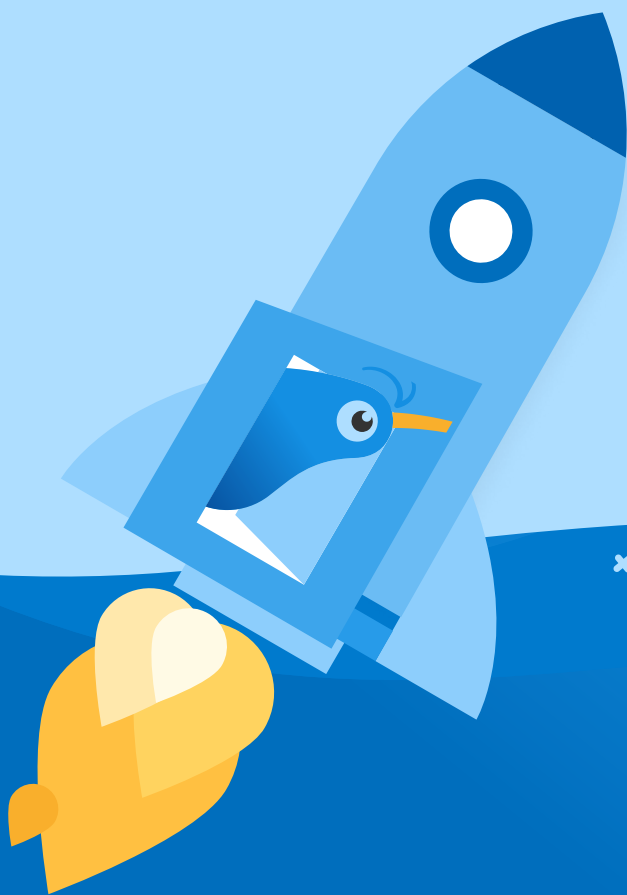


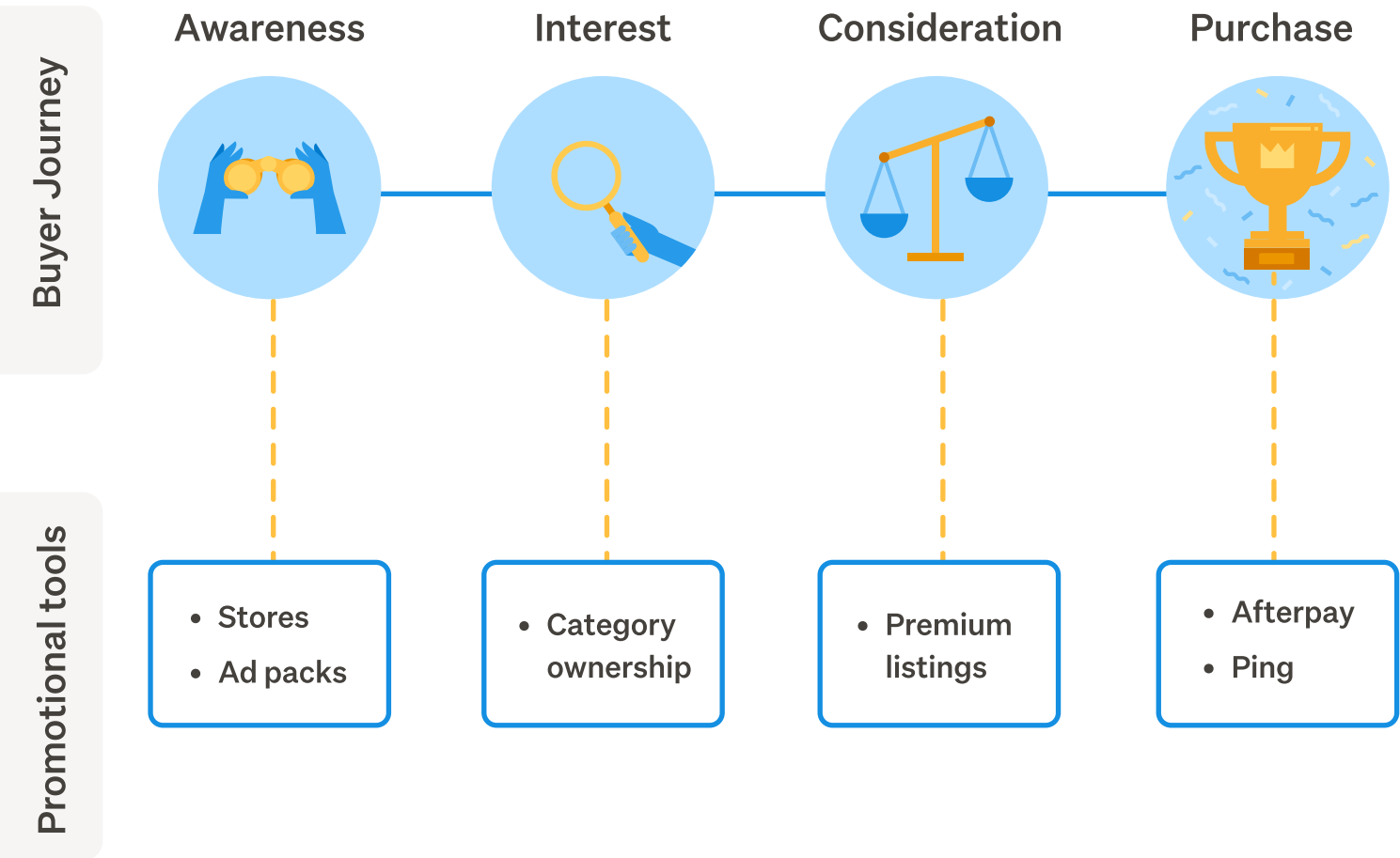


Growing your business is our business

Trade Me tools to
promote your business



Our promotional tools can help at all stages of the buyer journey





Awareness



Interest



Consideration



Purchase

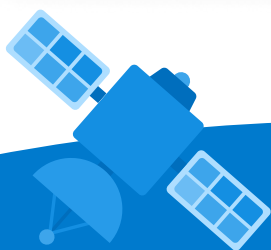
Open a store

A branded online shop front on Trade Me.

A store means you get your own branding and all your listings are housed in one place. You'll also be featured under Stores on Trade Me and have your own Trade Me url.

- Promotional banner
- Trade Me URL
- Add video
- Higher free listing allowance
- Access to was/now pricing so you can run discounts or specials on your products.

The screenshot shows a Trade Me store page for Kathmandu. At the top, there's a navigation bar with 'trademe' logo, 'Browse', 'Search all of Trade Me', 'Watchlist', 'Favourites', 'Start a listing', and 'My Trade Me'. Below this is a red header with 'Browse Marketplace', 'Stores', 'Deals', 'Book a courier', and 'List an item'. The main content area features a large image of two people in outdoor gear standing on a rock in a forest. To the right of the image is the Kathmandu store profile, including the logo, name, feedback score (99.7% positive), and a mission statement. A blue button labeled 'Add to Favourite Sellers' is visible below the profile. At the bottom, there's a black banner for a 'Black Friday Sale Now On' with the Kathmandu logo and a note: '*Offers end Monday 28th November 2022. Excludes clearance.'





