

ThingParkMarket



**Elevate Your IoT Sales:
Unveiling the Power of ThingPark Market**

About Your Presenters



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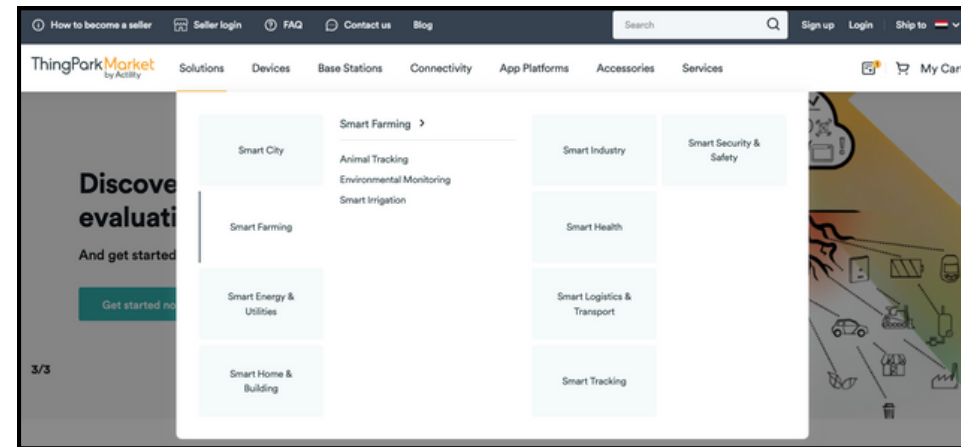
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Webinar Agenda

- **Navigating the Frontiers: New Marketplace Revealed**
- **Command Your Success: Mastering the New Seller Portal**
- **Strategies for Success: Empowering Your Seller Journey**
- **Interactive Q&As**

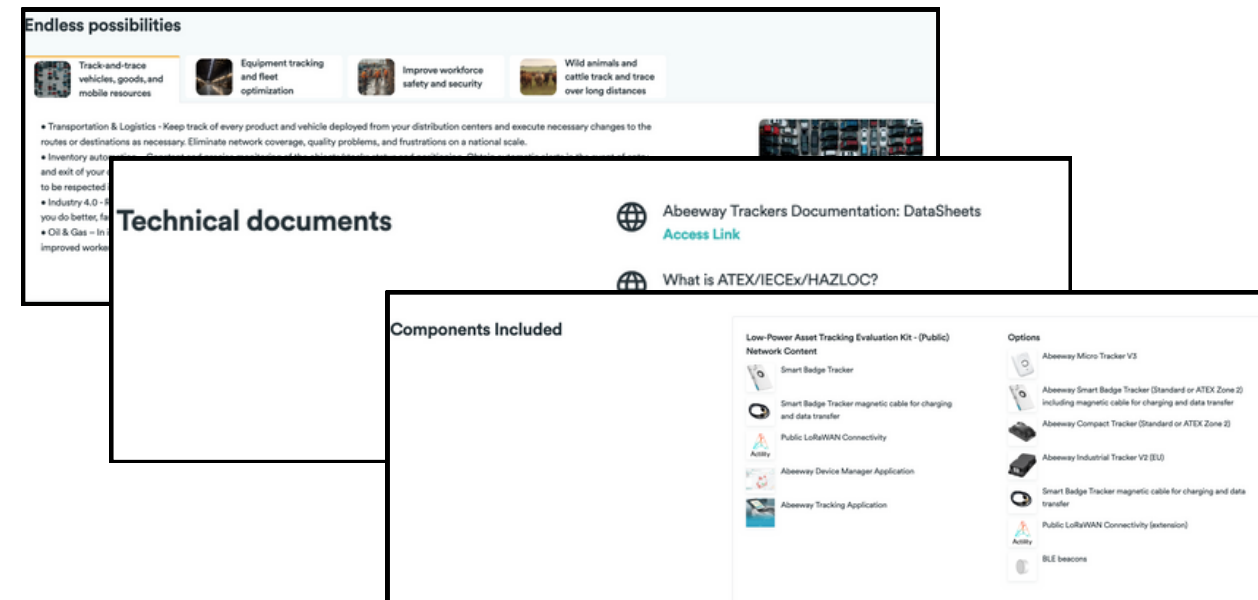
Navigating the New Frontiers: New Marketplace Revealed

NEW DESIGN & NAVIGATION



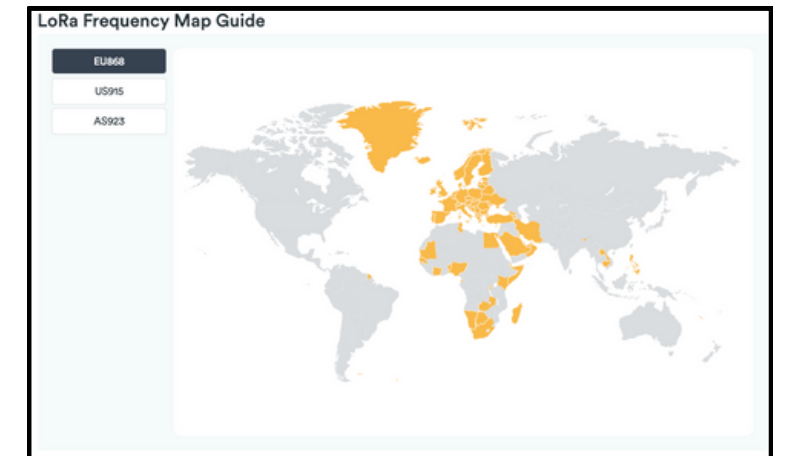
Redesigned the overall look and feel, interactive slider, intuitive megamenu

NEW PRODUCT PAGE



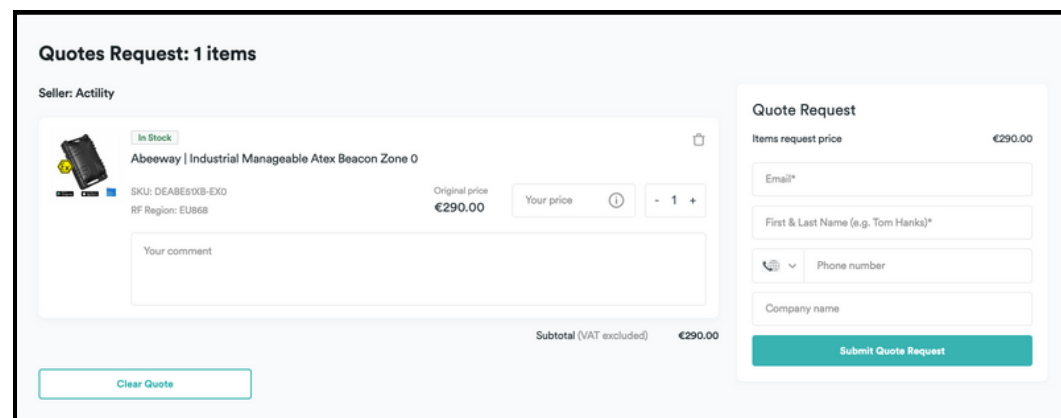
Additional sections to better present your products and make your product features more highlighted

