

Seminarios Miércoles del exportador

Principales plataformas de eCommerce para tu negocio de exportación

Lima, 19 de noviembre de 2025



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Intro



+ LAP: eCommerce Transfronterizo

Lap Global es una plataforma tecnológica encargada de llevar a marcas a vender en marketplaces globales como Amazon, Ebay, Walmart.com, Mercado Libre, entre otras.

Actualmente contamos con más de 400 clientes y están integrados a más de 20 marketplaces de Norte América, Europa y Latinoamérica.

Desde (país de origen):

- Chile
- México
- Colombia
- Brasil
- Ecuador
- USA
- Perú / Uruguay



Hacia (país de destino):

- USA / Canada
- México
- Chile
- Colombia
- Brasil
- Perú
- Europa (Es, Al, Fr, It, UK)

+ Conceptos Claves

1. E-commerce vs. Marketplace

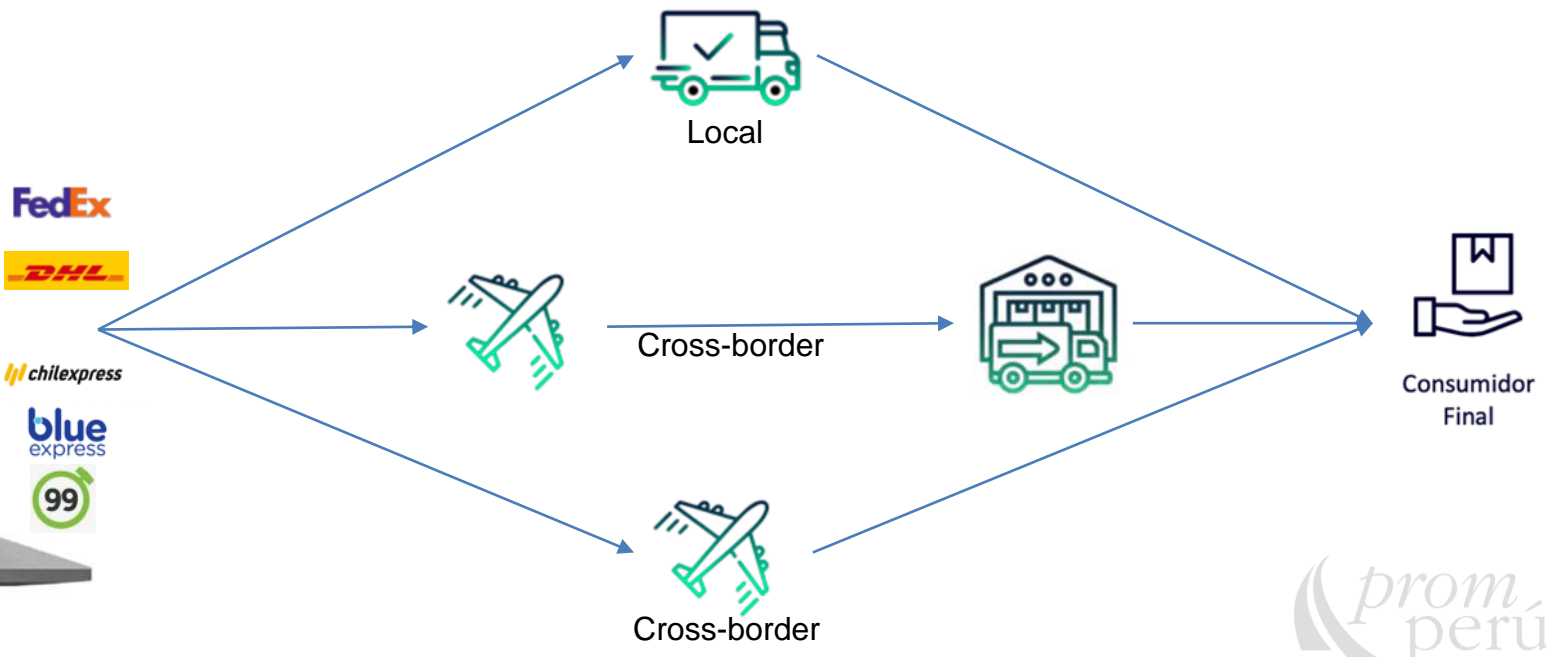
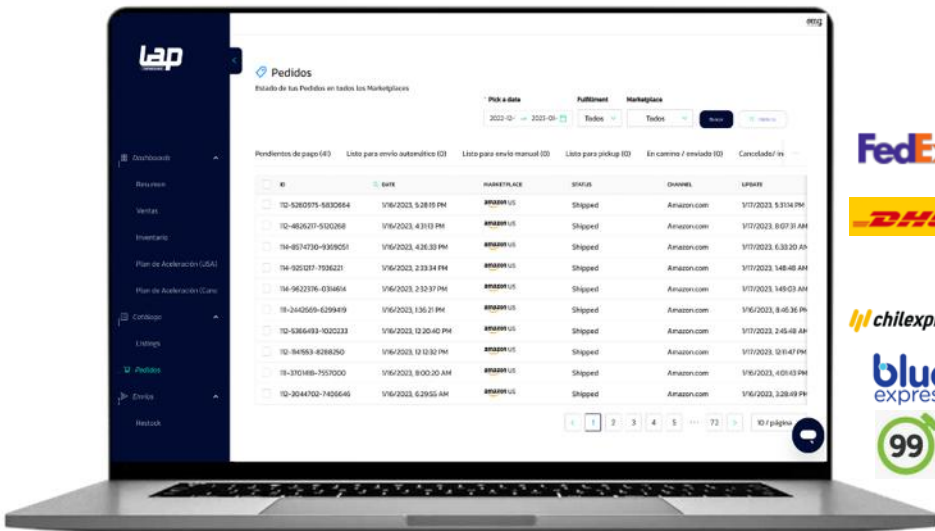
2. Inventario en origen vs. Inventario en destino

3. B2B vs. B2C

+ 1. eCommerce vs. Marketplace



+ 2. Inventario en origen vs. inventario en destino



+ 3. B2C vs. B2B

B2C e-commerce / marketplace



- amazon
- ebay
- sears marketplace
- AliExpress
- Etsy
- Walmart Marketplace
- Rakuten

B2B e-commerce / marketplace



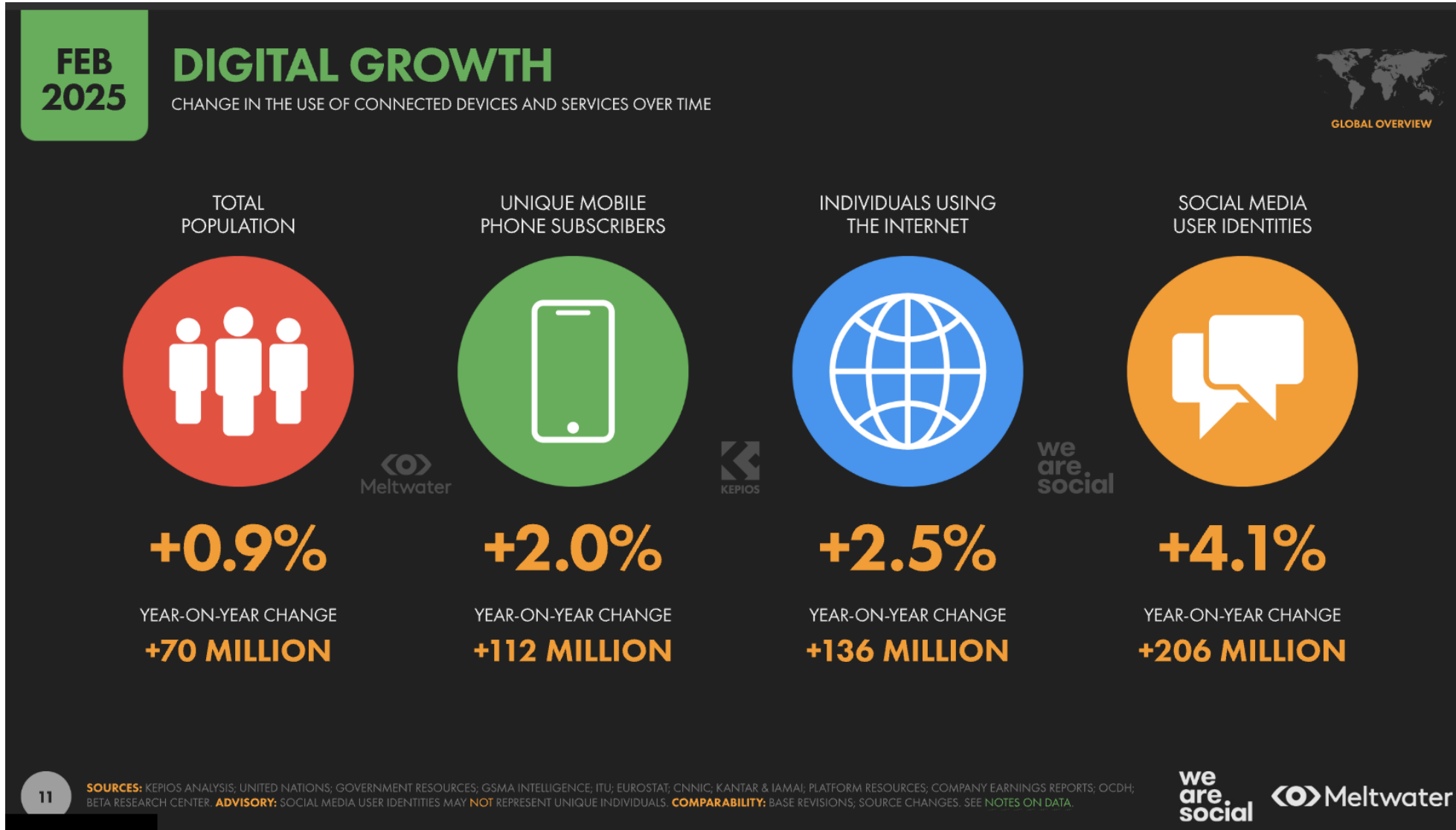
- amazon business
- Alibaba.com
- global sources
- Upwork



