



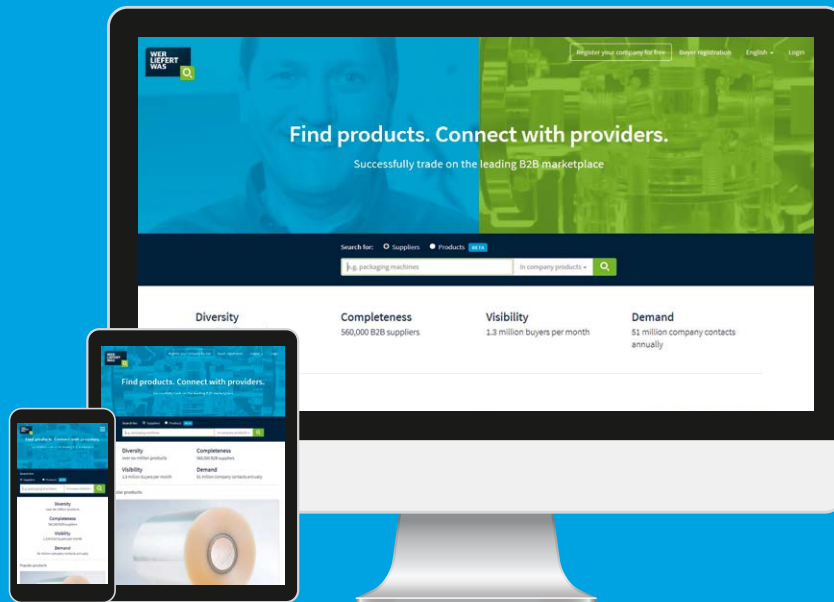
Leverage your digital potential!

How to sell in the B2B sector today.

The leading B2B marketplace
[wlw.de](https://www.wlw.de) [wlw.at](https://www.wlw.at) [wlw.ch](https://www.wlw.ch)

**WER
LIEFERT
WAS**





“Wer liefert was”
is the leading B2B marketplace.

