

EBOOK



# Easy Guide

## to becoming a marketplace giant

Everything you need to know to be a seller  
on Amazon, eBay, Aliexpress and more...



\*Sales  
Layer

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## *Sales Layer*, A COMMITMENT TO THE FUTURE OF ECOMMERCE

Your goal is to design and expand an online strategy through different channels and marketplaces that reach distributors, sellers, and digital consumers on multiple markets. Our mission is to provide you with agile tools and add more and more services that automate and enrich your daily work and your catalog. This e-book reveals the advantages of integrating a PIM with any marketplace in the world to manage your products without errors or complications.

If you would like to discover other materials related to the management and quality of product and catalog content, visit Sales Layer's **resource center**, or request a **personalized session** with our team.

Have more to tell us? Write us at [info@saleslayer.com](mailto:info@saleslayer.com)

## JUST IN CASE YOU AREN'T SURE...

An online marketplace is a digital platform for the sale of products by several vendors in multiple categories. Users can consult and buy products on the marketplace from a website or mobile app. Sellers who wish to offer their products on a marketplace can do so in exchange for some fees or commissions set by the marketplace (fees per sale, for product categories, management and storage, shipment, etc.).

**Whether your brand is new or you have experience in ecommerce, positioning your products on a marketplace will bring you visibility and credibility in the eyes of your customers.**



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# THE BENEFITS OF SELLING ON *marketplaces*

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An online marketplace provides you with the following benefits:

## ◆ GREATER DIGITAL VISIBILITY

Many users choose marketplaces as a search engine for products instead of Google, and you have the ability to multiply your presence in results from different channels. Additionally, customers feel more trust when buying products on marketplaces and they put more trust in brands that appear there.

## ◆ MORE CUSTOMER DIVERSITY

Your most loyal clientele already knows you, but they have a type of buyer persona that you have studied already in detail. What if you could reach new buyers who, until then, had never come across your brand? What if you could try new demographic niches and discover new sales opportunities?

## ◆ SEO STRENGTHENING

On your website, the SEO has to be monitored in detail and it's not a good idea to continuously change your texts and designs. On a marketplace, you have the freedom of a "test field" and you can try keywords and ad campaigns with your product descriptions and discover what attracts more traffic.

## ◆ NEW MARKETS

With a brand website, positioning a brand or selling products in other countries is a process that is much more expensive and slow, as well as requiring a multilingual management team and a lot of international logistics. It's easier to test the waters through a marketplace, where you won't have to invest so many resources and you can just give up whenever you want if it doesn't work.

## ❖ OMNICHANNEL CONVENIENCE

Adding yet another sales and distribution channel to your ecommerce strategy is not a problem thanks to the conveniences that the marketplaces themselves provide you with, as many offer dropshipping and warehouse and shipping management plans for you.

And, above all, **PIM technology (Product Information Management)** is allowing retailers and brands to expand their omnichannel strategy because this technology makes it quicker and easier to start to sell products on any marketplace.

**A PIM SOLUTION AUTOMATES THE LOADING OF PRODUCT INFORMATION IN LARGE AMOUNTS ON THE MARKETPLACES OF YOUR CHOOSING AND IT GUARANTEES THAT YOU'LL ALWAYS HAVE THE INFORMATION UP TO DATE AND IN SYNC.**

*Psst!*

We are a PIM, and here **at Sales Layer we'll help you to get the help you need to connect your product catalog with whatever marketplaces you want.** We have a large list of default connectors that includes the main worldwide marketplaces and marketplaces specialized in vertical markets. **Amazon, Google Shopping, AliExpress, El Corte Inglés, Leroy Merlin, MercadoLibre, Omnimat...**

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# HOW TO CHOOSE *marketplaces* FOR YOUR MARKETING STRATEGY

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Selling products on one or several online marketplaces is an important part of any omnichannel or multichannel ecommerce strategy.

If you are sure that you want to expand your omnichannel strategy through marketplaces online, first study well all the types of marketplace that exist, what one is best for you, and what one seems the most profitable to start out with.

Analyze the basic questions that will determine your strategy:

- ◆ What type of products are you going to sell?
- ◆ Are they going to be sporadic sales or will this be yet another complementary branch to your ecommerce strategy?
- ◆ How many countries do you want your products to be available in?
- ◆ Who is going to manage the shipping process and product contents?

If you want to attract different types of customers or separate your sales channels depending on the product type, selling your products on several marketplaces will be a good idea.

