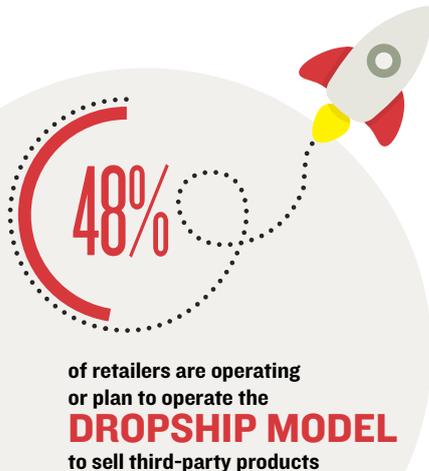


ADOPTING A MARKETPLACE MINDSET

Why retailers are operating their own marketplaces to increase assortment and win customers



RetailWeek
CONNECT


MIRAKL



Mirakl helps retailers and brands embrace the marketplace model to become more to their customers. Consolidate your own assortment, and add complementary products and services from curated third parties to become the ultimate category leader. The Mirakl Marketplace Platform automates the hard things: seller onboarding, product data management, service quality control, and order distribution; on an API-based solution that's modular and easy to integrate. More than 150 customers operating marketplaces in 40 countries trust Mirakl's proven expertise and technology including Hewlett Packard Electronics, Best Buy Canada, Carrefour, Darty, Galeries Lafayette and Halfords.

RetailWeek
CONNECT

RETAIL WEEK SURVEYED 50 SENIOR RETAIL EXECUTIVES IN JANUARY 2018 FOR THIS RESEARCH