e. g. products, companies and service providers

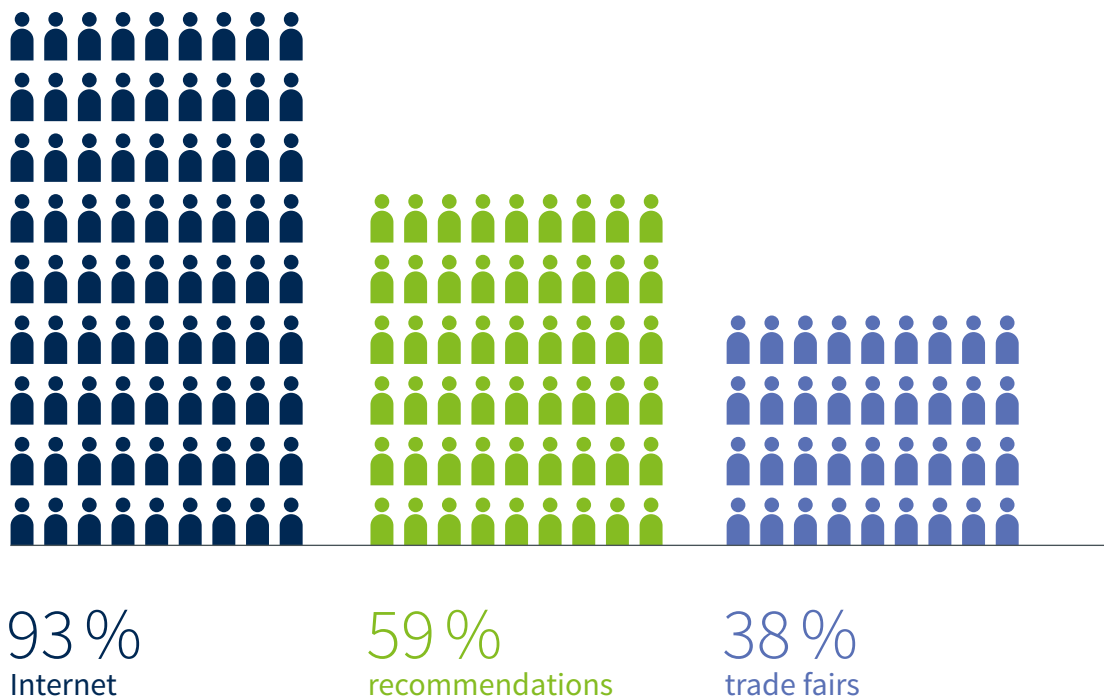


wlw.de wlw.at wlw.ch

93 % of B2B buyers go online to search for suppliers. How visible is your offer?

The Internet is the medium professional buyers use the most when searching for products, services and suppliers. As a supplier, what this means for you is that your online marketing increasingly determines your sales, as the better you find your potential customers online, the more requests you receive. Furthermore, purchasing decision-makers are becoming increasingly younger. Nearly half of all professional buyers was born after 1980 and thus grew up with the Internet – and this trend is only growing.¹

Information sources used by professional buyers when searching for products and services²



However, with about [863 million websites](#) and more than [3.5 billion Google searches](#) per day, customers looking for your company on the Internet cannot be left to chance.³

¹ Google B2B Marketing Study 03/2015

² Google Compete Tech B2B Customer Study 09/2012

³ statista.de and Google, 2015

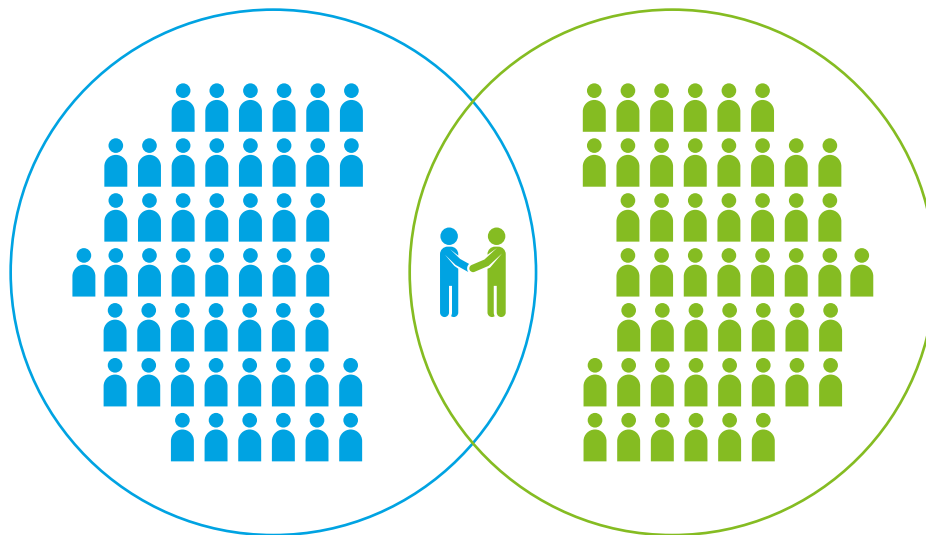
As a leading B2B marketplace, we bring your offer right to where your customers are.

Thousands of buyers and vendors meet every day on “Wer liefert was”. As a manufacturer, dealer, service provider or supplier, you present your offer on a platform with vigorous traffic. 70 percent of professional buyers say they regularly use wlw when searching for suppliers.⁴

In order to attract even more buyers to wlw – and thus your offer – we participate in the main channels. Search engine optimization (SEO) and ad placement (SEA) ensure that matching search terms result in wlw offers almost always appearing in the top 3 of Google results. This means that whether your potential customer is searching on Google or right on wlw, it takes at most two clicks for them to reach your offer. We also continually invest in TV and online campaigns and cooperate with other renowned industry platforms.

1.3 million
buyers per month

560,000
suppliers



51 million
company contacts annually

Several million products make wlw an attractive, growing online marketplace and every day thousands of new products are added.

