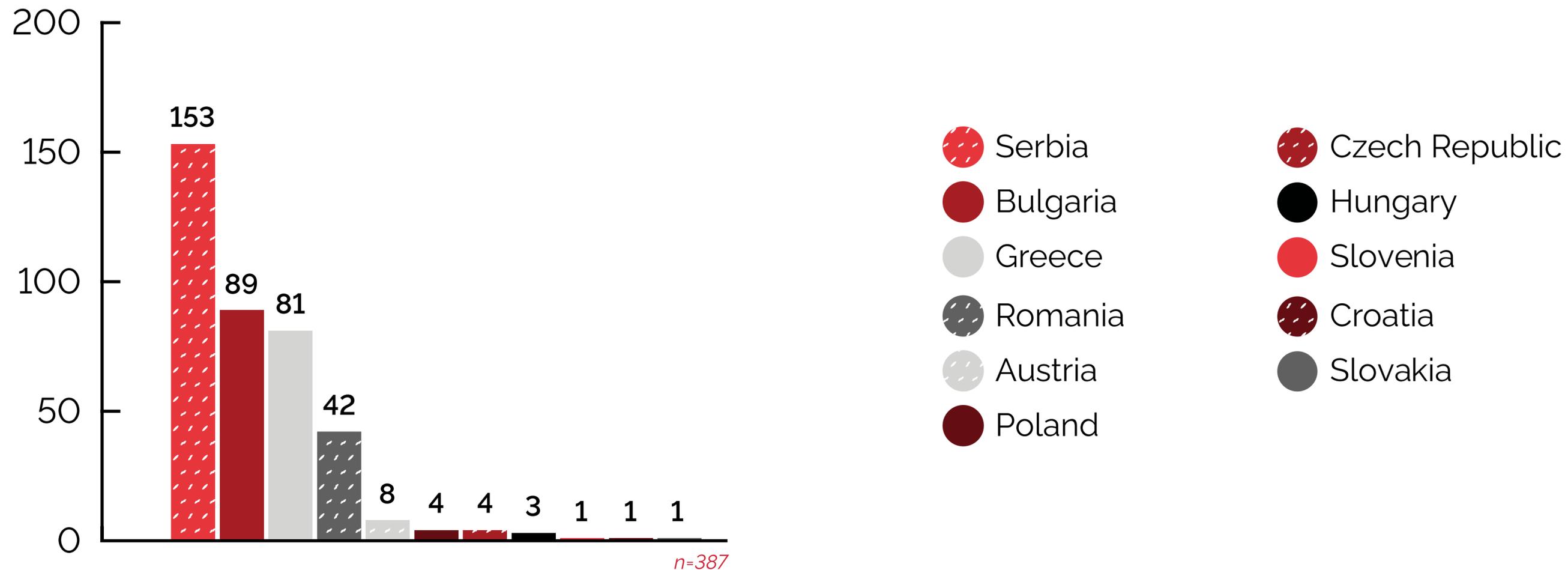
Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*



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25 In which country is the headquarter of your company?



Companies from Serbia, Bulgaria, Greece and Romania were the most active in the survey. However there were also people from Austria, Turkey and Czech Republic who answered all the questions.

Source: *Mediapost Hit Mail International Ecommerce Survey CEE, 2022*

INSIGHTS AND RECOMMENDATIONS FOR MERCHANTS

Merchants in CEE have a long list of areas to explore when it comes to ecommerce. To simplify that list, we've distilled down the key insights into a set of recommendations. They aim to improve their ability to successfully navigate the complex and fast evolving local and cross-border ecommerce landscape. From operations and logistics to testing new markets and translation and localization, the areas that need either a smooth start or optimization continue to grow.

If You Still Don't Sell Online, It's Time to Start. Now!

Wise people say for important things: "Whenever you start, you should have done it earlier". If you still don't sell online and your products are suitable for ecommerce, do not hesitate and build your e-shop. Don't distress about technology, what would be the platform you will use or how beautiful it will be. Just by hav-

ing it you will be well ahead of almost half of your competitors. There are plenty of SaaS providers available on the market.

Our study reveals that way too many merchants still wonder if being active online is a good idea. While they wonder, braver competitors grow their business and gain unfair advantage on the market. Of course, it is not easy. It takes time, money, human resources and even some courage to face the unknown. Fortunately, there are many tools, platforms and service providers that could help you with this challenging endeavor.

