



Vinted



Thursday 30 June 2022

How to connect millions of millennials to your webshop?

Webwinkel Vakdagen 2022

Emiel Ton & Dovilė Dvilioviene

Introduction

Who am I?



Emiel Ton

Business Development Director at DPD Pakketservice



Out-of-home is the alternative for home delivery



Market surveys show that consumer Delivery preferences change




We expect that share of OOH will increase from 15% '22 to 30% '25



For Vinted is OOH one of the reasons for success

 **dpd**
Your delivery experts

 **dpd**

Pickup

DPDgroup's positioning on European CEP market

30 countries

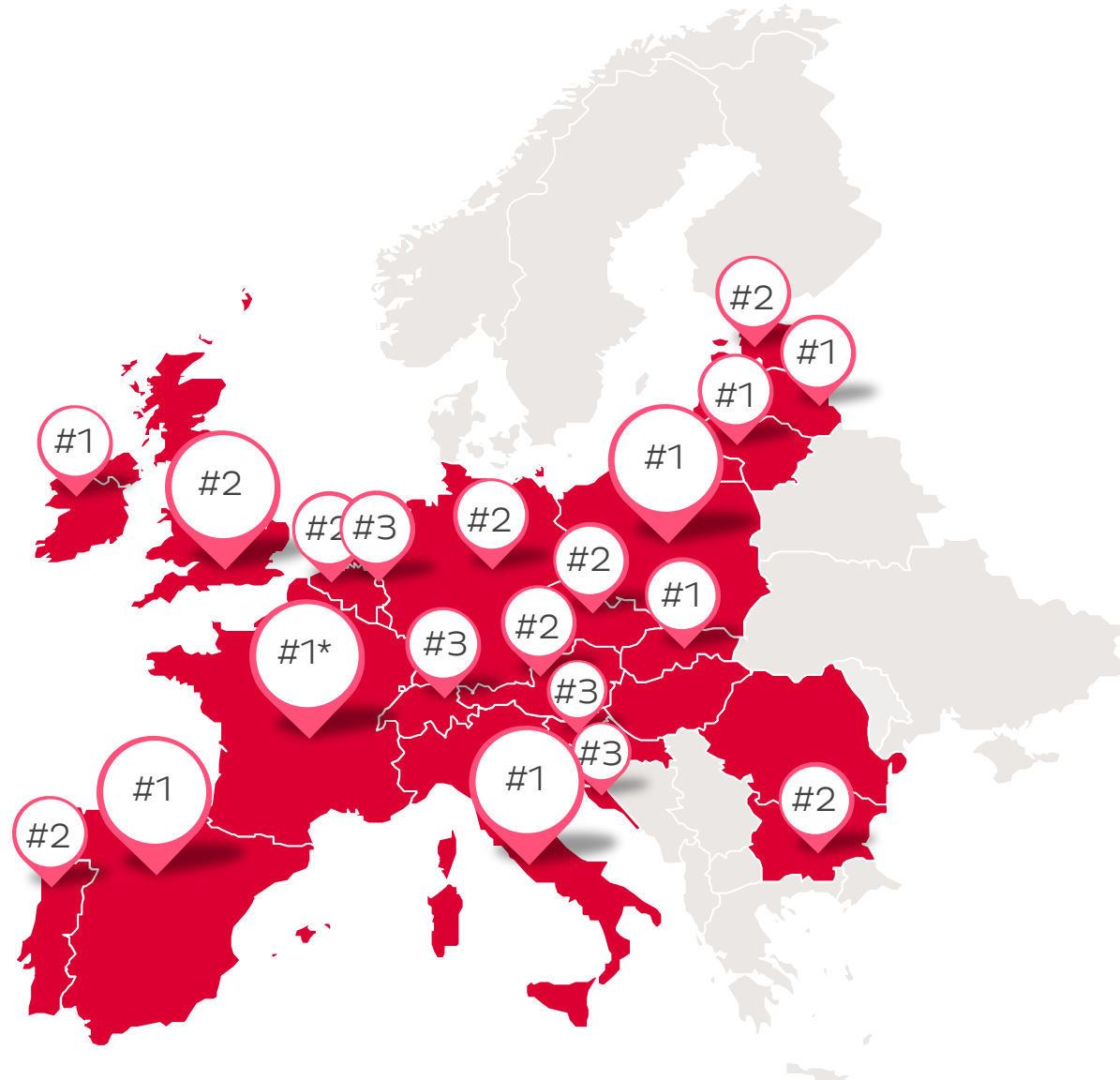


#1 crossborder

#8.4 mio. parcels/day
DPDgroup

#225 cities CO2-neutral
delivery 2025

#1 Europe,
70.000 PUDOs



DPDgroup OOH Europe – key figures YTD 2022



60.000
Pickup points

10.000
lockers

15%
total volume
via OOH

The best out-of-home solution for every target group

Our PUDDO network in the Netherlands



Parcelshops



Neighborhood points



Lockers



Business points

TARGET GROUP:

