

# How PcComponentes Empowers Its Sellers Through Its Technology Marketplace

## More than an online shop

The **PcComponentes** marketplace strategy is founded on a seller-centric approach. By creating a marketplace that brings sellers the advantages they need, PcComponentes enables a rapid expansion of products and is in the best possible position to respond to rising customer demand.

The marketplace also provides PcComponentes with **supply chain flexibility**; by growing their base of third-party sellers they are not dependent on one or a few sellers.

When a seller faces supply chain obstacles, PcComponentes can now seamlessly pivot their supply chain to ensure the customer does not face out-of-stocks when shopping online. Similarly, the company is able to leverage a third-party seller when they face out-of-stocks on their retail products. This is key, especially during sales periods such as Black Friday or PcDays.

### The PcComponentes Marketplace

PcComponentes, the biggest online technology shop in Spain, launched their Mirakl-powered marketplace in 2018.



## +35K

SKUs added since launch & 200K offers



## +300%

Marketplace growth YoY (2020)



## 48M€

GMV in 2020



## 400K

Orders in 2020



#### Best-selling products

laptops, smartphones, components, peripherals, televisions



#### New or extended categories added

thanks to marketplace: cables, refurbished products, toys, health & beauty items, DIY and cooking.



**Mirakl was the clear leader in marketplace technology and expertise.**

*We chose to partner with the Mirakl team to develop our marketplace and achieve our primary objective of range extension so we can give our customers the product choice they deserve. Thanks to Mirakl Connect, we have been able to - and will continue to - grow our seller base and catalog at a rate and with an efficiency that wouldn't have been otherwise possible.*


David Morales Reyes, eCommerce Manager, PcComponentes



## What It means for sellers


The PcComponentes Marketplace offers sellers the opportunity to join one of the **top 5 e-commerce websites in Spain** and be part of a growing platform that has:

  
**+2.6M**  
Orders per year

  
**190M**  
Sessions per year

As part of its marketplace launch, PcComponentes joined **Mirakl Connect**, the all-in-one technology platform where curated marketplace sellers, specialized partners and Mirakl-powered marketplaces can meet and accelerate doing business together.

PcComponentes hopes to grow their seller base by 150% in the coming year.

  
**750M**  
Pages views per year

  
**1.6M**  
Followers on social media



## Happy sellers, happy customers!

PcComponentes wanted to build a marketplace that prioritises both sellers and customers.

### Top seller: Punto by ZE

*The thing we like the most about PcComponentes marketplace is the large product catalog system and also the customer experience provided along the entire sales funnel. PcComponentes helps us to be better every day and provide excellent service to the customers. They also show respect for their sellers - they are honest and respectful and that definitely makes the difference.*

Punto by ZE, seller on the PcComponentes Marketplace

*We know that many of the digital giants don't provide the human touch. At PcComponentes our sellers have a personal relationship with their account managers, who will answer any questions in less than a day. It's also very important to us to be transparent and fair with our sellers. We compete with them on prices in an honest way so that we can bring our customers the best possible price.*

Álex Juárez, Marketplace Manager,  
PcComponentes

## Why sellers join the PcComponentes Marketplace

Sellers can:



**Integrate into a first-class marketplace** infrastructure on a mature website with 15 million visits per month



**Develop the best possible** selling strategy with a dedicated account manager



**Display their catalogue** on one of the most visited eCommerce sites in Spain



**Seamlessly import products** at speed using automatization CSV, API and aggregator mechanisms



**Benefit from 100% transparency** when competing on PcComponentes retail product prices - the best price wins



**Get paid and invoiced** 3 times per month



**Establish synergies** with other vendors through the Mirakl Connect ecosystem

## What's next?

In the coming years, PcComponentes will leverage their marketplace as much as possible in line with a growing fulfillment strategy to provide outstanding logistic services to both customers and sellers.

As the next step in its marketplace strategy, PcComponentes will open up its platform in other countries and look to attract more international sellers.

To do this, the company will take advantage of their access to thousands of sellers in the Mirakl Connect ecosystem.

The company is also excited to be launching **PcAds**, a promotion tool that facilitates seamless advertising for sellers on pccomponentes.com.



Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform.

With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations.

[www.mirakl.com](http://www.mirakl.com)