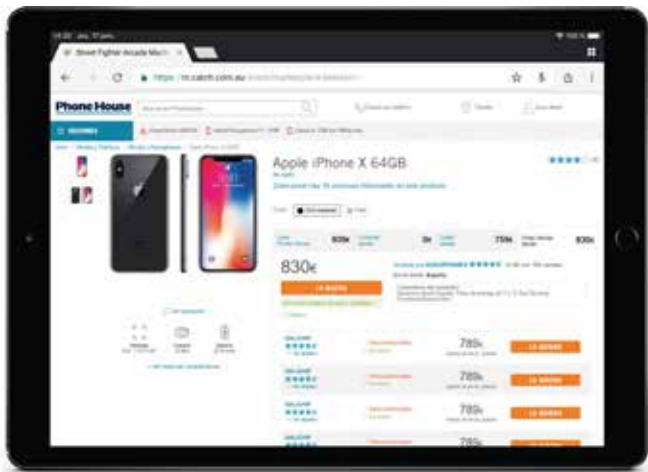


Phone House adds \$1M in new sales, streamlines vendor management with Mirakl Marketplace Platform

Spain's leading telephony retailer drastically expanded its product selection, adding 400 new categories and \$1 million in sales to accelerate its omnichannel sales strategy with a seamless marketplace implementation.

The Phone House



About Phone House

The leading retail specialist in telephony and communications for Spain, Phone House established its first retail store in 1997 just as the mobile industry was taking off.

The company has since grown to more than 500 retail stores plus a fast-growing online presence. Its new marketplace e-commerce platform has accelerated market traction, traffic and sales, making Phone House the go-to source for everything electronic—from the best deals on mobile devices, wearables and smart speakers to computers, peripherals, cameras and gadgets from the world's most trusted brands.

- 500 stores
- 2000 employees
- 30 million online visits per year
- 240 000 references available

Expanding beyond core business to fuel growth

As a specialist in telecommunications, Phone House had clearly defined its core product offering and found its niche as a benchmark in the Spanish mobile market for more than 20 years. But, recognizing that business growth could only come from moving outside its comfort zone, the company determined that a marketplace strategy was the smartest play to expand its offering and its customer base.

However, after years of laser focus, implementing new products while remaining competitive was a legitimate concern. The learning curve was an issue, both internally and for its customers who had preconceived expectations of the Phone House brand, while the technical implementation posed a formidable challenge. Adding a marketplace to its existing e-commerce

portal would be a substantial detour outside of familiar territory, and Phone House knew that providing an unparalleled shopping experience for its customers from the start was critical for success. Mirakl's B2C Marketplace Platform offered the ideal solution to satisfy Phone House's needs and ease its transition.

"The technical integration was our biggest concern. We needed a platform with the scalability to support the massive number of new products and that could integrate seamlessly with our existing website," said Miguel Arribas, head of e-commerce with Phone House. "Mirakl provided the complete solution, along with proven expertise and support, which completely dispelled any fears we had about the project."

Mirakl's proven platform enables seamless expansion

With Mirakl, Phone House found exactly the kind of reliable, well-established and committed partner it needed to confidently implement its radical transformation. A specialist in SaaS-based B2C marketplace solutions, Mirakl offers a proven, high-quality platform with a strong track record of success for Phone House's competitors, as well as in a wide range of other markets.

Its Back-Office solution provides a simple, intuitive, self-service platform for sellers that accelerates recruiting and onboarding, while providing Phone House with real-time visual reporting of business data to measure against KPIs. Mirakl's comprehensive

solution also provides full support for commission calculation, as well as sales transaction enablement and returns.

"The ease of integration was remarkable," Arribas said. "Without Mirakl's well-designed back-end infrastructure, developing the marketplace would have been much more complex, and frankly impossible with our existing resources. Not to mention the extensive training that would have been required at all levels, had we developed this project internally. With Mirakl, we enjoyed virtually a plug-and-play experience with outstanding support that accelerated our time to market and launch."

"With the virtually unlimited scale that our new Mirakl Marketplace allows, Phone House can now offer the widest selection and even the most hard-to-find telephony products our customers may need. The synergy between our online and offline presence makes us the go-to source for our customers and creates cross-selling opportunities that allow us to offer better service and greater purchasing power for our customers."

Miguel Arribas, head of e-commerce with Phone House

Marketplace results

Since its launch in October 2018, the Phone House marketplace has already generated \$1 million (900,000€) in new sales in just the first two months. As the company works to build out its omni-channel presence throughout 2019, Phone House customers will soon be able to pick up marketplace orders in-store, and the company will analyze its marketplace sales to surface the most in-demand products, adding these to its bricks-and-mortar inventory across its 500+ stores.

Thanks to the Mirakl platform, Phone House expects to not only strengthen its online and offline sales presence but also enhance customer demand and satisfaction.

- \$1 million (900,000€) in marketplace sales in just 2 months
- 120X more SKUs available
- Seamless implementation and launch
- Streamlined seller onboarding and management
- Omnichannel growth opportunities (Project)

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



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