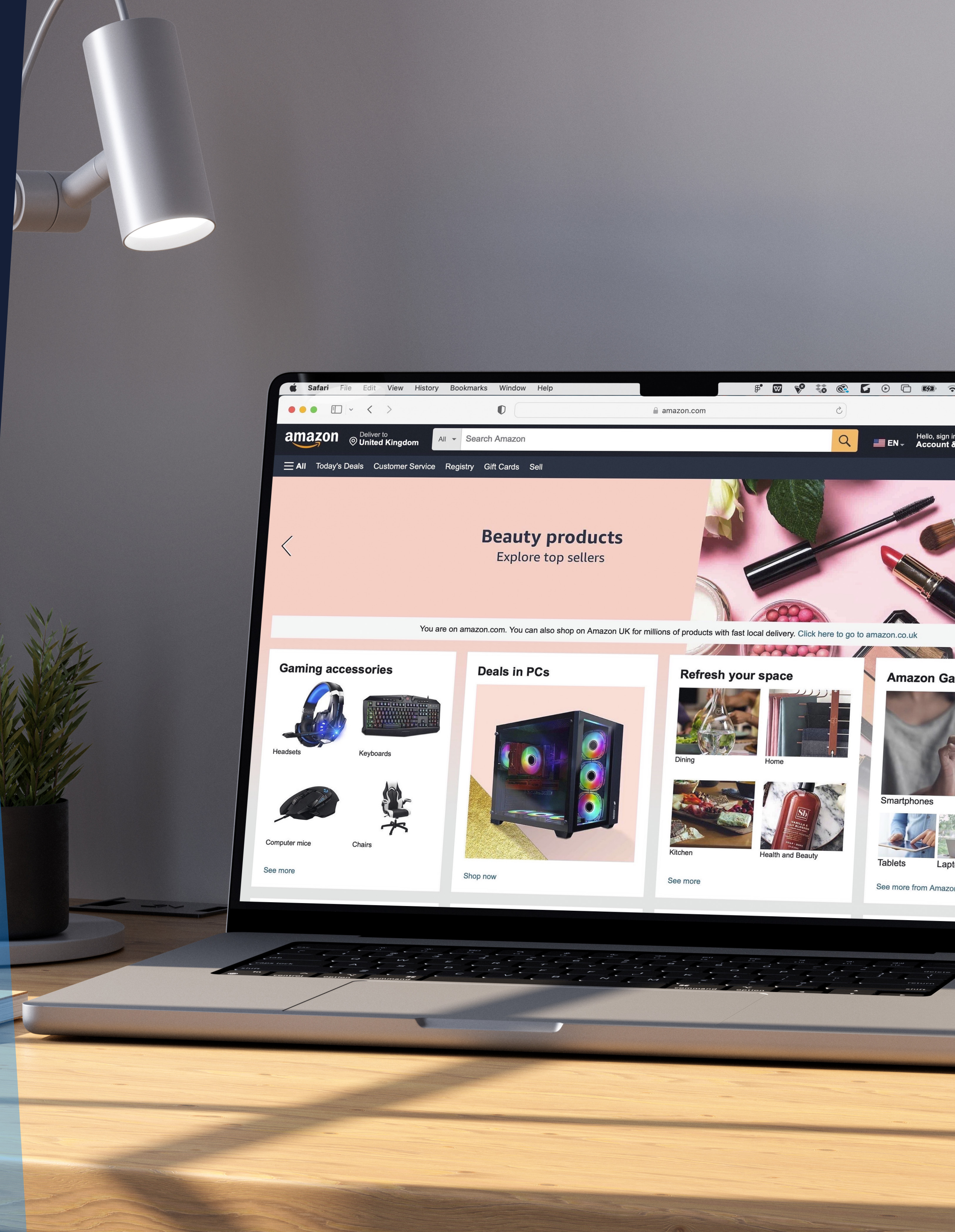




The US Marketplace Strategy Guide

How targeting the right marketplaces, investing in fulfillment, and building out trusted customer care will help you generate huge sales in the United States in 2024.



The US Marketplace Strategy Guide

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The rise of marketplaces in online shopping

The online marketplace has become the superstore of the 21st century. Shoppers that previously relied on brick-and-mortar retailers like Walmart or Macy's to purchase their goods, now turn to Amazon, Wayfair, or (yes!) Walmart's online marketplace and Macys.com. These marketplaces offer the same conveniences that brick-and-mortar markets offer – namely variety and comparison shopping – while also making shopping more convenient.

Without leaving home, shoppers can compare items, add to cart, and purchase for speedy delivery or in-store pick up. Through online marketplaces, it's never been easier to find what you want and get it quickly.

However, not every channel is an ideal match for each brand. A seller who specializes in luxury shoes would be better suited to Nordstrom than Amazon. For brands looking to win over buyers through online marketplaces, brands need to identify the right channels for their business, as well as invest in the right support for those channels in order to bring customers in and generate positive word-of-mouth.

The numbers bear this out: 62% of online purchases come from marketplaces¹. Additionally, sellers who sell on more than one channel generate 190% more revenue than single-channel sellers.



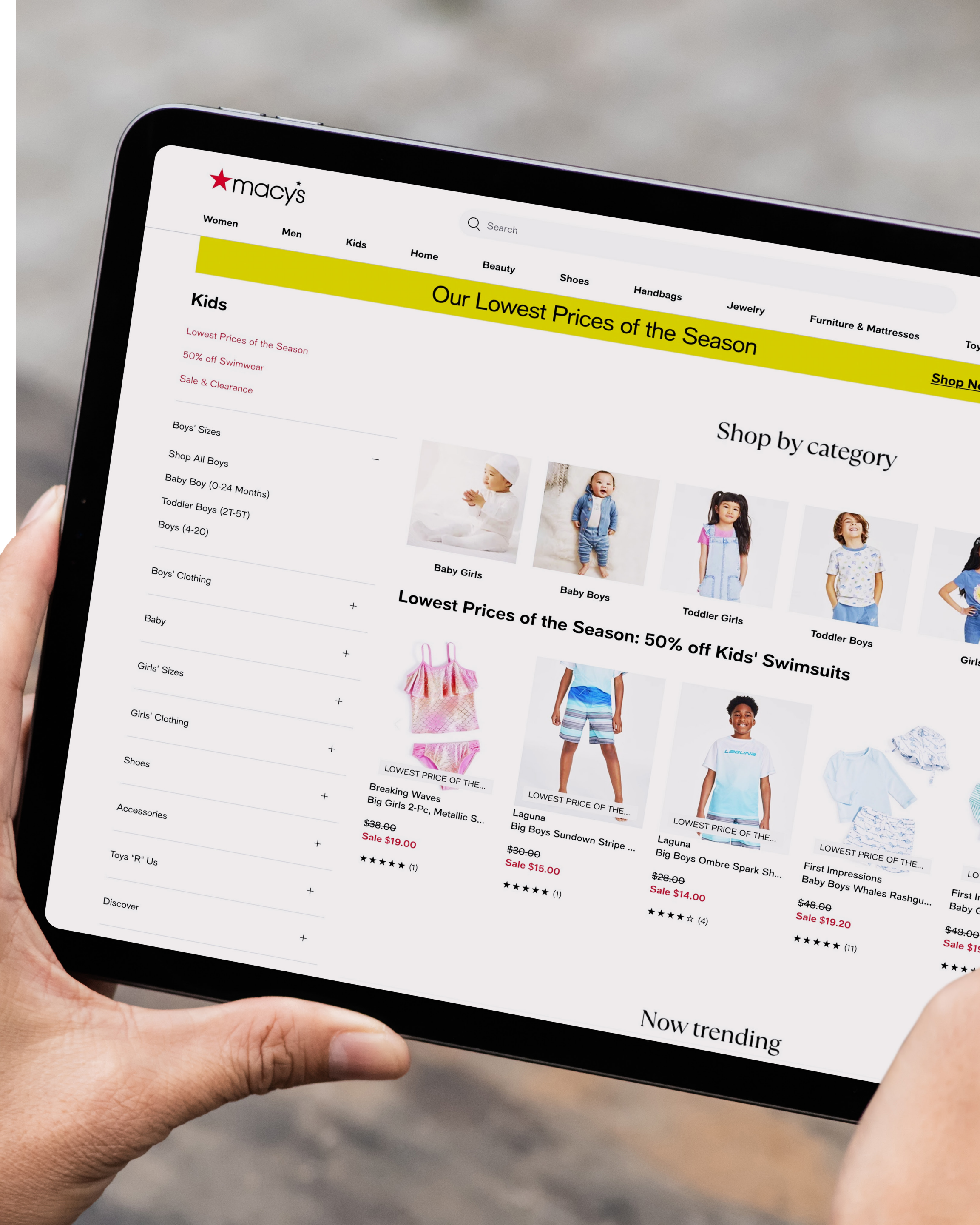
Ecommerce in The US

US ecommerce revenue is projected to hit \$757 billion in 2024, capturing over 15% of all retail sales in the country.²

While this percentage may be a small fraction of all sales, it has increased by 50% since 2019,³ and continues to grow, reaching around 20.6% of retail sales by 2027.⁴ By 2027, the value of all ecommerce revenue will be over \$ 1 trillion.⁵

Driving these sales numbers is a huge and growing online customer base: today, there are over 268 million online shoppers in the US, representing over 78% of the total population. The percentage of online shoppers in the US continues to grow with an average YoY growth of 6.7% from 2019 – 2029.⁶

This growth rate significantly outpaces the population growth in the US, meaning that the customer growth represents a real change in buyer preferences. Buyers are migrating to online shopping, and are using marketplaces for the majority of their purchases.



Creating a strong marketplace strategy

The United States has a relatively consolidated marketplace network compared to other regions such as Europe. In the US, Amazon dominates the online marketplace with 37.6% market share, compared to runner-up Walmart's 6.4%.⁷

This means that creating a strong marketplace strategy in the United States revolves less around selecting the right marketplaces (though that still is critical), and more about creating a holistic strategy that will reach new buyers while maximizing customer satisfaction.

In other words, it's more important that you build your channel strategy.

Let's quickly go over the core components of a channel strategy:

- ✔ Your product listings need to be optimized so customers can find your products
- ✔ Your fulfillment needs to match consumer expectations and enhance customer experience
- ✔ You need to deliver excellent customer service to ensure repeat business and build customer loyalty
- ✔ You need to invest in marketing to build brand awareness
- ✔ You need to use your channels synergistically



Choosing the right selling model

There are three major selling models for brands and retailers: 1P, 3P, and hybrid 1P/3P, sometimes called 2P.

Each of these models has different benefits and drawbacks, so it is important that you choose the right model for your products.

1P Vendor model

1P (1st Party) otherwise known as the Vendor model is a business model where brands sell directly to marketplaces such as Amazon, Walmart, or Wayfair.

3P Seller model

The next option is 3P (3rd party) otherwise known as the Seller Model. The 3P model positions brands as independent sellers on an online marketplace. Think of it like renting a stall or a booth at your local farmer's market.

