

allegro SMART 

Smart!: Selling Points

Polish market potential

28.8 million

Internet Users

38 million

citizens

18%

Market share of e-commerce market
in the retail industry (2021)



Poland & Czechia: combined potential

35.5 million

Internet users

48.7 million

citizens

\$23.8 billion

E-commerce market value



Free delivery: a key to a heart of Polish customer



Free delivery

88%

of Polish consumers say free delivery is the main motivation for them to shop online



Free returns

51%

of consumers say free returns are as important as other factors



Many delivery options

83%

of customers point out parcel lockers as the delivery option of choice, then courier delivery (62%) and pick-up points (34%)



Secure payments

70%

Polish consumers prefer fast and secure payment through payment service providers' services

Smart!: ALL in ONE Solution for Customer's Delivery Need

Smart! Is a loyalty program introduced in 2018 for Allegro consumers. Smart! provides consumers with: Free Delivery, Returns, and Deals for selected offers.

5 million (40% of Allegro consumers) current subscribers who saved almost 1 billion EUR.



Poles love Smart! giving it a **92 NPS score**, one of the highest for Allegro services.

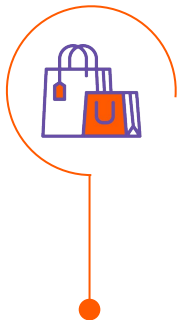


Smart! offers are
chosen by consumers
2.5 times more often



International Merchants
grow **54%** faster on Smart!
Vs non-Smart! offers

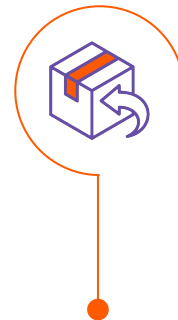
What is Smart!?



Allegro Smart! has entered the everyday language as a synonym of convenient and economical online shopping.



Smart! is a product that brought down the biggest barrier for clients to move more of their shopping online - the delivery cost and many delivery options.

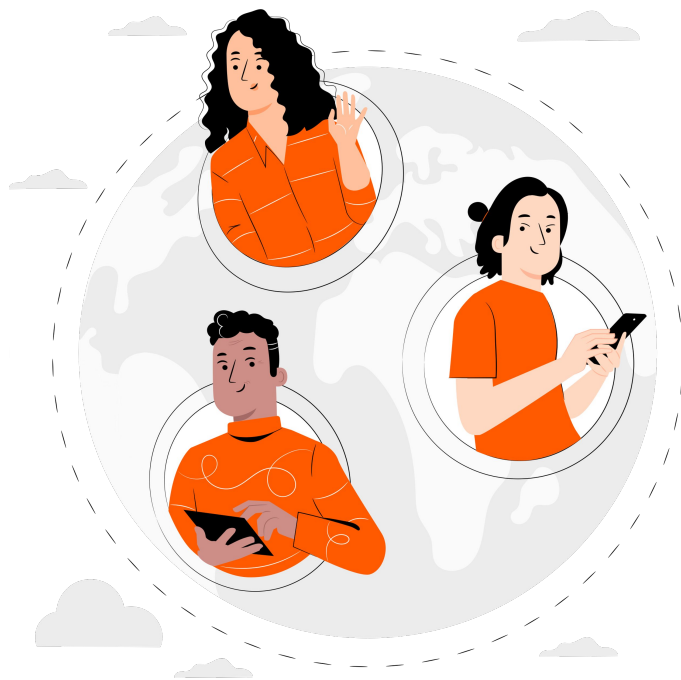


For an annual fee of PLN 59.90 it offers free delivery and free returns to pick up points.

Customers saved approx. 1B EUR on deliveries since Smart! was introduced.

International Markets

- After opening Allegro to European markets, Allegro Smart! became a strategic expansion that transformed the e-commerce landscape.
- Allegro Smart! is not just about connecting Polish buyers and sellers with a network of free deliveries: while Smart! connects Poland with free delivery perks, it also opens the doors to users from Czechia.
- **This means your products aren't confined to a single market; they're showcased to a bigger audience.**



The savings, the simplicity of the service, and the ability to couple it with other benefits led the number of users to exceed **5 million!**

It means that the 5 million unique users market is waiting for you.

The Program helps companies increase their turnover on Allegro (International Sellers grow even 54% faster), and benefits the buyers.

