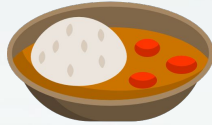




C2C Fashion Platform Growth Proposal

By Curry
Consulting





Problems solved

1

Relevant market share

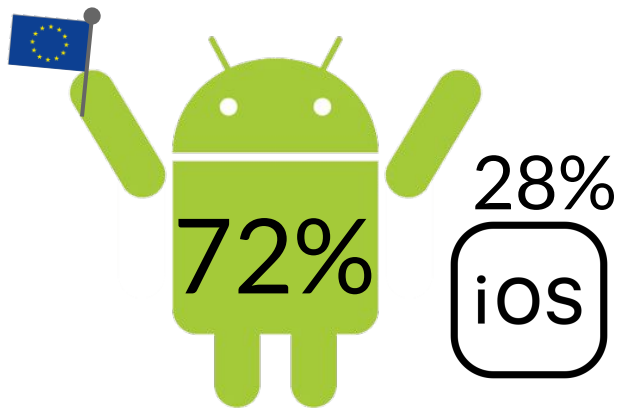
Client retention

2

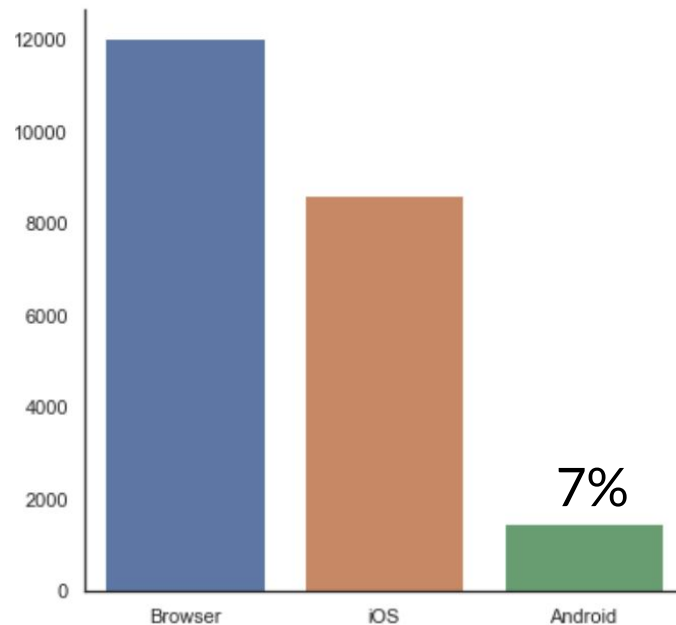


Increase Android Market Share

Targeted advertising on “young” platforms.



OS Distribution on Platform





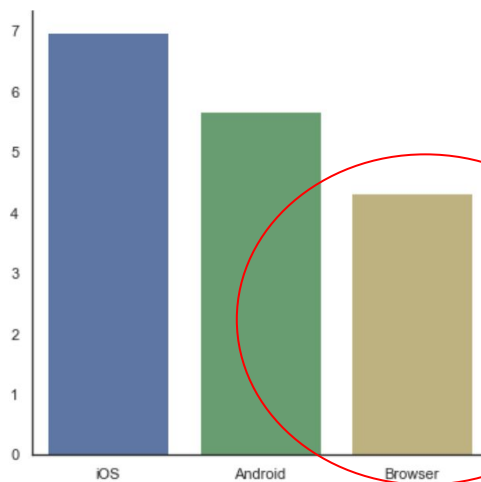
Optimize browser UX

*iCloud and Google Fotos
integration.*

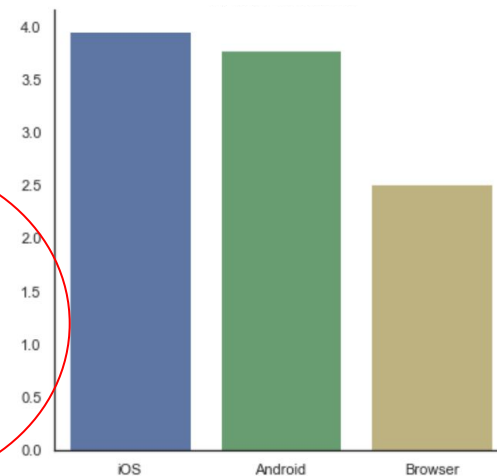


Add product recommendation system.

