



Conforama is strengthening its omnichannel strategy with Marketplace by Confo

Thanks to its marketplace, Conforama easily expands its offer, test new products and categories and reinforce its omnichannel strategy.



Conforama

As the number 2 in Europe for the sales of furniture, Conforama is positioned as a discounter which specializes in home equipment and additionally offers a wide range of products with an excellent quality to price ratio. Conforama achieves 8% of its turnover through its e-commerce website and aims to become the omnichannel leader in its sector.

- 337 stores in 8 countries
- 14,000 employees
- 3.5 billion Euro turnover
- 10 million views per month
- 50,000 product references in its catalog
- 8% of the total turnover achieved online

One of the leading marketplaces for home equipment in France

In 2016, Conforama wanted to launch one of the first marketplaces in the home equipment sector. "We wanted to increase the satisfaction of our customers by offering products that we did not have in our catalog yet" explained Stanislas Conseiller, Development and New Business Manager, "and thus increase the conversion rate on our website."

The launch was accompanied by a change in the corporate organization in order to manage the integration of new product references, which complete the existing catalog and fill in the gaps that exist in certain categories. The company's strategy was to avoid competing with existing products and they took the time to explain this approach internally in order to ensure the success of the project. Conforama's omnichannel strategy has been strengthened since the marketplace extends the physical limits of the stores.

Reducing the time-to-market for the launch of new products

Making new products and trends available to the public is core to Conforama's DNA. The launch of its marketplace allows it to quickly test new products and new categories. Catalogs are automatically integrated, and this does not require any investment in logistics, which are paid for by the vendors. Conforama can then analyze customer behavior with regards to these new products and check their appetite. "This allows us to be more effective in the decision of whether or not to incorporate new products in stores," added Stanislas Conseiller.

The marketplace has also helped to convince some top-of-the-range brands to market their offers on the website because they are under their brand name.

The catalog was therefore tripled at the launch of Marketplace by Confo, and has now reached 1.6 million offers and 800,000 references.

A quick launch and expert support

For Conforama, it was important that the Marketplace was launched as quickly as possible and this is one of the reasons why they chose Mirakl. Technology was also a critical factor for the Group when making their selection. The solution's wealth of platform features, its ability to integrate with the existing solutions and the easy integration of vendor catalogs made Mirakl the primary choice.

Conforama was also impressed by the services delivered by the Mirakl team: "The Mirakl experience is unique: their teams have supported many businesses with their marketplace project" added Stanislas Conseiller. "Their Client Success Service allows you to benefit from the expertise and advice of the best specialists, both on the technical and business aspects."

The marketplace project has allowed Conforama to quickly put a new offer online, called "My Extra Room by Confo". This allows customers the possibility to expand their living space by adding additional rooms in their backyard or garden and configuring them as an office or a sports room, for example. This offer could not have been created without integrating our partners' catalogs in the marketplace because it involves products which are hard to store and which are often made upon request.



"Conforama wishes to provide their customers with the latest new products and trends upon their release. To keep this promise with a higher number of customers, we want to provide a complete multi-style offer featuring interior and exterior design products. With Marketplace by Confo, we are now able to offer comprehensive ranges of products online at competitive prices."

Stanislas Conseiller, Development and New Business Manager

Special features of the Marketplace

- Full features of the Mirakl Marketplace Platform®
- Vendor recruitment and management with the Mirakl Seller Portal® module
- Centralized management of the catalog with Mirakl Catalog Integration®
- Improved product data management with Mirakl Catalog Manager®

Marketplace results

- 15,000 new references upon launch
- 1.6 million offers, 800 000 products and 600 sellers in 2018
- 10 new categories

About Mirakl

Mirakl powers your platform business strategy by allowing you to quickly launch an online marketplace. The Mirakl Marketplace Platform automates the hard things about marketplace management: Seller onboarding, service quality control, and order distribution; on a

turn-key solution that's easy to integrate into any e-commerce platform. Over 200 customers in 40 countries trust Mirakl's proven expertise and technology.

Mirakl is the global leader in online marketplace platforms, and is trusted by leading retailers like:



Walmart 

URBAN OUTFITTERS



Carrefour 



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