

# Sell on Bol.com

Grow your e-commerce potential by selling to both the Netherlands and Belgium in one home-grown marketplace



## THE BENEFITS OF SELLING ON BOL.COM

There are so many reasons to sell on Bol.com, from accessing two new markets to aligning your brand with a sustainably-minded platform.

- **Two Markets in One:** When you sell on Bol.com, you access customers from both the Netherlands and Belgium. These two countries have a population of **29 million** combined, and Bol.com's customer base is **13 million**, proving that the platform has an impressive market penetration.
- **Focus on Sustainability:** Bol.com's shipping aims to be carbon neutral by 2025. What's more, the platform is committed to onboarding more sustainable, low-waste products for its conscious consumers.
- **Logistics via Bol.com:** You can fulfil orders yourself or use Logistics via Bol.com, which offers next-day shipping to customers, resulting in a **71% higher conversion** rate for products using this fulfilment method.
- **Best Last Mile Delivery:** Bol.com is owned by Ahold Delhaize, a global food retailer with over 7,000 pick-up points for customers in the NL and BE. Bol.com also partners with DHL and other carriers for direct deliveries.
- **True Partnership:** Bol.com seeks to offer the best experience not only to customers but also to partners. They create personal connections with partners and share platform insights to help partners boost sales.
- **Brand Control:** Retain your own brand experience with a dedicated brand page, branded landing pages and content, and by offering your own customer service.
- **Sponsored Products:** If you want to grow your brand awareness and sales in the NL and BE quickly, you can take advantage of Bol.com's sponsored products features. Your partnership contact can help you strategise the right products for your campaigns.
- **Local Presence:** Capture market share on a platform founded and headquartered in the Netherlands. The company has 2 offices and 6 call centers in the country.

## BOL.COM BY THE NUMBERS

**€4.3 billion**  
GMV in 2020

**13 million**  
active customers

**2.5 million**  
visitors per day

**46,000**  
sellers

**90%**  
brand awareness  
in NL and BE

## HOW TO KNOW IF BOL.COM IS RIGHT FOR YOUR BRAND

Is now the right time to sell on Bol.com for your brand? The marketplace wants sellers to achieve these requirements in order to be selected as a partner:

- **Expected Sales Potential:** You should have a sales potential of €500,000 to €1 million GMV in a year on the platform. As a rule of thumb, if you are already selling between €6 - 10 million GMV per year to a larger European market like Germany or France, this threshold should be achievable.
- **Better Prices or Unique Products:** To sell on Bol.com, you should be planning to offer better prices on similar products compared to what other marketplaces offer, or you should provide unique products that can't otherwise be sourced in the Netherlands or Belgium.
- **Offer Service and Content in Dutch:** You must be willing to offer your services in Dutch, including your customer service and your content. Bol.com has partners who can help with Dutch customer service and translating your content.
- **Possess a Legal EU Entity:** Due to VAT challenges between the EU and UK, you must already have a legal EU entity or be willing to establish one in order to sell on Bol.com.

## TOP CATEGORIES

Bol.com focuses on products within lifestyle, entertainment, and daily needs, such as personal care products and food items.



Fashion



Sporting Goods



Baby



Home & Garden



Toys



Entertainment



Electronics



Reading &  
Education



Daily Needs



Jewelry &  
Watches

## BOL.COM AND CHANNELADVISOR

Choosing which marketplaces to sell on is only the beginning. We know that each new marketplace comes with many challenges, including product listings, brand compliance, inventory management, and plenty more. Having a scalable, automated, and multichannel commerce platform is critical for growing sales through marketplaces.

ChannelAdvisor is pleased to have created a strategic partnership with Bol.com. As a certified integrator, we provide a professional-class integration built with sellers' multichannel needs in mind, from centralised inventory and orders to data management tools that optimise your product strategy, listings, and prices.

To sell on Bol.com, you must integrate with the marketplace through a certified integrator like ChannelAdvisor. Our team can help with the integration and your long-term success.

**If you're ready to learn more, contact us about selling on Bol.com**