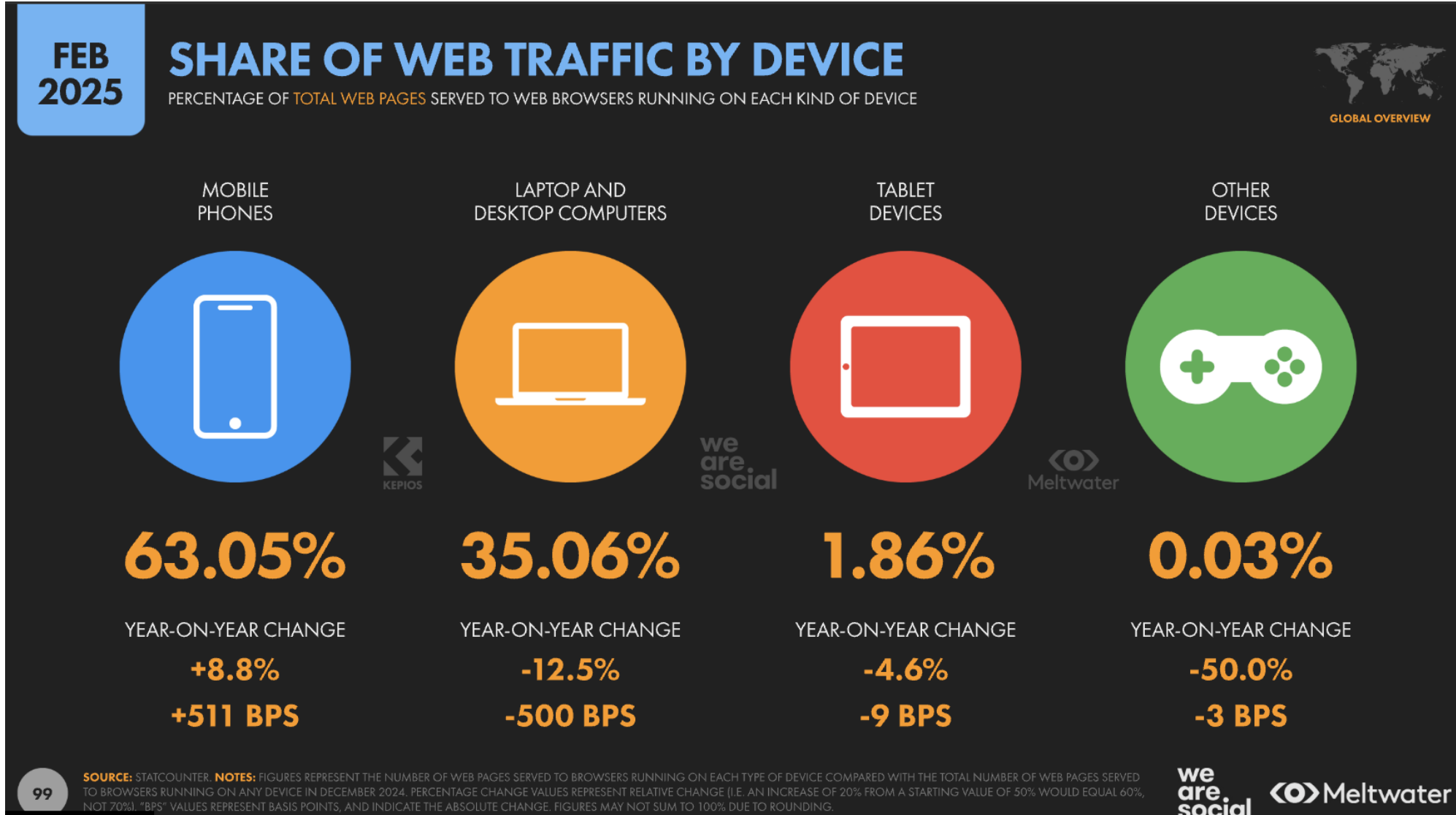
2 Panorama del eCommerce Global



+ Crecimiento Digital



+ Crecimiento Digital

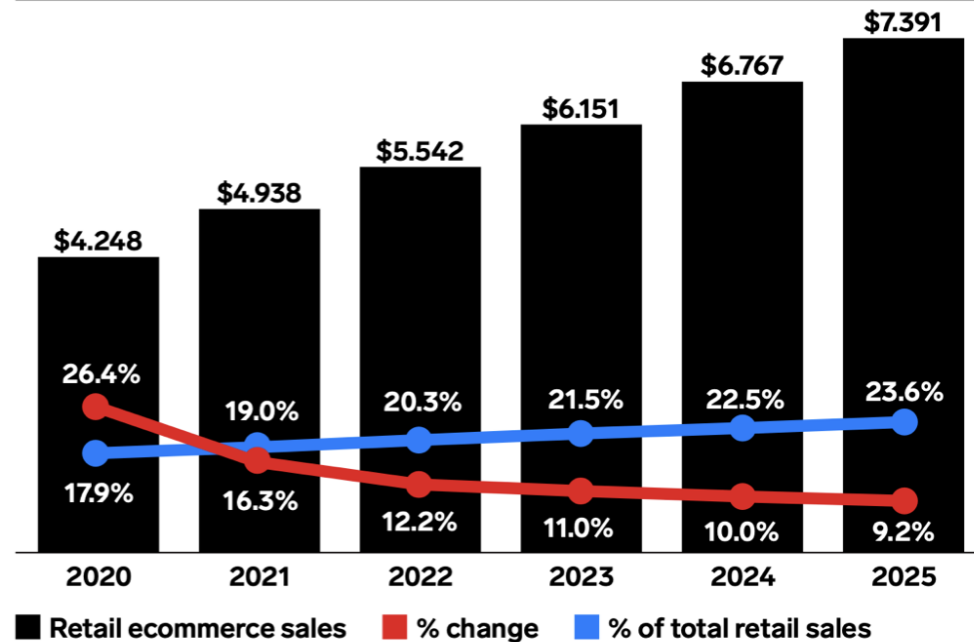


+ Crecimiento Digital



+ Tendencias e-commerce global

Retail Ecommerce Sales Worldwide, 2020-2025
trillions, % change, and % of total retail sales



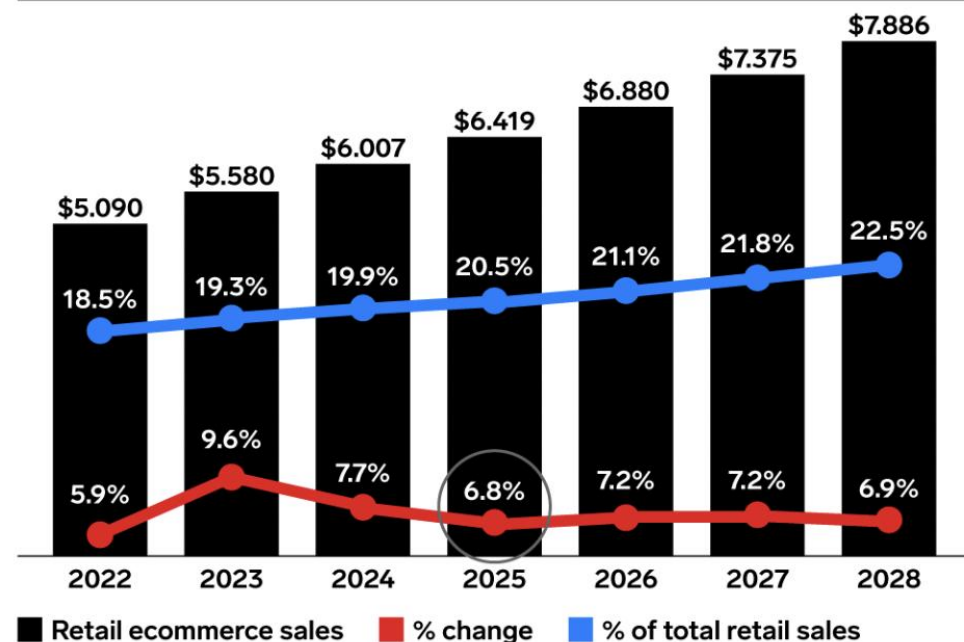
Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: eMarketer, Jan 2022

272408

eMarketer | InsiderIntelligence.com

Worldwide Ecommerce Sales Growth Will Dip Slightly in 2025, Mostly Due to Softness in China
trillions in retail ecommerce sales worldwide, % change, and % of total retail sales, 2022-2028



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

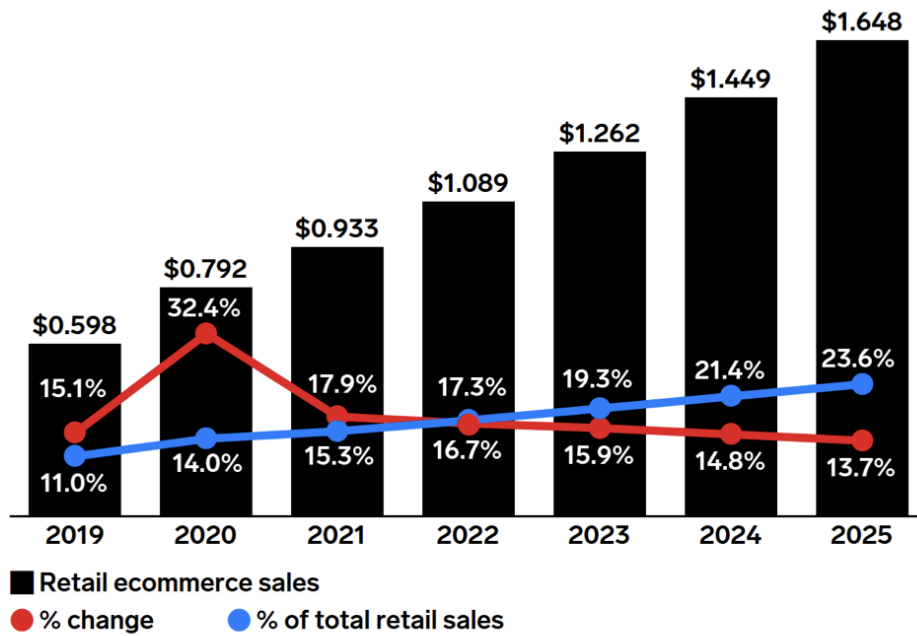
Source: EMARKETER Forecast, Feb 2025

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EM | EMARKETER

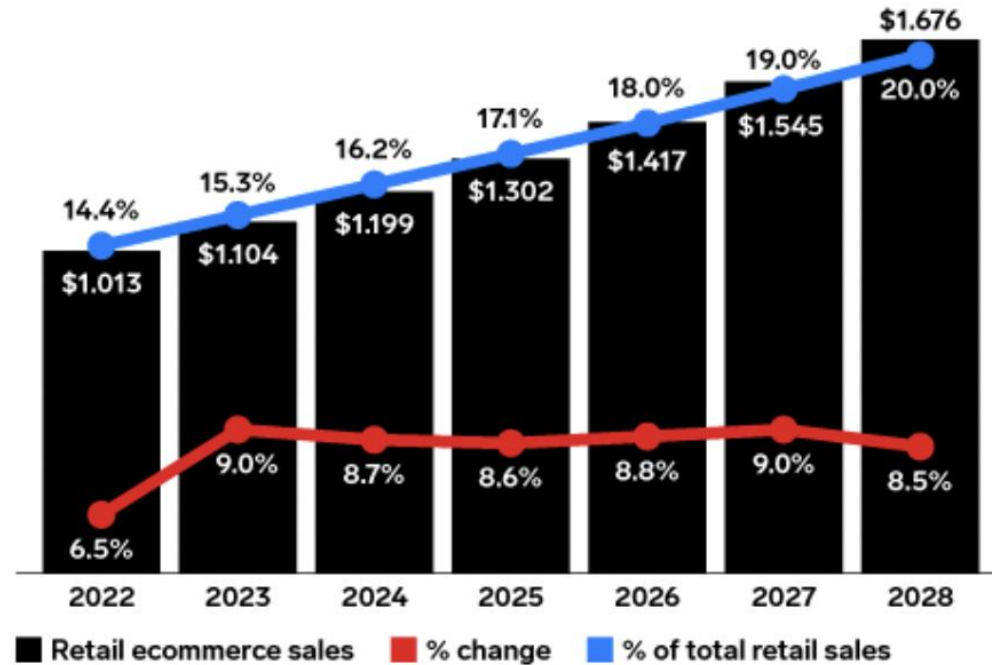
+ Tendencias e-commerce en USA

Retail Ecommerce Sales in the US, 2019-2025
trillions, % change, and % of total retail sales



Note: 2019-2025 CAGR=18.4%; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales
 Source: eMarketer, May 2021

US Retail Ecommerce Sales, 2022-2028
trillions, % change, and % of total retail sales

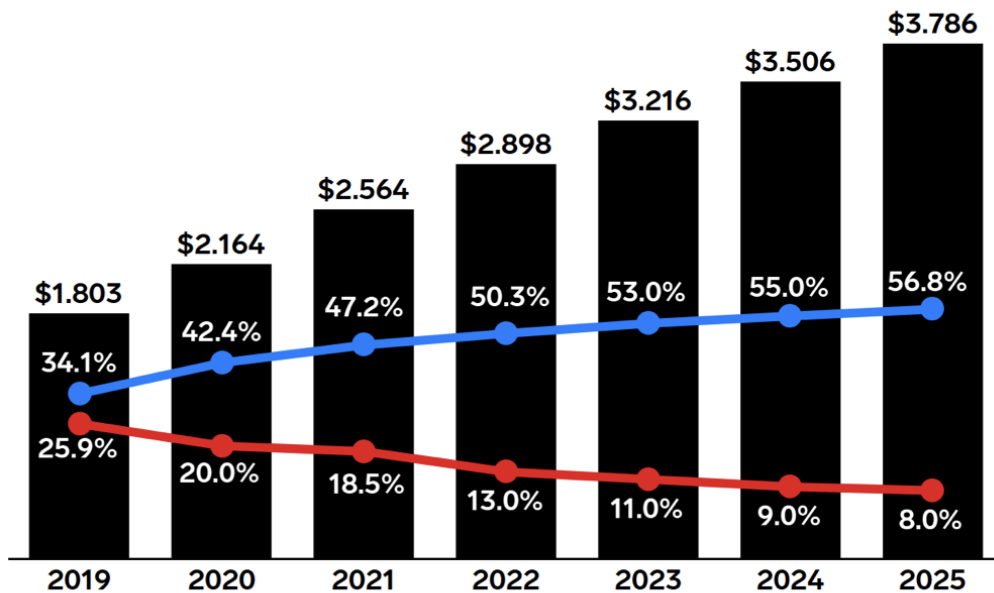


Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales
 Source: EMARKETER Forecast, July 2024

