Proceed to checkout:

Your profitability guide for **Limango**

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Marketplace pulse

Reach

Serves markets in **Germany** and **Austria**

Over two million active customers

Four million monthly active users

Business performance

Approximately **€840 million GMV.**

Customers make an average **of five purchases per year.**

High number of items per basket and lower than average return rates.

Platform focus

Operates with a "shopping club heritage":

Limango is a membership-based model built around exclusive, time-limited sales events.

Nike & Reebok
Sportliche Mode für Erwachsene
📅 27.10.2025, 19:00
bis -67%*

Richter
Barfußschuhe, Boots & Stiefel für Kinder
📅 28.10.2025, 07:00
bis -53%*

Mexx Women
Elegante Damenmode
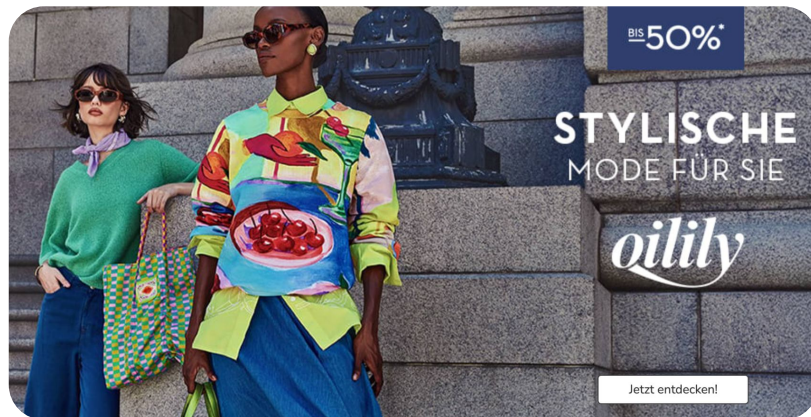📅 28.10.2025, 07:00
bis -60%*

Reima
Wintermode & -schuhe für Kinder
📅 28.10.2025, 07:00
bis -49%*

Curated, daily campaigns:

Each campaign features a curated selection of branded products (from categories like fashion, home, kids, and shoes) offered at significant discounts for a few days only.
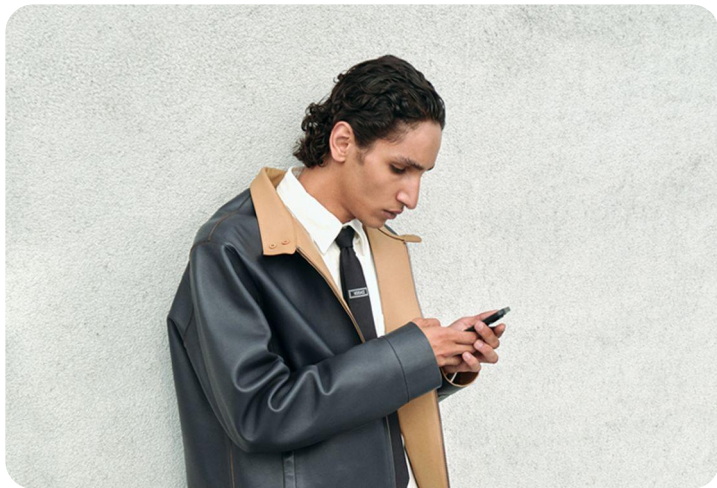
Platform focus

Drives urgency and loyalty:

This model creates a strong sense of urgency and exclusivity, which fosters customer loyalty and drives a high frequency of repeat purchases.

Strong mobile-first audience:

60% of its traffic comes from the app, highlighting a highly engaged, mobile-first customer base that checks for deals on the go.

OYOY Mini

Skandinavisches Design & Accessoires für Kids

Endet in: **3 Tagen**

Constantly refreshed assortment:

The platform launches 20 to 50 new campaigns every day, ensuring members always have something new to discover.

