

Sell direct without channel conflict



B2B buyers want to discover and buy from the same website

Digital transformation has raised the bar for Industrial Manufacturers. B2B buyers have grown to expect easier access to detailed product information, frictionless buying and one-stop shopping. Influenced by their purchasing experiences as consumers, they now demand broader selection, 'always there' inventory, and fast delivery. The value chain in B2B commerce has shifted and success will require B2B Manufacturers to get closer to their customers than ever before.

The challenge? While manufacturers are feeling the pressure to deliver more value to their customers, they are reliant on existing distributor networks and currently lack the direct relationship with end buyers. This current state where customers are pushed to a dealer's website is resulting in customer attrition, lost conversion data, and lack of visibility into inventory levels across dealer locations. In short, less revenue and higher costs. It's time for a change.



89%

of buyers research products on the brand website



81%

buyers prefer to purchase direct from brand manufacturers



82%

of manufacturers say selling direct has improved their customer relationships

Mirakl's Enterprise Marketplace platform empowers manufacturers to build direct relationships with customers

With their marketplaces, industrial manufacturers are bringing on their existing distribution partners as third-party sellers to create a seamless buying experience for their customers. With their newfound visibility into customer buying trends, they are also able to make more informed decisions about inventory levels, new product development and more.



It was critical for our authorized dealers to join us online in an effort to upgrade the customer experience in the material handling industry. The marketplace model provides the perfect solution.

Nick Ostergaard,
Ecommerce Manager



With a Mirakl-powered marketplace, gain the speed, scale and agility necessary to meet rising customer expectations



Better Buying Experience

- Enable customers to buy direct from your site
- Optimize product selection, description and pricing info
- Deliver more value-added solutions and customer care



Streamlined Operations

- Accelerate service & product delivery
- Reduce out of stocks and seamlessly manage substitutions
- Shorten sales cycles & reduce cost of sales



Increased Profitability

- Increase forecast accuracy & optimize demand balancing
- Leverage data to inform future R&D
- Increase share of wallet by offering a broader assortment

Mirakl enables industrial manufacturers to launch faster, grow bigger and operate with confidence from day one

Secure and flexible architecture integrates seamlessly with B2B eCommerce platforms via API so you'll gain a time-to-market advantage and faster ROI in an environment where you can't afford to wait. Business rules and process automation enable you to offload the labor intensive, administrative tasks like catalogue management and pricing so that you can build up your partner and supplier networks quickly – and without the headache.

Mirakl also manages the backend complexity of building and operating an online marketplace, employing the market's most rigorous security controls so that you can focus on delivering the optimal customer service and expertise your customers expect while powering your business for future growth. **Mirakl – Your partner to win.**



The data that we get from our marketplace helps us add value to our customers and to our dealers. It helps with optimal stocking levels in our parts distribution center. Ultimately, with our marketplace, we're able to make more informed, data-driven decisions.

Nick Ostergaard,
Ecommerce Manager



Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



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