

SELLING ON MARKETPLACES FOR LONG TERM SUCCESS

In collaboration with



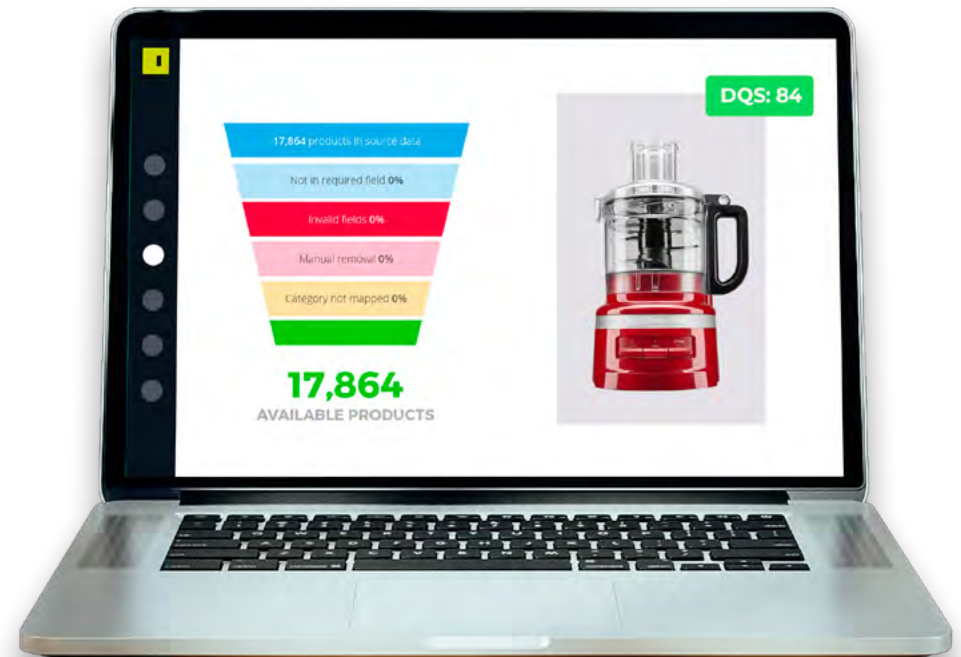
ABOUT INTELLIGENT REACH



Intelligent Reach is an award winning product marketing platform used by hundreds of leading brands, retailers and digital agencies to dramatically increase digital revenue through product data.

Getting products in front of online shoppers across digital ad channels and marketplaces should just be easy. But without a simple way to keep on top of your product data feed health, optimise your listings, centralise different systems and sync data in real-time, it's difficult to get your products discovered by shoppers looking to buy.

Our intuitive platform empowers digital teams at brands, retailers and sellers to quickly launch your product listings with beautifully curated product data. Our ability to integrate into different systems, keeps data synchronised and orders & inventory accurate. And by optimising feeds with actionable insights and experimentation, our clients get a competitive edge to increase their exposure and digital revenue.



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



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1.0

STATE OF MARKETPLACES

- ⊠ UNDERSTANDING THE MARKETPLACE MACHINE
- ⊠ WHAT DO CUSTOMERS EXPECT?
- ⊠ WHAT MARKETPLACES LOOK LIKE NOW
- ⊠ MARKETPLACE ACCELERATION
- ⊠ IMPORTANT LESSONS

A. INTRODUCTION TO MARKETPLACES

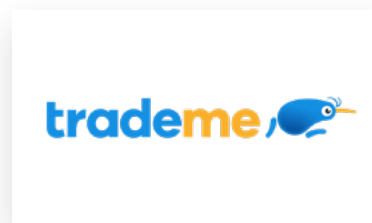
The big bang of online shopping created an e-commerce universe that enabled you to sell just about anything. All you ever needed to do was connect your products to the right platforms and to the right people to get selling. But these days, there's so much more to it.

Marketplaces are the ultimate shopping destination, racking in nearly half of online purchases worldwide¹. Perhaps you've been looking at other offsite channels, like Google Shopping, to maximise your product exposure and online presence. It's great to mix it up and you're heading in the right direction, but marketplaces shouldn't be ignored. And with the constant innovation of the marketplaces business model, you need to be at the top of your game to maximise the opportunity.

For shoppers it's the ability to digitally browse around for inspiration, search for desired products and make comparisons within a huge product catalogue. For you it's the ready-made audience, direct-to-consumer (D-2-C) selling and unlimited ability to expand across-borders. But just like every online sales channel, marketplaces have their fair share of challenges.

There you are hoping to catch some marketplace traffic with your great products and prices. But the heavy presence of numerous individual and big branded competitors has you constantly fighting for some visibility. It's nothing new in the e-commerce world, but it does get exhausting if you're constantly getting overshadowed.

Our Intelligent Reach experts and marketplace partners know exactly how to grow your online empire to get your store shining in your vertical. First, it starts with the right foundations.



¹ <https://www.statista.com/statistics/861336/share-online-shopping-customers-vs-sales-by-platform/>

B. COMMON FOUNDATION ISSUES

Marketplaces give all sellers access to the same tools to set up their stores, engage with its ready-made customer base and house the entire onsite shopping experience.

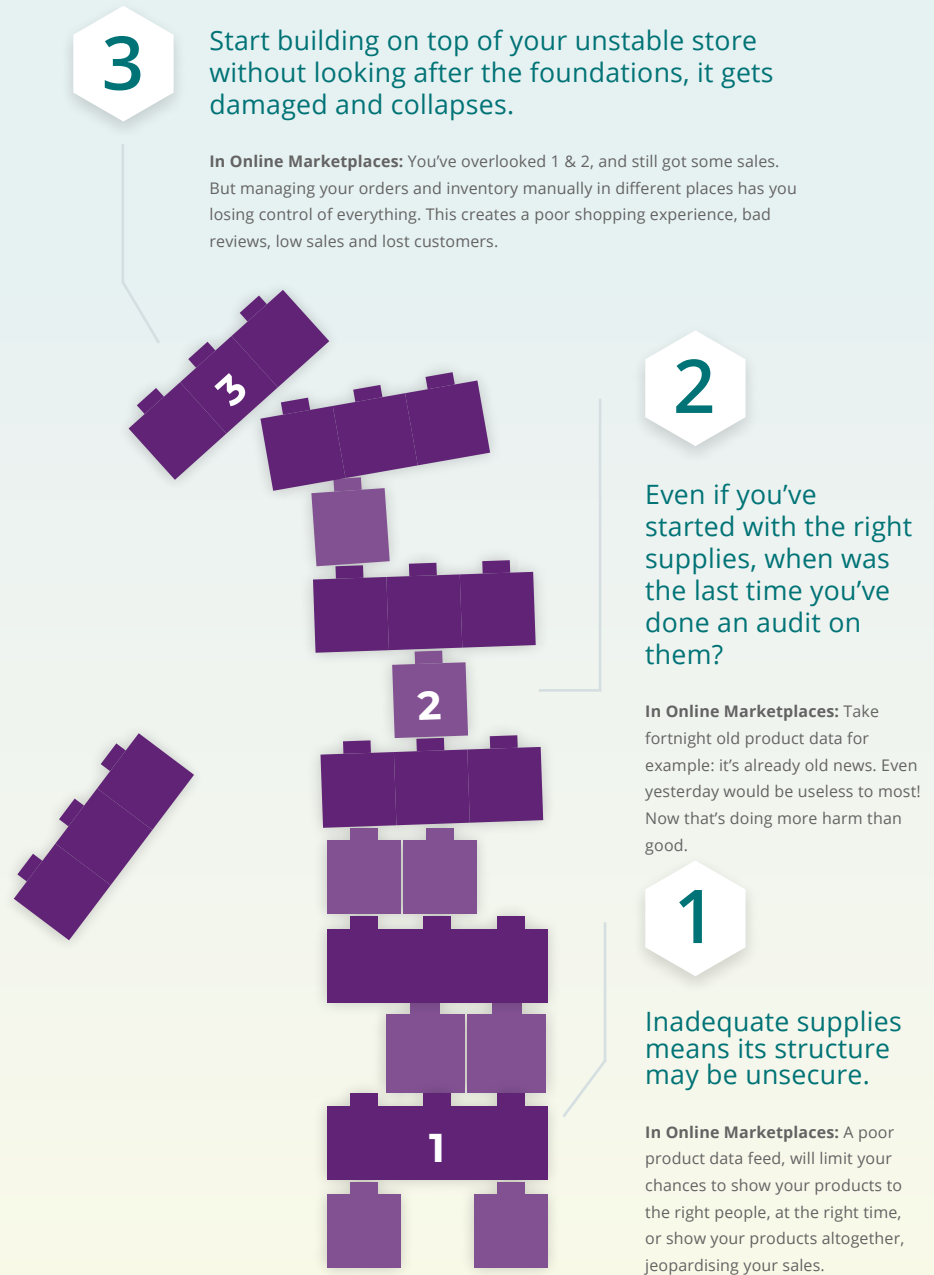
From product listings, onsite payments and marketing & communications, marketplaces make it fair game for all businesses to deliver their best service.

Everything you do on a marketplace needs to capture the customer's attention and exceed expectations. Even after clicking the "Buy Now" button, the fulfilment, delivery and follow up needs to be flawless. Failure to do this leaves you at risk of compromising your customer's buying experience, which has an impact on your brand, and future sales opportunities.

Just because your store is digital, doesn't mean it will not have cracks. The hardest thing to do is to identify your weaknesses. Think of your marketplace as a **physical store** that's been built too quickly.



Ask yourself, how can a physical store survive a storm if the foundations aren't secure? With online marketplaces you need the right fundamentals in place to become a shapeshifter in actively reacting and adapting to changing customer expectations and demand. This means good data, flawless order management and faultless fulfilment need to be secure first.



C. UNDERSTANDING THE MARKETPLACE MACHINE

Marketplaces are notorious for setting the bar for customer service and expectations. To have a killer marketplace selling machine, each part of the journey needs to work together to create a smooth and seamless experience.

