

Building next-generation marketplaces

EBAY BRAND ACQUISITION PROJECT

Dweet.

CASE STUDY



THE CLIENT

eBay inc.

is a global online marketplace that connects millions of buyers and sellers in over 190 markets around the world.

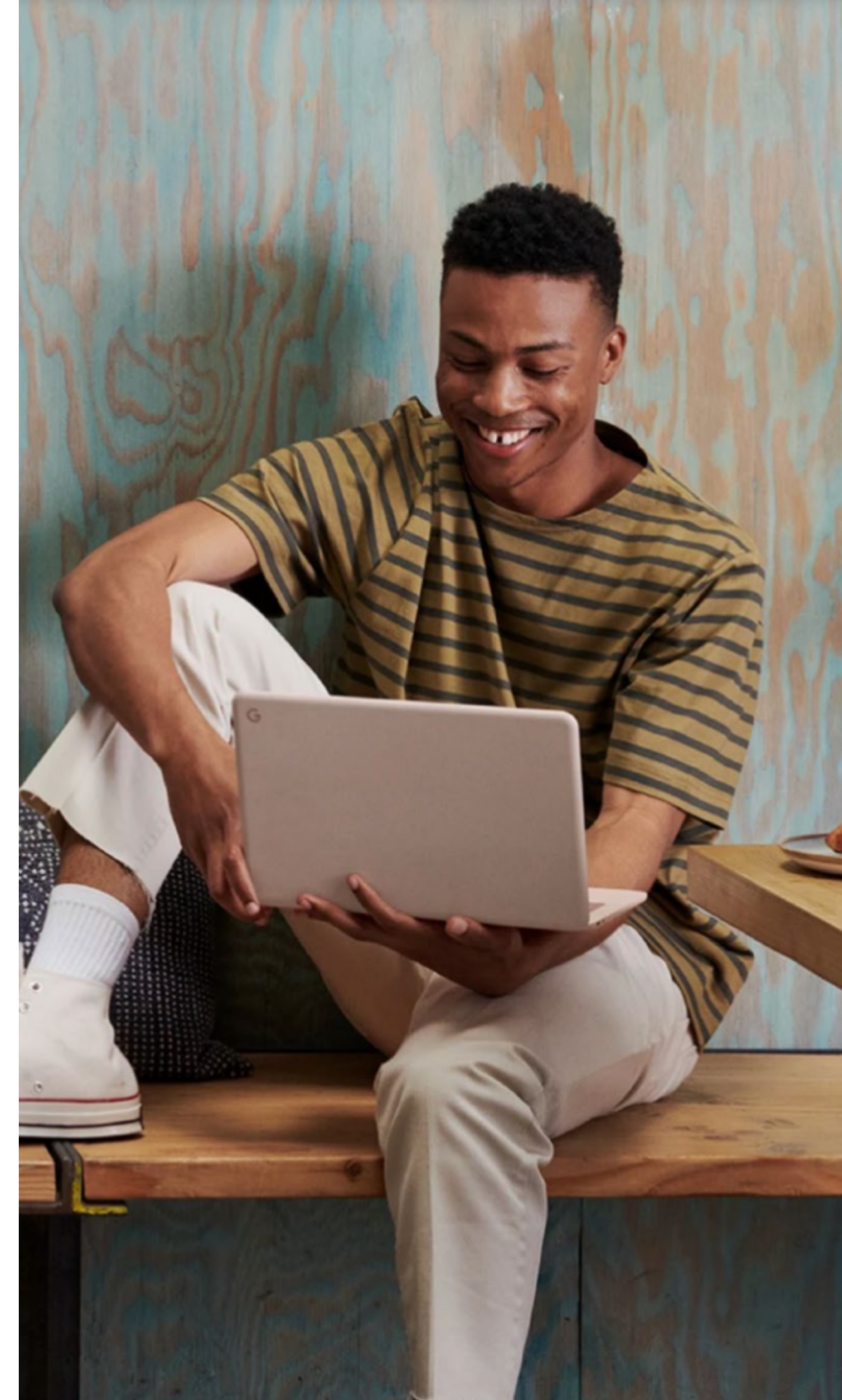
Over recent years, they have focused on providing customers with personalised experiences.

