

Supercharging Your Marketplace Strategy

7 Best Practices for Weathering the
E-Commerce Evolution



Marketplaces sure have changed.

And not just a little. The entire landscape has undergone a massive transformation in recent years. There are now well over 150 marketplace options for brands and retailers, each with its own set of rules, requirements and built-in audiences. With billions of product listings competing for the attention of millions of consumers, the stakes are higher than ever.

That means it's no longer enough to simply list products. Any marketplace merchant that wants to maximize opportunities on these channels must first master a mountain of mission-critical steps. From competitive advertising to automated pricing to fast fulfillment, there is a lot to consider.

In this eBook, we'll walk you through proven best practices for supercharging your marketplace strategy.

150M

**Marketplace Options
available for Brands
and Retailers**



Best Practice #1: Comprehensive Advertising

If there's one big challenge every experienced e-commerce business has faced, it's this: Until you develop a solid digital marketing strategy, standing out on marketplaces will remain an uphill battle. Without the right ads, your listings may never rise to the top of search results or reach the right customers. Marketplace success starts when your listings land in front of the right, ready-to-buy customers — at just the right time.

Best way to achieve that? Make the most of the advertising opportunities offered by each marketplace.

For example, on Amazon:

Sellers that use the full suite of advertising options tend to grow faster than those that don't. These brands and retailers are likely to use:

Amazon Sponsored Products to promote individual listings.

Because they're shown to shoppers who are actively searching for terms associated with a particular product, these ads tend to generate high-quality clicks and can yield a much higher ROI than many other pay-per-click programs.

Amazon Sponsored Brands to reach consumers who are browsing.

but don't yet know what they want to buy. These keyword-based, banner-style ads appear above Amazon search results to help build brand recognition and drive shoppers to a complete product portfolio.

In leveraging the full range of marketing options on Amazon and other marketplaces, successful sellers understand it's not a one-and-done process. They continually monitor campaigns and make adjustments using a wide array of advanced strategies: targeting competitor ASINS, mining keywords, setting up budget notifications during peak sales days and more.

For advanced advertising tips you can use to get even further ahead of competitors, download the eBook: [Your Ultimate Guide to Advanced Amazon Advertising](#).

Product Display Ads to ensure products will show up in different areas.

on websites, apps and devices, both on and off Amazon, and drive traffic to a product's detail page. These ads are an excellent way to deliver highly relevant ads to shoppers who are actively viewing specific products or researching particular interests.

Amazon Coupons to create compelling promotions.

in the form of digital coupons that show up in marketplace search results. Coupons can be used to offer discounts as either a percentage or set dollar amount, and can be targeted to select customer segments.

Best Practice #2: Optimized Product Content

There are product listings people see and product listings people buy. The difference? Optimized product content.

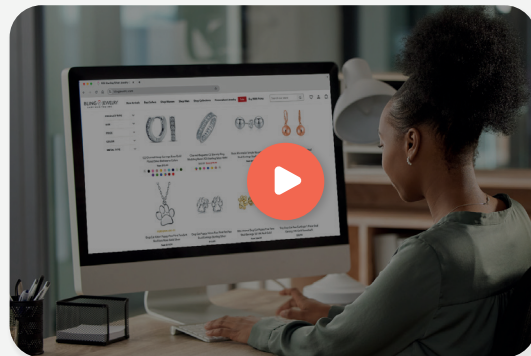
It's not just what you list that matters, but how your listings are structured. Product titles, images, descriptions, keywords and categories are often what compel consumers to make purchases. The more convincing the content you use to reveal your wares to the world, the more likely a listing will be to rise to the top of search results and drive more purchases.

As your product data is fed to marketplaces and transformed into listings, high quality content can be the difference between a product that stands out and one that gets buried. This is why a growing number of retailers and brands are relying on robust data feeds to ensure product information not only meets the unique standards of each marketplace, but gets noticed as well.

