

TOP 5 REASONS YOUR COMPETITORS WILL BEAT YOU ON MARKETPLACES

As the retail landscape evolves, marketplace sellers continue to find ways to improve and, ultimately, sell more. Are you staying ahead of the pack or do you find yourself constantly running to catch up? If just thinking about your competition makes you feel out of breath, don't worry. We've seen how retailers have fallen behind, so we've compiled some of the top roadblocks and ways that you can improve.

- 1. Not launching on new marketplaces** — There are hundreds of online marketplaces and while it may not make sense to sell on every single one of them, chances are your competitors are selling on more than you are. Listing on new marketplaces can seem like a daunting task without the right partner. Reggie Ross, technical director at Metro Kitchen, had this to say about [launching on new marketplaces](#): "Since joining with ChannelAdvisor we've added 4 new marketplaces. These were relatively easy to ramp up and start listing our products on in a short amount of time with minimal fuss." So, be sure to plan to launch on new marketplaces... before your competitors do.
- 2. Taking too long to launch** — It's no secret that you need to diversify your sales across multiple marketplaces, but are you launching on new marketplaces fast enough? You know the age-old adage that time is money? It rings especially true for every day that you're not launched on a new marketplace.
- 3. Understand the Buy Box** — With Amazon coming to Australia, you need to get to know the Buy Box and what it means for your business. Winning the Buy Box is crucial to reaching your customer base. If your top products aren't priced competitively, it's your competitors who will be gaining top positioning placement and winning your sales. Enter ChannelAdvisor's Algorithmic Repricer. Available across all marketplaces, the Repricer helps you win the Buy Box while maintaining profit. When Weisser Distributing started using ChannelAdvisor's Algorithmic Repricer for Amazon, [they won the Buy Box nearly 99% more often](#).
- 4. Wasting time** — While it's important to keep critical functions in house, some responsibilities are best left to industry experts. Too often we see sellers waste time learning new capabilities or trying to keep up with changes in the industry when they could be spending their time focusing on core competencies. We've already seen what has happened overseas. Your competitors won't be improving by spending time on manual processes, they'll be automating to get ahead of the competition. Kathryn Best, e-commerce/account assistant at Kaplan Early Learning Center, said [ChannelAdvisor's Algorithmic Repricer for Amazon](#) "saves hours of time getting us the best prices we can manage for each listing. We used to go through and do this manually and it is incredibly hard to keep up."
- 5. Experiencing stagnant revenue growth** — Your competitors are winning because they're growing by leaps and bounds. To stay ahead of the pack, you need to kick your sales into overdrive. Hint: avoiding the four mistakes listed above will help. At ChannelAdvisor, we've worked hand in hand with clients to see some pretty phenomenal growth. Case in point — Limited Goods has grown its e-commerce revenue over [100% since working with ChannelAdvisor](#), remarking that ChannelAdvisor is "the best business decision we've ever made."

To learn more about the solutions that can help add some jet fuel to your marketplace engine, visit ChannelAdvisor.com.au or contact us at ausaes@channeladvisor.com for more information.