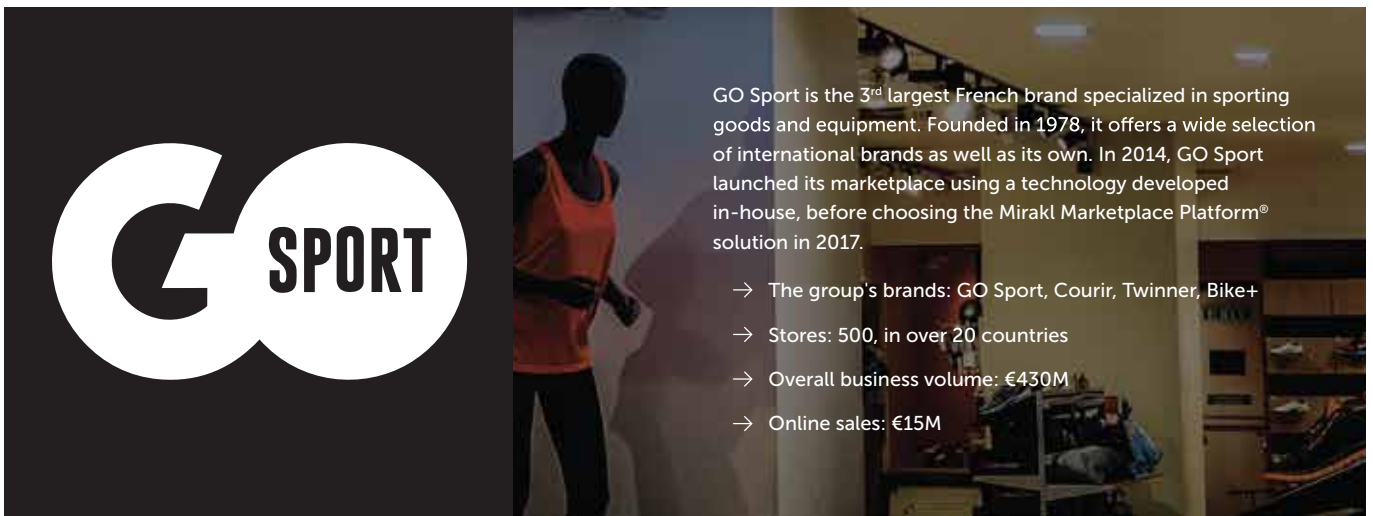# MIRAKL

GO Sport has improved product data quality, thanks to Mirakl Catalog Manager

The brand is using Mirakl Catalog Manager to improve product data quality and consistency on its marketplace and increase buyer confidence.

GO Sport is the 3rd largest French brand specialized in sporting goods and equipment. Founded in 1978, it offers a wide selection of international brands as well as its own. In 2014, GO Sport launched its marketplace using a technology developed in-house, before choosing the Mirakl Marketplace Platform® solution in 2017.

→ The group's brands: GO Sport, Courir, Twinner, Bike+

→ Stores: 500, in over 20 countries

→ Overall business volume: €430M

→ Online sales: €15M

Data management challenges within the GO Sport marketplace

In 2014, GO Sport launched its marketplace with a view to offering clients a wide range of choices in a sector with an immense number of items due to the multitude of sports and different methods of practice. It has been a major challenge for the brand to ensure high quality content, given the complexity of checking for incomplete product data, poor quality images or inconsistent product descriptions in a marketplace with a multitude of sellers and products. These shortcomings run the risk of confusing and frustrating potential buyers. In addition, the site is used by in-store staff to advise customers and cross-sell products. In this scenario, customers are presented with marketplace products and so the quality of the product pages is imperative in order to provide a great customer experience.

The GO Sport marketplace team has devoted a great deal of resources to identifying errors in product content supplied by sellers and manually validating copy at the expense of other missions such as recruiting new sellers. The rapid integration of sellers and the amount of support offered also make up the challenges facing daily marketplace management tasks, due to a lack of visibility and automation in an existing infrastructure.

An improved purchasing experience thanks to more effective data management

As its marketplace activity develops, GO Sport is increasingly confronted with difficulties in effectively managing the volume of product data, while maintaining its consistency and quality. To address this issue, the brand has chosen to use Mirakl Catalog Manager (MCM), a product information management (PIM) solution for marketplaces by Mirakl, designed to meet specific marketplace demands.

This solution allows the GO Sport marketplace team to benefit from advanced management and control tools, providing them with the possibility of consolidating content from multiple sellers, as well as creating a collaboration space for sellers to enrich product data. Product moderation is facilitated, and content quality is automatically improved thanks to a validation rules engine and the automatic identification of invalid product data. This system saves the team a considerable amount of time, while allowing the company to obtain much more precise and consistent product information. GO Sport therefore offers a more successful purchasing experience to its visitors who feel that accurate and rich product information is one of the biggest drivers of conversion and satisfaction.

Significant results and a positive organizational impact

After several months of use, GO Sport noted a significant increase in content quality. In addition, the marketplace team saves considerable time during the product validation process, thanks to greater visibility of errors, making content available online in 5 days as compared to nearly one month in the past.

Increased Productivity
Business Developers no longer have to deal with validating content, which has been significantly improved based on the operator with 4 to 5 media per product as compared to 1 or 2 before using MCM. Moreover, nearly 20% of the catalog offers data that has been enriched by several sellers.

Operating Costs Reduction
This solution has also made the recruitment and integration of new sellers easier, by reducing the average duration to one week as compared to one and a half months prevously. In terms of support, the number of collaborators in charge of assisting the integration process and sending error reports to the sellers has been divided by 4, thanks to easier moderation and automation that drastically limits the need for manual verifications.

> "We are highly satisfied with the Mirakl Catalog Manager solution, which enables us to view product information, automate tasks and give more responsibility to sellers, while optimizing the quality of the Marketplace catalog and the time spent by the business development team."
>
> Aurélien Petitjean
> Marketplace Manager
> GO Sport

Marketplace characteristics

→ The complete features of the Mirakl Marketplace Platform© solution

→ Seller recruitment and management with the Mirakl Seller Portal©module

→ Centralized catalog management with Mirakl Catalog Manager©

Marketplace results

→ Product validation in 5 days instead of 1 month

→ Integration of new sellers in 1 week instead of 45 days

→ 4 to 5 media per product instead of 1-2 before

→ 20% of the catalog having more than one source of product information

→ 68% of the catalog updated in 3 months

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.

MIRAKL

PARIS
+33 1 72 31 62 00

BOSTON
+1 844 264 7255

LONDON
+44 20 3355 9932

MUNICH
+49 89 205 008 5012