+ Tendencias e-commerce en China

Retail Ecommerce Sales in China, 2019-2025

trillions, % change, and % of total retail sales



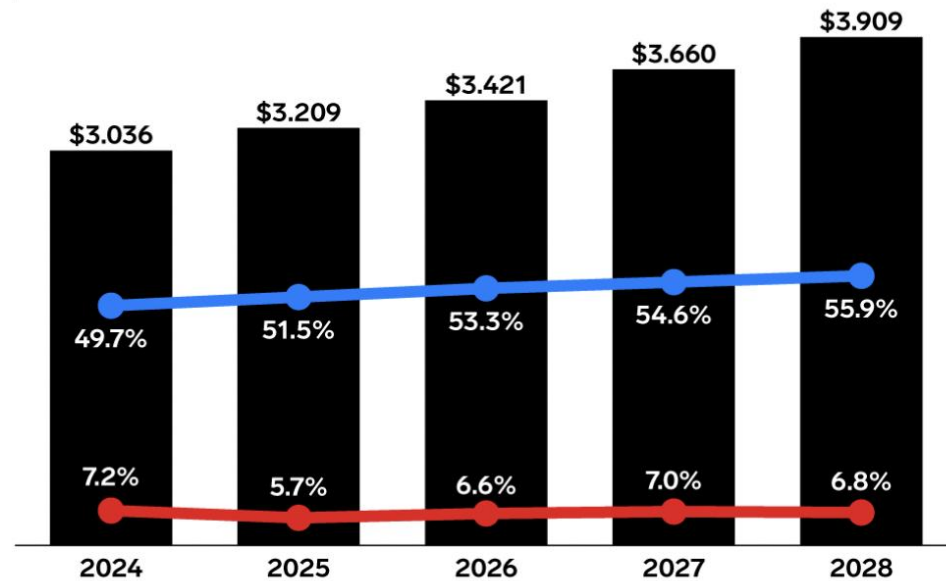
■ Retail ecommerce sales
● % change ● % of total retail sales

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes Hong Kong

Source: eMarketer, May 2021

Retail Ecommerce Sales Growth in China Will Slow Due to Economic Headwinds

trillions in retail ecommerce sales in China, % change, and % of total retail sales, 2024-2028



■ Retail ecommerce sales ● % change ● % of total retail sales

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales; excludes Hong Kong

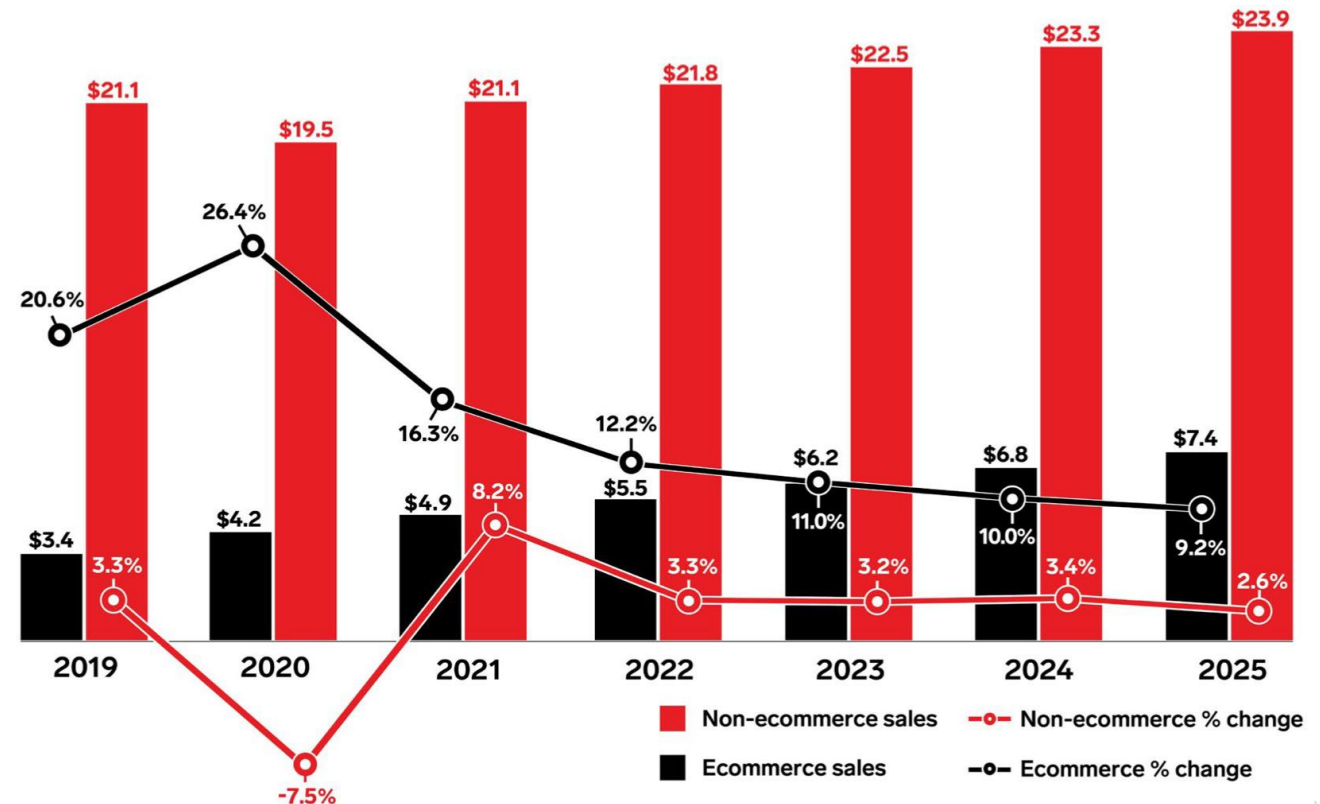
Source: EMARKETER Forecast, Feb 2025

+ Retail físico vs. e-commerce

Worldwide Retail Ecommerce vs. Non-Ecommerce Sales, 2019-2025
trillions and % change

La pandemia potenció las ventas de e-commerce en desmedro del retail físico

Se estima que el e-commerce seguirá creciendo a tasas x3 respecto al retail físico



+ Oportunidad del eCommerce transfronterizo



**E-COMMERCE
CROSS-BORDER**
DE LATAM AL MUNDO



Market size value in 2021: **USD 764.73 Billion**

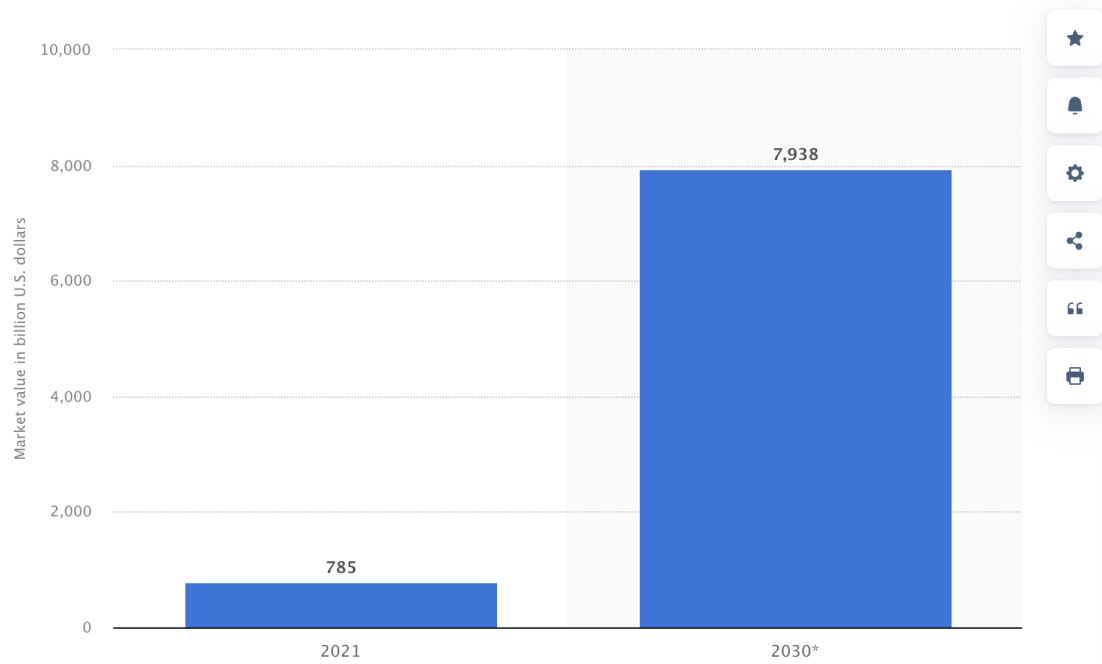
Revenue forecast in 2030: **USD 5,154.16 Billion**

26.2% CAGR (2022-2030)

MARKET PLAYERS	BY CATEGORY	BY PAYMENT METHOD	BY OFFERING	BY END-USER
<ul style="list-style-type: none"> Alibaba/AliExpress Amazon ASOS eBay iHerb Joom Lazada Pinduoduo Shein shopee Wish Zalando Zooplus 	<ul style="list-style-type: none"> Entertainment & Education Apparel & Accessories Consumer Electronics Home Furnishing Personal Care & Beauty Healthcare & Nutrition Footwear Food & Beverage Others 	<ul style="list-style-type: none"> Digital Wallets Credit/Debit Cards Internet Banking Others 	<ul style="list-style-type: none"> In-House Brands Assorted Brands 	<ul style="list-style-type: none"> Adults Teenagers/Millennial Senior Citizens Others

+ Oportunidad del eCommerce transfronterizo

Cross-border business-to-consumer (B2C) e-commerce market value worldwide in 2021 and 2030 (in billion U.S. dollars)

