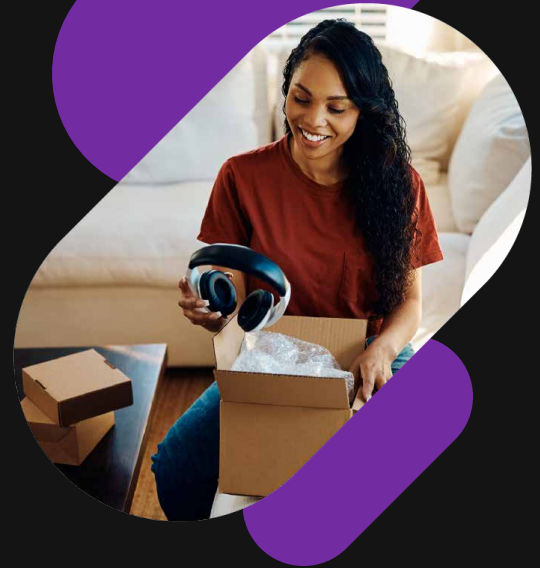




The Executive's Quick Guide to Consumer Electronics E-Commerce

How Rithum Helps Brands Grow Profitably Across Online Channels



The global consumer electronics market will flourish in the next few years with a compound annual growth rate of 8.5% between now and 2031. [Transparency Market Research](#) projects that overall sales will reach US \$1 trillion in that time. Are you set up to maximize this growth?

Rithum's leading e-commerce network and platform helps you:



Reach more channels. Launch products on new marketplaces within days, and maximize your revenue opportunities across Rithum's network of 420+ channels.



Automate product updates. Effortlessly update products with data feeds that sync to social commerce sites or marketplaces.



Monitor inventory. Boost profit and avoid overselling by synchronizing your inventory, product data, first-party and third-party sales in one place.



Integrate in real time. Keep up with the speed of commerce. Track products and inventory instantly so you can respond to changes as they happen.

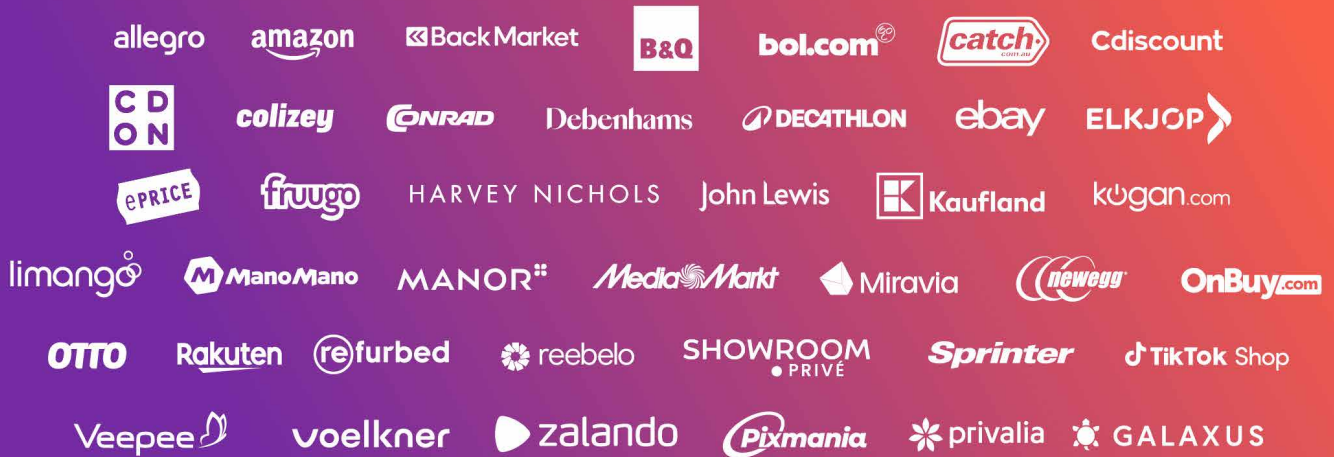


Boost sales with smarter advertising. Improve ROI with data-based decisions and simplified management across channels.



Partner with experts. Our e-commerce experts leverage billions of data points flowing through our platform to help you make informed decisions.

Choose to sell on channels like:



Why Rithum?



#1 channel management vendor
to the Digital Commerce
360 Top 1000 since 2013



420 channels supported
you can manage all from
a single platform



25+ years of experience
and partnerships to
connect you with top
industry channels

When increasing demand meets faster time to market...

That's commerce in Rithum.

[Request a demo today](#) to learn more and speak with one of our e-commerce experts.



The Executive's Quick Guide to Consumer Electronics E-Commerce

How Rithum Helps Retailers Grow Product Offerings and Attract New Customers



According to [EMARKETER](#), consumer electronics retail e-commerce sales are expected to reach over \$270 billion in the next four years, second only to fashion and apparel. Do you have the infrastructure in place to effectively keep pace with this anticipated growth? Rithum helps retailers manage every stage of the consumer journey, maximize efficiency, unlock new growth opportunities and ultimately offer a superior customer experience.

How Rithum helps consumer electronics retailers

Rithum helps you drive scale and profitability through the world's largest unowned inventory network so you can:



Grow product assortment. No other e-commerce platform provides the flexibility to support various third party (3P) inventory models. With Rithum, you can adapt quickly (without adding new tech) as business requirements change. With our Advanced Catalog capabilities, we can model any taxonomy to help you build products faster, expedite time to site and shorten time to revenue.



Attract new customers. Rithum offers the most extensive network of sellers in the hottest categories. Expand your reach with our merchant discovery process to identify high-value products and reliable suppliers, fill category white space and capitalize on emerging trends with no inventory investment.



Exceed customer expectations. With the largest e-commerce network in the industry, Rithum helps you grow your assortment with quality brands consumers trust. Delight them further with the tools to ensure on-time delivery and swift returns if needed.



Improve margins and operational efficiency. We enable our retail partners to engage with vendors through dropship and private marketplaces. That way, the merchant team can source a broader assortment and place product in the model that produces the greatest margin and profitability.



Join the growing market for refurbished electronics. Efficiently segment your catalog by condition type, manage pricing across multiple channels and maintain control over low inventory SKUs.

Why Rithum?



Largest e-commerce network
in the industry featuring
trusted brands to grow your
assortment.



Grow topline revenue
Make positive EBITDA
contribution with no
inventory risk.



\$50B in annual GMV
We power the world's
top retailers.

Rithum is your trusted partner and platform

Rithum provides everything you need for a thriving retail presence. From access to trusted, high-quality brands that can meet profitable margin contributions to helping you dial in your supply chain capabilities and maximize bottom line profits, we have the industry expertise to help you unlock your selling potential.

“Without Rithum, we couldn't have made the connections necessary through our sales channels to achieve such rapid growth in visibility and sales. Partnering with Rithum has fueled our expansion to marketplaces globally.”

– Karan Manocha, Manager at Goslash

See how Parallel Deals and Goslash generated a 165%
YOY increase in marketplace revenue with Rithum.



When increasing demand meets faster time to market...

That's commerce in Rithum.

[Request a demo today](#) to learn more and speak with one of our e-commerce experts.