

# Signals, Not Points: Building Loyalty Through Habits



Timothy Lange  
Member Engagement Marketing

*Vinted*



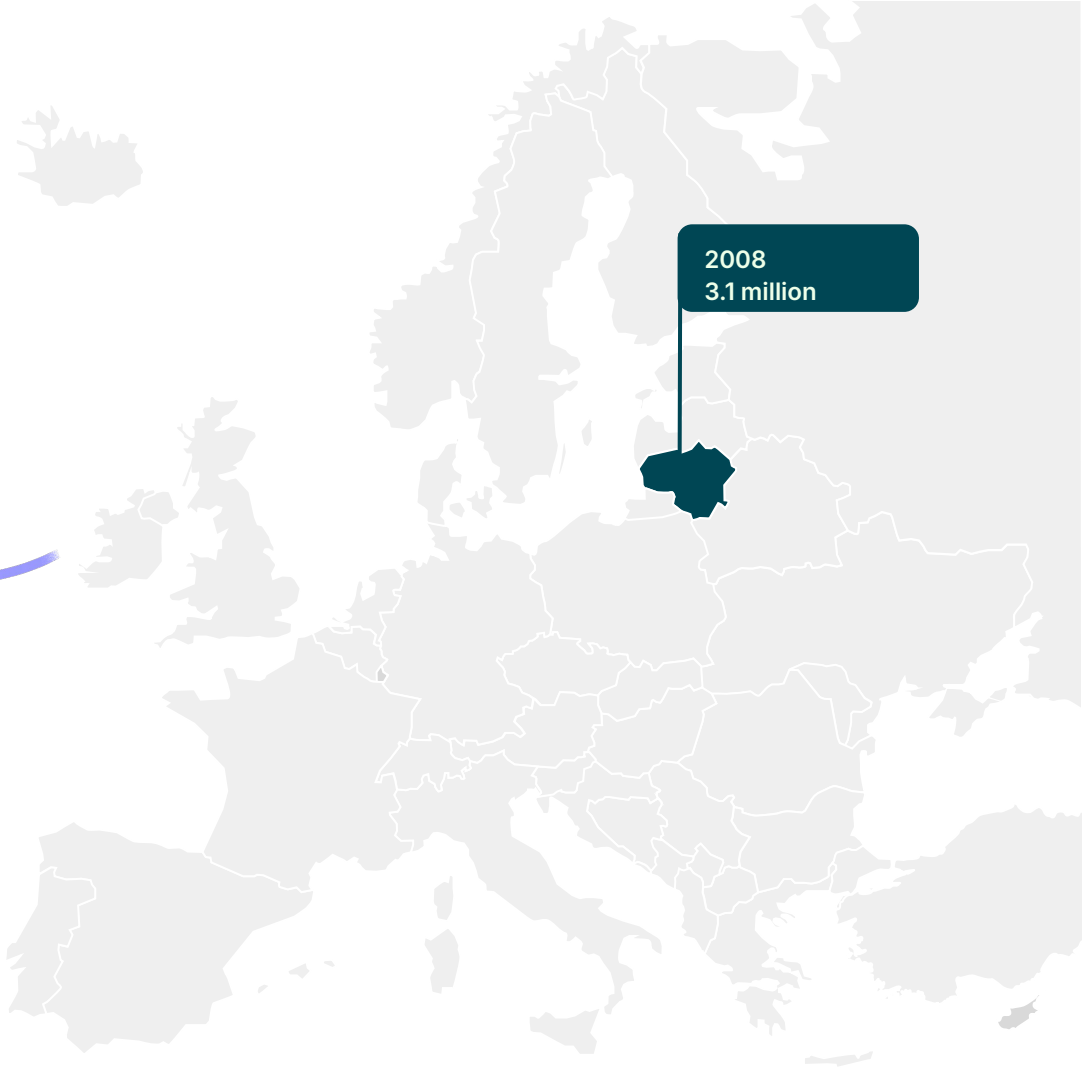


Who here has  
**never** used Vinted?

Vinted launched in 2008  
in Lithuania as a **women's**  
fashion platform.