But of course, to get started, **avoid putting your best sellers on a marketplace** – especially on a big and competitive one like Amazon, as they will take up all the traffic, you'll lose traffic from your own website, and the sales on the marketplace will not diversify. Try promoting products from your catalog that are less well known or which typically attract less sales.

**REMEMBER THAT A MARKETPLACE IS NOT SO MUCH A PLATFORM TO GENERATE PROFITS AS IT IS A PLACE TO INTRODUCE YOUR BRAND.**

When designing a marketing strategy for marketplaces, each strategy is different and attracts different types of customers. You will have to adapt your strategy to each platform that you use and you cannot copy what other companies do, because that may not work in your case.

Some marketplaces have their own guides with tips that can help you, although we will give you the keys here that will work on all of them.





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# TYPES OF *marketplace*

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Each marketplace is unique because of the type of audience that it attracts, its prestige, the product categories in which it is strongest, its fees, and the differing degree of involvement required of the seller or distributor.

Let's take a look at the 5 online marketplace types for the current market:

## ◆ **ON DEMAND**

The most common marketplace in the service sector, like restaurants and private transport. An on-demand marketplace is based on responding instantly to the customer's demand thanks to a network of providers. This is the model used by Uber and Deliveroo.

## ◆ **MANAGED**

This is the most common and used type of marketplace in ecommerce – both B2C and B2B. Manufacturers or distributors offer their products on a platform managed by a third party that is in charge of supervising the processes relating to sales, collection, commissions to sellers, intermediation in terms of conflicts with customers, and provision of complementary logistics help. From Amazon to AliExpress, these are the marketplaces that are most used by both retailers and online shoppers.

## ◆ **COMMUNITY DRIVEN**

Although a management company also participates on these marketplaces, a digital sense of "community" is promoted – with independent sellers, craftsmen and women, and/or sellers of secondhand objects who all personally manage their sales, shipping, returns, and customer service processes. The most well-known example would be Etsy.

