



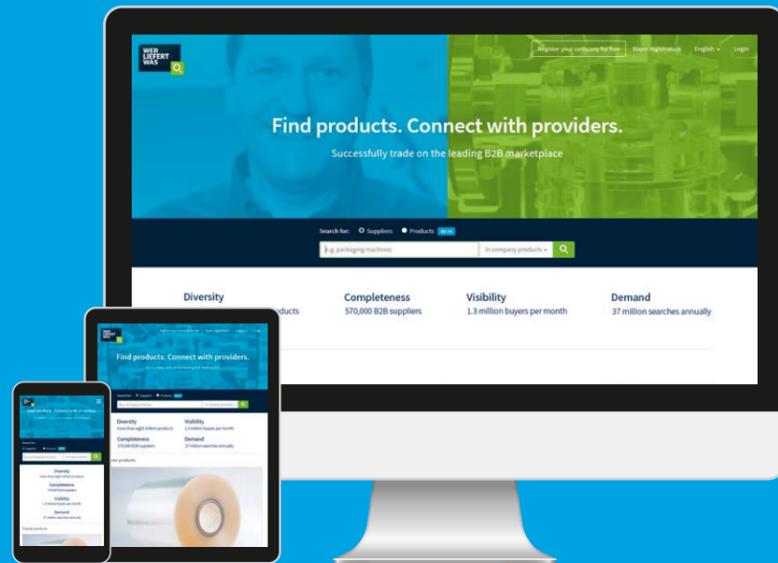
Leverage your digital potential!

How to sell in the B2B sector today.

The leading B2B marketplace
wlv.de wlv.at wlv.ch

**WER
LIEFERT
WAS**





“Wer liefert was”
is the leading B2B marketplace.

e. g. products, companies and service providers

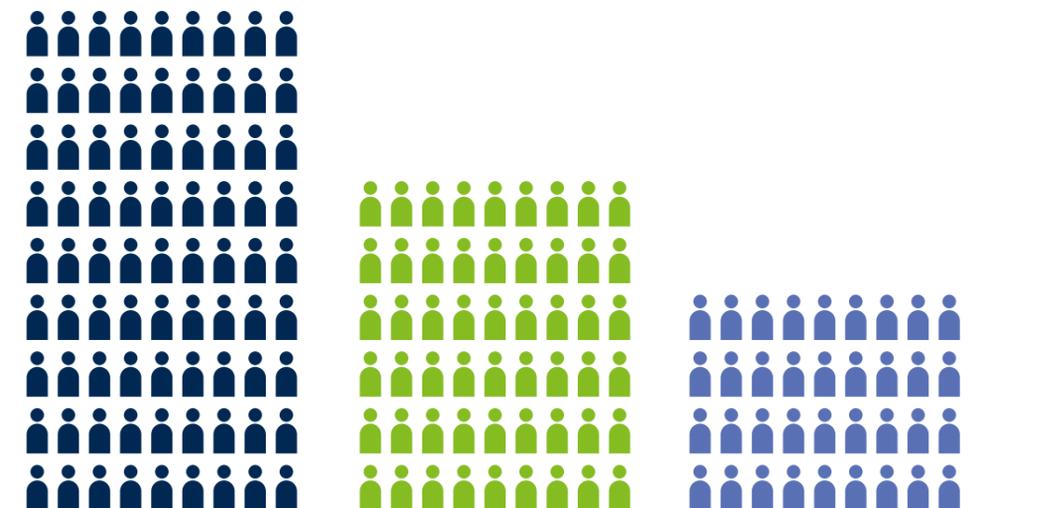


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93 % of B2B buyers go online to search for suppliers. How visible is your offer?

