



WooCommerce Marketplace Update



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Agenda

- Who are our merchants?
- Marketplace strategy
- New product types
- Submissions process
- Post-launch strategy
- Case studies

WooCommerce Marketplace

Who Are Our Merchants?

Key Metrics

1M

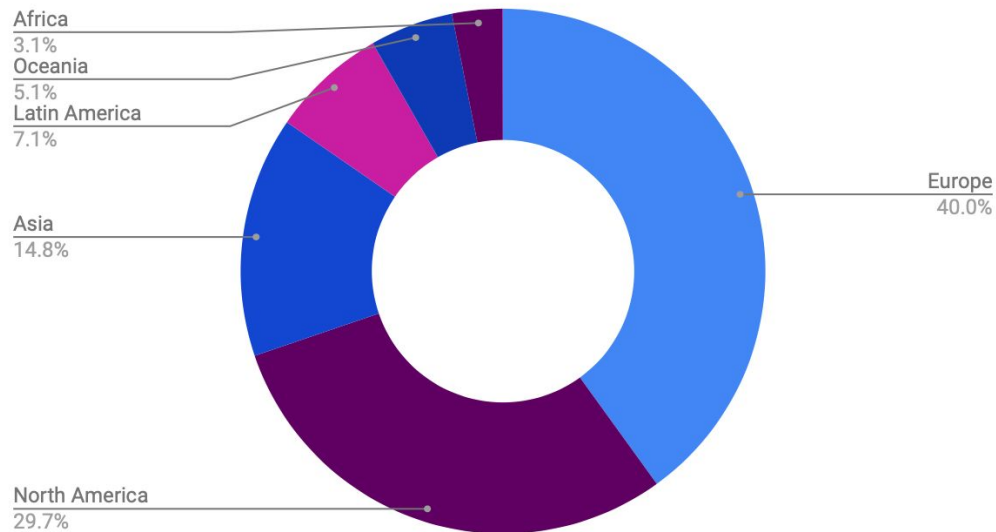
Live Stores as of Q3/2019

42%

Number of Stores since Q3 2018

Customers

Active Stores by Continent

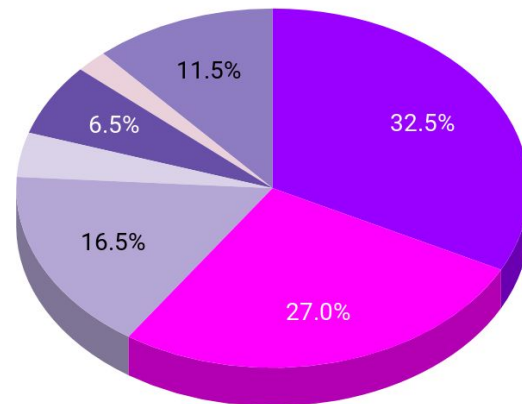


Customers

Merchant Revenue per Year

Merchant Revenue

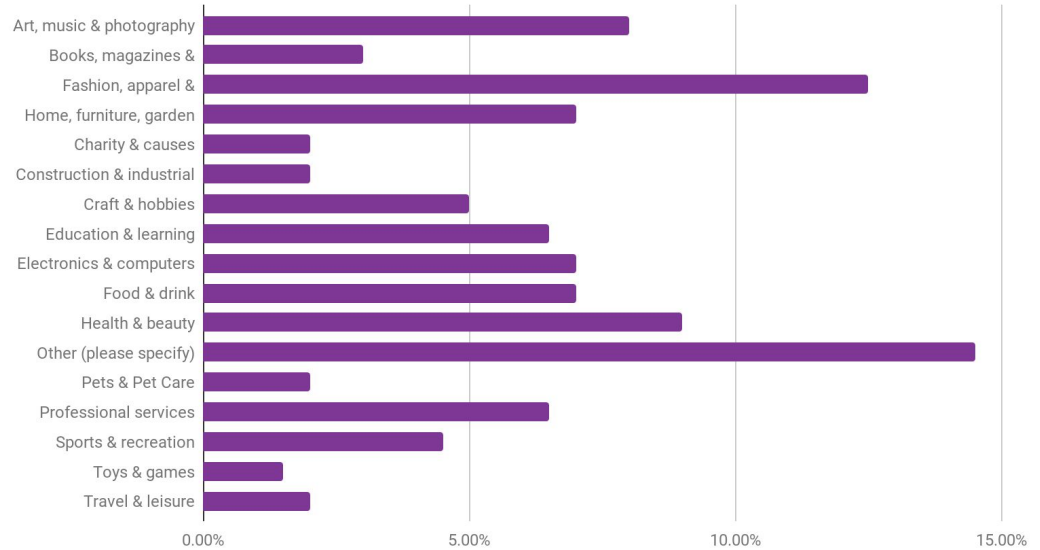
- < \$10,000
- \$10,000 - \$99,999
- \$100,000 - \$499,999
- \$500,000 - \$999,999
- \$1m - \$5m
- > \$5 million
- Unknown



