



## How Noctua Leveraged Newegg to Establish Itself as A World-Renowned Components Brand

Established in 2005, Austrian PC cooling component manufacturer Noctua wanted to provide premium quiet cooling with their design expertise. Their innovative work on silent, durable CPU coolers and case fans has paid off with thousands of glowing reviews and awards. Noctua has garnered industry and customer acclaim for their superior engineering skills and well-crafted components.

For a PC component manufacturer looking to break into the US, Asia, and the rest of Europe, Noctua turned to Newegg as a natural entry point. Their target demographics of entry-level and high-end PC builders, gamers, and industrial users was an ideal match with Newegg's customer base of tech enthusiasts. On top of the fortuitous demographic crossover was Newegg's suite of tools and benefits for sellers looking to enter new markets. Noctua joined Newegg Marketplace in March 2016, since growing into a sizeable presence on the platform with over 150 SKUs for sale.

### Services Used:



[Shipped by Newegg \(SBN\)](#)



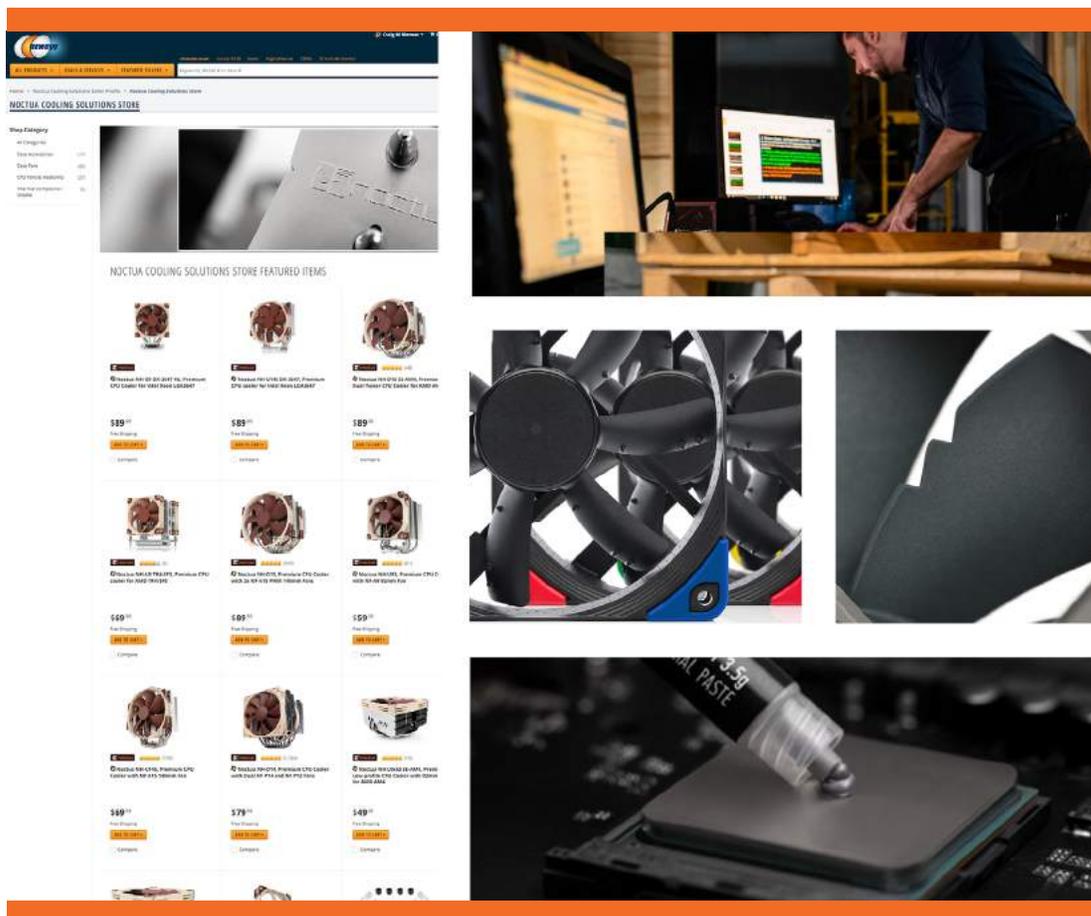
[Enhanced Content](#)