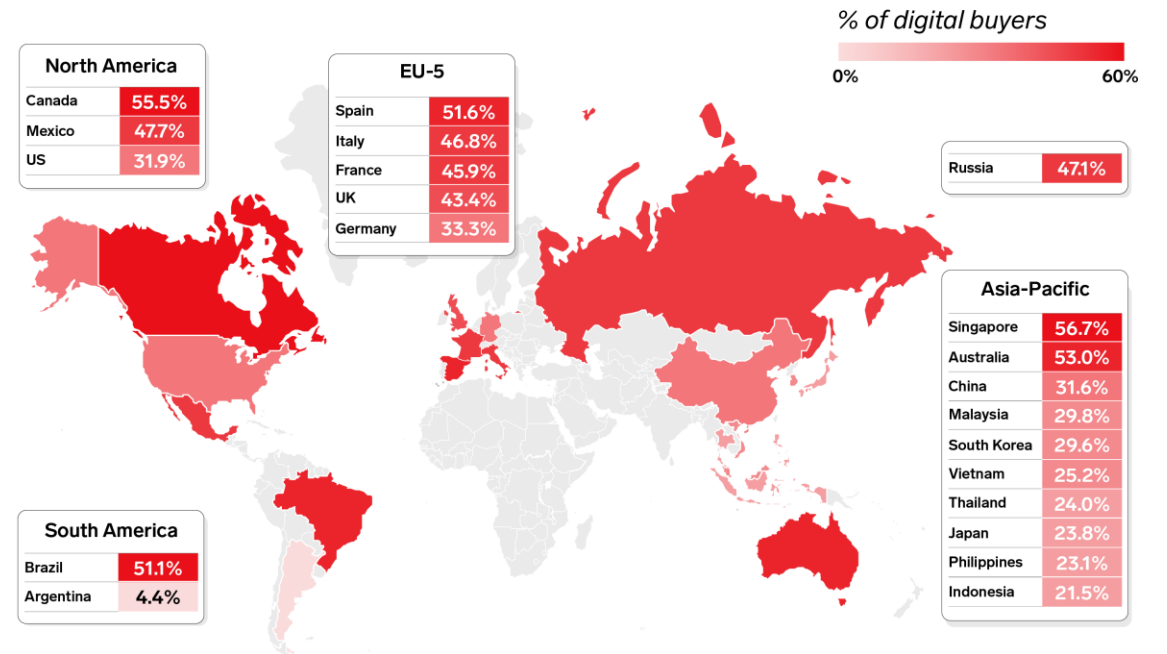


© Statista 2024

Show source

Additional Information

Cross-Border Retail Ecommerce Buyer Penetration, by Country, 2023



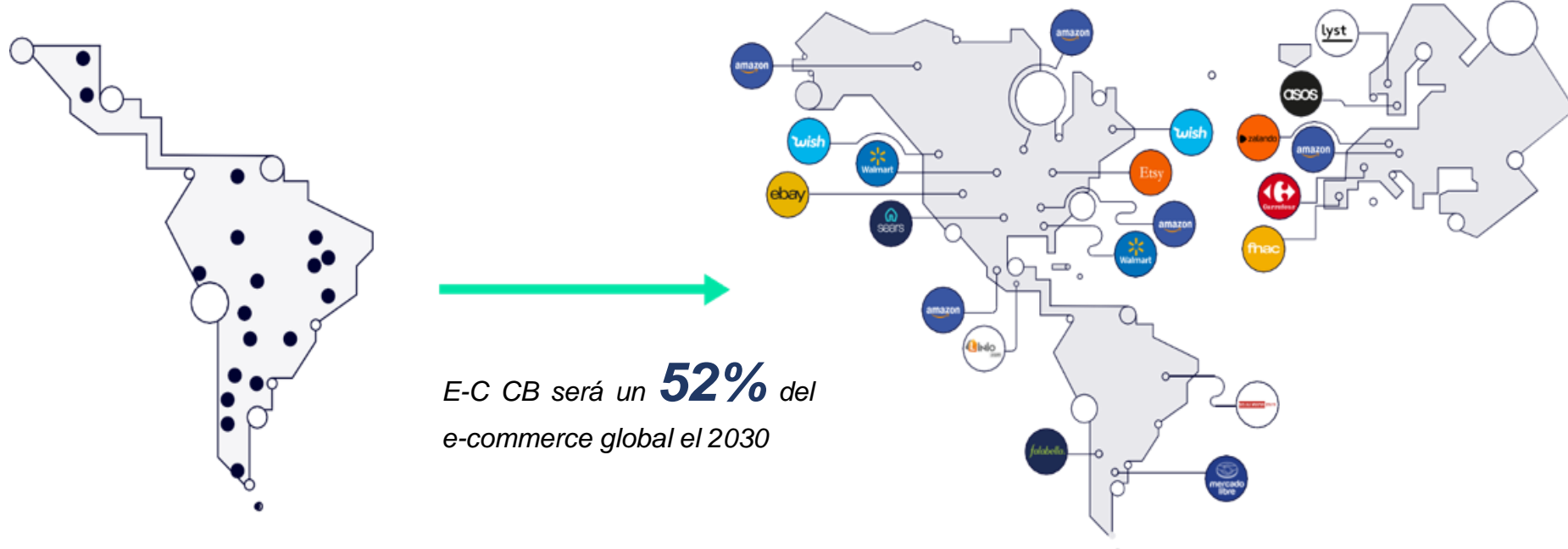
Note: ages 14+; internet users who have purchased goods online from a seller in a foreign country, either directly or through an intermediary (i.e., marketplace), at least once during the calendar year via any digital channel and device; excludes travel and event ticket sales, digital downloads, subscriptions, and other services
Source: eMarketer, January 2023

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INSIDER INTELLIGENCE | eMarketer

+ Oportunidad del eCommerce transfronterizo

- En 2024 el e-commerce cross-border explicó el 20% de las ventas globales de e-commerce
- Norte América, Europa y Latinoamérica: USD 380 Billions (50%)
- El e-commerce global crecerá a tasas promedio de 7% anual de aquí al 2030 y el retail físico un 3%
- El e-commerce cross-border crecerá a tasas promedio del 27% anual de aquí al 2030



+ ¿Qué esperar del e-commerce cross-border?

1

Internacionalización ágil y eficiente + digitalización

2

Exponer tus productos a compradores globales

3

Optimización logística (cross-border y última milla)

6

Ventaja competitiva para el presente (no futuro)

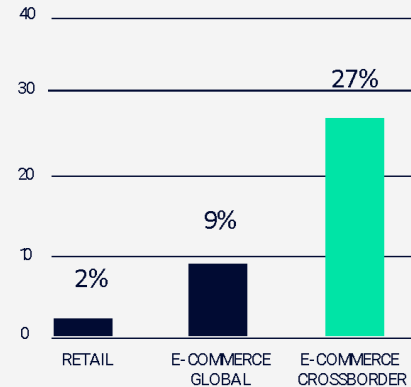
5

Experiencia y conocimientos (e-commerce cross-border)

4

Omnicanalidad y gestión de inventarios

PROYECCIÓN
CRECIMIENTO
CANALES DE
VENTA
2020-2030



Fuente: Market Research Analysis



Logística eCommerce



+ 1. Logística Cross-border



+ Incoterms más comunes

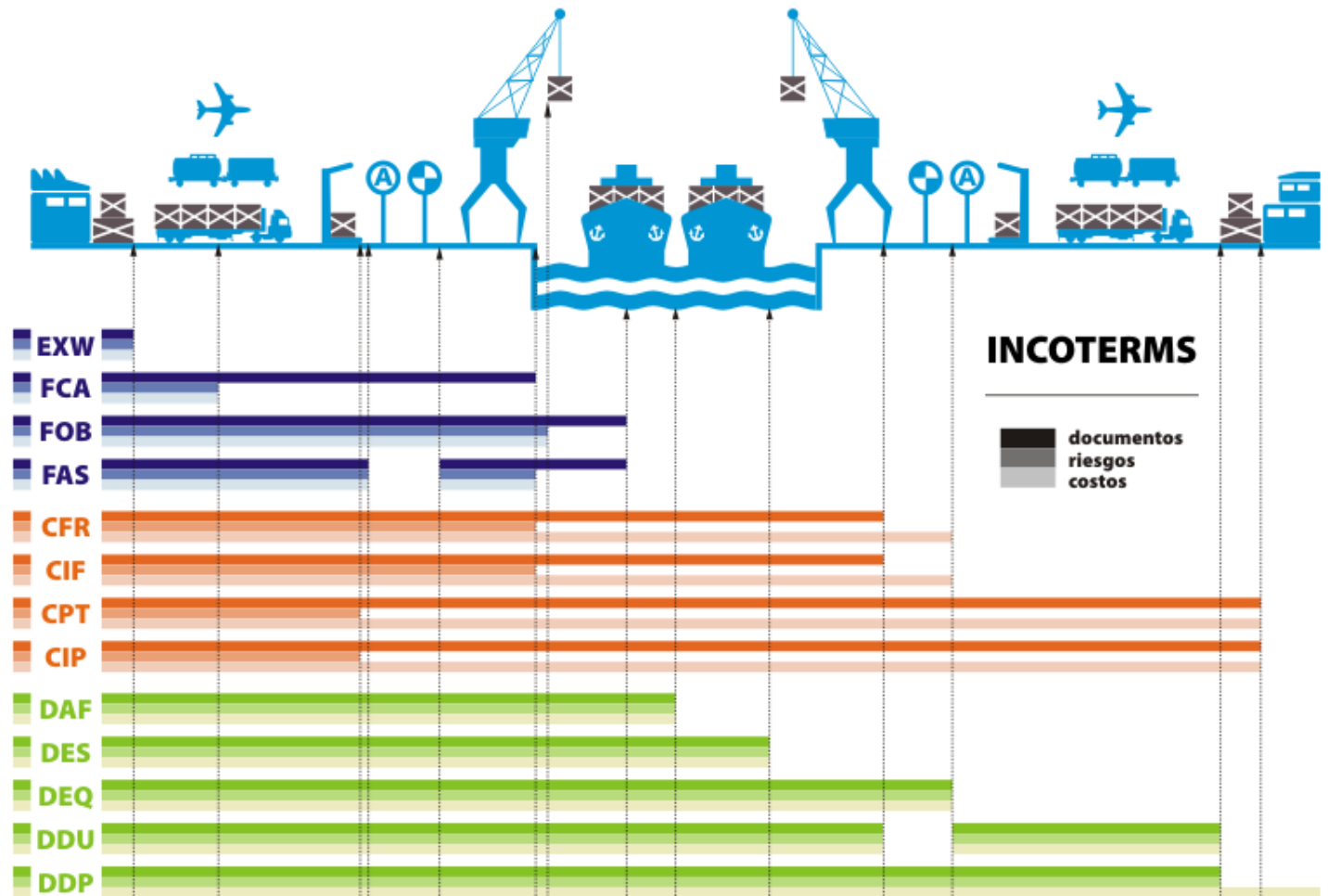
EXW: Exworks

FOB: Free on board

CIF: Cost, Insurance & Freight

+ Incoterms

Términos acordados entre las partes en un contrato de compraventa internacional de mercaderías acerca de las condiciones de entrega de las mercancías.



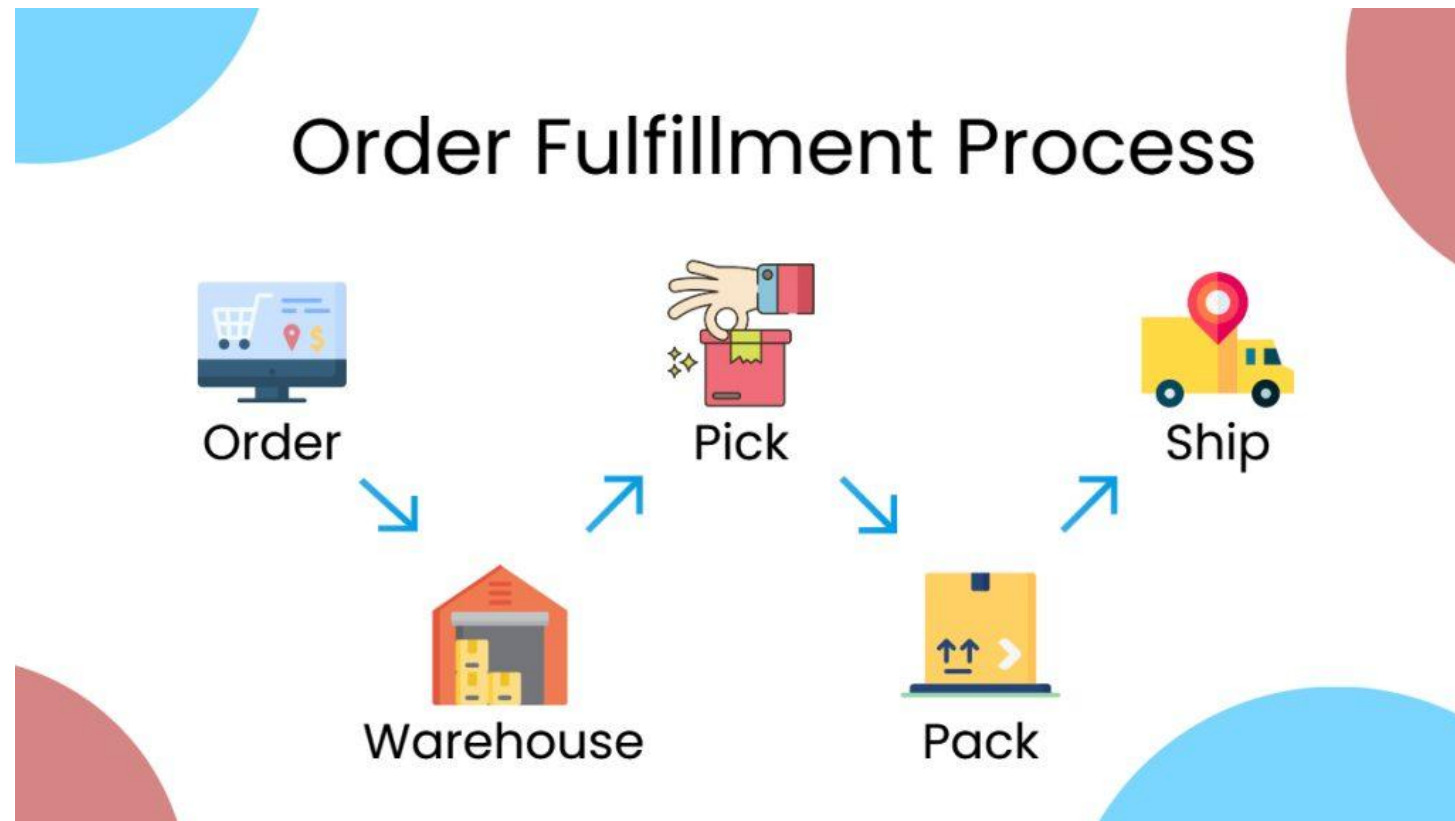
+ Aduanas

Legislación Aduanera: Conjunto de disposiciones legales y reglamentarias concernientes a la importación y exportación de mercancías