**Started small, but with  
ambitions to grow**



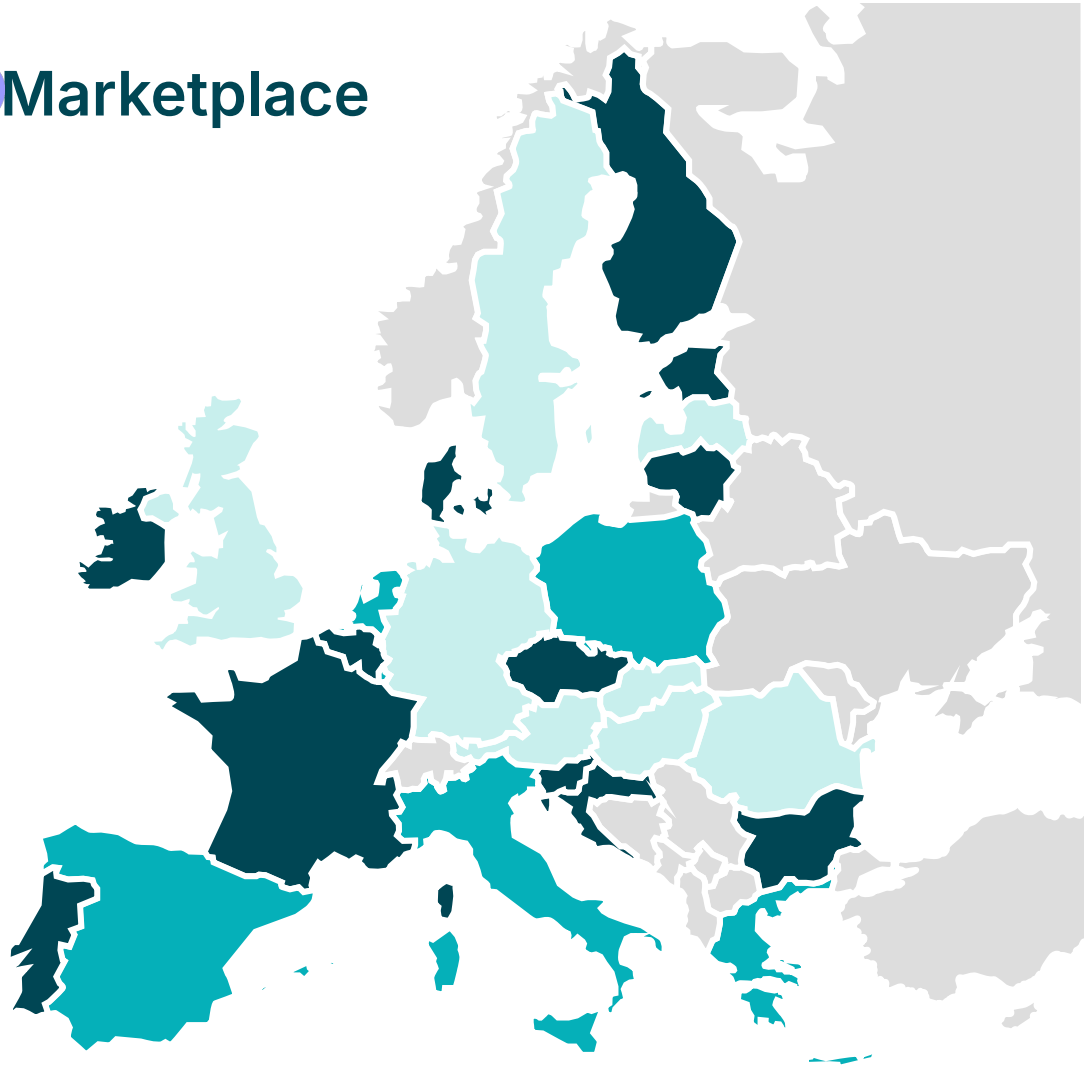
2008  
3.1 million

# Europe's Leading Circular Marketplace

**26 Countries**

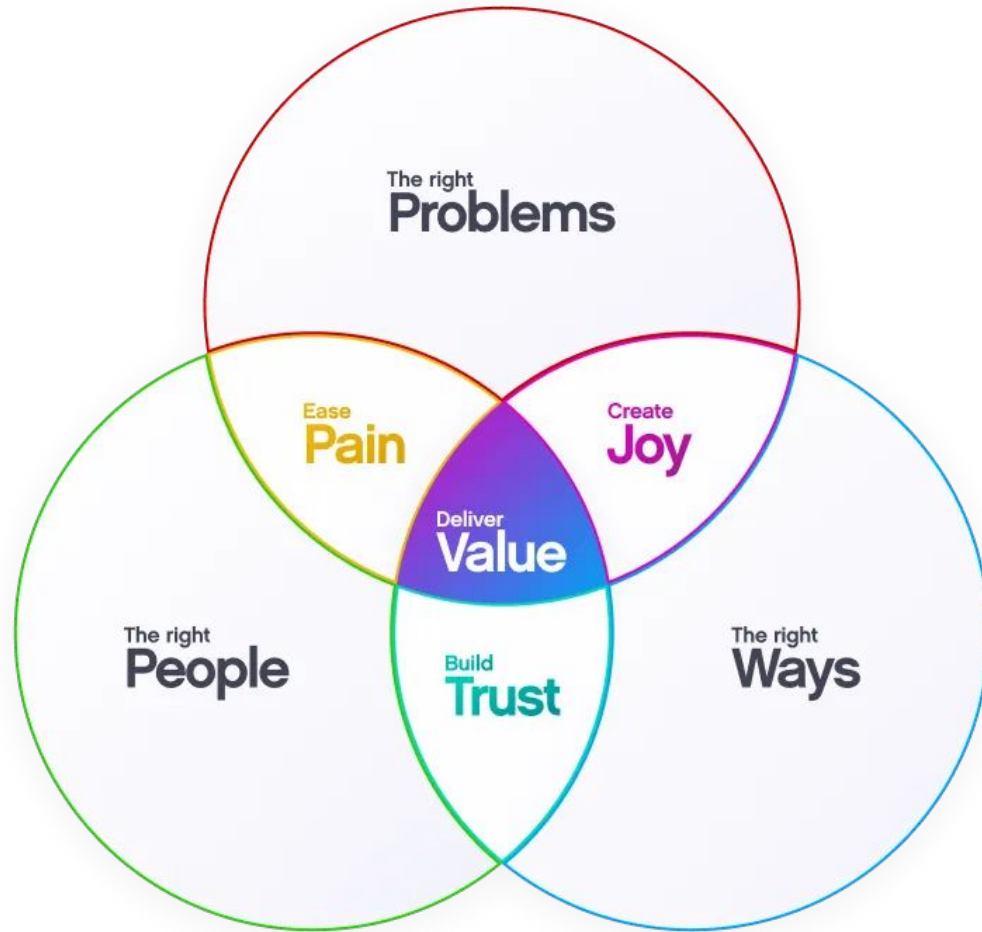
**100+ Million Users**

**One Goal...**



Make second  hand  
first choice worldwide

Vinted does NOT have a loyalty program, but that doesn't mean we don't create loyalty in other ways



Creating Value/Loyalty:  
Reducing Friction  
+  
Empowering Users

What we'll talk about today

Reducing Friction

Empowering Users

The Local/Global Approach

Closing Thoughts

# Reducing Friction

What you hear from users:



**I want to  
earn as  
much as  
possible**

**I want to sell  
quickly**

**Why doesn't Vinted  
have X item!!**

**...or in this case my girlfriend**

# Challenge #1

## Identifying Signals



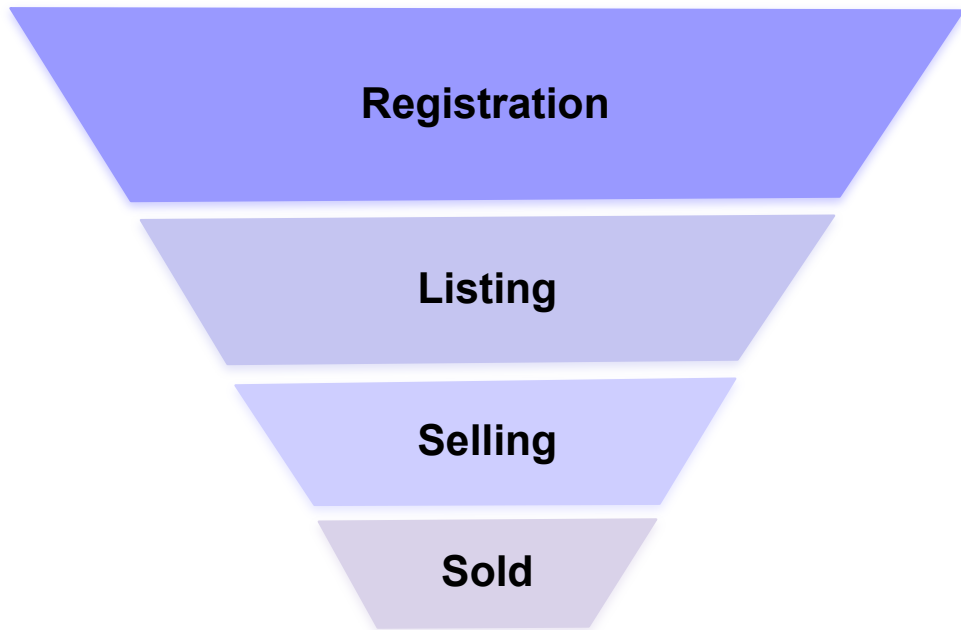
# Challenge #2

## Defining User Problems

"I'm unclear on the platform requirements"

"I'm not sure what details I should include in my listing"

"I want to set a price that balances speed and earnings"



# Challenge #3

## Designing Solutions





### Upload at least 3 photos

Images with natural lighting work best. Clear photos mean fewer questions from buyers, and faster sales.



### Write a detailed description

Help your buyer by adding measurements and other useful info to the listing.



### Set a reasonable price

A good deal often sells faster. You'll get pricing hints based on similar items.



### First impressions matter

Show the whole item in the first picture to stop buyers from scrolling past it.



### Leave bad lighting in the past

Daylight and a neutral background help show your item's true colours.



### Show off how it works

Try on fashion items, show electronics in action, snap homeware pieces in position. It helps potential buyers make a decision.



Quality listings can improve your chances of selling items. Review and update the remaining 28 items in your wardrobe to clear them out.

Some tips from us:

📱 Try refreshing your photos with quality ones that show off your item.

💡 Could you rework the item description? Make sure buyers have all the info they need to hit "Buy now".

🏷️ Review your price: are you still offering a great deal?

A few quick updates could make a big difference. Happy selling!