Awareness



Interest



Consideration

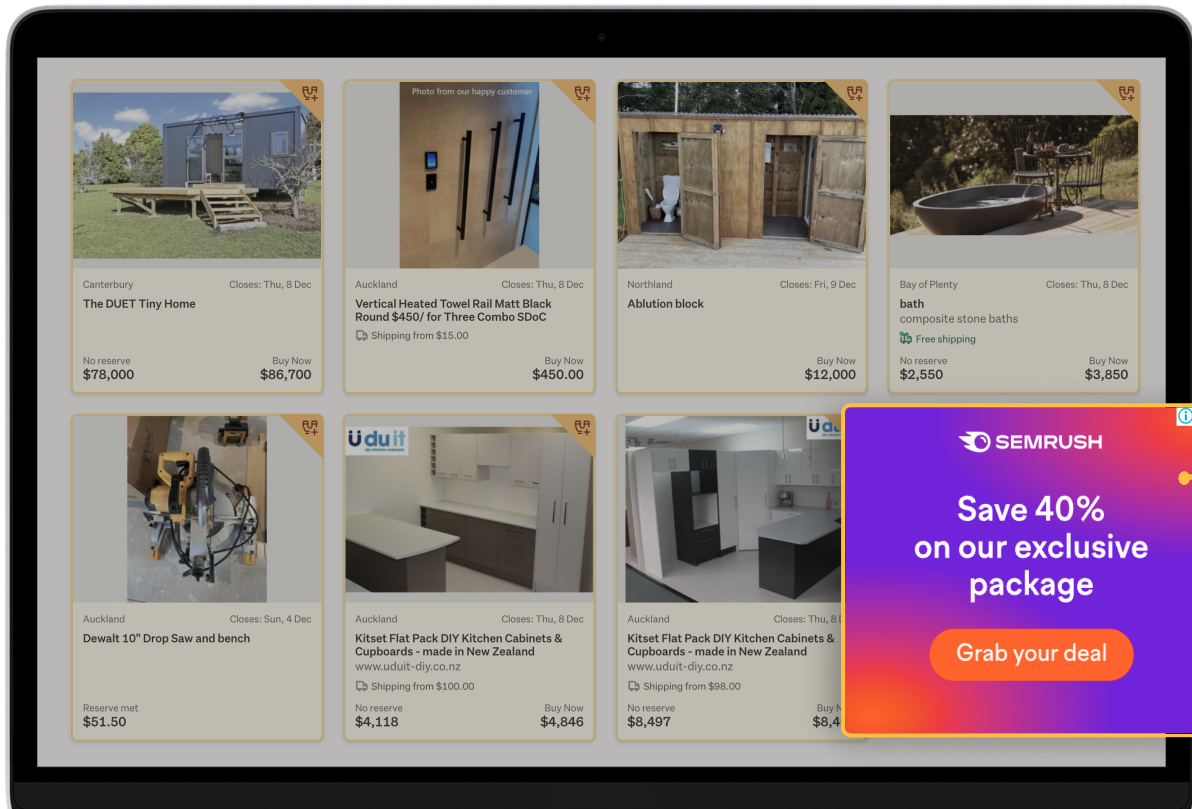


Purchase

Ad packs

Bespoke advertising solutions- persona, keyword or category targeting.

Our ad packs are suited to a wide variety of businesses. Custom-made advertising solutions tailored towards targeting specific categories. Perfect for building brand awareness and driving Trade Me shoppers to specific deals on site.





Awareness



Interest



Consideration



Purchase

Category ownership

Put your business or product front and centre of the category most relevant to your buyers.

Category ownership is designed to create awareness, generate interest, and drive traffic towards your listings - There are 2 category ownership ad units available and your ad will be visible to browsers 50% of the time in your nominated category (or 100% if there is no other advertiser).

The image shows a grid of furniture listings. One listing is highlighted with a yellow border and labeled 'Your ad here'. The highlighted ad is for a bookshelf from Catchers Furniture, priced at \$279.00, with a 'Shop now' button. Other listings include:

- Funky Plywood cupboards plus 4 side panels pieces**: Auckland, Closes: Wed, 14 Dec, Buy Now \$349.00.
- Shoe Cabinet Rack Organiser Storage Shelf Bamboo**: Auckland, Closes: Sat, 17 Dec, Buy Now \$169.99.
- SHELVES ...Amazing MATAI ...a truly one off."SPECIAL" \$500 OFF**: Wellington, Closes: Wed, 14 Dec, Buy Now \$1,800.
- Shoe Cabinet Rack Organiser Storage Shelf Bamboo**: Auckland, Closes: Fri, 16 Dec, Buy Now \$59.99.
- Good Condition Side board / buffet**: Auckland, Closes: Sun, 11 Dec, Buy Now \$95.00.
- Dustproof Shoes Cabinet Storage Organiser Shoe Rack Stand**: Auckland, Closes: Mon, 12 Dec, Buy Now \$219.99.
- Buffet / Sideboard Ferngrove collection**: Auckland, Closes: Thu, Buy Now \$450.00.



Your ad here



Awareness



Interest



Consideration



Purchase

Premium listings

Expose your product to more buyers.



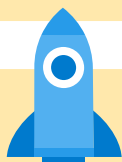
Super Feature:

- Best position in category
- Highlights your listing in search results
- 42 x more likely to sell vs Basic listing
- 600 x more listings views vs Basic listing
- Ideal for higher-priced items
- Pricing varies depending on the category of listing. Books and CDs)



Feature Combo

- Excellent position in category
- Highlights your listing in search results
- 21 x more likely to sell vs Basic listing
- 89 x more Listings views vs Basic listing
- \$3.95 (\$0.95 for books and CDs)



Feature

- Great position in category
- 15 x more likely to sell vs Basic listing
- 44 x more Listings views vs Basic listing
- \$3.45 (\$0.75 for books and CDs)



Gallery

- Good position in category
- 9 x more likely to sell vs Basic listing
- 10 x more Listings views vs Basic listing
- \$0.55 (\$0.25 for books and CDs)