CUSTOMER SERVICE

Flawless customer service generates a pleasant experience, positive reviews and loyal customers. This helps to build your brand.

FULFILMENT & DELIVERY

You've got the stock to fulfil the order, now it's enabling a flawless delivery to ensure a fast and convenient experience.

ORDERS & INVENTORY

Once the customer converts into a sale from your product listings/ads, streamlining your SKUs and orders helps you effortlessly process these on time.



PRODUCT LISTING CONTENT

Powered by your product data feed, it provides the product listing content that shoppers utilise in their purchase making decisions. It's also the SEO of your listings.

PRODUCT ADVERTISING

Product level ads that help push your products in front of relevant shoppers' customers. These drives traffic to your listings.

PAYMENT

Marketplaces cover this. Onsite payments options prevent customers dropping off at a crucial part of the journey.

D. WHAT DO CUSTOMERS EXPECT?

“Online empowers consumers by providing greater access and therefore knowledge of your products, prices, and competition. They expect to be treated the same way online as offline. If they can’t get a certain price from you online that they can in person, they will get frustrated and purchase somewhere else.”

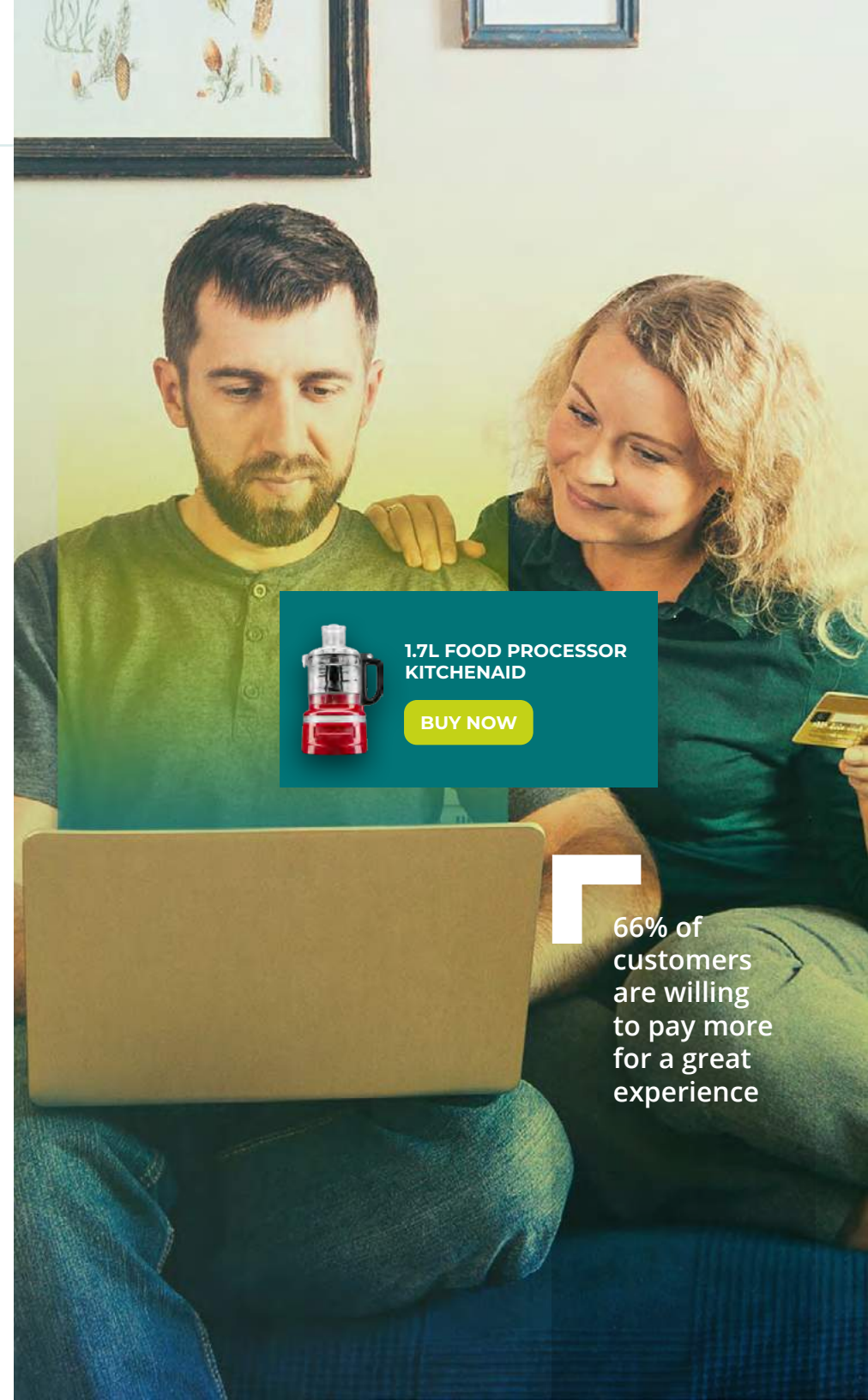


It doesn't matter if the customer basket value is simply peanuts: every sale counts.

Customers are investing in more than just the product. They're paying for a smooth sailing customer journey, both online and offline. In fact, 66% of customers are willing to pay more for a great experience². Any bumps in the road and customers won't hold back from writing a poor review - both on marketplaces and social media (some of us might relate). Every sale made and every sale lost creates an opportunity to impress or an event that disappointed.

It's all about making shoppers feel in control of their shopping journey. Having the idea of an attentive offline experience transformed into a delightfully digital one fulfils this. **The dystopia of not touching, feeling or experiencing a product leaves a hole you need to fill, to facilitate their purchase decision.** The “right here, right now” way of shopping also comes into play here as customers just can't get enough of speed and efficiency.

² <https://www.salesforce.com/form/pdf/state-of-the-connected-customer-3rd-edition/>



66% of customers are willing to pay more for a great experience

TO TICK ALL THE BOXES, YOU NEED TO THINK OF IT AS “STEADY” SELLING.



SPEED

Right from the “Buy Now” button, customers are eager for order updates. Turning customer orders around as quickly as possible, surpasses their expectations and can help generate positive reviews to make you stand out from competitors (as well as repeat orders).



TRANSPARENCY

Being honest and transparent gains consumer confidence. If your dispatch is late, your returns process has changed or shipping costs have increased, finding out last minute can frustrate shoppers. Be upfront, clear and concise to avoid discouraging customers.



EFFICIENCY

Think of ways to make buying even easier for customers. For example, having different range options in your listings helps makes it easy for customers to find what their looking for, e.g. size and colour. Providing images and information about these can ease their questions and help in their purchase decision.



ACCURACY

Providing accurate product description, is one of the best way to acquire and retain customers. For instance, having sizing dimensions can help shoppers feel more confident in your product. And by providing order information such as delivery tracking gives clarity for the shopper. This gives a huge sense of control, builds trust and prevents disappointing customers.



DETAILS & DEALS

Customers love a good deal. You need to replace the touch, feel and in-store experience with accurate product data information. This assists customers in their purchase making decision. This goes beyond text; it means images and videos too. Plus, it makes a great first impression – something you don’t get twice.



YOUR VERY BEST

Selling a product quickly and efficiently is great, but don’t lose the personal touch in your customer service, if you can e.g., giving a promo code for their next purchase as a thank you. You need to be attentive and, on the ball, to give it your best.



These expectations will keep evolving, so you need to be realistic in what you can and cannot do. It’s okay if you cannot cover everything, in fact it’s part of the process. The key here is to be transparent and set some boundaries, until you have a solution that works for both you and your customers.

“Pressure makes diamonds. Technology acceleration and consumer accessibility has pressured businesses to do their part and innovate the way they sell. It’s about perfecting a frictionless customer journey, but it can only be done through laying down solid foundations.”



E. MARKETPLACE ACCELERATION

The growth spurt of marketplaces comes at the cost of brick-and-mortar stores.

COVID-19 social distancing restrictions and frequent lockdowns caused 15,542 traditional brick and mortar store units to shut in 2020, surpassing the previous three years⁸. This encouraged new digital buyers to move to online shopping and find new sources of shopping. For brands, they were able to use marketplaces as retail outlets to sell directly to consumers, making them big winners amongst sellers.

This gave the world more time and privacy for online shopping – even during their Zoom meetings. **It has increased the number of digital buyers worldwide by 6.5%⁹, opening up a world of opportunity for all sized businesses.** Marketplaces have made it easy for sellers to onboard and get selling quickly, bringing in new business for new sellers and bringing in more traffic and sales to their platforms.

It's inevitable that brick-and-mortar stores will continue to face many post-pandemic challenges in the years to come. Shoppers may even find the convenience of online shopping a long-term habit they're keen to retain. In this time and for the foreseeable future, marketplaces remain an essential digital touchpoint in the modern customer shopping journey for both new and regular online shoppers.

“With CBD offices closing or restricting staff access, traditional retail foot traffic softened. People were working from home which meant they were more available to spend time online as well as receive deliveries.”



“We saw many SMBs choosing Amazon AU as a place to start their online journey. For many, 2020 was an incredibly difficult retail year - between the Australian bushfire season and extenuating impacts of COVID-19, and we have been able to help upskill these businesses and have them online quickly.”



“The intermittent lockdowns Australia has been facing means online marketplaces is crucial to sell on, as convenience, deal-seeking behaviour and safety remains a priority to Aussies - and global shoppers too”.



⁸ <https://www.forbes.com/sites/walterloeb/2020/07/06/9274-stores-are-closing-in-2020--its-the-pandemic-and-high-debt--more-will-close/>
⁹ <https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>

F. IMPORTANT LESSONS

The pandemic brought the world together in ways many would not have imagined.

According to Magento's survey, 55% of people shop online more often than before and 54% say this pandemic has changed their online shopping expectations¹⁰, putting pressure on e-commerce platforms and businesses. Marketplaces in particular took charge and implemented some alterations to help protect sellers facing difficulties in their selling. Take eBay for example.

