

# ChannelAdvisor Managed Marketplaces Fashion Bundle

Save resources while reaching new fashion and accessory consumers

Online marketplaces are a popular destination for fashion and apparel shoppers around the world. To reach these coveted consumers, fashion brands and retailers are forced to branch out and take a multichannel approach to their selling. However, most sellers are simply not built to rapidly scale their operations and adequately meet consumer demand.



58% of consumers discover the products they purchase by browsing through marketplaces

Source: ChannelAdvisor in partnership with Dynata, 2020

## The Challenge

Fashion brands and retailers seeking to expand their selling efforts to new marketplaces are commonly prohibited by cost, logistics, and channel expertise. Each marketplace comes with its own set of rules, requirements and built-in audiences, making it challenging for brands and retailers to sell smarter while efficiently investing resources.

## The Solution

ChannelAdvisor's Managed Marketplaces Fashion Bundle is a services package designed specifically to help you scale your selling efforts by allowing you to quickly select and integrate with a focused group of marketplaces tailored to the fashion and apparel industry. Choose from marketplaces like:



Once you've selected the right group of marketplaces for your business, ChannelAdvisor's team of e-commerce experts leverages its industry knowledge and proprietary technology to effectively manage and optimize your ongoing marketplace strategy.

Named the **#1 channel management provider by Digital Commerce 360** (formerly Internet Retailer) every year since 2013, our team of experts will ensure you're making the most of every selling opportunity.

## Interested in learning more?

To learn more about ChannelAdvisor Managed Marketplaces Fashion Bundle and we can help grow your business, email us at [marketing@channeladvisor.com](mailto:marketing@channeladvisor.com) or simply reach out to your Account Manager.