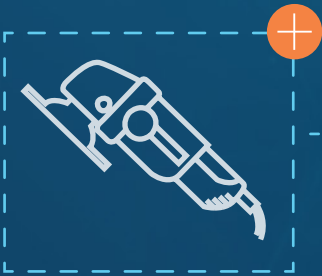




75 products found
from 15 sellers



18 products found
from 9 sellers



47 products found
from 24 sellers



120 products found
from 32 sellers

The Ultimate Guide to Online Marketplaces

Everything you need to know from developing an initial strategy to ongoing execution, and delivering repeatable results.

The Ultimate Guide to Online Marketplaces

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The Marketplace Revolution is Growing

The battle for eCommerce dominance is intensifying, with brands across all industries – from retail to manufacturing and distribution – each searching for that needed edge in today’s cutthroat landscape. Combine this increased competition with shrinking margins along with ever-increasing customer demand, and it might feel like you’re being squeezed on all sides.

But through it all, there’s been a singular, strong, and consistent trend breaking through: online marketplaces are flourishing. **Year after year, these marketplaces** (also referred to as “enterprise marketplaces”) **have grown at 2X the rate of overall eCommerce, achieving 25% year-over-year growth in the past year.** In fact, today, online marketplaces make up two-thirds of global eCommerce sales.

Fueling this impressive growth, widespread consumer adoption of marketplace shopping has soared 35% in just two years. Drawn by the convenience, value, and selection marketplaces offer, nearly half of online shoppers now buy from marketplaces. Among those, over half primarily or exclusively turn to marketplaces for their online shopping needs¹.

For B2B, marketplace adoption is just as widespread: In the past year, **B2B marketplace sales grew more than 7x faster than overall B2B eCommerce,** and have since become the most used B2B sales channel. This jump reflects the rising expectations of B2B buyers, who increasingly demand professional buying experiences that deliver the same convenience and ease of use enjoyed in their personal lives.

ONLINE MARKETPLACES ARE FLOURISHING



2x

**marketplace growth
rate vs. overall
eCommerce**

67%

**of eCommerce
sales happen
on marketplaces**

+35%

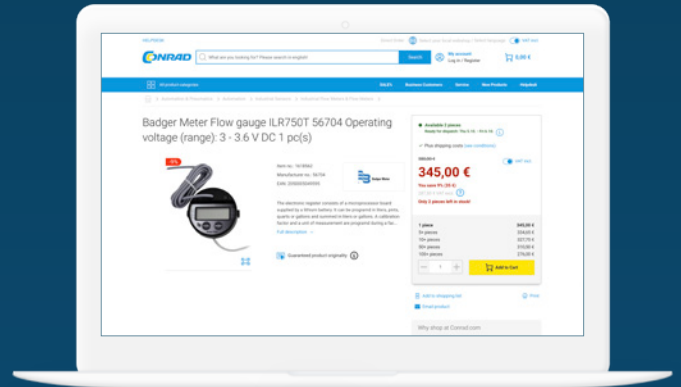
**increase in
marketplace
adoption**

¹ This is according to The State of Online Marketplace Adoption, a global consumer survey dedicated to understanding the forces behind this fast-evolving eCommerce landscape.

And it's no wonder. Marketplaces have proven to help companies navigate rough waters on three major fronts.

1 Exceed rising customer expectations:

Marketplaces deliver on the expectations of today's buyers—more choice, greater convenience, and higher value. Two out of three consumers prefer marketplaces over conventional eCommerce sites and 7 in 10 recognize marketplaces as the most convenient way to shop – and this isn't limited to retailers. **Conrad Electronic**, Germany's leading electronics distributor, has used its online marketplace to offer a true one-stop shopping destination. Now featuring over 7 million products, **Conrad sees more than 600,000 website visitors monthly**, and has enjoyed 500% online sales growth compared to years prior to a marketplace.