Avg. Sold



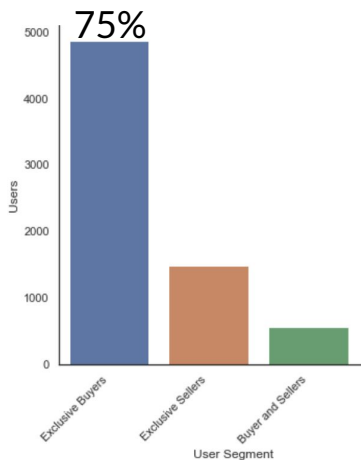
Avg. Purchased



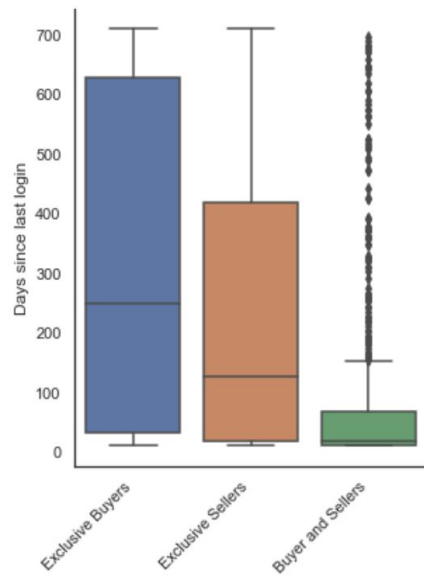


Incentivize first sale

Retention of exclusive buyers is too low.



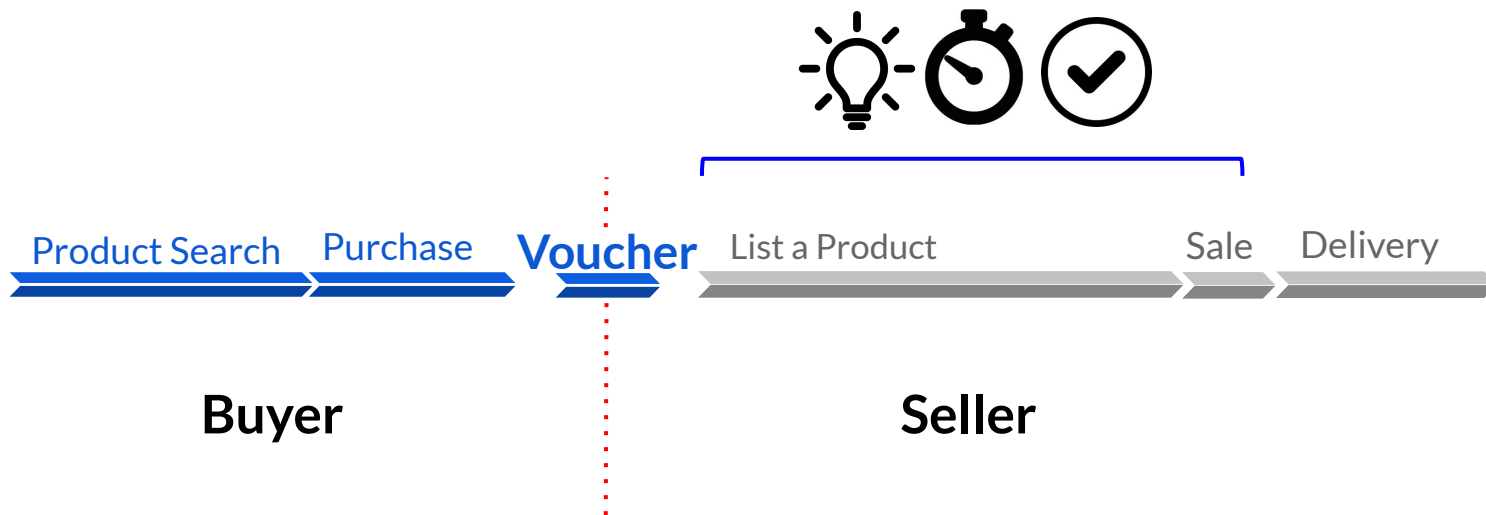
Retention of User Segments





Combine Journeys

Free voucher for premium listing after the first purchase.