The Easiest Way to Test a New Market is Through a Marketplace

If you still hesitate to invest in marketing, website setup, translation, localization etc., you can validate the attractiveness of your products by having them in local marketplaces. There are also plenty of options in the CEE region,

like eMag, Allegro, Skrutz, Ananas, Joom etc. If your category has enough customers in the marketplace, you will get some orders. This way you will also have firsthand experience with the rules and compliance requirements marketplaces usually have. It will be a good lesson for you and you will learn new important things about how to sell online in this less known channel. Our study revealed that most manufacturers don't work at all with marketplaces. This is where you have a good chance to give a try to your target market without having to make huge investments.

Mediapost Hit Mail can help you with built-in integrations with marketplaces, broad fulfillment network in several European countries, last-mile courier delivery options and extensive know-how about ecommerce operations. Get in touch with us to know more about how our platform can help you test new marketplaces.

Fortune Favors the Brave, But Some Experience is Also Needed

We know that selling online in more markets sounds very attractive. However, if you don't have any experience so far, you need somebody to guide you with this challenging task. Otherwise, you might get overwhelmed and confused with so many different processes and activities you will have to handle. Translation, adaptation, legal and tax compliance, setting up customer service, dealing with many fulfillment companies or localizing ads in several languages is not an easy job. It would be a good idea to have fewer suppliers at least when you start.

Service aggregators like Mediapost Hit Mail could be also an option for you. But whatever you decide, first conduct a preliminary market research. It will save you a lot of trouble later. Be careful about local specifics in terms of marketing, legal requirements, payment methods etc. When you know well the market and you want to start selling there, go step by step. Stay focused.

Operations are of Paramount Importance

All ecommerce-related operations require dedicated time and resources. If you don't

have it refer to an expert in any of the following fields: last mile delivery, order fulfillment, customer service, products barcoding and labeling etc. Smooth operational flows will guarantee that you have less sleepless nights. So, before you jump into a new market, do again your homework and reassess all operational issues. Repeat it until you are confident that you have major obstacles solved. It is easy to forget something as simple as how to integrate with the fulfillment center. Then you will spend weeks in figuring out how to adapt an already established operational flow to this important task.

Also, servicing your clients in their native language might be a challenging job if you decide to do it by yourself, especially in smaller countries with specific or hard-to-learn languages. Have in mind that call center operators speaking rare languages are quite expensive. Do the math when it comes to either outsource or build in-house team for the customer service. Again, finding a suitable platform with built-in integrations would help you a lot and you will save time, efforts and resources.

The Best is the Enemy of the Good

Going cross-border is a challenging task for

every merchant. When you plan your business expansion, have in mind that it will usually take around 30% more time to do whatever you have planned to do. But you shouldn't wait for too long. Nor you should try to refine all the operations to the smallest details. Fix some issues on the go, as long as you see the full picture and you accept the idea that some things might go wrong. As the survey shows, many other manufacturers either lack time or expertise to develop their online sales. What matters most for you is to start working on it, have a good plan, have all important operations sorted out. Then do small adjustments to improve speed, quality, capacity etc.

You just have to act. Small wins will add up to big ones over time. Though it's tempting to wait until the website, the product pages or images, or strategy are perfect and fine-tuned before launching, don't let perfection delay progress.

Test. Then Test Again.

Good marketers know that there is an answer to almost any question related to advertising: conduct a test. If you sell online in another country, you must take care of proper translation and adaptation of your campaigns. You also need to structure them well. It is always

a good idea to set aside 10-15% of your media budget for tests. You can try approaching a new audience or reframing your value proposition, or target particular cities, or using a different creative etc. You can even test price perception and increase your margins across different marketplaces. Use what you have learned to optimize your sales and increase your revenue. Use this revenue to test more and improve further. This way you will get an unfair advantage against your biggest competitors. Of course, if you need professionals to manage your online campaigns, you can always rely on Mediapost Hit Mail or another performance-oriented digital agency. In the quickly evolving world of ecommerce, it's very important to test new opportunities regularly and with zeal. Don't be afraid to fail fast without losing too much money and learn where you need to invest more.

Measure What Matters for Your Business

Businesses often have to learn ecommerce by trial and error, as the survey reveals. There is lack of experience in this channel and some traditional businesses find it hard to benefit from online sales. That's why setting the right key performance indicators (KPI's) is so important. During a recession for example, conversions are extremely important. They are the thin line between meeting your business objectives or facing financial difficulty later down the line. Smart Insights provide a very good chart that shows examples of KPIs and Leading Indicators for 6 typical digital marketing channels you could use. They have based these on an ecommerce client so the KPIs focus on conversions and revenue:



	Leading Indicator	Tertiary KPI	Secondary KPI	Primary KPI
Social	Followers	Engagement	Site visits	Conversions
SEO	Impressions	Site visits	Conversions	Revenue
PPC	Impressions	Click Through Rate	Conversions	Cost per Acquisition
Email	Delivery Rate	Open Rate	Click Through Rate	Conversion Rate
Referrals	Referrals gained	Site visits	Conversions	Revenue
Content	Content views/visits	Bounce Rate	Content shares	Conversions

If You Feel Insecure, Outsource

More than 32% of all surveyed companies who aren't active in ecommerce say that they don't have either time, people or expertise to deal with online sales, yet they want to start any time soon. In this case the only reasonable suggestion is to outsource. Outsourced services allow you to be more flexible with seasonal peaks or drops in workload, but also could save you a fortune in case of another lockdown. There are plenty of good suppliers for either website development, order fulfillment, digital marketing etc.