# The Necessity of Full Circle Global Fulfillment

For Noctua, Shipped by Newegg (SBN) - Newegg's full circle global fulfillment solution that picks, packs, and ships product on a seller's behalf - eased the headache of developing a logistics plan for global delivery and returns. In fact, Noctua claims that without fulfillment services like SBN, they would be unable to sell in marketplaces because of limited resources. SBN covers all of Noctua's shipping needs in Newegg's over 50 supported countries.

“ With Newegg's dedicated account support, we are able to get the products up and running quickly. SBN offered a great help to ease our logistic headache from Austria to US. We do not need to deal with returns, replacement, and fulfillment, but just make sure inventory is in place at all times. We have learned that with all the help that Newegg offered such as account management, merchandising and fulfillment support, it is an easy one stop experience to get your product listed and sold within weeks. ”

In Newegg, Noctua has found a valuable partner for getting their products in the hands of PC builders and professionals all over the world. With the help of SBN, Noctua has been able to ensure that their durable and quiet components are no longer a locally-kept secret.





## Taking Branding to a Global Scale

As a foreign brand entering new markets, Noctua wanted to focus on branding and visibility as a key factor for measuring the value of selling on Newegg Marketplace.

Upon entry, Noctua faced the challenge of many distributors already selling Noctua on marketplaces. They did not want to damage market competitiveness through their direct-to-consumer (DTC) sales efforts. They joined Newegg Marketplace to offer a complete assortment at a higher price to cover distributor out of stock or shortages, take control of product information, police pricing and content to make sure it is accurate. To complicate matters, Noctua wanted to do all this while avoiding a price war between distributors.

Noctua ensured they had their seller store set up from the outset so they could showcase their full assortment to Newegg's tech-savvy base of over 38 million customers. Familiar with Newegg's position as a premier destination for PC enthusiasts, Noctua knew that customers would be eager to shop the full breadth of their product selection, and would be able to discover the best products for their building needs.

To make customers' buying decisions easier, Noctua opted to implement Newegg's Enhanced Content on select SKUs at the outset, with plans to incorporate more in the near future. Enhanced Content incorporates such elements comparison charts, interactive imagery, and insightful videos into product descriptions to make them more informative and engaging to customers, leading to more informed purchasing decisions and higher customer satisfaction.



## Cool Products, Hot Promotions

Addressing their concerns over creating product conflict between itself and the distributor, Noctua utilized Newegg's special Eggpoint and gift card promotions to avoid using direct discounts. By working with Newegg to determine these pricing strategies, Noctua has been able to avoid channel conflict while growing their DTC sales.

Newegg's dedicated team of merchandisers and account managers lent Noctua valuable support on Google PLA and merchandising opportunities to discover creative ways to promote their products both on-site and across the web.

For 2019, Noctua wants to increase their brand visibility on Newegg by using Newegg Studios' editorial team for product overviews, PC builds, and videos. By teaming with Newegg to produce expert content that shows off their brand at its best, Noctua will reap the benefits of continued exposure and promotion.



## Results

By partnering with Newegg and leveraging its marketing and merchandising opportunities, Noctua has been able to establish their brand as a beloved symbol of quality to PC enthusiasts around the world. One of the best-rated brands on Newegg, Noctua has earned a 5-egg rating from over 1,700 customer reviews. They experienced 52% YOY growth from 2017 to 2018, and expect another 30-50% year-over-year growth in 2019. As they leverage more of Newegg's platform services and programs. In the coming year, Noctua's products may continue to be whisper-quiet, but their presence on Newegg will be anything but.