



# The Conrad Marketplace

## The Conrad Sourcing Platform for Technical Supplies

### About Conrad

Conrad Electronic, a family-owned company based in Germany, was founded in 1923 and is now one of Europe's leading B2B sourcing platforms for technical supplies.

- Over €1 billion annual company turnover
- Operates in 17 European countries
- Cutting-edge logistics center dispatching 50,000 packages each day

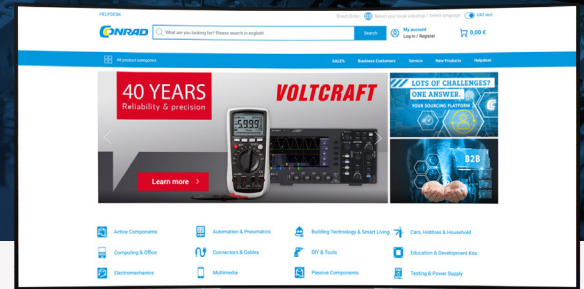
### The goal

Conrad wanted to make sourcing of technical supplies as efficient as possible for customers

Before the launch of their marketplace, Conrad offered 800,000 products on conrad.de. Their research found that to become a one-stop shop that truly meets their customers' needs they would need to sell **millions of products**.

The Conrad team knew the only way to achieve this ambitious SKU count and to take their offering for business customers to the next level was to launch a B2B marketplace. They went on to do just that in 2017, **launching one of the first marketplaces of its kind for technical supplies in Germany**.

Through the marketplace, Conrad supplies more than 7 million product offers from leading brands and manufacturers, together with a range of services tailored to their customers' needs. This constantly growing product range means Conrad is providing a true one-stop shopping experience to its business customers.



### The results

More than 7 million products offered on conrad.de

Since launching its Mirakl-Powered Marketplace in 2017, Conrad has:



Added **470 sellers** to the marketplace



Expanded into Austria (2021) and the Netherlands (2022), with further **internationalization** planned for the near future

## Why did Conrad choose to partner with Mirakl?

*“The main factors behind our decision to partner with Mirakl were the broad range of functions offered by the solution as well as Mirakl’s long-standing success in quickly setting up different marketplaces. **It took us almost 100 years to offer 800,000 Conrad products. It took us 5 years to offer more than 7 million product offers.** We couldn’t have done this without the marketplace. Our partnership with Mirakl enabled us to launch our marketplace quickly and to scale across Europe and grow our overall business faster.”*

Ralf Buehler, CEO, Conrad Electronic



## A marketplace that meets the technical needs of today’s B2B buyer

Today, over 2 million business customers in Germany are using the Conrad Sourcing Platform. Thanks to the capabilities of the **Mirakl Marketplace Platform**, Conrad has custom built its marketplace so that it responds to the specific needs of B2B buyers:

- **Strong payment facilities (pay on due date) with white label invoicing**
- **Volume pricing to foster large purchases**
- **B2B offer with large B2B sellers**
- **Specific distribution channels targeting every type of customer, from small businesses to multi-national companies**

## Scaling their product offering through 650+ manufacturers and distributors

Thanks to the seamless onboarding and catalog integration enabled by Mirakl, sellers are quickly and easily connected to the Conrad Sourcing Platform. By joining the Conrad marketplace, these sellers can:

- **Find new B2B customers, open up new markets and expand their distribution network**
- **Benefit from Conrad’s strong brand awareness to reach out to new wholesalers**
- **Position their brands and products in an existing high-quality sales environment**

**One4B**  
A Sonepar Company



**FEGA & SCHMITT**  
ELEKTROGROSSHANDEL

Sellers interested in joining the Conrad marketplace can contact [sellers@mirakl.com](mailto:sellers@mirakl.com) or visit: [platform.conrad.de/en/sellers/verkaeufer](https://platform.conrad.de/en/sellers/verkaeufer).