



NEWEGG AND KYOZOU



Newegg is an online marketplace that sells more than just electronics and computer parts. Founded in 2001 and operating out of California, it has won numerous awards during its growth into a leading tech savvy multi-channel.

While many online sellers assume it's mainly for electronic and computer parts, their growth has been coming from their expansion into 75 different product categories. With listing products on Newegg being similar to the process for Amazon, this online marketplace is a channel that online retailers should consider in their sales strategy.

Facts about Newegg.com:

- 1) Introduced a Business Rewards Program that awards customers points based on their purchase volume that can be redeemed for discounts, free shipping, free customer services and other rewards. They also have created a membership program (Newegg Premier) similar to Amazon Prime that offers fast shipping and additional benefits to their members.
- 2) Global expansion has occurred into Europe and Asia.
- 3) 25 million registered users and growing: with 21% of online sellers planing to expand into this channel.
- 4) Offers buyers a price match guarantee on over 80% of their products within 14 days of purchase.

To find out how selling on Newegg can work for your business, contact us today at sales@kyozou.com

**Packages
Starting At
\$199/mo**

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