THE PROJECT

As part of their diversification strategy, eBay launched a fashion brand outlet marketplace. The product selection features a mix of high street and premium fashion and accessories brands.

The eBay fashion category manager was looking for industry veterans that could join the team as independent brand acquisition consultants.

This new team would help them to attract more well-known fashion brands onto their marketplace.



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With our astronomical targets,
I knew I needed a large team of top quality,
fashion-specific and results-driven
consultants...and quick

Emily Heap

Fashion Acquisition & Business Development Manager



THE GOALS

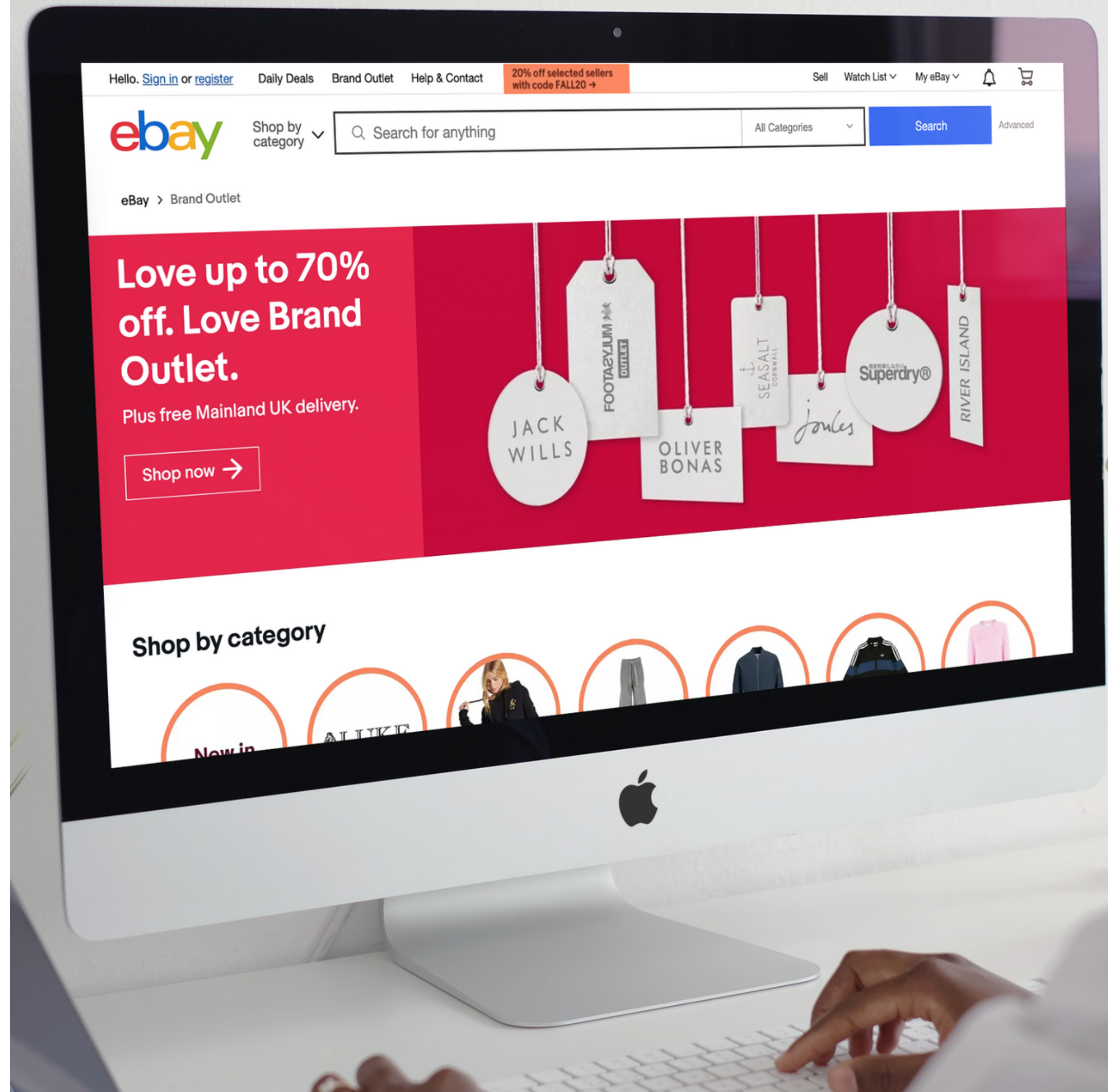
Develop active conversations

with the top-searched fashion brands on the eBay platform.

