

# ChannelAdvisor Managed Services for Marketplaces

Strategic and technical guidance for success on marketplaces

Online marketplaces are a popular destination for shoppers around the world, playing an ever-increasing role in the customer journey. The marketplaces landscape continues to expand and transform at an incredible pace, with billions of product listings competing for the attention of hundreds of millions of consumers.



58% of consumer discovered the products they purchased by browsing through marketplaces

Source: ChannelAdvisor in partnership with Dynata, 2020

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.

## Introducing ChannelAdvisor Marketplaces

ChannelAdvisor Managed Services for Marketplaces provides a team of e-commerce experts powered by proprietary technology to effectively manage and optimise your marketplaces 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 opportunity.

ChannelAdvisor Managed Services for Marketplaces helps optimise and manage all your crucial selling activities on hundreds of marketplaces, globally. Partner with ChannelAdvisor Managed Services to:

- Get strategic guidance and technical support
- Develop competitive pricing strategies
- Optimise product data to meet the individual requirements of each marketplace
- Take advantage of promotional consultancy, planning and implementation
- Benchmark against the competition
- Take your business across borders
- Fine-tune your advertising strategies across Amazon, eBay, Walmart and more
- Easily pivot your strategy depending on market response and conditions
- Customise reporting and analytics to help your decision-making process
- And much more!

## The Benefits

ChannelAdvisor streamlines selling, marketing and fulfilment operations across hundreds of marketplaces.



**Gain operational agility:** Reach more channels and markets, accommodate cross-channel opportunities and pivot with ease



**Streamline onboarding:** Launch on new channels with ease with the help of a team of experts that understands the technical, business and operational needs to onboard each channel



**Avoid overselling:** Our team leverages the consolidated quantity management feature to avoid overselling and facing suspensions



**Improve productivity:** Maximise the outcome by reaching and optimising channels at scale while freeing up internal resources to focus on other important aspects of the business



**Localise your strategy:** Leverage our global presence and diverse team to expand your reach and localise your strategy



**Ensure compliance:** Gain access to optimised and enhanced listings that meet the requirements of each marketplace without having to make any changes to your product data



**Safely explore opportunities:** Explore selling and marketing opportunities with a team focused on minimising risks and driving performance



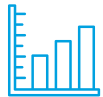
**Keep up with competitors:** Access industry leading repricing solutions to save time and ensure optimal pricing for your entire product catalogue



**Leverage strategic consultancy:** Shape and implement your e-commerce strategy with the help of our experts



**Prevent Performance Impact:** Prevent performance impacts by having a team that can quickly identify and fix errors in product data



**Make data-driven decisions:** Improve decision-making and save time with access to custom reporting



**Be cost effective:** Reduce investment in building and maintaining new integrations, as well as hiring additional headcount

## Interested in learning more?

To find out more about ChannelAdvisor Marketplaces and how we can help you grow your business, email us at [contact@channeladvisor.com](mailto:contact@channeladvisor.com) or give us a call at +61 3 9034 3400.

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