Customers

Industries

Merchant Industries



WooCommerce Marketplace

Marketplace Strategy

Opening up the Marketplace

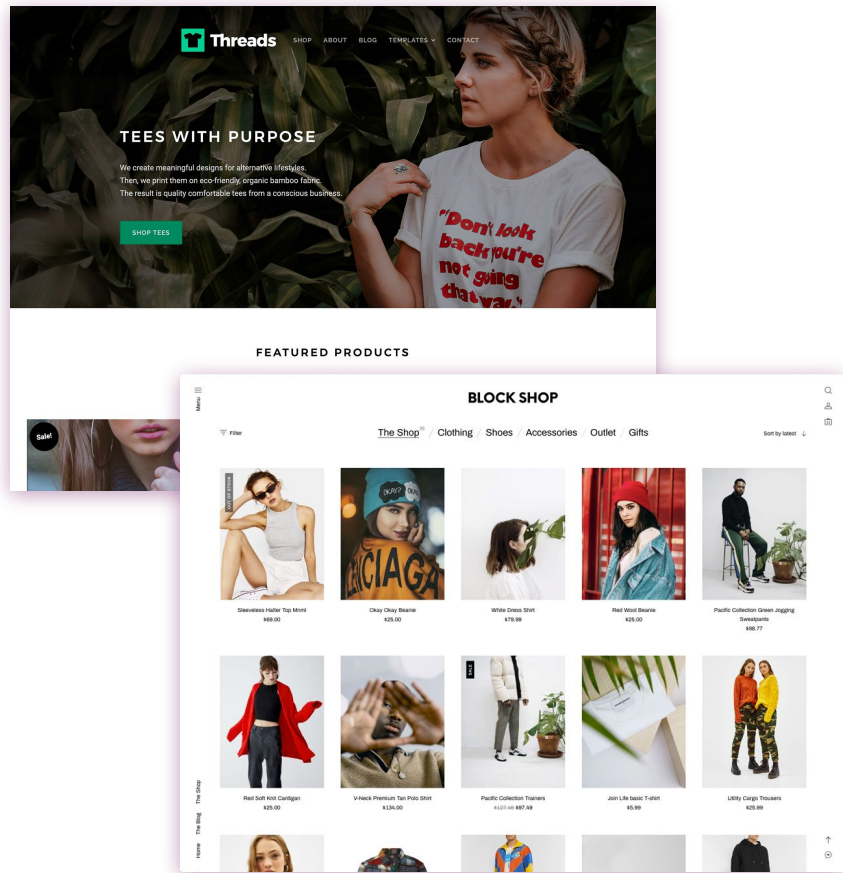
Previous strategy: Curated Marketplace

- Limited options for merchants
- Limited opportunities for third-party developers
- Limited growth opportunity for Woo

New strategy: Open Marketplace

- Expand our inventory
- Open up new product types
- Competitive products can coexist
- Merchants can be selective
- Quality control/submissions review process
- Re-introducing reviews

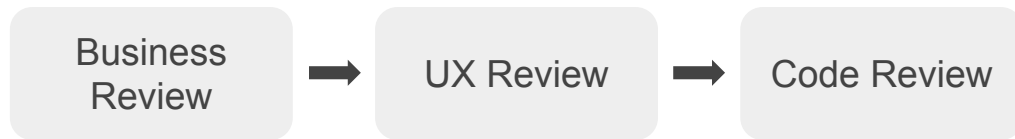
New Product Types (Themes!)



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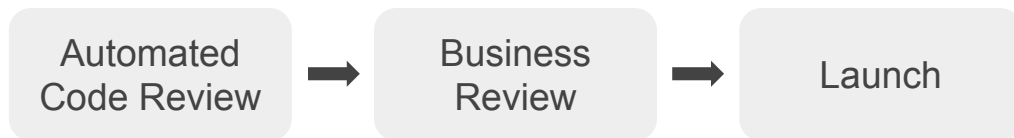
Submissions Process

The Old Submissions Review Process



- Time consuming
- Limited resources
- Ongoing vetting unrealistic

The New Submissions Review Process



- Automated code review allows third-party developers to submit their product and receive instant feedback on whether the code is up to our standards
- Business review conducted by myself, with optional UX review if needed
- Launch process begins upon business approval
- Goal: 1 month maximum from submission to launch