WHAT EBAY DID IN THE PANDEMIC

At the start of the pandemic, eBay quickly implemented some changes to make it easier for both new and established eBay businesses to sell during this time.

FOR EXISTING SELLERS:

- eBay implemented measures to help sellers with their new challenges:
 - Rolled out fee relief, a range of seller protections and worked with buyers to manage expectations around carrier delays
 - Updated their Seller Centre to provide a range of information, updates and tools to make sure their eBay experience is a success

FOR NEW SELLERS:

- eBay offered all new business sellers 3 months fee free.

eBay also partnered with Afterpay to provide Aussie eBay sellers access to Australia's number one buy now pay later service at no cost to them.

¹⁰ <https://info2.magento.com/consumer-preferences-infographic-overall>

"We have big plans for 2021 to continue to support our sellers and to make sure eBay remains the number one destination for buying and selling online."



54% say this pandemic has changed their online shopping expectations

G. COVID-19 SELLER LESSONS

COVID-19 gave businesses the wakeup call they needed to elevate their selling in response to the consumer's fast-changing needs.

The biggest lesson in a high demand e-commerce dependent world, is that you cannot go into the new e-commerce world with outdated practices. You won't survive. Instead, you need to leverage the right tools and processes in a moving market to stay ahead of consumer behaviour shifts, rather trying to keep up.

"A key lesson from 2020 is that the consumer journey has become far more complicated due to COVID-19. Consumers are more price savvy and expect the highest possible conveniences and service that outcompete the offerings of brick-and-mortar retailers."

MjDeal

"As retailers continue to expand their online footprint by listing on Marketplaces, ensuring product content is optimised for each platform is critical, as no two marketplaces are alike."



"The COVID-19 crisis has enhanced dynamism in the e-commerce landscape, including through new firms moving to online, new consumer segments (e.g. 62% increase in consumers aged 60+) and products (e.g. groceries and alcohol)."

trademe 

COVID-19 SELLER LESSONS CONTINUED ...

“New Amazon Sellers often want to get up and running fast. When rapidly progressing through a new account setup, Sellers run the risk of not taking enough time to create quality listings or produce high quality product images. Data and listing quality are essential to discoverability, customer acquisition and sales. We recommend new Sellers take the time to ensure all listings have clear titles, quality images, concise bullet points, and descriptive titles.”

The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved orange arrow underneath it.

“Delivery times were blown out and businesses found it difficult to source stock from overseas. While this impacted businesses around the world, the pandemic has shown how difficult it can be to transport goods to, from and across Australia when the supply chain is interrupted. Border closures have also made sourcing and finding the right products much harder. Where possible, businesses should look to capitalise on the increasing demand for locally made products.”

The eBay logo, featuring the word "ebay" in a lowercase, sans-serif font with each letter in a different color (e: red, b: blue, a: yellow, y: green).

2.0

WHY SELL ON MARKETPLACES

-  **GOING D-2-C**
-  **POWERING A MULTICHANNEL STRATEGY**
-  **TESTING NEW MARKETS**
-  **GOING CROSS BORDER**

WHY SELL ON MARKETPLACES?

As a platform, marketplaces are traffic heavy,

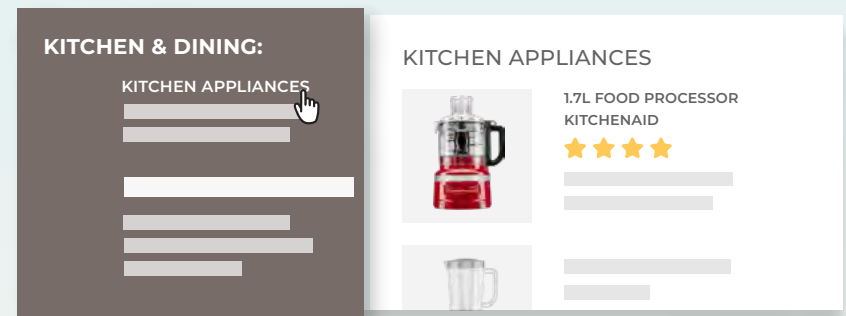
Around 87% of shoppers start their shopping journey on marketplaces¹¹. Having more ways to access them (the rise of voice devices like Amazon’s Alexa) and the time to browse, compare and buy products, marketplaces are here for the long-term.

Shoppers know what they’re looking for: a product, a good deal, some inspiration or simply just a good experience. They also know where to look for it. Shoppers tend to know how to navigate their way around two main hotspots: **product categories and product searches**. Combine these with product ads, you’ll be making a name for yourself.

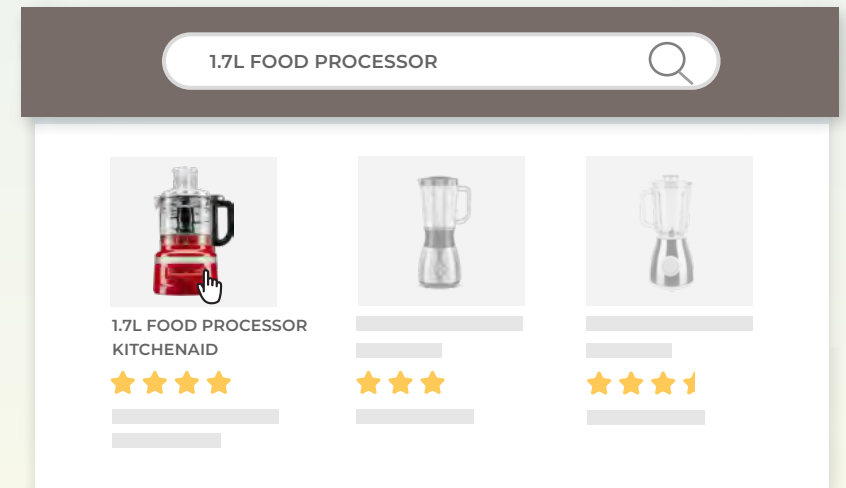
But there’s a misconception that marketplaces cannibalise a seller’s sales. The truth is marketplace customers are typically loyal to their chosen platforms due to the ease, convenience, and safety net it provides. In fact, **55% say that a secure website and the safety of their payment details are important**¹¹. It’s a few reasons why so many shopping journeys start on marketplaces, rather than looking at independent websites they’ve never heard of. Once they’ve had a seamless and secure shopping experience, customers will stick to it as it guarantees consistency.

If you’ve got your products at the right marketplace in front of the right shoppers, you’ll easily win over conversions and sales. Top that off with a frictionless experience and you’ll see long term success in your marketplace selling.

SHOPPER HOTSPOTS YOUR PRODUCTS NEED TO BE IN



PRODUCT CATEGORIES: Shoppers usually use these in the main navigation area of the marketplace. Referred to as the “subcategories” of the product families, these categories act as a directory for using to navigate around the marketplace.



PRODUCT SEARCHES: For shoppers who know what they’re looking for and want to cut right to the chase, they use search terms as their tools for find their products.

¹¹ <https://www.marketingcharts.com/charts/where-online-shoppers-start-their-search/attachment/wundermanthompson-where-online-shoppers-start-their-search-may2020>
¹² <https://info2.magento.com/consumer-preferences-infographic-overall>

A. NEW INCREMENTAL REVENUE

“Marketplaces can serve as a new sales channel for fledging and thriving e-commerce businesses. They give online retailers the opportunity to reach more customers at a very low cost.”

MjDeal

Whether you’re starting from the beginning or you’re already selling, marketplaces are excellent for growing revenue for the long-term, at a low cost.

Onsite Revenue: As marketplaces already have a customer base and host a linear customer journey on their platform, shoppers will find it easy to purchase from you regularly, as the purchase journey is housed on the marketplace for an easy checkout process. Once you’ve got into the swing of selling, you’ll see your marketplace store growing incremental sales and revenue.

Omnichannel Revenue: You’ll pick up where your shoppers left off. If your business has its own e-commerce site and presence on social, paid search and other channels, listing in marketplaces casts a wider net to increase your customer base, sales, and exposure. Shoppers tend to abandon baskets when they’re looking for another deal, but by being present across multiple channels and marketplaces, you can help rebound these shoppers into offsite conversions.

B. REACHING A READY-MADE CURATED AUDIENCE

Marketplaces are popular because customers find it a safe form of shopping. It’s why choice will always grow on marketplaces, as customers become more open to trying new things.

Essentially, marketplaces have already pulled in the customers for you. Now it’s your turn to put in the work.

If you’re on the right marketplace that has your target market, you can optimise your product data to better match the keywords shoppers use in their product searches. The higher quality and better optimised your product data is, the more frequently your products will appear in relevant product searches and product categories.

This boosts your impressions and clicks to help you win over more conversions and build a customer base. Now if your selling process is flawless from A-to-Z, you’ll build positive reviews and a notable reputation in the marketplace that will naturally draw in business.

C. BUILDING YOUR OWN BRAND

“Marketplaces make setting-up an online business easier. They come complete with a pre-built interface and a set of bespoke tools and growth opportunities to help sellers thrive.”



The technical logistics and designs are already handled on marketplaces, making your set up low risk and low-cost.

Customers base their decisions on ratings, reviews, and comparisons. Even if you're a new seller, shoppers are more likely to try your brand if you're selling on a marketplace. Product and display ads help to boost product exposure, but you need to back it up by building your brand, store and its reputation.

By nailing down your service and generating positive reviews, you'll become a house-hold name too. This can even convert new shoppers into loyal customers, who may be so pleased with you, they'll hunt for your products on other channels. But be consistent here, as customers expect the same level of service across all channels.

There's also a common misconception that marketplaces aren't brand fit, but they are an excellent space for brands as marketplaces are where shoppers are most active. Certain marketplaces do offer second-hand products – but a majority of listed items are brand new¹².

¹² <https://www.bigcommerce.com/blog/ebay-marketplace-statistics/#ebay-statistics-to-make-any-sellers-head-turn>

D. GO DIRECT-TO-CONSUMER

“Amazon provides Sellers with growth levers and tools to support their business and maximize sales potential. These include a variety of reporting mechanisms within Seller Central that show customer insights as well as programs such as Fulfillment by Amazon to help scale logistics and delivery experience.”



