

# Increase customer loyalty and share of wallet with an online B2B Marketplace

## B2B buying is going digital - are you offering customers enough of what they want?

Online Marketplaces such as Amazon, where third party sellers offer products alongside the merchant's own stock have changed the way B2C buyers shop.

B2B buying is heading in the same direction, and quickly. According to Forrester Research, B2B buyers prefer to purchase online<sup>1</sup> and now demand a buying experience that more closely matches the convenience of B2C experiences like Amazon. More than 80% of B2B buyers prefer suppliers with the broadest possible assortments.

With Alibaba and Amazon making huge assortments available at competitive prices, B2B distributors risk losing share of customer wallet if they do not have ever-broadening catalogs. But, adding suppliers to increase SKUs can take months thanks to complex legal and sourcing agreements. In today's competitive environment, that is not fast enough. B2B distributors need a more agile approach.



Expect the same level of convenience as experienced on B2C sites

Prefer suppliers that have the broadest possible assortment



say that Marketplaces offer a convenience they appreciate.

## Quickly increase the amount of products you sell to customers with an online Marketplace

With the Marketplace model, B2B distributors can quickly and easily expand assortment, test new products and categories, and provide customers enough selection to keep them from searching out additional suppliers. Signing up Marketplace vendors is faster and simpler than negotiating complex direct sourcing agreements – new vendors can be up and running in a matter of hours or days. This has a significant impact on your business:

### → Increase revenue from additional products and additional share of customer wallet

Allowing trusted 3rd party partners to sell on your website quickly increases assortment, either via depth in core categories, incremental products in non-core categories, or both. By offering more products, you increase share of customer wallet by offering a centralized location to buy from you and additional suppliers, without ever leaving your site.

### → Increase overall profitability

Because you do not need to stock, fulfill, or service Marketplace products, the commission received on the sale is virtually pure profit.

### → Reduced risk

If a Marketplace product performs extremely well, you can move it into your core catalog and negotiate a permanent arrangement with the supplier. At the same time, if a Marketplace product does not sell, there is no impact to your bottom line because you carry no inventory and incur no costs for the product.

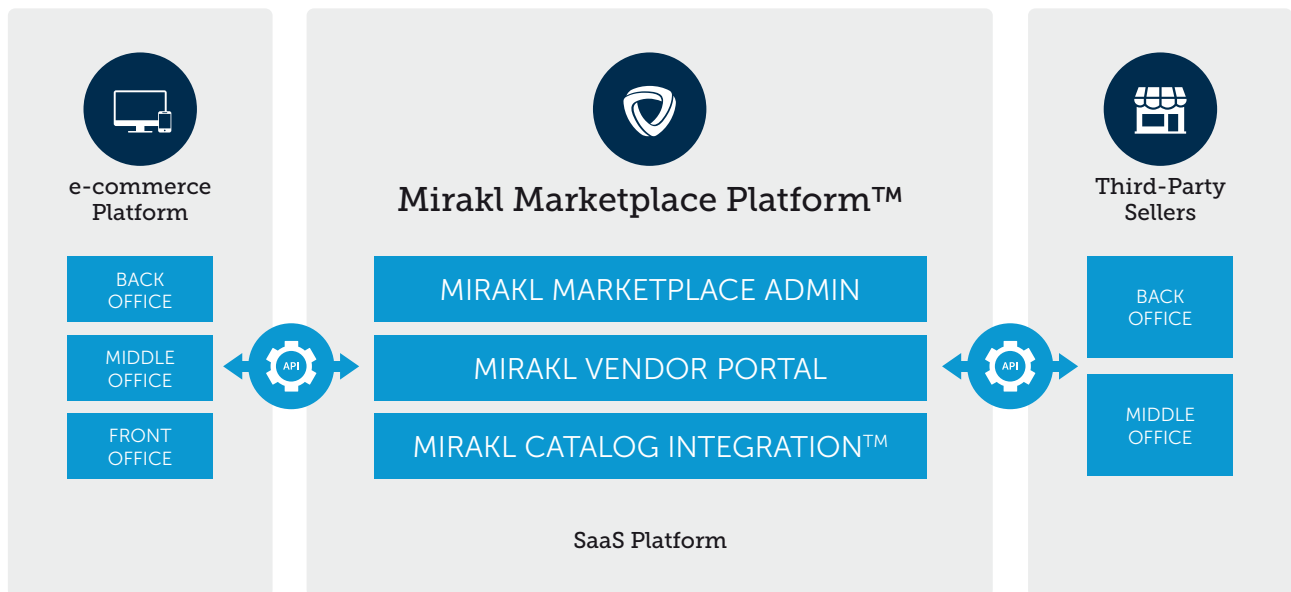
1. Source: Forrester Research, *Death of a (B2B) Salesman*, April 13, 2015.

2. Source: Forrester Research, *Retailers Must Seize The Marketplace Opportunity*, April, 2016

## Mirakl Marketplace Platform™: Enabling agile assortment expansion

The Mirakl Marketplace Platform™ is the only fully integrated solution for lightning fast product expansion, increased customer reach, and improved vendor relationships – all with minimal resource investment. Mirakl enables distributors to quickly deploy a Marketplace into their existing e-commerce

website, taking advantage of external sellers or internal subsidiaries to provide customers a wider range of products and fulfilment options. This provides customers with greater choice and the ability to purchase everything they need in one place.



### The Mirakl Marketplace Platform™ specifically caters to the requirements of B2B distributors. B2B capabilities include:

- **Negotiation Tools**  
allow vendors to create specific price offerings for a specific buyer, along with chat feature for synchronous communication between parties.
- **Volume Discounting**  
Allow price decreases when goods or materials are purchased in greater numbers.
- **Personalized Pricing**  
Display prices on the Marketplace according to the individual buyer's profile, enabling detailed customer segmentation.
- **Quotation Management**  
Allow buyers to interact with a seller to ask for a quote, with the process managed until the quote is approved. Quotes can then be used as a basis for future transactions between the buyer and the seller.
- **Multi-Vendor Order Management**  
Allow the operator visibility into the full order lifecycle to monitor seller performance and maintain insight for customers on order status (a huge advantage over drop-ship).
- **Multi-Vendor Catalog Management**  
Streamlined integration of complex product catalogs with Mirakl Catalogue Integration™ (MCI).
- **Logistics Optimization Management**  
Provide customers with the ability to calculate the order value, assess shipping costs, and select the right carrier based on purchase volumes.

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



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