

The image shows a modern building with a grey, vertically-ribbed facade. Large, three-dimensional red letters spelling 'OTTO' are mounted on the wall. Below the letters is a window. In the foreground, there are large, horizontal, cylindrical structures wrapped in silver insulation. The background shows a cityscape under a cloudy sky.

**OTTO**

# **OTTO Market – the OTTO Marketplace**

Selling on [otto.de](https://otto.de)

# Contents

1. **What benefits does OTTO offer?** – values and key figures
2. **Which requirements must be met?** – Marketplace conditions
3. **How are merchants connected to otto.de?** – OTTO Partner Connect
4. **Which costs arise and how are payments handled?** – fees, commissions & billing process
5. **How can I market my products?** – visibility at OTTO
6. **How does OTTO support sustainability** – sustainability at otto.de



"Our primary task remains creating an attractive assortment for our customers—across all product categories and procurement channels. We must ensure that we can offer the right products and brands, with the right availability, at the right prices. This requires deliberate curation. We want relevant, high-quality partners. Also, to cover intentional gaps that we do not serve through our retail business, by using strategically selected partner ranges."

***Dr. Boris Ewenstein***  
CEO, OTTO

# Values and key figures

What benefits does OTTO offer? figures, data, facts (as of April 2025)

# #1



# OTTO in numbers\*

- **€7 billion** GMV in FY 2024/25
- More **than 97%** of sales through digital channels
- **12,2 million** active customers, including **2,9 million** new customers
- Over **1,2 million** Facebook-Fans
- Over **300.000** Instagram-Follower
- Over **6.200** OTTO-Market-Partners

\*as of 03/2025

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# otto.de in numbers\*

- A daily average of more than **3 million qualified visits** in the shop, **84%** of which via smartphones and tablets
- Up to **35 orders per second**
- Over **18 million products** covering more than **34,000 brands**
- otto.de is the biggest german **online shop**



\*as of 04/2025

# OTTO



## Sustainability at OTTO

- For more than 30 years we have successfully combined business goals with sustainability and social responsibility
- As part of OTTO's transformation towards a platform, we continue to uphold our understanding of responsibility towards people and nature
- Our aim is to make sustainability a „matter of course“
- We keep increasing the use of sustainable cotton and reducing emissions of carbon dioxide
- We promote ethical consumption and sustainable behaviour

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# Reasons to join

From decades of retail experience we know about the challenges you have to face in day-to-day business.

This is why we want to make selling on otto.de as easy and convenient as possible for you.

You are not our competitor, you are our partner. Only with your support will we be able to significantly expand our product range – for shared and continued success.

## Your benefits



### Customers

We will expand your customer base by 12,2 million active users.



### Orders

otto.de receives up to 35 orders a second.



### Visits

We have an average of more than 3 million qualified visits a day.



### Compliance

Our strict criteria ensure a high-quality product range.



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# Marketplace requirements

Which requirements do merchants have to meet to sell on OTTO Market?

# #2



# What do we expect from you?

## Legal Form and Country of Head Office:

### For German Companies:

- Your company has one of these German legal forms:
  - AG, BV & Co KG, Einzelunternehmen ohne Handelsregistrierung, e.K., eGbR, GbR, GmbH, GmbH & Co. KG, GmbH & Co. KgaA, GmbH & Co. OHG, KG, KGaA, OHG, SE, SE & Co. KG, UG (haftungsbeschränkt), UG (haftungsbeschränkt) & Co. KG (small businesses are excluded from sale according to § 19 UStG (German Value Added Tax Act))
- You must also have a valid German VAT ID\*
- You have a business in Germany

### For Dutch companies:

- You have a business in the Netherlands
- Your company has the legal form **B.V.**, **N.V.** or **V.O.F.**
- You have a valid Dutch VAT ID, and you participate in the OSS procedure, using your Dutch VAT for this purpose

\* Your company requires its own VAT ID and cannot use that of the fiscal unity

# What do we expect from you?

- **Selling:**  
You act as a seller to end customers
- **Customer service:**  
You offer a German-speaking customer service
- **Shipping:**  
You handle returns at a German warehouse or the EU and you can already provide a return tracking number when dispatching your products. You have no graduated shipping rates
- **Returns:**  
You accept returns in a warehouse in Germany or selected EU countries (Denmark, France, Italy, the Netherlands, Austria, Poland, Spain and the Czech Republic)
- **Products:**  
You offer products with an EAN from [these categories](#)

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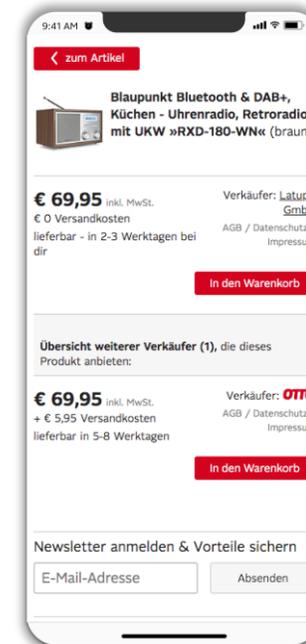


# Important information regarding your presentation as a retailer on OTTO

As an OTTO Market Partner you act as an **independent merchant** and are responsible for what you do. This means that you are responsible for your product selling prices and promoting your goods. **Several merchants may offer the same item** (e.g. the same product variants), which means that there is **item competition** on otto.de. Customers are free to choose the seller with the best offer for them.

OTTO combines the product variants of different sellers to present one offer. The factors affecting the „buybox“ decision include:

- Price
- Shipping costs
- Delivery time
- Seller trust



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## Requirements to be met by your customer service

Customers can submit questions about their order regarding cancellation, delivery, returns, and complaints directly to you via a contact form in their customer account. OTTO attempts to address first-level inquiries beforehand through detailed FAQs. Additionally, customers have access to a chat with a virtual agent, who also handles first-level inquiries and forwards all other inquiries to you.

- For customer inquiries, you offer your **own German-language** service, which is available during regular business hours
- Customer inquiries must be answered by you **within 48 hours** (business days, Mon – Fri). The guidelines for end-customer communication must always be adhered to
- You have the option to process your customer inquiries either directly in the Partner Portal or via email

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## Requirements regarding the shipping process

A streamlined shipping and returns process is an important factor for a good business relationship with your customers. As an OTTO Market partner, you are responsible for handling all logistics aspects.

- You can ship your goods to end customers **from Germany** and the **European Union** (EU). We do not accept shipping from countries outside the EU
- You have a choice of **different shipping providers** for shipping your parcels: Hermes, DHL, DHL Express, GLS, DPD, and UPS
- Important: You must provide us with a **tracking number** for both the outbound and return shipment **when the parcel is shipped**
- There are **no specific requirements for freight forwarding**. You can use a freight forwarder of your choice for handling

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## Requirements regarding the returns process

- You can accept returns in one or more warehouses in **Germany** or **selected EU countries**. The selected EU countries include: Denmark, France, Italy, the Netherlands, Austria, Poland, Spain & Czech Republic
- For processing your returns to one or more warehouses in Germany, you can **only use Hermes, DHL and GLS**. We do not accept other shipping service providers for the return shipment
- For return processing in the **above mentioned EU countries, only DHL can be used** as a shipping service provider. Returns to another EU country are not possible
- If you do not have a return warehouse location in the above mentioned EU countries, you have the option of using the "DHL Parcel Connect" product or DHL consolidation via Göttingen



## Important information about return warehouse locations

- You have the option to store **multiple return warehouse** locations in the shipping and return settings in the Partner Portal **and assign different shipping providers** to them
- You can also specify **international return warehouses**. Please note that you can **only use DHL** as a return shipping provider for handling returns in selected European countries
- Important: Before creating multiple return warehouse locations and return shipping providers, please ensure that **your IT systems** or your **technical service provider support this function**