1P 3P Hybrid

The last model, the 1P/3P model can give you the best of both worlds. In this model, you sell 1P through a marketplace, but then use the 3P model to sell excess inventory. You'll still need to manage your 3P listings, but you'll expend a lot less effort, as it won't represent the bulk of your inventory.

You can never be 100% sure where the greatest sales potential for your brand lies. This is why a multichannel approach is best. Selling on multiple channels helps you find your ideal niche – that sweet spot where you have the ideal customers who want your products at a price everyone is happy with.

The 1P model provides convenience but sacrifices control, while the 3P model offers autonomy but demands more active management. A hybrid approach combines elements

of both, allowing businesses to adapt and thrive in the dynamic ecommerce world.

Advantages

1P models, such as Amazon's, are often invite-only. This selling model gains benefits such as:

- Fewer operational tasks
- Bulk orders and up-front revenue
- Reduced risk

By working as an independent seller on these online marketplaces, you gain:

- More control over distribution, presentation, fulfillment, and pricing
- Higher profit margins

Disadvantages

However, there are a few drawbacks, such as:

- Less control over prices and listings
- Lower profit margins
- Slower payment terms

- Requires more active management
- Don't receive the revenue up front












How to choose what marketplaces to sell on

The US is a very large unified ecommerce market, with various marketplaces offering slightly different value propositions for sellers. This means that deciding which marketplace you sell on, will have considerable implications for your business.

Amazon, as the prime example, has the highest customer reach. However, customers are less likely to trust the validity of reviews and the quality of products on Amazon as compared to other marketplaces like Target.com.

Walmart and Amazon both function as broad marketplaces, offering goods in all categories from groceries to beauty products to electronics to furniture. Other marketplaces,

like Wayfair and Etsy, provide more specialized offerings. Choosing the ideal marketplace, or combination of marketplaces, will often involve looking at whether your product line will thrive in a general or more specialized channel.

The average buyer visits at least three online marketplaces before making a purchase,⁸ so brands can take advantage of this behavior by listing on multiple marketplaces to maximize reach, take advantage of lower fees on different marketplaces, build a stronger customer reputation, or simply show their product to different customers.

So, which marketplaces should sellers target in 2024?



Top US marketplaces for sellers in 2024

Amazon

Category Focus

All categories

Special Features

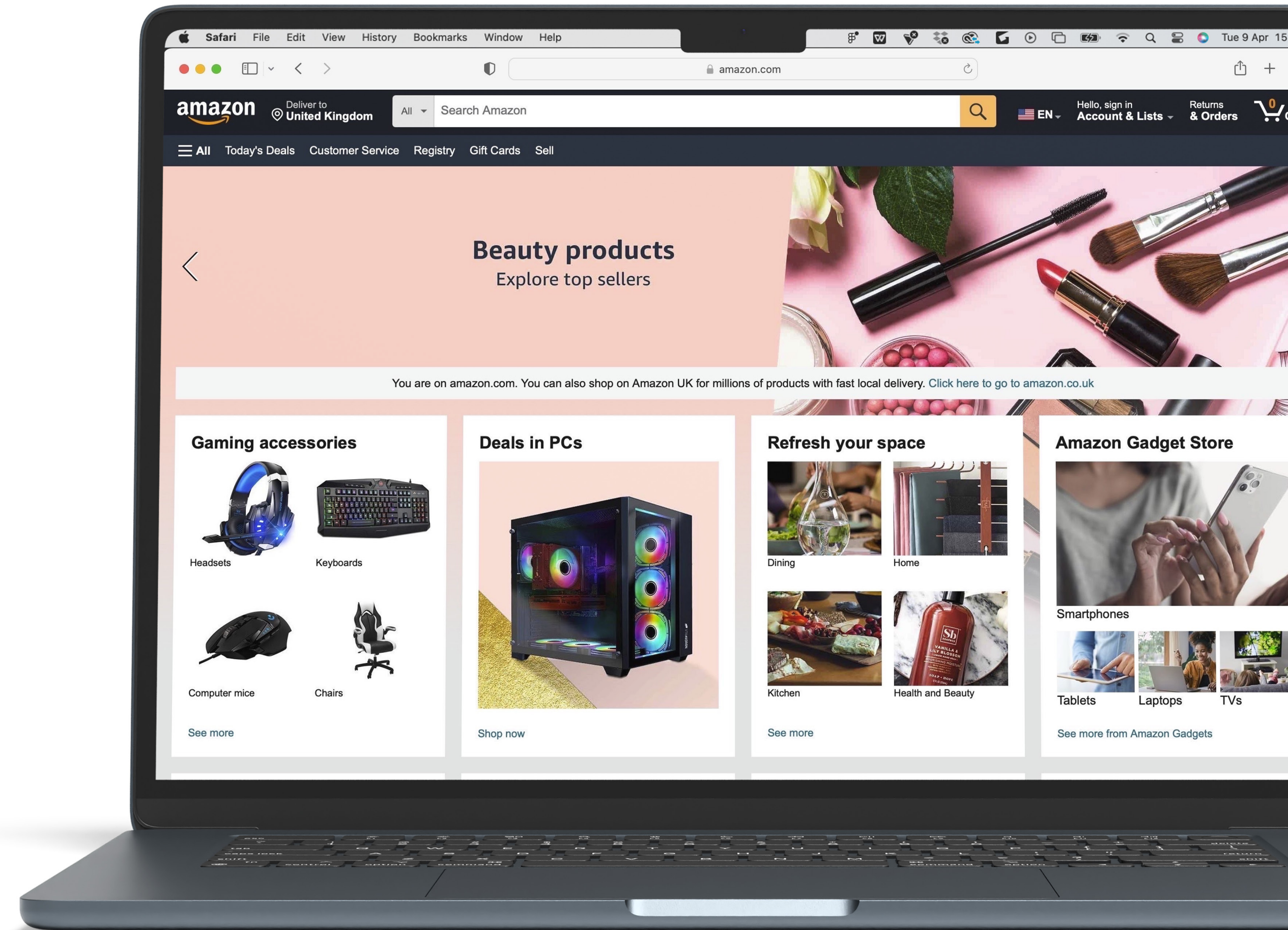
Fulfilled by Amazon (FBA), Multi Channel Fulfillment (MCF), Same-day and overnight delivery available in certain locations. Amazon Prime membership service

- Amazon is the largest online marketplace in the US, with 37.6% market share.
- It generated \$395 million net sales in the US in 2023, approximately half of their worldwide sales
- More than 60% of all sales come from third-party sellers on their marketplace.

Amazon is a marketplace leader in The US and throughout the Western world. With Amazon's Prime membership service, members are not charged for shipping and can take advantage of very fast delivery times, including same-day delivery in certain locations.

In the past Amazon has struggled with fake reviews and unauthorized sellers, although this is something that they have taken steps to address. Luxury and high ticket items are rarely bought on Amazon, but it is seen as a convenience and value leader for mid and low priced items.

Find out more about selling on Amazon [here](#).



Walmart

Category Focus

All categories

Special Features

Walmart Fulfillment Services (WFS), Walmart Buy Box, Walmart Live (Live commerce), BOPIS (Buy online pick up in store)

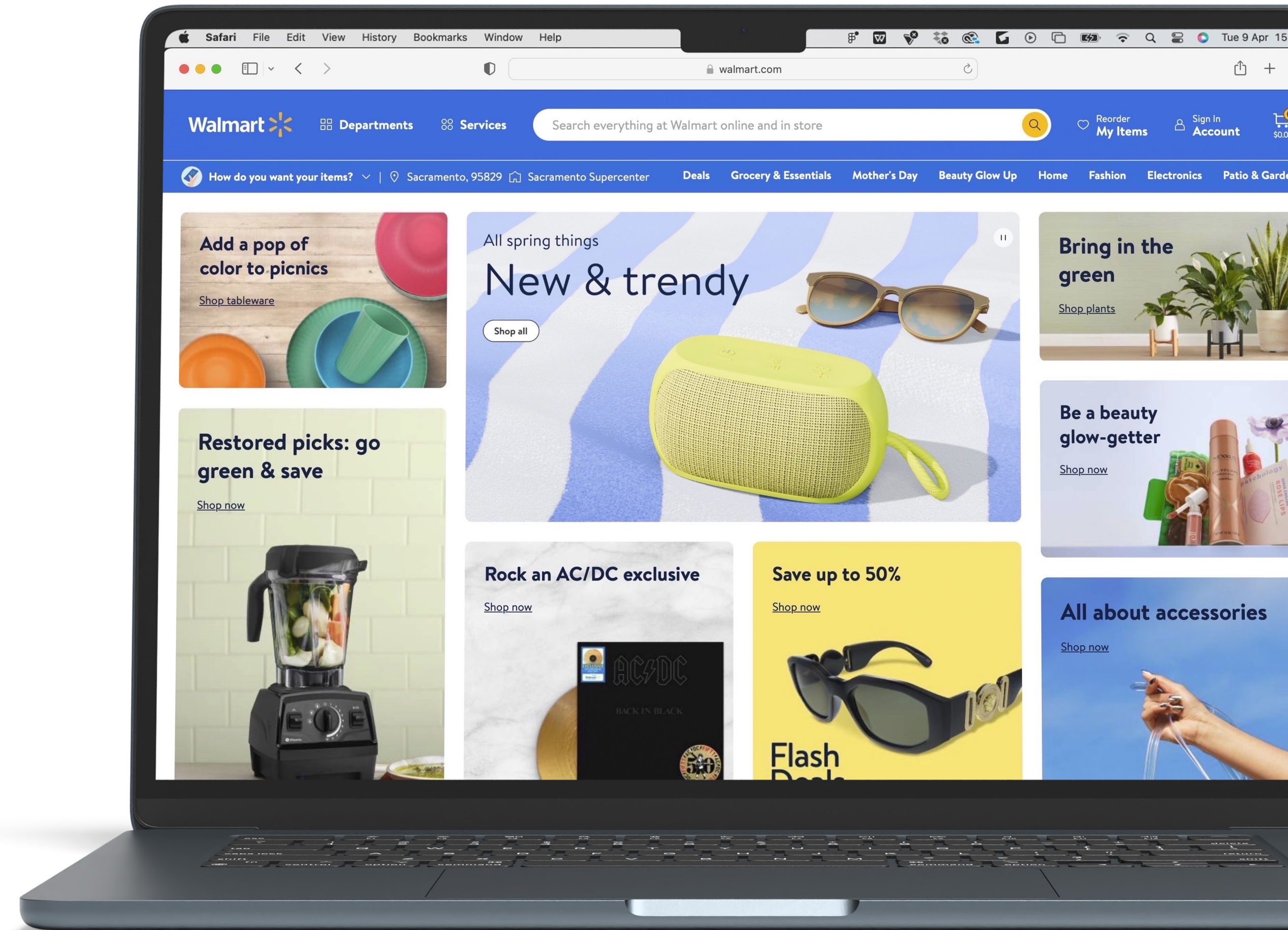
- Second largest online marketplace in the United States, with 6.7% market share.
- Although their ecommerce channel isn't as large as Amazon's, they retain the title of the largest retailer in the world, with more than \$600 billion in annual revenue.