The Internet is the medium professional buyers use the most when searching for products, services and suppliers. As a supplier, what this means for you is that your online marketing increasingly determines your sales, as the better you find your potential customers online, the more requests you receive. Furthermore, purchasing decision-makers are becoming increasingly younger. Nearly half of all professional buyers was born after 1980 and thus grew up with the Internet – and this trend is only growing.¹

Information sources used by professional buyers when searching for products and services²



93 %
Internet

59 %
recommendations

38 %
trade fairs

However, with about 863 million websites and more than 3.5 billion Google searches per day, customers looking for your company on the Internet cannot be left to chance.³

¹ Google B2B Marketing Study 03/2015

² Google Compete Tech B2B Customer Study 09/2012

³ statista.de and Google, 2015

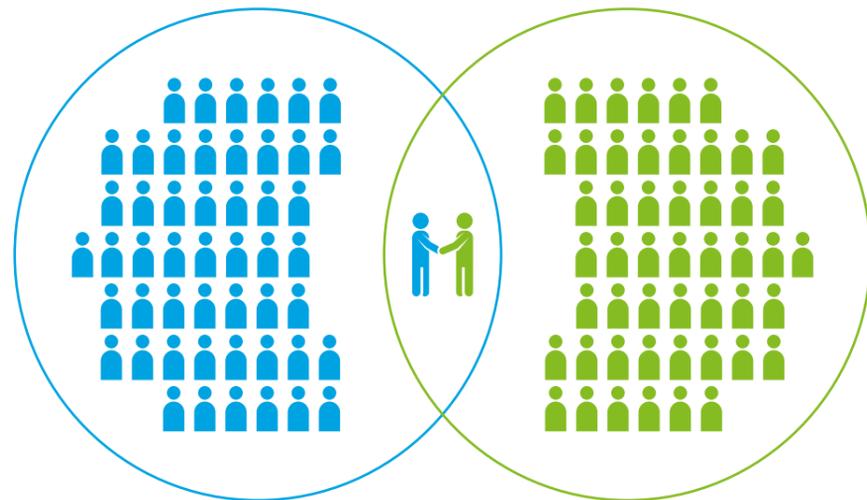
As a leading B2B marketplace, we bring your offer right to where your customers are.

Thousands of buyers and vendors meet every day on “Wer liefert was”. As a manufacturer, dealer, service provider or supplier, you present your offer on a platform with vigorous traffic. 70 percent of professional buyers say they regularly use wlv when searching for suppliers.⁴

In order to attract even more buyers to wlv – and thus your offer – we participate in the main channels. Search engine optimization (SEO) and ad placement (SEA) ensure that matching search terms result in wlv offers almost always appearing in the top 3 of Google results. This means that whether your potential customer is searching on Google or right on wlv, it takes at most two clicks for them to reach your offer. We also continually invest in TV and online campaigns and cooperate with other renowned industry platforms.

1.3 million
buyers per month

570,000
suppliers



37 million
searches annually

Several million products make wlv an attractive, growing online marketplace and every day thousands of new products are added.

⁴ Results of a survey of 1,616 professional buyers; duration: from 02/19 to 03/16/2016 at wlv.de



*For more than 10 years, “Wer liefert was”
has been one of our strongest partners when
it comes to acquiring new customers.*

Thomas Kreis
Managing Director of ARTEKA Strahltechnik e. K.



You meet your customers in a clearly organized manner.

Professional buyers prefer relevant, well-structured information to help them make decisions in a timely manner. That is precisely what you'll find at wlw. Together with experts from B2B purchasing, we have designed your company presentation such that the critical information can be seen at a glance.

1 Company logo

The prominent placement of your logo ensures high recognition value.

2 Contact information

Quick and easy – this is how your customers should find you. That is why your main contact information is at the top. In addition, two flashy buttons forward buyers directly to you and your own website with a single click.

3 Products

Directly under your contact information, you can present your best-selling product and your entire product and service portfolio, as that is precisely what makes you attractive to buyers.

4 Product overview

All of your company's business domains are listed alphabetically here. Buyers typically find their way to your profile via a specific search term. Here they are given a comprehensive overview of your entire product range and will possibly find further business domains that could be interesting for their companies.