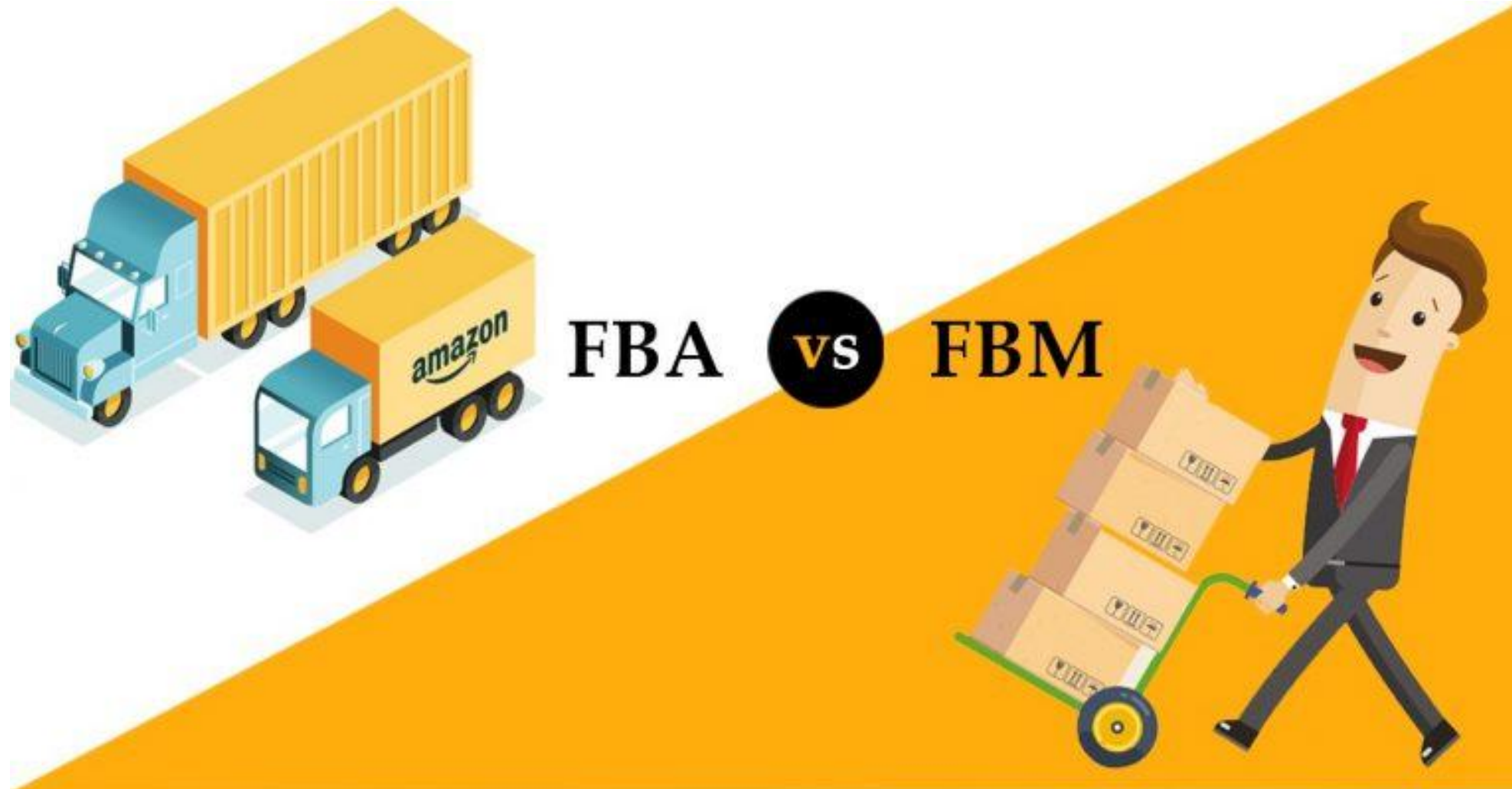


+ 2. Logística última milla

Todos los pasos que se realizan entre recibir una orden de compra y entregar el producto al cliente



+ Ejemplo Amazon



+ Ejemplo Amazon : FBA

fulfillment by amazon PROCESS



You Send Products to Amazon



Amazon Stores Your Products



Customers Purchase Your Products

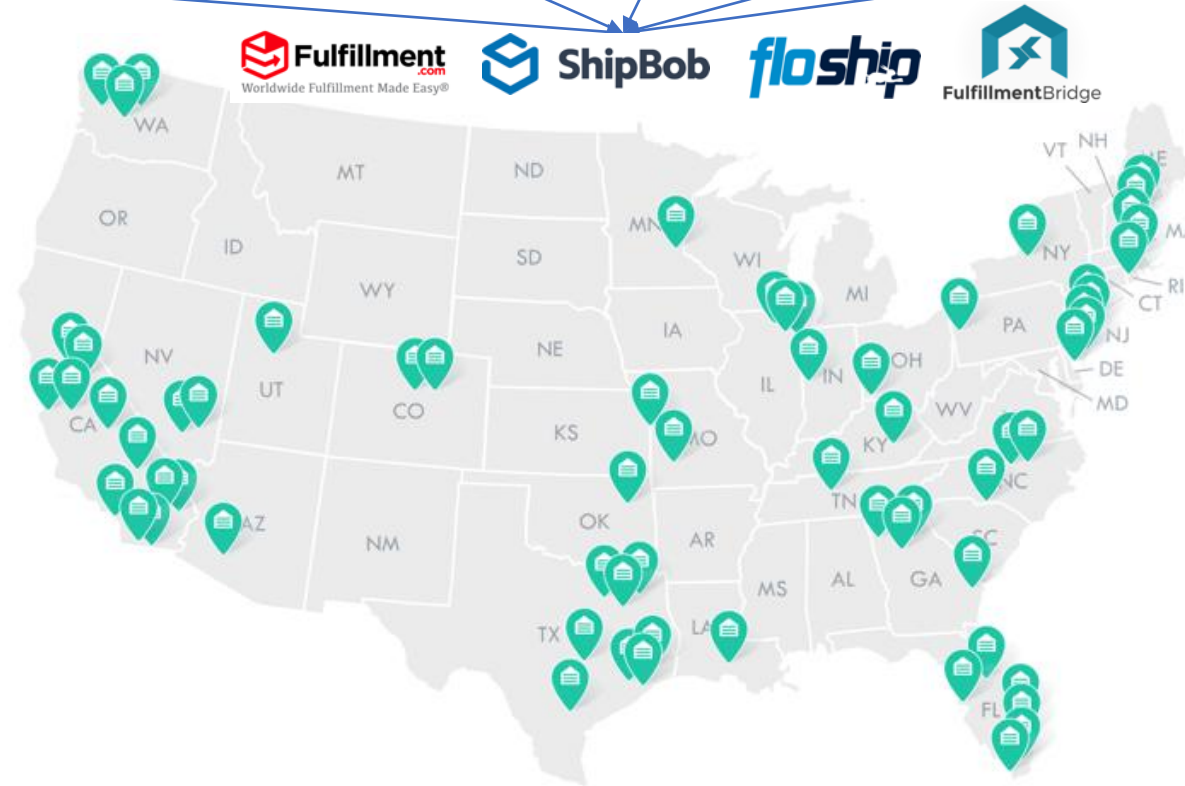


Amazon Picks and Packs Products



Amazon Ships Products to Customers

+ Ejemplo Amazon: FBM

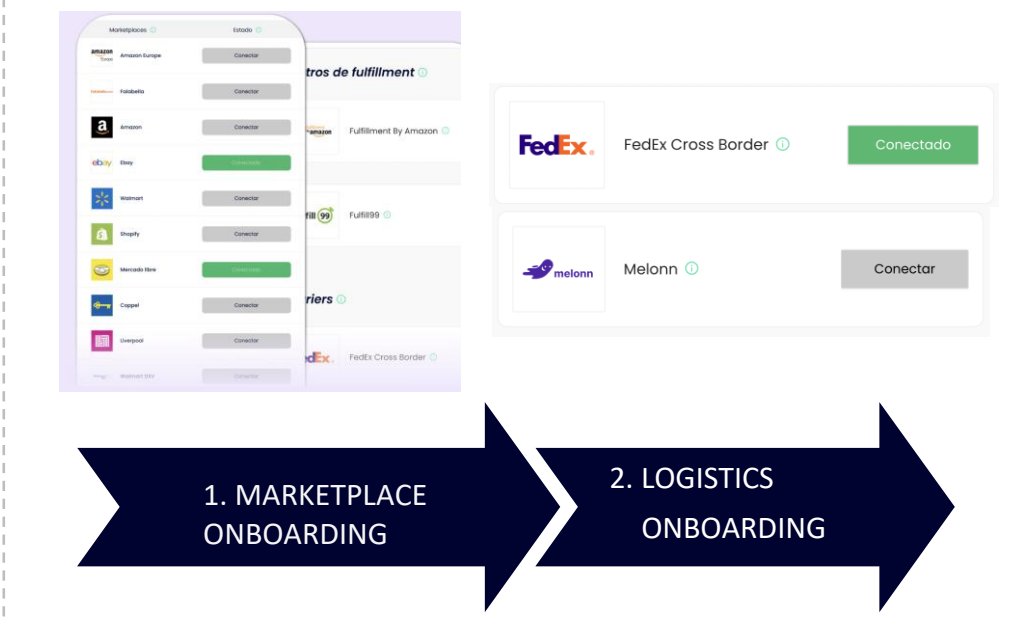




4 El Camino a Vender



+ Entonces... ¿cómo lo hacemos?



Creación de cuentas, integración de marketplaces, carga de listing, pricing, trademark, etc.

Integración de Fulfillments y Courriers, sync de inventario, estrategia omnicanal



Optimización de listings, gestión de Ads, reviews y respuestas a clientes, estrategia presupuesto

+ Pre-Export: Regulaciones de entrada



1. TLC

2. Registros

3. Requisitos Etiquetado

4. De-minimis

Country	Di-minimus In National Currency	in USD	in SDR	GEA Remarks
Canada	20 CAD	15	11	For shipments from US and Mexico (USMCA) de minimis for GST is 40 CAD; for duties it is 150 CAD
Mexico	50 USD	50	35	Duties and taxes. Except for products of difficult identification such as liquids, powder or pills or products with an import permit requirement
United Kingdom	135 GBP (Customs duties)	188	131	
United States	800 USD	800	560	
United Arab Emirates	270 USD	270	189	
Chile	30 USD	30	21	Only for postal shipments.

+ Pre-Export: Estudios de mercado



Helium 10 Search Volume

Amazon Suggestions	Search Volume	Related Keywords	Search Volume	Keywords After	Search Volume	Keywords Before	Search Volume	Smart Complete	Search Volume
olive oil organic	13,523 ↑	olive oil organic	13,523 ↑	olive oil	185,046 ↑	olive oil	185,046 ↑	castor oil	432,505 ↓
olive oil spray	11,160 ↑	olive oil extra virgin	6,803 ↓	olive oil dispenser	53,121 ↑	extra virgin olive oil	20,087 ↑	essential oils	229,788 ↑
olive oil extra virgin	6,803 ↓	avocado oil	64,378 ↓	olive oil organic	13,523 ↑	graza olive oil	8,549 ↓	fish oil	185,237 ↑
olive oil dispenser	53,121 ↑	olive oil dispenser bottle	3,453 ↓	olive oil sprayer	11,852 ↑	sardines in olive oil	6,036 ↓	black seed oil	170,250 ↓
olive oil sprayer	11,852 ↑	coconut oil	110,205 ↓	olive oil spray	11,160 ↑	organic olive oil	4,945 ↑	rosemary oil	170,237 ↓
olive oil cooking	3,150 ↑	olive oil for hair	3,268 ↓	olive oil pouer	11,141 ↑	california olive oil	2,566 ↓	jamaican black casto...	170,237 ↑
olive oil bottle	5,736 ↑			olive oil extra virgin	6,803 ↓	partanna extra virgin ol...	2,446 ↑	hair oil	157,375 ↑
olive oil soap	4,958 ↓			olive oil bottle	5,736 ↑	brightland olive oil	2,411 ↓	castor oil cold pressed	156,963 ↑
olive oil pouer	11,141 ↑			olive oil soap	4,958 ↓	garlic olive oil	2,407 ↓	bio oil	156,946 ↓
				olive oil spray bottle	4,357 ↓	greek olive oil	2,269 ↑	beard oil	156,789 ↑

Search Volume: 185,046 | Search Volume Trend: 12% ↑ | Competing Products: >4,000 | Title Density: 48