+7M

featured products
in marketplace

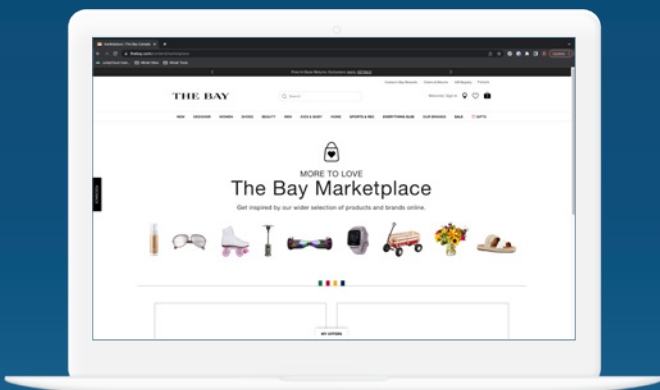
+600k

monthly website
visitors

500%

online sales
growth

THE BAY



+60k

items collected
in 9 months

10x

assortment
increase planned

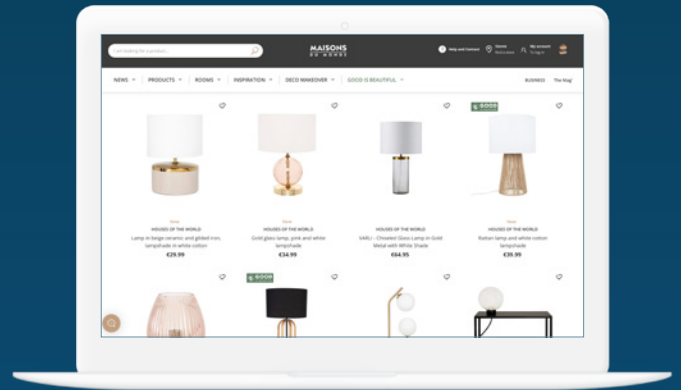
2 Overcome rising acquisition costs:

Marketplaces can help you push back against the rising costs and growing competition from new entrants that are forcing companies to battle for a shrinking slice of the pie. With a marketplace, you can offer a truly endless aisle of curated products and services: in the past year, the number of sellers joining marketplaces to offer their goods grew by 46%, creating a constantly refreshed assortment that keeps shoppers coming back. Furthermore, a continuously updated catalog will help boost search ranking and site traffic: last year marketplace operators saw 4X the traffic growth of the top 70 global retailers. For fashion retailer **The Bay**, the launch of their marketplace enabled them to add a **collection of more than 60,000 items in just 9 months**, with plans to increase their assortment tenfold in the coming years.

3

Increase profitability and reduce risk:

Marketplaces allow you to greatly expand your catalog without the traditional costs and risks of owning inventory. Because you do not own the inventory, you'll drastically reduce the overhead costs involved in warehousing and shipping, and add a commission-based revenue stream to offset margin pressures. Further, you remain flexible to adjust to changing customer expectations. That's why marketplaces have become 3X more profitable than conventional first-party-only eCommerce sites. Global home and furniture company **Maisons du Monde** recently saw a **44% YoY growth for their French marketplace** which, during Q2 of 2022, accounted for 40% of all online GMV².



44%
YoY growth

40%
of all online GMV

\$7B
Combined raised capital

Aside from being a strong catalyst for growth for operators, marketplaces have been a boon to sellers and manufacturers as well, with some of the biggest brands in fashion, electronics, and personal care like **Burberry, Coach, Swatch, Würth, Samsung, Columbia, Siemens, Unilever** and **Lacoste** all getting in on the marketplace action. **Last year alone, 25 marketplace sellers raised a combined \$7 billion in capital, while even smaller sellers doubled their GMV share year-over-year.**

BURBERRY

COACH

swatch®

WÜRTH

SAMSUNG

Columbia

SIEMENS

LACOSTE

Unilever

In this guide, we'll define key marketplace concepts, explore various use cases, cover important considerations when selecting your own marketplace software provider, and offer a series of best practices to help get you started on a marketplace journey of your own – with countless examples from the world's leading brands who have successfully launched and scaled their own marketplaces integrated along the way.

Altogether, this ebook will serve as a playbook for enterprise marketplace success, putting your business on a path of unprecedented growth – permanently.

² This according to Maisons du Monde's 2022 first-half results.

