



## Aosom Sees Business Growth Through ManoMano Partnership

Since launching on ManoMano in March 2016, Aosom has gone from strength-to-strength as a result of the dedicated support, guidance and advanced technology provided by the marketplace. The e-tailer has seen sales increase by an impressive 289% and the expansion of territorial growth, owing to the organic fit of Aosom's product offering and the nature of the home improvement, DIY and garden marketplace ManoMano specialises in.

Established in 2009, Aosom is a UK based multi-channel ecommerce retailer offering a breadth of home, garden, pet and car accessories across six individual brands, with quality, innovative designs and affordability being the core values of the business.

### **Collaborating with ManoMano**

Unlike other marketplaces, ManoMano specialises and is dedicated to home improvement, DIY and gardening, and Aosom recognised the technology and expertise the marketplace could offer in leveraging its visibility in the specialist market.

From the beginning of the partnership, Aosom's dedicated ManoMano Account Manager has provided invaluable advice and guidance to support and empower business growth, sharing market insights and data to help inform key business decisions for the brand and identify opportunities for progression.

During this growth period, ManoMano also delivers customer-facing service support, working closely with Aosom's internal team to provide shoppers with expert product knowledge and an excellent customer experience.

### **Looking ahead: Aosom and ManoMano, a partnership with great potential**

ManoMano's advanced technology, including its proprietary algorithms and digital marketing efforts, also help to optimise and provide greater visibility traffic to Aosom's product offering. Confident in the increased scope to reach customers and drive sales through ManoMano, Aosom has expanded its product categories to include office, bathroom, furniture.

Looking ahead to 2021, the e-tailer is working towards curating product collections exclusive to ManoMano to further grow its UK market share.

Diego, Account Manager at Aosom, commented, *"We crossed paths with ManoMano in March 2016, and have been successfully listing with the platform ever since. The partnership has indeed been quite natural, thanks to our selection of products and the expertise and the customer market which ManoMano has been able to offer us in return. ManoMano, who we all know as being experts in the DIY and outdoor living market, have understood our business aims and objectives since day one.."*

## **Becoming a Seller**

For retailers looking to partner with ManoMano, Europe's largest Home Improvement and Garden marketplace, the [process](#) is simple. The initial step is to complete a questionnaire to assess product relevance, and once approved, sellers can easily upload their products to sell directly on ManoMano.

-Ends-

Notes to editors:

For further information, please contact the ManoMano Press Office at ZPR at [manomano@z-pr.com](mailto:manomano@z-pr.com) or call 0207 287 5006.

ManoMano was founded in 2013 and launched in the UK in 2016, offering the largest range of DIY and gardening products in the UK, all in one place and shoppable from the comfort of your own home. The marketplace has seen strong growth in the last year and in the UK in particular, with a growth rate of 125% in the last 12 months.