⁴ Results of a survey of 1,616 professional buyers; duration: from 02/19 to 03/16/2016 at wlw.de

A portrait of a middle-aged man with grey hair and a light beard, wearing a dark button-down shirt with his arms crossed. The image has a blue tint. A large white quotation mark is positioned to the left of the text.

”

*For more than 10 years, “Wer liefert was”
has been one of our strongest partners when
it comes to acquiring new customers.*

Thomas Kreisz
Managing Director of ARTEKA Strahltechnik e. K.

You meet your customers in a clearly organized manner.

Professional buyers prefer relevant, well-structured information to help them make decisions in a timely manner. That is precisely what you'll find at wlw. Together with experts from B2B purchasing, we have designed your company presentation such that the critical information can be seen at a glance.

1 Company logo

The prominent placement of your logo ensures high recognition value.

2 Contact information

Quick and easy – this is how your customers should find you. That is why your main contact information is at the top. In addition, two flashy buttons forward buyers directly to you and your own website with a single click.

3 Products

Directly under your contact information, you can present your best-selling product and your entire product and service portfolio, as that is precisely what makes you attractive to buyers.

4 Product overview

All of your company's business domains are listed alphabetically here. Buyers typically find their way to your profile via a specific search term. Here they are given a comprehensive overview of your entire product range and will possibly find further business domains that could be interesting for their companies.

5 Company information

The "About us" tab offers you plenty of space to present more information: such as images, your corporate video – as well as more about your employees and your location.

6 Location

A map shows the exact location of your headquarters. This is particularly interesting for customers in your region.

7 Short description

Here you can name the most important details about your company. This allows you to immediately show your customers that you are the right partner for them.

8 Delivery area

Regional, national, international – here buyers can immediately see where your products are available.

9 Further facts

Increase confidence in your company by providing additional facts and certificates.

1

3

82

Alum

CNC eng

4 Product

✓ 2-D wa

✓ Abrasive

✓ Abrasive

✓ Labeling r

✓ Labeling sy

✓ Flame-cutti

✓ Flame-cutti

✓ CNC waterjet

✓ Metering units

✓ Turning machin



Search for: ☒ Suppliers ☐ Products BETA

CNC milling machines

In company products



CNC
SELECT

CNC-SELECT GmbH

Am Tal 3, 58891 Plettenburg

- Display telephone number
- info@cnc-select.de
- www.cnc-select.de

Website

Contact company

Products and Services

About us

Location and Contact

1 products from the supplier



Aluminum milling



CNC milling



Engraving machine

891
Products

View all

Short company description

CNC-Select is a fictional German manufacturer of CNC milling machines, CNC engraving machines, CNC plasma cutting machines, water-jet cutting systems and marking systems, dosing systems, cutting plotters and CAD/CAM software.