Each target brand had between 500k and 10M searches per month.

Generate warm leads

creating viable connections with 5 -15 brands within the first month alone.





THE SOLUTION

Dweet matched 5 Brand Acquisition consultants from its pre-vetted talent community.

Each had proven experience developing decision-maker relationships within major fashion labels and multi-brand retailers.

Using eBay's target brands as part of the criteria for the selection process, we were able to ensure that talent already had the established connections that the project needed to thrive.

WORKING TOGETHER

- 1. Key Performance Indicators & Reporting**
were defined together with the eBay team.
- 2. Regular touch points**
with both the client and consultants to share information and set project goals for each stage.
- 3. Collaborative progress reports**
to feedback on the process and project status.
- 4. Joint performance reviews**
to ensure that consultants had the tools to reach their goals.



An agile workforce...

Fast and secure process

Vetted talent

Reactive communication

Integrated workflow tools

...with ongoing support

On-demand talent

Budget-friendly solutions

Flexible support

Industry insights

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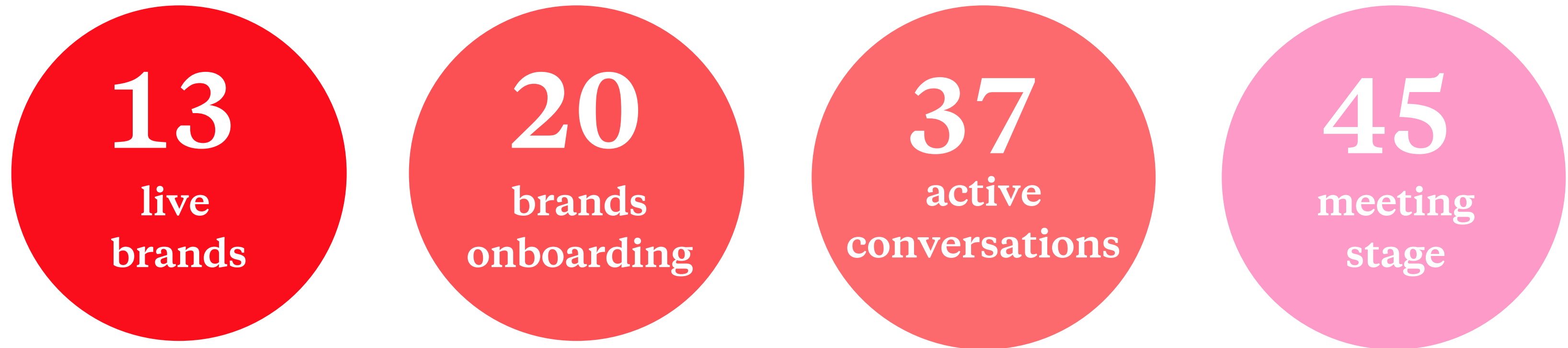
I had struck gold. From lightning-speed service connecting me to the best talent in the industry and advice from the Dweet team, I don't know how I would have coped without them.

Emily Heap

Fashion Acquisition & Business Development Manager

THE RESULTS

Collectively, the project team successfully made contact with 280 brands out of the 300 on eBay's 'hit list'.



The integration with the in-house team was so successful that Dweet are now placing consultants for their current luxury watches marketplace project too.

“

I cannot stress how easy and effortless it is working with Dweet and at the same time getting direct access to first-class talent to drive your business forward.

Emily Heap

Fashion Acquisition & Business Development Manager

Looking for talent to support you on your next project?

From business development and digital specialists to e-commerce and retail experts, we have a diverse talent pool of amazing individuals who can supercharge your business.

Our agile offer means you can bring people together as and when you need them, from one-hour consulting sessions to long-term projects.

BUSINESS DEVELOPMENT | DIGITAL SPECIALISTS | E-COMMERCE | RETAIL EXPERTS



Contact us.

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