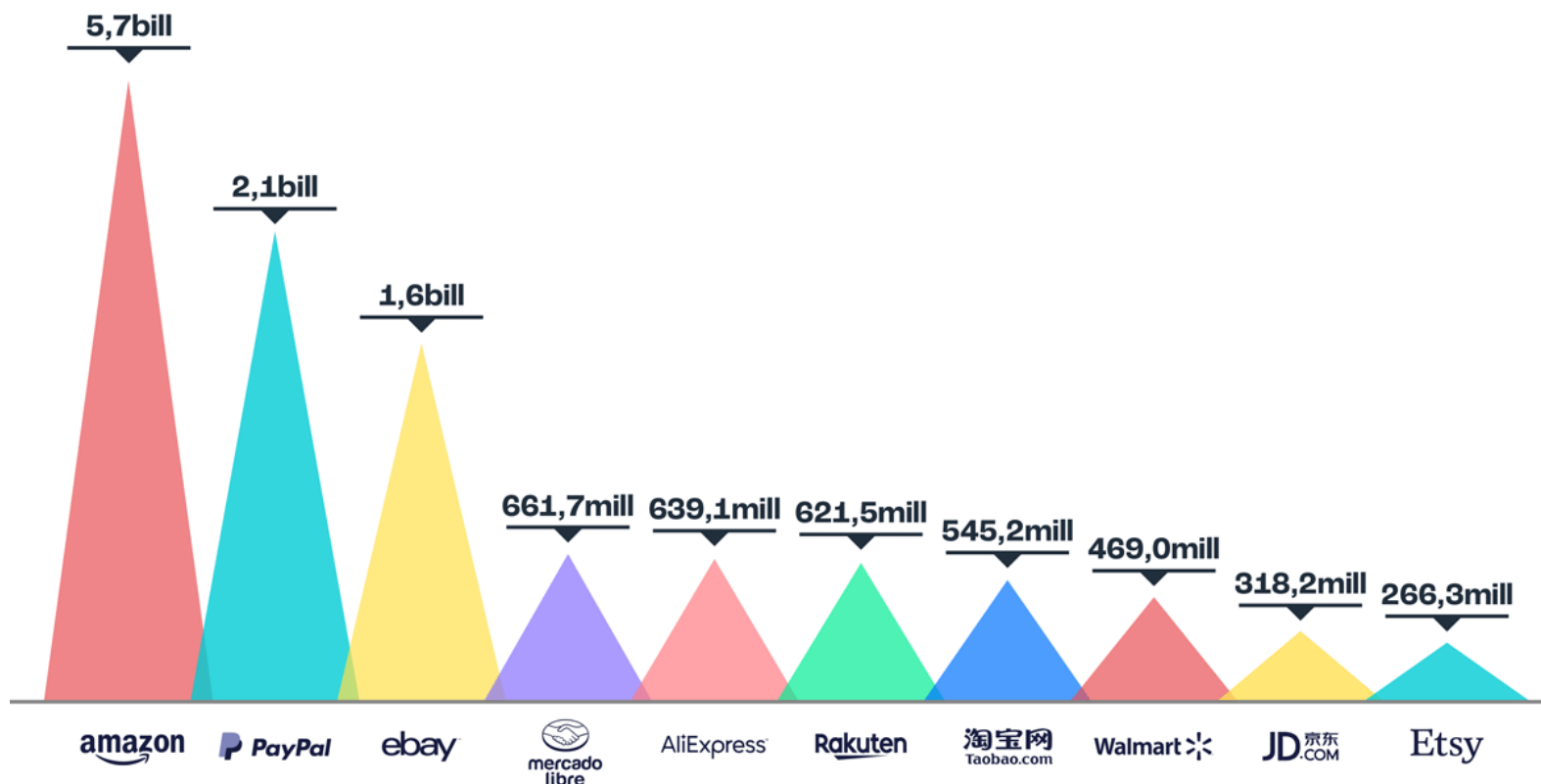
## ◆ **SAAS**

A SaaS marketplace is based on free, open source software that is attractive for sellers and small businesses who want to make their own website on a platform that is home to more sellers. It requires more technical knowledge and maintenance effort, and it is not totally free as there are sales commissions for the marketplace where you are hosted.

## ❖ DECENTRALIZED

Decentralized marketplaces use the P2P system (peer to peer): anyone can buy and sell, with no third-party intermediation or monitoring. This is, in theory, terrain that is freer, but it is also more dangerous as these platforms can be used for illegal sales.

### THE MOST POPULAR WORLDWIDE ONLINE MARKETPLACES



Source: SimilarWeb 2020

## NEW OPPORTUNITIES: RETAILER *marketplaces*

Ok, there is life beyond marketplaces. Along with these “classic” models, there is another trend that is appearing in ecommerce: **marketplaces created by retailers**.

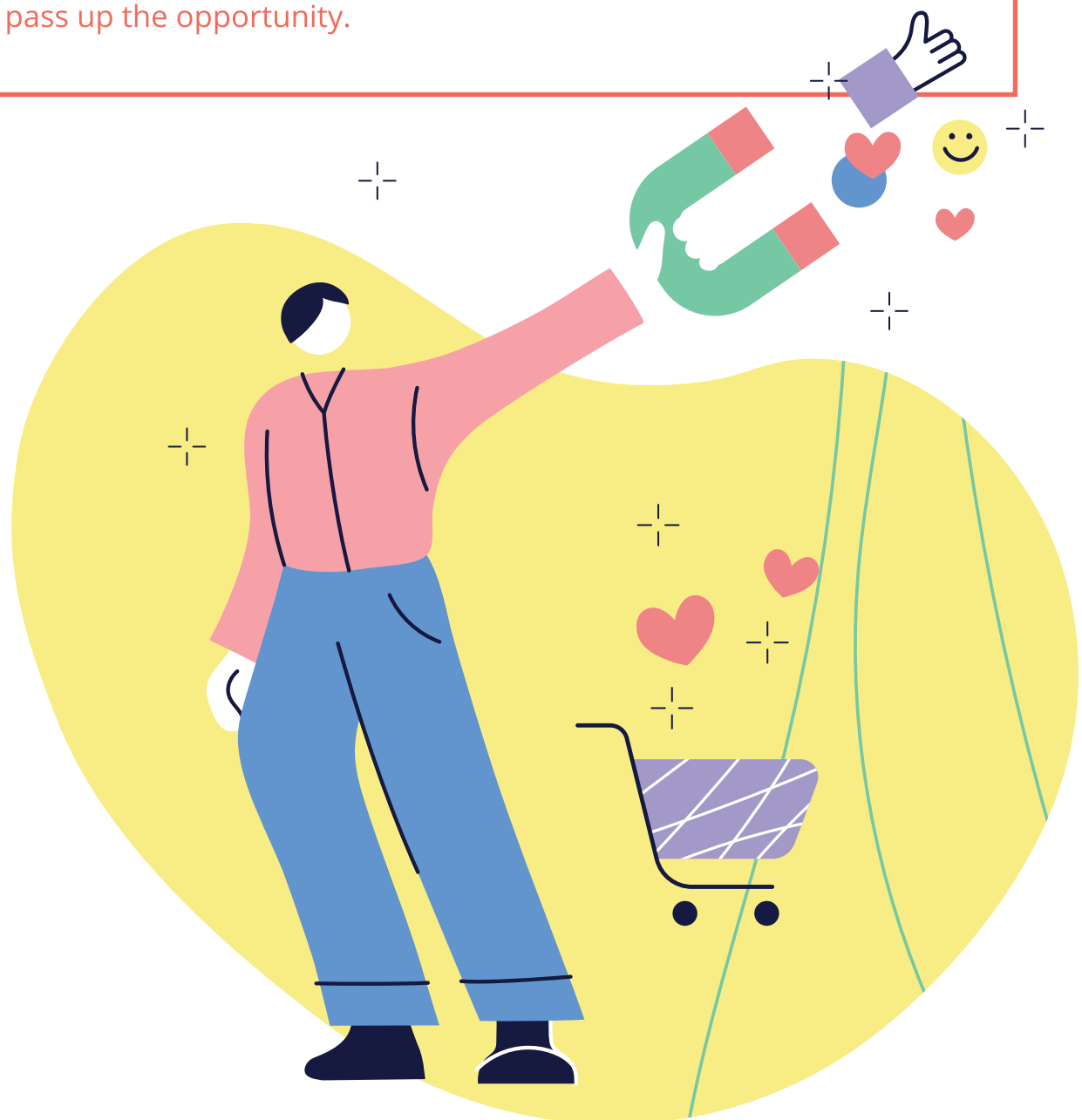
Online marketplaces are normally created by a new entity, from scratch, like Amazon. But there are retail businesses with a lot of years’ experience behind them which have gone from the mall model with physical shops to their own ecommerce platforms for independent brands and shops. Almost all the large chains have launched their own marketplace.