Delivery area

Worldwide



Facts and figures

Year founded: 2002

Number of employees: 10-19

Overview

Waterjet cutting



Waterjet cutting systems



Waterjet cutting based contract work



CNC machines



Systems, contactless



Engraving machine



Engraving machine, CNC-controlled



Plasma cutting



Plasma, volumetric



Plasma, CNC-controlled

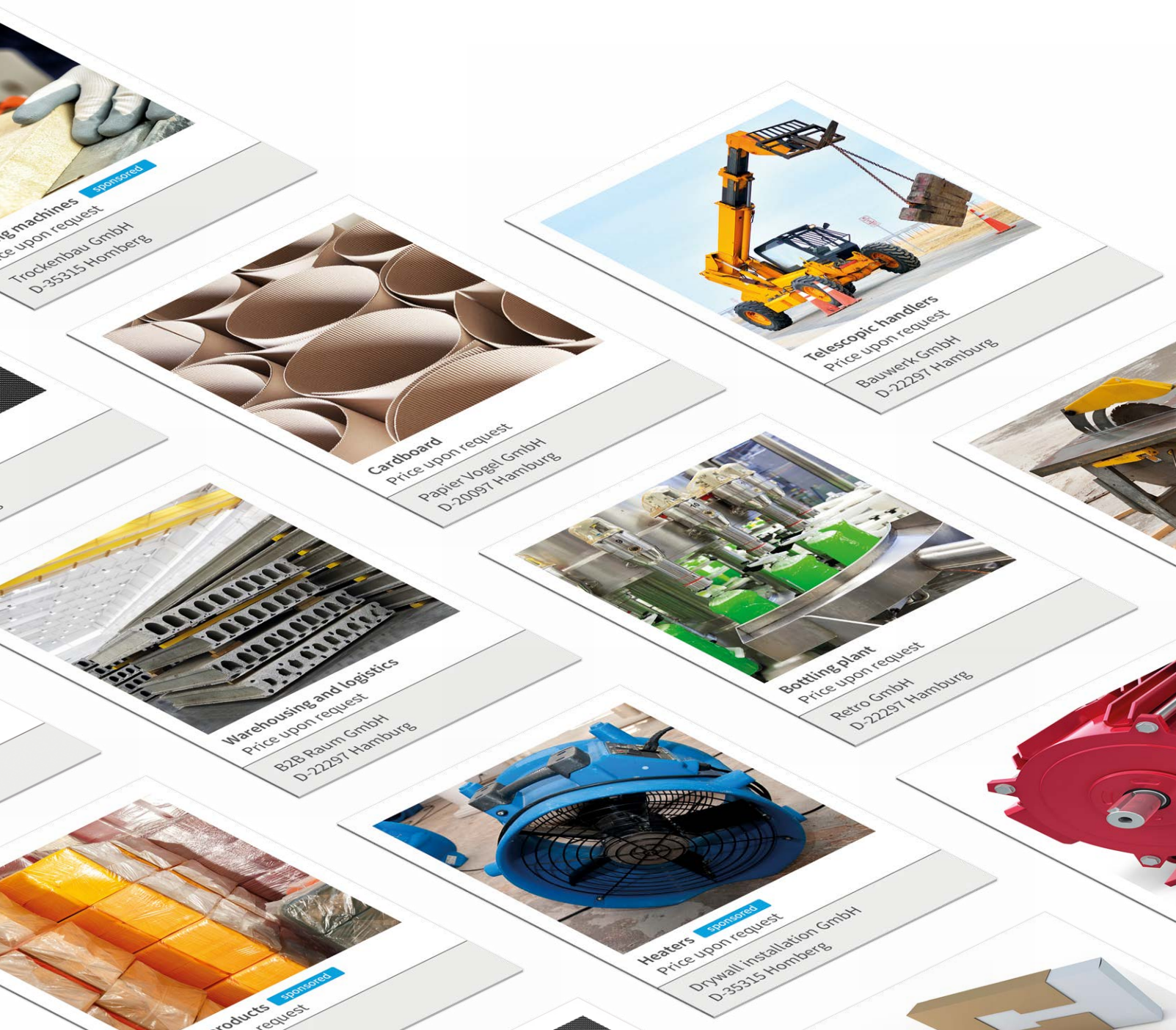


Present your products and services right on wlw.

That's how B2B trading works today!

Professional buyers are primarily looking for products or services. That is why we offer you, as a supplier, a platform that allows you to showcase not only our company profile, but also your entire product or service range.