Within the partnership network of Mediapost Hit Mail you can find reliable service providers in 15 European countries. You don't need to be a top performer in all the areas of activity that are crucial for ecommerce. Just find the right partners and work together with them, but don't forget that you should be quite engaged in this partnership. Don't just assign tasks and forget about them – this is your business; you should be close to make sure that all the services provided add value to your activities.



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Direct Marketing Expert

András Király is a direct marketing expert with more than 20 years experience.

He started to work for Verlag Dashöfer, then he spent 13 years at International Master Publishers. He was Product Manager in Hungary and for 1,5 years in the New York office as well. From 2008 he was responsible for the Bulgarian market opening as Marketing Manager and he managed the Romanian market as well. From 2016 he was the Head of Marketing at Samlerhuset Hungary for 4 years. After it he built up a Ukrainian numismatics company as a Business Development Manager. Now he is working as a marketing expert on different international projects.

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**Nikola
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Nikola Ilchev is one of the most influential eCommerce people in Bulgaria. He started working on his first eCommerce projects in 2011, and in 2016 he founded eCommerce Academy. The organization is responsible for some of the significant eCommerce events in Bulgaria, two published books and the only niche eCommerce competition in the country. Nikola has a significant influence in the development of the eCommerce ecosystem around the Balkans. He strongly believes that every business should be digital and strives to provide useful information and contacts to anyone embarking on the eCommerce journey. He has a podcast and well developed YouTube channel with tons of valuable content.

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**John
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Editorial Director

In its 5th year of operation, Web World News has been established in the e-Commerce and Digital Marketing industry as the only Medium dedicated to the e-commerce ecosystem.

Its content, deals exclusively with the e-commerce ecosystem: Interviews, smart guides features and the news from the Greek companies of the industry and also, the biggest technological, commercial and corporate news internationally. All the content is also being published at the social media of Web World News, in LinkedIn, Facebook and Twitter.

Web World News has a solid database for its weekly newsletter of more than 20,000 recipients. The data base is been updated and crossed-checked on a daily basis, by a dedicated team that is in charge for this project. The recipients are the Greek e-shops and digital agencies, logistics, digital payments and courier companies, as well as executives and professionals from the wider e-commerce industry, institutions and the visitors of the eCommerce & Digital Marketing Expo events.

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Zorana Eraković
Head of Sales

Customized fulfillment solutions for international businesses and webshops. Have a reliable global partner for your order fulfillment! Grow your business while we pick, pack and deliver for you.

As a Swiss-based company, we are committed to quality. Our services are reliable and tailored to your needs. We deliver success by offering e-commerce businesses:

- order fulfillment and distribution services
- modern bonded and non-bonded warehouses, inside and outside the EU
- worldwide import and export with cross-border solutions, and
- IT integrations from API, Webshops, or Selling Platforms like Amazon, eBay, Shopify,...

Whether providing basic fulfillment and pick and pack services or full logistics and supply chain solutions, we consistently and proactively seek ways to improve our customers' processes, whether simply by reducing our customers' costs or introducing new efficiencies.

We help our customers to grow their businesses globally. We can help you too!

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Janet Naidenova
Chairperson of BEA

Bulgarian E-commerce Association (BEA) was founded in March 2017 by leading national companies from e-commerce eco system in Bulgaria: electronic shops, platforms, e-commerce services, electronic payments, logistic etc.

The mission of BEA is to stimulate the growth of e-commerce sector in Bulgaria.

The main goals of the organization are:

- Build consumer confidence in e-commerce;
- Establish and validate professional and ethical standards, enhance the security of e-commerce and e-payments, enhance e-logistics' efficiency;
- Introduce the requirements and support the introduction of a "trust mark" in the e-commerce industry;
- Conduct e-commerce research and share their results;
- Support education and training of industry's personnel;
- Develop and maintain relationships with national, regional, European and international organizations in the field of e-commerce.
- Sharing good practices.

The Bulgarian E-commerce Association is open to all companies that want to develop the e-commerce industry, as long as they comply with the Bulgarian law and regulations.