[Update now](#)

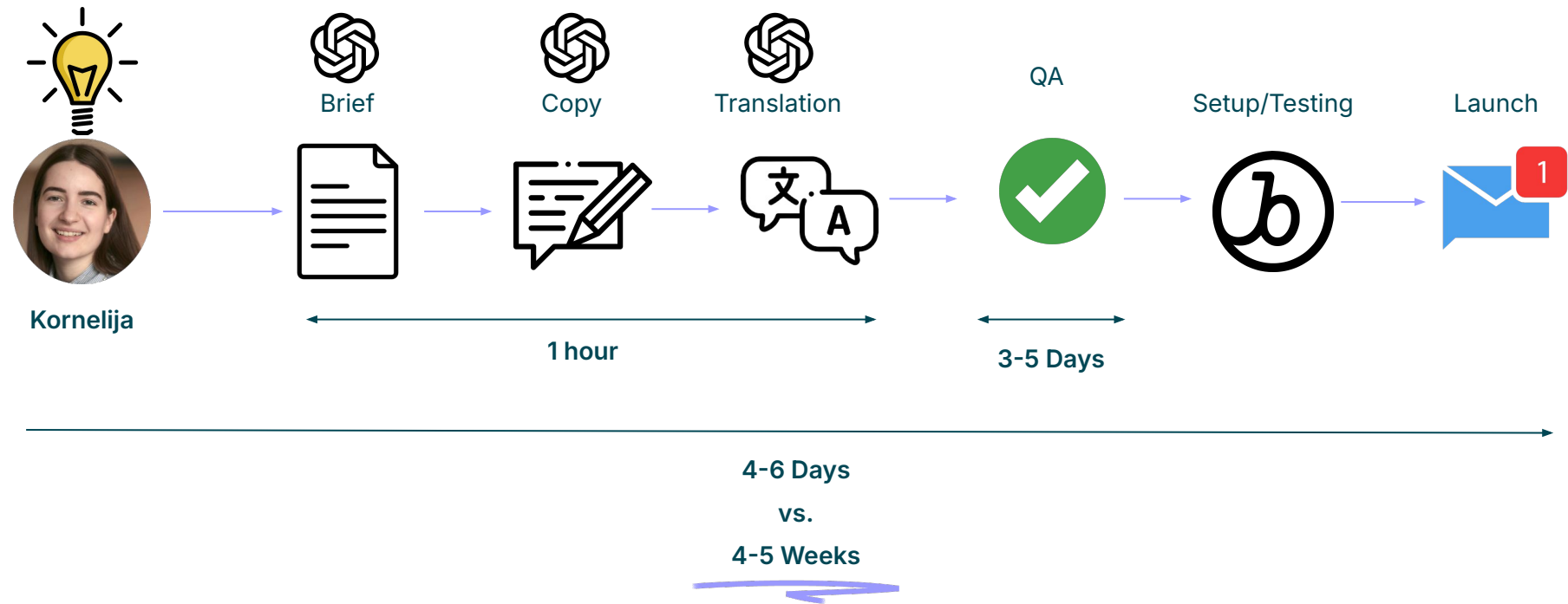
First Listing

Item Photos

Unsold Items

Obligatory AI Mention

# Improving content creation velocity



# Improving multi-variate testing



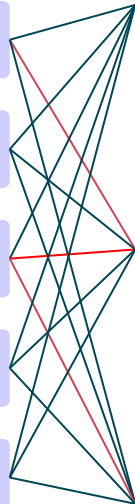
Earn from your electronics

Find your tech a new home

Ready for a tech refresh

Elevate your tech game

Declutter and earn



Your pre-loved tech deserves a new home. List now and start earning

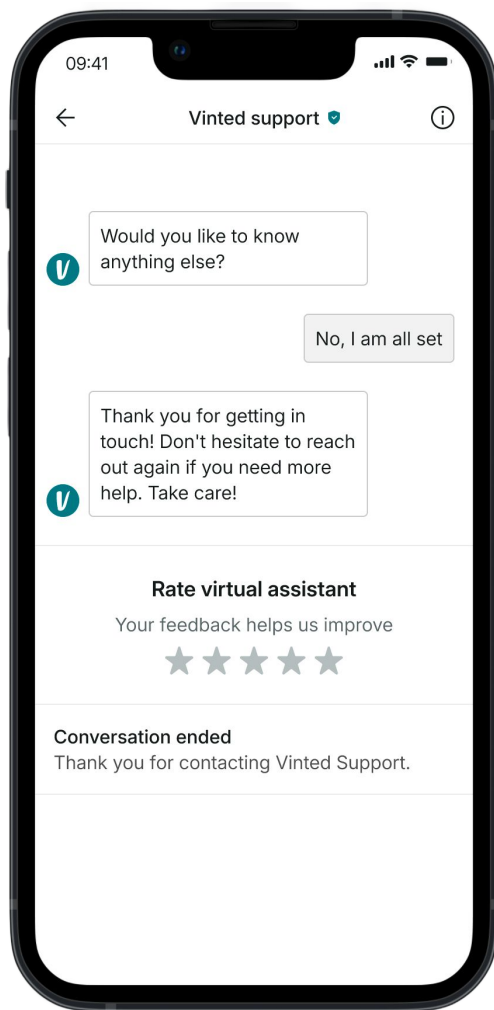
Free up space and earn money by listing your electronics now.

