



Scale your omni-channel business with your own Marketplace



Today's customers are empowered. They are accustomed to shopping experiences with the convenience of Amazon, where a Marketplace of 3rd party sellers creates a virtually endless aisle of products at competitive prices with a high quality of service. At the same time, a new generation of pure-play retailers has emerged to dominate in categories once owned by physical retailers. Companies like Farfetch and Lyst in fashion, Etsy in handmade goods, and Newegg in electronics have succeeded via the Marketplace model.

Drive more assortment without overhead

For any omni-channel business, one key to success will be complementing the in-store experience—one that the new breed of retailers cannot match—with a compelling online experience that meets the expectations of today's customers. It is estimated that, by 2020, nearly 40% of all online retail would be

transacted on Marketplaces. Building a Marketplace to compete in this new environment can seem potentially disruptive or out-of-line with existing business models, but nothing could be further from the truth. In fact, the Marketplace model suits omni-channel businesses perfectly. It is the best and most cost-effective way to give

customers the breadth of choice and level of convenience they require, with zero incremental cost and no management overhead.



89% of consumers say that Marketplaces offer a convenience they appreciate.

Source: Forrester Research, May 2016

Drive more customer engagement across all channels

Giving customers a broad array of product choices they expect from your brand is key to delivering great customer experiences and increasing omni-channel conversion. With a Marketplace, you quickly and easily achieve the broad assortment that customers want

while avoiding negative events such as "out-of-stocks". You can also test new products and categories without the risk of actually stocking them. A Marketplace also links the physical and digital worlds to create a superior omni-channel experience.

Physical shoppers have access to an endless aisle of products, while Marketplace functionality like "Click & Collect" and "Buy Online, Exchange In-Store" keep customers engaged across online and physical channels and increase the likelihood of multiple purchases.

Expand assortment without overhead

- Extend product assortment into the millions without inventory or overhead costs.
- Quickly and easily onboard thousands of new sellers.
- Package complementary products.

Increase Customer Loyalty

- Own and improve the customer journey across all channels.
- Provide flexible options for customers—buy online or click-and-collect in store.
- Leverage Marketplace intelligence to provide customers with more relevant offers.

Acquire new customers

- Drive new traffic to your stores—Neopost Observatory estimates click & collect facilities increase in-store sales by 10%
- Prevent missed sales and achieve the endless aisle.
- Develop international presence with minimal resource investment.

The Mirakl Marketplace Platform™ is the only fully integrated solution for lighting-fast product expansion, increased customer reach and loyalty—all with minimal resource investment.

Invest in growth, not time, with the Mirakl Marketplace Platform™

With the Mirakl Marketplace Platform™ it is possible to plug directly into both your own systems as well as the systems of others in the e-commerce ecosystem (e.g. vendors, aggregators) via cutting-edge, API-based technology.

This provides automated catalog integration and management, communication with sellers, setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).



Features specifically geared to the requirements of omni-channel business

- **Click and Collect**
Allow customers to shop online and pick up items in-store.
- **Buy Online, Exchange/Return In-Store**
Allow customers to buy online and bring returns or exchanges to the store directly.
- **Marketplace Governance**
Easily create rules that govern operations around things like logistics and customer service levels and monitor performance to ensure high quality customer experience.
- **Pre-packaged Workflows**
Keep processes running efficiently with pre-built, customizable workflows around offers, orders, pricing strategies, and logistics.
- **Multi-Vendor Order Management**
Allow operators 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 Catalogue Management**
Streamlined integration of complex product catalogues with Mirakl Catalogue Integration (MCI®).

Mirakl is the global leader in online Marketplace platforms. Already, omni-channel customers like Best Buy Canada, Game, Darty, and Woolworths rely on Mirakl to create a true omni-channel experience for customers, improve profitability via increased product breadth and optimized margins, all without increasing inventory. More information: www.mirakl.com



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