## Important information regarding the returns process

- If customers wish to return an item, they first have to log in to their **customer account** at otto.de to **register the item** to be returned
- **OTTO** then generates the return label **based on the data you have provided (return tracking number)** and makes it available as a PDF file for 30 days
- This means that the shipping confirmation must contain the **parcel number of the item being returned** (return tracking number)
- Customers can print their return label themselves, attach it to their package and dispatch their return
- Customers will send **returns directly to you** using the address you have specified on the partner portal

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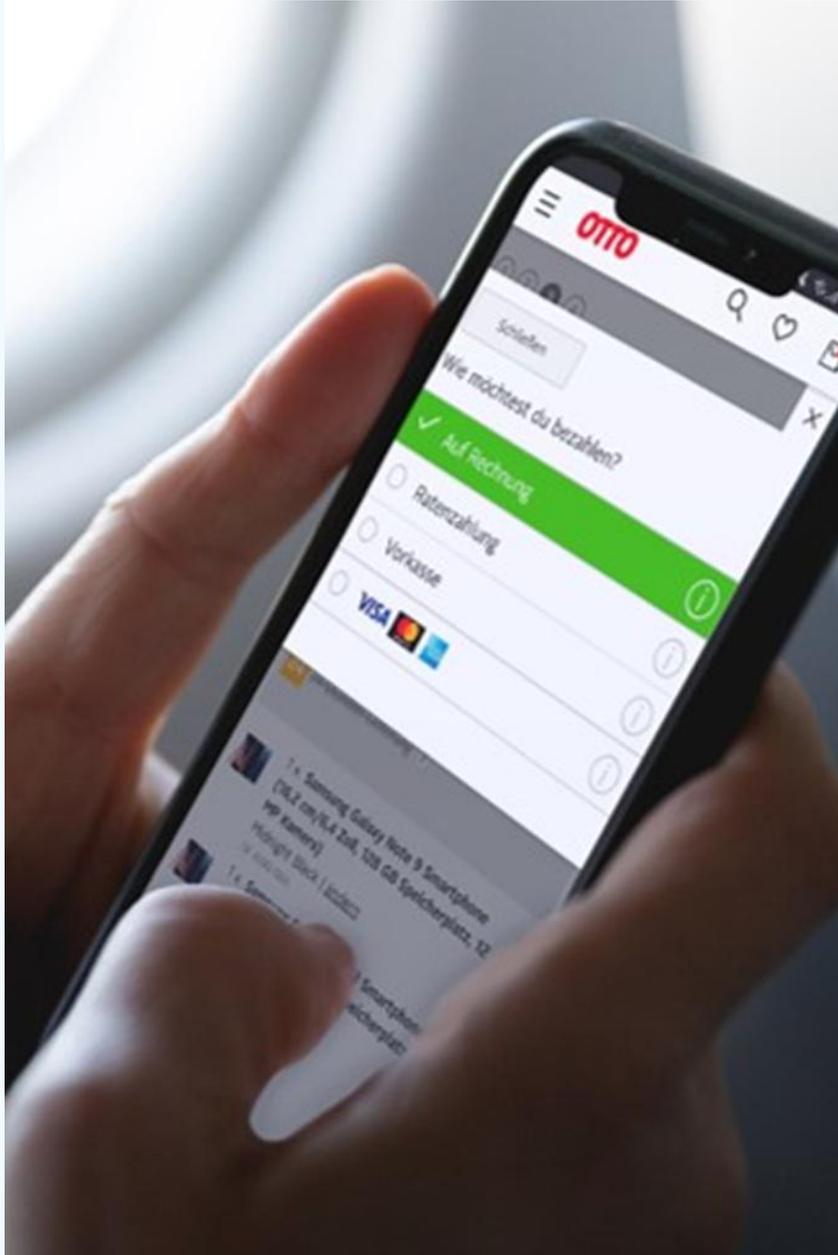


# Important information regarding the return tracking number

- The return tracking number is the tracking number of the return
- **Each parcel** is assigned a **shipping number both on its way to the customer** and, if it is returned, **on its journey back** to the seller
- You must arrange the process with the respective shipping provider / carrier
- The **return tracking number as such is free of charge**. The carrier does, however, charge costs for returns as soon as they are dispatched by the customer

**Tip:**  
Please watch the  
How-to video on  
return tracking  
numbers

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## Important information regarding the shipping costs

- You determine the **amount of the shipping costs** by storing them in the shipping information section of the Partner Portal
- Via the **shipping information**, you can set for **each shipping type** (parcel or freight forwarding) which shipping provider you work with and what shipping costs are incurred for this
- If you offer **freight forwarding goods**, store a freight forwarding **surcharge** in addition to the standard shipping costs
- Graduated shipping rates **may not be used**
- Using the **shipping profiles**, you can specify precise and customer-oriented delivery times by entering shipping type, processing time, cut-off time, working days, and transport time

# Key facts about the shipping and returns process at a glance

## Return tracking number

Already when shipping your goods to the customer, you must provide us with a return tracking number for the return journey

1

## Return label

OTTO generates the return label for customers using the information you have provided so please DO NOT place a physical return label of your own in the parcel

2

## Instructions on how to return items

For each order please enclose instructions for customers on how to proceed in order to return items

3

## Return warehouse

You can ship your goods from anywhere in the EU and process returns via warehouses in Germany or selected EU countries

4

## Invoice document

OTTO undertakes payment processing for you so please DO NOT place an invoice with billing instructions in the parcel

5

## Returns go straight to you

Customers will send returns to you directly using the address you have provided on the partner portal

6

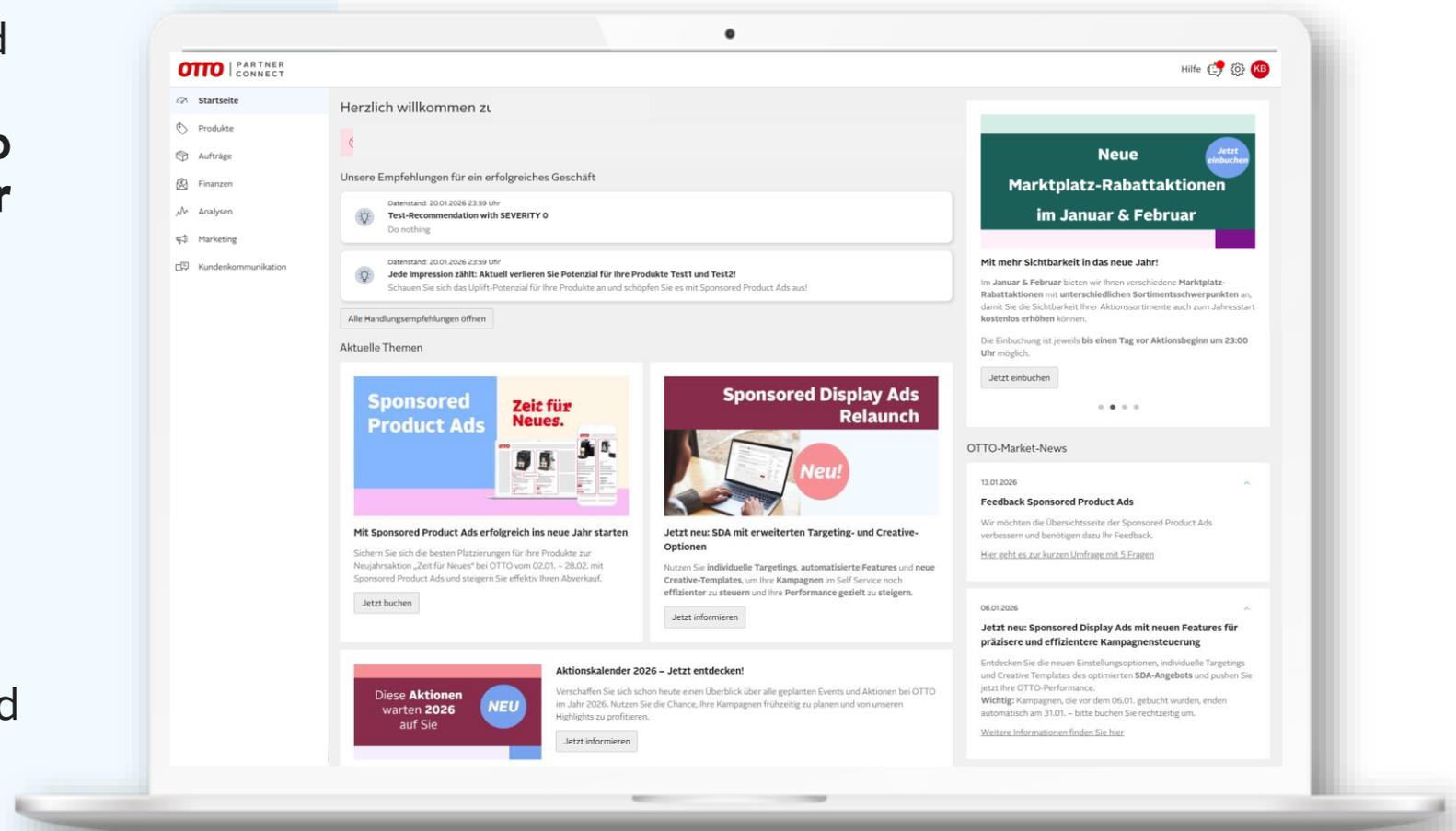
# OTTO Partner Connect

How are partners connected to the Marketplace?