Understanding the Marketplace Model

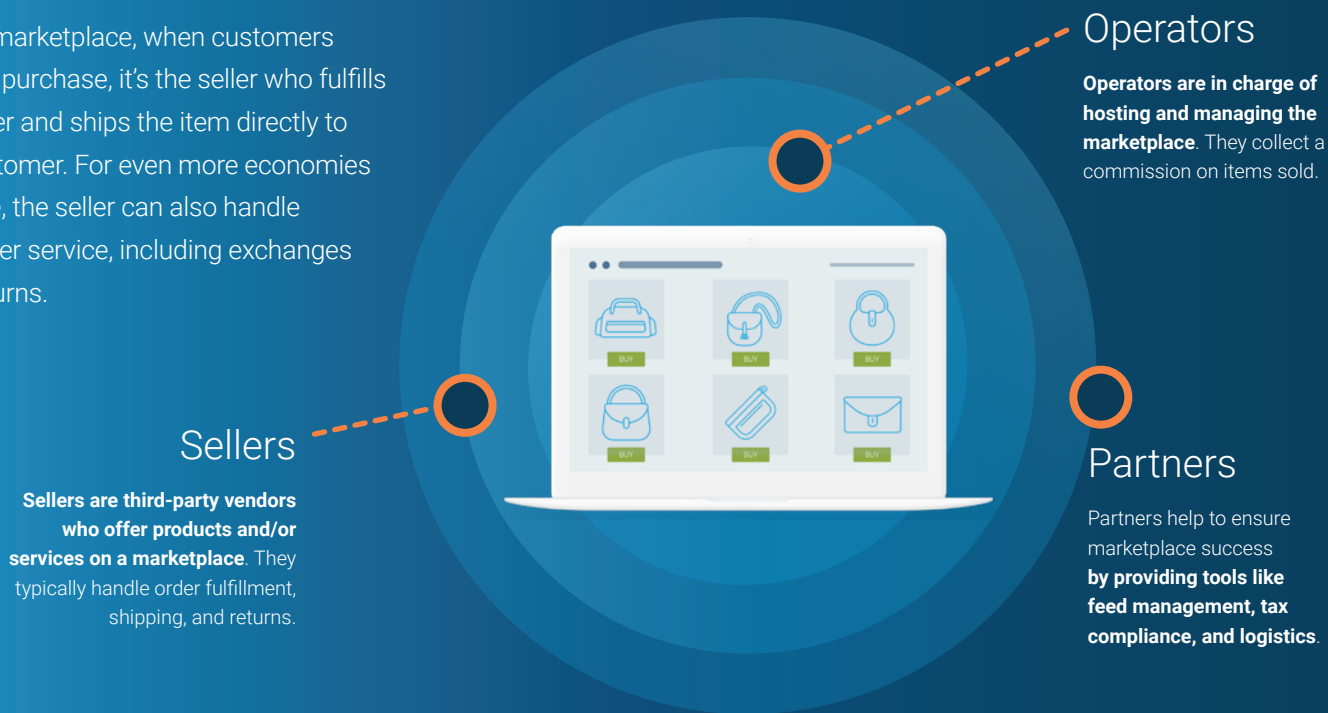
While operating a marketplace business may be unfamiliar, chances are if you've purchased anything online in the past several years, you've shopped from a marketplace. Many of the world's biggest retailers, from Amazon and Walmart to household names like Macy's and Carrefour and even B2B brands such as Airbus Helicopters and Toyota Material Handling have adopted the marketplace model.

What makes a marketplace different?

With a traditional eCommerce site, the company sources products from a network of wholesalers and offers them for sale. They are responsible for purchasing those products ("owned inventory"), storing them in a warehouse, managing and marketing them on the website, and once purchased by the customer, shipping them to the recipient.

By contrast, a marketplace brings together **an ecosystem of players, with the operator, sellers and partners** handling different pieces of the process.

With a marketplace, when customers make a purchase, it's the seller who fulfills the order and ships the item directly to the customer. For even more economies of scale, the seller can also handle customer service, including exchanges and returns.



A successful marketplace starts by establishing a minimum viable ecosystem (MVE) – a critical mass of sellers, customers, and partners in order to leverage network effects and provide optimal value to all stakeholders. Ultimately, with a marketplace, the sky's the limit on the number of products or sellers the operator can offer, and there's very low overhead compared to traditional eCommerce.

Following this guiding principle, marketplace model operators can unlock the speed, scale, and agility to meet the needs of their buyers by empowering their sellers and partners through audience expansion and overall revenue growth.

Marketplace Solves Traditional eCommerce Pain Points

Until the advent of marketplaces, eCommerce strategies recreated the brick-and-mortar model online. However, that presents various challenges and limitations.

Traditional Retail Challenge

Scaling first-party inventory is expensive, time-consuming, and requires a massive team.

This results in an asset-intensive, low-margin situation in which the retailer assumes significant liability along with the high cost of owning and managing inventory.

Marketplace Solution

Onboarding a curated selection of sellers is fast and easy

allowing you to quickly add anything your customers want while maintaining the high level of brand quality they expect. Plus, because the operational burden is shared between the operator and sellers you remain asset-light and margin rich.



The Kroger Co. officially launched its marketplace in 2019 and is continuing to branch out into new categories. Today, in partnership with Bed Bath & Beyond, their curated assortment now includes everything from bedding and storage to baby furniture and gear from Bed Bath & Beyond and its buybuy Baby store chain.

The retailer is responsible for all expenses related to owning and managing inventory.

This includes bearing the brunt of both warehousing and shipping expenses, which significantly increases the cost of doing business.