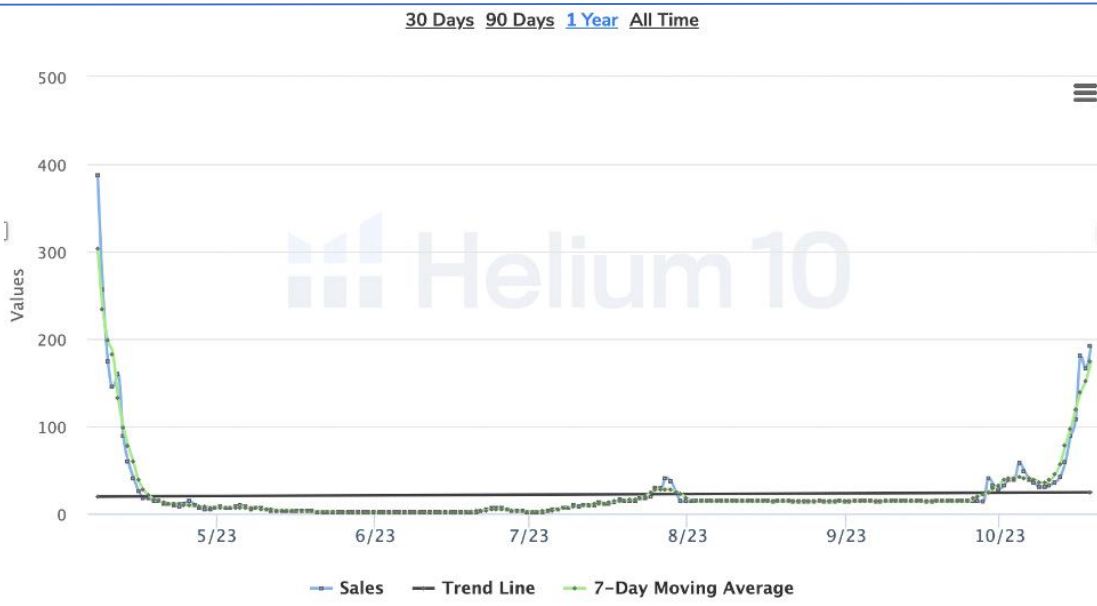
[See All Related Keywords](#) [Add to My List](#) [Export Data...](#)

Search volume: 1,675

TOTAL REVENUE	AVERAGE REVENUE	AVERAGE PRICE	AVERAGE BSR	AVERAGE REVIEWS
\$17,026,064	\$395,955	\$52	40,299	8,895

Rows Selected: 0 [Run Cerebro](#) [Run Listing Analyzer](#) [Analyze Reviews](#) [Track Competitor](#) [Filter Results \(60/60\)](#)

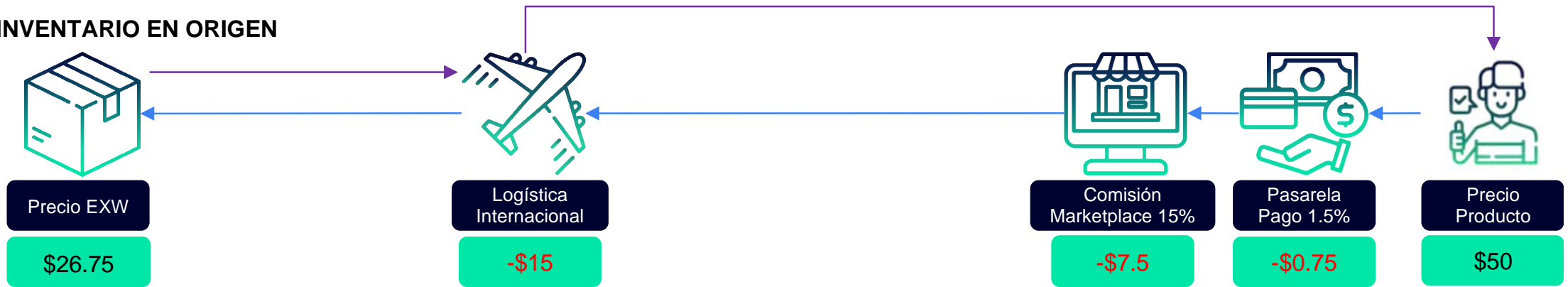
#	Product Details	ASIN	Brand	Price	Sales	Sales Graph	Revenue	BSR	Seller Country/Region	Fees
1	Damyuan Mens Lightweight ...	B08D7901B1	Damyuan	\$34.49	2,691		92,812.59	18,775	CN	\$10.57
2	K-Swiss Men's Ultrashot Tea...	B09PJB641G	K-Swiss	\$68.95	175		12,066.25	162,106	US	\$17.82
3	Tvtaop Mens Tennis Shoes At...	B095WX4FJR	Tvtaop	\$35.99	1,066		38,365.34	41,127	CN	\$10.80
4	TSIODFO Kids Sneakers Boy...	B0C3GP8S48	TSIODFO	\$33.90	n/a		n/a	127,038	CN	n/a
5	Under Armour Women's Charged...	B087TN2SX9	Under Armour	\$55.00	11,141		612,755.00	2,754	AMZ	\$17.39
6	PUMA Men's Grip Fusion Sport G...	B07FNZ84ZX	PUMA GOLF	\$100.00	1,873		187,300.00	97,225	n/a	\$22.65
7	Skechers Men's Stamina Nuovo	B00A2BS3OK	Skechers	\$42.99	3,370		144,876.30	29,464	AMZ	\$14.26



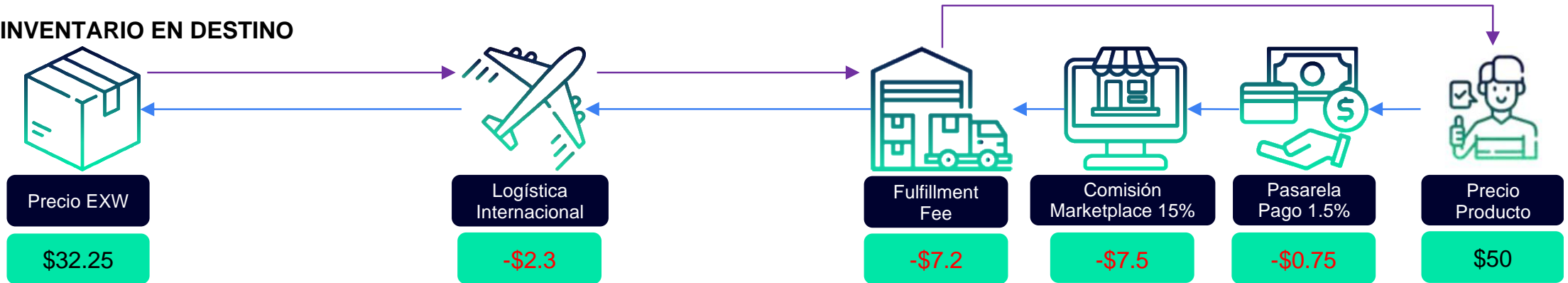
+ Pre-Export: Pricing



1. INVENTARIO EN ORIGEN



2. INVENTARIO EN DESTINO

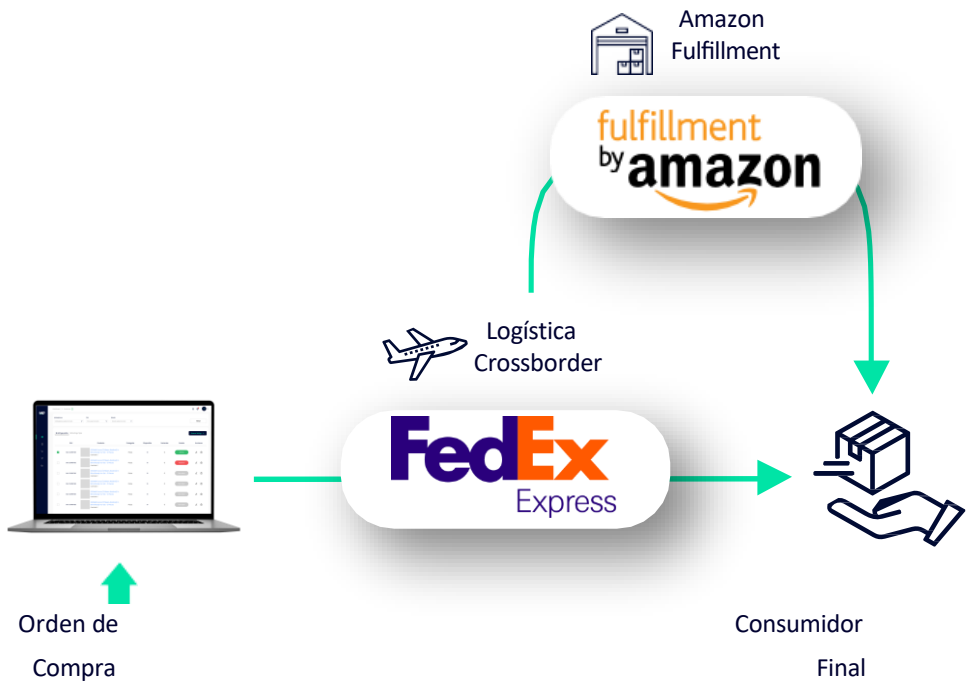


+ Onboarding: Marketplaces + eCommerce



- Creación de cuentas “Seller”
- Integración de marketplaces + eCommerce (omnicanalidad)
- Carga masiva de productos
- Optimización de publicaciones

+ Onboarding: Logística








- Creación de cuenta en Courier
- Elección de Centro de Fulfillment
- Sincronización de inventarios (omnicanalidad)
- Integración de órdenes de compra

+ Onboarding: Logística



18 productos (18 padres)

<input type="checkbox"/>	SKU	Producto
<input type="checkbox"/>	SNZ-SP-UNIT	 LAP Lemonade Flavored Water, 25.4 oz. Plastic Bo ASIN: B092PF3FKT
<input type="checkbox"/>	SNZ-RS-UNIT	 LAP Apple Flavored Water, 25.4 oz. Plastic Bottle 7 ASIN: B08XZV8YTD
<input type="checkbox"/>	SNZ-CHD-UNIT	 LAP Peach Flavored Water, 25.4 oz. Plastic Bottle 7 ASIN: B092PWNDDF
<input type="checkbox"/>	SNZ-CS-UNIT	 LAP Blueberry Flavored Water, 25.4 oz. Plastic Bott ASIN: B092PZMYXY
<input type="checkbox"/>	SNZ-SP-6pk	 LAP Lemonade Flavored Water, 25.4 oz. Plastic Bo ASIN: B08XZJGJRZ

Ver importaciones
Publicar productos ▼

- Amazon US
- Amazon MX
- Amazon CA
- Ebay US
- Ebay CA
- Ebay ES
- Walmart US
- Shopify
- Mercadolibre AR
- Mercadolibre CL
- Mercadolibre MX
- dashboard.marketplaces.MercadolibreColombia
- Coppel
- Liverpool
- Walmart DSV MX
- Woocommerce

- Carga masiva de productos
- Optimización de publicaciones

+ Onboarding: Logística



[Click to see full view](#)



SHEET! - Hair Growth Treatment Shampoo & Serum Kit – Stimulates Growth with 3% Baicapil – Stops Hair Loss – Water-Based Formula – 8.45 fl oz + 2 fl oz

[Visit the SHEET! Store](#)

4.6 ★★★★★ 12 ratings

\$37⁸⁰ (\$3.62 / fluid ounce)

FREE Returns

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

Brand	SHEET!
Item Weight	11.68 ounces
Item Form	Drop
Active Ingredients	Baicapil
Material Type Free	Chloride Free, Formaldehyde Free, Oil Free, Phthalate Free, Silicone Free

About this item

- Complete 1-Month Hair Growth Routine Includes Shampoo + Serum to reduce hair loss and activate growth from root to tip.
- Powered by 3% Baicapil: Botanical complex with soy, wheat, and Scutellaria baicalensis to stimulate hair follicles and boost density.
- No Sulfates, No Salt, No Silicones Gentle on scalp, safe for daily use, and ideal for sensitive or thinning hair.
- Visible Results in 30 Days With consistent use, expect less hair fall, more volume, and stronger strands
- Easy, Effective & Science-Backed Cleanse with the shampoo, apply the serum with the dropper, and let the formula do the work.

[Report an issue with this product or seller](#)

+ Onboarding: Logística



amazon Deliver to New York 10025 All Search Amazon EN Hello, sign in Account & Lists Returns & Orders Cart

All Holiday Shop Amazon Haul Medical Care Best Sellers Amazon Basics Books New Releases Registry Groceries Today's Deals Gift Cards Black Friday Week starts Nov 20

SHEET! SHEET! Follow

Search all SHEET

Awaken Your Follicles.

Hair Growth Starts Now.