+44 Marketplaces and Counting

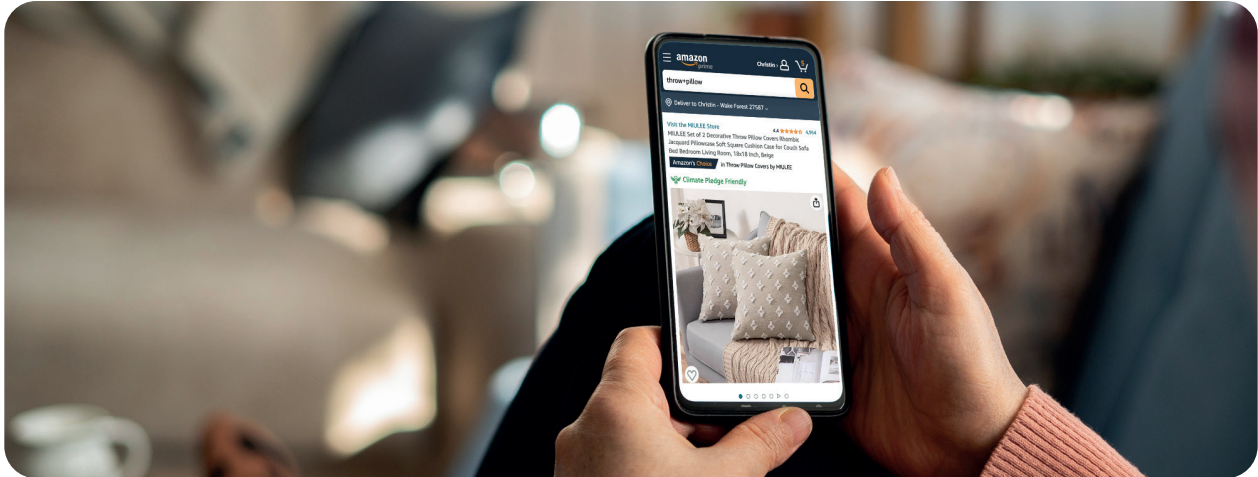
See how one seller scaled their business to 14,000 SKUs across 44 marketplaces with ease by using using a centralized marketplaces solution to manage their product content.

[Hear the story](#) >



Best Practice #3: Engage With Consumers

What should you do to connect with customers on Amazon? How will you compel people to come back and purchase directly from your brand the next time they turn to eBay or Google? Taking measures to create more meaningful interactions with consumers on e-commerce marketplaces can have a direct impact on sales and revenue. In fact, **82%** of customers are likely to repurchase or renew when presented with the chance to switch after receiving value during a service interaction. And there's an 86% chance of increasing wallet share when service is good too.



Taking steps to provide exceptional consumer experiences isn't just good for your brand's reputation. It's also a way to capture repeat purchases. On marketplaces, this will take many different forms, including:

- Proactively monitoring reviews: A whopping **99.9%** of consumers say they read reviews when shopping online at least sometimes. And **91%** of 18- to 34-year-olds trust online reviews as much as personal recommendations. When reviews are negative, **53%** of customers expect you to respond within seven days. In other words: How you address one consumer's needs can influence the buying decisions of thousands of others. While this best practice is often lower on the priority list, being proactive about soliciting, monitoring and responding to reviews can lead to tremendous results.
- Strengthening return policies: How you handle the returns process will go a long way in securing customer loyalty and favoritism. Over eight in ten (**84%**) online shoppers say they would turn their back on a retailer after a bad returns experience. But a positive return experience, including hassle-free policies, free return shipping and automatic refunds, can result in repeat customers.

Best Practice #4: Structured Pricing Strategies

Now that shoppers are acutely aware of the wide range of options for purchasing the same product at different prices, it's no longer your item details and imagery alone that capture attention. Having a structured pricing strategy is essential to marketplace success. This includes several key areas:

- Automated repricing is a must for competing on any major marketplace. Whether you want to adjust pricing based on the competition or guarantee more Buy Box wins without sacrificing revenue, repricing tools will ensure those changes are made in real time. The key is to use a system or tool that aligns your competitive prices across channels — think Amazon and eBay, as well as Walmart and Google — so you can keep your pricing consistent across marketplaces.
- Velocity pricing is another key strategy that permits you to automatically adjust product prices according to sales trends. You simply set your criteria and then watch as prices are automatically adjusted up or down based on the latest sales data. If sales dip, so will the price. When orders occur with more frequency, the cost of that item rises once again. Whether you want to extract more margin on fast-selling products or lower prices when sales start to slow, velocity pricing is a strong strategy to have in your arsenal of marketplace best practices.

Try it yourself: Check out [Rithum's flexible repricing technology](#).

Best Practice #5: Automate Fulfillment

To truly excel on marketplaces and increase e-commerce sales, fast and affordable fulfillment is critical. But in the era of same-day deliveries, it can also be incredibly costly and time-consuming to provide. That's where automation comes in.