Storage and shipping costs are removed as the sellers oversee their own inventory and order fulfillment. Operators simply collect a commission from each third-party sale and remove themselves from the logistical headache of moving products to where their buyers are.



Leading OEM distributor **Parts Town** launched a new "Parts In Town" marketplace which connects technicians with trusted, local service companies to get them the parts they need the same day.

The retailer assumes liability for owned inventory, forcing them to make and act on predictions of future buyer trends. If they get it wrong, the company may have no choice but to offer deep discounts – which eats into profits or may even result in a loss - to liquidate the inventory and make room for new items. Conversely, if they don't order enough, they'll lose out on sales as shoppers go elsewhere.

Third-party assortment offers speed, flexibility, and agility with less risk. With inventory owned and managed by third-party sellers, operators can quickly adapt their catalog to meet changing needs and ensure they have exactly what their buyers are looking for – no matter what's trending. Furthermore, they are not responsible for any excess or unwanted inventory as that is managed by the seller.



Leroy Merlin has leveraged the flexibility of the marketplace model to ensure they're always delivering the latest brands and products their customers want. This constant reliability has propelled them to one of the 5 most visited sites in France.

macy's inc

“Ensuring we had a scalable model that really minimized our investment in incremental costs for both Bloomingdale’s and Macy’s is what led us to our partnership with Mirakl, which we think is best-in-class.”

Jeff Gennette, Chairman and CEO, Macy’s



The Best of Both Worlds

While there are some pure-play marketplaces, such as **Maisonette**, **La Redoute**, **Shop Premium Outlets - A Simon Digital Marketplace**, and **TradeSquare** on the B2B side —where the operator exclusively offers products sourced from a network of third-party sellers—many companies adopt a hybrid approach. For example, established retailers like **UNFI**, **Carrefour**, **Debenhams**, and **Madewell** offer products sourced from their wholesale vendors (owned inventory), and supplement that selection with products from a network of third-party sellers – all on the same site.

Some companies even go a step further, combining owned inventory, drop shipping, and third-party offers all in one convenient, online store. That’s the beauty of a marketplace: it doesn’t have to be one or the other. In fact, in the marketplace ecosystem, companies don’t even have to choose one role. Companies that operate marketplaces can also be sellers on other marketplaces, and vice versa.

With the Mirakl Marketplace Platform, brands have the flexibility to tailor their model and strategy to fit their business goals and customer needs.



Some companies combine owned inventory, drop shipping, and third-party offers all in one convenient, online store. That’s the beauty of a marketplace: it doesn’t have to be one or the other.

The Marketplace Advantage

The perks of a marketplace aren't limited to the traditional retail realm. **B2C and B2B companies across industries can reap the benefits of the marketplace model**, albeit through slightly different approaches and implementation.

Let's walk through the opportunities for each.

Retail: Born for the Marketplace Model

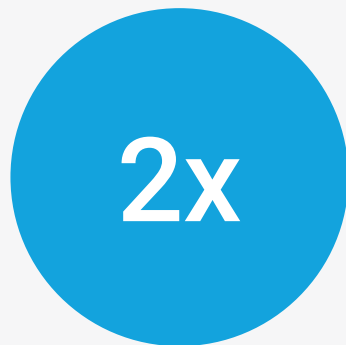
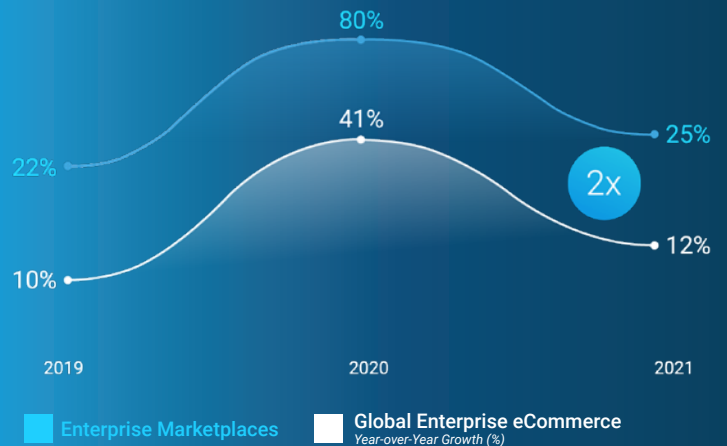
Customer expectations have never been higher. **Shoppers want more choices combined with lower prices, and they want them right now.** Geography, time zones, supply chain challenges... None of it matters to your customer. The instant gratification economy is here and the pressure is on to offer the convenience, products, service, price, speed, and value customers want.

A marketplace is the most effective way to deliver on those expectations and keep customers coming back.