Walmart opened up their online marketplace to independent vendors in 2009. During 2020, their ecommerce sales exploded by 79%, pushing them above eBay to become the #2 online marketplace in the US.

Sellers can take advantage of Walmart's lower fees and lower marketplace competition to reach their loyal customer base of 100 million.

Walmart also has the advantage of a well-established brick-and-mortar presence across the United States. Customers can take advantage of the option to buy a product online and pick it up in their local store, combining the online and physical retail experience.

Find out more about selling on Walmart [here](#).



eBay

Category Focus

All categories

Special Features

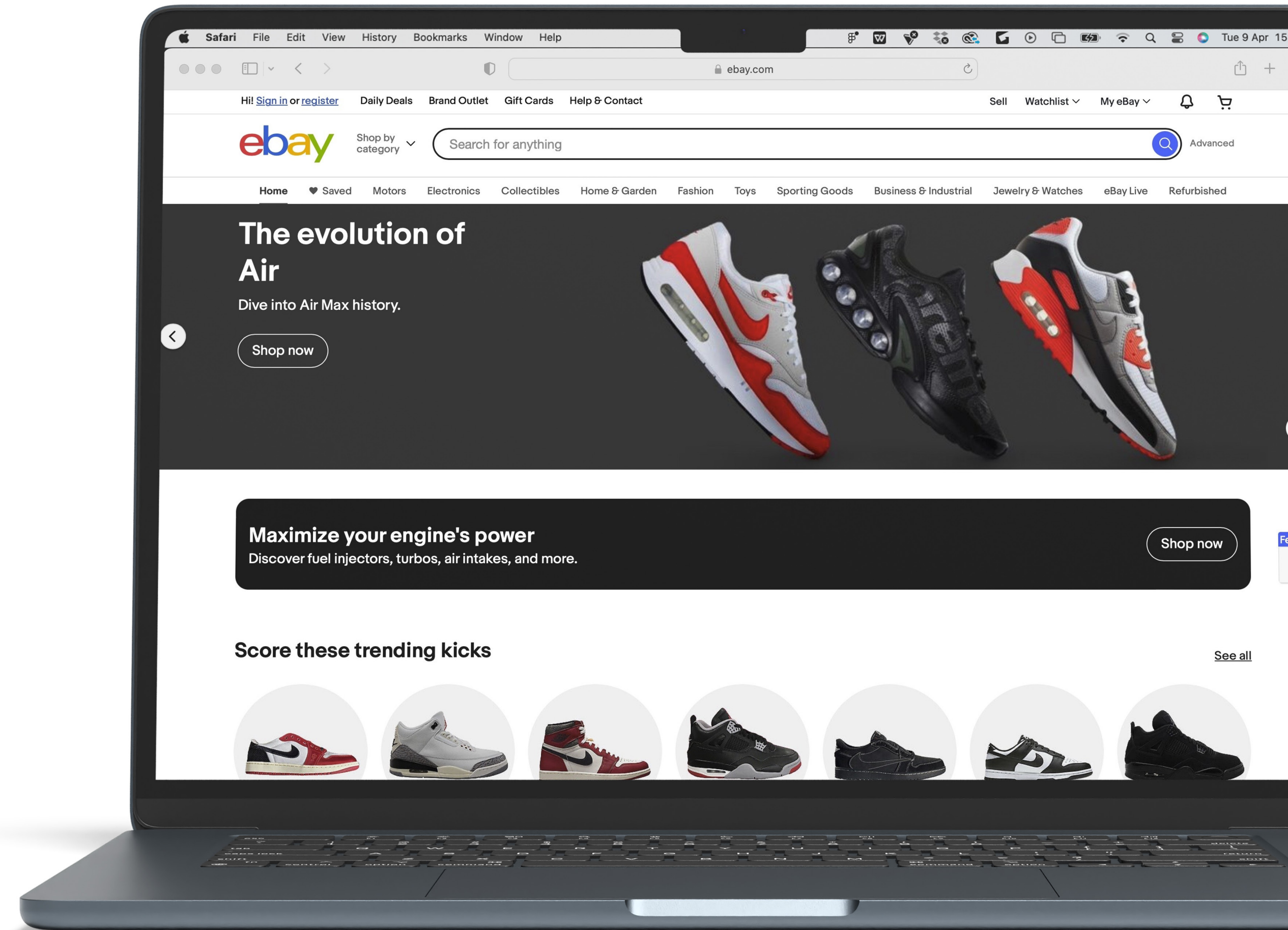
Cassini (Ebay's search engine), Ebay Promoted Listings, Ebay Star Ratings

- 170 million customers worldwide. 18.3 million sellers
- 380 million users of the mobile app globally.
- 60% of all total sales are made through mobile devices

When you think eBay, you might first think C2C bidding. Think again.

Though not as large as other online marketplaces, eBay remains a powerful ecommerce player. Brands typically use eBay to sell discounted, yet authentic products to end users, functioning similarly to an online outlet. this represents a major customer base that brands can get their products in front of.

Find out more about selling on eBay [here](#).



Target Plus

Category Focus

All categories

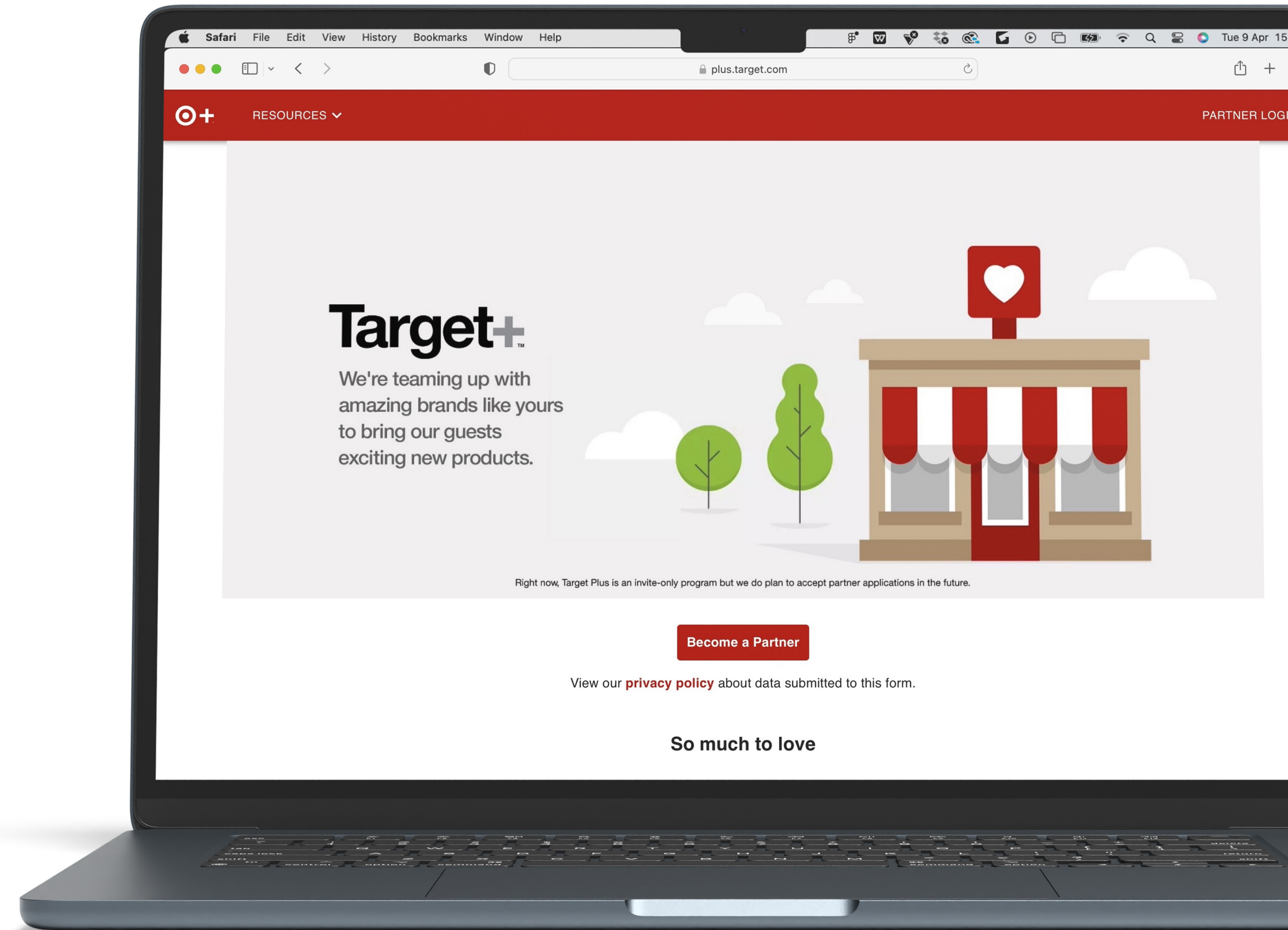
Special Features

Invite-only marketplace

- Target total revenue in 2023 was \$107.41 billion, declining 1.6% from 2022
- Target online sales made up 18.3% of their total sales.

Target Plus is an invite-only, curated marketplace. Shoppers benefit from an expanded range of goods from both the Target brand and authorized retailers, ensuring that quality remains high. Accepted sellers benefit from the trust that comes from the Target brand. While this marketplace is invite-only, you may submit brand information to be considered using [this link](#).

Find out more about selling on Target Plus [here](#).



