Supplier Brochure 2019
Business Beyond Borders.

Xpann is a B2B online marketplace that connects businesses across the World to help them prosper.

We’ve created the ultimate economic ecosystem where you can surge toward success by selling your products to millions of buyers.

With the help of Xpann’s marketplace, you’ll list thousands of products in the blink of an eye, project your brand across vast distances, and cast aside overweight supply chains that only serve to hold you back.

Today is the start of your new beginning.

Today, with Xpann, you start reaching your potential.
9 out 10 buyers search for products online. Will they find yours?

With Europe becoming more internet ready by the day, professional buyers now see the ‘net’ as the number one medium to find products.

The days of word of mouth and trade fairs are fading fast. With over 50% of all professional buyers born in the 80s or later, they are internet savvy and ready to do their buying online.

As a supplier, your market is largely determined by these online sales. And that’s only going to increase over time.

With Xpann, you can position yourself to take advantage of these rapidly changing trends.
Marketing for Success

As a supplier, Xpann offers you the chance to place your brand in front of millions of buyers who are desperate to add your products to their inventory portfolio.

To ensure Xpann creates a constant flow of new buyers to fuel your growth, we have created an internet and traditional media marketing outreach program to communicate the vast value products like yours offer.

Our marketing strategy includes:
- Value Added Content Strategy
- Traditional Advertising
- PR Campaigns
- PPC
- Social Media Advertising
- Social Media Interaction
- Community Building and Interaction
- SEO

Our marketing efforts ensure Xpann appears first on every relevant Google search so buyers are only ever 2 clicks away from your products.

Additionally, we continually invest in new and untapped marketing avenues to ensure buyer attraction accelerates.
Xpann has the power and potential to help every business in Europe, every business and throughout the World, find profitable connections that will see grow faster than they ever dreamed possible.

- Bayram Filikci, CEO and Founder.
All the tools you’ll ever need to grow profitable new relationships.

Professional buyers look for well presented professionally structured information that helps them make the hard decisions faster and easier.

Every tool, every feature built into Xpann is designed to help your products appeal to your target market.

Our features include:
- Easy to use but in depth communication systems with messaging centre
- Simple step-by-step registration
- Brandable mini-websites with:
  - Uploadable rich media, pictures, certificates and more
  - Fully brandable with logos
- Facilitated logistical needs between European customers
- Analytics systems help make better decisions
- Powerful security systems with Seller/Buyer verification systems
- AI powered search engine
  + much more...
Show off your products in style with your own brandable mini website.

First impressions matter. This is especially true with professional buyers. To make the right impression, you need to stand out, look professional and appear trustworthy. With Xpann’s brandable minisites, grabbing customers’ attention is easy.

Rich media
Show off your products in all their glory with rich media. You can upload any media you desire to help bridge the gap between the product and buyer.

Fully brandable
Communicate your brand through Xpann by controlling every aspect of the mini website’s design. Want your logo plastered on everything? You can do that. Have a branded colour scheme? You can paint the site red if you like. Whatever your brand and design desires, Xpann provides.

Unlimited product uploads
You have millions of products to upload, and we have the room to house them all. There is no limit on the number of products you can display. So go wild, upload your inventory, then watch the buyers flow in.

In-depth listing and design tools
Listing your entire inventory is as simple as importing a CSV inventory file into our listing tools.
Get attention.
Get found.

We offer every supplier on Xpann the chance to grab the attention of buyers with a plethora of value added benefits such as sponsored products and best seller lists.

Additionally, each Supplier Package guarantees the inclusion of your product on first page search results.

Your products will never be buried amongst the competition again.
World wide reach: courtesy of Xpann.

To grow, you need buyers.
To help you get the buyers you need to grow, your products will be featured in Xpann’s Global marketing campaigns.

The result:
Buyers see your product in every Xpann advert across the globe.

Simple and easy registration.

New to Xpann? Interested in joining our marketplace? Well, signing up couldn’t be easier.

Our signup wizard will guide you through the process from start to finish.

From picking a supplier package that suits your needs, to getting your first product up on the site, Xpann’s friction free signup process is designed to get your brands in front of buyers quickly so you can start selling.
Getting your product found is the number one hurdle facing every business. You have to stand out. Make some noise. Xpann will help you do just that.