# #3

# OTTO Partner Connect – the partner portal

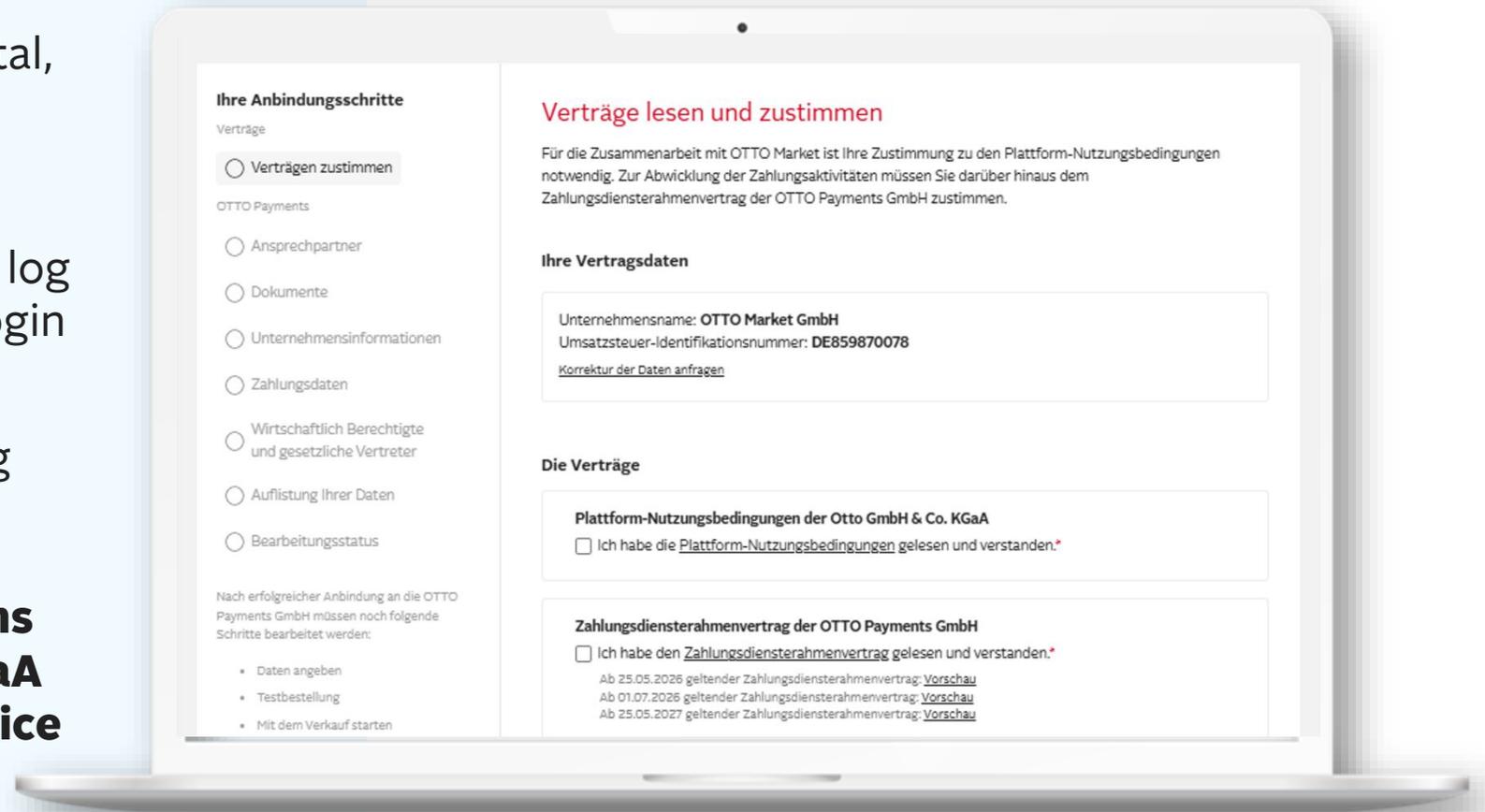
- After registering at otto.market and provided that you fulfil the requirements, you will get **access to our Partner Portal „OTTO Partner Connect“ (OPC)**
- OTTO Partner Connect is the **digital gateway** to otto.de and **the main tool** for managing your marketplace business with OTTO
- Use OPC for all **details about your sales, for editing item data or booking advertising** – all fast and simple



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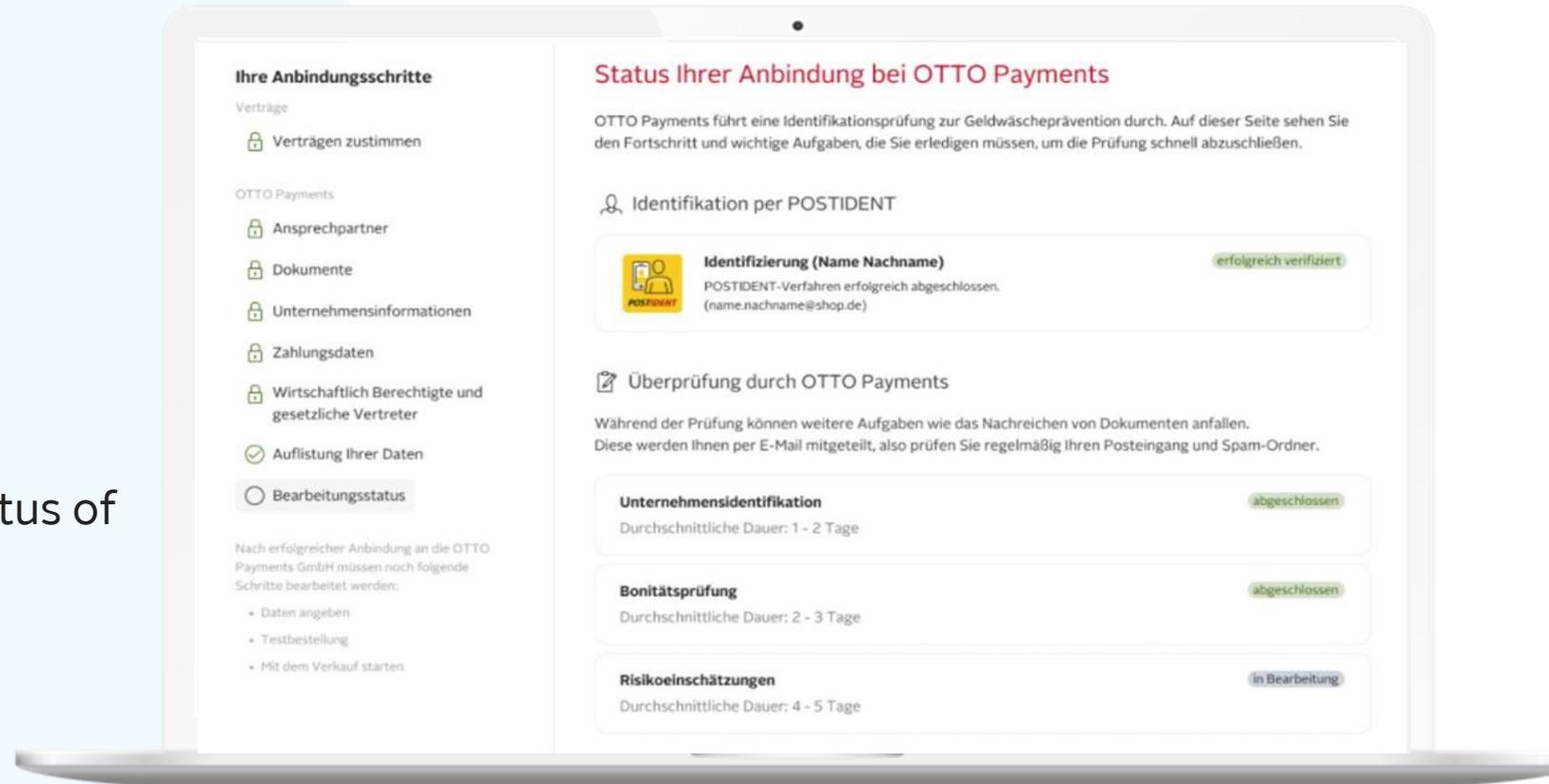
# After your registration and the two-factor authentication, you complete the contracts digitally