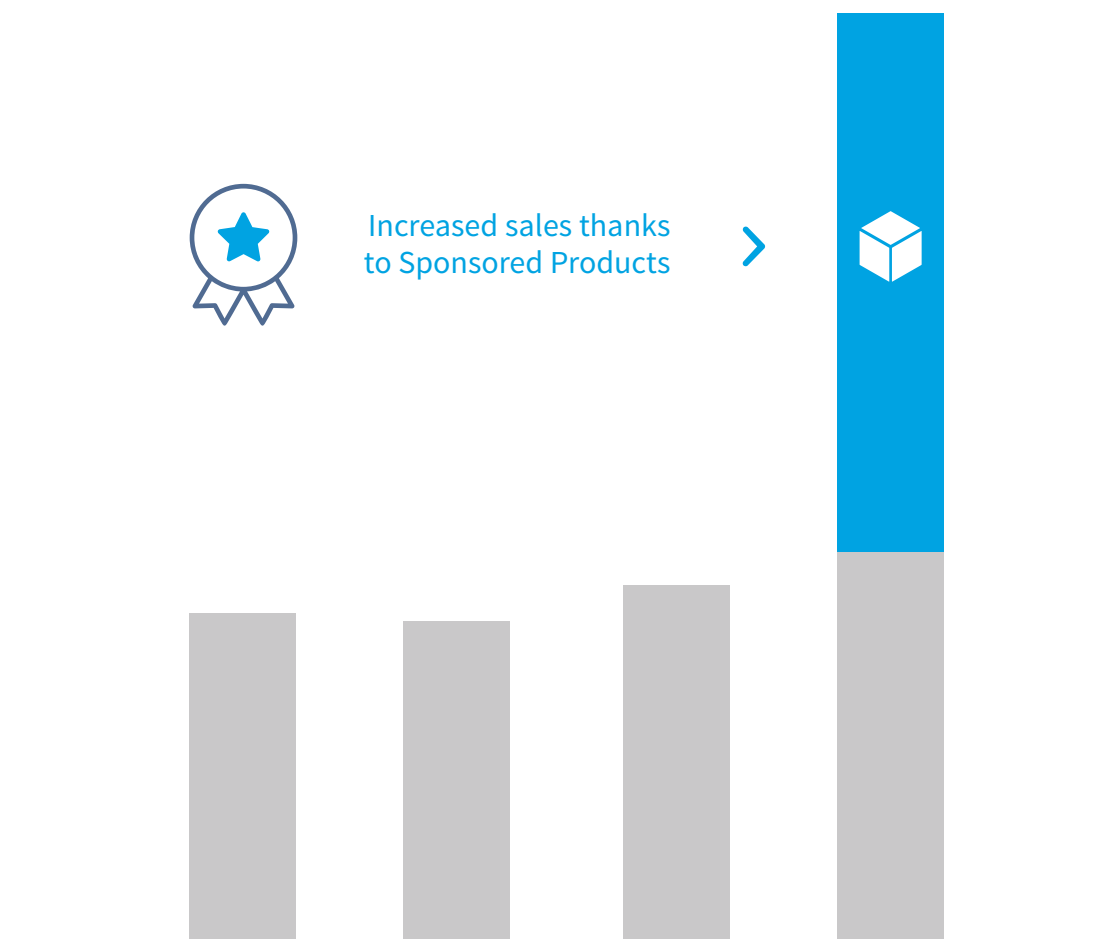
Your products and services appear as a clearly visible image, together with the most important information, both in your company profile as well as within product searches using relevant search criteria.



Stand out from the crowd!

This will give your products the competitive edge.

The solution is called: Sponsored Products. By also advertising individual products, for example, your bestsellers, on “Wer liefert was”, you can make sure they appear right on the first page in search queries. By doing so, you’ll attract potential buyers’ attention more quickly to your offer, which for you means: more attention, more inquiries and more sales.



Simple and convenient!

Anyone can register products and services on wlw.

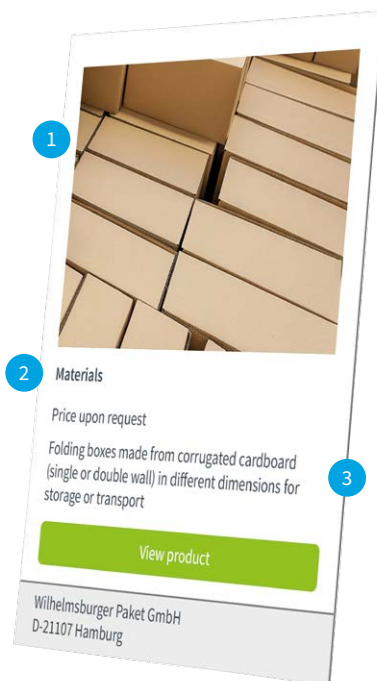
To add a product to your wlw company profile, you need only three things: a picture, a product name and a brief description. You can easily upload this information via our product manager's input screen.