FREQUENCY MAP



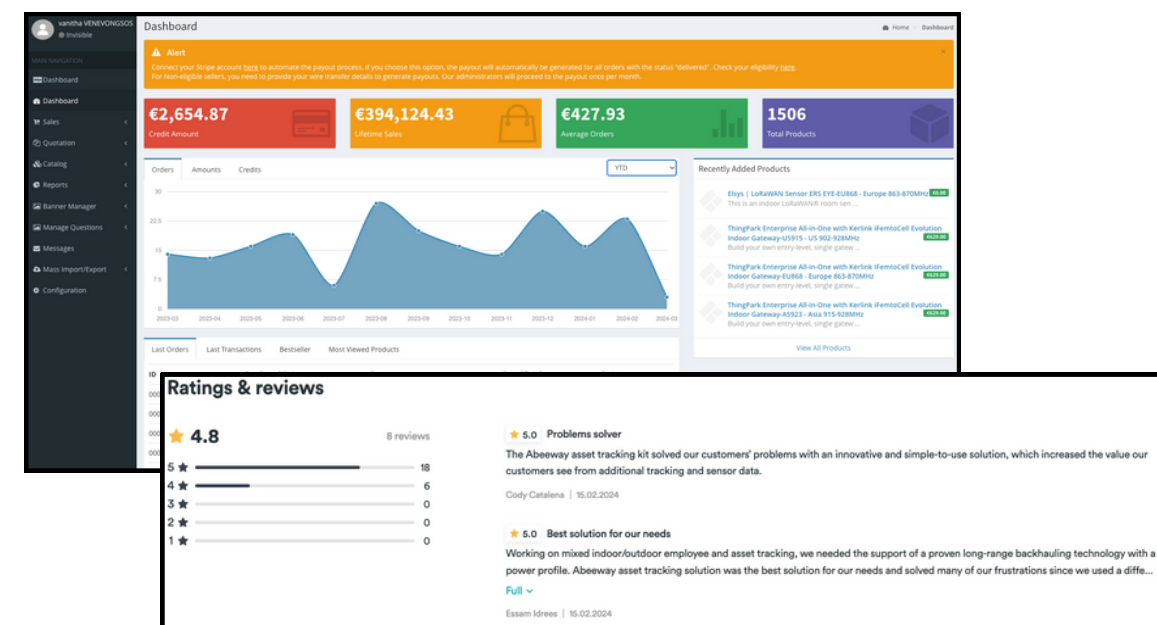
Dynamic map to guide customer on their RF Region selection

QUOTATION REQUEST FUNCTIONALITY



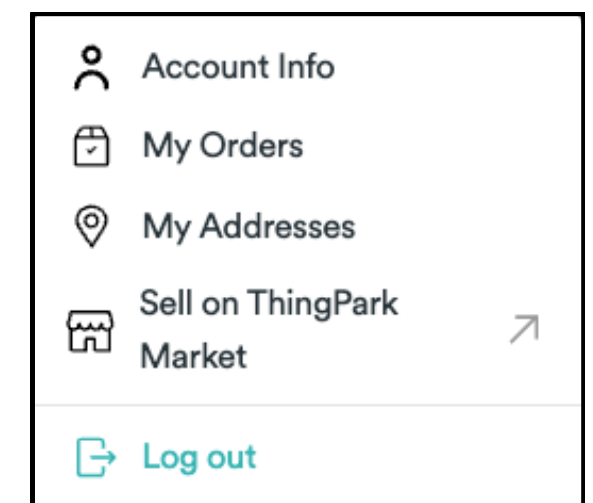
Add products to quote cart, initiate communication, suggest a price and submit an initial offer

ENHANCED SELLER PORTAL



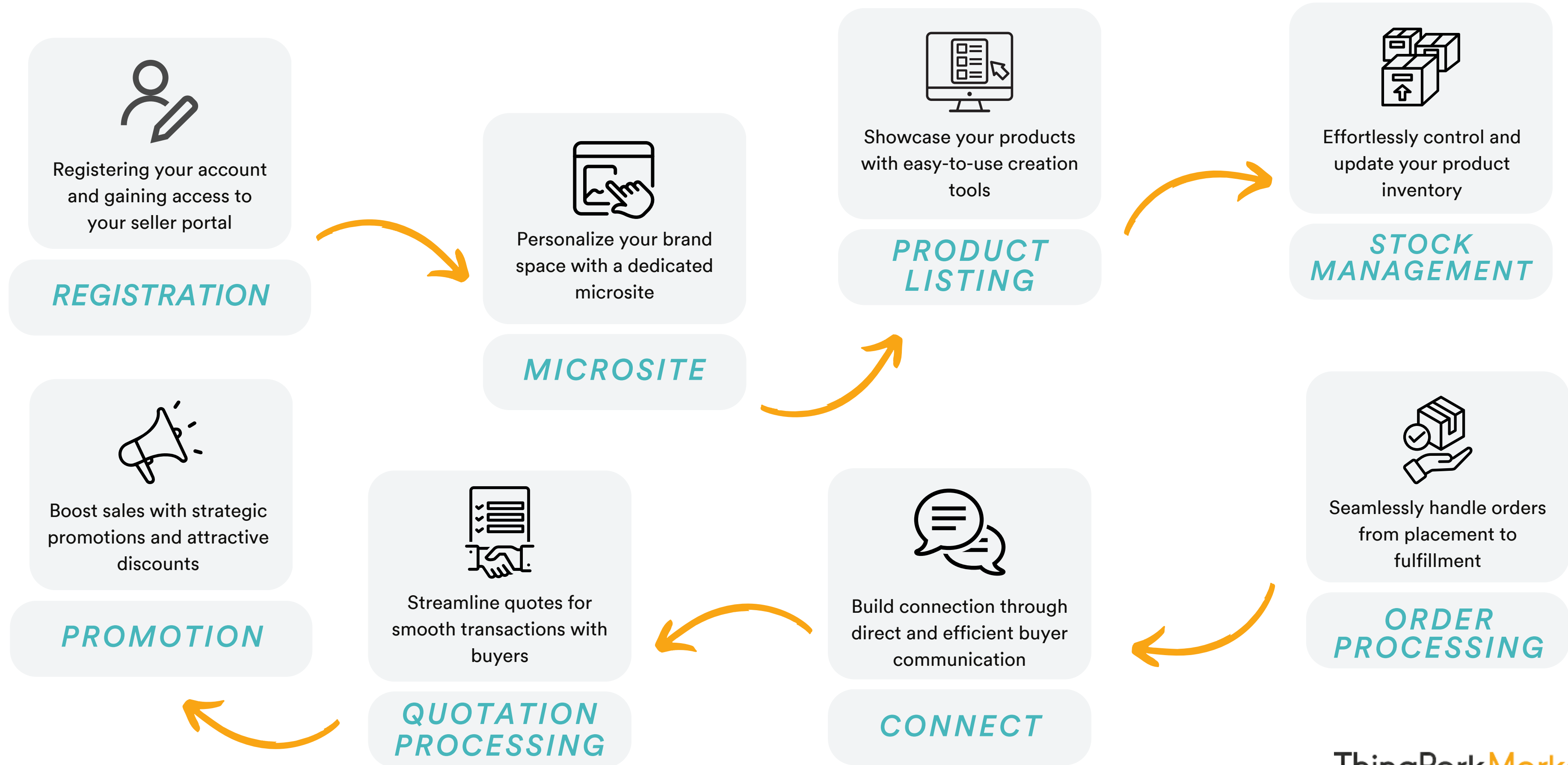
Intuitive performance dashboard to track sales, identify growth opportunities and optimize their business efficiency