Going D-2-C puts you in the driver's seat. Being in the thick of it gives you better transparency and control over your selling performance, supply chain and delivery processes.

It's highly valuable for you to see how customers interact with your products and learn about what you can do to make it even easier. You'll be able to discover what is and isn't working, while making informative decisions to craft a frictionless selling and shopping experience.

It does more than just connect you and the buyer. You're able to connect with service providers too. Leveraging fulfilment services helps to save time and costs, stimulating an automated way of selling. This helps to create convenience for you and the customers. Although many marketplaces do offer these, there are third-party options out there that may be a viable solution depending on your budget.

E. GROWING A MULTICHANNEL STRATEGY



By getting your products across the right channels and marketplaces, you can maximise product exposure and sell to a wider market.

Being present where your shoppers are, increases the likelihood of acquiring sales from new customers who may have switched to another channel or marketplace to compare prices.

A multichannel strategy also diversifies your sales to take away any strain/pressure on one channel and help spread out the load to make it more manageable. Plus, it's a safety net in case you're relying heavily on just one channel.

But remember, each channel and marketplace have its own set of general and data requirements. Ensure your product data is adjusted per channel requirements and understand how each marketplace works, as no two are the same.

¹³ <https://www.bigcommerce.co.uk/blog/amazon-statistics/>

F. INCREASING TOUCHPOINT CONVERSIONS

“Having an omni channel strategy that allows you to be discovered where your customers want to buy is arguably the most important strategic imperative for retailers to consider.”



Selling on marketplaces will automatically enhance your omnichannel presence.

Channel-hopping shoppers are literally everywhere, so being available across multiple digital touchpoints can help you acquire new customers or divert customers back onto your products. This will increase the likelihood of conversions.

90% of shoppers who found a product on an e-commerce site, searched for that product on Amazon to compare prices¹³. It's clear shoppers often look elsewhere for that same product to find a better deal. By being readily available on the right channels, you'll be able to acquire new customers and make it easy for your drop-off shoppers to shop for the same product on other third party channels, without losing the sale.

G. GO CROSS-BORDER

“Marketplace customers are most comfortable when shopping on a platform they understand and enjoy. Paying for goods online is still a sensitive area and being present on a reputable marketplace gives consumers confidence to complete transactions they may not do on an unfamiliar website.”



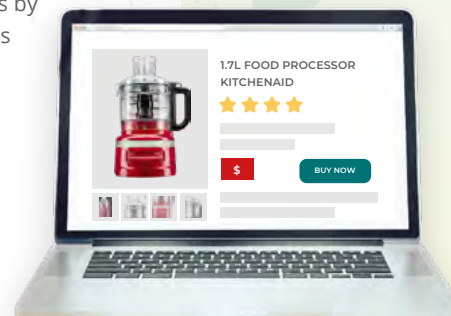
Finding a good deal abroad is nothing new. As long as customers can fulfil their needs with a good deal, global shopping is worth it even with longer shipping times. Compared to buying from a foreign website, buying from a foreign seller in a trusted marketplace helps consumers feel more comfortable going cross-border.

Marketplaces make it easy for you to branch internationally with its seamless features consistently available worldwide. You can reach new customers by launching your products in the right format and utilise the marketplace's fulfilment warehouses to deliver efficiently abroad. Third-party vendors are helpful in this too. Just ensure you're clear on the shipping costs and delivery times to your customers.

H. TESTING NEW MARKETS

The low risk to set up a marketplace and quick time-to-market makes it efficient for businesses to test new markets.

You won't need a big team to build your stall, just a high-quality product data feed to see how your products appeal to these potential new customers. Having access to its marketing, communications, payment and listing tools makes it a cost-effective way to see what works and what doesn't work. This helps you to establish what you need to implement and outsource for better selling.



I. SELL EXCESS STOCK

“Marketplaces are also a great way to clear through excess stock-on-hand; they are a critical-mass of customers looking for sharp prices. Discounting to clear excess stock-on-hand through a marketplace is a highly effective and efficient strategy.”



Retail giants looking to clear stock often do this through marketplaces. As customers are continuously looking for a good deal, retailers are able to meet the demand and leverage a pricing strategy to better suit audiences. It’s an excellent way of ensuring you make as much profit as possible from all your products.



3.0

COMMON MISTAKES WHEN SELLING ON MARKETPLACES

- ❖ POOR QUALITY DATA
- ❖ POOR ORDER & INVENTORY MANAGEMENT
- ❖ NO CLARITY
- ❖ NOT TESTING MARKETPLACES PROPERLY

COMMON MISTAKES WHEN SELLING ON MARKETPLACES

Whether your sales are slowing or your shopping experience isn't as good as it could be, here's where you take a long hard look at your store and its potential weaknesses. If you're yet to start selling, take these as mistakes that you should avoid.

These mistakes are common because of two things: **a poor strategy and limited ability**. It creates friction between the cogwheels of your selling and the overall shopping experience. Remember, overlooking these can severely impact your sales, revenue and reputation online causing damage to your store which can make it theoretically "collapse".



A. POOR QUALITY DATA

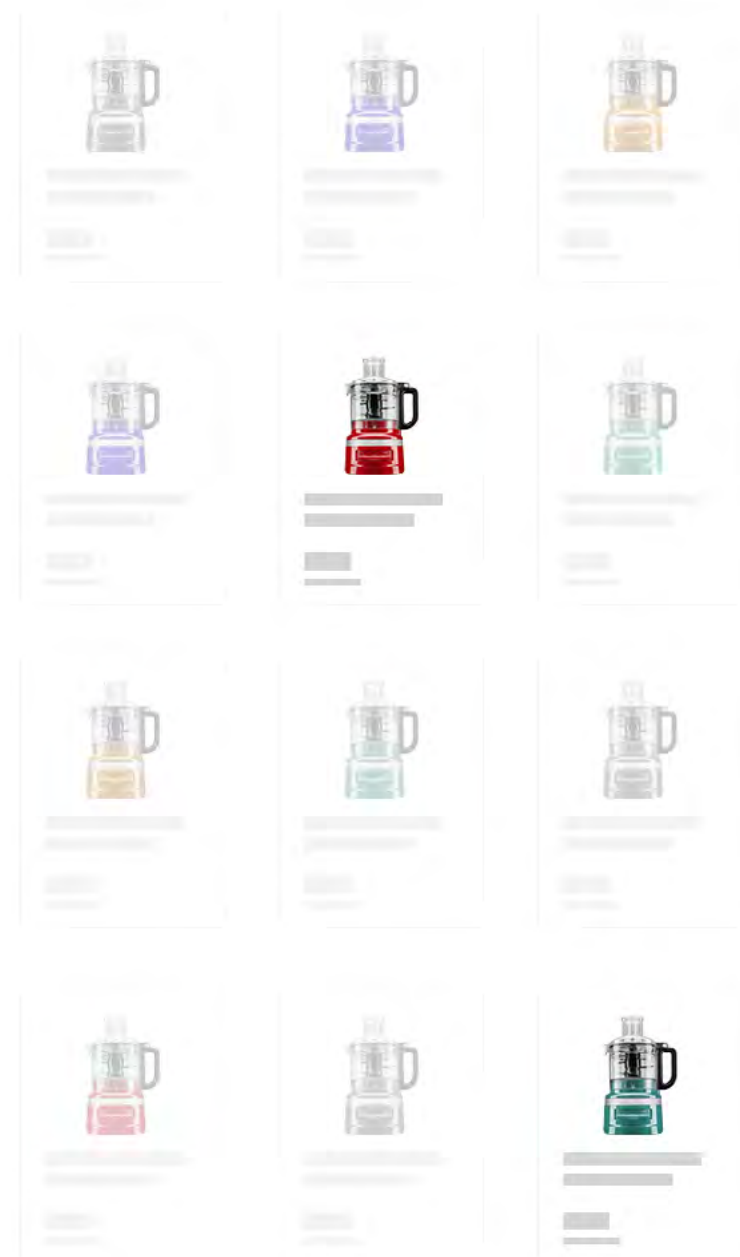
Rushing to get going on marketplaces with poor quality data is why 80% of products are invisible on key digital channels¹⁴. It's basic product data hygiene!

When it comes to listing products on marketplaces, sellers often export the taxonomy from their website or quickly assemble product data in a file (CSV, XML, TXT or JSON) that's polluted with **errors, incorrect attributes, inaccurate values and outdated data**.

This causes your product listings and promoted listings to not appear in relevant listings/categories and even be disapproved by the marketplace. In short, this means poor impressions, clicks, sales and revenue.

Your product data is responsible for your products appearing in relevant **product searches and product categories**. These are the two main hotspots that shoppers go to when browsing and searching for products, so you want to ensure you're visible here. By neglecting your product data, your product won't appear where your customers are looking, and you'll miss your opportunities to sell.

Your product titles, images, categories, and other product details, all have an impact on where your products appear. **But there's not one product data feed that fits all channels and marketplaces**. Some attributes are more important on one marketplace, compared to another e.g., product title optimisation tends to be more effective on eBay. You need to ensure each product data feed is optimised per marketplace, in the correct format and with the correct attributes.



¹⁴ Internal Intelligent Reach Data

B. NOT KNOWING THE MARKET

A common mistake sellers make, is not understanding the competitive market and not always listing their best offers/poor product content.

The rush to sell on marketplaces also has sellers overlooking the marketplaces they could really succeed on. Amazon and eBay are the giants in the market, but what if your product offering is niche and there's a marketplace for that niche offering? It's worthwhile understanding where your potential for success lays, instead of investing in marketplaces that could give you a low ROI.

C. POOR ORDER & INVENTORY MANAGEMENT

"Some of the earliest pitfalls for any seller on a marketplace can be sending through incorrect inventory levels. To avoid customer disappointment and refunds it is vital that product inventories be completely accurate all of the time."