Product image

Draws attention to your offer

Product name

Identifies your offer for relevant potential customers



Brief description


Specifies the main features of your offer



Do you have numerous products? Use our automated services.

Don't work twice as hard and book our Product Data Feed. This takes over the complete product portfolio from your website, your webshop or merchandise management system and keeps the product data automatically updated. This way your products appear in the search results and you gain valuable contacts for new inquiries.

Do you not have structured product data? Our Product Upload Service takes care of publishing your entire spectrum of products – from data acquisition to entering the data online.

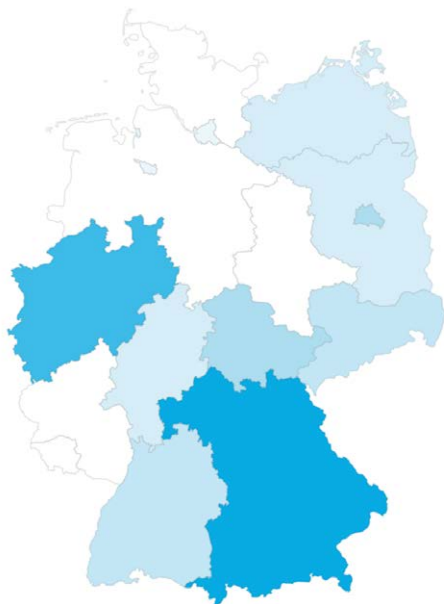
A portrait of a man with short, dark hair, wearing a dark blue suit jacket over a light blue shirt. He has his arms crossed and is looking directly at the camera with a slight smile. The background is a bright, out-of-focus indoor setting. A large, light blue quotation mark is positioned to the left of the text.

Time is money. That is why we advise buyers to use wlw, as that is the fastest way to find the right suppliers and – thanks to the new product search – now also the right products.

Marc Kloepfel
Managing Director of Kloepfel Consulting GmbH

And best of all: You can view the precise results. The wlv performance report

What use is the best online marketplace in the world if it doesn't bring results for your company? That is why we encrypt all activity related to your company profile and product listings for you each month and convert them into meaningful figures and graphs.



Bavaria

26.1 %

North Rhine-Westphalia

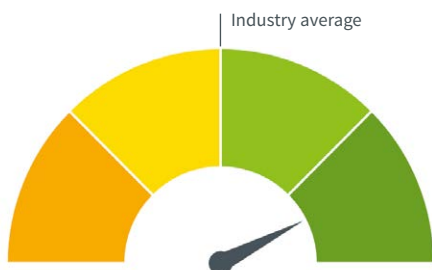
21.4 %

Berlin

9.5 %

**We provide concrete data
to help optimize your sales –
online and offline!**

Which business domains are particularly in demand? Which companies have shown an increased interest in your offer? From which federal states do most of your prospective customers come? In the performance report, we identify the companies that have taken a closer look at your company profile – along with useful contact information and sorted by federal state. This data can be downloaded directly as a table and forwarded to your sales department.



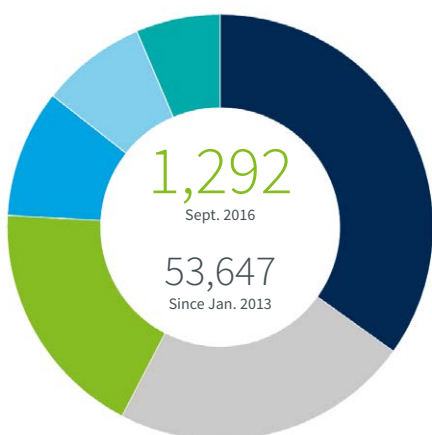
Competitive comparison

Here, you can view your online visibility on wlv compared to the industry average. The farther right the speedometer needle, the more often your offer is displayed compared to those of your competitors.