List your devices and make room for the latest tech

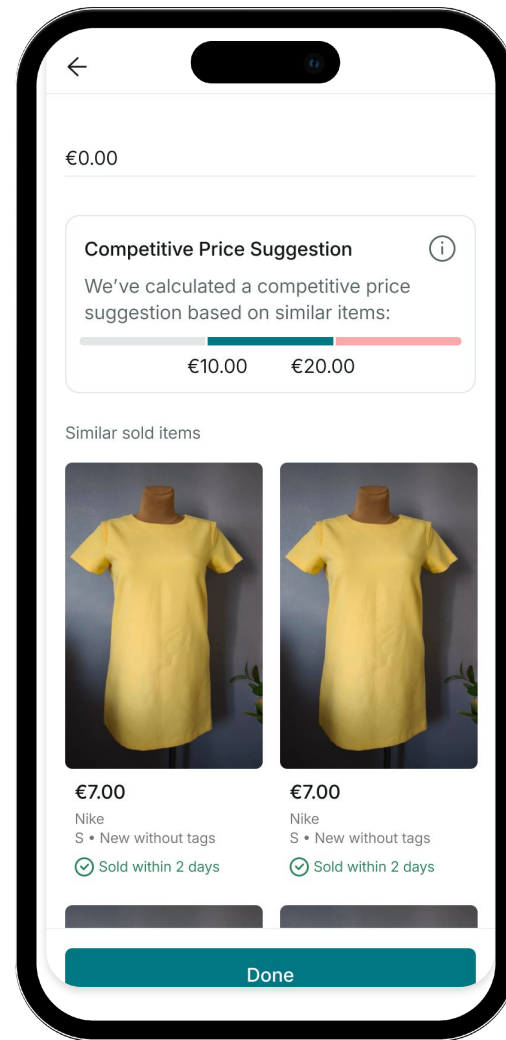


We saw a **17% uplift** in our key metric

## Conversational Chatbot



## Dynamic Pricing Recommendations



## Key learnings



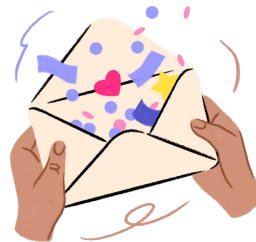
**Understand your users** before you design solutions for them



**Define user problems** - speak a common language across the company



**Design solutions across channels** - don't think in silos. Product and Marketing should work together!



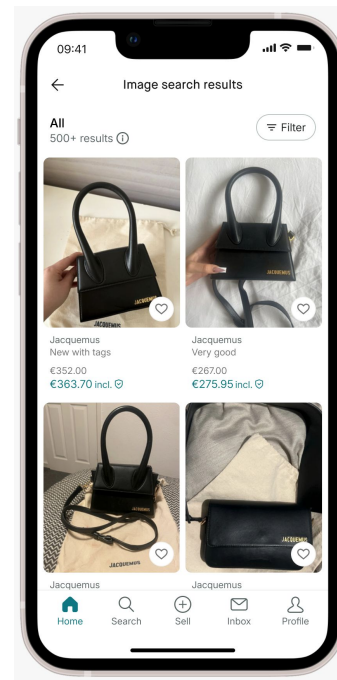
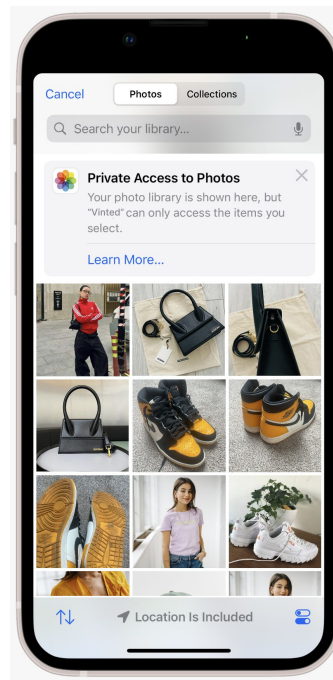
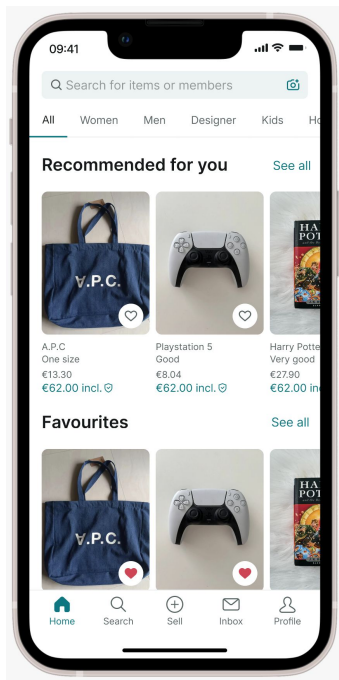
**Let AI be an enabler** - but make sure it has guardrails

# Empowering Users



**"Are you selling  
any of these  
Simpson  
watches on  
Vinted?"**

## Image Search - The feature my girlfriend has been bugging me about...





### Swatch Simpsons SO29Z134

39-42 mm · Very good · [Swatch](#)

€55.00

€58.45

Includes Buyer Protection

€140.38 in your Balance to use for purchases

|           |           |   |
|-----------|-----------|---|
| Brand     | Swatch    | : |
| Size      | 39-42 mm  | ⊙ |
| Condition | Very good | ⊙ |
| Colour    | Yellow    |   |



### Swatch The Simpson Tiding of Joy - SO28Z126

30-38 mm · New with tags · [Swatch](#)

€70.00

€74.20

Includes Buyer Protection

€140.38 in your Balance to use for purchases

|           |               |   |
|-----------|---------------|---|
| Brand     | Swatch        | : |
| Size      | 30-38 mm      | ⊙ |
| Condition | New with tags | ⊙ |
| Colour    | Blue, White   |   |
| Uploaded  | 2 weeks ago   |   |

Versione natale Simpsons

Christmas

Orologio No Tecnologia Swatch Pay!