5 Company information

The "About us" tab offers you plenty of space to present more information: such as images, your corporate video – as well as more about your employees and your location.

6 Location

A map shows the exact location of your headquarters. This is particularly interesting for customers in your region.

7 Short description

Here you can name the most important details about your company. This allows you to immediately show your customers that you are the right partner for them.

8 Delivery area

Regional, national, international – here buyers can immediately see where your products are available.

9 Further facts

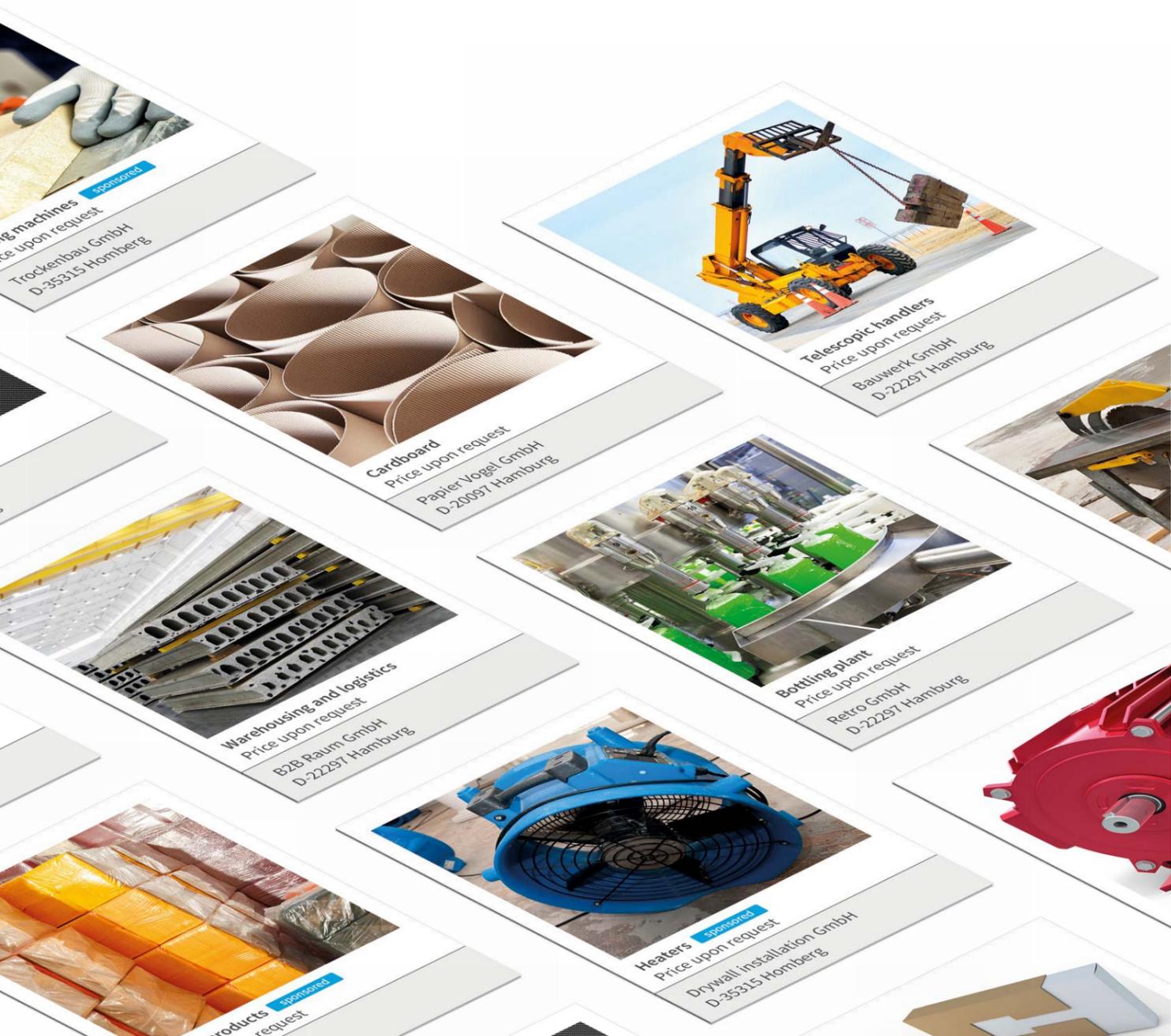
Increase confidence in your company by providing additional facts and certificates.

