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Your profitability guide for **Happy Size**

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HAPPY SIZE / ZEOS / TRADEBYTE

Marketplace pulse

Reach

25+ million

annual page visitors

›2 million

monthly shop visits

300,000+

active newsletter subscribers

Marketplace pulse

Key figures

3–5 weeks
onboarding time for new brands.

Sizes L–10XL
Specialising in fashion from size 42 to 66 for women and size 60 to 82 for men.

Platform focus

2 markets
Happy Size operates in **Germany** and **the Netherlands**.

Offers stylish, editorialised fashion **to engaged, loyal customers.**

Provides curated collection of fashionable plus-size designs, **"Plus size without compromise."**

Shopper spotlights

The Happy Size shopper profile

Shopping habits

Customers value a **broad assortment** of options, worn by **plus-size models**.

This ensures they can find stylish items and **more accurately visualise** their potential purchases.

Demographics

Happy Size range includes sizing **up to EU 66** for women and **up to EU 82** for men.

56 is the average customer age, but the stylish range is winning over more and more younger shoppers.

Customer loyalty
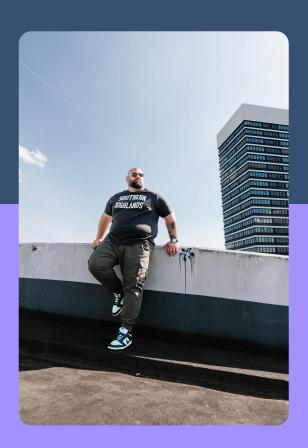
Happy Size caters to **style-conscious plus-size shoppers**, who demand more than basics. This is a niche audience with **strong loyalty** and high purchase intent.

Customer expectations

With options often treated as an add-on to existing ranges, customers value **flattering designs that are tailored**, instead of simply scaled up by 10 or 20%.

Thanks to Happy Size's consistency, customers expect smooth delivery flows and stock avail-ability—as well as a wide range of choices.

Profit playbook

Leverage CRM via Happy Size

Thanks to an engaged, authentic audience, Happy Size is able to boost partner brands' performance with the help of its newsletter program.

Featured brands can reach **over 300,000 active subscribers** and have shown up to 20-30% uplift in the days after each sendout.

Stay in stock

One of the key drivers of partner success is simply down to prioritising availability. After all, a customer can't buy your fashion pieces if they aren't visible or accessible on the platform.

Happy Size SLAs:
Establish and meet expectations

Customer service

All customer service queries in the form of written communication must be addressed within 48 hours (Monday to Friday).

Order acceptance time: within 48 hours

Keep orders on track with timely, transparent processing within a 48 hour window.

Delivery in 2-4 business days

Meet customer expectations of fast and reliable service by adhering to the suggested 2–4 day delivery window.

Cancellation rate of less than 2%

Brands must offer a reliable, positive shopping experience by reducing delays and limiting order cancellations as much as possible.

Onboarding speed

Onboarding with Happy Size takes approximately 3–5 weeks. To ensure a smooth process, partners are required to provide key documents like company details, KYC verification and EPR/Lucid number.

Returns processed <2 working days

Optimise the customer return journey by offering a speedy turnaround and faster start to the refund or exchange process.

From zero to live:

Your launch checklist

Step 1: Sync business and tech needs

☐ **Identify and address any tech challenges**
From integration tools to last-minute stock updates, reduce errors later by checking your system now.

☐ **Review delivery terms**
Ensure you're updated with Happy Size's delivery standards and make the most of tools like ZEOS to ensure you're ready to meet the expectations of your future customers.

☐ **Finalise pricing & sign the contract**
Set your pricing up and make sure all required documentation is signed before you go live.

From zero to live: Your launch checklist

Step 2: Set up your account

☐ Happy Size requires that you submit all required company info and complete KYC verification, as well as define brand-specific details.

Step 3: Map your data and products

☐ **Bring your taxonomy into the system**
Combine your product and data system with Happy Size.

☐ **Map all key data fields**
Create a standardised, accurate overview of your stock and product range with comprehensive mapping of all required data.

☐ **Upload test products with pricing & stock**
Learn the ins and outs of the Happy Size platform and check your setup process with test products, complete with pricing and stock information.

From zero to live: your launch checklist

Step 4:
Test run with a pre-launch trial

- [ ] **Trigger a full test order**
- [ ] **Check all technical processes**
- [ ] **Review shipping docs**
- [ ] **Final approval before go-live**

Step 5:
Launch day — You're officially live!

- [ ] **Expand and grow with Happy Size**
  Make the most of resources like the newsletter subscription base to announce your arrival to the platform or keep shoppers updated with the latest information on your brand.
- [ ] **Keep an eye on your metrics**
  Ensure you maintain the high expectations of Happy Size customers by adhering to performance SLAs.
- [ ] **Stock up for scaling up**
  Keeping your products available to customers is a vital step to ensuring growth on the Happy Size platform.