Complete Hair Recovery System

1 Month Supply

See products

prom perú

+ Growth: Marketing de presencia

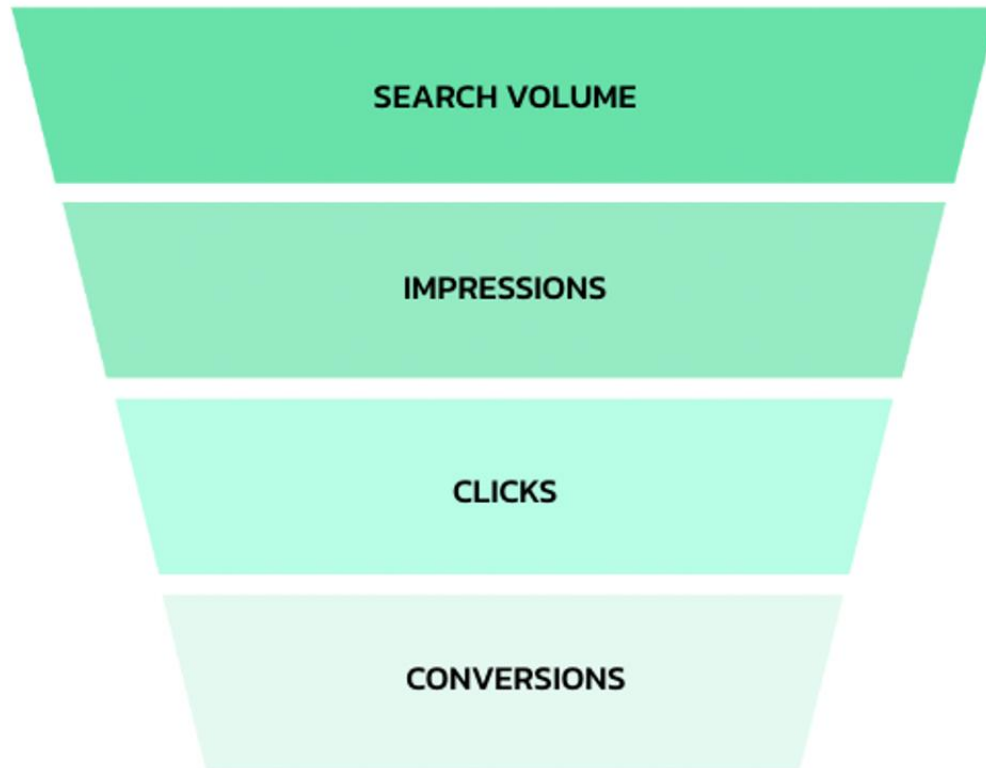


Caso Boston Beer Company



Jim Koch (Founder): "I'm not a big believer in marketing, most small businesses succeed without it. We had *sales*."

+ Growth: Marketing en Marketplaces

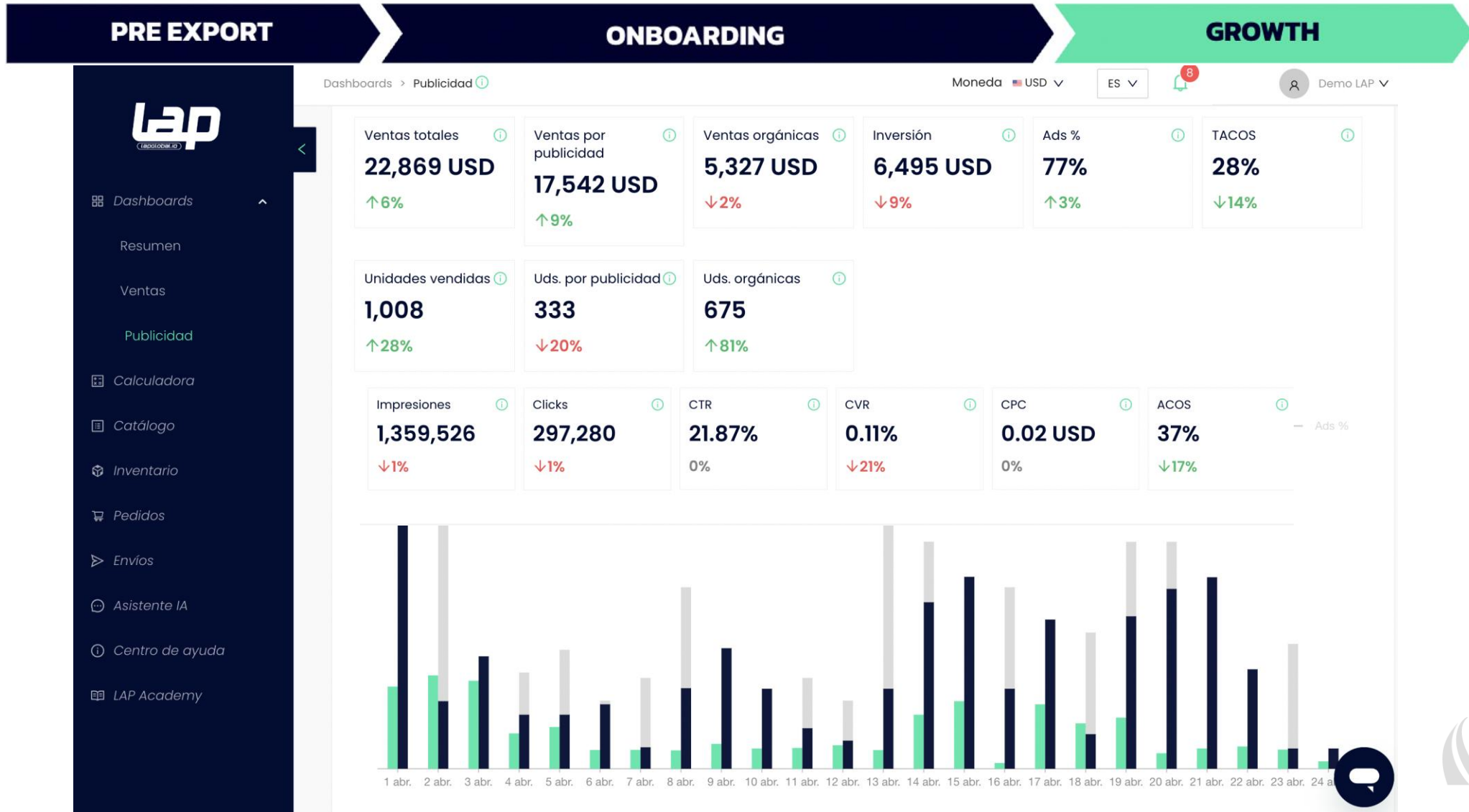


- Volumen total de búsqueda de productos relacionados
- Cantidad de veces que aparecemos como un banner
- Click directo al producto
- Ventas

INVERSIÓN ESTRATÉGICA DE MARKETING EN MARKETPLACES

- Volúmenes de búsqueda y visualizaciones Clicks en anuncios
- Costo por click y nivel de competencia Click through rate
- Tasa de Conversión
- Relación entre gasto en marketing y ventas (ACOS/TACOS)
- Punto óptimo de inversión

+ Growth: Marketing en Marketplaces



+ Growth: AI Marketing

PRE EXPORT

ONBOARDING

GROWTH

🔥 1. Optimización de listings y contenido con IA

Objetivo: Aumentar visibilidad y conversión.

📦 2. Dynamic Pricing con IA

Objetivo: Maximizar margen sin perder competitividad.

📊 3. Predictive Analytics & Forecasting

Objetivo: Anticiparse a tendencias y demanda.

💬 4. IA para atención al cliente y postventa

Objetivo: Mejorar experiencia y fidelización.

📺 5. Publicidad inteligente (AI Ad Optimization)

Objetivo: Aumentar ROAS y bajar CAC.

📈 6. Automatización de contenido para redes sociales

Objetivo: Crear awareness y tráfico orgánico hacia los marketplaces.

📌 7. Segmentación y personalización avanzada

Objetivo: Elevar conversión mediante experiencias personalizadas.

🚀 8. IA para estrategia de producto y expansión

Objetivo: Escalar catálogo de forma inteligente.

💡 9. Video commerce y live shopping con IA

Objetivo: Aumentar engagement y conversión.

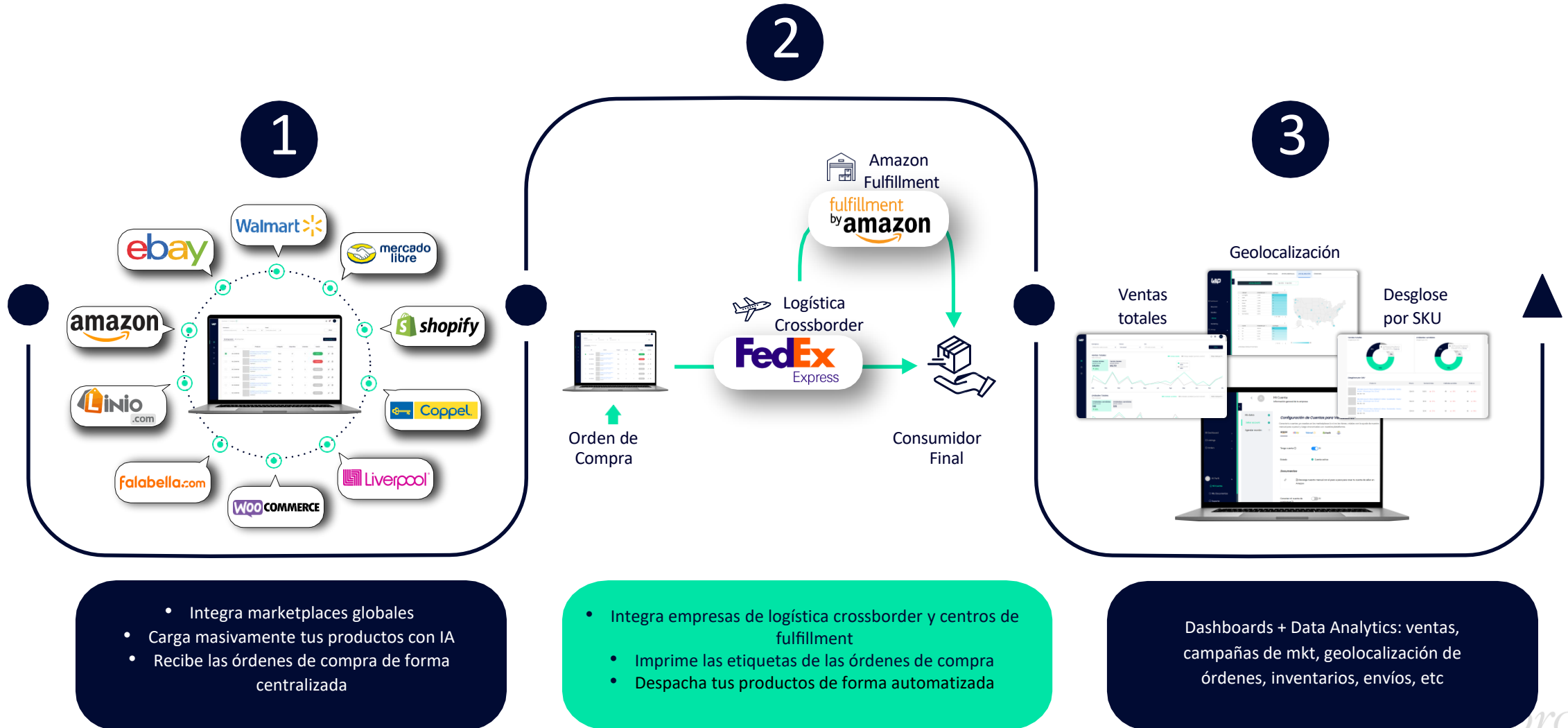
👤 10. Estrategias de retención con IA

Objetivo: Aumentar LTV (Lifetime Value).