Contributors to the survey



MEDIAPOST HIT MAIL
Marketing relational integrat

www.mediapost-hitmail.ro



**Alexandru
Marinescu**

Project Manager

In 1997, Marian Seitan, Managing Director founded Hit Mail in Bucharest. French Post/Mediapost becomes majority shareholder in Hit Mail (60% of shares), which becomes Mediapost Hit Mail. Our mission: to conceive and to put into practice effective and customized solutions that increase our clients sales by using our capability to integrate direct communication channels. We offer services such as: multichannel lead generation & direct communication, SMS Marketing, e-mail marketing, direct mail, multichannel "Send & Win" promotions, product or promotion info line, Database Solutions, Incentive programs/ trade marketing, sampling in the letterboxes, geomarketing, Fulfill.ro – Integrated E-commerce Logistics.

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Joan Voulgaraki
Chief Operations Officer

Biz Courier & Logistics is a leading Fulfillment Service Provider of international recognition enjoying excellent reviews from its clients globally. As an eCommerce order fulfillment company, it offers an easy, affordable, and fully automated solution to manage the process of receiving, packaging, and shipping orders for goods.

Biz has been active since 2006 by starting small as a domestic courier delivery provider for the Greater area of Athens, Greece. The company, which is now based in Greece nearby the Athens International Airport, operates eight strategically located Fulfillment centres.

Biz employs the latest state of the art technology, which not only renders the execution of pick, pack, dispatch, and delivery extremely efficient, but simplicity itself. As Biz is a pioneer of eCommerce order fulfillment Service Provision, constantly investing in technology, the company has successfully developed its own software and integrated solutions enabling its clients to fulfil shipments quickly and securely.

Our Vision for the following years is to extend our reach to the whole of the European Union offering Time Critical Fulfillment Services and an even wider range of Last Mile Delivery options. By this we can provide instant access to e-commerce from all over to the world to as many European Markets as possible.

About Mediapost Hit Mail

Cross-border ecommerce expansion is a tough challenge. Especially for fast growing retailers or manufacturers who are used to work at a slower pace.

That's why Mediapost Hit Mail is here for you. We are an ecommerce agency, part of the **French group La Poste. We have vast experience in making life of online merchants easier. And we cover a broad portfolio of services so you can get a big portion of your problems solved at once!**

From setting up the online business in either Central and Eastern Europe or Western Europe, to taking care of website and products translation, orders fulfillment, last mile courier delivery etc., we've already been there. That's why **we know the pain points of ecommerce retailers – and we have solutions in place for each of them.**

From orders fulfillment and courier delivery to digital marketing or technical integrations with marketplaces, we have it all. Our modular system allows you to cherry-pick only the services that make it easier for you. The rest of them you can handle by yourself.

No matter if you are a small company or a big international manufacturer – if you have more than 500 orders per month and you need help managing better some or all your ecommerce operations, we should talk.

Our network of fulfillment warehouses and good relationship with courier companies allow us to solve the logistics puzzle for you. Our core expertise is in the Central and Eastern Europe region (CEE), but we also have customers in Spain, France, the Netherlands, and other markets in Western Europe.

You can combine our expertise and techno-

logical proficiency with the remarkable EU fulfillment and courier network. We have built them up since 2015 to scale up your ecommerce business in more than one market simultaneously.

You will sell more, to more people, in more channels. With B2B or B2C, or both!

All These Services at Your Disposal – with a Single Integration!

- Monitor and analyze easily all your orders from different countries and channels (ecommerce platforms, marketplaces etc.) from just one platform.
- Manage products' descriptions and additional data from a single point of reference with our Product Information Management (PIM) platform. Upload the right and relevant information to the right sales channel with just a single click. Have the products information up to date all the time, in all the platforms you need it.
- Store your inventory in one or more of our fulfillment warehouses. Let us take care of the orders fulfillment and last mile courier delivery (with or without cash on delivery).
- Have real-time reports about your actual stock, returns, damaged or undelivered products.
- Drastically optimize your costs with our international returns management system.
- Use our broad knowledge of the local specifics and our expertise in digital marketing to increase your sales and expand much quicker and easier to new markets.
- Stay compliant with the European and local regulations regarding OSS VAT reporting, documents issuing, privacy protection etc.
- Have all your data, from all your sales channels, securely backed-up and well protected in our reliable orders monitoring system. Store all the history of your customers, their orders and behavior in one place.
- Handle phone calls, emails and chat messages with the native speaking operators at our service centers in Bulgaria, Romania, Spain and other countries.
- Plus a very quick timeframe (usually only 2-3 weeks) for integration with a new ecommerce platform or marketplace, whenever you need it!

CONTACT US



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