Present your products and services right on wlv.

That's how B2B trading works today!

Professional buyers are primarily looking for products or services. That is why we offer you, as a supplier, a platform that allows you to showcase not only our company profile, but also your entire product or service range.

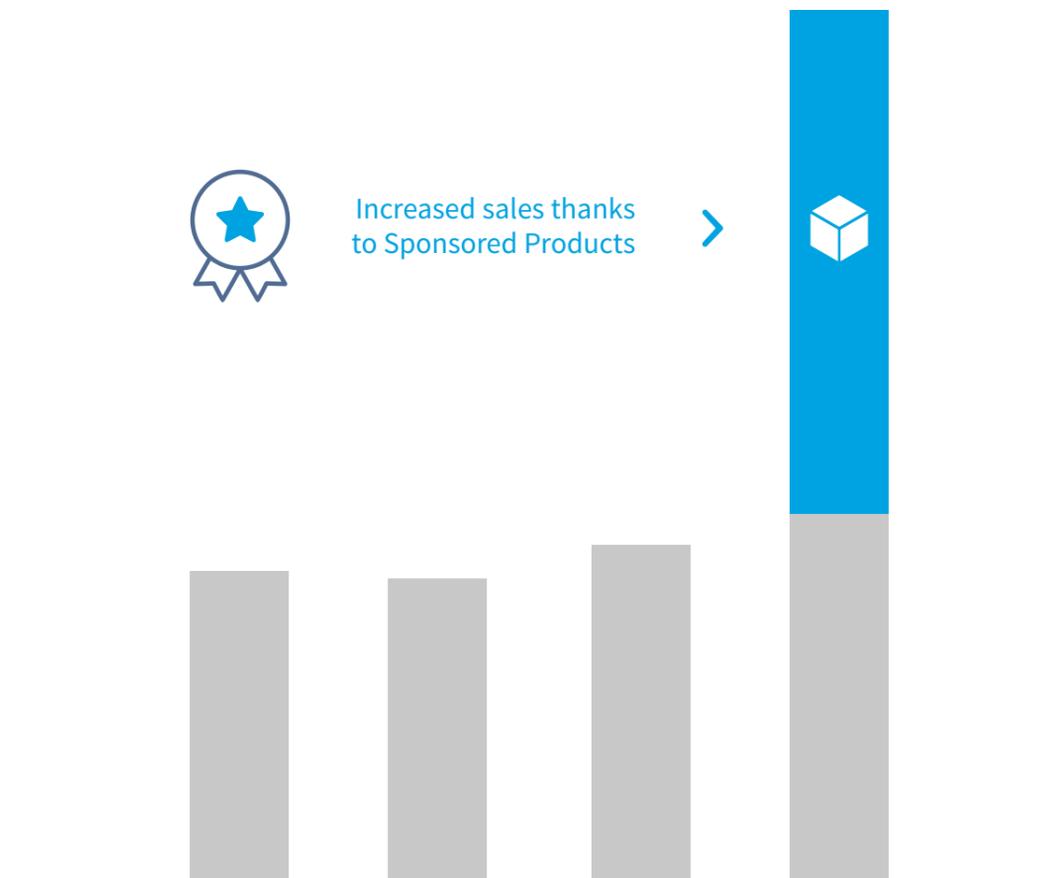
Your products and services appear as a clearly visible image, together with the most important information, both in your company profile as well as within product searches using relevant search criteria.



