

DataSource™

Case Study: PriceMinister

CNET Content Solutions Powers PriceMinister's Growth into New Markets

Industry Online Marketplace

Sites PriceMinister.com - PriceMinister.es - PriceMinister.co.uk

Company PriceMinister is the 2nd largest e-shopping site in France, offering professional and private users an online marketplace to trade products & services. First launched in 2001 the company has continuously expanded into new markets and categories. Headquartered in Paris, the company currently employs over 200 people and attracts over 11 million unique visitors per month, giving the company a strong trajectory towards soon taking the e-commerce lead in the French market.

“We have had a long term successful partnership with CNET since 2002 with many successes along the way. Two big wins include our expansion into Spain and the UK and the impressive coverage of EAN codes, which has given us the ability to greatly improve the efficiency and growth of the catalog imports from our sellers.”

Justin Zeigler, CTO, PriceMinister

The Business Challenge

- Provide rich product information for buyers and sellers that support the company's growth objectives
- Implement a flexible solution that facilitates expansion into other geographic markets & categories
- Support large product catalogs for multiple sellers

The DataSource Solution

- CNET Content Solutions' DataSource solution enabled PriceMinister to automate a large proportion of their product data collection and processing, freeing their in-house team to take on tasks that add more value to the business.
- DataSource provides PriceMinister with a flexible multi-lingual and multi-market solution that eased their expansion into the Spanish and UK markets and sets them up for further expansion into other geographic markets at will.

CNET Content Solutions (www.cnetcontentsolutions.com), a division of CBS Interactive, is the world's leading independent source of product information. With detailed content on more than 5 million technology products in 15 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, Tech Data, and Yahoo.

Phone Americas + 1.877.276.5560 or + 1.949.399.8722
Asia Pacific + 1.949.399.8722
Europe + 41(0)21.943.03.77

Web www.cnetcontentsolutions.com
sales@cnetcontentsolutions.com