

France is a tempting option for overseas expansion. It's the second biggest e-commerce economy in Europe, with over 35 million online buyers - and it's a market that's showing no signs of slowing down.¹

French shoppers have a demographic similar to the UK - and shipping there is relatively cheap and fast - plus there's just the one-hour time difference.

Challenges to market entry however include the language, and the fact that many consumers are wary of buying from overseas sellers. This is where leading online marketplace Cdiscount can help, offering international sellers a low risk means of accessing an audience of loyal French shoppers.

If you can compete competitively on price – or can provide French buyers with items they can't buy elsewhere, Cdiscount could be a lucrative additional sales channel for you.

ABOUT CDISCOUNT

Cdiscount is a subsidiary of the Casino Group and one of the largest marketplaces in France, often taking the number one spot. It's a platform that's been gathering pace since 2011 and now boasts 13.5 million+ customers (that's an impressive one in three French online shoppers) with 1 million site visits a day.²



HOW DOES CDISCOUNT WORK?

Cdiscount is a marketplace for buyers seeking the lowest prices. Only the best price is shown to shoppers in the equivalent to Amazon's Buy Box – unlike Amazon, however, other factors including feedback are not considered. Cdiscount allows you to expose your items to a vast new audience and quickly list against existing products on the platform competing with other sellers on price.

CATEGORIES

Cdiscount offers a wide variety of categories from apparel and home, to computing, jewellery, entertainment, sports and electricals. In fact, there's over 40 categories to choose from so there's plenty of choice. (Remember that if you're selling electrical items you'll need to provide a plug suitable for the French market).

WHAT TO CONSIDER

- It's easy to sign up to sell on Cdiscount since there are minimal approval checks
- Since Cdiscount is a French site you'll need to list in French and it's advisable to use a professional translation service rather than rely on Google Translate or any other online translation tool
- You are highly recommended to provide all relevant product identifiers to help your products get found more easily
- Images should be at least 1200 x 1200 pixels
- Products should be listed in Euros (and Cdiscount will pay you in Euros too). Cdiscount ensure that customer payments are secure through the use of FIA-net and 3d Secure. Since French customers prefer to pay in instalments, Cdiscount offer a four-part payment process at no impact to sellers

¹ <http://www.reuters.com/article/france-retail-internet-idUSL5N1FD3DI>

² <https://www.facebook.com/Cdiscount/>

- You can make things easier by using Cdiscount's fulfilment service 'Cdiscount fulfilment' where they store, pack and ship your items. They'll also handle customer queries. This also gives you the kudos of being able to place 'shipped by Cdiscount' which will signify you as a trusted seller
- Buyers can opt to 'Click & Collect' their orders through the Casino store network which has 2000+ parcel collection points across France³
- You can make use of Cdiscount's enhanced social media presence (1.4m Facebook likes and 127k Twitter followers)⁴
- Cdiscount has its own version of Amazon Prime too, 'Cdiscount on Demand', which is a free-shipping subscription service

HOW CHANNELADVISOR SUPPORTS CDISCOUNT

If you're a ChannelAdvisor customer, making the move to selling on Cdiscount is easy. Simply map your inventory to Cdiscount's format (we'll provide a template to communicate your inventory data in the preferred format to Cdiscount). We then send your listings to Cdiscount – once you're all set up you should be able to see sales almost instantaneously. Orders are imported into ChannelAdvisor and will be available in the software to fulfil. We'll then send a shipping confirmation to Cdiscount once you've fulfilled. More detailed information on how to get started on Cdiscount can be found here.

READY TO GET STARTED?

If the thought of selling on Cdiscount appeals, then head over to ChannelAdvisor to learn more. Contact the team on 0203 014 2700 or drop us a line at ukteam@channeladvisor.com. We're here to answer any queries you may have - as well as direct you how to get started with selling on Cdiscount.

³ <http://www.webretailer.com/lean-commerce/selling-on-cdiscount/>

⁴ <https://www.facebook.com/Cdiscount/>