Stand out from the crowd!

This will give your products the competitive edge.

The solution is called: Sponsored Products. By also advertising individual products, for example, your bestsellers, on "Wer liefert was", you can make sure they appear right on the first page in search queries. By doing so, you'll attract potential buyers' attention more quickly to your offer, which for you means: more attention, more inquiries and more sales.



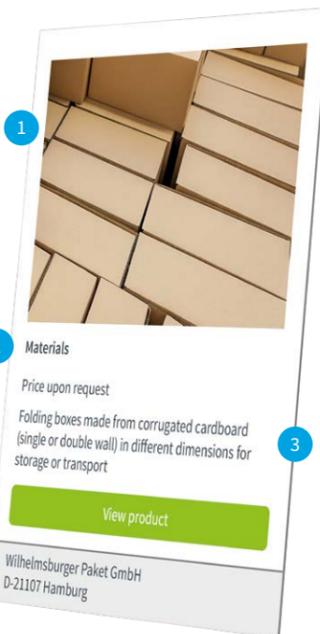
Simple and convenient!

Anyone can register products and services on wlv.

To add a product to your wlv company profile, you need only three things: a picture, a product name and a brief description. You can easily upload this information via our product manager's input screen.

Product image

Draws attention to your offer



Product name

Identifies your offer for relevant potential customers

Brief description

Specifies the main features of your offer



Do you have numerous products? Use the Product Upload Service.

The Product Upload Service automatically enriches your wlv-profile with your products, so you can present yourself professionally. We take over your entire product portfolio quickly, easily and efficiently – either by export file or via data retrieval from your website. Your products show in the relevant search results – you gain valuable contacts and receive targeted enquiries.

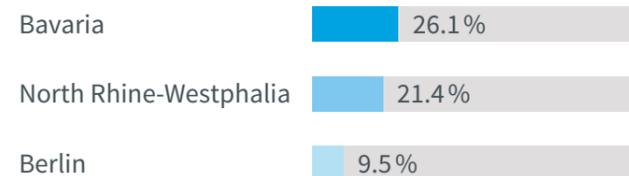
Time is money. That is why we advise buyers to use wlv, as that is the fastest way to find the right suppliers and – thanks to the new product search – now also the right products.

Marc Kloepfel
Managing Director of Kloepfel Consulting GmbH

And best of all: You can view the precise results.

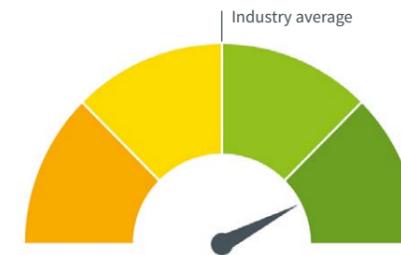
The wlw performance report

What use is the best online marketplace in the world if it doesn't bring results for your company? That is why we encrypt all activity related to your company profile and product listings for you each month and convert them into meaningful figures and graphs.



We provide concrete data to help optimize your sales – online and offline!

Which business domains are particularly in demand? Which companies have shown an increased interest in your offer? From which federal states do most of your prospective customers come? In the performance report, we identify the companies that have taken a closer look at your company profile – along with useful contact information and sorted by federal state. This data can be downloaded directly as a table and forwarded to your sales department.



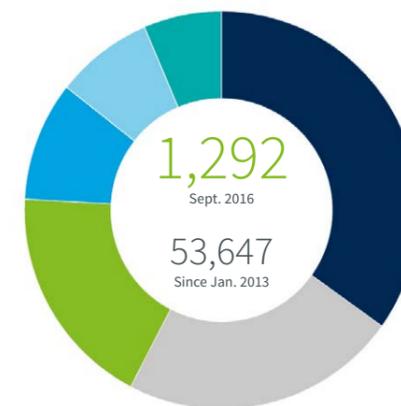
Competitive comparison

Here, you can view your online visibility on wlw compared to the industry average. The farther right the speedometer needle, the more often your offer is displayed compared to those of your competitors.