- After logging in to the partner portal, please perform the **2-factor authentication**. This serves the security of your data, so it is guaranteed that no third party can log into the partner portal with your login data
- At the beginning of the onboarding process, OTTO requires your **consent to the contracts**. This includes both agreeing to the **terms of use with Otto GmbH & Co. KGaA** and agreeing to the **payment service framework agreement** with OTTO Payments GmbH



# After agreeing to the contracts, the identity verification and the connection to OTTO Payments take place

- The legitimation check includes four individual checks:
  - Company identification
  - Credit check
  - Personal identification
  - Risk classification
- The verification can take up to **15 working days**. You can track the status of your connection at any time in the partner portal
- After **successful completion** of the legitimation check, you will have full access to the partner portal

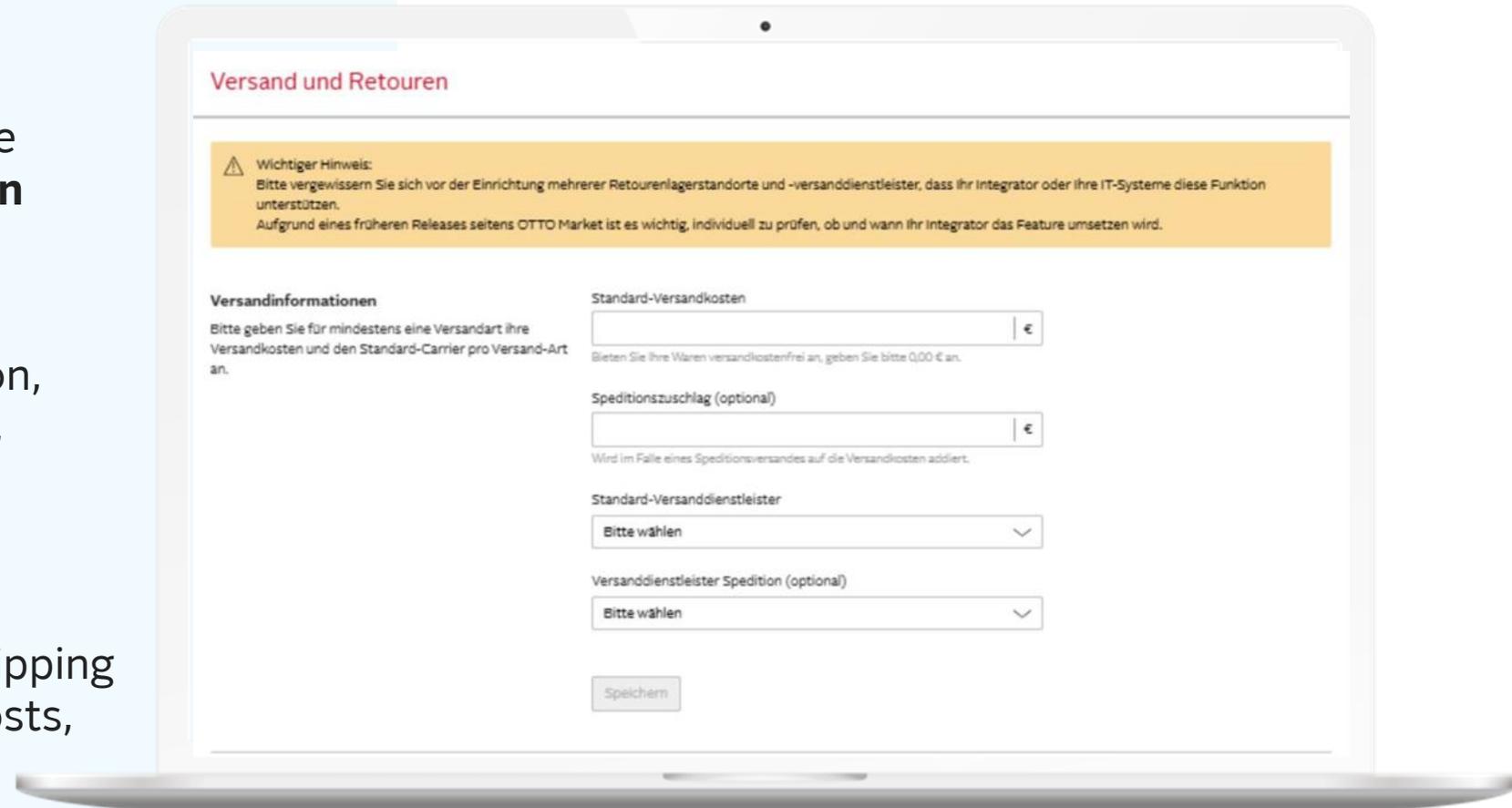


**!** Please note that from the moment of successful connection to OTTO Payments, the monthly base fee of 99.90€ will be charged

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# Additional information is required for the connection, e.g., regarding shipping and return processes

- In addition to the information already entered for the legitimation check, we require **further company information** from you for the connection
- This includes, for example, supplementary tax information, details on legal requirements, contact data, etc.
- Furthermore, **information regarding your shipping and return processes**, such as shipping service providers, shipping costs, warehouse location, etc., is required

