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Your profitability guide for **Bol**



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Marketplace pulse

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Reach



**112
million**

visits per
month

13 million

10 million
in NDL
3 million
in BEL

active
customers

**6
million**

active
fashion
customers

Business performance



**€5.8
billion**

GMV (2023)

~15%

year-over-year GMV
growth in the fashion
category

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Key figures



**Over
700**

brands on the
platform

~20%

average fashion
return rate

Platform focus



The #1

marketplace in the
Benelux region

Deeply embedded in
the local culture with

**extremely high
brand loyalty**

Serves a broad audience with an extensive
assortment of

**"almost anything" for
"almost anybody"**

Shopper spotlights

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The Bol shopper profile



Demographics

Bol has a high share of male shoppers at 52%, which drives strong sales in basics and sets and contributes to a low return rate of around 20%.

Behaviour

Shoppers have a highly emotional and trust-based relationship with the platform, having grown up with it since 1999, meaning the second generation is shopping on the platform now and it has a 100% penetration rate. These customers are accustomed to a fast, reliable, and seamless online shopping experience. Because the Netherlands is a compact country, customers have high expectations for next-day delivery.



Loyalty drivers

The primary drivers of loyalty are trust, reliable and speedy delivery, and responsive customer service.

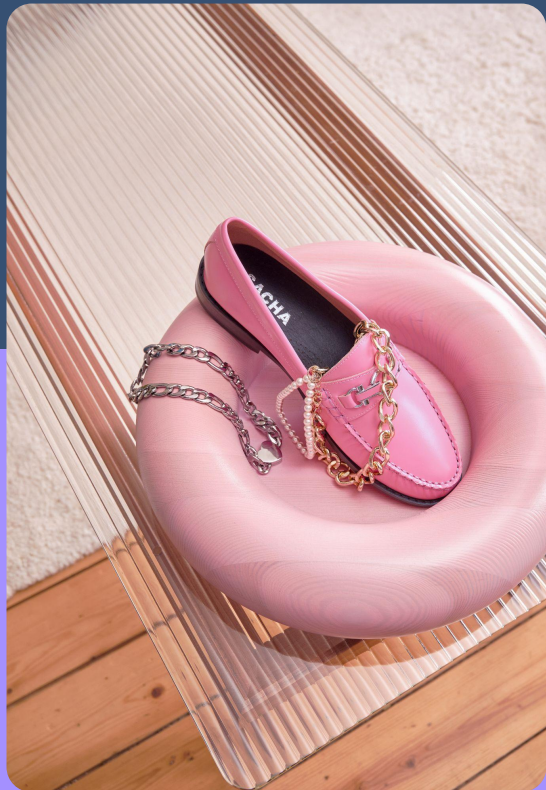
Shopping habits

The customer journey in the Netherlands often begins on Bol. Shoppers are highly engaged during major sales events, such as the **"Bol 10-daagse"**, a 10-day promotional period with significant discounts.



Profit playbook

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Leverage Advertising via Bol (AvB)

Use Bol's advertising tools, like Sponsored Products, to increase visibility, tell your brand story, and drive sales. A new feature, **"Branded Shelves"**, allows you to showcase your brand and key products directly on listing pages, boosting both brand awareness and conversion.

Price competitively

Use dynamic pricing to stay competitive. Pay attention to your **"price stars"** and aim for a minimum of four to qualify for inclusion in inspirational marketing campaigns.



Profit playbook

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Utilise data and analytics

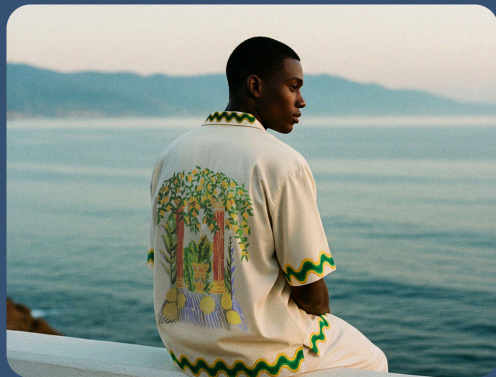
Regularly review your sales data, performance metrics, and customer behaviour to make informed decisions and identify areas for improvement.