Customer contacts

This number shows you how many potential customers have taken a closer look at your profile, for example, by clicking on your website, calling the phone number or using the contact form.



Visibility

The pie chart shows you how often your offer on wlw has been displayed in the search results of buyers – overall and broken down by category. You can download a detailed table as an Excel® file.

It has never been so easy to open up new markets. wlw service packages at a glance

We bring your offer to Europe. With 62 million visits a year, we cover almost the entire European market together with our partner EUROPAGES. And that means more coverage for you in next to no time.



Europa Premium

28 countries in one fell swoop! The Europe Premium package moves you forward all across Europe. Thanks to our partnership with EUROPAGES you can reach twice as many buyers. We present your company profile in 15 languages and in 28 countries – always among the top placements on the first page.



Expanding or focusing? We offer just the right coverage for your business model.

Planning to initially develop your sales in German-speaking countries alone? Or would you like to exclusively and deliberately sell your products locally? Whatever business concept you pursue, we will adjust the coverage of your offer to suit your individual requirements. Now choose one of our service packages and lay the foundations for your online business.



National Premium

The ideal service package to ensure your products and services are offered nationally and prominently. With the National Premium package you are always displayed on the first page in the top rankings to searching buyers.



National

A solid foundation for your nationally operating company. You benefit from all the basic advantages of a professional wlw company profile and appear right after premium profiles in nationwide searches.



Local

Targeted customer contacts for your company with a local focus. Geo-targeting technology helps us ensure that you will be found exclusively by relevant buyers from your region within a radius of 150 km.

Would you like to gain experience in Europe with your national company? Expand your National Premium or National package easily with our online marketing service Europe.

Increase your sales in a targeted manner.

You can add our online marketing services according to your needs.

You have chosen one of our service packages. Now our specialized online marketing services provide you the opportunity to also advertise your offer in a targeted manner – so as to best suit your business model and your budget.



Europe

Increased demand across Europe. Your offer will be presented on both wlv and on the national webpages of our partner EUROPAGES. In doing so, we look after the translation and maintenance of your data.



D-A-CH

Enhance your visibility throughout the German-speaking world. We place your company profile on our wlv.de, wlv.at and wlv.ch platforms and you benefit from new customers.



AdWords

Everyone is talking about Google AdWords. We simplify for you whatever sounds complicated. Based on your company profile, our experts place an ad on Google or Bing for you without you having to deal with the details.



Retargeting

More reach in your target group everywhere on the Internet. With our retargeting, we place ad banners on relevant websites, including design, coordination and evaluation.



Top Ranking

By booking a top ranking, your company profile rises and is guaranteed to always appear in the top 3 search results. This greater level of attention helps you generate more customer inquiries.



Web Analytics

In cooperation with Germany's leading web controlling provider, we offer an additional tool to even more accurately evaluate the activities of your company profile and your website.

wlv provides me with the ideal all-round carefree package. Regardless of the direction in which technology develops, wlv always brings me to where my customers are.

Sven Hagen
Managing Director of P.T.P. GmbH

There are certain things that are best to take care of personally.

Your contact to “Wer liefert was”

Our 100 experienced customer consultants will be happy to assist you in choosing the ideal service package for your company. Request a custom and no-obligation consultation, with a personal appointment, by phone or by email – whichever way you prefer.



You have decided to go with “Wer liefert was”?

We look forward to welcoming you! Our job, however, is only done once your presence on wlv becomes a real success for you. That is why our customer consultants assist you personally by telephone with setting up your company profile and listing your products. We do so in order to ensure that all your questions are answered and you leverage the full potential of “Wer liefert was” for the benefit of your company.

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wlv is a Google partner and thus stands for excellent quality in online advertising.



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