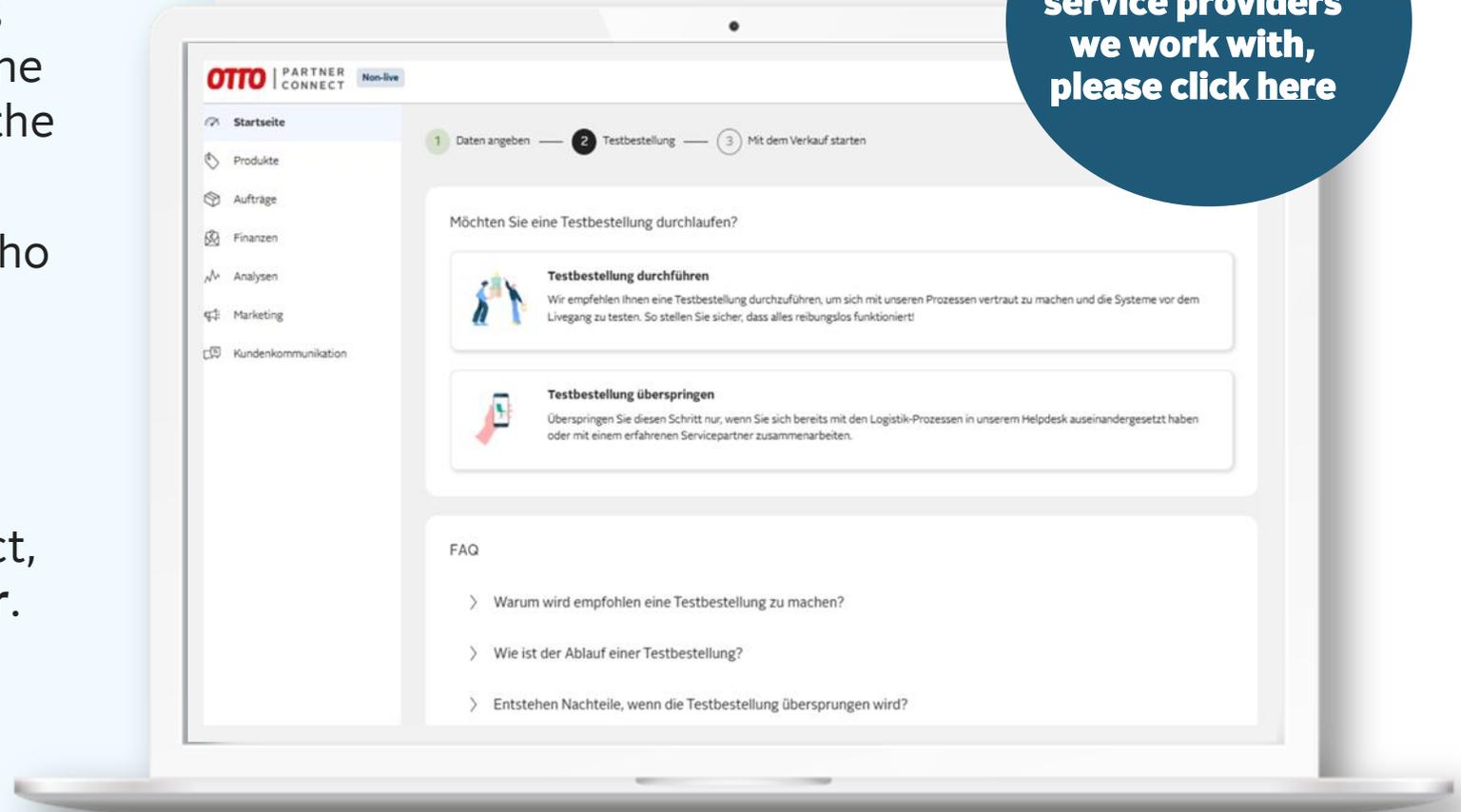


The screenshot shows a web interface titled "Versand und Retouren". At the top, there is a yellow warning box with a triangle icon and the text: "Wichtiger Hinweis: Bitte vergewissern Sie sich vor der Einrichtung mehrerer Retourenlagerstandorte und -versanddienstleister, dass Ihr Integrator oder Ihre IT-Systeme diese Funktion unterstützen. Aufgrund eines früheren Releases seitens OTTO Market ist es wichtig, individuell zu prüfen, ob und wann Ihr Integrator das Feature umsetzen wird." Below this, the "Versandinformationen" section is visible. It contains several input fields: "Standard-Versandkosten" (with a € symbol), "Speditionszuschlag (optional)" (with a € symbol), "Standard-Versanddienstleister" (a dropdown menu with "Bitte wählen"), and "Versanddienstleister Spedition (optional)" (a dropdown menu with "Bitte wählen"). A "Speichern" button is located at the bottom of the form.

# The product setup, can be done manually in OPC or automated via the OTTO Market API

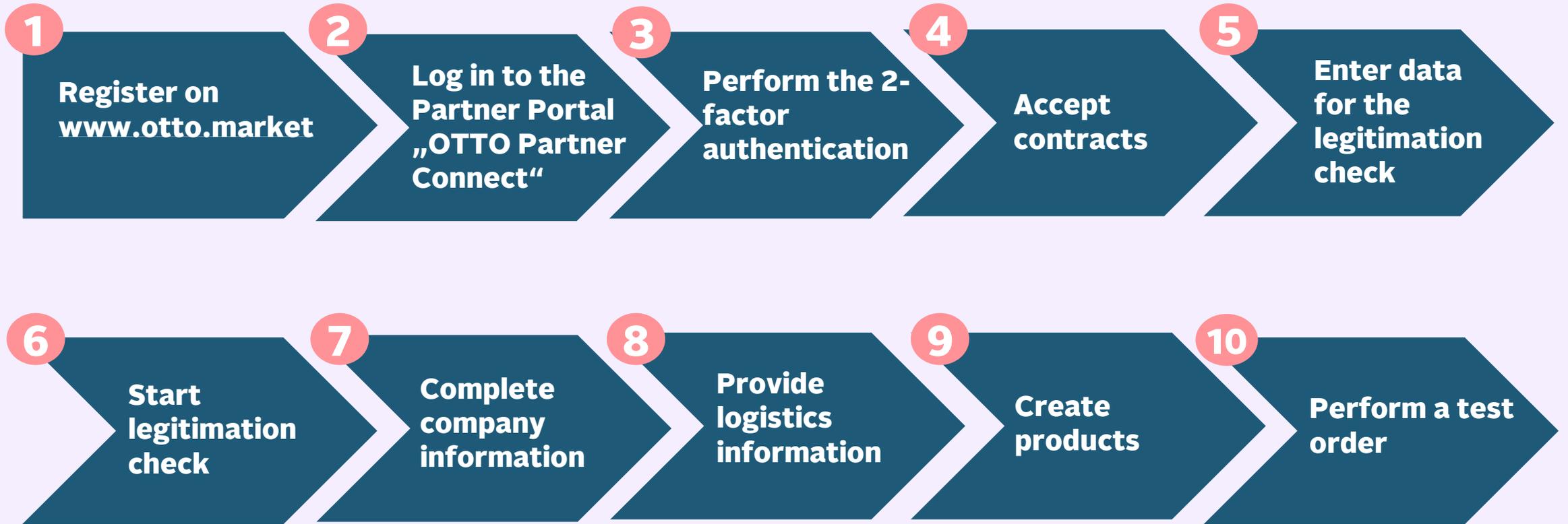
- You can choose to create your products **manually in the Partner Portal** within the "Products" module, or upload them via the **OTTO Market API**
- We work with many **service partners** who already have an interface to the OTTO Market API and can support you with individual processes, such as product creation
- After you have created your first product, we recommend performing a **test order**. This will help you gain a better understanding of our systems and processes