Movimento al quarzo

[...more](#)

[Translate this](#)

Shipping from €4.85

Buy now

Make an offer



### Montre Swatch Simpsons Sweet Embrace

39-42 mm · New without tags · [Swatch](#)

€90.00

€95.20

Includes Buyer Protection

€140.38 in your Balance to use for purchases

|           |                  |
|-----------|------------------|
| Brand     | Swatch           |
| Size      | 39-42 mm         |
| Condition | New without tags |
| Material  | Rubber           |
| Colour    | Red, Coral       |
| Uploaded  | a week ago       |

Montre Swatch Simpsons "Sweet embrace"

Prix neuf sur [swatch.com](#) 110€

Revente: 90€

Quasiment jamais portée, comme neuve!

[...more](#)

[Translate this](#)

Shipping from €5.25

Buy now

166 Results!



What are you doing to  
empower your users?

**Figuring  
out when  
to buy it**

**Figuring out when to sell**

**Promoting  
your wardrobe**

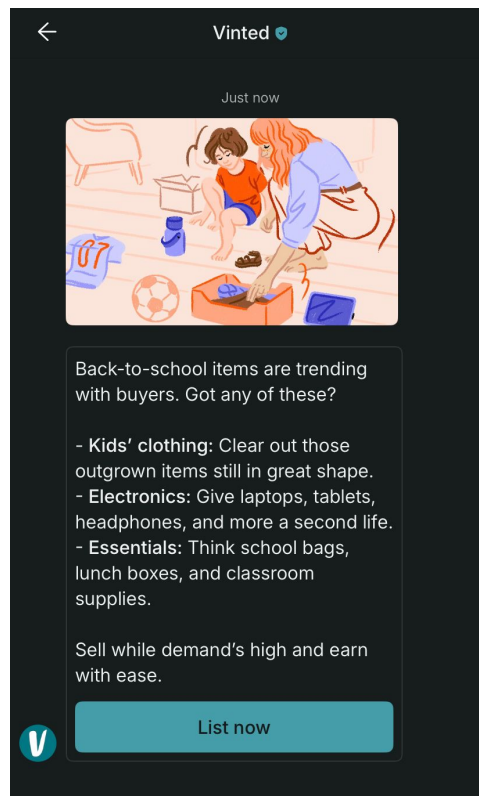
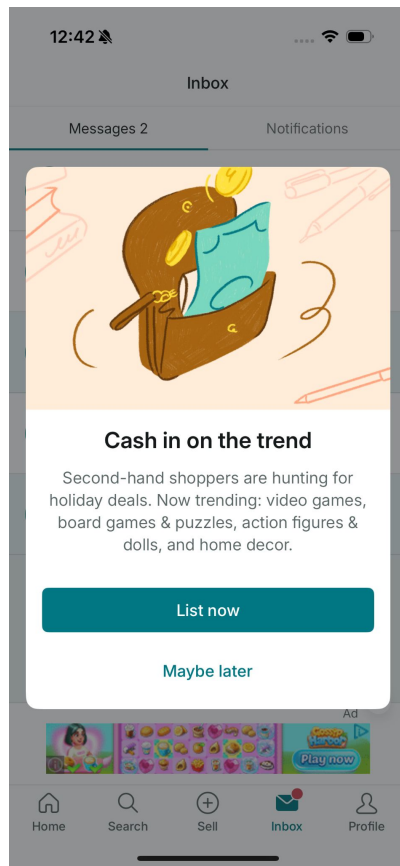
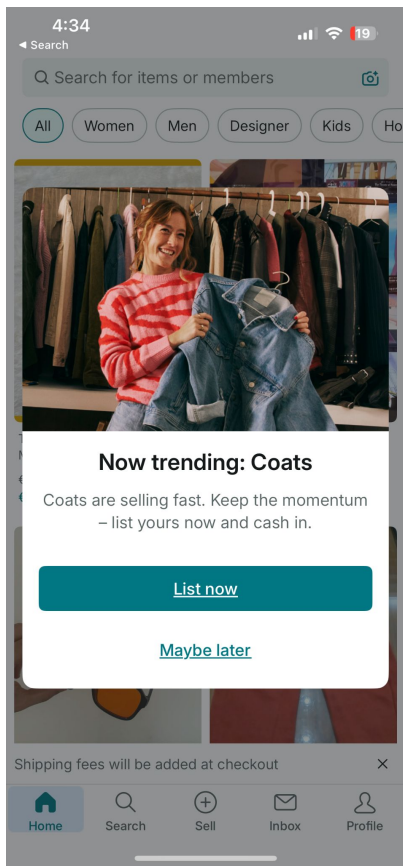
**Figuring out  
what to buy**