START SELLING IN ONE-CLICK



Start selling from your buyer account in one single click

New Seller Journey

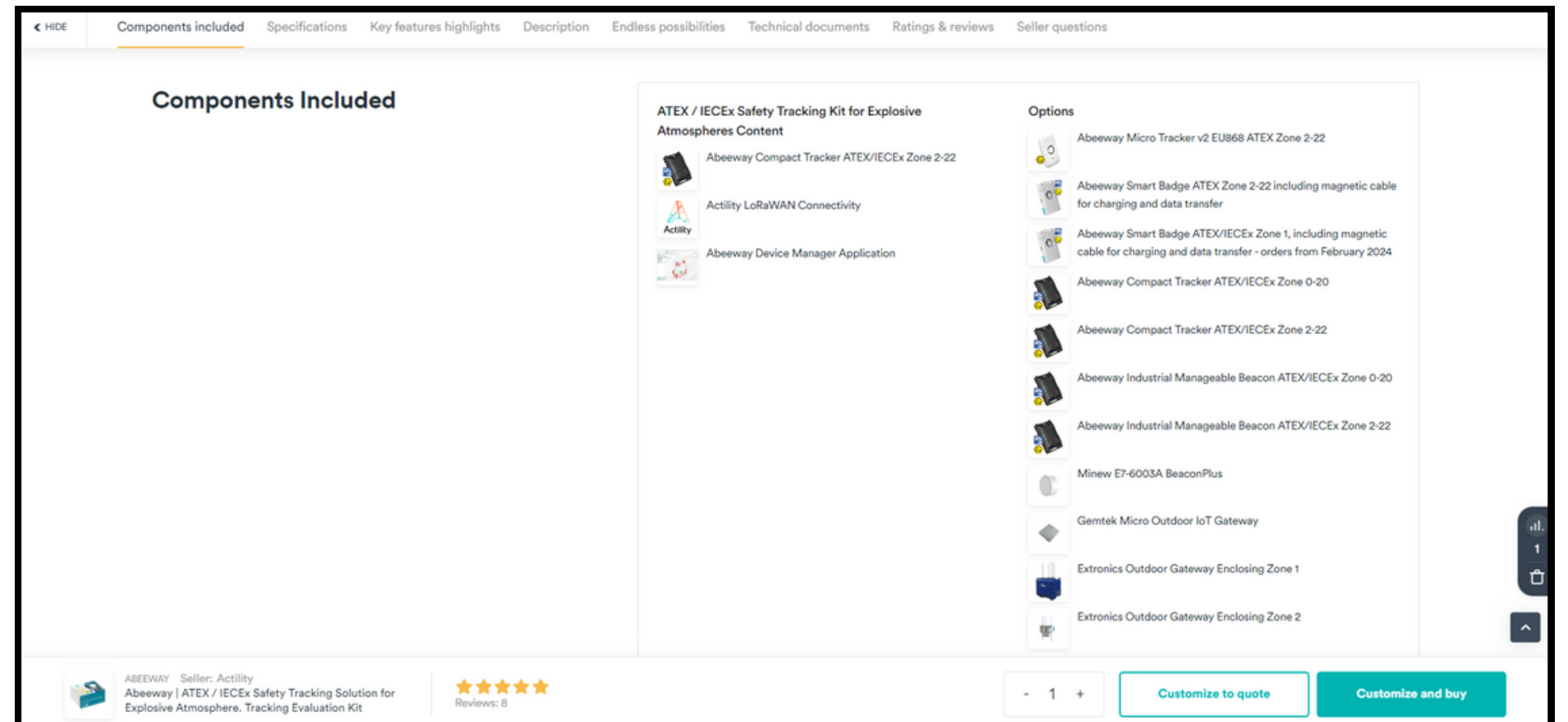
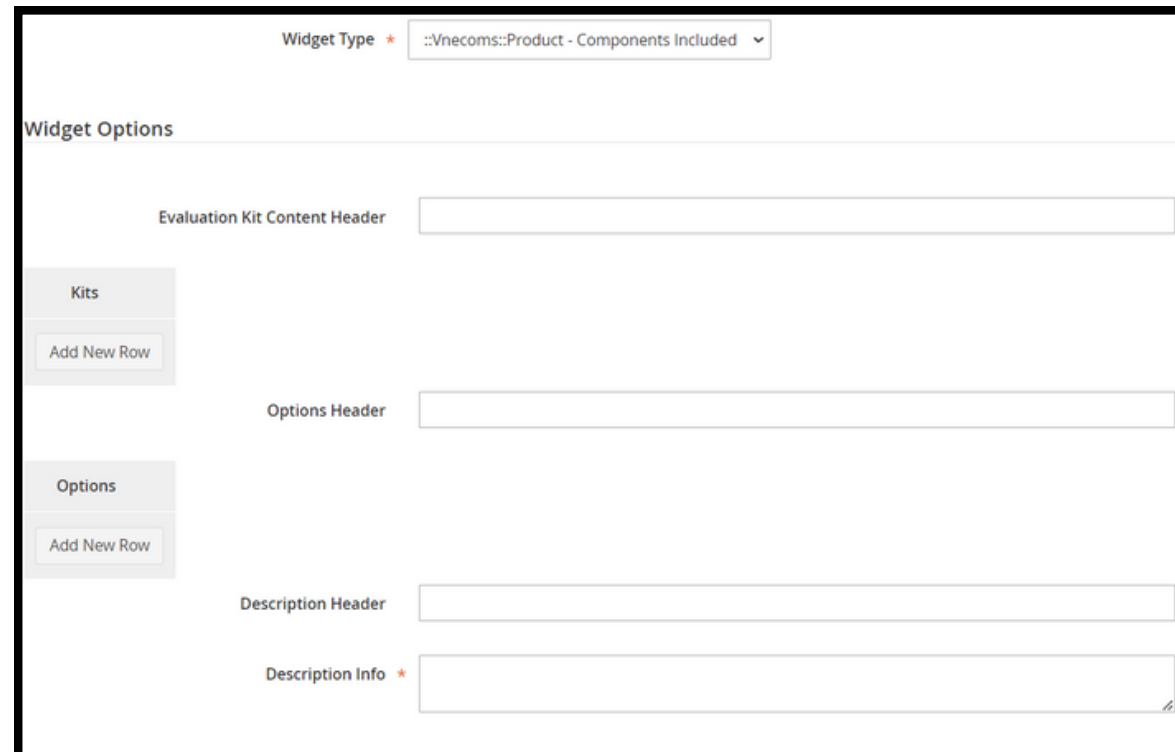
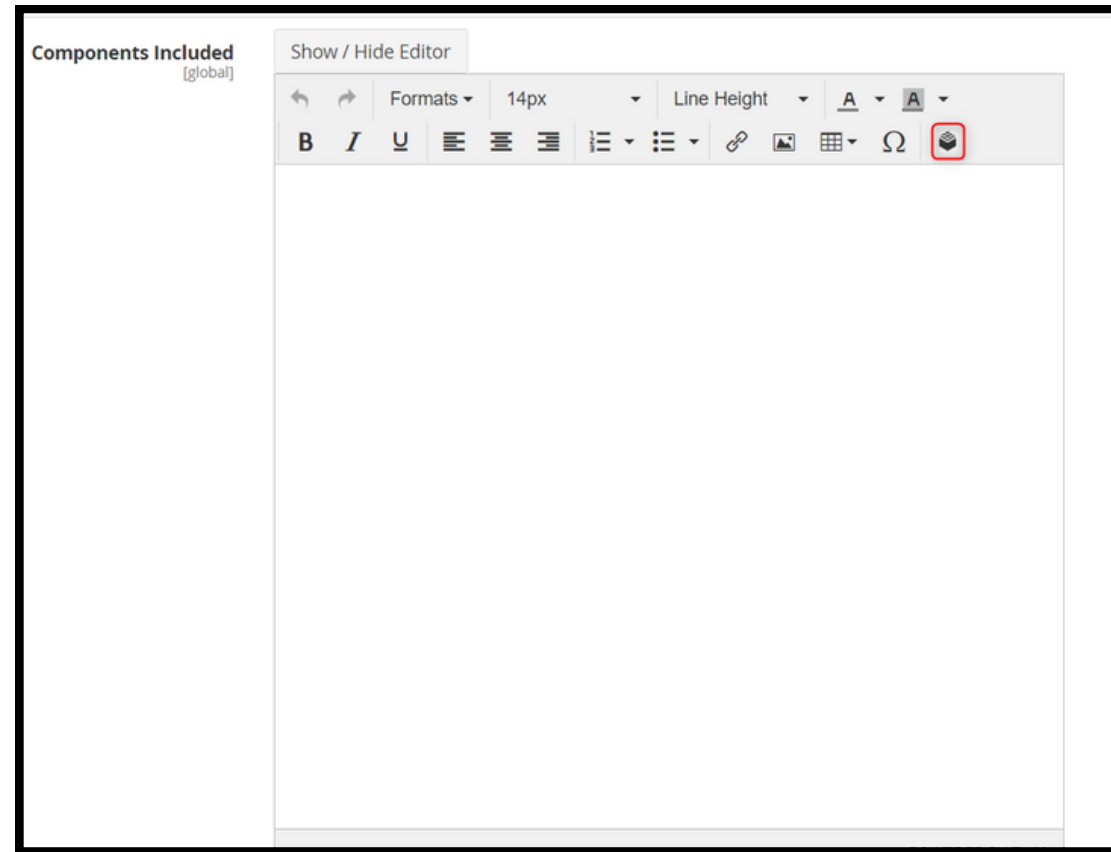