With this system, large retailers benefit from other sellers by charging them a commission for letting them sell their products on their website. Likewise, sellers get the benefit of having their products found by clients on those large online malls.

Selling products on retailer marketplaces is a good opportunity for specific niches, like the fashion or electronics niche – especially in certain countries and for a certain type of customer.

For example, in the USA, Walmart, BestBuy, and Target are very attractive channels for companies which sell clothing, cosmetics, appliances, photography items, and computers. Other retailer marketplaces are more attractive because of the niche of users they attract, like Urban Outfitters and ASOS for fashion product businesses that are interested in attracting young customers.

On this type of retailer marketplaces, **commissions are usually less advantageous, but management is simpler and they guarantee a much better defined audience strategy.** As a “test field” for ecommerce, you can’t pass up the opportunity.



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# HOW MUCH DOES SELLING ON A *marketplace* COST?

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Some sellers and small businesses think that distributing their products on a marketplace is a cheap alternative. Or they believe that the investment is lower than designing a website and buying software tools to manage several ecommerce platforms.

## *Be careful!*

That could be true if a brand has a very small catalog and a very specific audience. But for any company or brand that wishes to grow, a marketplace is also an investment.

Let's see the starting costs on different marketplaces:



## AMAZON

- ◆ Monthly subscription: \$39.99.
- ◆ Fee per product: From \$0.99.
- ◆ Fee per category: From 6% to 45%, depending on the product type.
- ◆ Fees of \$0.30 per item sale in different categories.
- ◆ A closing fee of \$1.80 per media item sold.
- ◆ Shipping fees: By weight and volume: standard or oversize (up to 30 kilos).

## ALIEXPRESS

- ◆ Commission of between 5% and 8% for each transaction, depending on the product category.
- ◆ No set costs and no opening commission.
- ◆ \$1 commission for transferring balance to your personal or business bank account from the AliPay account where sales income is deposited.



## EBAY

- ◆ Fee per listing: \$0.30 - \$0.10 per item.
- ◆ Sale fees: between 2% and 12% of the sales price for the item.
- ◆ \$20 insertion fee for some categories (heavy equipment, printing presses, trucks, trailers, and carts).
- ◆ Additional fees for improving the product contents (subtitle, gallery plus, appearance in 2 categories, etc.).

## ASOS

- ◆ Monthly fee for sellers: £20.
- ◆ 20% commission on each sale (10% if the product is on sale).
- ◆ Promotion fees: £6 on the Women's or Men's homepage, £4 in the shop directory.