Today over 70% of consumers say marketplaces are the most convenient way to shop, citing an expansive product selection, better pricing, and faster shipping times.

Even better: the more consumers shop online, the more they love marketplaces. Demand for marketplace shopping is especially high among "power shoppers" – those who shop online at least once a week. 75% of these wish more of their favorite retailers offered an online marketplace³, underscoring the urgency for retailers to get on board with the marketplace model right away.

MARKETPLACES ARE GROWING TWICE AS MUCH AS ECOMMERCE



marketplace growth rate vs. overall eCommerce



wish more retailers had online marketplaces



say marketplaces are the most convenient way to shop

³The State of Online Marketplace Adoption.

If it seems like the marketplace model is a perfect fit for modern B2C retailers, that's because it is.

Range extension

A marketplace makes it easy to increase product assortment to adapt to customer demand and reach new audiences. With the right marketplace technology, operators can quickly add new sellers in as little as five calendar days and bring new categories and products online near-instantaneously, with the possibility of new revenue generation occurring the moment they're live.

Additionally, because operators don't have to worry about owned inventory, minimum quantities, or logistics, they can expand quickly, with minimal cost and low risk.

Service

Some retailers can add tremendous value for their customers by adding complementary services to their marketplace. For example, a furniture, appliance, or electronics store could add in-home assembly, installation, or setup. Or they could extend the customer relationship by offering maintenance services to create recurrent engagements. **This provides the one-stop-shopping convenience customers desire, along with an opportunity for upselling and repeat business for operators.**

A marketplace makes it easy to increase product assortment to adapt to customer demand and reach new audiences.



**SEAMLESS, CONTINUAL
BRAND EXPERIENCE**



DECATHLON

When world sports equipment leader Decathlon elected to launch a marketplace in the UK, they did so with a focus on local sellers – adding over a thousand new products to their catalog from independent UK brands, distributors, and resellers. **Following this format, Decathlon has launched a marketplace in more than 13 different markets.**

B2B: Booming Marketplace Opportunities

B2B companies face many of the same challenges as B2C businesses, including increased competition from digital natives, supply chain, and margin pressures. Adding to those pressures is the inherent complexity of running a B2B business - from a variety of different invoicing and payment methods to even the types of items and overall volume of products your clients are looking for.

If that wasn't enough, don't forget, B2B buyers are consumers after all. They expect the same convenience, selection, and pricing they enjoy in their personal shopping to flow into their business procurement. They too want an efficient, frictionless, one-stop shopping experience.

It's no wonder, then, that **one-third of B2B buyers are already turning to eCommerce to buy at least half of their business products and services, fueling a projected 19.7% CAGR by 2030⁴**. And, just like the consumer market, B2B marketplace sales are set to grow at nearly double the rate of B2B eCommerce sales, reaching \$4 trillion by 2025—four times the current sales volume.

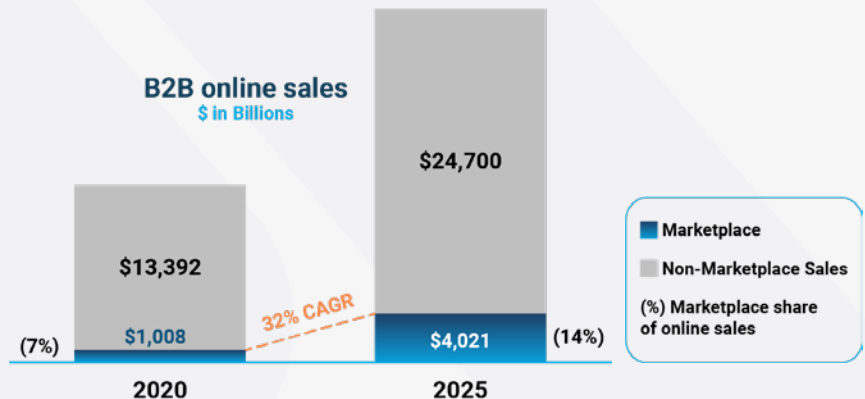
Like a B2C marketplace, there are several B2B models that work extremely well to deliver the assortment and pricing customers expect with the speed and scale you need to grow business profitability and brand relevance.

One-third of B2B buyers are already turning to eCommerce to buy at least half of their business products and services.

Range extension

With a marketplace, B2B businesses can rapidly expand their product selection at minimal inventory cost and risk, adapting their selection to meet buyers' ever-changing demands. It also allows for easy substitutions and minimizes out-of-stock to ensure customer satisfaction and loyalty.