+ Growth: Marketing 360°



+ Tecnología LAP



- Integra marketplaces globales
- Carga masivamente tus productos con IA
- Recibe las órdenes de compra de forma centralizada

- Integra empresas de logística crossborder y centros de fulfillment
- Imprime las etiquetas de las órdenes de compra
- Despacha tus productos de forma automatizada

- Dashboards + Data Analytics: ventas, campañas de mkt, geolocalización de órdenes, inventarios, envíos, etc

+ 1. Verifica las regulaciones

Moneda USD ▾
 Demo LAP ▾

Detalles y contenido
2 Código arancelario
 3 Regulaciones

Paso 1: Completa los detalles de envío

* Origen:

* Destino:

Courier:

Paso 2: Elige la configuración del empaquetado y la carga

Cajas sueltascajas individuales separadas

Paso 3: Selecciona las unidades de medida

MétricoCM / KG

ImperialIN / LB

Paso 4: Agrega los productos que quieres incluir en el envío

+ Agregar producto

Descripción	País de manufactura <small></small>	Cantidad	FOB unitario <small></small>	Código arancelario <small></small>	Peso
<input type="text" value="Breve descripción del producto"/>	<input type="text" value="País"/> ▾	<input type="text" value="Cantida..."/>	<input type="text" value="USD"/> <input type="text" value="0.0"/>	<input type="text" value="Código"/>	<input type="text" value="0.0"/> <input type="text" value="kg"/>



- Dashboards ^
- Resumen
- Ventas
- Publicidad
- Calculadora
- Catálogo
- Inventario
- Pedidos
- Envíos ^
- Restock
- A terceros
- Centro de ayuda

+ 2. Conecta tus marketplaces activos

The screenshot shows the LAP dashboard interface. On the left is a dark blue sidebar with navigation options: Dashboards, Resumen, Ventas, Publicidad, Calculadora, Catálogo, Inventario, Pedidos, Envíos, Asistente IA, Centro de ayuda, and LAP Academy. The main content area is titled 'Mis marketplaces' and displays a list of connected marketplaces. At the top right, there are settings for 'Moneda' (USD), 'ES', a notification bell with '8', and a user profile 'Demo LAP'. The marketplace list includes Amazon Europe, Falabella, Amazon, Ebay, Walmart, Shopify, and Mercado libre. Each entry has a 'Conectar' button, a status indicator, a 'Manual' dropdown, and a 'Ver paso a paso' link. The Mercado libre entry is highlighted in light green. At the bottom, there is a summary bar with the LAP logo, a 'Conectado' status, a 'Conectar' button, and a 'Manual' dropdown.

Marketplace	Conectar	Status	Manual	Ver paso a paso
Amazon Europe	Conectar	Conectar	Manual	Ver paso a paso
Falabella	Conectar	Conectar	Manual	Ver paso a paso
Amazon	Conectar	Conectar	Manual	Ver paso a paso
Ebay	Conectado	Conectar	Amazon	Ver paso a paso
Walmart	Conectar	Conectar	Manual	Ver paso a paso
Shopify	Conectar	Conectar	Manual	Ver paso a paso
Mercado libre	Conectar	Conectado	Manual	Ver paso a paso


+ 3. Conecta tu logística última milla

The screenshot displays the LAP dashboard interface. On the left is a dark blue sidebar with the LAP logo and a menu containing: Dashboards, Resumen, Ventas, Publicidad, Calculadora, Catálogo, Inventario, Pedidos, Envíos, Asistente IA, Centro de ayuda, and LAP Academy. The main content area is titled 'Operadores Logísticos' and includes a top navigation bar with 'Moneda USD', 'ES', a notification bell with '8', and a user profile 'Demo LAP'. The dashboard is divided into two sections: 'Centros de fulfillment' and 'Couriers'. Each section contains a grid of integration cards for different providers.

Proveedor	Estado	Acción
Fulfillment By Amazon	No conectado	Conectar
eDarkstore	Conectado	Conectar
Fulfill99	Desactivado (toggle)	Conectar
Melonn	Conectado	Conectar
FedEx Cross Border	Conectado	Conectar
FedEx Local US	Conectado	Conectar
99Minutos	Conectado	Conectar
Shipsmart	Conectado	Conectar



+ 4. Replica tu catálogo en todos los marketplaces



- 🏠 Dashboards
- 📄 Resúmen
- 📈 Ventas
- 📢 Publicidad
- 🧮 Calculadora
- 📖 Catálogo
- 📦 Inventario
- 📄 Pedidos
- 📦 Envíos
- 🗣️ Asistente IA
- 📄 Centro de ayuda
- 📖 LAP Academy

Catálogo ⓘ
Moneda 🇺🇸 USD ▾
ES ▾
🔔 8
👤 Demo LAP ▾

Amazon US

Amazon CA

Ebay US

Shopify US

Mercadolibre CL














Agrupados

Ver estado de cargas

Agregar producto


Descargar

Publicar productos ▾

	Producto	Precio	Variantes	
<input type="checkbox"/>	SNZ-CHD  LAP Peach Flavored Water, 25.4 oz. Plast... ASIN: B08XZM6JMW Última modificación: oct. 25, 23	-	-	
<input type="checkbox"/>	SNZ-CHD-6pk  LAP Peach Flavored Water, 25.4 oz. Plast... ASIN: B08XZQGJW9 Última modificación: ene. 29, 24	88.99 USD	-	Activo 
<input type="checkbox"/>	SNZ-RS-6pk  LAP Apple Flavored Water, 25.4 oz. Plast... ASIN: B08XZPDX53 Última modificación: oct. 25, 23	88.99 USD	-	Activo 
<input type="checkbox"/>	SNZ-SP-6pk  LAP Lemonade Flavored Water, 25.4 oz. Pl... ASIN: B08XZJGJRZ Última modificación: nov. 13, 23	115.99 USD	-	Activo 
<input type="checkbox"/>	SNZ-CS-UNIT  LAP Blueberry Flavored Water, 25.4 oz. P... ASIN: B092PZMYXY Última modificación: nov. 13, 23	20.99 USD	-	Activo 
<input type="checkbox"/>	SNZ-CHD-UNIT  LAP Peach Flavored Water, 25.4 oz. Plast... ASIN: B092PWNDFF Última modificación: nov. 16, 23	20.99 USD	-	Activo 
<input type="checkbox"/>	SNZ-RS-UNIT  LAP Apple Flavored Water, 25.4 oz. Plast... ASIN: B08XZV8YTD	20.99 USD	-	Activo 



+ 5. Automatiza la gestión logística de las compras



- [Dashboards](#)
- [Resumen](#)
- [Ventas](#)
- [Publicidad](#)
- [Calculadora](#)
- [Catálogo](#)
- [Inventario](#)
- [Pedidos](#)
- [Envíos](#)
- [Asistente IA](#)
- [Centro de ayuda](#)
- [LAP Academy](#)

Pedidos i
Moneda USD v
ES v
8
Demo LAP v

Marketplace v
Periodo v
Gestión de pedido v

Todos v
Últimos 30 días v
Todos v

Por preparar (39)
En tránsito (12)
Cancelado (88)
Entregado (1252)
Imprimir p
Crear envío

Fecha de compra	Marketplace	Detalles del pedido	Cliente	Courier	Estado	Acciones
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	
<input type="checkbox"/> 23/04/24 15:52:15	amazon US	LAP Blueberry Flavored Water, 25 SKU: SNZ-CS-UNIT / Cantidad: 1 ID: Sin datos	mlyr384p0jr77xt@marketplace.a amazon.com Florence 08518, United States	Manual	Por preparar	



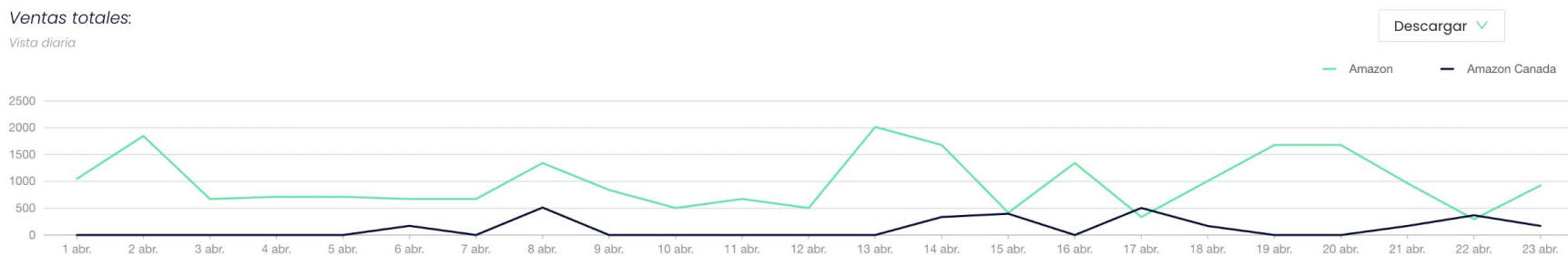
+ 6. Haz seguimiento en línea de tu performance

LAP
Asociación

- Dashboards
- Resumen
- Ventas
- Publicidad
- Calculadora
- Catálogo
- Inventario
- Pedidos
- Envíos
- Asistente IA
- Centro de ayuda
- LAP Academy

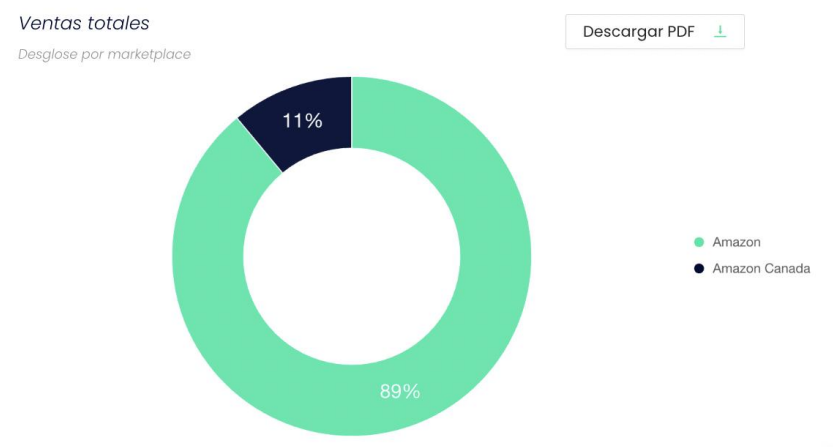
Dashboards > Resumen Moneda USD ES Demo LAP

<p>Ventas totales</p> <p>25,695 USD</p>	<p>Unidades vendidas</p> <p>1,152</p>	<p>Pedidos completados</p> <p>1,001</p>	<p>Pedidos pendientes</p> <p>23</p>
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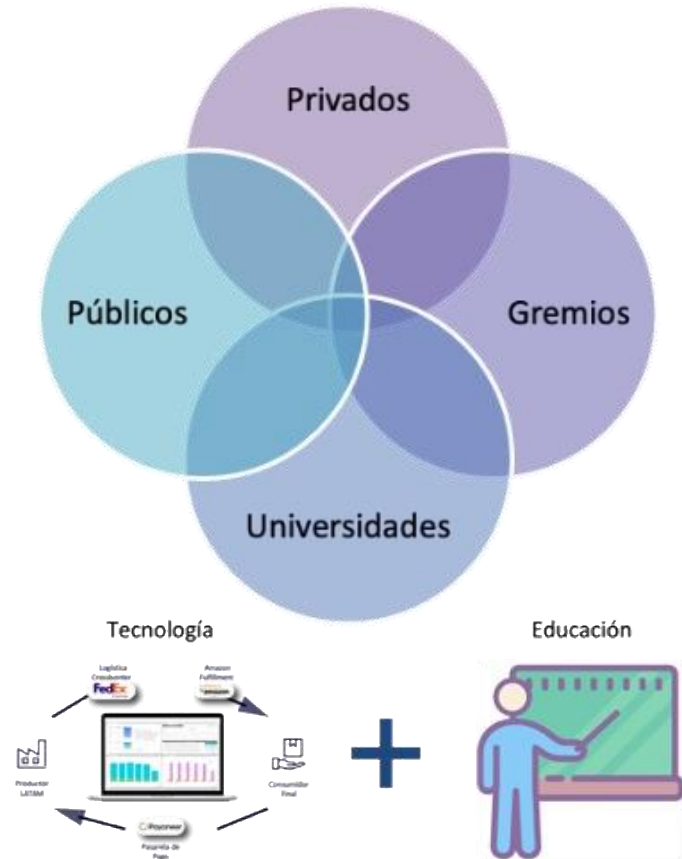
Top 5 ventas

Top	Producto	Ventas totales	Unidades Vendidas
1	LAP Blueberry Flavored ... SKU: SNZ-CS-UNIT Amazon US	14,441 USD	648
2	LAP Apple Flavored Wa... SKU: SNZ-RS-UNIT Amazon US	5,709 USD	256
3	LAP Blueberry Flavored ... SKU: SNZ-CS-UNIT Amazon CA	1,352 USD	64
4	LAP Peach Flavored Wa... SKU: SNZ-CHD-UNIT Amazon US	1,343 USD	64
5	LAP Lemonade Flavore... SKU: SNZ-SP-UNIT Amazon US	1,040 USD	40



+ Asociatividad Público-Privada

Micro



Macro

