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Your profitability guide for **ABOUT YOU**



**Add
To Basket**

ABOUT YOU / **ZEOS** / **TRADEBYTE**

Marketplace pulse

ABOUT YOU[®] / ZEOS / TRADEBYTE

Reach



**12.9
million**

active
customers

**38.3
million**

orders

€60.1

average
basket size

Business performance (FY 23/24)



**€2.001
billion**

in group revenue

3.4%

YoY revenue growth
since 23/24

Marketplace pulse

ABOUT YOU[®] / ZEOS / TRADEBYTE

Key figures



**Over
4,000**

brands on the
platform

**Over
1,000**

monthly influencer
collaborations

Platform focus



Mobile-first,
with over 86% of
revenue from mobile

**Strong
footprint**
in Central and
Eastern Europe **(CEE)**

**Operates in
28 European
markets**

DE, AT, CH, BE, NL, PL,
CZ, SK, HU, RO, SI, EE,
LV, LT, IE, FR, ES, IT, GR,
PT, HR, BG, DK, FI, SE,
NO

Shopper spotlights

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The ABOUT YOU shopper profile



Demographics

Over 80% of users are female, and over 80% of customers are under 45.

Recognition

Up to 90% of brand awareness among women of Gen Y & Z.



Behaviour

Mobile-first, discovery-driven, shaped by influencer culture, with a penchant for personalisation.

Engagement

Users expect curated experiences tailored to their style preferences—About You customises the feed for each user.



Principal vs Agent model

ABOUT YOU operates with two models:

The **Principal model** operates on a wholesale basis, where you own the item until the moment a customer places the order at which point ABOUT YOU buys that item and sells it to the customer. ABOUT YOU controls the final consumer pricing.

The newly launched **Agent model** is commissioned based, allowing merchants to retain ownership of items and maintain full control over the final consumer price.

	Principal model	Agent model
Acting as 	ABOUT YOU acts as the Principal.	ABOUT YOU acts as the Agent, and the seller is the Principal.
Seller of record 	ABOUT YOU is the seller of record and enters into the contract with the end customer. The customer buys directly from ABOUT YOU.	You are the legal contracting party and the seller of record. The customer is buying directly from you.
Pricing 	ABOUT YOU typically has the primary control over setting the final price for the products.	You have primary control over the price.
Invoicing 	ABOUT YOU is responsible for generating the customer invoice.	You are responsible for generating and providing the customer invoice, as the seller of record.

Profit playbook

ABOUT YOU[®] / ZEOS / TRADEBYTE

Build a strong brand presence

In fashion and lifestyle, telling a story around your products is crucial. Don't just list items; create a visually appealing and cohesive brand store on the platform to create an inspiring shopping experience.



Use data to drive your assortment

Leverage ABOUT YOU's customer insights to tailor your product range effectively. A data-driven approach ensures your assortment resonates with the platform's specific, fashion-forward audience.



Actively collaborate with influencers

Leverage influencer partnerships and sponsored placements to connect with your target audience. ABOUT YOU facilitates over 1,000 influencer collaborations per month, allowing you to tap into a vibrant, engaged community and benefit from the platform's extensive event and marketing reach.





Refresh “new arrivals” frequently

The ABOUT YOU customer is trend-focused and expects fresh styles. Keep your assortment current by regularly updating your product listings to maintain engagement and encourage repeat visits.

Use retail media to drive visibility

ABOUT YOU offers powerful marketing tools like sponsored products to promote your assortment and increase visibility. Take advantage of special offers, such as the current co-investment where ABOUT YOU matches every euro spent on retail media up to €50,000 (offer valid until the end of October).



Meet SLAs with fast and reliable fulfilment

- ABOUT YOU actively tracks fulfilment metrics like delivery quality and speed, and poor performance can lead to being down-ranked or even removed from the marketplace.
- Utilise Fulfilment by ABOUT YOU (FbAY) or third-party providers like ZEOS to help you meet SLAs.



Leverage outlets for end-of-season stock

The ABOUT YOU Outlet is available as a clearance channel in 8 countries.

Strive for customer service excellence

Maintain high ratings and provide quick response times to build trust and encourage customer loyalty.

ABOUT YOU service level agreements (SLAs)

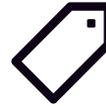
ABOUT YOU[®] / ZEOS / TRADEBYTE

Shipment



With ABOUT YOU required last mile carrier within 72-96 hours

Return label



Insert self adhesive return label for 30 days return

Tracking code



Transfer to ABOUT YOU in dispatch messages

Return notification



Return processing and technical feedback within 24 hours

Customer service



Respond to inquiries within 24 hours

Cancellation rate



Must not exceed 1.0% on a weekly basis

From zero to live: your launch checklist

ABOUT YOU° / ZEOS / TB TRADEBYTE



Step 1: Choose your integration path

Option 1

ABOUT YOU Seller Center:
Independent and quick integration, without listing or registration fees.

- 2-4 weeks
- **Tools:** API, Excel upload, Shopify plugin or manually

Option 2

Tradebyte  **TB.ONE**
Supported integration with ABOUT YOU's experienced team.

- No integration fees for ABOUT YOU
- **Tools:** TB.One

From zero to live: your launch checklist

Step 2: Select your fulfilment strategy

- Seller-fulfilled:**
You manage your own logistics and shipping.
- Fulfilment by ABOUT YOU (FbAY):**
You send your inventory to ABOUT YOU, and they handle the complete fulfilment process.
- Third-party fulfilment:**
Use a partner like ZEOS to take advantage of a unified stock pool across multiple channels and markets.

Step 3: Prepare your application

- Register and apply through the official portal for the marketplace: partner.aboutyou.com
- Contact Tradebyte for all other models.



From zero to live: your launch checklist

Step 4: Onboard your products

- Sync product data:**
Ensure titles, sizes, images, and pricing are correct.
- Inventory uploaded & availability synced:**
Upload your stock levels.
- Delivery & fulfilment timelines confirmed:**
Confirm promised delivery windows are accurate.
- Return policy test & system integrated:**
Test your returns process and ensure systems are integrated.
- Localisation configured:**
Set up currency and language for each target market.

Step 5: Plan your launch marketing

- Promotional plan defined:**
Create a clear promotional plan for your first 90 days on the platform.
- Visibility tools planned:**
Budget for and plan to use sponsored products, sponsored content, and influencer collaborations to build immediate momentum.