MjDeal

Going D-2-C means your hands are on the steering wheel, and you want your customers to give you that 5* rating.

But many sellers try to manually manage their orders and inventory from different places as a cheap solution, resulting in information not being updated fast enough and orders not being fulfilled efficiently. This can create a poor customer experience.



It's important to be on top of your orders and inventory, as 85% of shoppers find it important that stock is readily available¹⁵.

¹⁵ <https://info2.magento.com/consumer-preferences-infographic-overall>

D. DELIVERY LOGISTICS

“Delivery experience is essential to both customer trust and customer experience, if shoppers do not receive an accurate estimated delivery date this will impact their overall experience with your products. New Sellers often make the mistake of not establishing region-specific shipping times or adding too much padding to their estimated shipping times for self-fulfilled items – both of which can impact a Sellers experience with Amazon”



63% of shoppers will abandon their check-out if there's not offers on free deliveries or returns¹⁵.

Customers love options, and if you don't have enough when it comes to shipping and delivery you won't get that conversion.

But let's say you do get that conversion, it's still half the battle won. The real victory is about the smoothness of your delivery and updates, because customers want to know where their product is – even if they've ordered at 1AM. From the confirmation of the order, to the shipping notifications all the way to the delivery, you need to co-ordinate all logistics to meet customer expectations. But there's a lot of co-ordination involved behind the scenes, so you'll need a good strategy and the right partner to keep your fulfilment flawless.

¹⁵ <https://info2.magento.com/consumer-preferences-infographic-overall>

E. NO CLARITY

Customer confidence tends to be a bit shaky when shoppers are trying a new product or brand.

With fraud becoming more prominent as more people shop online, it's important to make your customers feel at ease and give them the transparency **they need to know your products really are legitimate!**

Without a physical experience, shoppers tend to be unsure about buying products online as they have been unable to inspect it. This is where product content comes in. Having **accurate, up-to-date and detailed product listings is important to give customers information they need to know about the product** before making their purchase decision. This means providing information about sizes, colours, material, descriptions, FAQs and more.

Even with reviews, there is an element of hesitation which results in drop offs. Having returns and warranties should give customers the validation they're looking for, but by not communicating these clearly will result in high rates of shopping cart (basket) abandonments.

F. NOT TESTING MARKETPLACES PROPERLY

“New Amazon Sellers often make the mistake of “testing the waters” by starting small with only a selection of listings from their total catalogue. As a result, Sellers who adopt this strategy will not receive a true measure for the potential of their entire catalogue; perhaps an unlisted item could have been a best seller within this new sales channel.”



What’s the point in going for a test drive if you don’t go full speed?

If you’re going to test new territories, markets and marketplaces, you need to mimic your selling as if it’s the only channel you’ll ever sell on to understand the full success potential of selling on that marketplace.

Outline and plan what KPIs to measure and what processes you want to test. A good strategy can give you all the answers you’ve been looking for, so you don’t rush past this crucial step before taking a leap.

G. NO CUSTOMER SERVICE

“Like running any business, sometimes shoppers face issues with orders. It’s essential businesses communicate clearly and promptly with buyers in these instances. In the event of an issue, don’t wait! Engage with the buyer as soon as possible and work with them on a plan to fix it.”



A sale isn’t complete unless every part of the shopping process has been fulfilled successfully.

Problems with orders can happen from time-to-time. But if your customer has no one to talk to, they’ll leave their frustration on public spaces – and that’s the type of exposure you don’t want.

Customers expect the same, if not more, level of attention you would give them in an offline store. You’re made to be available and accessible everywhere and at any time in the digital world. If you have limited customer service or don’t have enough resources to be available, be transparent in what you can do so customers know what to expect.

4.0

MARKETPLACE SUCCESS STRATEGIES

- ❖ OPTIMISE YOUR PRODUCT DATA
- ❖ CENTRALISE YOUR ORDERS & INVENTORY
- ❖ GIVE DELIVERY OPTIONS & CLARITY
- ❖ COMPETITIVE PRICE MATCHING STRATEGIES

MARKETPLACE SUCCESS STRATEGIES

Marketplaces will give you a great ROI for all the work you put in them, you just need to get it right from the start to prevent getting tangled in those challenges.

To truly deliver a delightful experience, you need to invest wisely in the right resources and tools that cut out manual processes so you can concentrate on improving on other areas of your selling.

Here's what you need to do to build a robust marketplace selling machine.



A. OPTIMISE YOUR PRODUCT DATA

It's not just the products you're selling, it's the product titles that you've got to sell first.

Product data optimisation is essential in capturing your audience and getting your products in front of shoppers looking to buy.

Your product data feed needs to be complete, correct, accurate and up to date to appear in relevant products searches and categories. If you're looking to be where your customers are, your product data needs to suit each marketplace's data requirements. If you're managing your product data manually, you'll be drowning in copious amounts of data.

Product Feed Management software like Intelligent Reach helps you to improve your product data health, keep an eye on product performance and optimise your data to get your products shining in front of your target market. This prevents any products from being disapproved and invisible. It also has the ability to sync product data such as real time quantity updates simultaneously to make it easy to control inventory.



BUILD BEAUTIFULLY CURATED PRODUCT DATA FEEDS AND DRASTICALLY IMPROVE PRODUCT VISIBILITY

Intelligent Reach gives you full control over your product data feeds to get your products shining. Seamlessly grow online revenue across 1,500+ channels and marketplaces, through our Product Feed Management & Content Experimentation modules.

“Try and describe items as if there were no pictures attached to reduce the likelihood of a return”



“Product listings are the building blocks of a Sellers Amazon business, developing a strong foundation is essential for continued growth. Product listings must be clear, concise and answer all questions that a Seller might have about your products. High-quality listings, as well as a competitive offer, improve the customer experience and make it easier for customers to locate, evaluate and purchase your products.”



“Like all ecommerce, content is the lifeblood of successful selling on a marketplace. It is paramount to remember that a potential customer cannot touch or see the product before they purchase it. Content such as the product images and its description must try to bridge this gap so the customer can have confidence in what they are purchasing.”



B. RESEARCH & PLAN YOUR LAUNCHES

Remember, you're in the driving seat. Whether you're launching on marketplaces for the first time, or you're looking to see what marketplaces might perform better for your business, you need a plan.

To test drive a marketplace and expand your multichannel strategy, you need to set your KPIs, feel out the selling & fulfilment, and see how customers respond to your selling. Here's a few points to also consider:

- ⊠ Get your product data in shape and in the right format (optimised per channel)
- ⊠ Locate where you want to sell: locally or internationally
- ⊠ How much can you invest? Time, resources, team, stock, logistics, etc
- ⊠ Check out where your target market is and where your competitors are
- ⊠ Pick marketplaces that you want to test based on the number of sellers, shoppers, territories, product categories, delivery & shipment
- ⊠ Pinpoint what you need to run and test in your chosen marketplace: outsourcing shipment, customer service team, delivery etc

C. CENTRALISE YOUR ORDERS AND INVENTORY

"The journey only begins from here. After the customer has made a purchase, it is incumbent on the seller to ensure that the customer's order is promptly dispatched and delivered in a safe and speedy manner."

MüDeal

Frantically managing your orders and inventory from different places is setting yourself up for failure.

With big annual events such as Black Friday and Click Frenzy, you need to prepare for a storm of orders. We've said it before, and we'll say it again: you can't go into the new e-commerce world with outdated practices.

The e-commerce world is all about automation these days, and so is Intelligent Reach. **Marketplace management automatically pulls in your data from different marketplaces in one place and syncs your orders and inventory in as close to real-time as possible to keep your selling up to date.** This prevents you from selling out of stock items, helps you manage your stock buffers and enables you to stay on top of your orders to create a pleasant customer experience.

With software as powerful as Intelligent Reach, your poor product data, unorganised orders and inaccurate inventory troubles disappear. So, you'll be able to free up your time to focus on perfect other parts of the customer shopping journey, such as delivery options and follow up communication, to retain customers and generate positive reviews.

D. GIVE DELIVERY OPTIONS & CLARITY

This is where your time needs a little more investment. Afterall, fast and free shipping helps to bring in repeat sales.

But customers love having options other than standard deliveries. With Buy Online Pickup In Store (BOPIS), click & collect from local/other pick-up points and more, it helps customer feel comfortable in the customer journey and fit their delivery or collection around them.

Adding in tracking for their deliveries is essential these days, as customers want to know where their order is, even if they've literally just purchased your product. This gives a sense of control as they're able to see the progress of their order and makes shoppers feel at ease knowing their order is on its way. Doing so helps you to manage their expectations and meet demand efficiently.



Shipping costs also play a crucial role here. There's a lot changing when it comes to trading abroad. Tax rates and restrictions on goods are always fluctuating, so it's crucial to have a marketplace or third-party expert to guide you on these.

"In 2021 offering free and fast delivery is no longer a luxury - it's an expectation."



"We know that Amazon customers love fast and free shipping, Sellers should find the best way to create free or affordable shipping options for customers. When selling online, Sellers not only determine what to sell but also the delivery experience that a customer will receive."