Macy's

Category Focus

Fashion, Home & Living, Consumer Electronics

Special Features

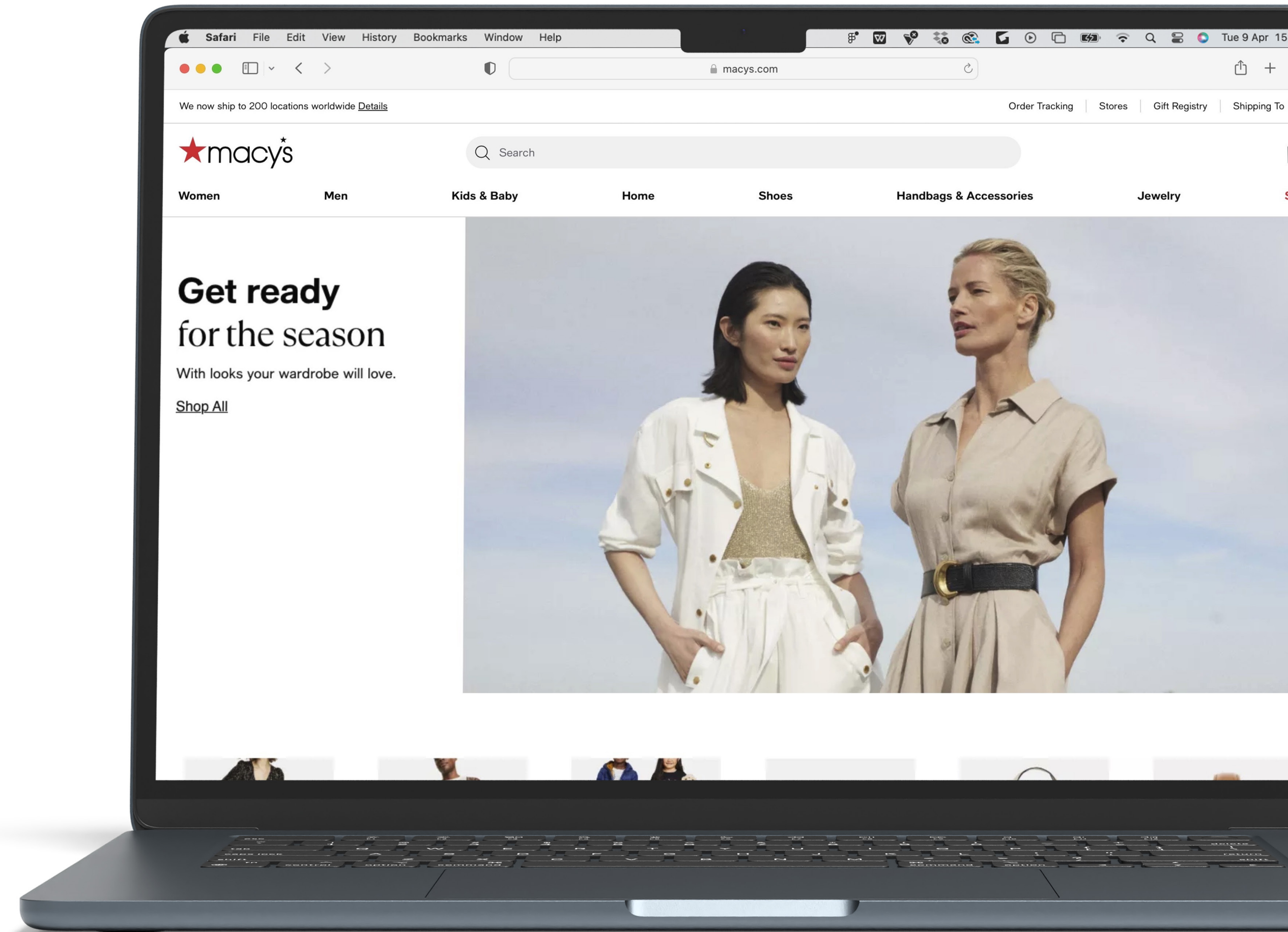
Curated marketplace

- 6 million daily users
- Generated \$6.4 billion in online sales in 2023

Macy's is a much loved American brand that has been in business for 100 years. Today, they operate both a host of physical department stores and a growing ecommerce business. Their online marketplace is invite-only; they carefully select brands and labels to provide quality products that customers trust.

Accepted brands benefit from the 100 million active monthly users, as well as the placement next to well-known name brands and the association with Macy's reputation for quality.

Find out more about selling on Macy's [here](#).



Wayfair

Category Focus

Furniture, Home & Living

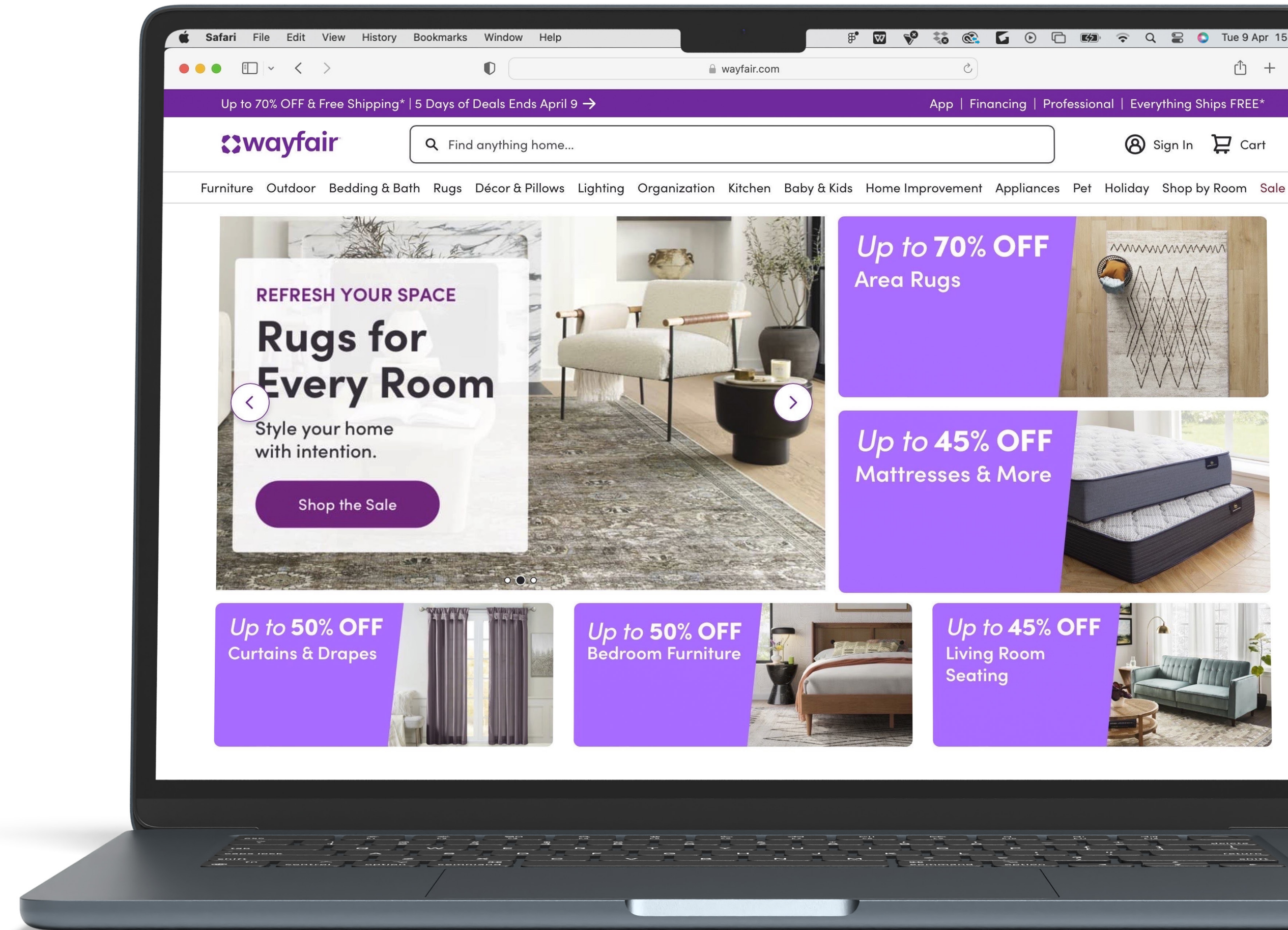
Special Features

Castlegate fulfillment, also operates online through Joss and Main, AllModern, Perigold, Wayfair Professional, and Birch Lane

- 35 million orders per year
- Over 30 million active users
- 86% of their revenue comes from US shoppers

Wayfair is an online retailer that specializes in home improvement products. The company's extensive product range includes furniture, home decor, lighting, kitchen items, bed and bath products, outdoor and renovation supplies, appliances, mattresses, and more. Wayfair operates through several websites, including Wayfair.com, Joss and Main, AllModern, Perigold, Wayfair Professional, and Birch Lane. It also features in-house brands like Three Posts and Mercury Row.

Find out more about selling on Wayfair [here](#).



Kohl's

Category Focus

Fashion, Home & Living, Electronics, Toys

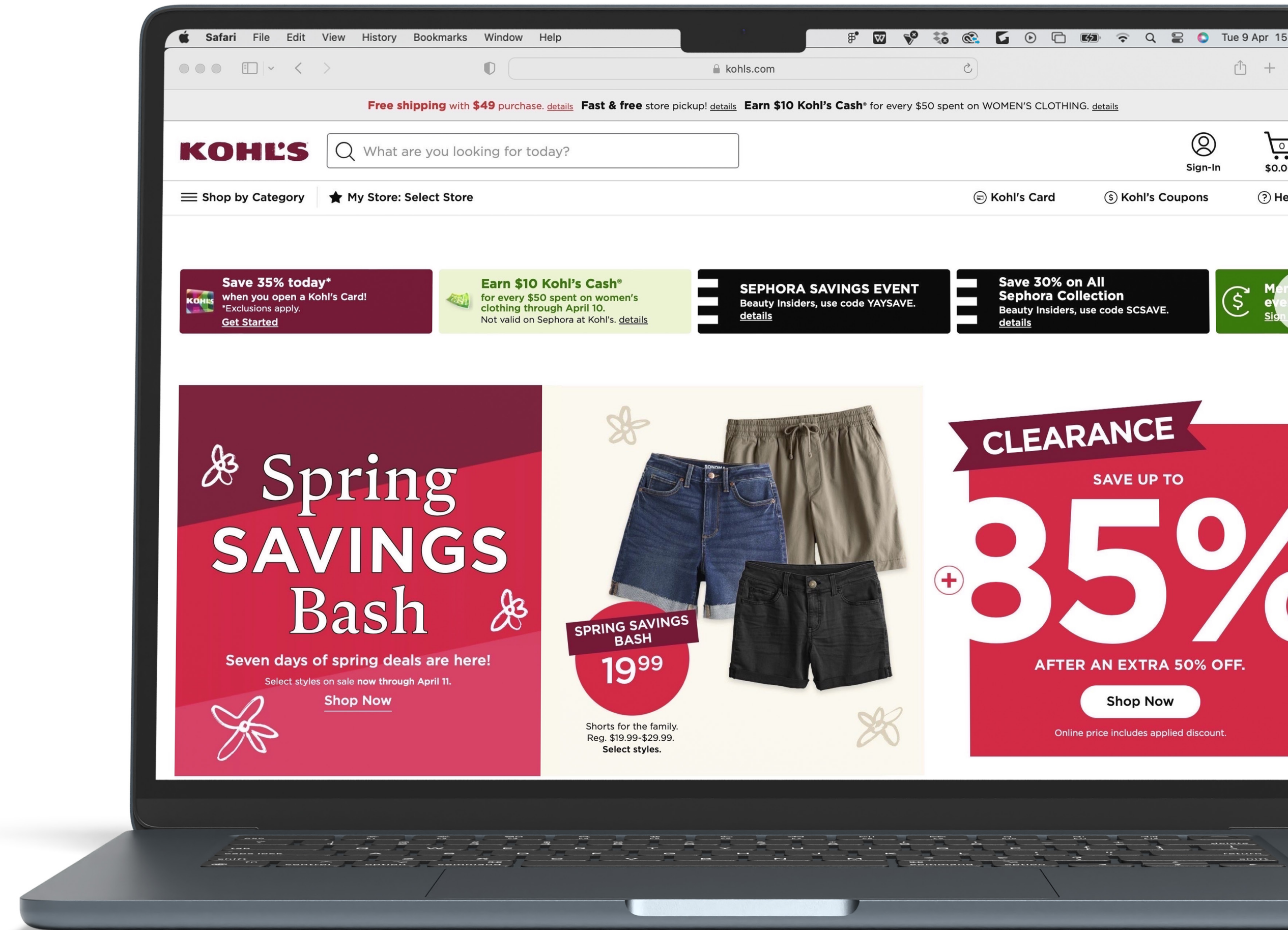
Special Features

Curated marketplace, Kohl's rewards program

- Kohl's boasts 65 million loyal customers in the US
- \$4.8 billion in online sales in 2023

Kohl's launched their marketplace in 2023, becoming the latest department store to expand their offerings through partnering with independent online sellers. who are drawn to Kohl's for their quality goods and enticing reward system. These rewards, such as Kohl's cash, can be used on purchases through the Kohl's marketplace. Their marketplace is curated; sellers need to apply and be accepted to list their goods in one of the eight marketplace categories.

