



THE GLOBAL LEADER IN ONLINE MARKETPLACE PLATFORMS

WHO IS MIRAKL?

Mirakl is the global leader in online marketplace platforms, helping leading retailers around the world create and operate their own online marketplaces. North American retailers are turning to Mirakl for the technology and expertise necessary to get robust marketplaces up and running fast.

Mirakl Marketplace Platform, a SaaS solution designed and developed by marketplace experts, eliminates the need for internal, custom-built marketplaces.

WHAT IS A MARKETPLACE?

A Marketplace is a secure online environment that allows retailers to host transactions between buyers and sellers of products and services, dramatically increasing their product range and introducing a **profitable new sales channel**.

- Leverage brand and audience
- Extend the product range, inventory free
- Regain price competitiveness
- Test new products risk free

WHO IS IT FOR?

Multi-channel **retailers**, online **pure-players**, **service** providers or **media** looking to drive **new profitable online revenues**.

Mirakl Marketplace Platform® is the answer to all your business and technical needs. The solution **to grow a profitable multichannel online business!**

FACTS & FIGURES

Marketplace is the answer to the demands of 21st century e-commerce : Choice, Price, Experience.

62%

of North American online buyers have already purchased from a Marketplace.

62%

of North American online buyers trust a purchase through a Marketplace offered via a familiar retailer's website.

2x

higher growth rate enjoyed by websites hosting online Marketplaces in 2013.

50%

contribution to overall transactions within less than 3 years of Marketplace launch.

45%

contribution to overall gross margin within less than 3 years, as Marketplace sales are generally twice more profitable.

Source: Forrester Research, ICE/FEVAD 2013, Amazon/Channel Advisor

LEADING GLOBAL RETAILERS TRUST MIRAKL



International multi billion retailers, leading pure-players or media conglomerates specialising in consumer electronics, home improvement, fashion, B2B

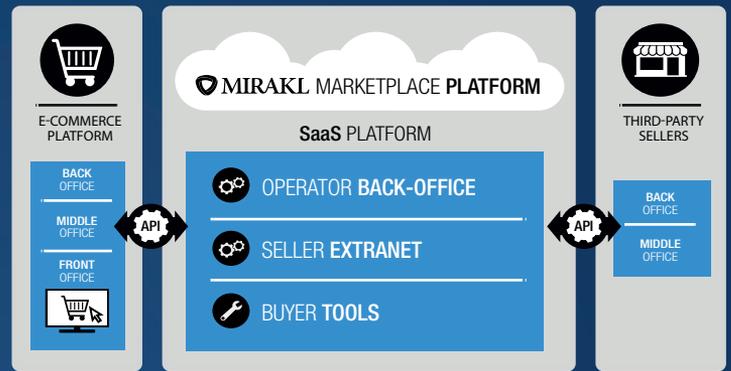
MIRAKL MARKETPLACE PLATFORM®

Mirakl Marketplace Platform® was designed to provide retailers and media organizations with all the advantages of a custom solution without the inconveniences of cost, deadlines and infrastructure.

As a SaaS solution, Mirakl Marketplace Platform is flexible and built on **Service-Oriented Architecture** that can be customized to suit specific needs. Mirakl can scale the marketplace to whatever size is required and the platform integrates seamlessly with any existing systems.

Mirakl Marketplace Platform® fully addresses today's online environment complexity, providing **pre-built integration with all major 3rd party ecommerce applications**.

Mirakl's **cloud-based Marketplace platform** allows our clients to focus 100% on expanding their business and frees them from the burdens and risks of in-house deployments.



CORE FEATURES INCLUDE:

- Seller/Supplier Management
- Performance Management
- Inventory Management
- Trust and Safety Management
- Order Management
- Seller/Supplier Billing Management
- 3rd Party Catalogue Integration

SELLERS RECRUITMENT

TASKS AUTOMATION

QUALITY OF SERVICE

STREAMLINED ADMINISTRATION

RELIABILITY & FLEXIBILITY

CASE STUDY: GALERIES LAFAYETTE



« Marketplace is a natural online extension of our historical department store business. It is strategic in helping Galeries Lafayette reinvent 21st century retail. »

Jean-Philippe Marazzani, Head of eCommerce, Galeries Lafayette Group.



KEY FIGURES

- #1 European department store
- 250 stores
- Sales: €2,3 bn (2014)

KEY BUSINESS OBJECTIVES

Extend ecommerce as an online department store

Concessions & new sellers combined with direct sales on the same website

More choice, always available

- More products in existing categories
- New categories opening

Reduced cost and risk

- No stock, no logistics
- Agility to change positioning

Expand internationally

PROJECT HIGHLIGHTS

High Quality of Service:

Automation of QoS rules, messaging system, seller KPI's

Develop brand image:

Products and sellers selection, intelligent offers management, seller information and rating

Time to market:

Time boxed implementation, 6 months project

Learn more about Mirakl

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