This is a **win-win situation for both buyers and sellers.**

Smart! benefits for your customers

Allegro Smart! – customer's ultimate solution to unlocking a world of benefits, convenience, and remarkable savings.

By joining Allegro Smart! you decide to offer unique benefits for each of your customers:

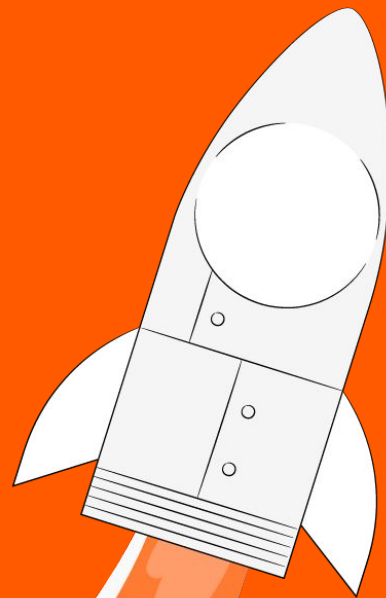
- Cost saving ● —————
- Safe transactions ● —————
- Trustworthy Shopping Environment ● —————
- Membership flexibility ● —————
- Exclusive promo and pre-sale offers ● —————



Smart!: Ultimate Sales Booster

Customer behavior reveals a powerful truth. When Smart! delivery options are available, they're willing to spend more to take advantage of free delivery. **Smart! turns browsing into buying.**

Smart! sellers get **better ratings and reviews** on a regular basis, and offers of those with excellent sales quality get better position in the listings, catching the eyes of potential buyers!



Smart! start: ignite your sales from the beginning

Embarking on your Allegro journey?

Maximize your entry with a potent combination:

the Smart! badge
+
a tailored welcome pack

Get ready to harness an irresistible sales boost right from the beginning!





With Smart!, you access unique promotion opportunities. Your products will take **center stage** during platform-wide events like Smart! Week. These are the moments when you get the perfect chance to command attention, **driving up your sales** thanks to increased traffic on the platform and unusual limited deals available for customers.

You can also boost your sales with participating in Smart! Deals promos
- unique deals dedicated for Smart! users.

Transparency and simplicity



Clear and **simple requirements** for joining Smart!



Easy settlements both for the buyers and sellers



Simplicity of operation and setting up Smart! deliveries — all within **one delivery settings interface >>**



No need for additional agreements with Allegro and no need to link your bank card

Smart! - investment in user's experience

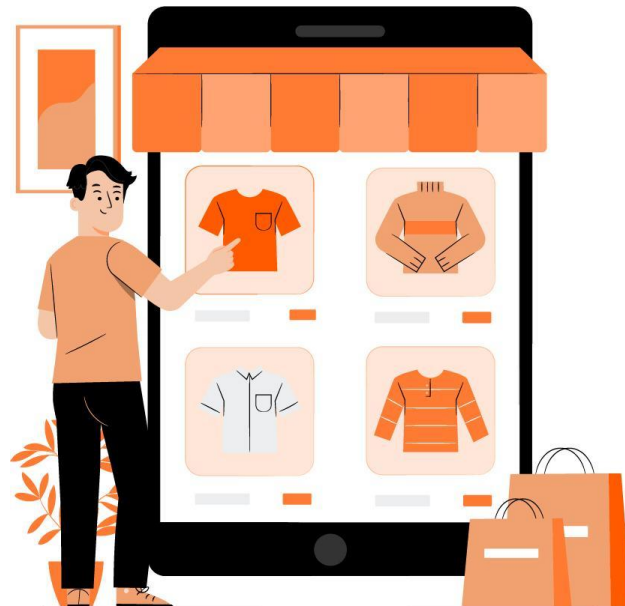
We invest in the buyer and seller experience by financing part of the delivery costs! Up to **80%** for chosen domestic delivery options and PLN 6 (approx. 1.35 EUR) for eligible EU countries.

Program tailored for seller's logistic needs.

Discover the tailor-made solution for inclusion in the most pivotal program on the Allegro platform, while keeping your stock in place

Get ready to compete with the best on the Polish market. And the best part? **No need to move your inventory if you ship from: Germany, France, Netherlands, or Czechia.**

However, if you want to, Allegro One Fulfillment will give you a hand and provide the best fulfillment services. [Learn more >>](#)



Your Logistics, Your Way:

Your existing carrier agreements matter. Allegro Smart! understands this and gives you the **flexibility** to settle shipping fees on your terms. No need to upend your logistics. **We adapt to you, not the other way around.**

At the same time, we support your deliveries from chosen European countries by giving you PLN 6 (approx. 1.35 EUR) for each order with Smart!.



