



Mirakl & Magento Integration

Easily connect Mirakl & Magento with our connector and launch your online Marketplace to drive profitable growth

Why launch a Mirakl Marketplace with Magento?

In 2018, Marketplace sales already account for 50% of global online retail sales.

Launching a marketplace is a unique opportunity for Retailers & B2B organizations to rapidly expand their product assortment by directly connecting third party sellers with customers. It's a lowrisk way to expand your offer, without needing to buy, store, and ship products. The marketplace business model is 2-3X more profitable than the traditional retail model, and is largely responsible for the massive profitable growth Amazon.com has seen in the past two years.

Organizations who've already invested in their eCommerce presence with Magento can now easily expand their product portfolio and drive profitable growth with a Mirakl Marketplace.



Easily install & configure Mirakl inside Magento 1.9 and Magento 2.x in minutes.

About the Mirakl + Magento Connector

Our prebuilt connection to Magento makes it easy to get started in just minutes, rapidly onboard new sellers, and map new products and categories. Mirakl is embedded directly into your existing Magento user experience. We've made it as easy as possible to activate our connector, decreasing your Marketplace timetomarket.

Our Magento connection is :

- **Efficient.** It only takes 20 minutes to install and configure the Mirakl connector package.
- **Flexible.** We provide full access to all Mirakl Marketplace Platform modules, and customers can select what they need.
- **Performant.** Our Platform will scale to meet changing demands of your Marketplace to maximize your performance.

Mirakl + Magento Connector Features

- Twenty minutes installation
- Automated cron jobs to manage: catalog structure, products, shops, price and stock updates, orders
- Integrates with Mirakl Catalog Manager (MCM) to validate, moderate and aggregate product data from multiple sources
- Demo web store included to showcase marketplace best practices: shop and offer condition search facets, marketplace buy box and choice box, order orchestration, messaging, seller ratings, incidents
- Variety of extension points available for customization
- Extensive online documentation featuring developer and business user guides

Joint Benefits of Magento + Mirakl

Magento and Mirakl have a shared goal: Maximize your online revenue, profitably. Magento facilitates omnichannel success, integrating physical and digital shopping experiences with your core owned products. Mirakl focuses on increasing the contribution of the digital channel by enabling companies to deploy the marketplace business model to increase product assortment, increase online traffic, and drive profitable growth.

Our joint customers experience:

- Drastically increased digital product range
- Increased site traffic
- Increased new customer acquisition
- Increased customer retention & loyalty
- Increased revenue and profit



Mirakl is embedded into your Magento experience

Mirakl and Magento share these customers and more!



About Mirakl

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. 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. Mirakl Catalog Manager makes it easy to manage product data quality at marketplace scale. Over 150 customers in 40 countries trust Mirakl's proven expertise and technology including Carrefour, Galeries Lafayette, Hewlett Packard Enterprise, Best Buy Canada, Go Sport, and Conrad.

For more information: www.mirakl.com



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