SHARE OF MARKETPLACE SALES IN B2B ECOMMERCE WILL DOUBLE BY 2025



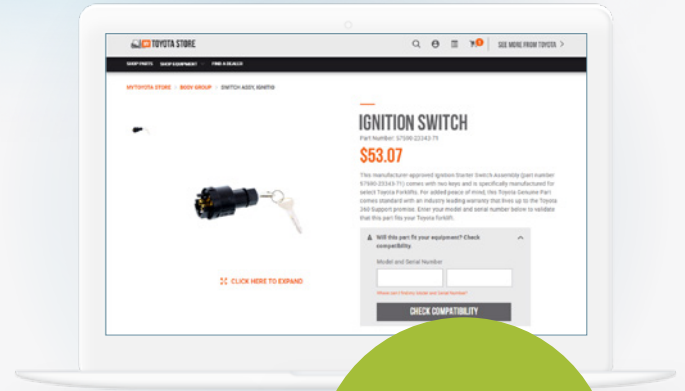
Marketplaces also offer aftermarket parts and services organizations like **Airbus Helicopters** ways to think more internationally with a catalog as diverse and global as their customers in the aero industry. In addition to augmenting its supply partner network, with the launch of its marketplace, **Airbus Helicopter customers benefited from 27,000 marketplace offers across new categories**, including chemicals and consumable material, tools and ground support equipment, shelving, and storage.

⁴According to the 2022 edition of the Business-to-Business E-commerce Market Size, Share & Trends Analysis Report by Deployment Type.



Direct-to-customer

A marketplace allows B2B brands to sell directly to their customers, optimizing the buying experience while delivering deeper, data-driven insights into customer buying behaviors, without creating channel conflict with their current distributors. When **Toyota Material Handling** launched its marketplace, it did so by onboarding its authorized dealers as sellers, protecting its territory-based model while offering dealers a new digital sales channel. With the marketplace, they're able to connect with existing and new customers, creating an opportunity to establish new relationships, sell additional products & services, and feed data back into the research and development process. In fact, 70% of marketplace orders are now placed by new customers.



+70%
of new
customer orders

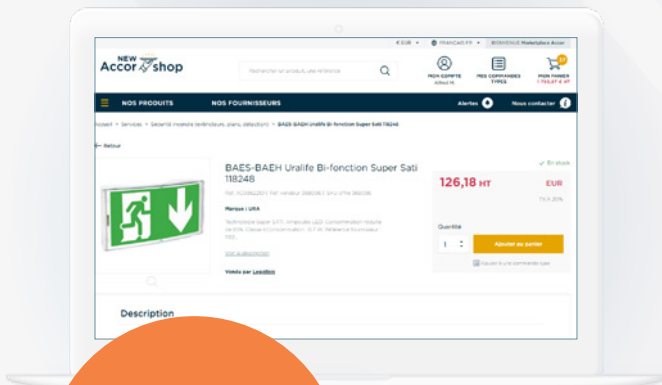


Group purchasing

Transform the purchasing process in your industry by creating a one-stop shop for all of your customers' products and services on a single platform. To better meet this need Mirakl introduced One Creditor to enable businesses to act as the central creditor for all transactions.

This kind of marketplace can be reserved for internal use—franchisees, brand- or independently-owned locations— or even opened to the broader industry market. With a marketplace, companies like **Astore by AccorHotels** have been able to streamline purchasing, offering both the best deals and local quality goods to their global network of more than 5500 hotels.

Just two years after launching the marketplace, their GMV exploded, producing 500X growth.



500x
GMV growth
in 2 years

Services marketplaces in B2B

For any of these applications, offering complementary services as an add-on through vetted, reputable vendors can enhance your value proposition and streamline operations for your customers. In addition to expanding its catalog to more than 33M offers, **Aniel**, for example, has also included more value-added services to its marketplace platform. Combined with their expansive catalog, they're committed to creating a better buying experience for the automotive industry.

Drop ship, Marketplace – or Both!

Drop ship has long been a popular strategy for retailers and wholesalers to expand assortment, especially for products that don't meet their existing fulfillment capabilities, while reducing working capital.

In a drop ship model, the retailer or wholesaler lists the product for sale just like it would for owned inventory, but the supplier or manufacturer ships it directly to the customer.

While the business doesn't have to worry about the cost of holding inventory and managing fulfillment, it can retain control over pricing, promotions, and customer service.

Because the company is still responsible for merchandising, pricing, and customer service, it can take time to initiate and negotiate the buy-sell agreements. Furthermore, as part of their contract terms, the company may be on the hook for meeting a certain sales volume with their suppliers.