Consumers and SME

Consumers

Consumers and SME











SME and platform
sellers

Out-of-home trends and needs of your customers in Europe

Make sure you reach 100% of your audience




Preferences per country

										
	At home	Post office	Parcel shop	Retailer store	Alternative address	Parcel locker	At neighbour's home	At work	Central collection depot	Safe place
Austria	86	9 -5▼	7	4	5	11	6 -4▼	8	3	15
Belgium	78	15 -6▼	25	10	8	7	13	7	6	9 4▲
Croatia	90	23 -8▼	6	8	8	3	5	13	3	4
Czech Republic	77 -6▼	41	51 11▲	21	7	21 8▲	6	16	7	-
Estonia	56	32 -23▼	6 -6▼	11	3	87	-	8	6	-
France	85	17 -5▼	58 -6▼	16	2	6	3	5	2	2
Germany	83 -5▼	9	11	4	5	17	11 -6▼	8	2	20
Hungary	81	27 -11▼	27	8	13	24	3	18	2 -3▼	10
Ireland	86	9 -6▼	4	8	6	8 -5▼	6 -5▼	12 -8▼	5	9
Italy	84 -5▼	5 -3▼	11 6▲	6 4▲	9	14 7▲	-	11	3	-
Latvia	58	61 -9▼	27 7▲	9	6	75 22▲	-	10 -6▼	5	-
Lithuania	69	32 -21▼	14 -12▼	15	3	70 15▲	-	7 -12▼	9	-
Netherlands	76 -6▼	12	20	8	6	6 4▲	12	8	7	7
Poland	73 -8▼	20 -12▼	18 -6▼	12	6	62 16▲	5 -5▼	11 -8▼	5	6
Portugal	84 8▲	11 -6▼	10	12	11	3 3▲	-	30	4	-
Romania	76 -14▼	28	11 6▲	10 6▲	8	21 12▲	4	16 -6▼	9	-
Slovakia	81	35 -12▼	41 8▲	25	9	16 5▲	-	20 -6▼	7	-
Slovenia	91 6▲	22 -13▼	6	8	5	10	2	15	2 -3▼	6
Spain	83	22	14 5▲	14	10	10 5▲	-	21 -6▼	3	-
Switzerland	82	9	9	9	8	9 4▲	9 5▲	8	6 3▲	8
UK	86 -4▼	7	8	9 -4▼	4	8	7 -6▼	7 -4▼	4	13 -3▼

Most important for your customer

- 

Real time info on delivery
- 

Several delivery options
- 

Select day and one-hour window delivery in advance
- 



Know the exact one-hour window of the delivery
- 

Same -/ Next day delivery
- 

Advanced notifications (within a one-hour window)
- 

Possibility to reschedule delivery

Out of home: green, cheap and convenient



-75% CO₂
compared to home



-40% €
compared to home



ZONE
Zero emission in cities

Listen to your customer:

- Choice and control
- Return and pick up at the same time
- 100% first time right