- Bayram Filikci, CEO and Founder.
Big data making big decisions.

The age of big data is here.
Xpann embraces the age of data with powerful tools to help you make the big decisions that will define the future of your company.

However, it’s not just about making big decisions: It’s about making the right decisions. To help you make the right choice, we collect petabytes of data on everything from products views, to buyer demographics.

Then, with all this data at hand, you can put our analytics tools to work. Break down and interpret the data in a thousand different ways. Perform digital alchemy and turn the complex statistics into easy to understand actionable graphs.

With Xpann Analytics, you’ll never be decision blind again.
Competitive comparison - Your business does not exist in a vacuum.

Established businesses are finding new ways to enhance their products and undermine yours. And if that wasn’t bad enough, new businesses enter your industry daily. It only takes one to shake up everything and bring your empire crashing down.

But you have the ultimate competitive advantage:
Xpann is on your side.
With Xpann’s help, you’ll know what the competition is doing before they even know it themselves.

How?
You’ll have access to proprietary tools that’ll dig deep into the inner workings of your competition. Their strategies and secrets laid bare for you to see.

With that kind of power at your fingertips, you’ll always know what action to take to keep you on top.
Interested in Google Adwords? Here’s a voucher to get you started.

When selling on the internet, getting your products found is vital to success. When you join Xpann, we’ll help you gain traction the instant you upload your products.

But we want more for you. Much more. And what better way to offer you more than to partner with the biggest search giant in the world.

That’s right, we’ve partnered with Google to help your products get the reach they deserve. We are proud to offer every new signup to Xpann, 49 Euros in Google Adwords vouchers.

Within minutes of signing up to Xpann, you’ll be reaching millions of potential customers on the most powerful advertising platform in the world.

And it couldn’t be simpler to get your voucher. All you need to do is sign up, get your code, and then get on Adwords to start leveraging the might of Google.
A payment structure for every business.

At Xpann, we understand the outreach needs for every business are unique. Whether you serve local businesses or export internationally, Xpann has you covered with a 4 tier subscription system to suit your needs.

**Tier 1: Starter** - Only need the basics to get you started? For the one time fee of 349 Euros, this is the start of your story. (Approval pending business verification)

For increased security and peace of mind we recommend that all businesses who sign up to Xpann undergo a full business verification and quality check - buyers can source from you with confidence.

**Tier 2: National** - Only need to be found by buyers in your country? Then this is the payment tier for you.

**Tier 3: European** - Bigger than a national business? Looking to acquire new buyers throughout your country? Then the national tier is what you need.

**Tier 4: International** - The biggest tier for elite exporters. If you want to fling your products all over the globe, this is where you need to be.
Our future is your gain.

Your business should never stop growing. So you need to partner with a marketplace that will grow with you. Our goal is to leverage the latest technology and develop Xpann beyond its current abilities to continually add value to the marketplace.

Our roadmap includes:
- Increased R&D to stay ahead of the competition
- AI driven product photo recognition
- Increase the size of the Xpann team
- Increase the budget for marketing
- Increase depth and breadth of marketing
- Leverage new marketing trends and channels (VR)
- Incorporate new interaction methods (augmented reality)
- Introduce IOS/Android apps
- Introduce native windows apps
- Pay per use plugin system for bespoke features.

It’s our intention to continually incorporate leading technologies into Xpann’s DNA, ensuring your continued success and growth.

Our technology includes:
- AI algorithms driving next generation smart search
- Machine learning product recommendation engine
- Future proofed website design
- Advanced plugin engine
- Agile software integration
- Integrated security system including power 512 bit key encryption algorithms
- Multiple payment options that utilise the latest technology
Our team is constantly looking to innovate on every front. Whether it’s technology or marketing, we are finding ways to improve the effectiveness, productivity, and the overall value that Xpann offers.

- Bayram Filikci, CEO and Founder.
Welcome to the Xpann family.

Though your journey through this brochure is coming to an end, your relationship with Xpann is just beginning.

We want to help your business thrive. To establish itself as a leader in your industry.

That’s why we want to grow a unique personal relationship with you. One that’s tailored to help you achieve your goals.

Join the Xpann family today by heading over to Xpann.com now and sign up.

It’s one decision that could change your business, and your life, forever.