Financial surprises? Not on our watch.

Get the coveted Smart! badge without additional fees.

With **Allegro Smart!**, what you see is what you get, keeping your financial strategy on track.

**We invest in your and your customer's experience:
Allegro covers part of the fees.**

Your deliveries from Poland will be settled based **on the preferential prices** we've negotiated for you with the most trusted delivery companies. Deliveries from abroad will be settled according to your own agreement, with support from Allegro of PLN 6 (approx. 1.35 EUR) per order.

With Allegro Smart!, you can offer **delivery options that customers trust**, ensuring your products reach their destination with excellence.

We support deliveries with the most reliable couriers in the business.

Thanks to our integration with most popular and trusted delivery carriers, Smart! orders are automatically recognized in the systems.

Shipping has never been easier: for domestic shipment with Allegro you only have to provide correct email address associated with customer's order for your carrier of choice.

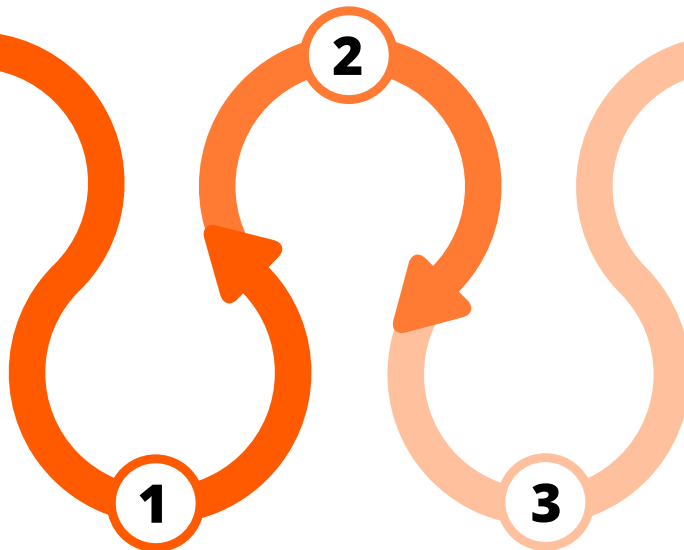
For international shipments you only have to provide correct tracking number consistent with delivery option in the order.



How it works?

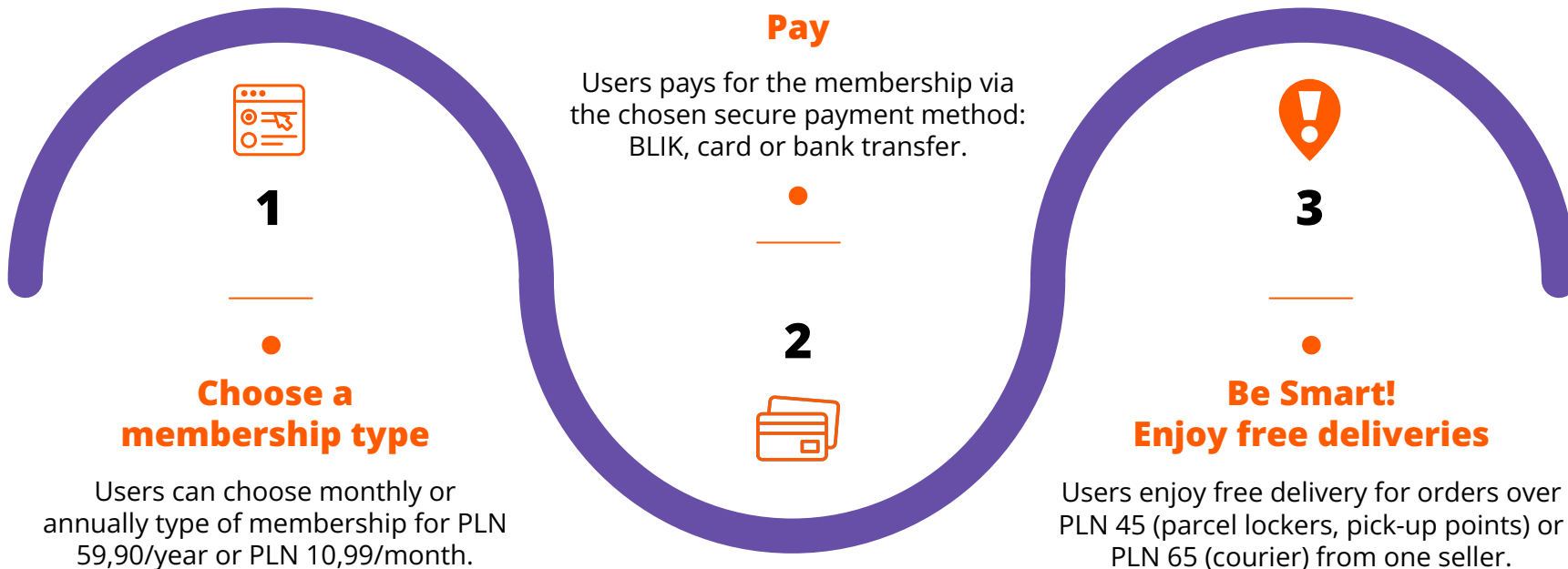
Users can take advantage of Allegro Smart! benefits if the total value of their purchases **from a specific seller is at least PLN 45** (parcel lockers and pick-up points) or PLN 65 (couriers) - excluding delivery cost.

