



Your Essential Checklist for Selling on Marketplaces

To be competitive on e-commerce marketplaces, there's a lot more to do than simply list products. With thousands of brands and retailers competing on millions of products across Amazon, eBay and other channels, it's critical to stay up-to-date on best practices. These key pointers will help you stay ahead and achieve your marketplace goals.

Connect with Consumers

WITH OPTIMIZED PRODUCT CONTENT

The way listings are structured can make or break an e-commerce business. Titles, images, keywords and categories reveal your wares to the world — they're your online storefront. Compel consumers to take a closer look by focusing on:

- ✔ Titles that are relevant, accurate, detailed and succinct
- ✔ Keywords that describe your brand, product features, colors and sizes
- ✔ Descriptions customized for each marketplace
- ✔ Bullets designed to help answer questions and offer additional information
- ✔ Categories constructed to ensure your products show up after consumers apply filters
- ✔ Images that offer a variety of angles and details to supplement product descriptions

Master Your Marketing

WITH TARGETED ADVERTISING

It's not at all uncommon for the entire first page of product search results to be populated by advertising. With hundreds of sellers often competing on a single ASIN or SKU, targeted marketplace ads are a must:

- ✓ Leverage Amazon Sponsored Products to promote individual listings
- ✓ Use Amazon Sponsored Brands to make more people aware of the items you sell
- ✓ Create Sponsored Display Ads to target shoppers who have previously viewed your products
- ✓ Use eBay Promotions Manager to set up special offers and encourage bigger baskets
- ✓ Lean on eBay Promoted Listings to get listings in front of consumers seeking specific products



Strengthen Your Selling

WITH ADVANCED REPRICING TECHNOLOGY

Product details and imagery are no longer enough to land sales. To win more Buy Box and best offer positions, you need a structured pricing strategy. Successful sellers do this with repricing tools:

- ✓ A marketplace repricer helps you win sales at the highest possible price by continually monitoring a listing and evaluating the quality of the competition to arrive at your optimal price.
- ✓ A velocity repricer changes pricing to competitive levels across your marketplaces based on the total quantity sold for products, letting you move stale inventory or maximize profit on fast-selling products.

Fine-Tune Fulfillment

WITH AUTOMATION

The more you automate, the better equipped you'll be to speed up delivery times and cut down on shipping costs. This becomes even more critical as you diversify your carrier strategy and integrate new warehouse, fulfillment and logistics partners. Essentials include:

- ✓ Automatic rate shopping to select the best carrier for each order based on shipping speeds, delivery fees and warehouse locations.
- ✓ Automated updates that allow consumers to follow orders from warehouse to carrier in real-time, so they can see exactly when a delivery will arrive.
- ✓ Automated inventory management to ensure levels are always up-to-date across multiple marketplaces.

Optimize the Experience

WITH CONSUMER ENGAGEMENT

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 and responding to reviews
- ✓ Improving returns with free shipping and automatic refunds
- ✓ Monitoring key performance metrics like your:
 - Amazon order defect rate (ODR)
 - eBay detailed seller rating (DSR)
 - Contact response times (CTR)

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Best Practices for Selling on Marketplaces

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