**Tip:**  
For an overview of service providers we work with, please click here



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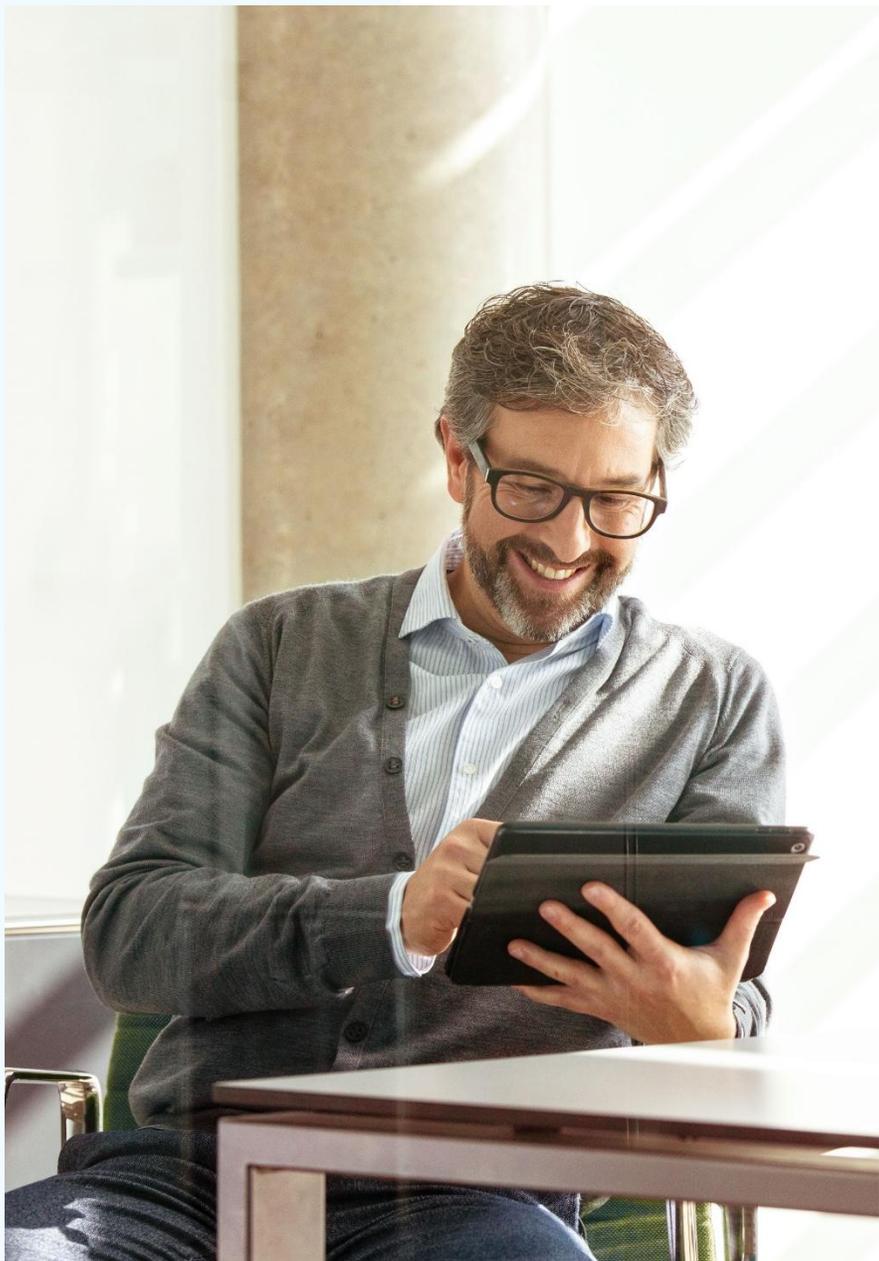
# The 10 onboarding steps



# Fees, commissions and payment processing

What costs arise and how does payment processing work?

# #4



## A basic fee of 99,90€ is charged monthly

- For participation in the marketplace, we charge a **monthly fee of 99,90€** regardless of how many items you have on offer
- The basic fee applies after you have **concluded the contract** with us and you are **technically able to sell** products on otto.de
- For each successfully sold item, you additionally have to pay a **commission – as is common on the market** – based on the **gross selling price**. The commission **varies** depending on the **product and/or commission category**.
- A **commission is also added to shipping costs**. It is **16%** plus VAT

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# The commission differs depending on the assortment



The following **product groups** are available for selling via OTTO Market

- Drugstore
- Electronics & Media
- Fashion & Lifestyle
- Furniture & Living
- Garden & DIY
- Health
- Non-perishable Foods
- Sports & Leisure

You can find an overview of the **specific commission** rates here:  
[Assortment Overview - How it works - otto.market](#)

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## We pay out your balance on a weekly basis every Thursday

- We offer you a **streamlined, reliable billing model** where we pay out your balance on a **weekly basis**
- You do not have to or in fact cannot use your own payment service provider. Since July 2022, we have **our own payment service provider, OTTO Payments**, which handles all payment activities for OTTO and thus reduces your effort
- Another advantage: The customers who want to buy from you have already successfully passed a credit check. By OTTO Payments **taking over the del credere risk**, you can be sure that you will receive your money
- Customers can choose between purchase on account, payment by installments, direct debit and prepayment. Additional payment methods are planned

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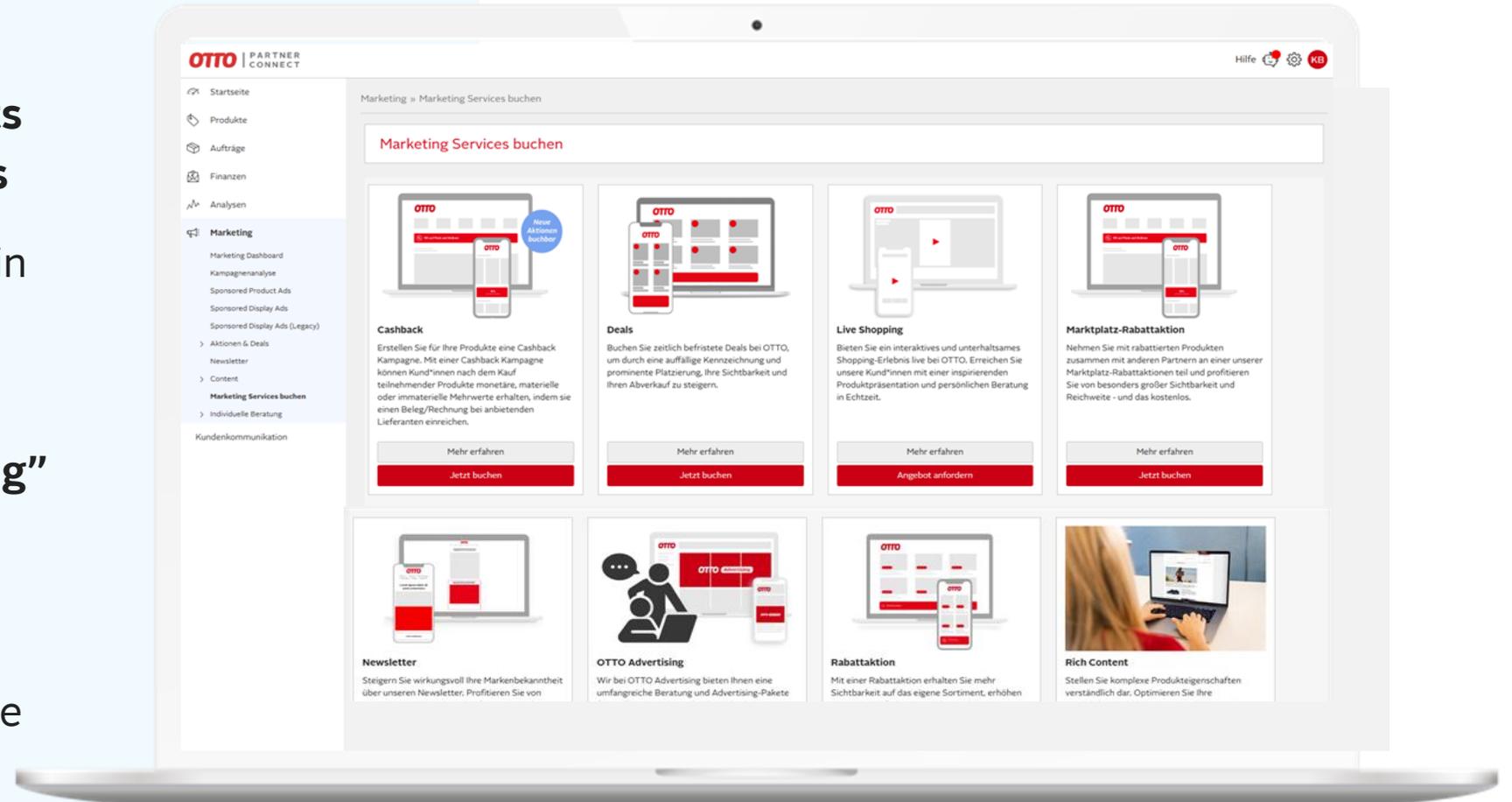
# Visibility at OTTO

How can I market my products?