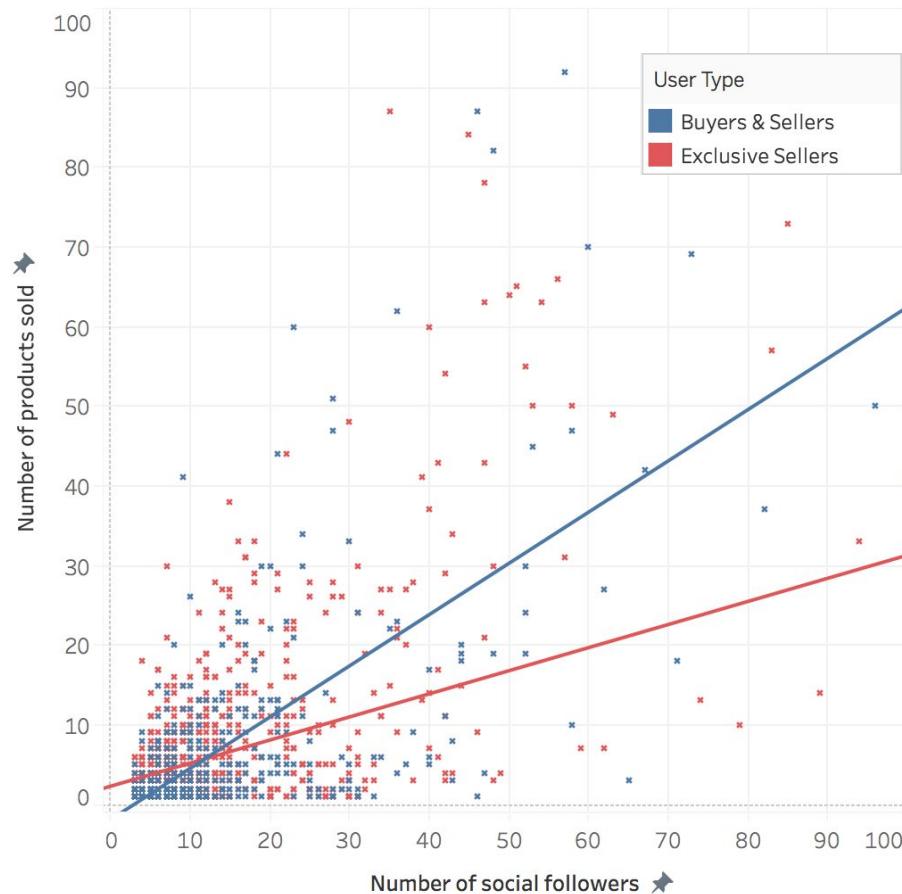
Client Retention



Increase Digital Presence

Empower sellers: provide own user page

- create attractive content
- social media integration
- increase visibility

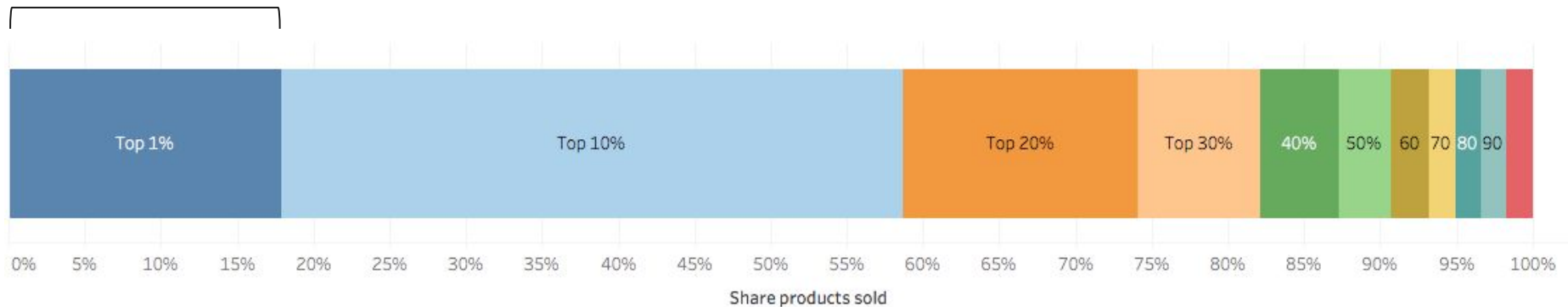


Client Retention



Seller Relationship

Top 1% of the sellers (20 sellers) account for 17% of the products sold.