## WALMART

- ◆ No commissions to register, subscribe, or maintain a seller account.
- ◆ Fees of between 6% and 20% for each sale, depending on the product category.

## RAKUTEN

- ◆ Monthly seller fee: \$39.
- ◆ Commissions per product category: 8% - 15%.
- ◆ Commission per product sold: \$0.99.

## NEWEGG

- ◆ Standard: Free. Up to 5,000 items.
- ◆ Premium: \$29.95/month. Up to 25,000 items. 5% discount on logistics and label printing services for shipping.
- ◆ Enterprise: \$99.95/month. No item limit. 10% discount on logistics and label printing services for shipping.
- ◆ Commissions per product category: between 8% and 15%.
- ◆ Commissions for international sellers who wish to sell in the USA: 12% per transaction.

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# RESOURCES THAT YOU NEED BEFORE SELLING ON A *marketplace*

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A lot of online shipping cart and shop abandonment is due to a user's frustration about not being able to find the information they're looking for.

This also happens on marketplaces, where a customer that is not satisfied with your product descriptions or images can quickly look for another seller. That's why it's so important for you to monitor the quality of the contents in all your product description sections on the marketplace, both in terms of text and visual resources.

## TEXTS

- ◇ Study SEO and continuously try new keywords and combinations.
- ◇ Create clear and direct titles, simple descriptions, and lists of functions and technical characteristics that are noteworthy.
- ◇ It's a good idea to highlight different pieces of information depending on the product: for example, for clothing, you have to give priority to sizing charts; for furniture, the assembly instructions; for cosmetics, video tutorials, etc.

## IMAGES

- ◇ Photos of the whole and a general view.
- ◇ Close-up images of details.
- ◇ 360° views or videos.
- ◇ Images of the product in use or on models.

Remember that image galleries are one of the elements most valued by marketplace users, along with reviews.

Try to have all your product information and related resources under control so that they are always up to date on all your sales channels. **With digital tools that automate this process, like a Product Information Management system (PIM), you will save the time needed to improve contents and create campaigns to drive traffic.** Additionally, this tool will make starting to sell on a marketplace faster, as your catalog will always be prepared and you won't need so many weeks to configure and manually load product data.

**GOOD CONTENTS IS THE BEST STRATEGY FOR SALES CONVERSION  
ON ONLINE MARKETPLACES.**



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# GROWTH STRATEGIES ON *marketplaces*

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## CROSS-SELLING

Cross-selling is a sales strategy based on recommending products and accessories that are complementary to the product that a user is looking at or which has already been added to his/her shopping cart.

On a marketplace, the generation of cross-selling recommendations is out of your control and these recommendations are generated by the marketplace itself. You will have more chances of appearing in complementary recommendations if you get good seller prestige on the platform, and if you classify your products well in the right, and most demanded, listings.

## REVIEWS

Having more opinions and reviews from users on an online marketplace makes the sales conversion increase by between 14% and 16%. For this, it is very important to take good care of your base of usual customers and remain alert in terms of complaints that you can listen to and take into account to improve your products and sales.

A negative review that has been responded to well by the seller generates more trust than a profile with zero opinions or with suspicious 5-star ratings without comments. Remember that marketplaces have a policy to review the quality of product reviews and adding false reviews may hurt you.

## COMPETITION

Unlike on a brand website where you are alone, in a marketplace all competitors share the same space. Study how they evolve, what they offer from their catalog, and what pricing policies and marketing strategies they apply in the marketplace. If you don't have the necessary internal team, there is software that can do this analysis for you and generate activity reports about your competitors.



## SOCIAL NETWORKS

Try to attract traffic from other platforms towards the marketplace. Make ad campaigns on Google, Facebook, and Instagram in accordance with where your audience is most present. Offering discount coupons and special promotions usually works better on social media marketing, but you can also try native ads. Nevertheless, remember that your best promotional efforts should always be directed towards your brand and your own online shop (if you have one) and not towards an external marketplace.

## LOYALTY

Getting a new customer is 5 times more complicated than keeping an old one. That's why a good strategy is to invite your usual customers to visit your products on the marketplace and leave reviews there (without having to have bought the product there). Expanding your audience with your usual customers is a more gradual, but safe, strategy.



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# HOW TO START TO SELL ON THE MAIN *marketplaces*

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FOR THOSE WHO WANT IT ALL:

**amazon**

Nobody is missing on Amazon: difficult though it may be to get a high volume of sales on said marketplace at the beginning, not being there equates to being invisible in public.

