MIRAKL

Scale your business with your own Marketplace

Today's shoppers are empowered. They want a broad array of choices, fair prices, and a high quality of service. Delivering a shopping experience that meets customer expectations can be a challenge. Adding stock to increase assortment is risky, costly, and time consuming. Impatient shoppers will not wait around when the competition is just one click away.

Drive more assortment without overhead

The Marketplace model is the perfect way to address this challenge. You can quickly add products and categories from trusted 3rd party sellers without making an upfront investment in inventory. To date, companies like Amazon, eBay, and Alibaba have dominated the mindshare around digital marketplaces. Building a Marketplace to compete with those brands can seem potentially disruptive or out of line with existing business models. However, nothing could be further from the truth, and your customers actually expect it.

89% of consumers say that Marketplaces offer a convenience they appreciate.

Source: Forrester Research, May 2016

Drive more customer engagement

Setting up a Marketplace allows you to increase product breadth and grow profitability with minimal cost and overhead. Giving customers a broad array of product choices they expect from your brand is key to delivering great customer experiences and increasing omni-channel conversion. With a Marketplace, you quickly and easily achieve the broad assortment that customers want while avoiding negative events such as "out-of-stocks." You can also test new products and categories without the risk of actually stocking them.

Expand assortment without overhead

→ Extend product assortment into the millions without inventory or overhead costs.

→ Quickly and easily onboard thousands of new sellers.

→ Package complementary products

Increase Customer Loyalty

→ Own and improve the customer journey no matter what channel.

→ Provide flexible options for customers – buy online or click-and-collect in store.

→ Leverage Marketplace intelligence to provide customers with more relevant offers.

Acquire new customers

→ Improve SEO through more product listings.

→ Prevent missed sales and achieve the endless aisle.

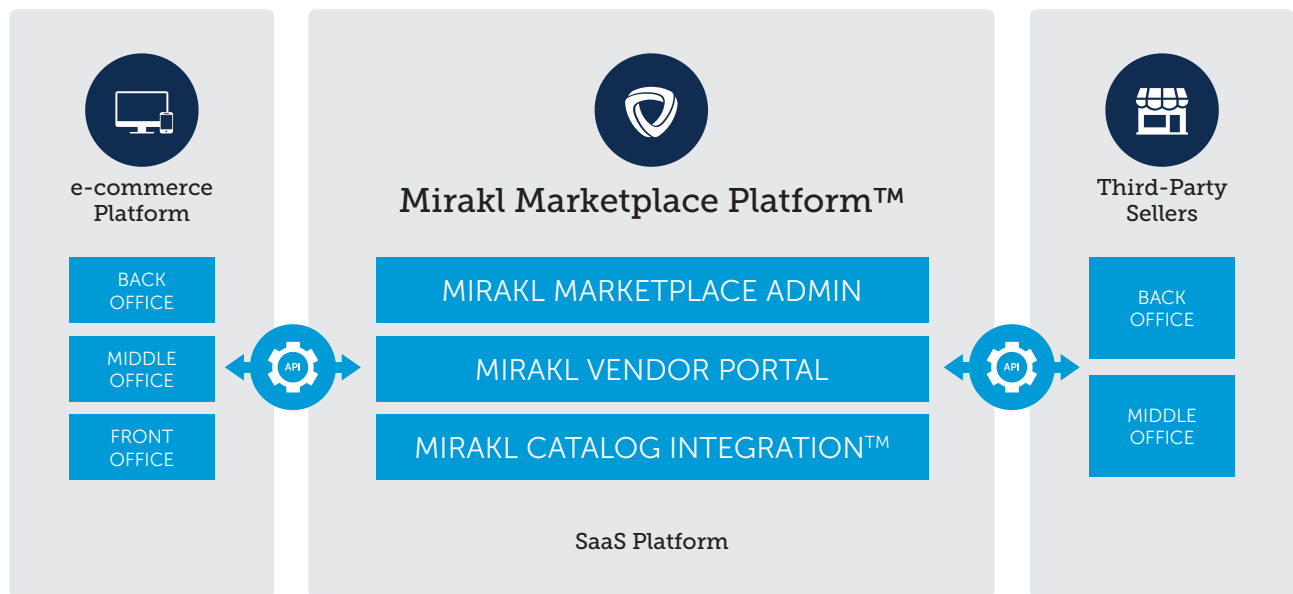→ Develop international presence with minimal resource investment.

The Mirakl Marketplace Platform™ is the only fully integrated solution for lighting-fast product expansion, increased customer reach and loyalty—all with minimal resource investment.

Invest in growth, not time, with the Mirakl Marketplace Platform™

With the Mirakl Marketplace Platform™ it is possible to plug directly into both your own systems as well as the systems of others in the e-commerce ecosystem (e.g. vendors, aggregators) via cutting-edge, API-based technology.

This provides automated catalog integration and management, communication with sellers, setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).

e-commerce Platform

BACK OFFICE

MIDDLE OFFICE

FRONT OFFICE

Mirakl Marketplace Platform™

MIRAKL MARKETPLACE ADMIN

MIRAKL VENDOR PORTAL

MIRAKL CATALOG INTEGRATION™

SaaS Platform

Third-Party Sellers

BACK OFFICE

MIDDLE OFFICE

Features specifically geared to the requirements of business

→ **Click and Collect**
Allow customers to shop online and pick up items in-store.

→ **Buy Online, Exchange/Return In-Store**
Allow customers to buy online and bring returns or exchanges to the store directly.

→ **Marketplace Governance**
Easily create rules that govern operations around things like logistics and customer service levels and monitor performance to ensure high quality customer experience.

→ **Pre-packaged Workflows**
Keep processes running efficiently with pre-built, customizable workflows around offers, orders, pricing strategies, and logistics.

→ **Multi-Vendor Order Management**
Allow operators visibility into the full order lifecycle to monitor seller performance and maintain insight for customers on order status (a huge advantage over drop-ship).

→ **Multi-vendor Catalogue Management**
Streamlined integration of complex product catalogues with Mirakl Catalogue Integration (MCI©).

Mirakl is the global leader in online marketplace platforms. Already, customers like Best Buy Canada, Galeries Lafayette, El Corte Ingles, and Carrefour Spain rely on Mirakl to create truly great experiences for customers and improve profitability via increased product breadth and optimized margins, all without increasing product on hand. More information: www.mirakl.com

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