



Serve evolving customer needs and grow digital grocery profits with an enterprise marketplace

Do you have what it takes to deliver anything, anytime, anywhere for your customers?

Consumers have drastically changed the way they shop for groceries and household goods. Increasing demand for healthy, organic, sustainable options, and polarized trading up or down, challenges grocers to stock the right products, at the right price, on the right channels.

The acceleration of digital grocery has increased consumer expectations both online and in-store. A new wave of digital-first food retailers, last-mile delivery platforms and mass merchants are eating up grocery market share, as customers switch to the competition for better assortment, convenience and value.

Incumbent grocers are facing the limits of their traditional models, which suffer from constrained inventory, warehousing and delivery capacity, made even more difficult due to shrinking margins.

In the fight to win in online grocery, retailers are challenged to simultaneously cater to the volatile changes in what and how consumers want to buy, while balancing the need to scale the online channel profitably. Those grocers who transform their models for partnerships and for growth will be best positioned to win in the new reality of food and grocery retail.



of consumers change their online grocery banner due to selection and availability



of consumers plan to continue new shopping behaviours & channels

Mirakl's Enterprise Marketplace platform model provides the speed, scale and agility necessary to meet rising customer expectations

What does it take to win?

It requires delivering a broader assortment to address evolving consumer preferences, creating one-stop-shop convenience to drive customer loyalty across all channels, all while mitigating the risk and cost of buying more inventory to bolster online profitability.



“It's tremendous how fast we've been able to move with the Mirakl platform. We just launched last fall (2019) and we've been extremely pleased with the growth of sellers and our offering. The Mirakl platform has given us that agility and speed and the ability to plug into something bigger without having to develop everything from scratch and figure it out on our own.”

Bill Bennett, VP eCommerce, The Kroger Co.

With Mirakl, grocers can quickly expand assortment and better satisfy shopper needs for convenience

 Gain Assortment Agility	 Own the Experience	 Grow Online Profits
<ul style="list-style-type: none">• Extend aisle online with curated third-party sellers• Improve differentiation with more categories your customers value• Respond faster to shifts in demand to secure customer loyalty and increase share of wallet	<ul style="list-style-type: none">• Deliver more convenience with one-stop-shopping• Increase supply chain resilience to reduce out-of-stocks• Gather more customer data by controlling your own omnichannel experience	<ul style="list-style-type: none">• Tap into high margin categories without the risk of buying stock or straining logistics• Build an ecosystem to scale online capacity without the overhead• Optimize profits with a mix of marketplace and drop ship models

Mirakl empowers grocery retailers to launch faster, grow bigger, and operate with confidence from day one

Mirakl's secure and composable technology integrates seamlessly with any eCommerce platform via APIs and connectors providing faster time-to-market and proven ROI. Only Mirakl allows grocery retailers to efficiently operate both marketplace and dropship programs in one central platform. With **Mirakl Connect**, the largest network of high-quality, vetted sellers, grocers can accelerate the expansion of their supplier ecosystem. Process automation and powerful AI enable you to drive operational efficiency across tasks like

catalogue management and vendor performance, while advanced controls allow you to optimize the quality of the customer experience at scale with fewer resources.

Mirakl also manages the backend complexity of operating an online marketplace, employing the market's most rigorous security controls so that you can focus on delivering the optimal experience your customers expect.

With Mirakl, you partner to win.



“Mirakl really is the solution for operating marketplaces that scale. For 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



The world's most trusted brands choose Mirakl to power their growth.



Contact us to find out more. www.mirakl.com