Seller Relationship

Two different user groups:

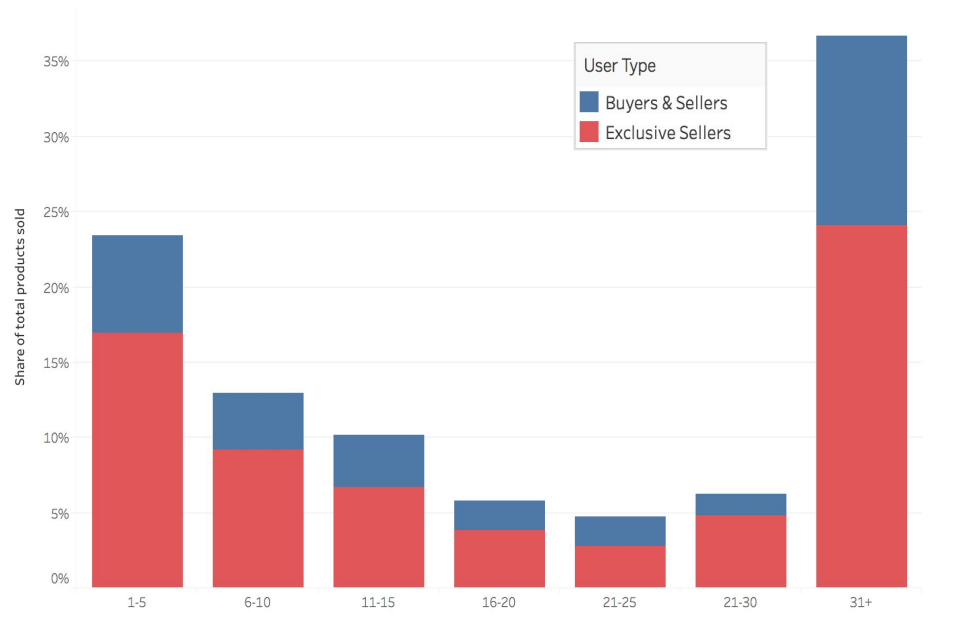
- Professional users (e.g. vintage shops)
- Private users

Tailor user experience according to user needs

Business account:

- Customization (styles / HTML)
- Premium listings

Distribution of products sold according to the range of products sold by users





Summary

1

Relevant market share:

Android targeted social ads.

Optimization Browser UX.

Client retention:

Voucher for premium listing.

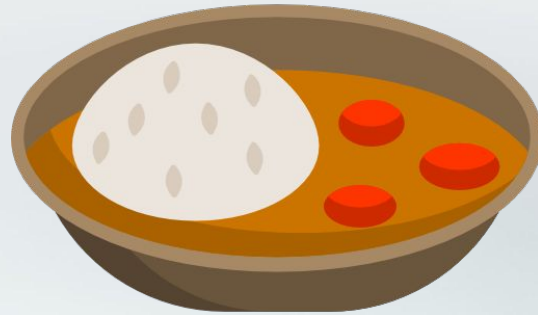
User content pages.

Create business accounts.

2



**Thank you,
enjoy.**

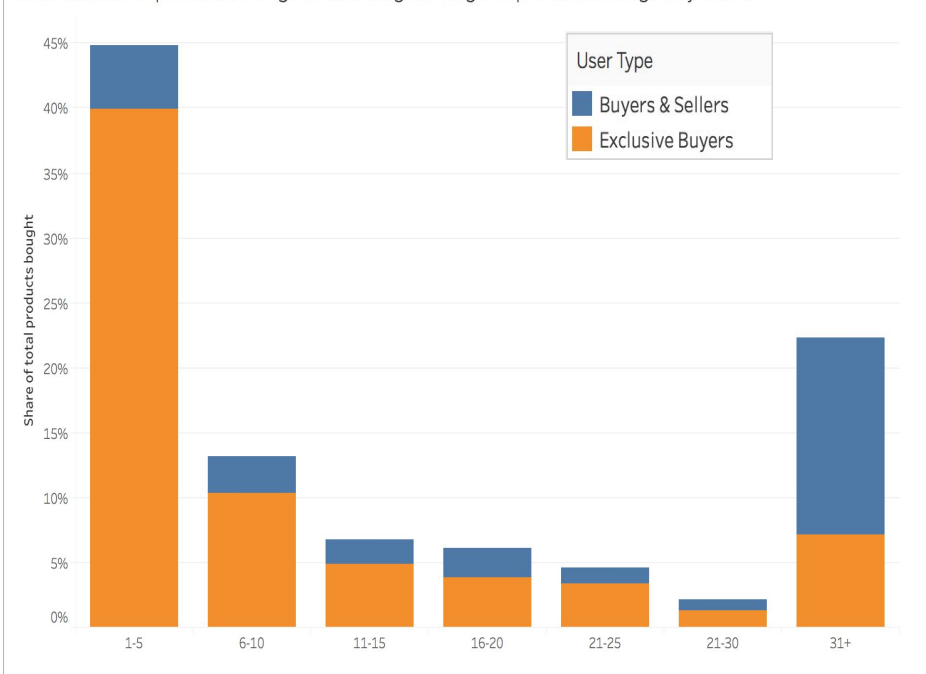




Buyer Relationship

Improving retention among exclusive buyers by incentivizing first sells: Top listing for first sell.