Command Your Success: Mastering the New Seller Portal

Live Demo

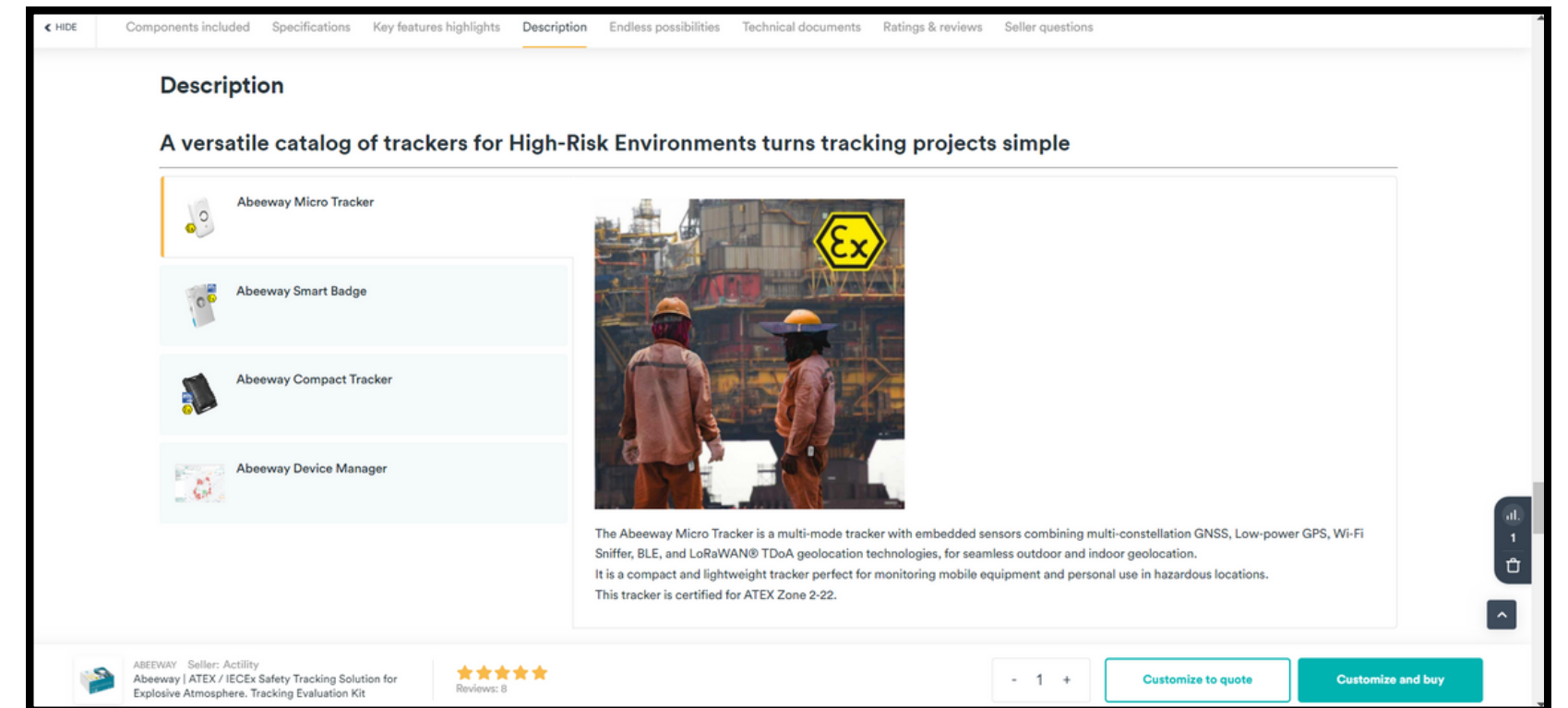
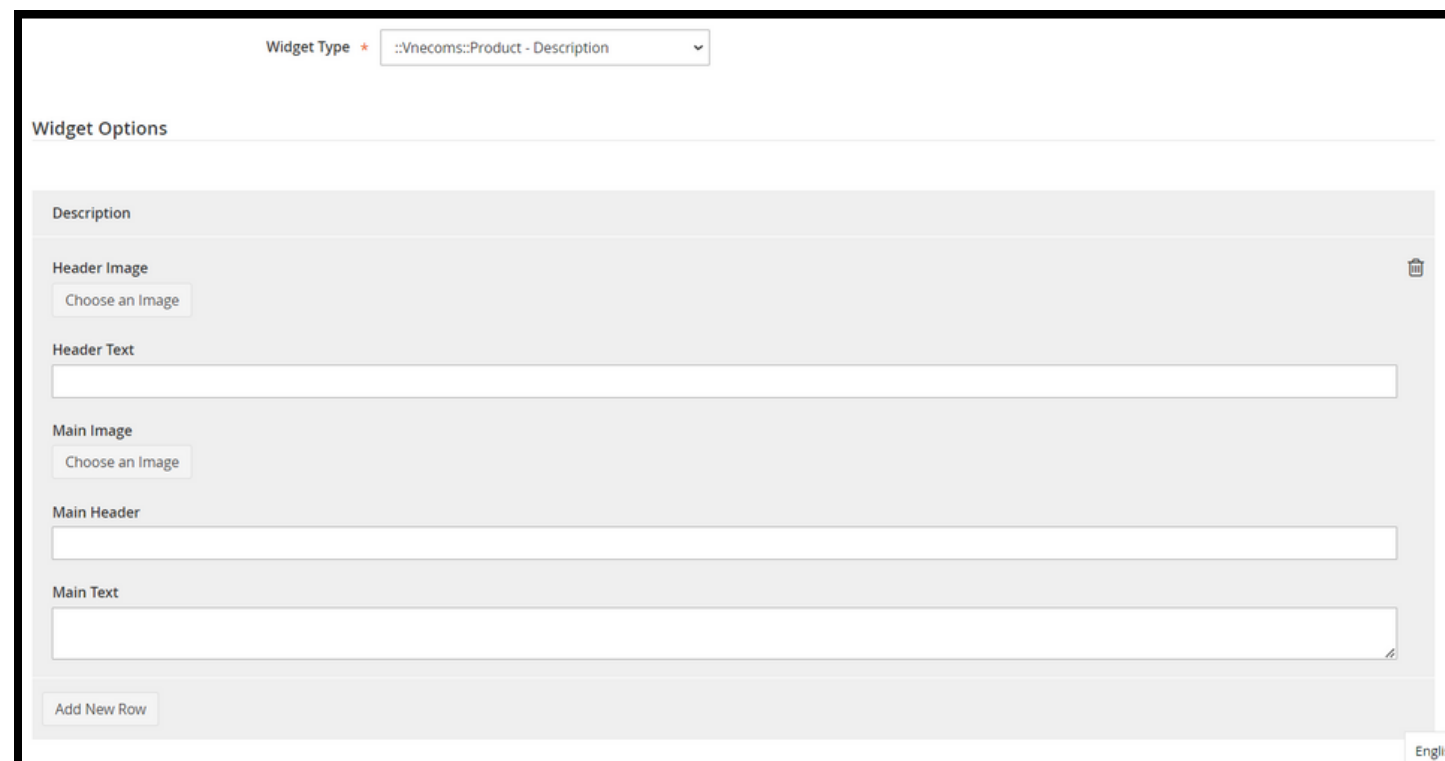
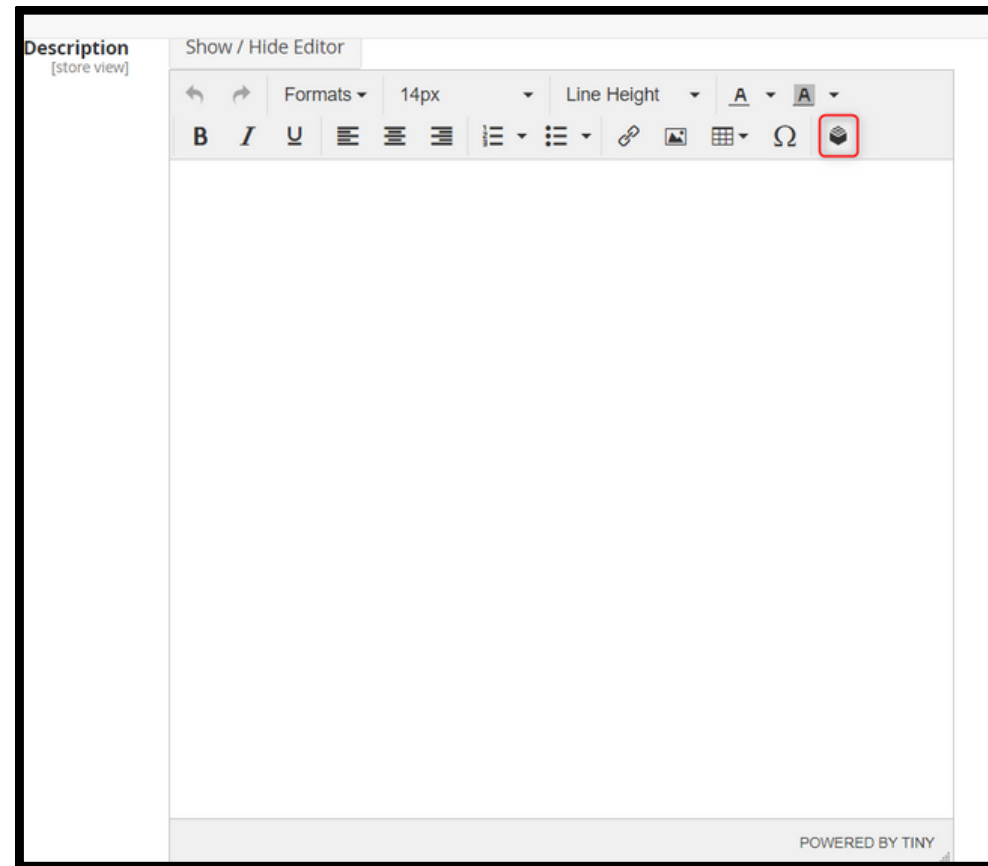
Product Management