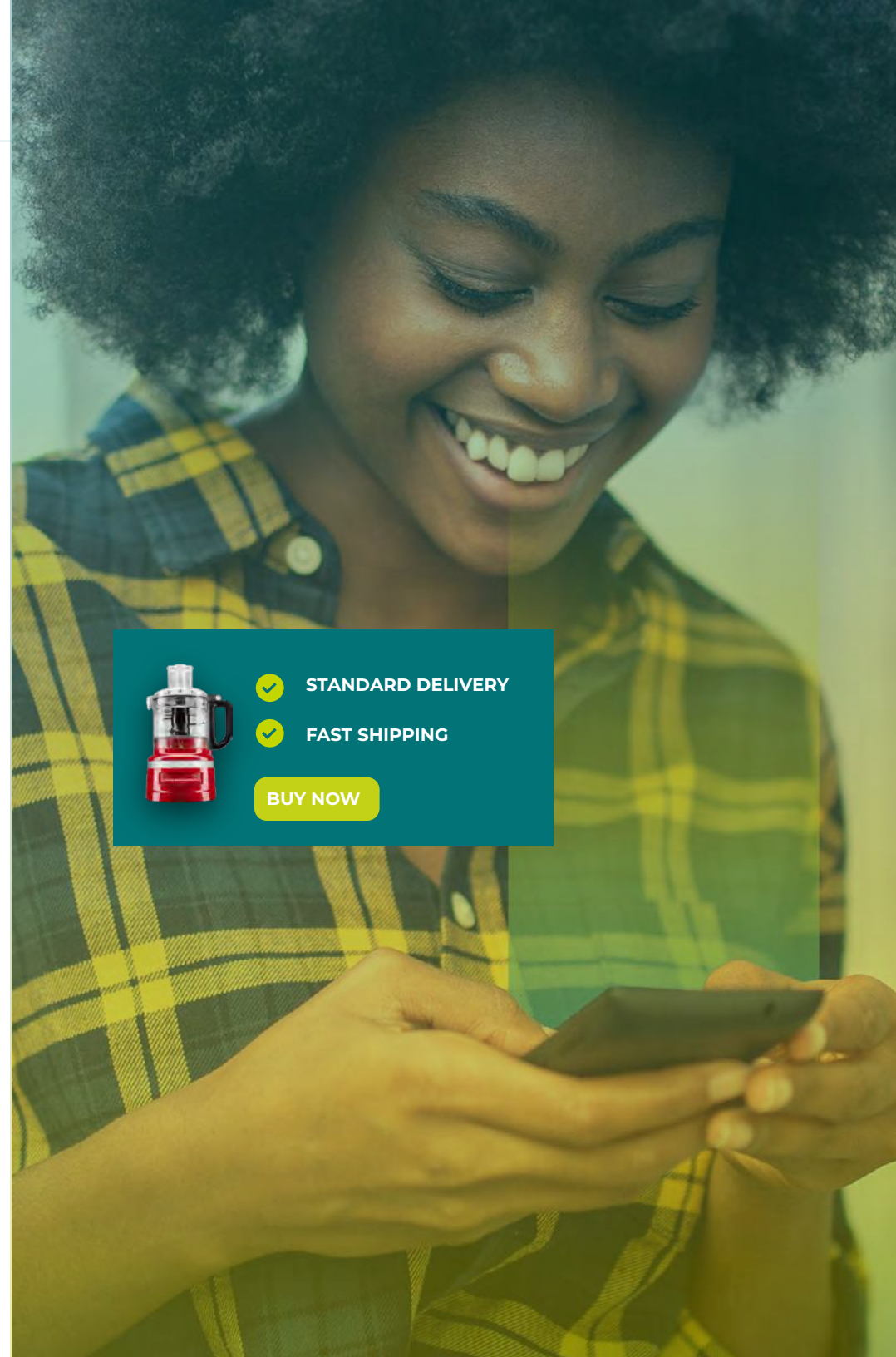
"Delivery charges can often be a barrier to making a purchase. If you are using a flat-rate delivery charge, consider merging it into the price in order to be able to promote the product with free shipping. If delivery costs are unavoidable, use a shipping calculator with specific zones to keep the delivery charges as sharp as possible."



“Ensure you provide tracking for every order – customers in the digital world love visibility so don’t underestimate how important accurate tracking is in the shopping experience; it may be the difference between a customer being a repeat purchaser or not.”



“Consider the impact your shipping will have on conversion. Most marketplaces provide a boost in search results for offering free shipping because consumers hate paying to receive their goods. You’re far more likely to sell more \$50 items with free shipping than \$30 items plus \$20 shipping.”



STANDARD DELIVERY



FAST SHIPPING

BUY NOW

E. COMPETITIVE PRICE MATCHING STRATEGIES

Pricing tends to hit the sweet spot when it comes to winning customers over competitors, but you need to abide by each marketplace’s policies.

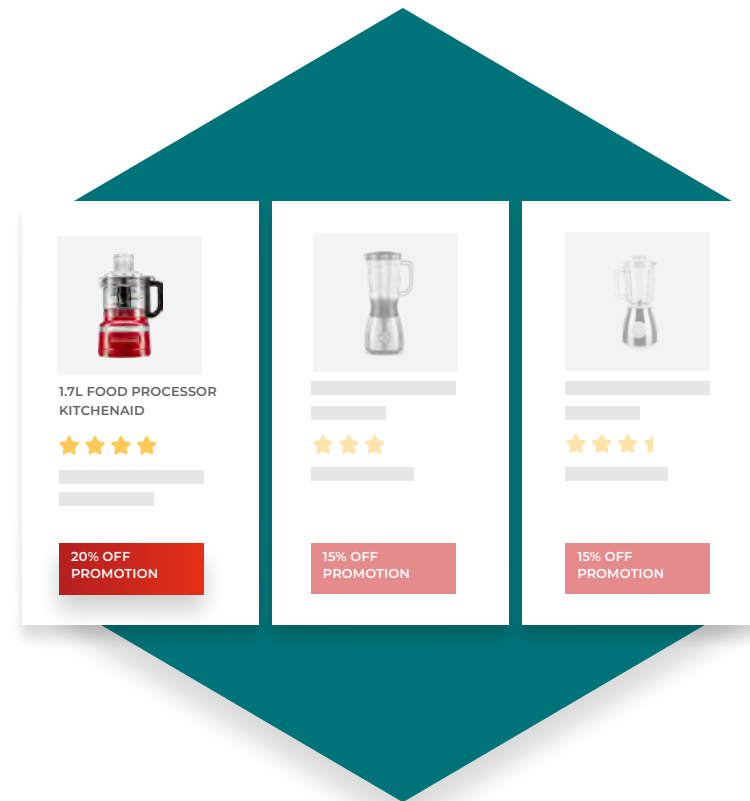
To win sales you need a pricing strategy that helps you keep an eye on competitors and react quickly. This is essentially a lot of monitoring and adjusting, but with **Marketplace Management software** you can visualise and streamline all your marketplace selling in one dashboard.

First you need to ensure the total price of your product (item price and shipping) is at the same or lowest price you have across your other online sales channels. Remember, customers do their research, so you need to keep your offers consistent.

Next is having control over your Minimum Advertised Price to prevent damaging the brand you’re selling. If you’re selling products lower than this price just to get one over your competitors, you’ll be damaging your relationship with that brand. So, you need to remember there is a limit when it comes to competitive pricing.

Now it’s about targeting the right products that meets the ever-changing customer demand. Adjusting pricing need some tactical thinking here. If your product is in high demand that’s where prices go up (within reason), but for those low performing products that you’ve got plenty of stock for, optimising the pricing can help kick start those sales. Dynamic pricing tools are another important part of your selling, as they automatically adjust pricing based on recent sales trends to match real-time demand.

It’s good to consider here the use of marketplace services such as promotions and promoted listings, to boost your product and its offering. From this you can maximise your exposure through deals and promotions that may be hosted by your chosen marketplace. By investing in and leveraging promotion spots, you’ll get your products in front of a huge portion of traffic.



“Another good tactic for successful selling is price matching. Sellers compete against one another on a marketplace in order to win a purchase, which often means that the seller with the best price will win.”

MjDeal

F. CUSTOMER SERVICE

“Like any website or store, fast customer service is a must-have. Try to respond to customers as quickly as possible - preferably within an hour or two.”



“Be customer obsessed! Focus on your customers experience and build backwards. Identify how a customer finds and evaluates your products, engage Amazon Advertising solutions to increase visibility and take note of all (positive and negative) customer feedback.”



Shoppers expect even more attention online than they would in offline stores.

From time-to-time, customers will encounter issues with their orders or have general questions. Having a team on hand to help resolve customer queries fulfils the need for attention and a fast response to their issues. This shows you're committed to providing a good service and are constantly improving, while generating positive reviews.

G. GIVE SOMETHING EXTRA

“Like free shipping, consumers love it when a company goes the extra mile to show its appreciation for their custom. Going a little bit further by providing a simple thank-you note or a small gift packed into a shipment, will give consumers that feel good factor so they want to return again.”



You didn't think you'd just forget about your customers, did you?

Your competitors are actively watching to try to poach some of your hard earned new customers, so you need every sale to count for something other just a sale. If it's a voucher code you've sent with a customer's first-time purchase, it can encourage customers to come back and order again. This helps you establish a long-time relationship with your customers and can encourage these customers to interact and buy from your other channels.



5.0

SELLING WITH INTELLIGENT REACH

- ⊠ A FULLY INTEGRATED PRDODUCT STRATEGY
- ⊠ RUN EXPERIMENTS TO DRIVE SALES
- ⊠ TRUSTED BY OUR CLIENTS

OUR PLATFORM GETS YOUR PRODUCT DATA IN SHAPE

Supercharge your data feeds with product data management

Product Data is the lifeblood of e-commerce, and your feeds are key to your e-commerce success. Our platform empowers you to easily import, optimise and distribute complete, accurate and attribute-rich product data feeds across +1400 channels & marketplaces, no matter the requirement.

Visualise, filter & optimise your products at scale

Manage all your products in one place to easily pull data from multiple sources or straight from your ecommerce platform. Observe the entire product data journey from the source data to our master feed processing, through to every partner feed.

Constant health checks over your feed & automatically fix feed issues

Be in the know-all of the status of your product data at all times with our Data Quality Health System. Easily visualise the errors and fix the most common data issues in one click. Make actionable changes right away that boosts product exposure with our automation and machine learning recommendations.