**Personalisation**

**Figuring  
out what  
to sell**

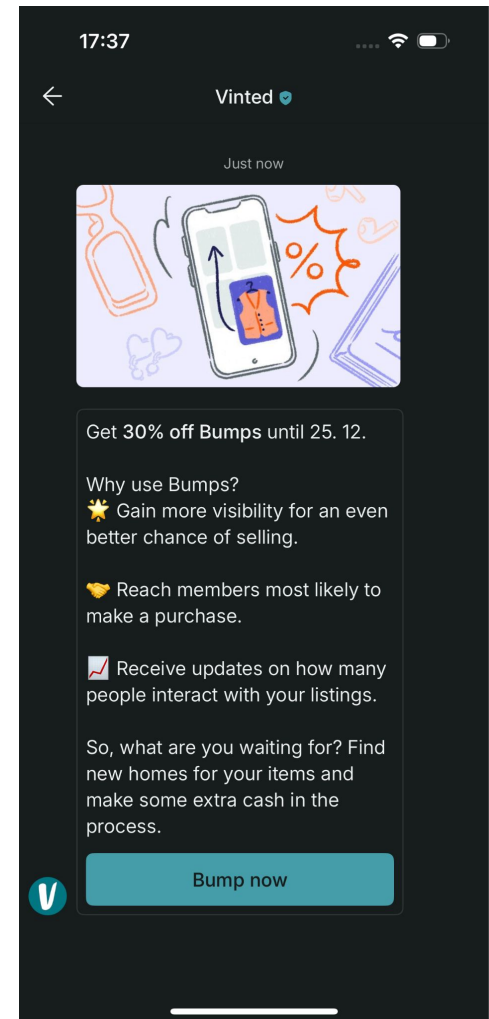
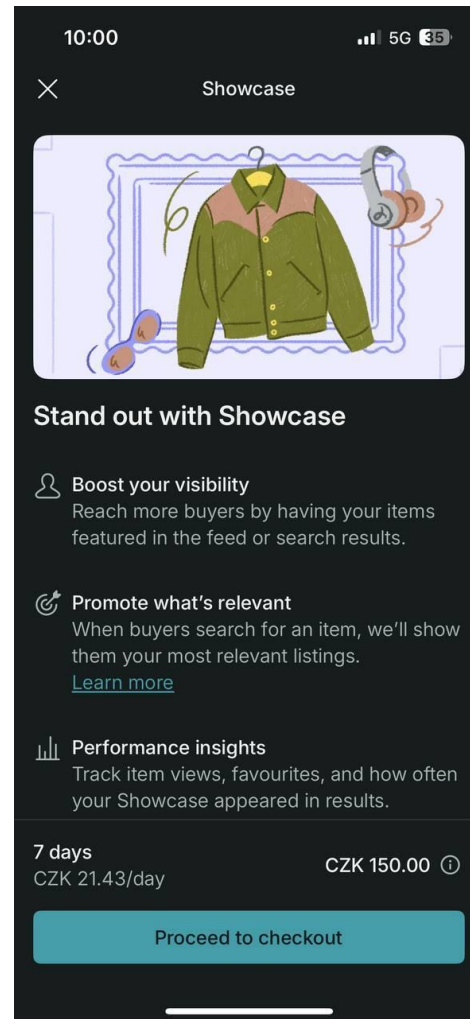
Make every interaction  
with Vinted more  
purposeful



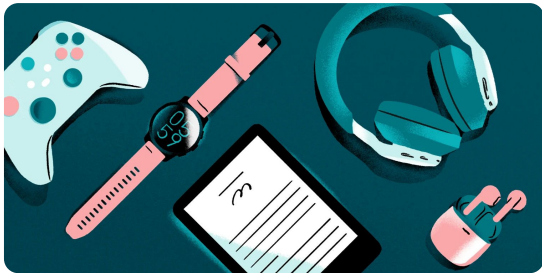


## Trending Items for Sellers

## Improving Visibility



## Even enhancing the value proposition of the platform!



Electronics



Sports



Home



Kids



Collectables



Furniture

## Category Insights

Vinted



### From retired tech to re-loved retro

Sell electronics on Vinted easily, safely, and without hassle. Keep 100% of what you earn and score extra space at home.

Here are some insights to take your selling game to the next level:

1. **Vinted is for video games.** Buyers search for everything from cherished Game Boys to the latest consoles.
2. **iPhone, Switch, and PS5 are the top-searched tech** by Vinted buyers. Time to list yours?
3. **Sundays** are the most popular shopping days. Upload before the weekend for the best chance to cash in.
4. **Time-travel throwbacks.** Retro tech is popular with buyers. Especially Game Boy, GameCube, and NES.

Sell your device and put your earnings towards your next upgrade.

List now

13:40



Vinted

Just now



Got books collecting dust? Whether it's a completed trilogy or a beloved author's collection, the more books you upload, the better your chances of selling.

Buyers often buy books in bundles. You can boost your earnings even more by **offering bundle discounts** in a few simple steps. [Learn how in our Help Centre.](#)

You get more shelf space, they save on shipping. It's a win-win.



List books

## Key learnings



Help your users discover how they can **get more out of your product**



Value has **different interpretations** depending on the user



Empowerment can happen in **big and small ways**



**Don't look at value creation in silos** - think of the total package

# The Power of the UK



Vinted

Just now



You can now sell and snap up [bicycles, e-bikes, and sports gear](#) on Vinted.

What's new?