NEW PRODUCT TEMPLATES: COMPONENTS INCLUDED



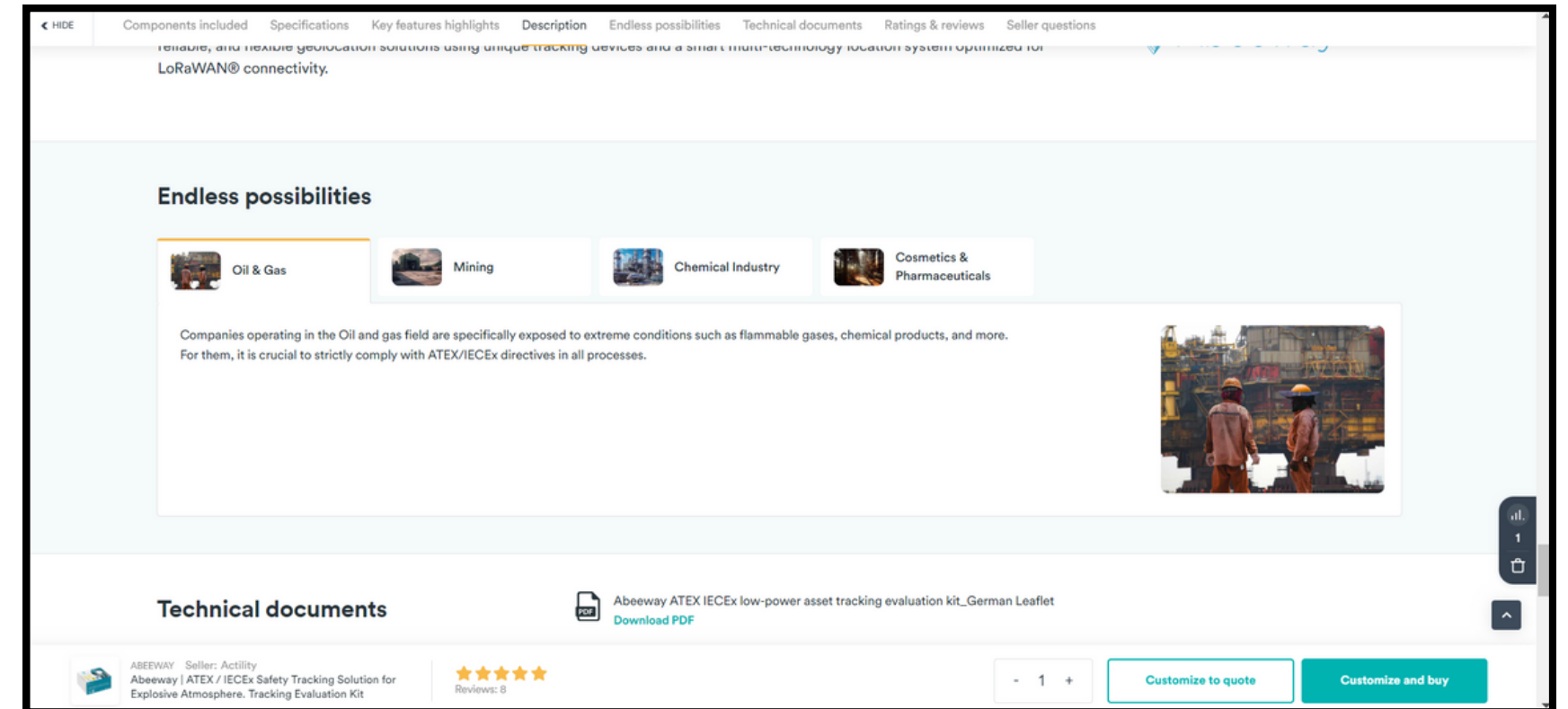
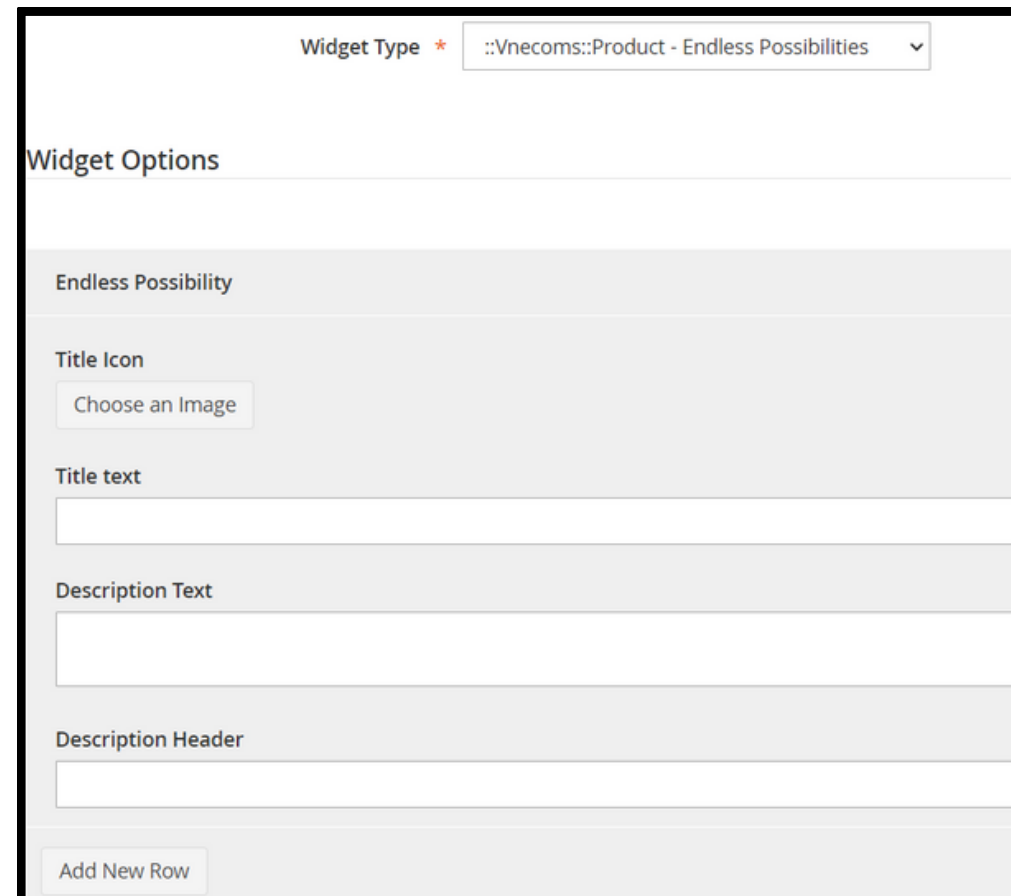
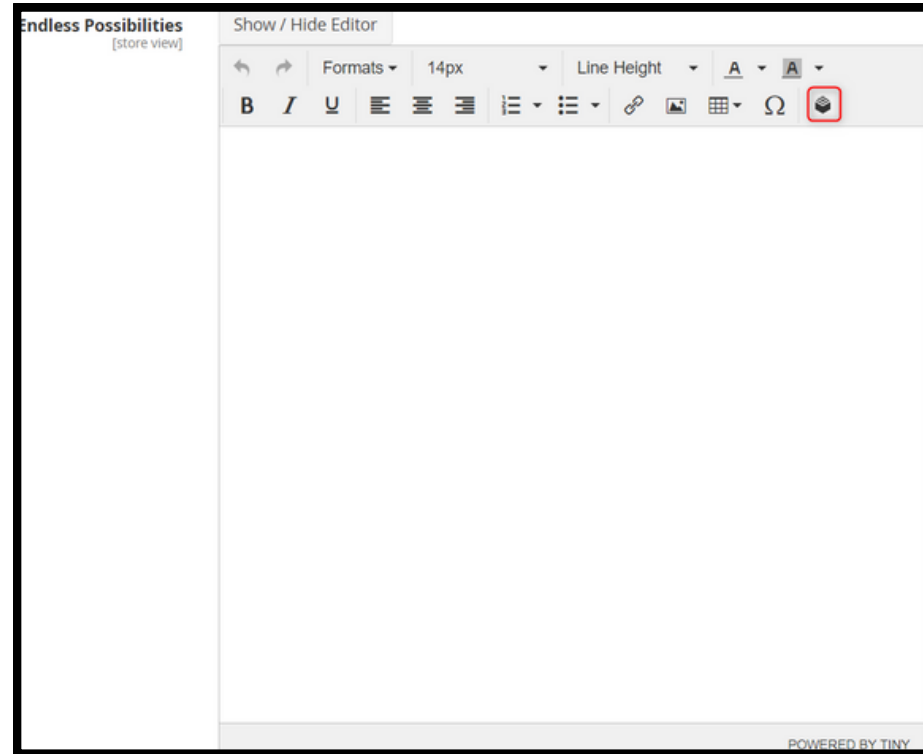
Product Management