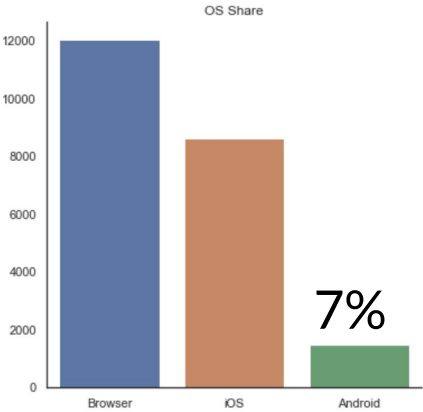
Distribution of products bought according to range of products bought by users





Increase Relevant Market Share

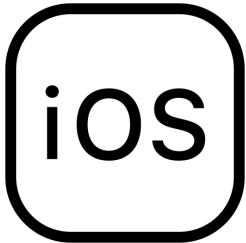
App redesign to get on par with iOS App.



72%



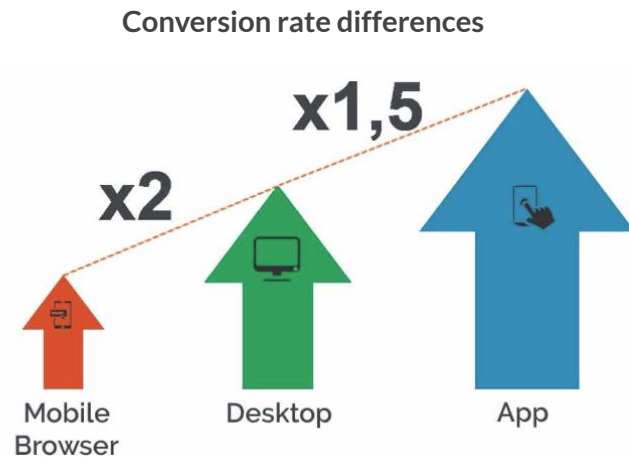
28%





Rework Mobile Browser Page

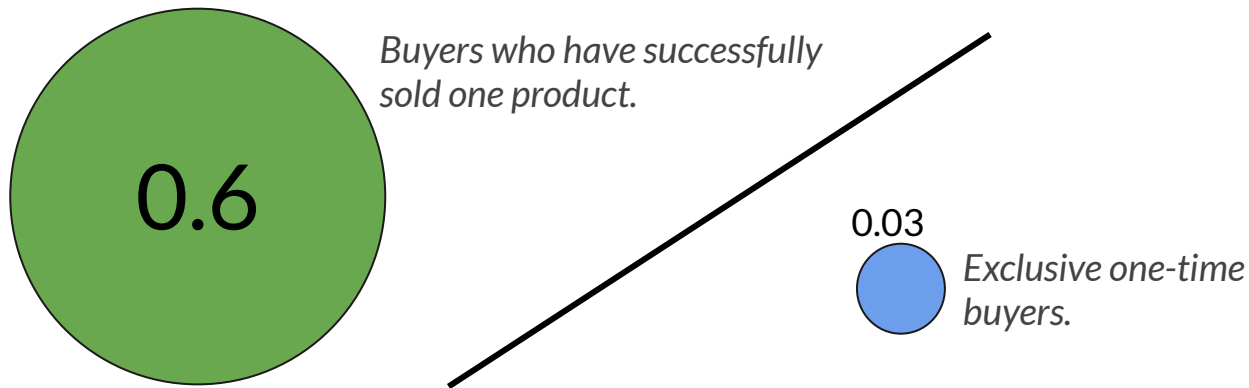
Rework the mobile page, to offer similar functionality to the Apps.



Appendix Client Retention - Voucher



Product Listings Generated





Expand Socials

1. Enable picture based blog posts.
2. Expand reach through placement within relevant product listings.
3. Offer Instagram integration, to enrich content amount.