Find out more about selling on Kohl's [here](#).



Nordstrom

Category Focus

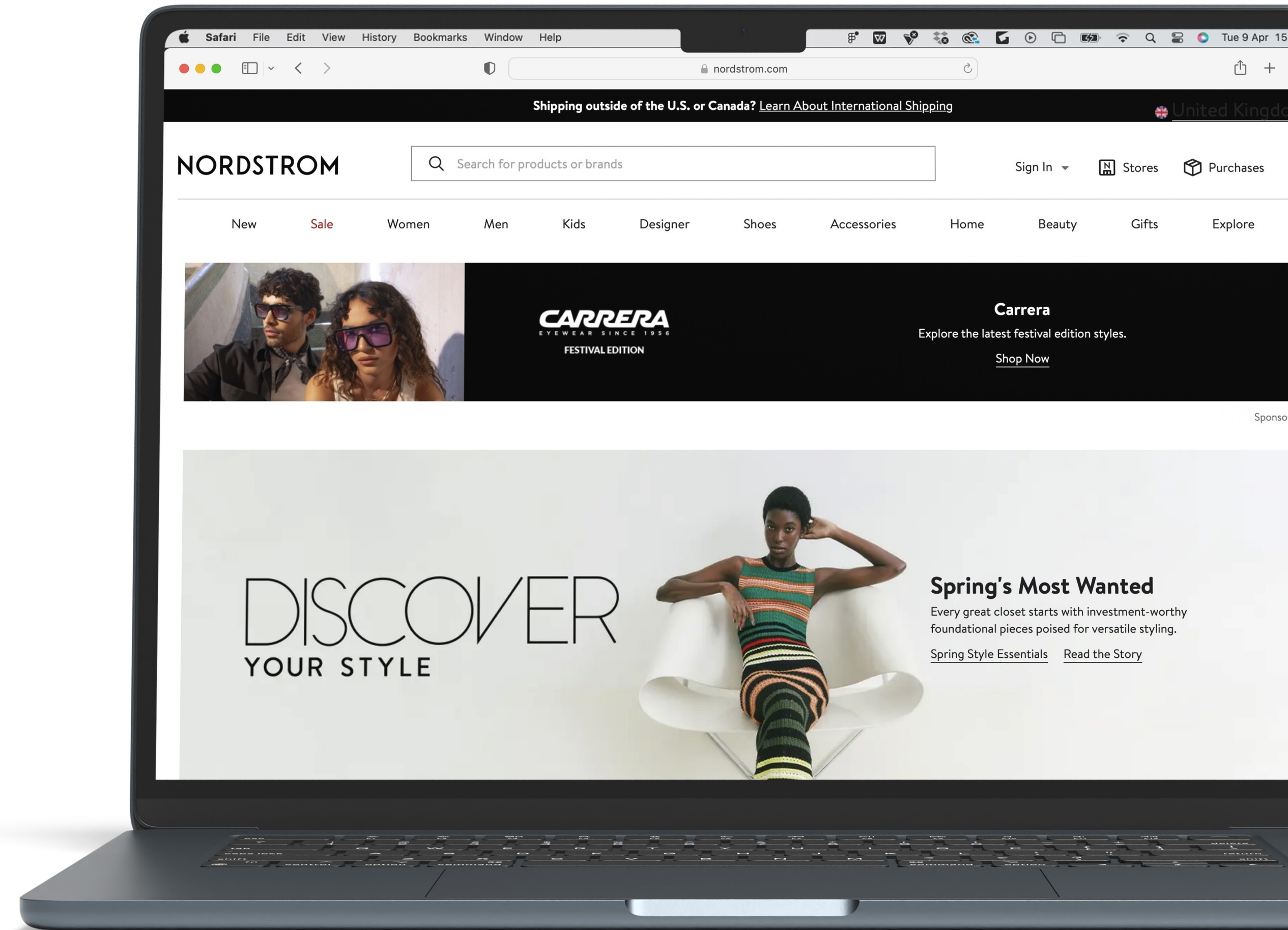
Fashion, Health and Beauty, Home and Living

Special Features

- Generated \$14.59 billion revenue in 2023

Nordstrom, the upscale US department store, is following in the footsteps of Macy's, Saks, and Hudson Bay by rolling out an online marketplace. Well known for excellent customer service, brands can take advantage of Nordstrom's discerning and upscale clientele, enabling customers to benefit from a curated collection of brands that embody the Nordstrom ethos.

Learn about selling on Nordstrom [here](#).



TikTok Shop

Category Focus

All categories

Special Features

Top app for social commerce, TikTok Shop enables purchase completion without leaving the app

- 2 billion TikTok users worldwide
- TikTok Shop generated \$11.09 billion GMV worldwide in 2023
- \$4 billion in GMV in the US in 2023

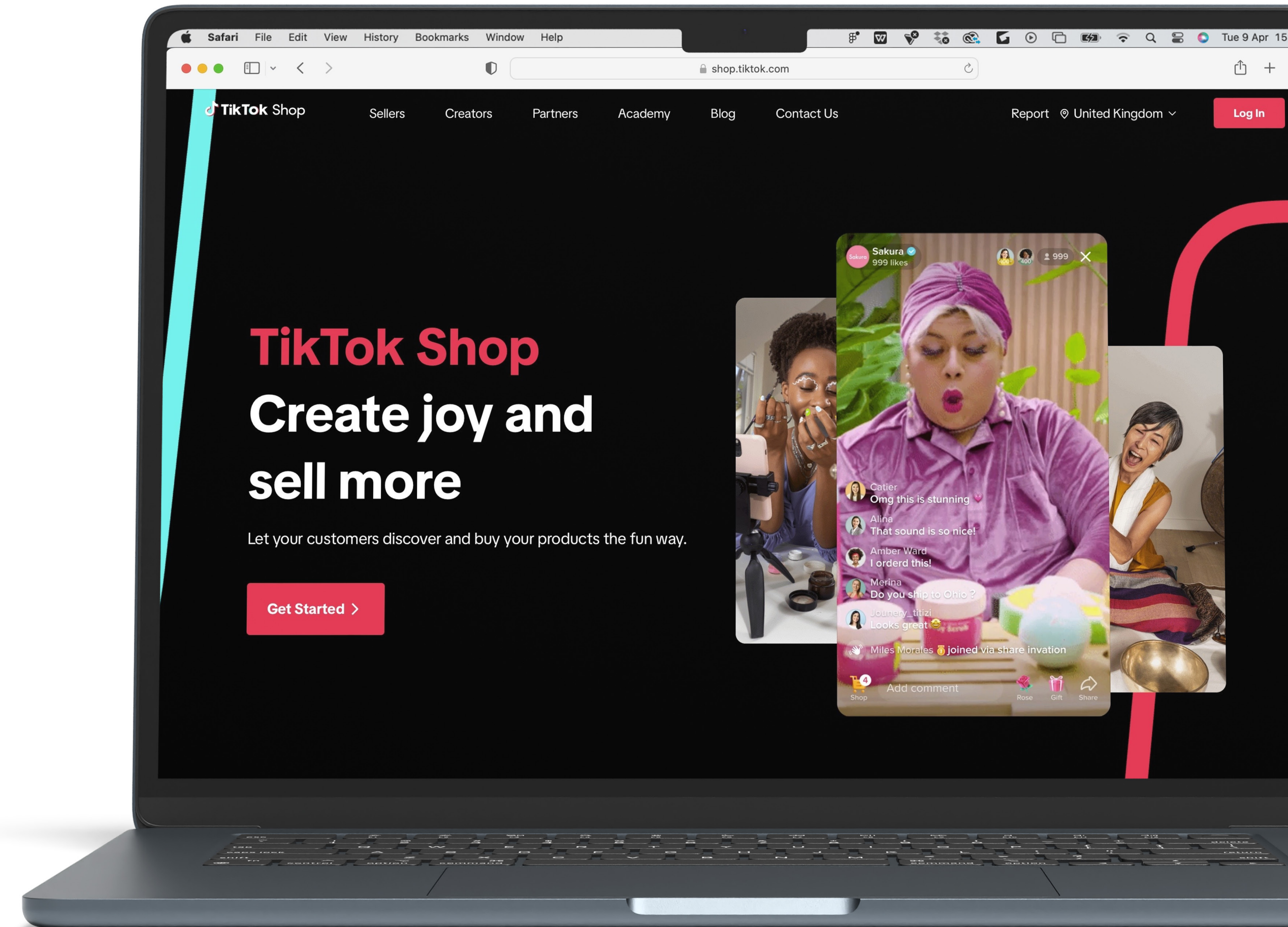
TikTok, the insanely addictive video app with over 2 billion global users, provides the ideal social commerce channel for brands looking to target users through creative advertising. Brands can use the Creator Marketplace to connect with creators and create engaging, video

ads and live ads that seamlessly integrate into the user's TikTok feed.

20% of TikTok's users reported they buy products from the app often, the highest of any social commerce channel. With a simple fee structure of 5% per order, TikTok presents a huge opportunity for creative brands to connect with eager customers

The US government has concerns over Bytedance's (TikTok's parent company) data privacy and relationship with the Chinese government, leading Congress to rule that they must either divest or face a ban.

Find out more about selling on TikTok shop [here](#).



