

## Platform Overview

# Rithum for Brands

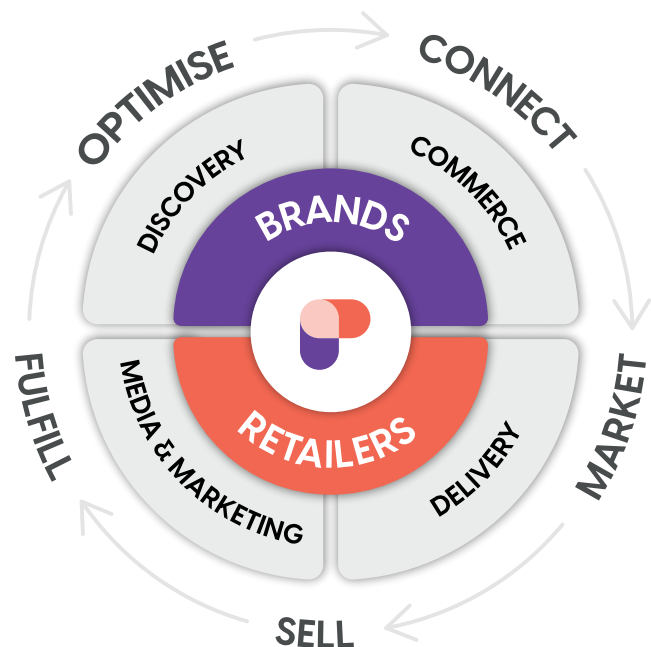
The complete multichannel commerce solution for brands and retailers



Connect with more consumers by streamlining operations, expanding to new channels and growing sales from a centralised platform.

Engaging potential customers and keeping up with mounting competitors is hard enough without all the manual processes of e-commerce management. Rithum offers brands and retailers a complete multichannel solution equipped with tools to manage marketplaces, digital marketing, direct-to-consumer, global expansion, first-party retail, drop ship and fulfilment needs.

- **Connect** your products to more channels
- **Market** your products effectively to drive awareness and sales
- **Sell** your products where and how consumers prefer to shop
- **Fulfil** your customer's expectations with fast, efficient delivery
- **Optimise** your channel strategies to constantly improve results





## Why Rithum?

- Proven technology — We've been named the #1 channel management vendor to the Digital Commerce Top 1000 every year since 2013 by Digital Commerce 360.
- Centralised approach — Streamline your selling, marketing and fulfilment operations to connect with consumers across more than 400 channels from a single platform.
- E-commerce expertise — With over 20 years of experience and billions of data points flowing through our platform every day, we have the expertise to help you make informed decisions that grow your business.
- Close partnerships — Our long-standing relationships with e-commerce's top marketplaces and digital marketing channels ensure you can leverage the industry's most up-to-date offerings and best practices.

global  
marketplaces

**420+**

brands  
and retailers

**40k**

years  
of experience

**20+**

## How we help

Rithum combines both technology and expertise under a centralised approach to bring you the modern e-commerce solutions that set your brand apart.

### Marketplaces and First Party Channels

Access everything you need to connect with more customers and streamline your selling operations across more than 400 global marketplaces and retail sites such as Amazon, eBay, Zalando, Walmart and more.

### Digital Marketing and Retail Media

Our proprietary technology, combined with our team of e-commerce experts, helps automate and optimise your advertising campaigns across marketplaces, retail sites, search engine marketing (SEM) channels, social media sites and video advertising to achieve the highest return possible.

### Feed Management and Content Syndication

Transform your product data to automatically meet the requirements of any merchandising, marketing and advertising platform. We collect your product data once, then optimise it for every destination.

### A Team of Experts

Our robust platform is only half the story. If you're seeking additional strategic insight or operational expertise, our Managed Services team is able to combine the power of our technology with our award-winning services to suit your specific e-commerce needs.

## Ready to get started?

[Request a demo now](#) to see the Rithum Platform in action.

### Rithum in action

# +67%

Superdry grew marketplace sales 67% with Rithum Marketplaces

[See how](#)

# +72%

ASICS revenue YOY growth after launching on Amazon with Rithum Commerce Solutions

[See how](#)