OOH more and more standard for C2C platforms



Tips

Webshop check-out

Offer
Out-of-Home
service in your
check-out

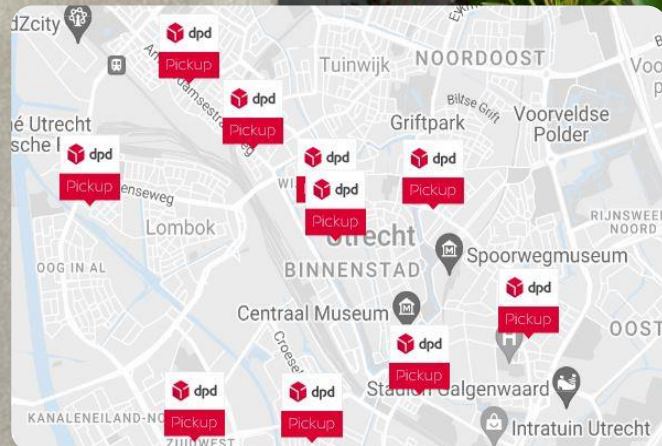


Rate difference

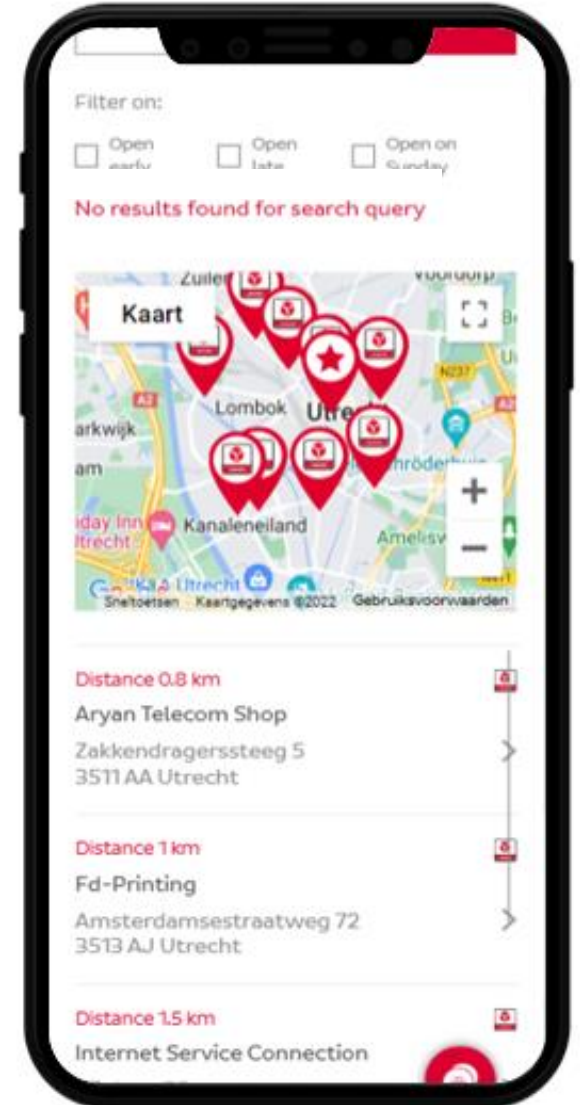
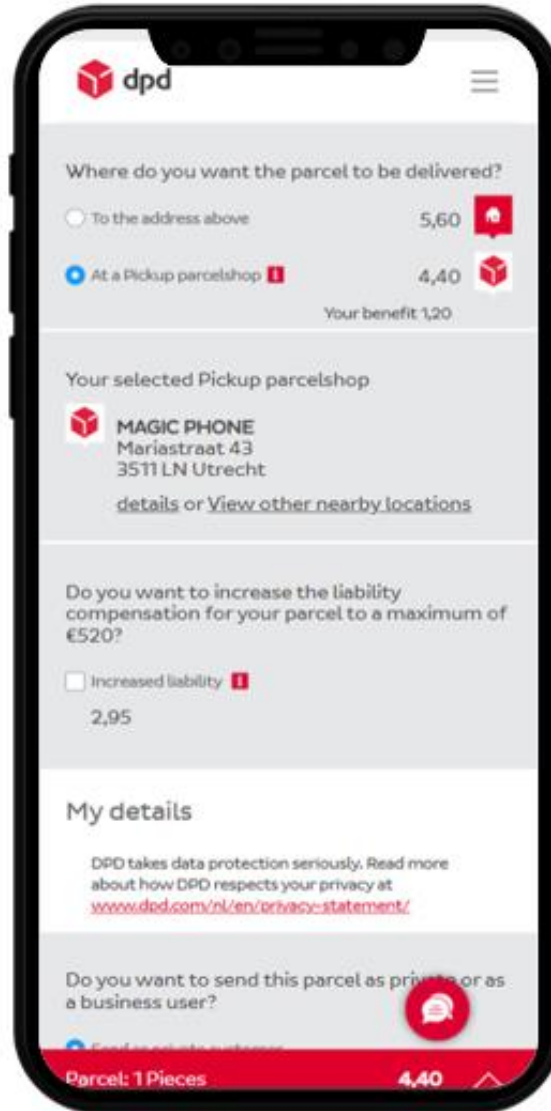
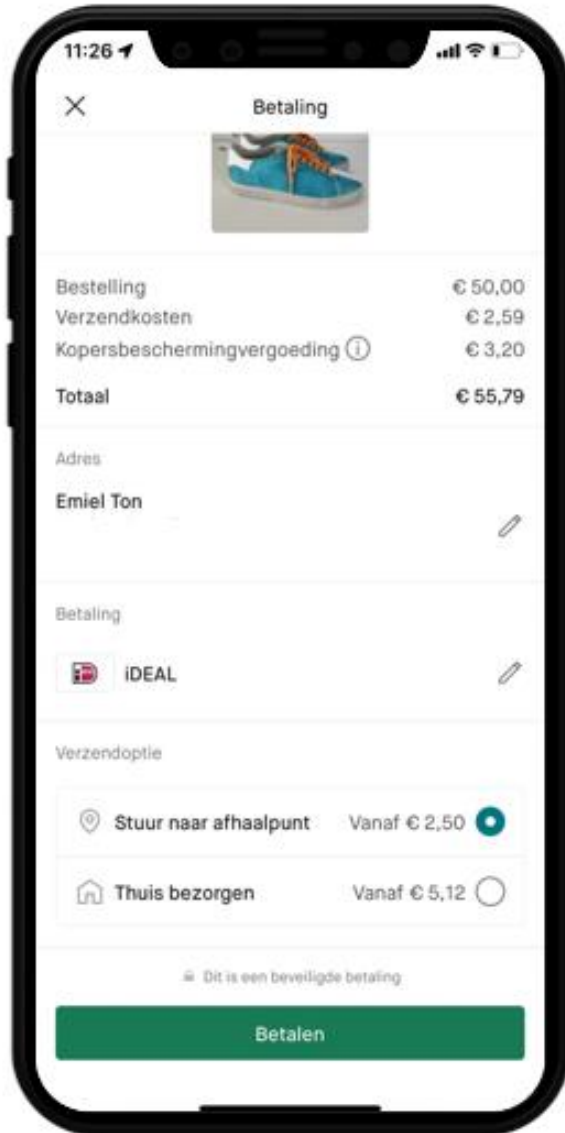