Instagram Shop

Category Focus

All categories

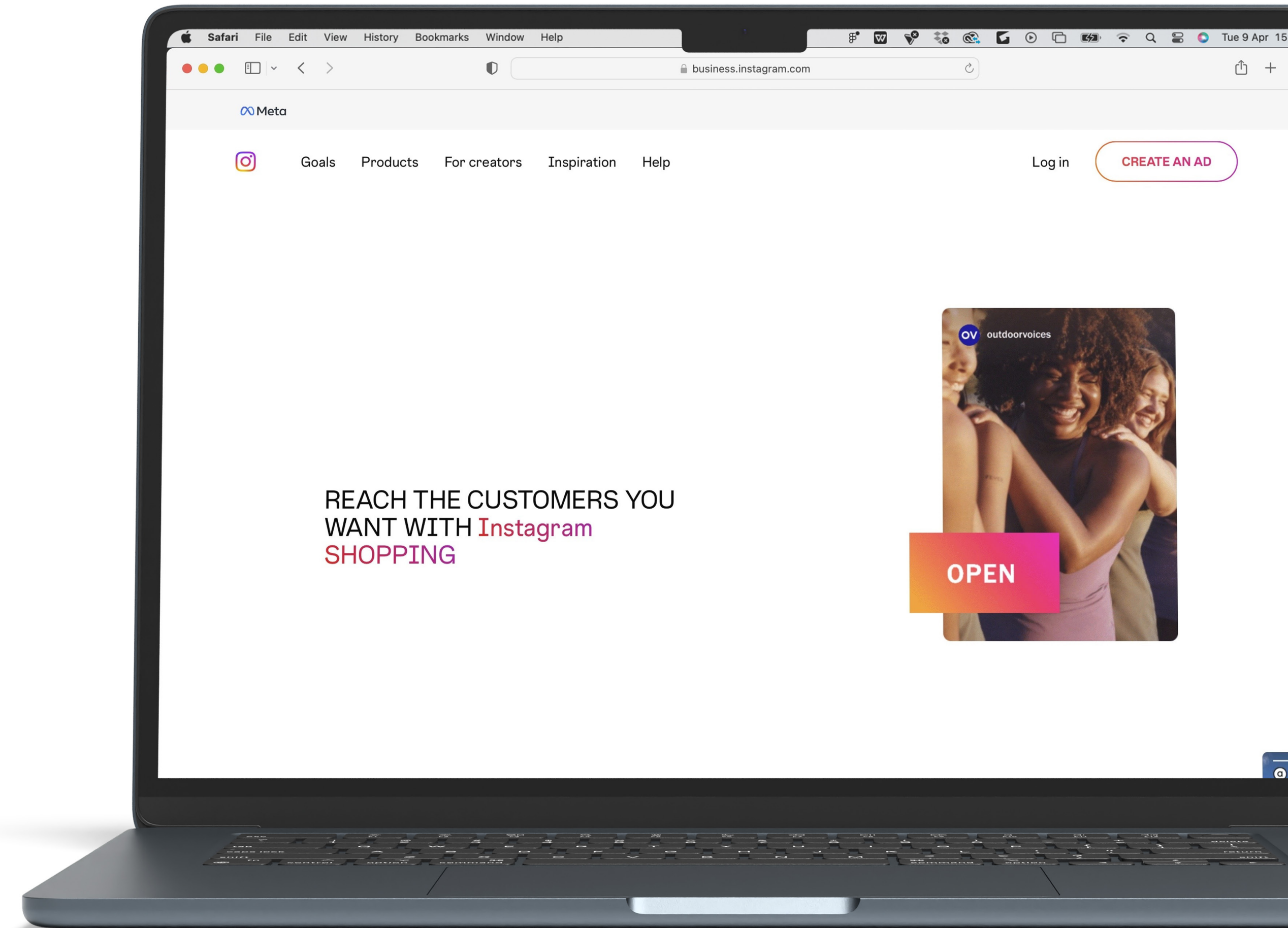
Special Features

Shoppable Posts, Instagram Checkout, Live Shopping

- Instagram has 2 billion monthly active users and 143.35 million Instagram in the United States.
- 30 million users click on shopping ads each month.
- Over 1.72 billion or 70% of active users shop on Instagram

Instagram, Meta's photo and video app that directly competes with TikTok, also has a powerful social commerce integration. 1 Additionally, Meta's algorithm and connection to Facebook allow brands to take advantage of highly refined advertising targeting. Brands use sponsored content and advertisements as well as Instagram shopping tools that include Shoppable Posts, Instagram Checkout, and Live Shopping.

Learn about selling on Instagram Shop [here](#).



Unpacking fulfillment

Selling your products on top US marketplaces is great, but you still need to ensure that the products you're selling get into the customers hands in a timely, efficient manner. Let's explore the intricacies of fulfillment when selling on US marketplaces.



Real-time inventory updates

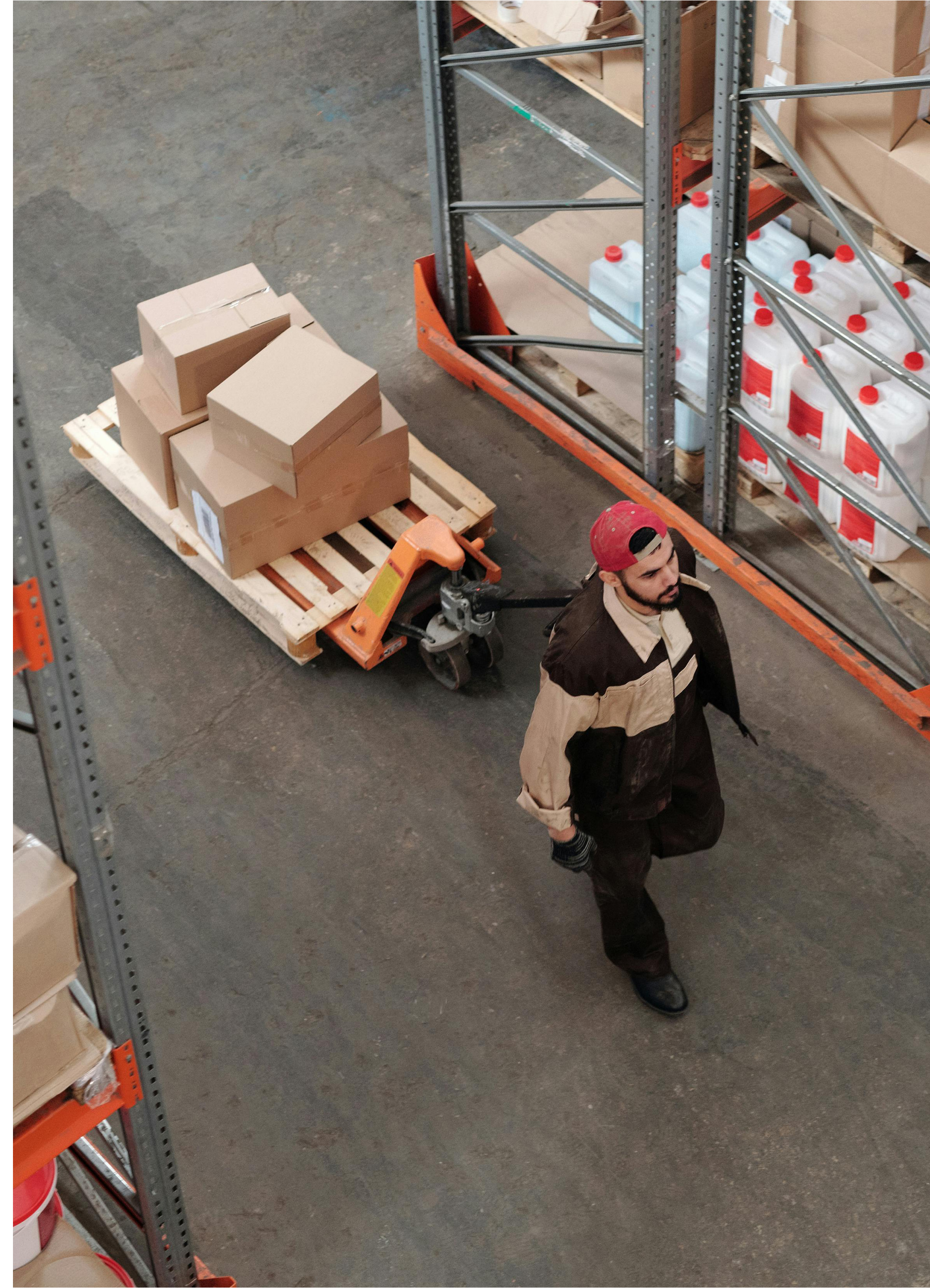
Integrating your inventory management software with the channels you sell on enables precise stock level updates, eliminating manual error. Brands can prevent overselling, stockouts, and late order fulfillment by keeping accurate inventory data.

Learn more about marketplace integration software [here](#)



Automated order processing

When sellers use technology to simplify and automate the order process, there are a host of advantages. From reduced manual errors and delays to quicker fulfillment, integrating your marketplace with your internal order management system can improve efficiency and cut fulfillment time. Embrace emerging ecommerce technologies to automate repetitive operations such as order confirmation emails, shipping tracking notifications, and return processing. Automation improves operational efficiency and frees up time for firms to focus on their marketplace strategy.



Fulfillment and 3PL partners

There are several options for brands and sellers without their own fulfillment and warehousing options. These options can be divided into two categories: in-channel logistics services and 3PL.

The first category covers logistics programs run by the networks themselves. The largest of these are FBA (fulfilled by Amazon) and WFS (Walmart Fulfillment Service). When a seller uses a service like FBA, they send their inventory to Amazon fulfillment centers. Amazon stores the inventory, then handles the packing and shipping for each item – overseeing delivery to the end customer.

FBA and WFS leverage the best of the marketplace's logistics, enabling sellers to consistently provide speedy delivery of orders. The drawback is

that these logistics programs offer little flexibility and customization options. As a seller, your product is going to be packaged not how you want, but how Amazon decides. Additionally, solutions like FBA are more expensive than other third-party options, though they do provide a large network of coverage.

Programs like FBA and WFS are easy to use, though they are more expensive and lack customization options. As brands grow, they may choose to use 3PL (third-party logistics). 3PL gives sellers a greater level of customization, uses a customized pricing structure, and handles both B2B and B2C logistics. Amazon's latest feature, Multi-Channel Fulfillment (MCF), is a 3PL service that allows sellers to fulfill orders from other sales channels using Amazon's fulfillment network.

For example, if you list your products on Shopify or Macy's, you can use Amazon's Multi-Channel Fulfillment service to ship your products to the consumer. Offering your customers same or next-day delivery can be the factor that tips the scale from "wishlist" to "add to cart."



Brand image and customer experience considerations

After sorting logistics, don't forget that receiving the package and post-purchase customer support feeds into a customer's experience. Thoughtful packaging and branding can offer a great unboxing experience, making a lasting impression and strengthening brand identification.

Customer satisfaction and brand loyalty can be improved by using personalized packaging.

Furthermore, it is critical to maintain open and proactive communication with customers throughout the fulfillment phase. Providing order status updates, tracking information, and prompt responses to inquiries helps your brand create trust and confidence.



Optimizing product listings

You've got your product on the right marketplace, you've built out your same-day shipping, you've even got your customized packaging. What more could you need?

Product listings

An effective product listing strategy is the difference between being your product being shown in front of 10 million customers or 10,000.

Product listing optimization will help you attract new customers and improve search rankings not only on each channel, but on major search engines like Google or Bing.

This is how your brand will stand apart from the competition.

Keyword research

Conduct extensive keyword research to uncover relevant and high-impact keywords for your product listings.

The goal is to increase their exposure in marketplace search results.

Integrating these keywords organically and seamlessly into your product descriptions will help your search rankings without bombarding the shopper with random keywords.

