



The global leader in online marketplace platforms

Offer more. Learn more. Sell more.

The marketplace model

Retailers, brands, and manufacturers are transforming their businesses by launching third-party marketplaces.

With marketplaces, everyone wins:

Businesses grow customer loyalty through “endless aisle” supply, offer lower prices, and collect valuable demand data. They add more products with less risk by bringing on new sellers, transforming their business.

Third-party sellers reach new customers without the infrastructure and marketing costs of a standalone first-party channel. They share the customer relationship and data.

Customers access more products and better pricing—which is quickly becoming the standard for B2B and B2C buyers.

Marketplaces create network effects, a virtuous cycle of growth that drives more buyers and sellers faster than conventional first-party sales can achieve. They suit all kinds of digital business models—from omni-channel retailers, to online pure-plays, to manufacturers launching their first direct-to-consumer channel—because they improve customer experience, driving trust that the right assortment will always be available.



92%

of U.S. consumers say they shop on marketplaces

\$1.8T

Amount spent globally on online marketplaces in 2018

\$412M

Increased revenue from a Mirakl Marketplace over 3 years

162%

Return on investment on a Mirakl Marketplace within 3 years

+1.5

Increase in CX Index score with a Mirakl Marketplace

About Mirakl

Mirakl makes launching and managing a marketplace easy with our technology, expertise, and partner ecosystem. Our team of marketplace experts help clients adopt best practices and provide critical long-term strategic guidance. The majority of Mirakl clients complete their marketplace launch within four months. Just ask our 250+ customers across 40 countries.



The Mirakl Marketplace Platform™ provides agility and scale

By providing a turnkey marketplace platform solution, Mirakl has enabled some of the world's largest companies to transform their businesses.

Mirakl gives these companies a better way to grow by maximizing revenue, increasing the value of data, and improving the customer experience.

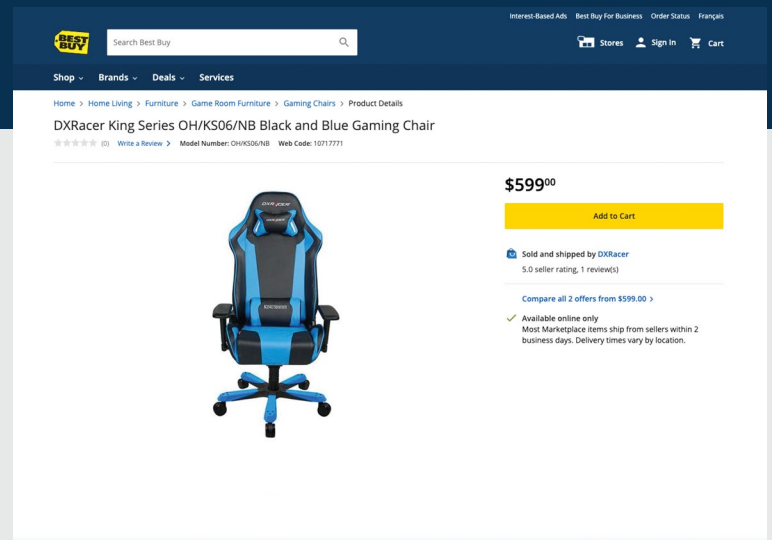
The Mirakl platform plugs directly into both your own systems as well as the systems of others in the eCommerce ecosystem (e.g. eCommerce platforms and aggregators) via cutting-edge,

API-based technology. With over 700 features, 100 customizable APIs and unlimited scalability, Mirakl automates the hard things: seller onboarding, catalog integration and management, communication with customers, and automation of business rules (for things like shopping and logistics, customer service levels, and vendor performance).



CUSTOMER SPOTLIGHT: BEST BUY CANADA'S MARKETPLACE SUCCESS

- **Expanded SKU count by 200%** in year 1
- **Increased traffic with 75% of customers purchasing** both marketplace products and Best Buy owned inventory
- **Added products to market 200x faster** than before a marketplace
- **Secured leadership positions in new categories** such as musical instruments and baby products
- **Reached more than 250 million visits** per year across all platforms



“The marketplace strategy is a winning strategy for us.”

Sherry Zah, Director of eCommerce, Marketplace
Best Buy Canada



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