NEW PRODUCT TEMPLATES: DESCRIPTION



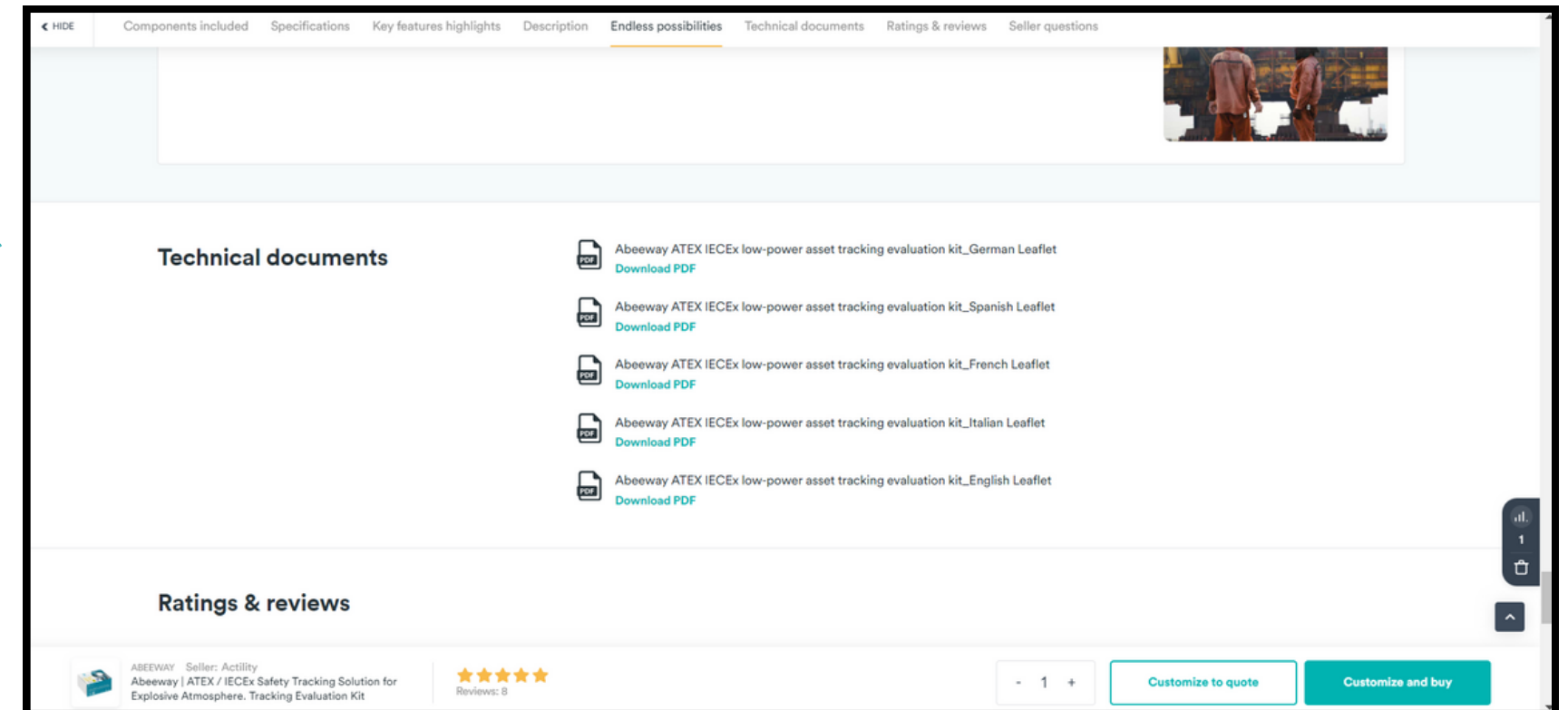
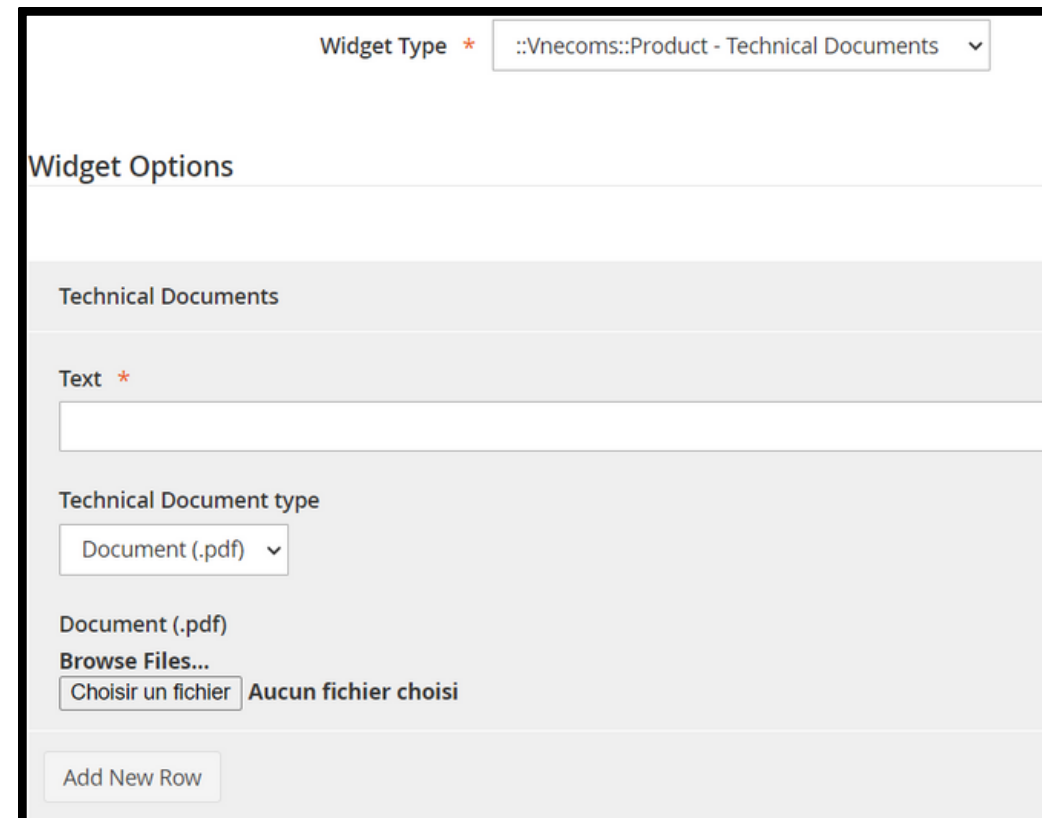
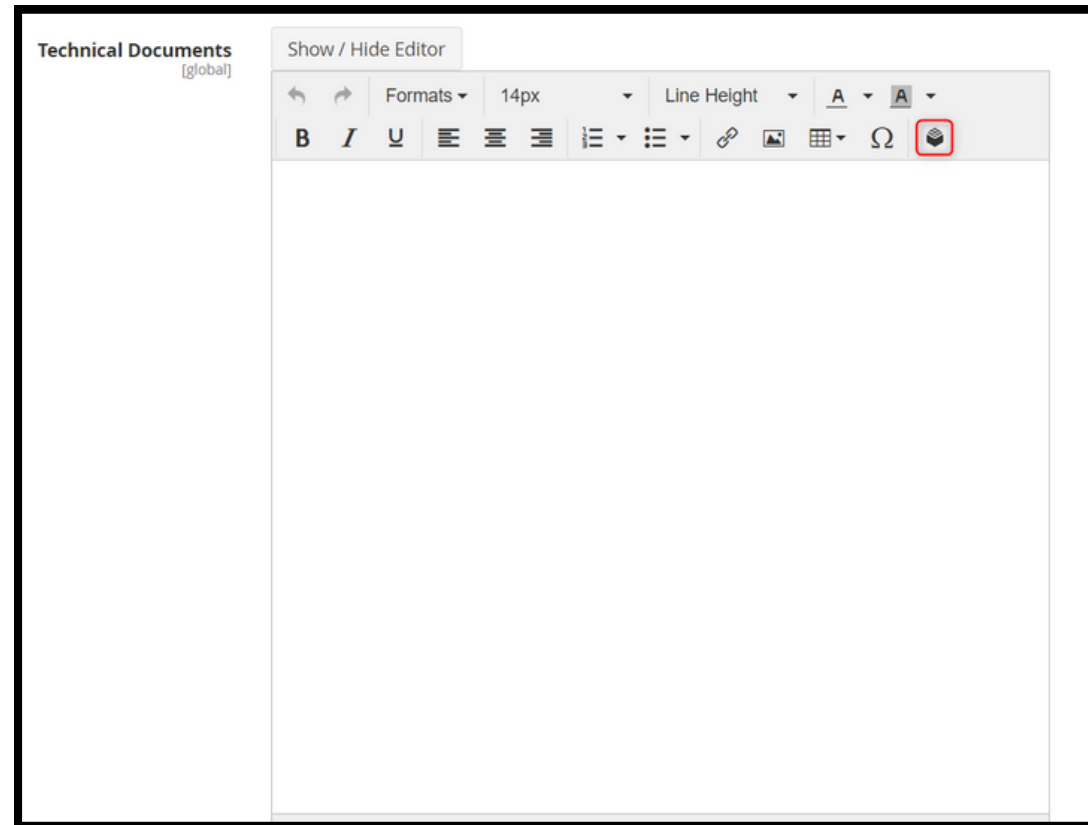
Product Management