WooCommerce Marketplace

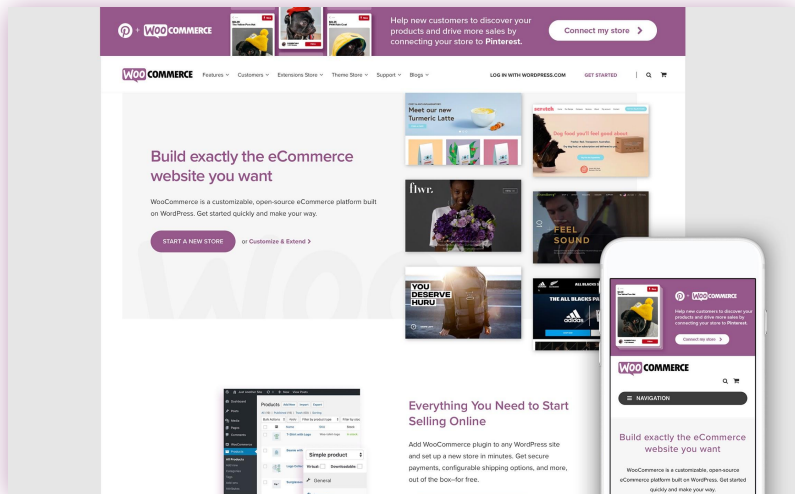
Post-launch Strategy

3PD Marketing Opportunities

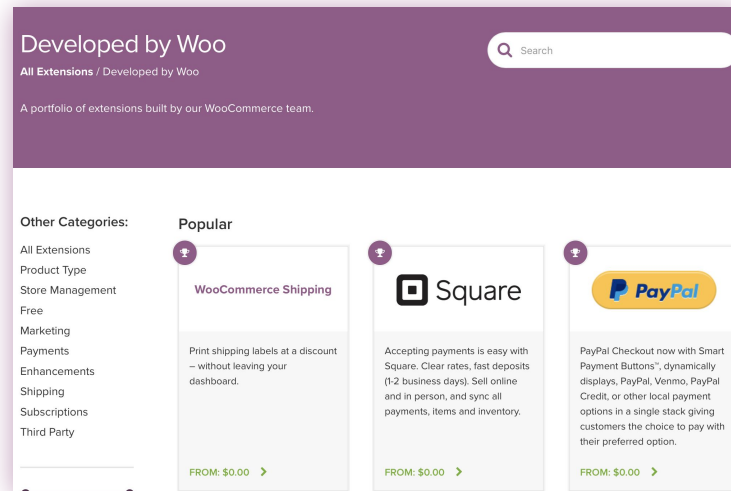
Depending on the product, we offer various marketing commitments:

- Product listing in the WooCommerce.com Marketplace
- Social media 'splash' via posts on Twitter, Instagram and/or Facebook
- Mention in the monthly WooCommerce newsletter (various placements)
- Showcase feature or guest blog post (user-serving content, no advertising)
- Sitewide Banner in the WooCommerce.com Marketplace
- Inclusion in the Popular section in the WooCommerce.com Marketplace

Examples of Marketing Initiatives




Homepage Banner



Popular section

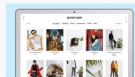
Examples of Marketing Initiatives

WHAT'S NEW with **Woo** COMMERCE




Google Search Console is a powerful, free tool to help store owners monitor and improve site visibility in search engine results. It alerts them to errors, security issues, and indexing problems that could affect search rankings and, ultimately, their customers. We put together a [step-by-step guide](#) so you can take advantage of these features.

New in our Marketplace



Block Shop

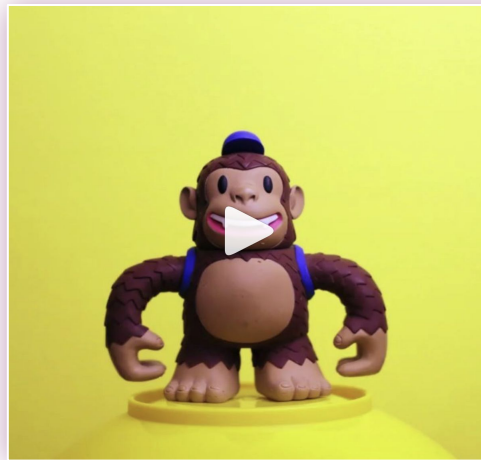
Introducing a new block-editor theme for WooCommerce. [Multiple customization options](#) with a responsive and clean aesthetic, Block Shop emphasizes efficiency and adapts easily to your style.



