



# Mirakl & Adobe Commerce Integration

Easily connect Mirakl & Adobe Commerce with our connector and launch your online Marketplace to drive profitable growth

## Why launch a Mirakl Marketplace with Adobe Commerce?

Online marketplace sales continue to outpace traditional eCommerce. Launching a marketplace enables brands, retailers and distributors to respond faster to changing demand by enlisting the assortment of complementary third-party sellers to increase product selection and expand offers - without the risk and cost of buying more inventory. Marketplaces also enable these organizations to develop deeper customer relationships by offering a curated collection of products at scale. This flexibility and agility empowers organizations to meet customers' needs better than ever before.

Organizations who've already invested in their eCommerce presence with Adobe Commerce can now easily expand their product portfolio and drive profitable growth with a Mirakl Marketplace.



Easily install & configure Mirakl inside Adobe Commerce 2.x and Open Source 2.x in minutes.

## About the Mirakl + Adobe Commerce Connector

Our prebuilt connection to Adobe Commerce makes it easy for marketplace operators to get started in just minutes, rapidly onboard new sellers, and map new products and categories. Mirakl is embedded directly into your existing Adobe Commerce solution, resulting in a seamless user experience.

### Our Adobe Commerce connection is :

- **Efficient.** It only takes 20 minutes to install and configure the Mirakl connector package.
- **Flexible.** We provide full access to all Mirakl Marketplace Platform modules, and customers can select what they need.
- **Performant.** Our Platform will scale to meet changing demands of your Marketplace to maximize your performance.

### Mirakl + Adobe Commerce Connector Features

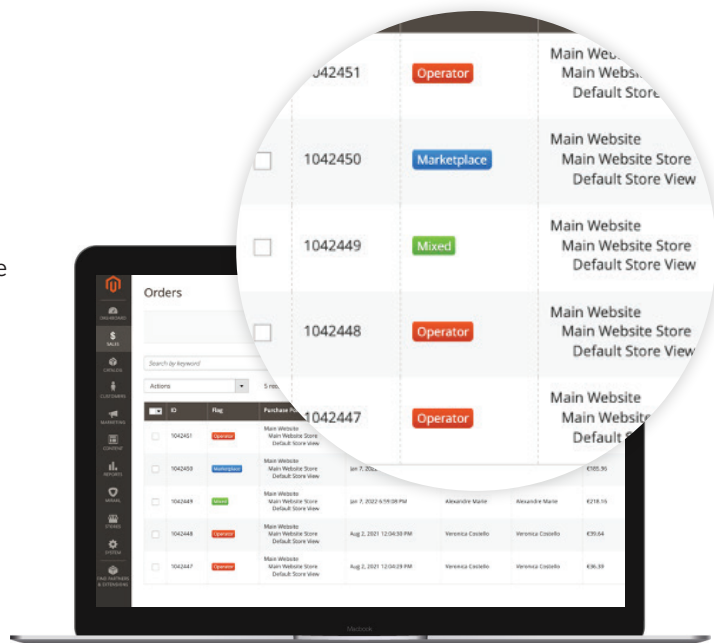
- Twenty minutes installation
- Automated cron jobs to manage: catalog structure, products, shops, price and stock updates, orders
- Integrates with Mirakl Catalog Manager (MCM) to validate, moderate and aggregate product data from multiple sources
- Demo web store included to showcase marketplace best practices: shop and offer condition search facets, marketplace buy box and choice box, order orchestration, messaging, seller ratings, incidents
- Variety of extension points available for customization
- Extensive online documentation featuring developer and business user guides

## Joint Benefits of Adobe Commerce + Mirakl

Adobe Commerce and Mirakl have a shared goal: Maximize your online revenue, profitably. Adobe Commerce facilitates omnichannel success, integrating physical and digital shopping experiences with your core owned products. Mirakl focuses on increasing the contribution of the digital channel by enabling companies to deploy the marketplace business model to increase product assortment, increase online traffic, and drive profitable growth.

### Our joint customers experience:

- Drastically increased digital product range
- Increased site traffic
- Increased new customer acquisition
- Increased customer retention & loyalty
- Increased revenue and profit



Mirakl is embedded into your Adobe Commerce experience

Mirakl and Adobe Commerce share these customers and more!



## 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.

For more information, visit [www.mirakl.com](http://www.mirakl.com)



PARIS  
+33 1 72 31 62 00

BOSTON  
+1 844 264 7255

LONDON  
+44 20 3355 9932

MUNICH  
+49 89 205 008 5012