92
October 2016
4,219
Since Jan. 2013

Customer contacts

This number shows you how many potential customers have taken a closer look at your profile, for example, by clicking on your website, calling the phone number or using the contact form.



Visibility

The pie chart shows you how often your offer on wlv has been displayed in the search results of buyers – overall and broken down by category. You can download a detailed table as an Excel® file.

It has never been so easy to open up new markets. wlw service packages at a glance

We bring your offer to Europe. With 48 million visits a year, we cover almost the entire European market together with our partner EUROPAGES. And that means more coverage for you in next to no time.



Europa Premium

28 countries in one fell swoop! The Europe Premium package moves you forward all across Europe. Thanks to our partnership with EUROPAGES you can reach twice as many buyers. We present your company profile in 15 languages and in 28 countries – always among the top placements on the first page.



Expanding or focusing?

We offer just the right coverage for your business model.

Planning to initially develop your sales in German-speaking countries alone? Or would you like to exclusively and deliberately sell your products locally? Whatever business concept you pursue, we will adjust the coverage of your offer to suit your individual requirements. Now choose one of our service packages and lay the foundations for your online business.



National Premium

The ideal service package to ensure your products and services are offered nationally and prominently. With the National Premium package you are always displayed on the first page in the top rankings to searching buyers.



National

A solid foundation for your nationally operating company. You benefit from all the basic advantages of a professional wlw company profile and appear right after premium profiles in nationwide searches.



Local

Targeted customer contacts for your company with a local focus. Geo-targeting technology helps us ensure that you will be found exclusively by relevant buyers from your region within a radius of 150 km.

Would you like to gain experience in Europe with your national company? Expand your National Premium or National package easily with our online marketing service wlw Europe.

Increase your sales in a targeted manner.

You can add our online marketing services according to your needs.

You have chosen one of our service packages. Now our specialized online marketing services provide you the opportunity to also advertise your offer in a targeted manner – so as to best suit your business model and your budget.



wlw Europe

Increased demand across Europe. Your offer will be presented on both wlw and on the national webpages of our partner EUROPAGES. In doing so, we look after the translation and maintenance of your data.



wlw D-A-CH

Enhance your visibility throughout the German-speaking world. We place your company profile on our wlw.de, wlw.at and wlw.ch platforms and you benefit from new customers.



Traffic Booster

Everyone is talking about Google AdWords. We simplify for you whatever sounds complicated. Based on your company profile, our experts place an ad on Google or Bing for you without you having to deal with the details.



wlw Retargeting

More reach in your target group everywhere on the Internet. With our retargeting, we place ad banners on relevant websites, including design, coordination and evaluation.




Top Ranking

By booking a top ranking, your company profile rises and is guaranteed to always appear in the top 3 search results. This greater level of attention helps you generate more customer inquiries.



etracker

In cooperation with Germany's leading web controlling provider, we offer an additional tool to even more accurately evaluate the activities of your company profile and your website.

A portrait of a man with short brown hair, wearing a blue button-down shirt under a dark blue sweater, with his arms crossed. The image has a light blue overlay. A large, light blue quotation mark is positioned to the left of the text.

wlw provides me with the ideal all-round carefree package. Regardless of the direction in which technology develops, wlw always brings me to where my customers are.

Sven Hagen
Managing Director of P.T.P. GmbH

There are certain things that are best to take care of personally. Your contact to “Wer liefert was”

Our 100 experienced customer consultants will be happy to assist you in choosing the ideal service package for your company. Request a custom and no-obligation consultation, with a personal appointment, by phone or by email – whichever way you prefer.



You have decided to go with “Wer liefert was”?

We look forward to welcoming you! Our job, however, is only done once your presence on wlv becomes a real success for you. That is why our customer consultants assist you personally by telephone with setting up your company profile and listing your products. We do so in order to ensure that all your questions are answered and you leverage the full potential of “Wer liefert was” for the benefit of your company.

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wlw is a Google partner and
thus stands for excellent quality
in online advertising.



Certified with the
BME Seal of Approval

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**WER
LIEFERT
WAS**