Without going into too much detail, according to different studies, between 40% and 60% of users begin their product searches on Amazon as opposed to beginning with Google and retailer or brand websites. If they put your brand into the search box and you don't appear, potential customers may not feel like checking your website and they will only see results from your competitors.

Here are 5 basic steps to be sure about how to sell your products on Amazon. Pay attention to us. Remember, we keep our Amazon connector up to date each week and we know its tricks!



## BASIC STEPS TO SELL YOUR PRODUCTS IN **amazon**

### Choose an Amazon seller account

01

Choose between an individual seller account (those who only sell sporadically) and a Pro account (with more options and access to the logistics service).

### Create a product listing with good SEO

03

Include your keywords in the necessary fields of your product pages, and create a good product title, simple descriptions, lists with full technical data, and quality images.

### Promote yourself

05

You can hire ads on Amazon that allow the algorithm to decide where to place them, or you can develop your own manual strategy.

### 02 Research the competition

On Amazon, the king is not always the one offering the lowest price; instead, it is the one with the best reputation thanks to user ratings and reviews.

### 04 Set a price

Choose a standard price range to be kept over time, monitoring the variations of your competition with an analysis tool.

## FOR TREND SURFERS: AliExpress™

AliExpress is an online marketplace of Chinese origin that has been in operation since 2010. Its model is very similar to the one offered by Amazon: a website where the buyer can find thousands of products distributed over different categories.

You can create a verified seller account or register a brand on the marketplace, and get immediate access to the advantages (and conditions):

- ◆ **You'll be able to sell in the USA and in the majority of European countries**, including Germany, Austria, Belgium, Cyprus, Slovakia, Slovenia, Spain, Estonia, Finland, France, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Portugal, and Russia.
- ◆ **No limit to the number of products published.**
- ◆ **Some items need a special authorization** to be sold on AliExpress: food, health and beauty products, hair extensions and wigs, jewelry, accessories, and watches.
- ◆ **You have to use your own courier service** for shipping the products.
- ◆ **Income owed to the seller is deposited via AliPay.** Once the available balance appears, you can forward this on to any bank account you wish.
- ◆ **Freedom to set your own return policy.**
- ◆ **AliExpress promotions and events** that increase your visibility and sales.
- ◆ **Seller support services:** service through the "AliMe Bot" chatbot, AliExpress University, with tutorials to start selling on the platform, and AliExpress Marketplace Service, which provides extra services for businesses.



## FOR BIDDERS:

eBay is an online marketplace open to the sale of products by any retail business or proprietary brand.

Adding products to this marketplace is known as creating a “listing,” and listings are normally active for a certain period of time instead of being online for an indefinite amount of time like on other marketplaces.

Amongst the multiple advantages of selling on eBay, this marketplace offers you:

- ◆ 24/7 support.
- ◆ **International sales** from a single account.
- ◆ No registration fees.
- ◆ Complementary **promotional tools**.
- ◆ Choice between a personal account or a Basic Shop.
- ◆ **Between 50 and 100 free product listings** per month.
- ◆ **Return of commissions** from the marketplace in the event of a return.
- ◆ A **special seal** for sellers with an excellent reputation.
- ◆ Possibility to send messages to buyers.
- ◆ Free **sales manager** tool (allows for block editing, activity reports, ad scheduling, etc.).
- ◆ Option of offering **expedited, free shipping**.

## FOR FASHIONISTS: AND zalando

ASOS is a British retailer marketplace as it offers its own product website and reserves a space for the best independent clothing and accessory brands and vintage shops.

These are the keys to selling fashion products on ASOS:

- ◆ **All payments are handled by PayPal or Stripe**, so you have to create an account if you don't already have one.
- ◆ Another important condition of the ASOS marketplace for sellers is that **you must offer your own customer service solution** for marketplace customers.
- ◆ **Products that are in stock must be ready to send in 2 days**. You have to handle shipments and returns yourself (maximum timeframe of 14 days).
- ◆ **The marketplace has 2 big sales per year**, and you can add your products to them to attract more customers. A few days beforehand they will let you know so that you can decide what products you want to add to the sale and what discount percent you want to apply.
- ◆ **You can get your brand to be highlighted in the ASOS promotional materials and channels:** on the website, social networks, and in newsletters. Promotions of highlighted products at the top of the page last for 24 hours.
- ◆ **You can create coupons and discount codes to be used solely on ASOS** and send them to specific customers (in "private" mode) or promote them on your social networks (in "public" mode).