BREAK FREE FROM LOGISTICAL CONSTRAINTS WITH DROP SHIP



Using drop ship, marketplace, or both, you can expand the products you offer on your website.

In this method, maintaining control over the portfolio and customer experience is a key element, best reserved for a curated set of strategic suppliers - in a business' core category - where a high-touch relationship is preferred. This is because while drop shipping is incredibly high touch, it is also inherently less scalable.

As you've already read, online marketplaces are helping countless businesses – regardless of industry or vertical – discover the speed, scale, and agility they need by delegating more activities to their curated ecosystem of high-quality, third-party suppliers, especially for growing assortment across new, complementary categories. As businesses continue to evolve their eCommerce strategy, **some are finding that the best way to do so is not to choose between drop ship and marketplace, but rather, to have a little bit of both.**

With a Mirakl-powered Marketplace, companies can get the best of both worlds, easily operating a drop ship and marketplace business simultaneously from a single platform. Bringing the two together allows companies to do more business with drop ship suppliers, and maintain control over core categories while gaining inventory flexibility and expanding into new categories with new third-party sellers by leveraging the speed, scale, and agility of the marketplace.

This results in more scalable drop ship operations, with less manual effort and more scalable supplier onboarding plus improved profitability of long tail and easier management of out-of-stocks or substitutions.

Picking Your Marketplace Platform

Once you've established a solid go-to-market strategy, choosing the right technology to power your platform is a key factor in marketplace success.

Your marketplace platform is the foundation of your operations, and the right solution is essential for ensuring a smooth and swift launch: giving you the scalability and flexibility to grow, innovate and adapt as market needs change. When considering a platform solution be sure to take into account the following three pillars of marketplace mastery:



Technology to power the entire lifecycle

Robust software forms the backbone of any successful marketplace deployment. Look for a platform that offers secure and reliable enterprise-grade technology, allowing you to launch fast while delivering quality and scale at marketplace speed. Robust seller tools are key to achieving this, from streamlined seller onboarding and product catalog integration to tools and dashboards that provide at-a-glance visibility into marketplace operations. **Scalable product data harmonization and catalog management tools are critical to ensuring easy, frictionless updates.**

Strong seller quality control features, including the ability to configure SLAs and automatically track seller performance, ensure that your marketplace continues to be a high-quality extension of your brand.



"Mirakl is really the solution for operating marketplaces at scale. For a large, international retailer like Carrefour, we need a global technology partner that is flexible and secure."

Olivier Gibert

Head of Global Technology Strategy & Commerce Platforms, Carrefour Group



Expertise to guide your marketplace journey

Technology is only as good as the team behind it, and you need enterprise-grade expertise to match. Building a marketplace is a journey, so **be sure to choose a team that can lead the way from use case and strategic development to implementation, launch, and growth**. Working with a platform partner who has both business and technical expertise honed over hundreds of global marketplace implementations allows you to leverage proven methodologies and best practices to accelerate time to revenue and innovate for future growth.



“When you go into a radical transformation of your business model you need to be with the best, the market leaders. Mirakl has a Customer Success team to challenge and guide us along the marketplace journey.”

Bertrand Fontaine

President SalonCentric,
a L’Oreal subsidiary



An ecosystem to drive growth

Knowing where to turn to find reliable, reputable technology partners and sellers can be a big challenge for those just getting started in the marketplace business. Overcome that hurdle by choosing a platform provider that offers an ecosystem of vetted or certified technology and solution partners, plus a selection of pre-vetted sellers to help build out your offering. **Mirakl Connect is designed to make this process exponentially easier by offering access to the industry’s largest ecosystem of high-quality, curated sellers and partners** - each carefully selected to help you quickly launch and scale your marketplace.



“[Mirakl] has definitely been a huge asset to us in providing guidance, in introducing us to partners to work with, to channel partners and always interested in growing with us and understanding what we need out of the platform and your partnership.”

Evan Moore

Senior Vice President of Commerce
Partnership, NBC Universal



Marketplace Essentials: Best Practices for Making it Work

By now, you may be ready to take the first step towards an online marketplace. Remember, this is not an instantaneous process but rather one that takes considerable planning, strategy, and ongoing support. So, how do you ensure this project is a success?

First, you should know it's not as simple as "if you build it, they will come." Not all marketplaces are successful, and they fail for a variety of reasons. If you're ready to make the investment, you'll want to do it right, and you shouldn't expect it to be just like all the other eCommerce projects you've tackled in the past. A marketplace is a different model, with unique requirements.

Here's a quick glance at a series of best practices to ensure maximum return on your investment:

1. Define your strategic vision

A clear vision is the bedrock of all of the world's most successful marketplaces. Launching a marketplace isn't just another IT project—it's a monumental shift in the way you do business, and it requires looking at your business and your competition in a whole new light.