The PUDO finder
must be visible for
the customer

Opening hours



Example check-out



The background is a teal color with a pattern of stylized fish in various shades of blue and green. On the right side, there is a faint illustration of a hand holding a pen, as if writing on a surface.

“ Vinted is a real game changer and is accelerating the C2C & OOH market



Vinted





Vinted Go

Director of Strategic Partnerships, Shipping business

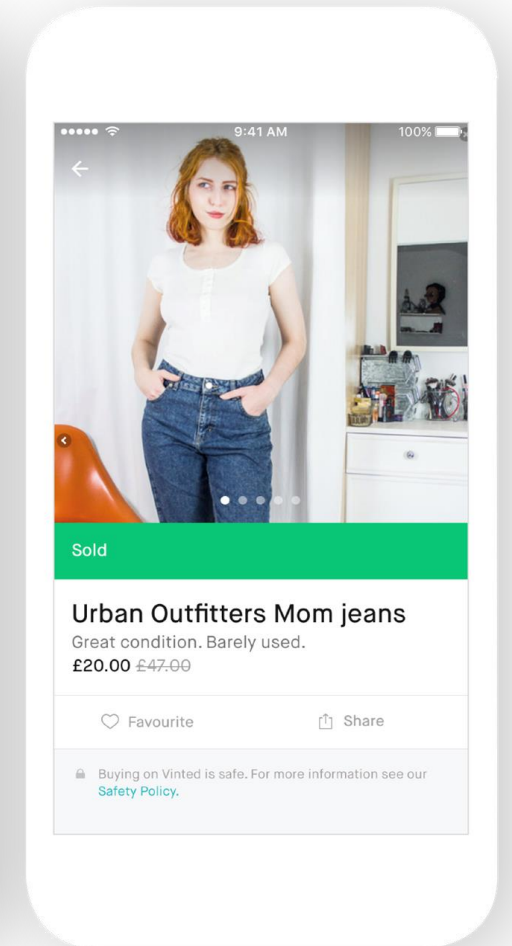
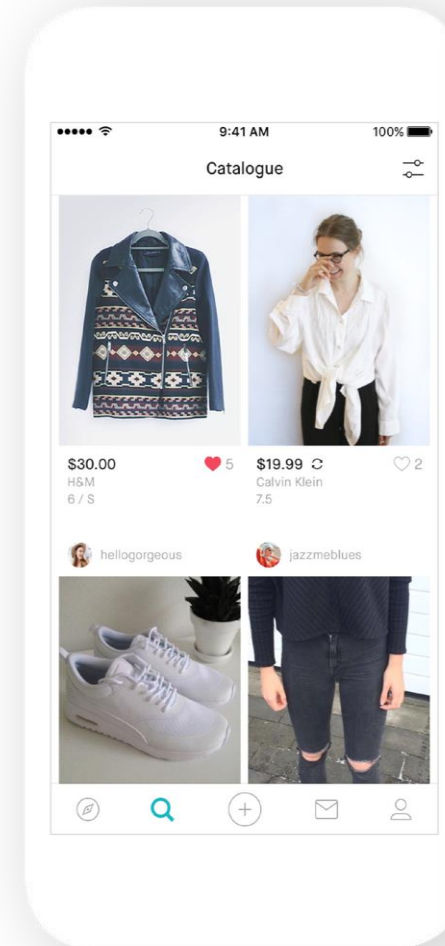
Vinted

