

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).



Features specifically geared to the requirements of omni-channel 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, omni-channel customers like Best Buy Canada, Game, Darty, and Woolworths rely on Mirakl to create a true omni-channel experience for customers, improve profitability via increased product breadth and optimized margins, all without increasing inventory. More information: www.mirakl.com



PARIS
+33 1 72 31 62 00

BOSTON
+1 844 264 7255

LONDON
+44 20 3355 9932

MUNICH
+49 89 205 008 5012