Zalando is another platform created in the United Kingdom and geared towards the sale of multiple fashion brands.

Amongst the virtues of Zalando, you will find a clean and clearer interface than that of Amazon's product pages, in addition to features for the user that improve his/her online shopping experience like the choice to split up payments: "Try it first, pay later."

To sell products on Zalando, **you have to be part of their Partner Program**, as they do direct sales of brands and do not work through multiple sellers. Thus, if you are a retailer who distributes third-party brands, you'll be more interested in Amazon and AliExpress than Zalando.

Other marketplace conditions are:

- ◆ **They only accept brands** of clothing, footwear, sports clothing, and accessories.
- ◆ You can be present in **up to 5 European countries**.
- ◆ A **return policy of up to 100 days** applies.
- ◆ **All shipments are through the Hermes company**.

## FOR THE MOST AMBITIOUS: Walmart

Walmart, the famous supermarket chain of the USA, has also become one of the world retailers that offers its own marketplace.

Walmart Marketplace is the equivalent of Amazon, a platform where other sellers can offer their inventory of products through the Walmart brand.

After an approval process, they ask you to sign a contract with a Walmart representative. Then you'll be ready to follow the normal process: upload your products and start to sell and promote them on the marketplace.

- ◇ **There are no SKU limits:** you can upload your entire catalog if you want to.
- ◇ **Your products will appear alongside other similar ones** through a cross comparison feature that the marketplace offers based upon product attributes, like UPC and GTIN codes.
- ◇ Shipments should be made in **packages that have no brand or stamp** visible.
- ◇ You can contract the logistics of **Walmart Fulfillment Services** (WFS).
- ◇ **Free two-day shipping program** (that is at your expense), which highlights your products with a tag that is easier to find for marketplace customers.
- ◇ **Direct income** into the bank account of your choosing every two weeks.
- ◇ **Measurement of seller standards**, based on your fulfilment of punctual shipments and your percentage of orders canceled and returned.

## FOR INTERNATIONAL BUSINESSES: **Rakuten**

Rakuten is the Japanese marketplace with more than 44,000 sellers and more than 40 million monthly buyers, making it the third largest marketplace in the world in terms of overall profit volume (approximately 17 billion dollars annually), after Amazon and eBay.

Rakuten is available as a marketplace in the United States and Japan. If you choose the second stage, your greatest challenge in Rakuten will be to get the necessary infrastructure to handle shipping to Japan (if you have a warehouse in another part of the world, along with the corresponding taxes and duties), with a team that can draft texts and handle clients in Japanese and management software that allows you to automate multilingual and multichannel contents (like a PIM, of course!).

It is possible to sell in the USA, France, or Japan on Rakuten from another country through a third-party service, but that is more complicated and you'll have to assess if it's worth the effort or not.

These are the benefits of including your catalog on the Rakuten Japan or USA marketplace:

- ◆ **Access to a large audience:** Rakuten's entire client base surpasses 100 million annual users. The taste and demands of the Oriental market are very different from those of the Western market, and you can explore new population segments and trends. You can also sell at higher prices to other Western markets.
- ◆ **Absence of pressure in the marketplace:** Unlike Amazon, Rakuten does not sell its own products. Therefore, you won't have to compete against the marketplace and you will only compete with the rest of the platform's sellers.
- ◆ **Catalog diversification and movement of stock:** Selling in Japan can be a good opportunity to position products that don't sell in the West. For example, in Japan small sizes of clothing are more popular, as well as products with a more flashy style.
- ◆ **Buying incentives:** Rakuten assesses the buying experience and has a system of rewards for customers based on discounts that can be accumulated if they buy on the marketplace.
- ◆ **Strategic support:** Rakuten gives sellers the possibility of checking with sales strategies and account managers. It also includes sales reports and activity analyses.
- ◆ **Customization:** You can personalize your shop homepage to your liking in the marketplace, as well as your product pages and the URL. This is not common in marketplaces, as normally all product pages are the same.

## FOR TECH-SAVVY COMPANIES:



Newegg brings together more than 36 million users interested in electronic products in more than 50 countries. Its model is based on the sale of electronic products, although the page also allows more secondary categories.