Manage product labels, easily set up rules & exclusions

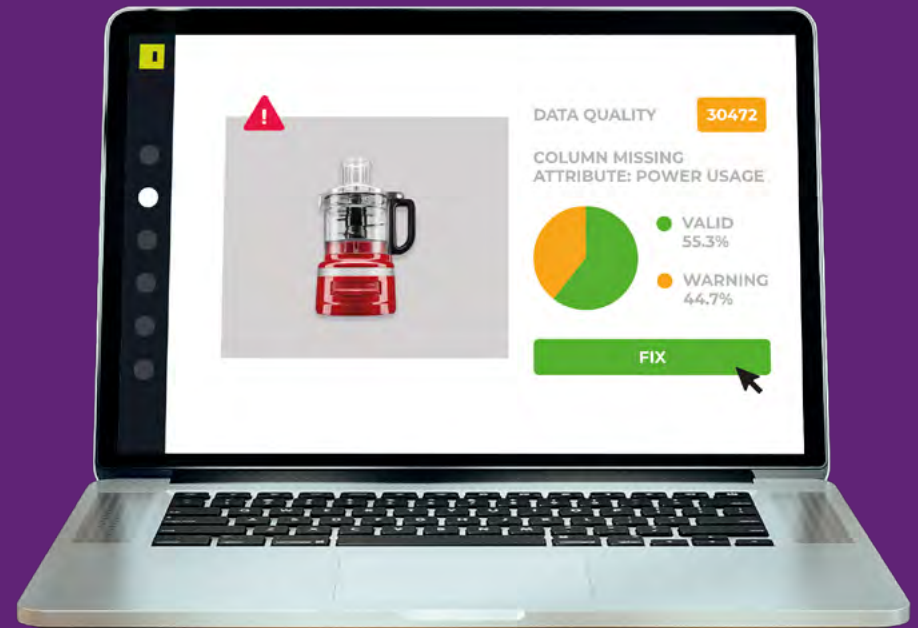
Our rules engine makes it incredibly simple to exclude products, built up with a series of `if` statements and auto-complete entries.

Launch across new channels & marketplaces, quickly and easily

Make your multichannel strategy a reality in a matter of minutes. Plug your e-commerce platform into our ecosystem of 1,400+ channels using our pre-built templates that cover all partner specific validations, without waiting on your own IT queues.

Test your ideas to drive impressions & clicks

Set up A/B and/or MVT tests in a few clicks and run an "always on" testing and optimisation strategy. Find the winning formula & roll these changes into you feed.



- ✓ Achieve complete marketing agility
- ✓ Control over multiple product data feeds in one place
- ✓ Continuous product data optimisation for that competitive edge
- ✓ Sell where you want, at your own pace

A FULLY AUTOMATED PRODUCT STRATEGY

Cut out repetitive tasks and seamlessly sell on marketplaces.

We act as the interface between you, the retailer, and the marketplace. Optimise and sync your product data (or any other data source such as ERP, POS, and more) across multiple marketplaces from one place, and it'll translate into a smoother, higher quality customer experience.

By seamlessly managing stock levels and tracking orders all in one place it helps you to meet consumer expectations and avoid overselling: from the initial product search through to the purchase and processing of the order in your platform. You'll get:

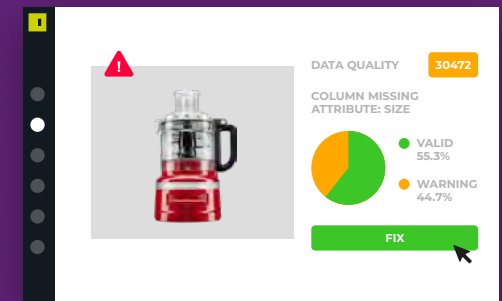
- **Easy integration:** Many sellers use an e-commerce platform, multiple systems to manage their SKUs and much more. Our solution experts make it easy to integrate into legacy systems, so wherever you're updating your product data, it'll sync right through to our platform as well.
- **Better than organised:** Seamlessly ensure your stock is continuously updated so you're selling stock that you have, to avoid the risk of a poor customer experience.
- **Real-time syncing:** 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, so you only sell the items that you have. It means no more disappointing customers with out-of-stock items!
- **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.
- **Managing Orders and Statuses Seamlessly:** By directly passing your orders directly into your ERP system it makes easy to be on top of your selling.

THE FULL OPTIMISATION JOURNEY

How to manage multiple marketplaces and supercharge your data feeds with the Intelligent Reach platform

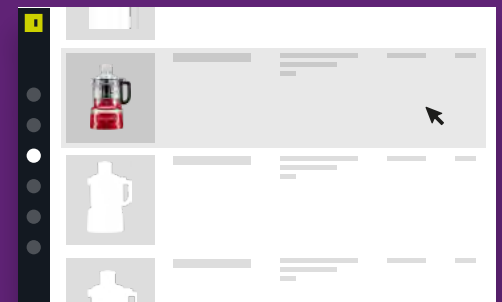
1. IMPORT & OPTIMISE

- > **Import and optimise your product data feeds** within minutes by reviewing your Data Quality Score, applying smart rules, and using our machine learning recommendations.
- > **Get your products listed** into local and global marketplaces, matching individual channel requirements with ease.



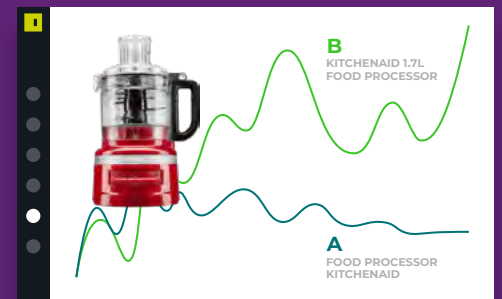
2. VISUALISE

- > **See all product data in one interface** for a clear and concise "behind-the-scenes" overview into your performance.
- > **Take action right away** to avoid losing any sales.



3. SEGMENT & TEST

- > **Run optimisation tests** to see the actual impact your changes have on products across different channels: what works on Amazon does not necessarily work on eBay
- > **Go the extra mile**, and set dynamic pricing to run specific promotions on a channel of your choice



RUN EXPERIMENTS TO DRIVE SALES

Stay on top of your buyers searches on Amazon and eBay.

The product content you utilise will have an impact on where your products surface in searches and categories. If you're selling cross-border for example, perhaps "flip flops" works better in the UK and "thongs" word better in Australia, so you'll better meet consumer search terms. But how sure can you be?

Wouldn't it be great to test your optimisations before making them? With our Content Experimentation module, you'll find it easy to test product titles, types and image optimisations with our range of testing:

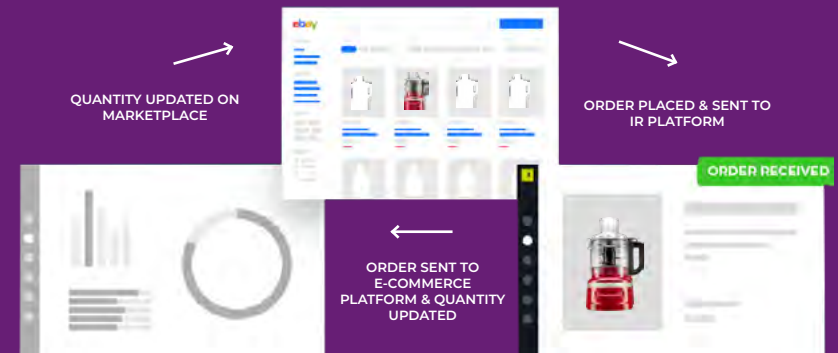
- **A/B TESTS:** Test the performance of two groups of product content, while analysing your performance in real-time of a set time frame, to see what performs better.
- **MVT TESTS:** Modify and test multiple variants at the same. If it's a variation of Product Titles and Images you want to test, we make it easy for you to determine the best performing variation.

Once you've seen the results and found the winner, our platform makes it quick to roll out these changes that instantly impact your impressions and clicks. It'll give you that competitive advantage to maximise product exposure and help you stay on top of trends.



4. MANAGE STOCK

- > **Use smart rules** to distribute your stock to individual marketplaces.
- > **Decide what stock to allocate to chosen channels** – whether it's eBay, Amazon, Bunnings, Catch, MyDeal, Trade Me, or any local and global marketplace, in our partner eco-system.



5. SYNCHRONISE ORDERS

- > **Receive orders directly from marketplaces** and synchronise stock availability across channels within our platform.
- > **Sync info in almost real-time**, like shipping updates and refund status, back to your e-commerce platform to ensure a flawless shopping experience for your customers.

TRUSTED BY OUR CLIENTS



“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 considerably help us avoid bespoke work to our back end platforms which have a single integration at the start that no longer needs changing.”

Head of E-commerce



“It’s been a very useful system that allowed us to achieve a number of initiatives and enabling access to a larger number of partners. Integrating with existing systems, and new systems was straight forward and a smooth process. Support was incredibly responsive and helpful in onboarding new platforms.”

**Digital Marketing
Technical Specialist**



“This software makes it easy to control all marketplace channels through one platform. Its easy to switch between different marketplaces and make changes to products/product feed via setting up rules and exclusions. Categories can be easily mapped to products via this software. The presence of performance reports gives us better insight into product performance.”

**E-commerce
Specialist**



“The product is really easy to use and integration in the business was simple. The features that are most impactful is the ability to refresh and update the master feed easily, sometimes when SKUs are missed I can upload them quickly click refresh from source and the partner feeds are updated within 30 minutes. Also having label groups to separate SKUs (mpns) to promote different products online in the business and being able to schedule when they go live and turn off is great.”

Media Co-ordinator



6.0

MARKETPLACE DIRECTORY



[GET TO KNOW OUR MARKETPLACE PARTNERS](#)



32.1M

TOTAL VISITS¹⁷ IN
MARCH 2021

+300M

ACTIVE SELLERS
GLOBALLY

26

PRODUCT CATEGORIES
(including automotive, beauty, clothing, electronics,
outdoors & sports)

HERE'S WHAT AMAZON HAD TO SAY ABOUT THEMSELVES ...

Amazon Australia launched in December 2017, just over 3 years ago and we have been growing rapidly ever. Customers are loyal and drawn to Amazon because of the customer obsession we show day in and day out. Customers shop on the Amazon store and expect a quality of selection, high bar for customer service, great prices, and speedy delivery; all of which have become synonymous with the Amazon brand.

