



Catch Group marketplace skyrockets company and customer growth

In less than two years with a marketplace, Catch Group has become a true cross-category generalist with over 2 million products. After the marketplace experienced 200% year-over-year growth, Catch Group was successfully acquired by Wesfarmers in 2019.



About Catch Group

Catch Group has become the leading eCommerce group in Australia. Their track record of growth began with specialized brands that have become household names. Now, their marketplace has become a one-stop shop for Australian consumers, offering a range of categories from fashion and beauty to groceries and pet supplies. As a result of their marketplace success, in 2019, Catch Group was acquired by Wesfarmers, parent company of Target, Kmart, and others in Australia.

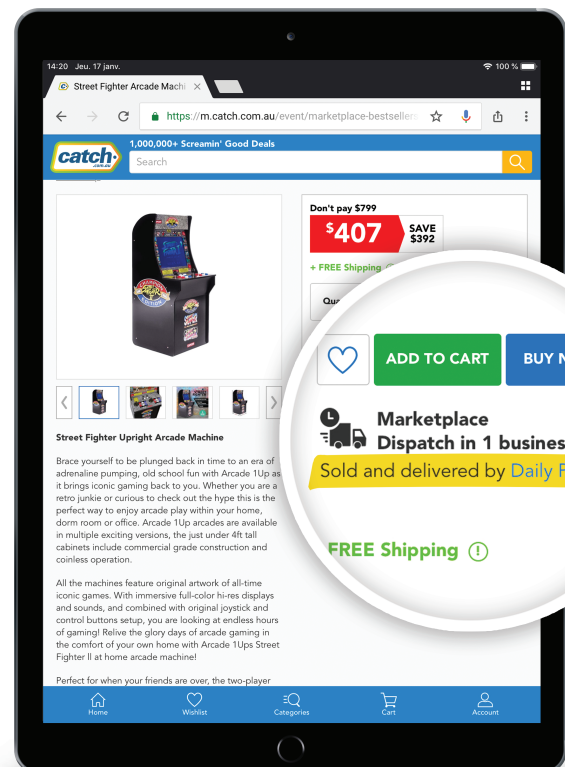
- 10,000+ eCommerce orders each day
- 10 million visitors each month
- 1.5 million active customers

Finding a global partner to meet cross-category demand

Catch Group was managing a packed 25,000 square-meter warehouse of over 40,000 products which was reaching its capacity. The business was looking for expansion opportunities that would allow for growth and customer acquisition. Launching a marketplace was Catch's opportunity to increase mass appeal without the need for significant upfront investment in stock.

They knew they needed a global partner in order to roll out their solution successfully. The decision to partner with Mirakl was due to their best-in-class tech and partner ecosystem, which fit easily into their existing commerce environment. Now, they are using sales data in each category to improve in-stock offerings and purchasing decisions.

"The next step of our growth and evolution had to come from beyond our in-stock model—beyond our warehouses—and that's where marketplace made a lot of sense for us," says Nati Harpaz, CEO of Catch Group. "Anyone in that retail space looking to grow their customer offerings should look at a marketplace. It's a great, scalable business model, and Mirakl has been a great partner for us."



Driving Catch's marketplace transformation

Catch had searched the globe for the right SaaS solution, and they were most impressed with what they found with Mirakl. This included the number of brands that Mirakl had integrated, but also the quality of those brands and their cross-category representation.

Catch also valued both timeliness and dependability. Both were at the forefront as Mirakl's client success team helped them through all stages of planning, launch, and ongoing development, providing step-by-step support to help team members understand their processes from beginning to launch.

"One of the reasons Catch chose Mirakl was for their expertise and around-the-clock support, which ensures a great customer experience," says Talia Lederman, Marketplace Sales & Marketing Manager at Catch Group. "The customer success that we've received from Mirakl is outstanding."

As they approached launch—Catch providing the products and the people, Mirakl providing the solution and the expertise—they knew they were in good hands to tackle any future challenge.



"In the process of deciding what the strategy for a marketplace, there are a lot of questions that can take you in either direction. Being able to rely on experience and advice is critical in this path... The ability to brainstorm and discuss with Mirakl, and the experience of the team, have really helped us for the journey."

Nati Harpaz, CEO of Catch Group

Results of the marketplace

Two years later, the Catch marketplace continues to drive company growth. The model allows Catch to extend its offers and better serve its customers in Australia and abroad. The Catch marketplace has reached weekly sales in excess of \$4 million dollars and is advancing towards a financial year on year increase of over 100%. Now a part of the platform revolution, Catch has quickly built a large ecosystem of sellers and products. These bring tremendous value to new customers, who in turn help Catch attract new sellers—the 'Flywheel' or 'Network Effect' achieved by leading platforms such as Airbnb, Uber, and Amazon.

As Catch Group's marketplace has grown, gross transaction value has increased from just over A\$200 million to nearly A\$0.5 billion.

- 3% to 40% increase in marketplace share of business
- 57x increase in available product range
- 1.9 million SKUs added in under 18 months
- 1200+ live sellers
- Consistently excellent customer experience and a loyal customer base
- Easy and flexible seller onboarding

Mirakl powers your platform business strategy by allowing you to quickly launch an online marketplace. Marketplaces allow companies to easily add products and services by connecting third-party sellers and service providers.



PARIS
+33 1 72 31 62 00

BOSTON
+1 844 264 7255

LONDON
+44 20 3355 9932

MUNICH
+49 89 205 008 5012