

INDUSTRY

## Online Retail

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NEED

Our client provides not only a business-to-consumer platform for selling goods, but a consumer-to-consumer one as well. It is currently one of the most popular sites to buy, purchase, and trade goods for consumers and businesses alike. The need was to increase client brand awareness and increase revenue through a sustainable marketing campaign focused on specific segments within an optimal time frame.

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SOLUTION

Akraya's team was part of a group within the client's North American Marketplaces team that supported larger sellers. Team Akraya executed all marketing campaigns on behalf of the marketing managers. Activities included coordinating with all vendor organizations, managing traffic, and delivering marketing assets (emails, banners, blogs, etc). The team also gave inputs on strategy for marketing campaigns.

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RESULT

The client was able to increase brand awareness through a sustained effort targeted at a wide range of sellers, but especially large ones. The results of their efforts enabled sellers to market their goods through the website and increase revenue for the sellers and, as a result, our client.