



DATASHEET

MARKETPLACE MANAGEMENT

Get the most out of your offsite digital channels, with complete control and agility over your product data

AT A GLANCE

SELL MORE PRODUCTS. FASTER

WHAT IS MARKETPLACE MANAGEMENT?

The simplicity of flawlessly listing your products on multiple marketplaces and managing multiple channels all from one place.

We act as the interface between you, the retailer, and the marketplace. Sync your product data across multiple marketplaces and your ecommerce platform to create a delightful customer experience. By seamlessly managing stock levels and tracking orders all in one place it helps you to meet consumer expectations; from the initial product search through to the purchase and processing of the order in your platform.



We have used the Intelligent Reach platform to help us integrate to our marketplace partners for the purpose of trading via these platforms. The ease of these upstream integrations helps us avoid bespoke work to our back end platforms which have a single integration at the start that no longer needs changing

– Lance Eerhard, Head of E-commerce at CUB

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

Marketplaces offer the ability to seamlessly grow your business, provide extra streams of revenue and help build brand awareness. It's an enormous opportunity to take advantage of your global reach and high volumes of traffic, but you have a lot on your plate.



MANAGING SELLING IN NUMEROUS PLACES

You probably have multiple marketplaces, systems, e-commerce and platforms that you're using to manage your selling. So, it's made it difficult to keep on top of your marketplace inventory and orders without a centralised platform.



UNABLE TO SELL THE PRODUCTS ON THE RIGHT MARKETPLACES

Having the right products in front of the right eyes opens a strong line of revenue. Without a way to quickly test marketplaces at low risk and monitor performance to understand what works best for your products, you'll miss out on those well-deserved sales. It hinders your

growth and scalability, which prevents you drawing in a bigger revenue.

SLOW INVENTORY UPDATES



Marketplace selling is extremely fast paced, which is why it's important to keep your stock data updated on a regular basis. Without an automated marketplace management solution, sellers can end up selling products that they have zero amount of, drawing poor customer experiences and low reviews.

THE FEATURES

WE MAKE SELLING ACROSS MARKETPLACES A BREEZE

We bring it all together. By empowering you to launch and manage your product listings across multiple marketplaces from one place, you can easily manage your selling to generate a positive customer experience. With Marketplace Management, you'll find:

EASY INTEGRATION INTO YOUR MULTIPLE SYSTEMS
 Whether it's an e-commerce platform, SKU management software or another product system, we've got you covered. Our solution experts make it easy to integrate into legacy systems, so wherever you're updating your product data, it'll sync right through to our platform as well.

SEAMLESS ORDER MANAGEMENT FOR A PLEASANT CUSTOMER EXPERIENCE
 Ensure your stock is continuously updated to ensure you're selling stock that you have, to avoid the risk of a poor customer experience. Order data is digested, transformed and cleansed from the marketplaces to our solution to help you take control for a seamless customer experience.

LAUNCH INTO NEW MARKETPLACES AND CUSTOMISE YOUR FEEDS WITHIN MINUTES
 Cut out the time you spend waiting on your IT teams. Our partner templates make it easy for you to launch across new marketplaces within a couple of minutes. You can use these templates to even build custom feeds.

REAL-TIME SYNCING OF YOUR INVENTORY LEVELS
 Easily integrate into our platform for seamless control to manage and maintain your stock levels, for effective selling. We sync your stock to ensure its updated in real-time to ensure you only sell the items that you have.

INTEGRATIONS



AND MORE ...

THE BENEFITS

SUPERCHARGE YOUR E-COMMERCE TEAM

BETTER CONTROL OVER YOUR BUSINESS
 Managing different systems and trying to keep on track is nearly impossible to achieve. Our solution ties all your systems together to help you keep your eye on the ball, provide performance insights to help you make actionable decisions and inevitably sell more.

SAVE TIME TO GET MORE PRODUCTIVE
 Our automation of smart processes to repetitive tasks increases online revenues, drives ROI and effectively saves you time to focus on your other priorities.

POSITIVE CUSTOMER EXPERIENCE
 Our solution syncs and updates stock continuously to ensure you only sell items that you have, ultimately reducing the risk of a poor customer experience. Order data is analysed, transformed and cleansed from the marketplaces to work with your marketplace management platform. It sets a positive chain of events to potentially encourage customers to up your reviews!



With our platform, you can launch onto new marketplaces quickly and easily. Our integration experts can connect to your APIs or data formats for an easy set up, so you won't need to engage your internal IT teams. Having our near real-time syncing of inventory across marketplaces helps you to maximise stock across different channels, and stop overselling. Dynamic content changes happen with our rules engine - so you can enable smart pricing strategies, like velocity based pricing and inventory, reduce prices for items that aren't selling, and beat competitor prices.

- Andrew Thomas, Founder & CTO

THE INTELLIGENT REACH POWER COMBO

We've built a complete Product Marketing Platform to help you run the extra mile. Combine Marketplace Management with:



PRODUCT DATA MANAGEMENT

Visualise product performance to take actionable decisions that will drastically improve your selling. Successful selling across marketplaces requires complete, correct, updated and enriched product data that is formatted to meet each marketplace feed specification. Our module is a quick way to organise, create, validate and enrich product data feeds to maximise product visibility, boost product listing performance and have accurate stock.



CONTENT EXPERIMENTATION

What difference does a word make? A huge difference.

Your product titles, descriptions and even imagery can make or break whether a consumer clicks on your product listing – and it's important not to guess. Run A/B and Multivariant testing and prove what works and what don't to put your products in front of your buyers.

EXPLORE OUR AWARD-WINNING PLATFORM,
LOVED BY OUR CUSTOMERS...



READY TO TAKE YOUR
PRODUCT DATA TO THE NEXT LEVEL?