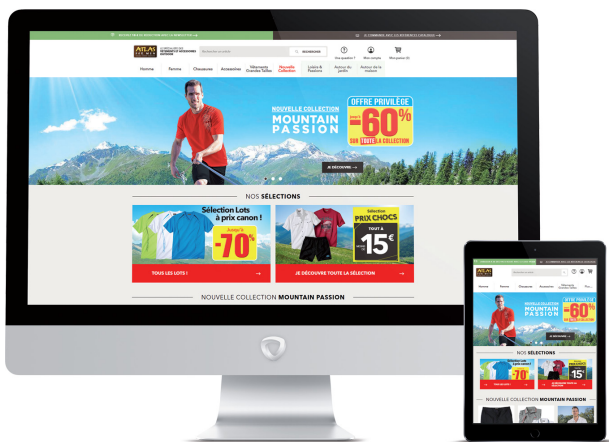


# Atlas For Men adds portfolio brands using the marketplace model

The Atlas For Men website is broadening its assortment thanks to a marketplace where 3<sup>rd</sup> party partners can sell products alongside Atlas' own. In just three months, Atlas For Men has increased its assortment eight-fold and expanded into new product categories that it can services with separate brands, e.g. Atlas For Women.



Atlas For Men is the European leader in distance selling for casual and outdoor clothing and accessories at appealing prices. The website, which was launched in 2005, now accounts for one-third of the company's sales.

- **€150 million** in total sales, including **€45 million** online
- **100+** employees
- **3.5 million** customers
- **2 million** monthly unique visitors in Europe, **1 million** in France
- Operates in **9** European countries

## Address a new segment with an expanded offer

Atlas For Men has specialized in the men's outdoor clothing market since 1999 and added an online presence in 2005. In 2008, the website sought to diversify by marketing a new collection of outdoor clothing for women under the brand Atlas For Women.

"We quickly realized that the women's market requires specific know-how and that we would have to incorporate a styling dimension if we wanted to go beyond our flagship products," explains Marc Delamarre, President of Atlas For Men. "To enlarge our offering, we had to call on partners with that precise experience and expertise."

## The marketplace gets results fast and risk-free

To preserve its image as an outdoor specialist, Atlas For Men is very careful in choosing the vendors that are represented in its marketplace.

"The marketplace model allows us to add new products quickly and easily and to test the market for new categories, such as home or garden," notes Marc Delamarre.

By integrating marketplace sellers directly into its own catalog, Atlas For Men can expand its offering for its core target of men as well as bring on expert vendors to serve its new female audience. As the company learned how to sell to a new type of customer, it learned that it could better respond to specific customer sub-segments by adding new categories: "Recreation and Passion", "Around the Garden" and "Around the House".

The Atlas For Men strategy is to sell products and offers that meet the needs of its clientele while maintaining its core business: "With our marketplace, we provide access to new specialized vendors and thereby improve customer satisfaction with minimal investment."

These initial tests were conclusive as a growing number of customers who place an order on the site combine Atlas For Men products with products from other marketplace vendors.

With this extended offer, customers complete their purchases on the Atlas For Men site and revenue grows naturally, with no additional logistics or inventory costs because they are covered by the vendors.

## Functional depth and expertise needed for success

Atlas For Men chose the Mirakl Marketplace Platform for its array of functional features.

"The solution is very comprehensive," explains Ouidad Boussif, Marketplace Manager, "and we were able to integrate it easily into the eCommerce platform we had developed internally."

## Get quick results

Thanks to the marketplace, the number of items offered for sale has increased very quickly, from 2,500 products to 20,000 products within three months and adding thirty new brands.

"We should reach 100,000 products at the end of 2017, adds Ouidad Boussif, which offers a very important growth opportunity for the revenue of our site."

The support provided by the Mirakl team, their marketplace expertise and their introductions to other companies that use the solution were also crucial to the decision.

Mirakl subsequently proved immensely useful in helping to unlock the specific details of the economic model. In particular, its consultants assisted Atlas For Men with ACPR (French Prudential Supervisory and Resolution Authority) compliance.

Atlas For Men sets ambitious goals because the turnover generated by the marketplace must increase by 4 percentage points every year, from 4% in the first year to 12% in the third.

The marketplace of Atlas For Men, deployed currently in France, has to conquer the German market in 2017, then Russia in 2018.



"Our goal is to become the number one outdoor and lifestyle marketplace in France and Europe. With Mirakl it is quick and simple for us to integrate new vendors, which means we can expand our catalogue, reach new customer targets and increase our average transaction."

Marc Delamarre, President of Atlas For Men.

## Marketplace features

- Complete features of the Mirakl MarketPlace Platform® module to automate and streamline marketplace tasks
- Vendor recruitment and management with the Mirakl Seller Portal® module
- Centralized catalogue management with Mirakl Catalog Integration®
- Full integration with the e-commerce platform
- Management of mixed orders with products from multiple marketplace vendors in a single basket

## Marketplace results

- 3 new categories:  
Recreation and Passions, Around the Garden and Around the Home
- 30 new brands
- 6x more products for women
- 8x more product listings in three months
- 40x more in year two

Mirakl allows retailers, pure players and brands to quickly develop an additional source of revenue by launching their e-commerce marketplace. The marketplace model allows companies to bring more value to their customers and earn their loyalty by selling more products at the best price with optimal quality of service.



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