That means giving it business-wide priority backed by executive sponsorship and approaching it from a holistic perspective that includes integration across every business unit—from IT and accounting to HR, and marketing.

With all of its many moving parts, going the do-it-yourself route to build a marketplace yourself can be incredibly challenging and resource-intensive, even for the most advanced technical teams. That's why it's important to make an experienced, proven marketplace partner a core part of your strategic vision.

By partnering, you achieve faster time to market, leapfrogging development that otherwise can take months if not years; jumpstart the marketplace flywheel right from the start; and drive a positive return on your investment even sooner. By starting with a proven backend, you're freeing up your engineering team to focus on front-end differentiators that optimize the customer experience.

Beyond the technology, you also benefit from the experience and expertise to make the right business decisions and solve for barriers to scale.



In 2021 UNFI launched North America's first wholesale food industry marketplace. Reflecting back on the journey thus far, Thomas Kraus, Vice President, eCommerce at UNFI, described their marketplace project as similar to trying to launch and grow a small business.

"Building a marketplace is like trying to create a business from scratch. It's incredibly cool, but you're running a startup and that's really hard. For us, it was important for us to get support from both our leadership team and business partners early on."

2. Align on key operational decisions

Deciding to launch a marketplace is the easy part—the choices you make from that point on can make or break the success of your deployment.

One mistake companies often make, partly out of fear of cannibalizing their own business, is to equate “curation” with scarcity. To ward off competition and protect their own first-party sales, they err on the side of caution with a very small selection of sellers. But offering too small of an assortment defeats the purpose and undermines the benefit to the customer. Instead, embrace the competition but ensure that your selection—no matter how broad—matches your brand DNA and meets customers’ expectations for scale, curation, and experience.

A second common mistake is to treat the marketplace like a stand-alone entity. Again, this detracts from the seamless experience customers want. Instead, your marketplace should be fully integrated wherever your buyers are, from a technical and marketing standpoint. It should be an extension of your first-party offers online with integrated shopping and checkout flow, as well as offline with brick-and-mortar locations and even through your salesforce.

The same goes for marketing. Your marketplace deserves equal attention and budget as part of your social media, paid advertising, email outreach, content marketing, SEO, and public relations.

A Marketplace should be an extension of your first-party offers online with integrated shopping and checkout flow, as well as offline with brick-and-mortar locations and even through your salesforce.



For **Liverpool**, Mexico’s largest department store chain, the marketplace is the foundation for creating an omnichannel experience. Today shoppers can pick up or return marketplace items in any Liverpool store - with the ability to make in-app and even in-store marketplace purchases. This approach has launched marketplace sales growth of 10x in 2021 when compared to 2019.

10x
sales growth
in 2021

3. Be prepared for a transformational change

In addition to an operational shift, launching a marketplace requires a cultural shift within your organization. You must create an environment where it will be cultivated and nurtured to ensure growth and propagation.

Because it's an exercise in change management, you must bring every stakeholder to the table and prioritize building a marketplace team, made up of internal stakeholders and external partners, as much as buying a marketplace platform.

The most successful companies designate a Head of Marketplace to lead the program, report to executives, set KPIs, and hold the team accountable. To drive cultural change, update your staff's performance objectives and incentives to include marketplace goals to fuel investment, engagement, and innovation.



“With a marketplace, we’re able to branch into new markets with the introduction of new, high-quality products. It has become an axis of growth, allowing us to reach new customers and provide an all-inclusive solution for our existing, loyal customer base.”

Paul Louit

Head of Marketplace
at Airbus Helicopters



To learn more about marketplace best practices from some of the most successful operators in the industry, download Mirakl's **11 Essential Best Practices from Leading Enterprise Marketplaces** ebook now.

Power Your Digital Transformation with Mirakl

As the marketplace revolution rolls on, launching and scaling an enterprise marketplace is essential for any business to meet the expectations and demands of today's savvy digital buyers. Otherwise, your customers will simply turn to your competitors for the selection, convenience, and value only a marketplace can deliver.

If you're ready to start the marketplace conversation Mirakl can help. Only Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations.

Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them. As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro, and Toyota Material Handling gain the speed, scale, and agility to win in the changing eCommerce landscape. For more information: www.mirakl.com.

Are you ready to accelerate your business growth? Let Mirakl help you seize the opportunity and join the Platform Revolution today.



ABOUT MIRAKL

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them. As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro, and Toyota Material Handling gain the speed, scale and agility to win in the changing eCommerce landscape. For more information:

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