NEW PRODUCT TEMPLATES: ENDLESS POSSIBILITIES



Product Management

NEW PRODUCT TEMPLATES: TECHNICAL DOCUMENTS



Strategies for Success: Empowering Your Seller Journey

MINIMUM PRODUCT REQUIREMENTS

Common Product Minimum Requirements

Before creating your product, identify if it is a configurable product or a simple product. If your product has different LoRaWAN MHz bands, create a configurable product. A configurable product seems like a simple product with variations. Each option is a separate simple product with a unique SKU, making it possible to track inventory for each product variation.

Product options	To create configurations, go to Add Product Options section from your product page. Pick the attribute for which you want to propose variants (ex: ISM Band), select the values that you want to propose, and click Add Option
Product name	Manufacturer Name (with Initial capital letter) + Product name (with Initial capital letter) + Product Manufacturer Part number. The product name should not exceed a maximum of 65 characters (including spaces). Use this character counter if needed.
Manufacturer part number	It is very important since it corresponds to the number that identifies your product.
Price	Set the selling price for your product.
Tier pricing	Offer discounts based on product quantity. Start your tier pricing with a minimum of 2 units and set different quantity thresholds for each line.
Category	Select all the relevant boxes that correspond to your product. In case you can't find a suitable category or are unsure, opt for "Other" and reach out to us. We will assist you in the selection or create a new category if needed.
Short description	Provide a synthesis of your product, your clients need to understand your product's functionality in a maximum of 255 characters. The ideal short description is between 150-160 characters. Don't forget to include keywords to optimize SEO results. Use this character counter if needed.
Key features highlights	Showcase critical technical details and specifications, focusing on features most sought after by your customers. Organize this information into a table or a well-structured bullet-point list for clarity.

Description	Provide a clear and complete description for potential buyers. A description length between 250-400 words is ideal. Use this word counter if needed. The ideal structure of your product description is: <ul style="list-style-type: none">- Description of your product.- Product benefits- Areas of application/use cases for your product.- Required accessories for product usage if you extract content from your website, make sure to reformulate it before pasting it.
Endless Possibilities	Detail various use cases for your product, illustrating how customers can maximize its benefits. Include images to visually represent each use case. Please refer to this document and follow the instructions to add endless possibilities
Components Included	List all the contents of your kit and any optional customizations available to customers. Specify whether your product includes essential accessories or if certain accessories are required for proper usage. Please refer to this document and follow the instructions to add components included
Main protocol	Identify the primary protocols on which your device operates. Select all the relevant protocols from the provided list, even if your device supports multiple protocols.
Solutions Presented	Showcasing how your product can be used to solve specific problems or fulfill global needs for customers, like Smart Buildings, Smart Agriculture, etc..This section highlights the practical applications and real-world scenarios (use cases) where your product can excel.
Product capabilities	Focus on selecting all features, functions, and technical specifications that your product showcases. You can think of what your product can really do. This allows customers to understand the product category in brief and subsequently make choices based on their needs. If you don't find the functions of your device on the list, please contact our seller support.
Shipping & Lead-time information	Specify your total lead time if in stock (Order preparation + shipment). Specify your total lead time if out of stock (Production + Preparation + Shipment). It is important for your customers to know when they will receive your product.

Technical documents	Add a PDF document or a URL link: <ul style="list-style-type: none">• Datasheet• User Manual (if applicable)• Certifications documents. This is to prove to your clients that your product counts with certifications.<ul style="list-style-type: none">◦ ATEX◦ CE Certificate◦ FCC◦ LoRa Alliance Certification◦ ROHS Please refer to this document and follow the instructions to add technical documents
Custom options	Utilize this feature to offer various options or components to your solution (using the same or additional pricing). However, this field does not provide inventory management, which means that the selection will be decreased from the same stock.
Images	Upload at least 1 professional, high-resolution product image, with transparent background. Recommended photo size is 1600x1600 pixels. You can use this background remover Please refer to our image guide

*If you're onboarding a solution kit, then Click on "Apply Template" in the product description section so the solution kit product page template is applied to your short description, description, and Key features.
All what you have to do is to fill in your information in the predefined fields.

Product Description

Templates

Short description - Integr

Apply Template

Strategies for Success: Empowering Your Seller Journey

MINIMUM PRODUCT REQUIREMENTS



COMPLIANCE

Allows us to prioritize and enable your products more efficiently, getting them to market faster.