Awareness



Interest



Consideration



Purchase

Add more payment options for buyers to increase conversion

All members have access to Ping, Trade Me's payment platform that enables quick and easy trades. Ping provides both seller and buyer protection, ultimately leading to greater peace of mind for a buyer when purchasing and more sales. Afterpay gives shoppers the flexibility they need and listings with Afterpay see a 20% to uplift in conversion*.

ping by trademe 



afterpay 



*Afterpay website



Awareness



Interest



Consideration



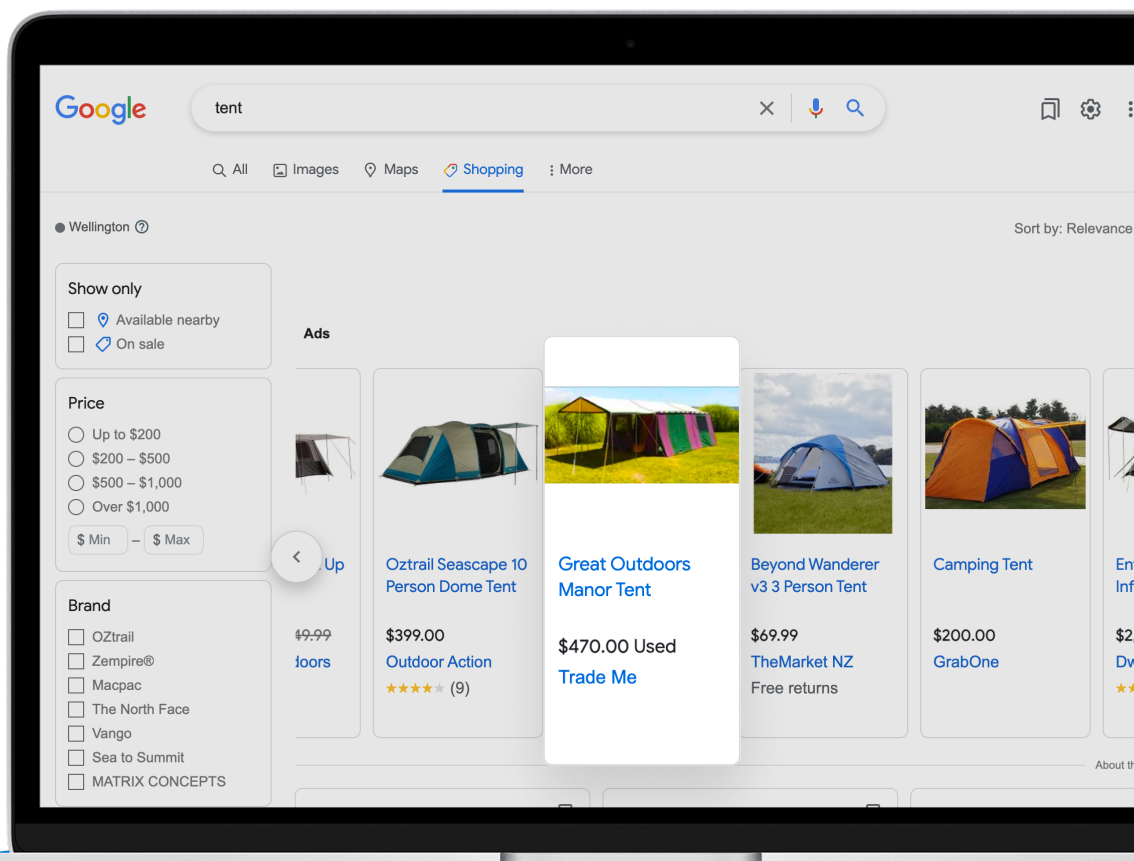
Purchase

Google shopping

Increase sales by being part of NZ's largest search account.

When you list with Trade Me you can benefit from being part of NZ's biggest paid search account with significant investment behind Google Shopping. Make sure your listings meet Google Shopping guidelines and you'll benefit from the extra traffic.

- Automatically have your products available on Trade Me's Google Shopping ads - for free
- In a 30 day period, our paid shopping campaigns bring in around 1.7M clicks to individual product pages on Trade Me, and this earns over \$5.2M in revenue for our Professional Sellers.





If you'd like to talk to us about any of the options or for more information.

Contact your Account Manager or
email: professionalsellers@trademe.co.nz

Visit our Professional Seller learning hub
trademe.co.nz/c/marketplace/sellerlearninghub

