

La Redoute – A expansion story

Emanaged took over La Redoute's marketplace accounts in late 2016 and faced a great many challenges.

- Sales were relatively low proportionate to catalogue size and pricing competitiveness.
- Thousands of product were not listed, thousands more listed in poor condition.
- Operational and technical challenges burdened growth.
- A lack of direction on what to do next.

La Redoute had been selling on Amazon USA and eBay USA predominately, but was not getting a lot of traction. They lacked internal support, knowledge and bandwidth to even consider expanding.

They faced a common seller issue – they had plateaued operationally. They could not see a means to expand and grow without increasing team overheads, yet they lacked budget in the department to invest in more team members. They had reached a point where they only had enough time to keep things running. They had no time to expand or refine.

The Plan

Emanaged approached the situation programmatically. In order to gain control on their fast-changing fashion catalogue data, strict mapping rules, logic and planning were needed.

To expand at scale, without overhead disproportionate increases, the data formatting and agreed inputs needed to replicate to all regions and channels.

Working from the Marketplace schemas backwards, Emanaged rebuild La Redoute process and file structure for scale and procedural tracking oversight.

The Delivery

Emanaged proposed an aggressive expansion target. All regions and channels in translated format from La Redoute would be leveraged and launched. Following strict data controls, replication of process, procedure and IT infrastructure would all follow similar outlines

Emanaged aggressively launched not one, or two but 7 new regions

While doing so, Emanaged built out internal procedures and mechanisms to ensure all channels would be optimised and new product listed in a scalable time sensitive manner. The catalogue being 70k in size, listed on two marketplace channels, meant over a million listing records at any given time being managed.

The Result

The numbers spoke for themselves. In 9 months of Emanaged involvement, La Redoute Marketplace presence had increased from 2 channels and one region, to 4 channels in 7 regions.

From 140k total listings, to over 1.1 million active listings.

Revenue increased by over 110%.

La Redoute's cost? Nothing more than a regular Emanaged service contract, billed similar to a single experienced team hire.