VISIBILITY

Allows you to present a complete product to your clients so they make the right product selection in no time.



ADVANTAGE

Establish transparent communication, simplify the purchasing process, and position yourself ahead of competitors in the market race.

Strategies for Success: Empowering Your Seller Journey

MICROSITES


The screenshot displays the Actility seller profile on the ThingParkMarket website. The page includes the Actility logo, a brief description of the company as an LPWA (Low Power Wide Area) large scale infrastructure provider, and a 5-star rating. Below the profile, there is a 'Business Profile' section with key metrics: 2010 creation year, 130 employees, 10-20 M€ revenue, and 125 products. A 'Bestsellers' section features four product cards: Abeway Compact Tracker (€91.00), ABEWAY SMART BADGE (€86.50), Abeway Smart Badge Magnetic USB Charging and Data Transfer... (€4.50), and URSpace Pico Cell 'Enterprise' ThingPark Ready V1.5 Indoor... (€160.00). A 'Ratings & reviews' section shows a 5.0 star rating with 4 reviews. At the bottom, there is a 'Brand's products' section with filters for LoRaWAN RF Region and LoRa Class, and a grid of product cards including the Herlink FemtoCell Evolution LoRaWAN Indoor Gateway (€239.00), Abeway Compact Tracker (€290.00), Abeway Industrial Manageable Beacon (€91.00), and Abeway Industrial Manageable Base Beacon (€123.00).

The screenshot shows the seller dashboard configuration page for Actility. The page is divided into a left sidebar with navigation options (Dashboard, Sales, Quotation, Catalog, Reports, Banner Manager, Manage Questions, Messages, Mass Import/Export, Configuration) and a main content area. The main content area is titled 'General' and includes a 'Store View' dropdown set to 'Default Config'. Below this, there are sections for 'GENERAL' and 'SALES'. The 'GENERAL' section includes options for 'Seller's Page', 'Withdrawal Accounts', and 'AvaTax'. The 'SALES' section is currently collapsed. On the right side, there is a 'Store Information' section with a 'Logo' field containing the Actility logo and a 'Store Name' field set to 'Actility'. There is also a 'Store Phone Number' field with a red 'x' icon indicating a validation error.

Strategies for Success: Empowering Your Seller Journey

VERIFIED RATINGS

[← HIDE](#) [Components included](#) [Specifications](#) [Key features highlights](#) [Description](#) [Endless possibilities](#) [Technical documents](#) [Ratings & reviews](#) [Seller questions](#)

 [Abeway ATEX IECEx low-power asset tracking evaluation kit_English Leaflet](#)
[Download PDF](#)

Ratings & reviews

★ 4.8 8 reviews


5 ★	6
4 ★	2
3 ★	0
2 ★	0
1 ★	0

★ 4.0 [This solution enabled us to expand our business](#)
We installed the kit on construction and industrial sites. The solution that combined low-powered sensors and a data-driven platform helped us improve productivity and safety on our exploitation sites. It's a big deal because safety and productivity are two of the biggest problem...
[Full](#) [v](#)
Niran Shrestha | 24.11.2023

★ 4.0 [Amazing integration](#)
The integration of the Abeway tracking kit expands our product portfolio to robust wide-area solutions based on LoRaWAN. The kit combines GPS with energy-efficient LoRaWAN communication which allows accurate and energy-efficient tracking, as used in our outdoor environments
Jörg Poswig | 24.11.2023

[See all 8 reviews](#) [v](#)

Seller questions

 **ABEEWAY** Seller: Actility
Abeway | ATEX / IECEx Safety Tracking Solution for Explosive Atmosphere. Tracking Evaluation Kit

★★★★★
Reviews: 8

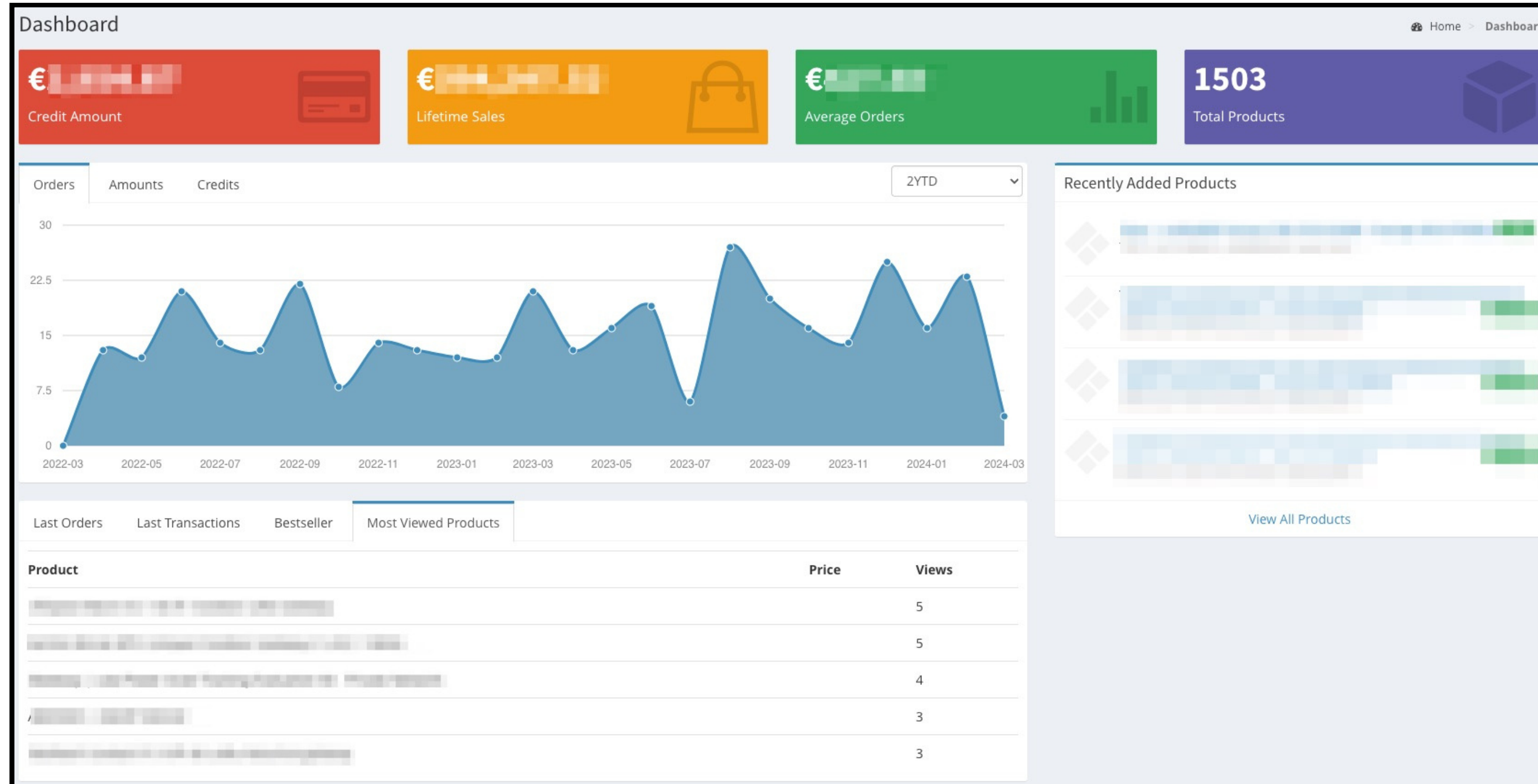
- 1 +

[Customize to quote](#) [Customize and buy](#)

[1](#) [v](#)

Strategies for Success: Empowering Your Seller Journey

METRICS TO IMPROVE YOUR BUSINESS OPERATION



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REGULAR SELLERS FOLLOW-UP



PERFORMANCE

Delving into your sales metrics, analyzing what's working well, and identifying areas for improvements



PRICING STRATEGY

Exploring how to optimize your pricing strategy to increase sales and maintain competitiveness within the market



PRODUCT OPTIMIZATION

Reviewing your product listings and explore opportunities for optimization



CATALOG ENRICHING

Identifying improvements in your offerings and discussing ways to expand and diversify your inventory

Your Success is Our Success.

Questions & Answers

Need help?

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Seller Support Team

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