Engage with Bol's calendar

Don't rely solely on your own promotional schedule. Participate in major Bol events like the **Bol 10-daagse** to capitalise on the massive traffic generated by the platform.

Don't set it and forget it

Active account management is crucial. Brands that invest time and effort in managing their presence see the best results.



Bol SLAs: Performance is everything

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KPI



Starting Partner
(First 100 orders)



Full Partnership



On-Time Delivery

$\geq 93\%$

$\geq 93\%$

Cancellations

$\leq 2\%$

$\leq 2\%$

Customer Question
Response Time

(Dynamic Norm)

$\geq 90\%$ (within 24h)

Bol SLAs: Performance is everything

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Customer service



Sellers must provide customer support in English (calls) and Dutch (writing—AI accepted). The service must be reachable by phone on workdays from 9:00 to 17:00, and sellers must answer at least 90% of call attempts during these hours.

Strike system



During your starting phase, you are measured based on reaching green KPIs during a maximum of 3 rounds of 100 orders. If your KPIs fall into the red, your account receives a strike, which remains for 22 weeks. Five strikes lead to a temporary store closure, and seven strikes result in account closure for at least a year.

Policy points



Every seller starts with 100 policy points. Points are deducted for violations (e.g., selling counterfeit items, spamming customers) and are only refilled after one year. Reaching zero points results in a permanent closure of the seller account.

From zero to live: Your launch checklist

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Step 1: Meet the key requirements

- ☐ **Product ID:**
Ensure all products have a GS1-registered EAN or ISBN.
- ☐ **Brand rights:**
Your brand must be registered in the BOIP (Benelux Office for Intellectual Property).
- ☐ **Legal & tax:**
You must have an EU entity and stock.
A Dutch VAT number is only required to use the powerful Logistics via Bol (LvB) service.
- ☐ **Safety & compliance:**
Products must comply with EU safety standards like GPSR.

From zero to live: Your launch checklist

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Step 2: Choose your integration path

- ☐ Bol requires sellers to connect via a certified integrator like **Tradebyte** to ensure a smooth technical setup.



Step 3: Choose your logistics set-up

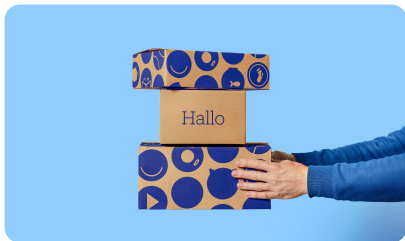
- ☐ **Seller-fulfilled:**
You manage your own warehouse, shipping, and customer service.
- ☐ **Logistics via Bol:**
You can outsource your fulfilment to Bol using Logistics via Bol (LvB) or you can leverage ZEOS' multichannel fulfilment strengths. They handle storage, packing, shipping, and customer service related to delivery, which significantly increases your chances of winning the Buy Box.
- ☐ **Third-party fulfilment:**
Use a logistics partner like **ZEOS** to manage a unified stock pool for Bol and other channels.

From zero to live: your launch checklist

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Step 4: Onboard your products

- ☐ **High-quality content:**
Upload your product data with a focus on creating rich, informative, and compelling content in Dutch.
- ☐ **Identify opportunities:**
Use Bol's **"White and Grey Spots"** reports in the partner platform to find products with high customer demand but low availability.



Step 5: Plan your launch and growth strategy

- ☐ **Budget for ads:**
Plan to use **Advertising via Bol (AvB)** from day one to build momentum and visibility.
- ☐ **Plan promotions:**
Align your marketing calendar with Bol's key promotional events to maximise your reach.
- ☐ **Monitor performance:**
Dedicate resources to monitor your KPIs, analyse sales data, and continuously optimise your strategy.