Shopper spotlights

The Limango shopper profile

Demographics

The primary customer group is families, with a specific focus on mothers.

Behaviour

Limango shoppers are often busy mothers with limited time, sometimes having only a 10-minute window in their day for shopping. Their shopping is driven by two main needs:

- **Inspiration:** Browsing daily deals for practical ideas and inspiration, often as a quick mental break rather than a planned purchase.

- **Urgency:** Quickly finding functional products when a need arises, such as a child outgrowing their shoes.

- **Fashion trends tend to appear on Limango slightly later.**

Shopper spotlights

The Limango shopper profile

Engagement

Loyalty is created through several key strategies:

- **"Sticky" communication** designed to make visiting the platform a daily habit.

- **The Family Star Programme,** a loyalty initiative that uses gamified challenges, points, and rewards to keep customers engaged.

Profit playbook

Master the fundamentals

Develop a specific strategy:
A generic "one size fits all" marketplace strategy will not be effective on Limango due to its unique campaign-driven model.

Adopt a partnership approach:
View the relationship with Limango as a partnership focused on mutual success rather than a simple sales channel.

Actively engage and build visibility

Master the campaign model:
Campaigns are exclusive to members and are promoted via daily newsletters to approximately two million customers. Participation typically requires offering discounts between 30% and 50%.

Use Sponsored Campaign Ads:
This tool allows you to boost the visibility of your campaigns and works very well for generating ROAS.

Optimise product content

Invest in content to drive repeat purchases:
Providing detailed and accurate product content is a key driver for repeat purchases.

Focus on sizing information:
To manage returns in a fashion-led marketplace, it is essential to give customers as much information as possible, especially regarding product sizes.

From zero to live: your launch checklist

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Step 1:
Get to know the platform

☐ Familiarise yourself with Limango's unique, campaign-driven shopping club model that is exclusive to members. Non-members can shop the regular marketplace, but the main sales events are for members only.

Step 2:
Register your brand

☐ Limango is a curated marketplace, so you need to apply to become a partner. You can start by filling out the partner program form on their website. A partner manager will then contact you to discuss the potential fit and next steps.

☐ Integrate via partners like Tradebyte.

Step 3:
Plan your logistics & meet SLAs

☐ Limango operates on a drop shipment model, meaning you, the partner, are responsible for shipping directly to the end customer in Germany and Austria.

☐ Limango has clear logistical requirements that all partners must meet:

- Every package must include a Limango-branded delivery note.

- You are required to include a printed, pre-paid return label in every shipment, ensuring a free and easy return process.

- All shipments must have a tracking code.

☐ Meet SLAs with ZEOS: ZEOS can fulfil orders for Limango, other marketplaces, and your own e-commerce site from a single, unified stock pool. This centralised approach ensures you consistently meet SLAs without the operational headache of managing separate inventories.

From zero to live:
your launch checklist

Step 4:
Onboard your products & localise content

- ☐ Connect to Limango via an integrator such as Tradebyte.

- ☐ All product information, including titles and descriptions, must be in German. Provide comprehensive sizing information to reduce return rates, a key driver of repeat purchases.

- ☐ Limango has strict requirements for product data. This includes using a grandparent-parent-child product structure and providing high-resolution images (at least 720x960 px) on a white or grey background, with no watermarks or logos

From zero to live: your launch checklist

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Step 5:
Develop your commercial strategy

☐ Plan your campaign calendar: Success on Limango depends on your participation in their daily campaign business. Work with your partner manager to plan a year-round strategy.

☐ To make your campaign offers compelling to members, be prepared to offer significant discounts, typically between 30% and 50% off your regular prices.

Step 6:
Go live & drive profitability

☐ Once you're live, use Limango's "Sponsored Campaign Ads" to boost the visibility of your promotions and drive a strong return on ad spend (ROAS)

☐ Drive long-term success by building brand awareness on social channels like TikTok. Creating upper-funnel demand will lead to more customers seeking out your brand directly on the marketplace.