# #5

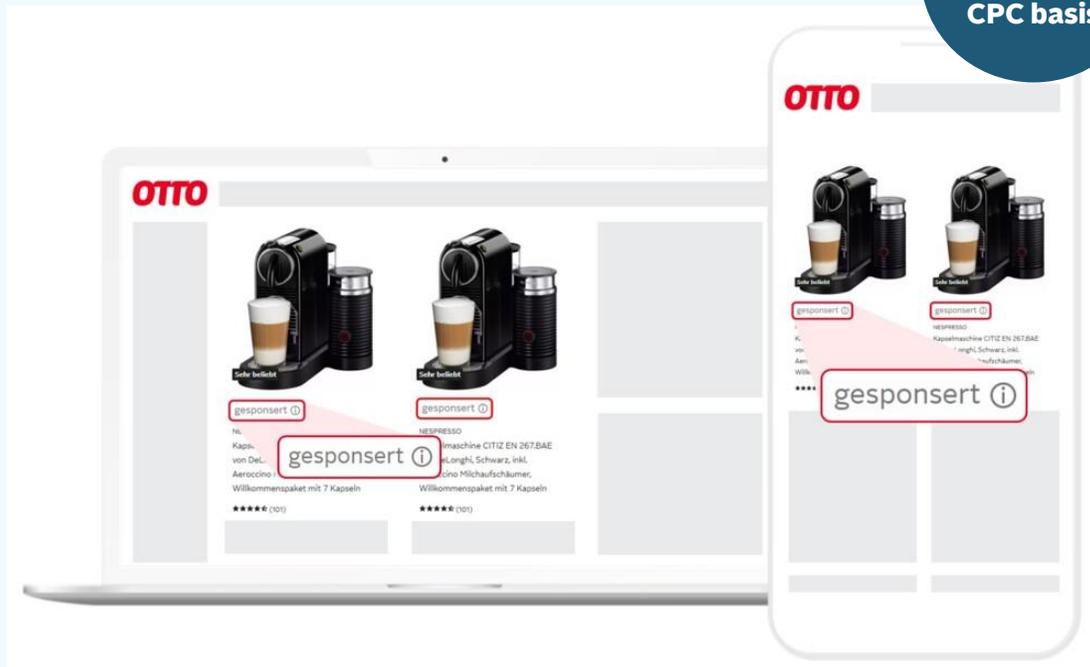
# Increase your visibility with our marketing services

- Increase your **visibility** and boost **sales of your products** with our **marketing services**
- These can be booked easily in the **partner portal self-service**
- By clicking on the **“Marketing”** module, you will find an overview of the **marketing services** with which you can promote your products in the **best possible way**



# Sponsored Product Ads

Real-Time  
Bidding on a  
CPC basis



Sponsored Product Ads allow you to present your products at the **most attractive placements** on OTTO. You benefit from **increased visibility**, secure a clear competitive advantage and noticeably boost your sales.

- **Context-based** playout of product ads that are particularly relevant for the customer
- Placement on the **first positions** in search results as well as product lists and product detail pages
- Native integration within the **purchase process**

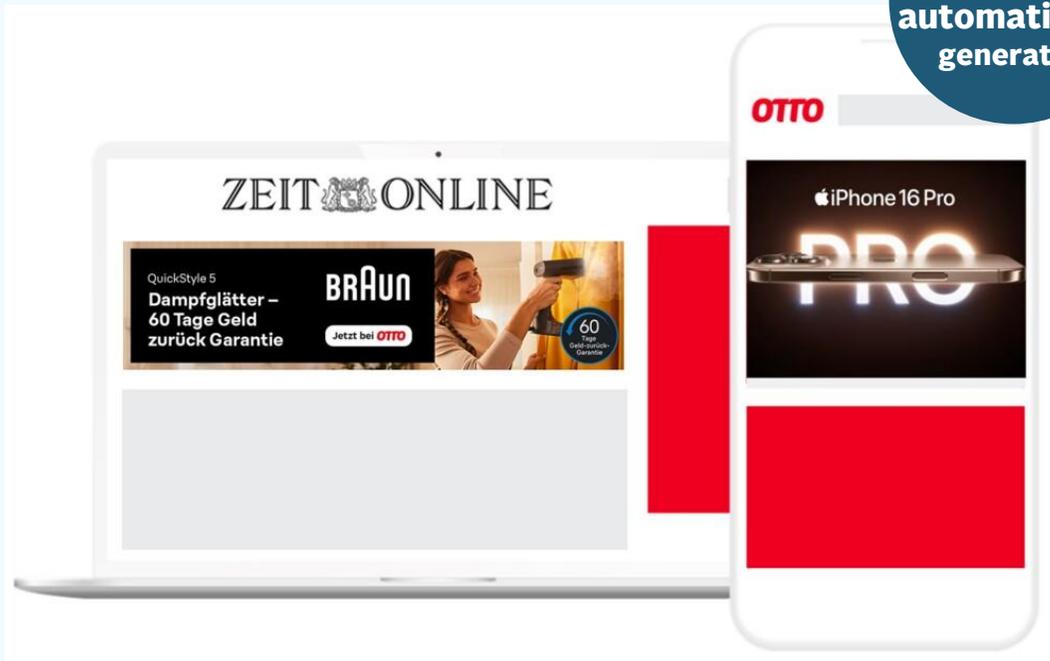
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# Sponsored Display Ads

Sponsored Display Ads enable you to address customers **directly in the purchasing decision** process at OTTO and in the most important German media networks. Achieve maximum reach for your products.

- **Attractive advertising placements** in the relevant environments onsite at OTTO
- More than **1,500** premium web and app offerings offsite
- **Individual targeting** and optimization using versatile targeting options and three tailor-made campaign strategies

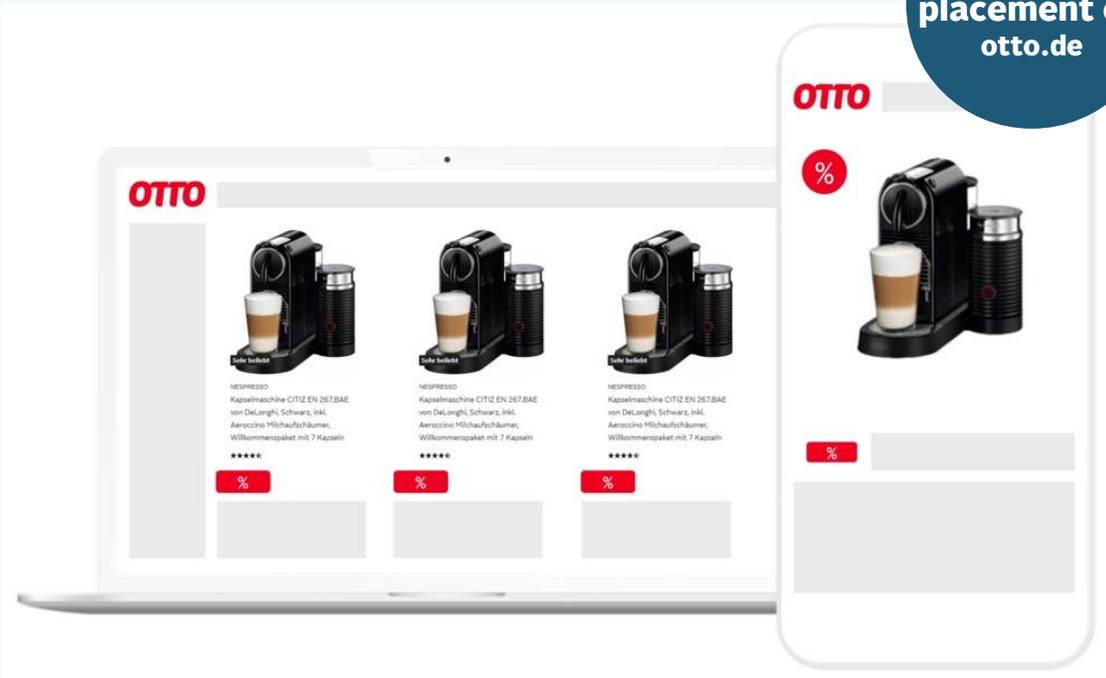
Co-branded  
display ads  
automatically  
generated



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# Discount campaign

Automatic  
placement on  
otto.de



With **individual discount promotions**, you can increase your sales and get more visibility on your assortment. You determine the campaign period, the discount amount and the product range on which the price reduction will be applied. We automatically place your discount promotion for you on otto.de.

