



# 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?

By 2018, more than 50% of eCommerce growth will be supported by Marketplace growth.

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 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 minute installation
- Automated product and category mapping
- Fast synchronization of offers and sellers
- Simple messaging portal for communication between sellers and customers
- Clear order workflow and customer account access:
  - Seller rating
  - Order history

## 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!



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## About Mirakl

Mirakl provides a state-of-the-art software solution that allows B2C and B2B organizations to launch and operate an online marketplace. The Mirakl Marketplace Platform makes it easy for operators to onboard vast numbers of vendors in a single platform to drastically increase their product selection, competitive prices, and a superior shopping experience. Mirakl helps some of the world's leading organizations large and small,

including Best Buy Canada, Woolworths, Auchan, Carrefour, Condé Nast, Darty, Galeries Lafayette, Halfords, Menlook, Oclio, The Beautyst and Truffaut to offer a greater product assortment combined with higher profit growth and lower risk. Founded in 2012, Mirakl drives marketplace projects for more than 100 customers in more than 20 countries around the world. For more information: [www.mirakl.com](http://www.mirakl.com)



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