Vinted Mission: make sustainable consumption a #1 choice world-wide

What is Vinted?

Leading European C2C marketplace:

- 16 countries (incl US, Canada)
- 50+ million users
- Over 300 million items on the platform



Old Vinted Mission

Make second
hand first choice
worldwide



New Vinted Mission

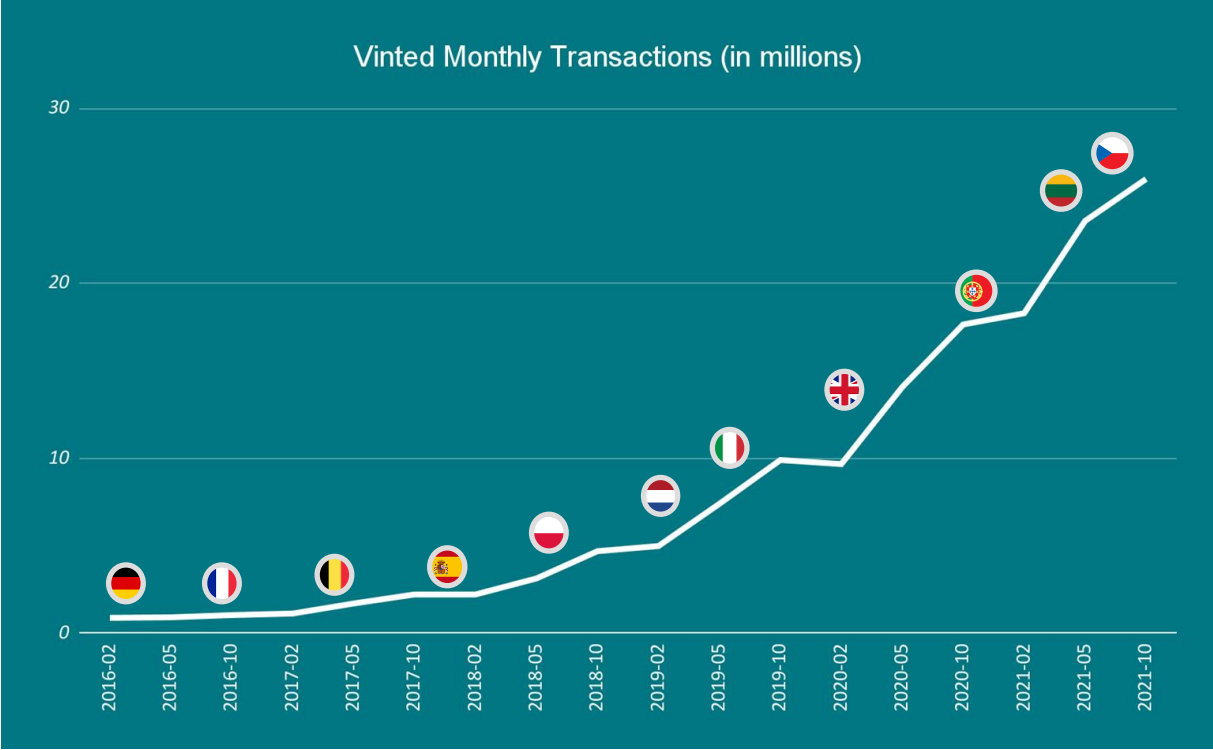
Make sustainable
consumption first
choice worldwide



On its journey to becoming the #1 second-hand fashion marketplace, Vinted has been building a unique shipping platform

In just 5 years Vinted reached the #1 position in Europe by convincing 50 million users to choose second-hand and growing its monthly transactions 30x.