Threads

Make your apparel brand [stand out from the crowd](#) with this bold, full-width WooCommerce theme. It's perfect for fashion-focused store owners wanting an easy-to-navigate, customizable theme.

Bite-sized updates



woocommerce • Following
Cape Town, Western Cape

woocommerce The new and improved @MailChimp for WooCommerce extension opens up a world of smart, automated marketing - and it's free! 🙌

What does it do?

- Automatically syncs useful #WooCommerce data to MailChimp.
- Enables you to send #eCommerce-targeted campaigns.
- Makes product recommendations & remarketing simple to set up.
- Enables you to test and create ongoing automations to drive #sales.
- Helps you measure the ROI of your marketing efforts.

Tap the link in our bio to get set up and sell more stuff! 🙌

360 views
NOVEMBER 16, 2017

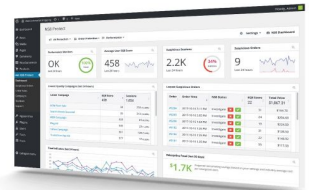
Add a comment... ⋮

Social media splash

Newsletter

FIGHT ORDER FRAUD, AD FRAUD, AND POOR PERFORMANCE. 30 DAY FREE TRIAL. WEB VERSION

Woo COMMERCE + **NS8 Protect**



Fight order fraud, ad fraud, and poor performance

Activate your free trial of NS8 Protect for WooCommerce

[Protect my store](#)

Thank you for downloading **NS8 Protect**. We're excited to help you fight order fraud, ad fraud, and poor performance!

Remember: The first 30 days of protection and savings are free, and after that, you are easily able to maintain your account for ongoing protection and savings for your business.

With NS8 Protect, you can:

- Score every user to your site and verify suspicious orders to reduce costly chargebacks and other types of transaction fraud.
- Assess the quality of your ad campaigns for the presence of fake traffic, and block bots from being tagged for remarketing.
- Monitor your website's stability with reports on global uptime, availability, and performance.

Once you have installed the extension in your WooCommerce store, visit the **Welcome page** under the **Settings** drop-down in the NS8 Dashboard to configure your settings.

Follow-up automation email

WooCommerce Marketplace

Case Studies

Third-Party Developer and Woo Expert



Germany's biggest WordPress agency

“ We are very proud of our partnership with WooCommerce and to be listed with our multilingual Plugin MultilingualPress on the WooCommerce Marketplace. To be featured that way is a seal of quality we are honored to show and our customers love it. ”

“ But as plugin developer it has the downside that there are thousands of solutions and it is really hard to stay out of the crowd and be visible to the customers. It was a game changer for us to have MultilingualPress listed in the WooCommerce Marketplace. MultilingualPress makes it possible to set up shops in different languages and has been downloaded over 280,000 times in its history. ”

Google Ads Merchant Success Story



WooCommerce Google Partner

The Greenline Market boosts online sales and achieves 3X ROAS

Facts:
A U.S. based one-stop shop for healthy, ethical & environmentally-friendly brands since 2018.
Offering Organic & Vegan friendly food & snacks, health & wellness, beauty & personal care products in the U.S.

Goals:
Find new customers & increase online sales.
Quickly test & adapt based on the results for the different categories we offer to optimize the use of our budget.
PRIMARY GOAL: Drive immediate online sales with Kliken & WooCommerce.

Results:

-  **131**
Sales directly attributed to Google Shopping Ads.
-  **\$5000+**
Revenue generated in first three months of working with WooCommerce & Kliken.
-  **#24**
Google Shopping Campaigns focusing on different products & categories in each.

Quote:
Kliken has helped us streamline our Google Shopping Ads process by making it simple and easy while also increasing sales and lowering our cost of customer acquisition.



Quote:
Google Shopping Ads have given us a new channel to be discovered by potential customers in a way that is fast, effective, and has helped to increase our revenue as well as efficiently test the appeal of new product categories in a cost efficient way. — Sarah Bates, Founder and CEO

GreenLine
Shop your values

WooCommerce Marketplace

Helpful Links

How to Build an Extension

Some tips & tricks on how to build an extension for WooCommerce:

WooCommerce Marketplace Docs

➤ docs.woocommerce.com/documentation/plugins/woocommerce/marketplace

Develop for WooCommerce

➤ woocommerce.com/develop-woocommerce

Getting Started on the WooCommerce Marketplace

➤ docs.woocommerce.com/document/marketplace-overview

WooCommerce Plugin Developer Handbook

➤ docs.woocommerce.com/document/create-a-plugin

User Experience Guidelines for Extensions

➤ docs.woocommerce.com/document/user-experience-guidelines-ux

WooCommerce Marketplace

Thank You



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