Customers join Smart! via annual or monthly membership options for a fee of 59,90 PLN per year.



The Allegro Smart! badge is also visible on offers where the goods price is below PLN 45. To take advantage of free delivery, **users needs to choose additional products from the same seller** so that their total value exceeds the minimum order value.

Smart! – Yes, it's THAT easy!



...for sellers as well!

1

Meet quality requirements

Five unique “recommend” ratings on your account over the past 12 months and a recommendation ratio of at least 98%
or Super Seller status.

Thanks to our special offer, the Smart! Requirements have been simplified:

- higher than Neutral on your main account
or
- at least Neutral on all your accounts.

2

Arrange your Smart! deliveries

Enable Smart! delivery options for domestic shipments: 2 pick-up points and at least one courier method
or
eligible delivery options from EU countries.

[See return terms >>](#)

3

Ship and settle delivery fees

Settle delivery fees via your Allegro account for domestic shipments or according to your own terms with carriers for international shipments.

Enjoy Allegro’s support for delivery costs!

Smart! Badge: Spotted Everywhere

Search Results

ROZŁĄCZ TE SAME OFERTY

sortowanie trafność: największa

1 z 100 >

Kawa ziarnista Yankee Caffeé Kenia 1000 g
4,78 ★★★★★ 1889 ocen produktu
3745 osób kupiło ten produkt
Marka: Yankee Caffeé Wielkość opakowania (g): 1000 g

Sponsorowane ⓘ
zestaw 2 sztuki za 93,44 zł
54,96 zł SMART!
zapłać później z **pay** sprawdź
od Super Sprzedawcy
kup do 17:00 - dostawa jutro

YANKEE
CAFFEE
Firma

Kawa ziarnista STRAUSS CAFE MK.SELECT.1KG.ZIA 1000 g
4,93 ★★★★★ 1270 ocen produktu
2941 osób kupiło ten produkt
Marka: inna (STRAUSS CAFE) Wielkość opakowania (g): 1000 g

Sponsorowane ⓘ
38,99 zł SMART!
zapłać później z **pay** sprawdź
od Super Sprzedawcy
kup do 12:00 - dostawa jutro

SKLEPY
CYFAROWE
Firma

Home Page

zestaw 2 sztuki za 109,10 zł

58,97 zł

Gwarancja najniższej ceny

SMART!

Kawa BRAZYLIA 1kg Świeżo Palona 100% ARABIKA

zapłać później z **pay**
dostawa dzisiaj do Lublina

In Filter Section

Filters

Category filters Coffee - Coffee Beans

Allegro Smart! New buy now

delivery by Monday

Free delivery and return

Allegro Smart! **SMART!**

free delivery 🚚

free return 🔄

How to join?



Set your Smart! deliveries

[Read more on how to properly dispatch parcels with Smart!](#)

With Allegro Smart!, you can offer **delivery options that customers trust**, ensuring your products reach their destination with excellence.

We support deliveries with the most reliable couriers in the business.