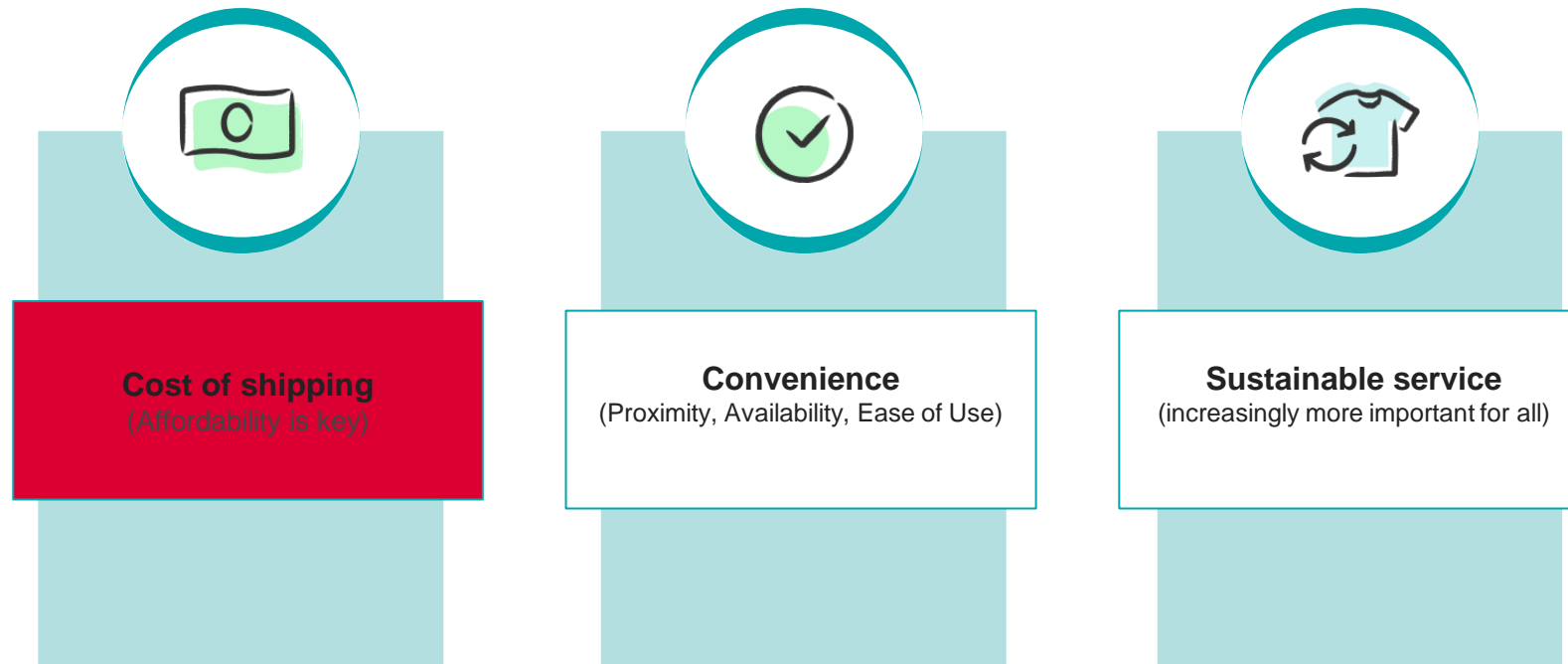
This has been achieved through a proprietary shipping platform, that enables low-cost pan-European delivery to multiple carrier networks.



WHY Out-Of-Home works for Vinted?

We envision a world where people constantly trade items, and second hand fashion is bigger than first hand. We have realized early on that for this to be true we need to solve user friction points that prevent C2C trade at scale. Out-of-home delivery tackles all of them.

Key areas of friction:



Out-Of-Home solutions are being developed in most European countries focusing on highly populated areas. Countries like Netherlands and Benelux are among most developed territories in terms of OOH network density and proximity.