Amazon Australia has 26 core categories so customers can find exactly what they are looking for. Our customers also love that we offer fast and free shipping on a wide selection of products, in fact we can ship prime-eligible products to over 90% of Australian customers within 2 days.

HOW DOES AMAZON AIM TO HELP?

Amazon aims to be the Earth's most customer centric company. Our goal is to ensure customers can find and buy anything and everything online, and have it delivered to their home safely and fast. Selling on Amazon Australia enables Sellers to reach millions of customers and be among the first to sell in unique categories, gaining the early adopter advantage, meaning more opportunity for you!

KEY RECOMMENDATIONS FOR SELLERS

- Our key recommendation for new businesses considering selling on Amazon Australia is to jump in! Test and learn the Amazon marketplace then used data to make optimisations for your customer's experience. Selling on Amazon is a low barrier-to-entry way to start selling online and reach more customers.
- Get the basics right! New and existing Amazon Australia Sellers should focus on the building blocks of their Amazon business to build a frictionless shopping experience.
- Every transaction is an opportunity for free advice on how Sellers can make their product and service even better

¹⁷ <https://www.similarweb.com/website/amazon.com.au/#overview>



11M

UNIQUE MONTHLY VISITORS

40,000

AUSTRALIAN SELLERS
(19 million globally)

9

KEY PRODUCT CATEGORIES
(Home & Garden, Electronics, Fashion, Sports & Leisure, Health & Beauty, Toys, Motors, Home Entertainment, Collectibles)

HERE'S WHAT EBAY HAD TO SAY ABOUT THEMSELVES ...

As Australia's largest online marketplace, eBay partners with the 40,000 Australian businesses selling via its platform. Importantly, whether sellers are looking to use eBay as their exclusive online offering or adding a channel to an existing website, SMBs can be confident that as a true online marketplace, eBay will never compete against their business.

HOW DOES EBAY AIM TO HELP?

As lockdowns and social distancing measures were introduced, we saw more Australians coming to eBay to buy essentials like groceries, home office equipment and entertainment. Even when restrictions were eased, Australian e-commerce continued to accelerate at a rapid rate.

eBay is committed to helping its sellers compete and there are many resources on our Seller Centre.

eBay sellers with a store subscription***** have free access to Terapeak, an exclusive eBay insights tool. Terapeak uses recent eBay supply, demand and pricing data to help you determine what to sell, when to sell it and at what price. It's also an effective way to research what competitors are doing, how they're doing it and how you can improve listings on eBay.

KEY RECOMMENDATIONS FOR SELLERS

- Not working on it: Selling online is like selling in store - it does take work and investment it's performing at its best. There are plenty of tools, services and tips available on how to build and grow.
- Clear return policies: 30- or 60-day returns are now standard on most items in Australia. If it isn't an option, you can't sell that product on eBay.
- Tracking: In 2021 customers rely on tracking to let them know when a delivery will arrive, while it'll provide protection from delivery delays.



+8M
SESSIONS PER
WEEK

ONE
OF AUSTRALIA'S MOST
TRUSTED BRANDS

12
KEY PRODUCT CATEGORIES
(Including Indoor Living, Health & Fitness, Home
Entertainment and Appliances.)

HERE'S WHAT BUNNINGS HAD TO SAY ABOUT THEMSELVES ...

The Bunnings website is one of the most visited retailer sites in Australia; and Bunnings Marketplace offers trusted sellers a great opportunity to access a large existing audience of qualified customers and align their business with one of Australia's most trusted brands.

Bunnings Marketplace is designed to assist all our customers' home & lifestyle shopping needs by offering them a wider choice online with categories that complement our in-store offer. Our sellers offer a comprehensive range of high-quality items in key home and lifestyle categories.

HOW DOES BUNNINGS AIM TO HELP?

With more time being spent in the home as a result of the pandemic; there has been a huge lift in customers looking to purchase products for their homes. We are always interested in talking with sellers and retailers that have strong e-commerce capabilities and are keen to offer our customers a great selection of products and brands.

KEY RECOMMENDATIONS FOR SELLERS

- Understand the competitive market and always list your best offers/product content. Furthermore, be selective in which marketplace is best for your offer.
- Avoid listing products that are out of stock, as you won't deliver as advertised.
- Have a robust customer service strategy to deal with customer queries and complaints.



2.7M

ACTIVE CUSTOMERS
(PAST 12 MONTHS)

+1600

LOCAL & INTERNATIONAL
SELLERS

25

PRODUCT CATEGORIES
(Including Grocery & Liquors, Women's Fashion, Men's Fashion, Beauty, Home & Kitchen, Sports & Outdoors, Electronics etc)

HERE'S WHAT CATCH HAD TO SAY ABOUT THEMSELVES ...

Over the last 14 years, Catch has become a household name in Australia. With millions of products available on Catch.com.au, Australians shop on our platform as a convenient "one-stop-shop".

Through our marketplace, we offer a curated range of great products at irresistible prices, across categories such as home, electronics, fashion, groceries, beauty, pet (and more). Retailers selling on Catch access millions of loyal customers with the assurance that the company is backed by Wesfarmers, Australia's largest retail group.

HOW DOES CATCH AIM TO HELP?

Approved sellers on our platform receive the benefit of hands-on account management, technical support and lots of promotional opportunities. Our team of professionals will support you through every step of your journey and will help you optimise your performance on Catch.

KEY RECOMMENDATIONS FOR SELLERS

Be organised: As our traffic and sales numbers are already climbing well above record numbers for the Catch business and show no signs of slowing down, it is important to be equipped with stock on hand to meet demand.

Be transparent: If you have a great product range/brand that you believe in, communicate that with our team. Always remember that you are experts in your field, so your insights help us build successful sales strategies with you.

Be open-minded: Retailers need to adapt to new consumer behaviours - that might adding more payment solutions, such as "buy now, pay later" or using their physical networks to offer more delivery solutions (such as Catch pick up at Target) or having a more "omni channel" presence such as being on more marketplaces - they need to be looking at what customers want and giving them those options, as customers are expecting more and more convenience - leverage of top platforms like Catch that already offer a lot of these solutions.



6M

VISITORS PER MONTH

+1000

SELLERS

7

KEY PRODUCT CATEGORIES
(Furniture, Homewares, Manchester, Garden, Home Décor, Appliances, Tech)

HERE'S WHAT MYDEAL HAD TO SAY ABOUT THEMSELVES ...

MyDeal is Australia's only marketplace dedicated to the home and wins on price, range and experience. MyDeal.com.au specialises in selling products for the Home and Garden therefore we are more likely to approve sellers that sell products within our main categories listed above.

MyDeal grew over 164% YoY over the course of the pandemic and continues to be growing in the new financial year. The peak trading season (October – December) was the biggest season in MyDeal's history. Black Friday, Cyber Monday, Christmas trading and Boxing Day all set new records in terms of visitors and sales. Ecommerce has always been one of the most difficult verticals to achieve consumer loyalty.

KEY RECOMMENDATIONS FOR SELLERS

- Product listings is the first point of contact a customer will have with a marketplace seller. To the old maxim that content is king: on a marketplace it has been elevated to emperor. By optimising the content for conversions, the seller has maximised their chances of making a sale.
- There can be a tendency for sellers to forget that the customers that purchase their products are both customers of the marketplace and customers of the seller. This is an important concept to remember: treat marketplace customers as your own customers in order to leave them with a positive experience. This positive experience can generate benefits for the seller including positive reviews of their store and repeat purchases.



4.4M

MEMBER ACCOUNTS

+650,000

DAILY VISITORS

25

PRODUCT CATEGORIES

(Including Clothing & Fashion, Computers, Health & Beauty, Home & Living, Sports, Electronics & Photography, and more)

HERE'S WHAT TRADEME HAD TO SAY ABOUT THEMSELVES ...

Trade Me is New Zealand's number one online shopping destination. We've built a strong reputation for safe and trusted online trading. With over two thirds of Kiwis regularly shopping online, and an average spend of over \$1000 more per consumer than our neighbours in Australia Trade Me is the perfect opportunity to grow your business in New Zealand. It gives you immediate access to the entire New Zealand market demographic.

KEY RECOMMENDATIONS FOR SELLERS

- **You never get a second chance to make a first impression:** Buyers often want to engage with companies to understand the product better or get confirmation about some part of the post sales service. By engaging with your marketplace audience and ensuring you provide a quality service you're likely to receive positive feedback, win repeat custom and have an opportunity to increase basket size through cross selling opportunities.
- **Don't miss a marketing opportunity:** Marketplaces often run dedicated marketing campaigns that don't require investment to be part of, often looking for a discount or unique offer instead which can offer merchants fantastic value for money. Equally, you can often create a bespoke campaign specifically for your business, usually at a heavily discounted rate as the audience remains on the marketplace. These marketing channels often provide a far better return than standard SEM options.

- **Communication:** Consumers understand there are challenges getting goods from A to B in the current environment, and this can mean delays but you'll have far more equity with those consumers if you proactively get out in front of any issues and communicate them early or offer an alternative solution.
- **Partnerships:** The number of 3rd party options for companies to launch on seems to double on a daily basis. Ensure that you put your business in the best possible position to succeed by choosing partners across your supply chain that are going to enhance your value proposition to potential consumers. This means technical partners who will roll out the latest updates efficiently and simplify expansion, FX partners who allow you to have full control over your sales revenue and shipping partners who offer a robust and reliable service that consumers can track

Intelligent Reach is the complete and intuitive Product Marketing Platform for Brands, Retailers and Sellers to dramatically improve digital revenue through product data.

With unrivalled capabilities of building strong product performance through seamlessly optimised and tested data feeds and flawless orders and inventory management, we help hundreds of world-class clients, like HP, Nike, JD, Miele, Myer, make their product data their key engine of growth and easily expand their sales reach on thousands of key channels.

WANT TO FIND OUT HOW OUR PLATFORM MAKES SELLING ON MARKETPLACES EASY?



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