



Press Release

Shoptoys365 finalist at the Loyalty Magazine Awards in London

Zurich, 03/27/2018

Leading social e-commerce provider Balluun is thrilled to announce three nominations for www.ShopToys365.com, the B2B digital platform for the toy industry.



As a partnership between Balluun – Saas company - and the Toy Association, the shoptoys365 B2B digital marketplace (www.shoptoys365.com) was successfully launched in 2015. Shoptoys365 is today the largest and most successful B2B online marketplace dedicated to the toy industry worldwide, with over 30,000 users. More than 50 different retail channels including Specialty, Mass, Gift, and Independent, from over 100 countries account for 90% of the \$22 billion annual US toy market.

To build on the core element of social commerce connecting wholesale buyers and sellers within the platform, Balluun developed and launched two sophisticated features: SalesMatch (high-value lead generation for matchmaking) and LeadInsights (user's CRM). To re-target end-to-end communication within the platform, Balluun has structured a new segmentation of user profiles based on the data gathered from CRM, Intercom, Mailchimp and Balluun analytics. Last year Balluun proposed and implemented a series of targeted communication campaigns aimed at increasing engagement, acquiring new users and increasing order intake.

The overall achievements were:

- Increasing the long-term brand awareness for ShopToy
- Maximizing retention and engagement within a dedicated and connected trading community embracing digital transformation
- Attracting new buyers and sellers to increase participation
- Emerging as an innovator in the toy industry, a strong value creator and an authority launching the largest digital toy industry-dedicated marketplace
- Leveraging new growth opportunities as well as obtaining new competitive advantages based on data and technology
- Increasing the turnover of sellers to maximize commercial benefits

The Loyalty Awards in London are held every year in recognition of outstanding loyalty initiatives worldwide. Initiated by the "Loyalty Magazine" trade journal, the aim of the awards is to honour exceptional performance in loyalty marketing innovation. More details: <https://www.theloyaltymagazineawards.com/shortlist/>

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Balluun – Powering the Future of Business Networks

The leading provider of B2B social e-commerce worldwide. Since 2012 we have been promoting B2B marketplaces around the world 24/7/365 by launching industry-specific digital marketplaces which directly connect wholesalers, retailers, suppliers, brands, products and consumers.

Our platform allows trade-show organizers and trade associations to easily and cost-effectively create and scale their own digital marketplaces to expand their business by engaging their industry-specific audiences digitally. Our partnership model allows these organizations to build a competitive advantage with a low-cost investment and a high revenue share opportunity.

From our headquarters in Zürich to our development center in Silicon Valley and our offices in New York, London, Lausanne, and Hong Kong we empower business-to-business communities, commerce and services worldwide providing patented and established technologies, an open and scalable Cloud solution as well as efficient marketing, sales and customer success services.

More about Balluun: www.balluun.com