- **More visibility** on your own assortment
- **Increase in sales** of your products
- Sustainable **improvement of the ranking** in the product lists

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# Marketplace discount campaigns

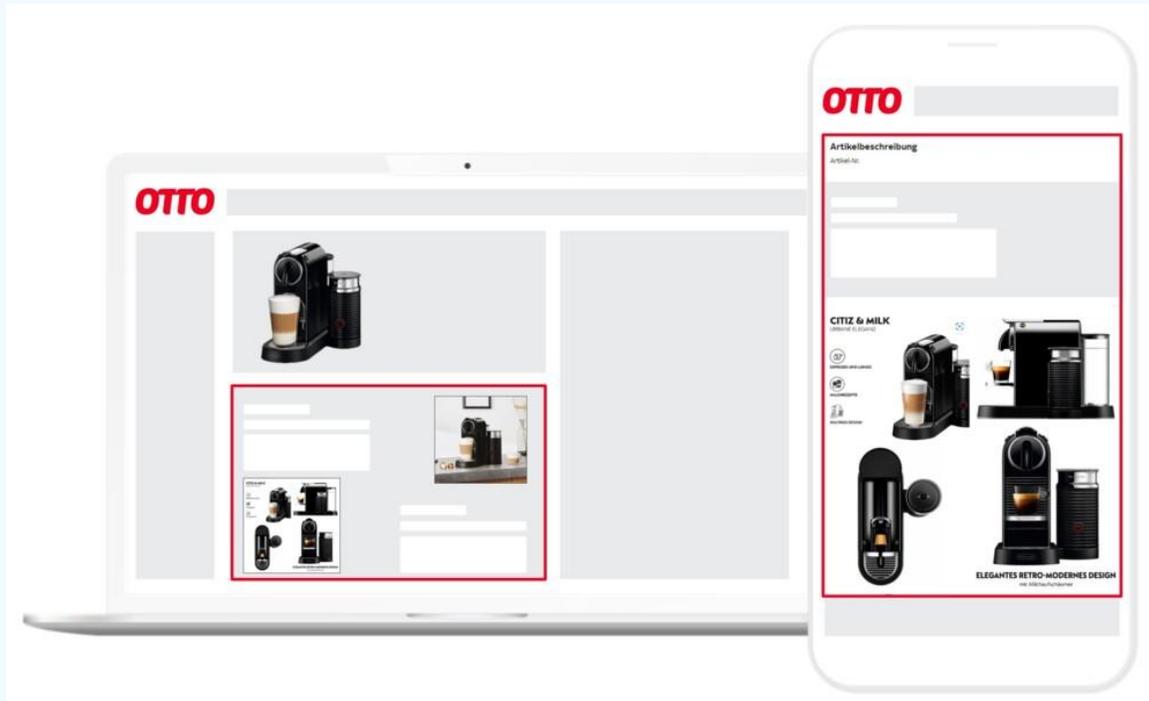


- Increase your **visibility, reach, and sales** by participating in a comprehensive marketplace discount campaign with your discounted products.
- Wide visibility on otto.de and in the app
- Especially large reach through additional media presence
- Simple & free participation

# Rich Content

The new Rich Content offer gives you the opportunity to expand your item descriptions on the product detail pages on otto.de. In addition to the basic item description, Rich Content allows you to display additional images and text for your products and brand, and it pays off!

- Up to 5% **higher conversion rate**
- **Increased SEO visibility** of your products
- Faster product **discovery**



# All information about OTTO Market

Don't miss  
anything!

## The OTTO Market Newsletter



**Sign up for the newsletter in OTTO Partner Connect** and you will receive regular news from us about **new functions, technical updates** and information about **promotions** and **marketing opportunities** on [otto.de](https://otto.de).

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# Sustainability

How does OTTO promote sustainability?

# #6



# Our sustainability record



In ecommerce **since 1995**

We have pursued **sustainable goals** for over **30 years**



**Established 3 environmental foundations, active in 12** successful, sustainability **partnerships** and **initiatives**



**With its own Corporate Responsibility Team** observing the market and constantly looking out for sustainable innovations



Through **regular analyses and surveys**, we keep developing further and know about trends



Customers and non-customers consider us more trustworthy than other (international) companies when it comes to **credibility regarding sustainable actions** (Rheingold study, April 2020)

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# Our label at OTTO indicating sustainable items



**Tip: An overview of our sustainability symbols can be found here**

- There are **many sustainability labels** – from GOTS and FSC to Global Recycelt Standard. Customers do, however, not always exactly know what these labels stand for. We have in fact found that the multitude of sustainability labels is simply too overwhelming
- We want to offer our **customers orientation**. That is why we assign the large number of seals to our nine categories and **label sustainable products accordingly**
- If you offer products that have been produced sustainably and have been awarded one of the sustainability seals we recognize, they will be awarded one of the four sustainability categories for greater visibility
- The flags will, however, only be awarded after a **thorough examination** of the products and seals you have provided



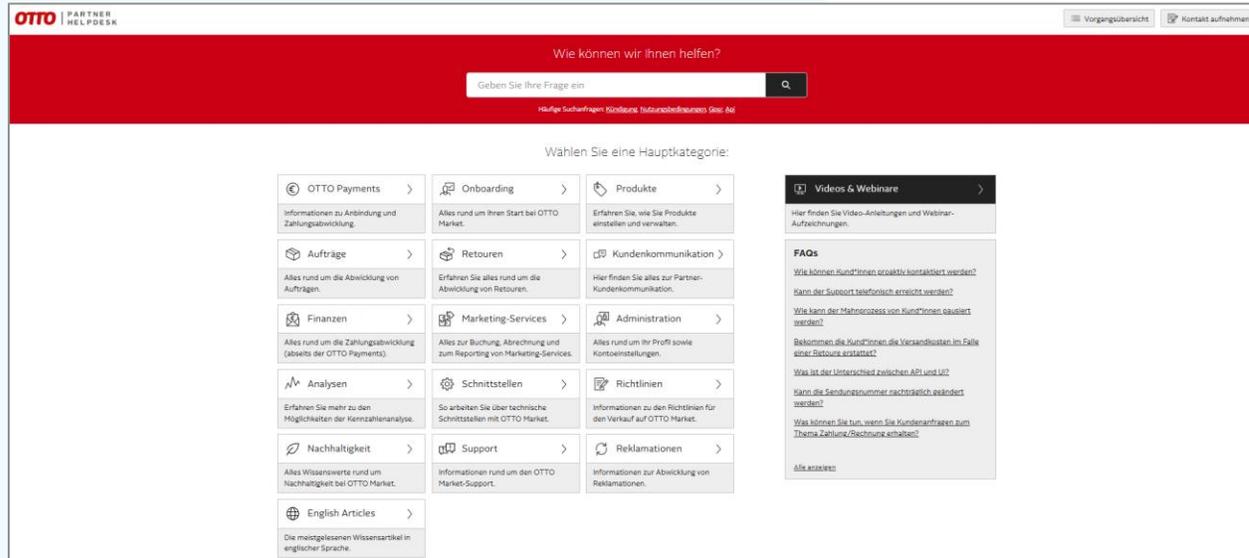
# Reduced Commissions for Partners with Science-Based Targets

- The 1.5-degree target of the Paris Agreement is one of the **greatest challenges** of our time. To do our part, we have set ambitious, scientifically sound **Science-Based Targets (SBT)**
- Since sustainability is close to our hearts, we want to encourage retailers to focus on high-quality and sustainable products
- For this reason, we offer **a commission advantage** for partners who can demonstrate a validated Science-Based Target (SBT). The commission for products from these partners will be **reduced by -0.5 to -1.0 percentage points**
- Take this opportunity to shape a more sustainable future together with us!

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**Any further  
questions?**

# Our partner helpdesk provides all the information you need about our marketplace



- For further details on our marketplace, please refer to **www.otto.market**, read our **FAQ** or go to our **Partner Helpdesk**
- Our Partner Helpdesk contains **various articles** offering answers to many of the questions you may have
- And if you still haven't found an answer, please use our virtual assistant or contact us via the **support request tool** in the Partner Helpdesk. Your query will then be forwarded directly to the responsible colleagues for a response