Clear content

Titles & descriptions need to be compelling and informative. Highlight unique features, benefits, and selling points – but don't overwhelm the reader with text.

Don't forget to provide all the necessary information to the shopper such as dimensions, specs, and materials. A good product description is an investment: the right product description will ensure fewer returns from confused consumers in the long run.

Visuals and graphics

Fact: 75% of online shoppers look at product pictures first. Use high-quality, visually appealing photographs to present your products from various angles, attracting shoppers' attention and raising click-through rates.

Monitor and adapt

Regularly monitor marketplace metrics and customer comments to constantly update and optimize your product listings for maximum performance and customer appeal. Review and optimize your listings frequently based on feedback and marketplace information.

Tackling customer service

A critical pillar for your online reputation and long-term success in the ecommerce business is exceptional customer service.

So how do you deliver exceptional ecommerce customer service?

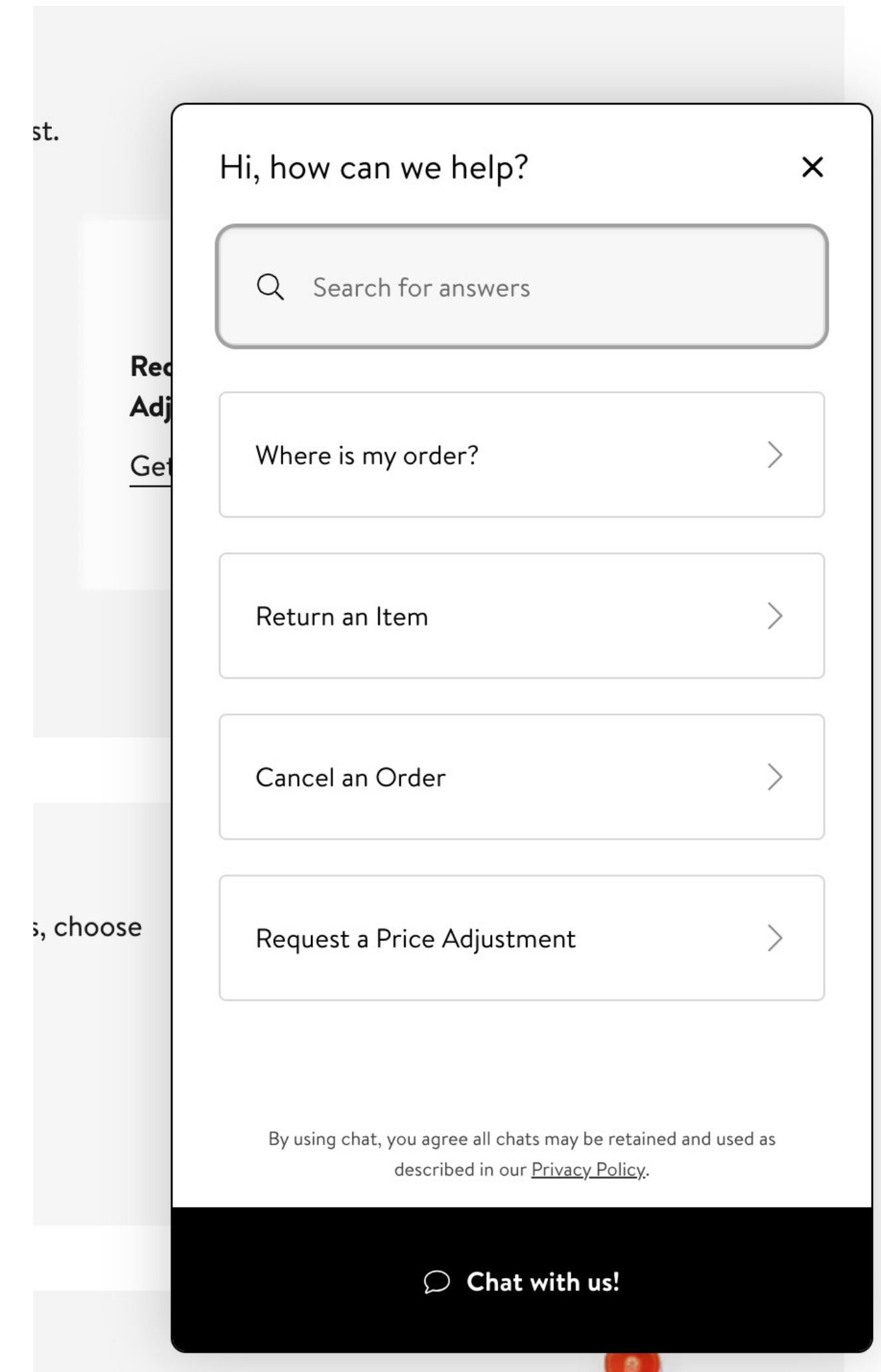
Our research with sellers across 45,000 sales channels globally revealed the top concerns for CX leaders in 2024.

These include:

- Managing negative reviews and feedback
- Dealing with the surge in inquiries
- Striving for a cohesive customer experience across all platforms
- Scaling infrastructure alongside marketplace growth
- The complexities of integrating technology to support operations across multiple marketplaces

Despite its critical role, customer service is often viewed solely as a cost center, and its potential to drive revenue growth is overlooked, particularly within marketplace contexts. However, strategic investments in customer service can effectively address the top CX concerns mentioned above, especially in the discerning US market where seamless experiences and personalized attention are crucial.

Accessibility lies at the core of customer care. In an era defined by instant gratification and connectivity, businesses must ensure access for customers across multiple channels. Embracing omnichannel support with an eCommerce focused customer help desk enhances convenience and reinforces trust.



Tackling customer service

Proactive Engagement

Proactive engagement is equally vital. Anticipating customer needs before they arise minimizes friction and showcases a commitment to going above and beyond expectations, whether through personalized product recommendations or timely order updates.

In an era of social media amplification a single negative interaction or unresolved issue can quickly snowball into a PR crisis, tarnishing brand credibility and eroding consumer trust. As such, businesses must prioritize swift resolution and transparent communication in addressing customer concerns.

Cultivating a community-centric approach to customer care can yield dividends. Prioritizing consumer satisfaction not only builds brand reputation but also fosters lasting relationships, driving repeat purchases.

The potential of AI

The potential of AI in revolutionizing customer service cannot be overstated. Generative AI has reduced costs and enhanced experiences for both customers and agents, empowering sellers to offer personalized interactions at scale.

However, it's important to note that AI complements rather than replaces support teams.

From prioritizing ticket loads, classifying customer messages into relevant categories to automating responses, AI enables support teams to work smarter and deliver superior responses in a fraction of the time.

In essence, effective customer care fuels growth by prioritizing accessibility, proactivity, and community-building, allowing businesses to differentiate themselves and drive customer loyalty, and revenue. As companies expand across US marketplaces in 2024, investing in customer care will emerge as the key to success, propelling them towards unparalleled growth.

Maximizing reviews and ratings

Approximately 91% of 18-34-year-olds trust online reviews as much as personal recommendations.¹³ Positive word of mouth is powerful; negative reviews can be detrimental. A single negative review can turn away 22% of your potential customers.¹⁴

Customer feedback has a significant impact on your marketplace success.

Positive feedback can be a valuable asset in your marketplace strategy. To establish credibility and trust with potential customers, prominently promote positive reviews on your product listings and website. Use these testimonials as social proof to show the value and satisfaction that prior customers expressed.

However, customers are growing increasingly savvy to the specter of review manipulation. Thanks to browser extensions like FakeSpot,

customers are now stripping out inauthentic ads to get a clearer picture of what customers truly think.

That's why you must engage in an organic campaign for authentic, positive reviews.

Ensure you seek out reviews from happy buyers by sending follow-up emails or offering incentives. This will help build up your brand's reputation and attract new customers.

To demonstrate your dedication to providing exceptional customer service, reply to all reviews as soon as possible and, with grace, address any concerns or issues that may have been brought up.

By using positive feedback in your marketplace strategy, you establish a loop of trust and loyalty, gaining the confidence of future customers and increasing conversion rates.



Getting your pricing right

Pricing is a central component of your marketplace strategy. Establishing ideal price points that appeal to consumers can help you win the buy box. At the same time, preserving a healthy profit margin requires a good understanding of the pricing strategies used by other companies in your sector. You can implement several pricing strategies within the ecommerce marketplace, depending on the products you offer and your business goals. Let's look at some of the most common ones:

Value-Based Pricing

To justify premium pricing, emphasize the unique value proposition of your items, emphasizing quality, exclusivity, or additional features that distinguish your offerings.

Dynamic Pricing

To maximize revenue and remain competitive, use a dynamic pricing method that adjusts to market swings, demand patterns, and seasonal trends.

Promotional Pricing

Create a sense of urgency and increase customer conversions by strategically offering time-limited discounts, bundle offers, or loyalty recognition.

Tiered Pricing

To appeal to a broader spectrum of customers and optimize revenue potential, offer tiered pricing based on product varieties, quantities, or customer categories.

Price bundling

Combine complementary items or services at a lower cost to encourage upsells and boost average order value.

Subscription-based pricing

This can increase loyalty, generate recurring revenue, and strengthen long-term customer connections.

Always remember to keep your pricing strategy flexible and agile. This will help you adapt to market changes. Experiment with A/B testing to understand what works best for your business demographic.



+ Add

Now **\$149⁰⁰** ~~\$169.00~~

Ninja Professional Plus Kitchen System with Auto-iQ and 72 oz.* Total Crushing Blender Pitcher , BN800

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Save with W+

Free pickup **today**

Delivery **today**

Free shipping, arrives **today**

Note: Certain marketplaces, such as Amazon and Walmart.com, have price policies. Amazon's pricing policy penalizes sellers who sell at a lower price on different channels. While each channel has a different fee structure, it is important to keep these price policies in mind if you hope to offset fees through channel-specific pricing.

Winning the Buy Box

Getting a customer to click “add to cart” triggers the first step in the checkout process. This is called “winning the Buy Box.”

Winning the Buy Box position on Amazon or Walmart.com is a highly sought-after achievement. When a buyer clicks “Add to Cart” or “Buy Now,” the sale is attributed to your listing.

Over 86% of all sales occur on Amazon through the Buy Box. It’s such a large percentage of sales that it is practically synonymous with the sale itself. It is impossible to stress how important winning the Buy Box is to your success.

When two or more sellers on Amazon or Walmart sell the same item, the channel will choose which seller is slotted into the Buy Box. The others are shunted to a lower position titled

“other sellers.” While some savvy shoppers will scan the other sellers for a better deal or better shipping, the supermajority will simply click: add to cart.

How do you ensure you give your products the best chance of winning the Buy Box?

Pricing strategy is a primary factor when pursuing the Buy Box. Marketplaces often favor lower-priced products to meet consumer demands, so maintaining a competitive price can improve your chances of landing in the Buy Box.