If your fulfillment operations still involve a lot of spreadsheets and manual tasks, it's time to put things on autopilot. The more you automate, the better equipped you'll be to speed up delivery times and cut down on shipping costs. For example, successful sellers often use:

- Intelligent order routing to have each order sent to the most effective fulfillment partner based on shipping speeds, delivery fees, warehouse locations and other factors.
- Automated inventory management to ensure inventory levels are always up-to-date across multiple marketplaces.
- Automated shipment tracking to automatically mark packages as "shipped" as soon as delivery is initiated, and to ensure buyers have the most accurate, up-to-date information on package locations.

Best Practice #6: Diversify Your Carrier Strategy

Having consistent access to the most competitive carrier pricing and delivery options is imperative if you want to stay ahead of consumer demands for lightning-fast deliveries. It's important to have a full range of options at your fingertips so you can go with the quickest, most affordable delivery method for each and every order. For many shipping scenarios, it's best to use private carriers like UPS and FedEx. For others, a lower-cost option like USPS may be ideal. Diversifying your carrier strategy, rather than relying on one single option, is now a necessity when selling on marketplaces.

There's no one right way to deliver orders, but as a general rule, you should test out different options until you land on a mix that consistently gets the job done efficiently and cost-effectively. Consider all of your options, including:

Fulfillment by Amazon (FBA)	when you want to...	entrust Amazon's fulfillment centers with packing and shipping to ensure the marketplace's high standards for delivery and returns are always met.
Third-Party Logistics (3PL)	when you want to...	rely on fulfillment experts to warehouse, pick, pack and ship your goods for you.
Drop Shipping	when you want to...	expand your catalog far faster than you would by housing or handling more inventory yourself.

Still deciding which fulfillment options work best for your business model? When in doubt, focus on the customer claims and feedback you receive through marketplaces. Is there a common complaint related to delivery? Are certain shipments routinely late or failing to meet expectations? Use this information to make adjustments or decide when it's time to consider new options.

Best Practice #7: Ongoing Growth

Amazon may be the go-to marketplace for many e-commerce consumers, but these are far from your only avenues for growth. For example, did you know that Walmart Canada gets [more than 17 million unique visits each month](#)? Or that [Joom](#) receives up to one million orders per day? These and other marketplaces can open the floodgates to millions more purchase-ready shoppers around the world.

17M

are the unique visits
received by Walmart
Canada each month

If you're serious about growing an e-commerce business, marketplace expansion is a must. Different consumer needs are met on different marketplaces, and having a presence across channels keeps your flow of inventory strong. Successful brands and retailers have been known to increase sales after listing on niche channels such as Rakuten, Sears and Newegg.

The key is to determine which marketplaces are the best fits for your product catalog. Getting your products in front of the right consumers might mean moving beyond the marketplace giants. Or it may be time to start selling to international consumers through options such as Amazon Global Selling and eBay Global Shipping.

The key to success is streamlined growth. Before expanding to new marketplaces, have a process in place to keep marketplace management from becoming overwhelming. For most e-commerce companies, the easiest solution is relying on one centralized platform that's built to integrate with dozens of different marketplaces for optimized listings, fast fulfillment and more.



The Future of E-Commerce Marketplaces

Marketplaces are amazing channels that can elevate your online presence and boost your performance. But standing out from the crowd with so much competition is a common challenge for brands and retailers. Following these seven proven practices will allow you to connect with more customers, optimize operations and, ultimately, grow sales like never before.

Ready to learn more?

[Subscribe to our newsletter](#) for monthly marketplace tips, trends and resources.

Master Your Marketplace Presence With Rithum

With more than 40,000 customers selling on more than 400 marketplaces and retail sites worldwide, Rithum can keep you ahead of the latest marketplace trends and ensure you're maximizing every opportunity. We make it easy to connect with customers, optimize operations and grow sales channels.

Support for 420+ Marketplaces and Retail Sites:

Manage all marketing, selling and fulfillment activities in one central platform

Amazon, eBay & Walmart Advertising:

Specialized tools to drive more traffic and sales

Product Feed Management:

Get the most out of every product listing and ad

Pricing Strategies:

Automatically reprice and adjust based on the latest competitor data sales trends

Shipping Management Suite:

Stay connected to countless carriers for fast, cost-effective deliveries

Plus many more features and tools to help you stay ahead:

- Benchmarking
- Data Transformation
- Managed Services
- Amazon Pricing Console
- Advisor Insights Console
- And more!

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