Current network

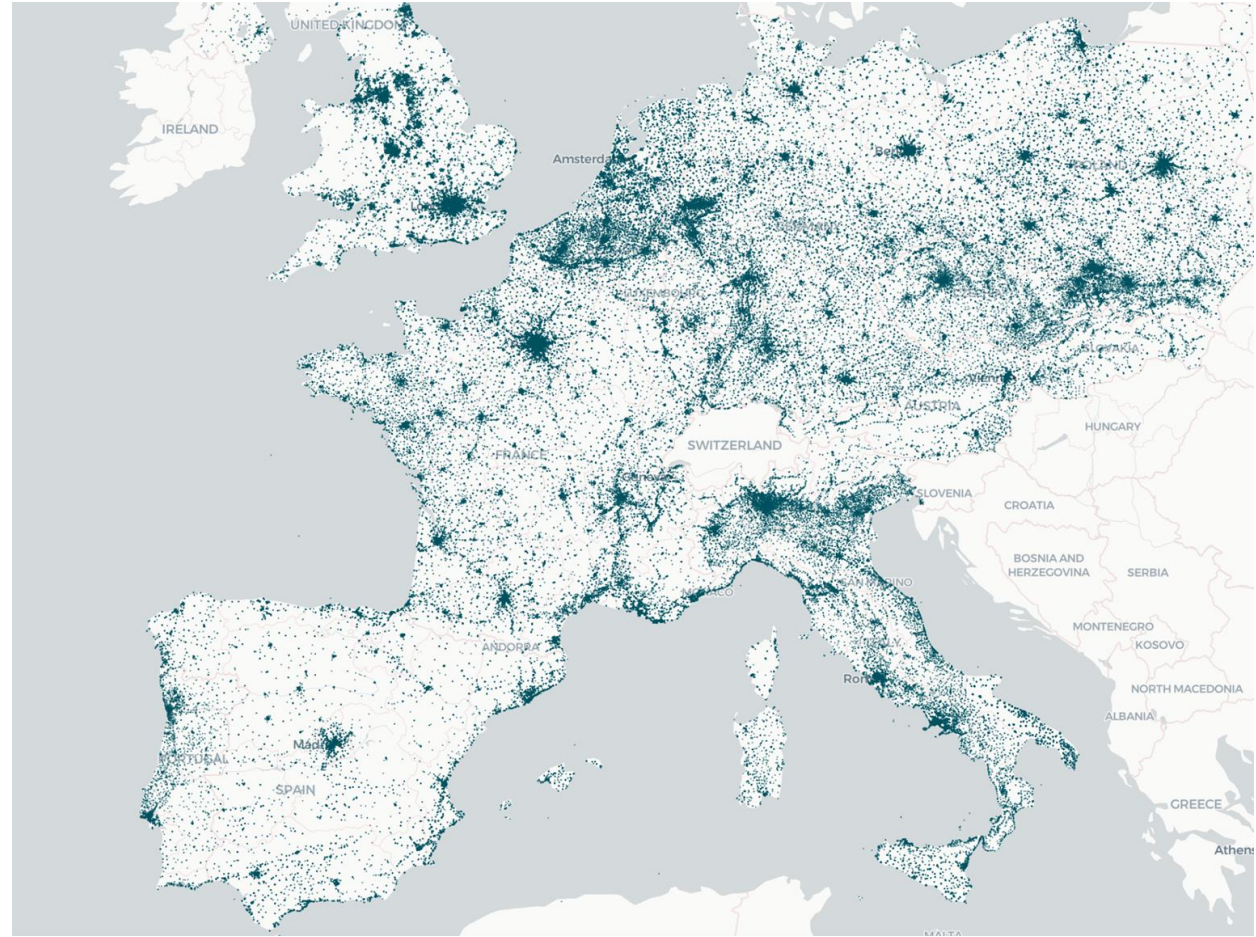
300K PUDO points (concentrated around population presence)

35+ integrated carriers

50+ routes (including international with its growing share)

3-5 days delivery time

Current Vinted PUDO network



More sustainable shipping. At Vinted we know that our user base cares about the environment. Hence over the next 5 years, we see that it is incredibly important to make significant strides in the environmental friendliness of the shipping proposition on our platform

We believe that DPD can help, and are collaborating on various projects



Packaging

Electrification

Tracking of
Impact

Vinted

Thank you