The registration process is a little more demanding for the seller and the application has to go through a quality control process with the Newegg team (also for each electronics or computer-related product that is sold on the marketplace). But its advantages are quite attractive when compared with other marketplaces that have higher commissions and provide less support to the seller:

- ◆ **The site offers its own logistics service** (stock management, labels, orders, shipping, and returns), as well as customer service, Shipped by Newegg (SBN). This service is available even for sellers with a basic profile. If you are a Premium or Enterprise seller, you get special discounts and it is easier for you to scale the resources that you need and your client base.
- ◆ **Personalized positioning and ads** with banners on the homepage, highlighted sellers, daily promotions and 24-hour sales, and product galleries.
- ◆ **Possibility of continuing to contact customers** through post-sale emails (other marketplaces like Amazon don't allow you to keep contacting your buyers).
- ◆ **Option to send product information** in bulk by means of FTP or API.
- ◆ **Access to an exclusive client base** with greater activity on the marketplace.



# Summing up...

The key to successfully managing products on marketplaces is...

## GETTING A PIM SOLUTION!

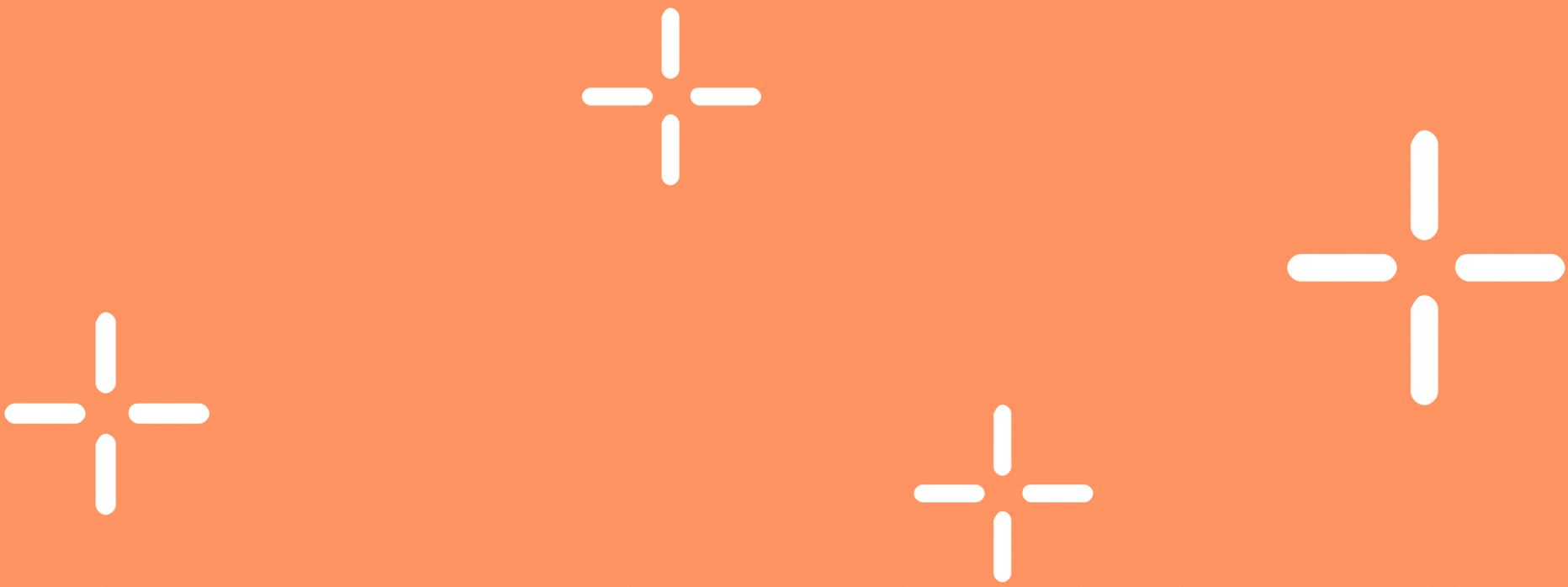
**With a PIM system, you get your listing on a marketplace to be complete and up to date automatically, showing uniform information with the rest of your sales channels and keeping stock under control.**

The process is simple: download the templates for each marketplace, import them to the PIM software, decide the fields you want to fill out, and everything will be done and ready to export.

A PIM can be your company's secret to save time and effort, focus on studying audiences, create great campaigns, and increase your presence on more and more marketplaces.

**BE THE SMARTEST ON THE MARKETPLACE AND THE FIRST OF  
ALL THE LISTINGS!**

Take a giant leap with a small action: try the Sales Layer PIM for free at <https://saleslayer.com/access-free-30-day-trial> or contact one of our specialists at <https://saleslayer.com/guided-demo-request> to receive more information about our connectors for marketplaces, as well as personalized demonstrations.



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