- **More ways to trade.** Get a handle on your clutter and score summer savings.
- **Easy shipping.** Use [AnyVan](#) to send bulky items up to 200kg, with disassembled pieces up to 80kg. Plus, enjoy door-to-door delivery.

List your gear in minutes, sell fee-free, and stay safe with secure payments.

Read more



**New: Furniture  
on Vinted**

Read more

**Proving new categories**



# Thrift App Vinted Has an Eye on America's Secondhand Clothes

CEO Thomas Plantenga says the startup is pouring tens of millions of dollars into efforts to expand in the U.S. over the next few months

By *Aimee Look*

WSJ PRO Jan. 22, 2026 5:30 am ET



Share



Resize



Listen (2 min)



This is our third attempt at the US, which is similar to how it took us a few tries to crack the UK. But that's not the only connection these markets have...

The UK is now connected with  
the US, one of the biggest bets  
we're making at Vinted this year



**New: Shop &  
sell with UK  
members**

[Find out more](#)



**New: Shop &  
sell with US  
members**

[Find out more](#)

To go global, go local



aidan tanner

[FASHION](#) > [CELEBRITY STYLE](#)

## You Can Now Shop Paul Mescal's Actual 'Gladiator II' Press Tour Wardrobe

Vinted is giving us the gift of quite literally cosying up with the actor this Christmas.

BY [CLEMENTINA JACKSON](#) UPDATED: 10 DECEMBER 2024

## 7. Hades Wool Narcissus Cardigan



Price: £299.95  
[www.vinted.co.uk](https://www.vinted.co.uk)

VIEW OFFER →



CREDIT: ANTON GOTTLÖB FOR VINTED

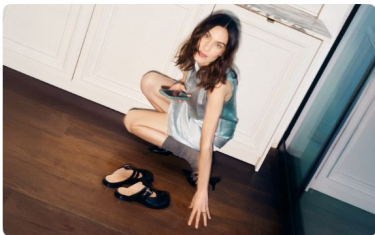
FASHION

## Alexa Chung is partnering with Vinted – here's how you can shop her personal wardrobe via the app

BY AMY BEECHAM 22 APRIL 2025



Just now



Hi madeleineuk8,

Alexa Chung is opening her designer wardrobe to members like you. Explore her hand-picked pieces and snap them up when they go on sale.

Why you'll love it:

👛 Shop luxury finds from a fashion icon.

💎 Get inspired by Alexa's signature style.

🔍 Pick up tips for selling designer gems.

Spot your favourites and follow her wardrobe to shop the drop first.

Read more

13:22

Q Search for items or members

All Women Men Designer Kids Home



Hermès  
7 - New with tags  
£850.00  
£875.50 incl. Ⓜ



Explore  
Alexa Chung's  
wardrobe

Find out more



5



10



Home



Search



Sell



Inbox



Profile

17:37

Listings

Reviews

About



alexachung

★★★★★

24 reviews

Frequent Uploads

✉ Email

📍 London, United Kingdom

👤 37493 followers, 0 following

Sale starts in:

11  
days

2  
hours

22  
mins

20  
sec



Shop when the sale starts. Follow alexachung for more.

Purchase only possible when sale starts. [Learn more](#)

Follow alexachung

45 items

Filter



Home



Search



Sell



Inbox



Profile



Our approach in the UK  
is vibrant, fun and more  
interactive than other  
countries







OXFAM



OXFAM x

*Vinted*

STYLE FOR CHANGE 2025



OXFAM

STYLE  
FOR  
CHANGE

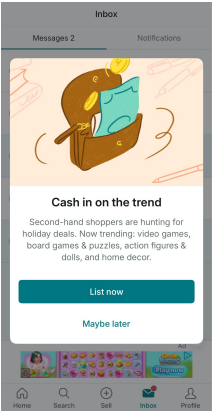
# STYLE FOR CHANGE OXFAM x VINTED SHOW

**One trusted brand. Local  
relevance, everywhere.**

# Closing Thoughts

1. Identify Signals
2. Define Problems
3. Design Solutions

# Create different kinds of value across the customer lifecycle



New User



### Upload at least 3 photos

Images with natural lighting work best. Clear photos mean fewer questions from buyers, and faster sales.



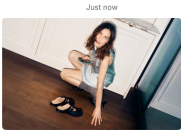
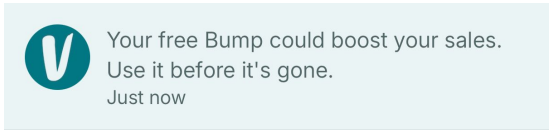
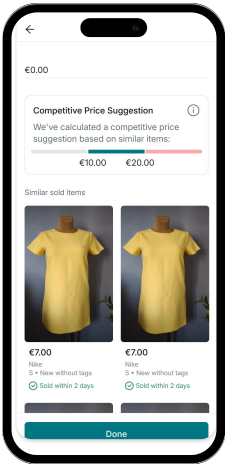
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Spot your favourites and follow her wardrobe to shop the drop first.



Read more



How will you create  
value for your users?

A person with long, dark, wavy hair is seen from behind, looking out a window. The window has a grid pattern and shows a blurred view of the outside world. The person is wearing a light-colored, possibly white, top. The overall mood is contemplative and serene.

# Thank you!

*Vinted*