\$219⁹⁹

\$57.02 Shipping & Import Fees Deposit to United Kingdom
[Details](#) ▾

i Sales taxes may apply at checkout

Delivery **Friday, April 19**

Or fastest delivery **Monday, April 15**

📍 Deliver to United Kingdom

In Stock

Quantity: 1 ▾

Add to Cart

Buy Now

Ships from Amazon.com
Sold by Amazon.com
Returns [Eligible for Return, Refund or Replacement within 30 days of receipt](#)

Payment [Secure transaction](#)
[See more](#) ▾

☐ Add a gift receipt for easy returns

Add to List



Winning the Buy Box

Sellers who place a high priority on preserving healthy profit margins run the danger of missing out on the Buy Box to rivals who offer more aggressive pricing. Finding the right balance is essential to your marketplace strategy since it defines your eligibility for the Buy Box while preserving your profitability.

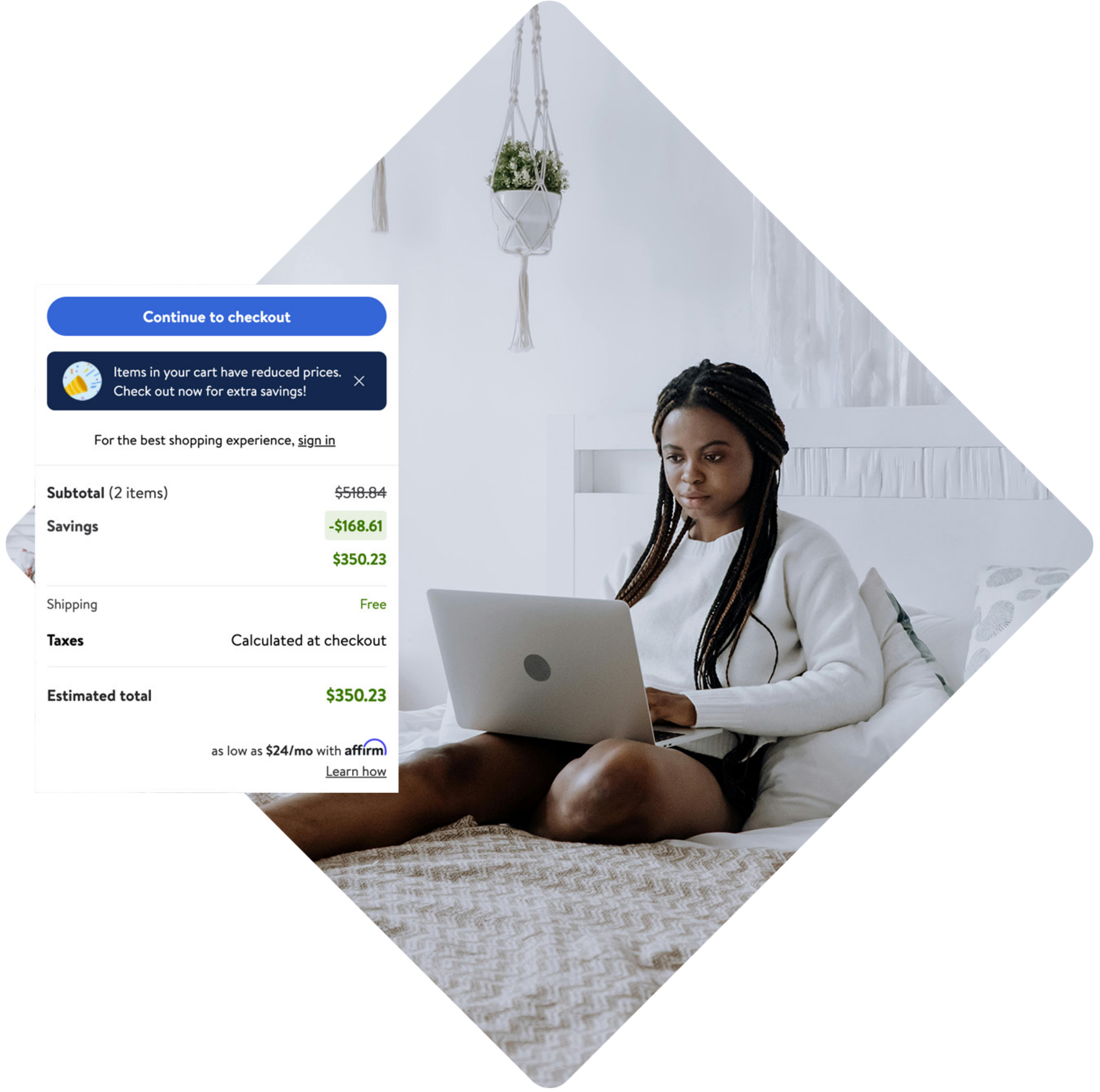
Sellers can also invest in [repricing software](#), which enables brands to sell at the optimal price without manually updating every listing.

The Buy Box algorithm takes into account more than just price. A key factor in eligibility for the Buy Box is inventory availability and the ability to offer quick and dependable shipment. Opting for a third-party fulfillment model on Amazon or Walmart will guarantee on-time delivery and inventory availability, increasing your odds of winning the Buy Box.

Sellers are more likely to hold and keep the Buy Box if they display good performance indicators, such as prompt customer query responses and low order defect rates.

Remember, winning the Buy Box is not a one-and-done. This is a continuous, competitive, and dynamic process that sellers need to remain invested in.

Add 'Find out more about ChannelEngine's repricing software [here](#).



Continue to checkout

Items in your cart have reduced prices. Check out now for extra savings! ✕

For the best shopping experience, [sign in](#)

Subtotal (2 items)	\$518.84
Savings	-\$168.61
	\$350.23
Shipping	Free
Taxes	Calculated at checkout
Estimated total	\$350.23

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Unlock efficiency with automation

Automating your product listings, inventory updates, order processing, and fulfillment saves you time and money.

At the same time, they also reduce the chances of manual errors and increase efficiency, giving you more time to spend on strategies to grow your business.

Ecommerce integration software like [ChannelEngine](#) can automate order processing and fulfillment, enabling orders to reach customers sooner. Over time, these quick, error-free orders will lead to repeat business and higher customer satisfaction.

Tired of manually changing prices to stay ahead of the competition? Opt for a repricer software!

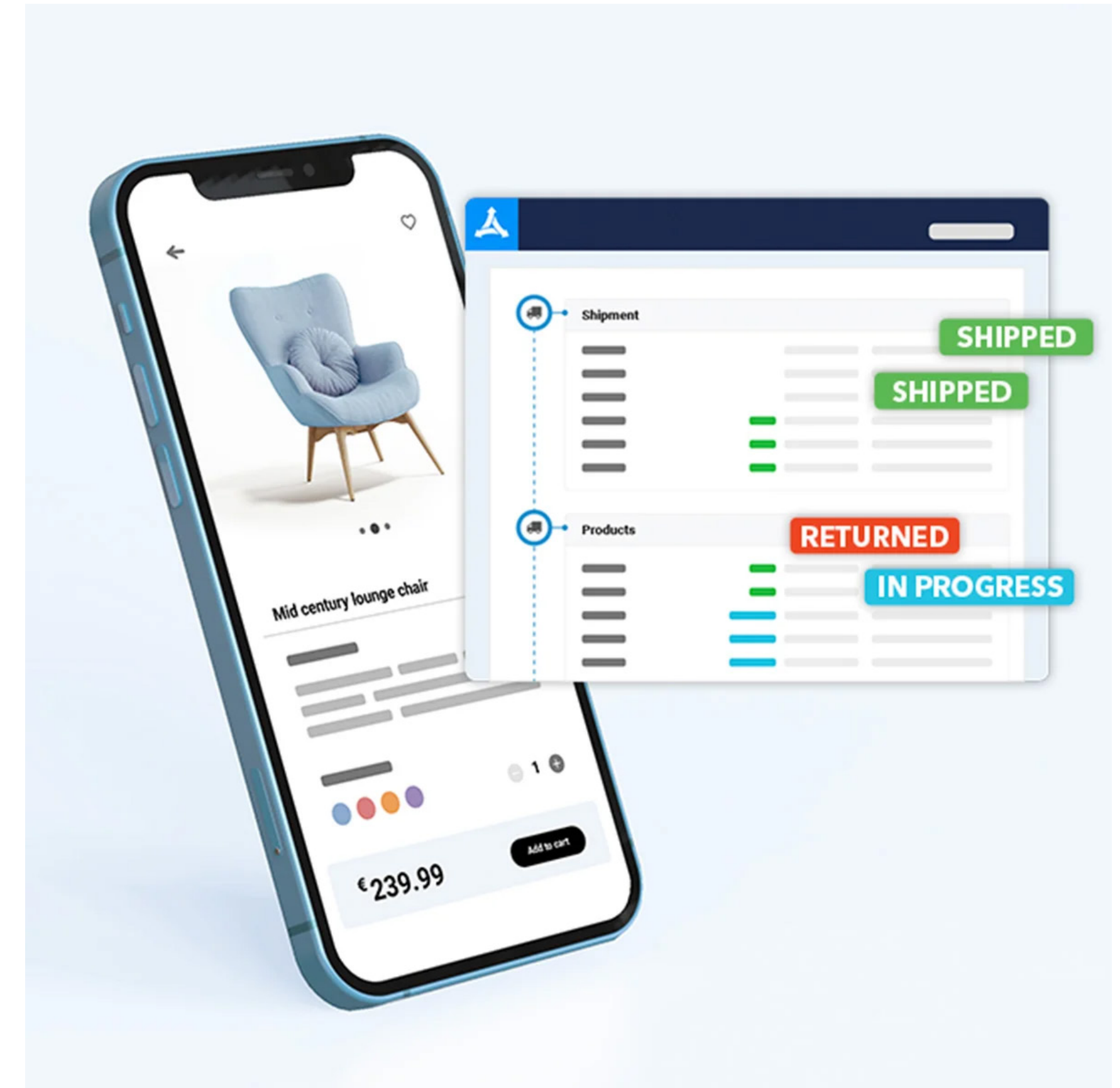
Repricers automate two time-consuming tasks: they perform market research on current pricing

and monitor changes in competitors' prices, and they make dynamic updates to your pricing automatically.

In a competitive market with more energetic swings in demand, dynamic pricing achieves maximum sales volumes and margins. It's also essential for winning a bigger share of the prized 'Buy Box' on marketplaces like Amazon, which significantly uplifts sales.

As soon as your competitor runs out of stock or raises their pricing, your item's price is automatically adjusted. You get the best possible margins, without missing a sale.

Add Find out more about ChannelEngine's ecommerce integration software [here](#)



Ready to start selling?

A well-executed marketplace strategy can transform an ecommerce brands' growth trajectory. You can position your brand for success by selecting the right selling model, optimizing pricing, providing exceptional customer service, generating positive reviews, optimizing product listings, and optimizing fulfillment.

By using integration software like [ChannelEngine](#) you can ensure that all these aspects of your marketplace selling operation are working harmoniously.

Research your target audience

Build your marketplace strategy upon your customer(s). Research their buyer personas, deep dive into what makes them choose a product, and which marketplaces they buy from the most.

Optimize your strategy for more sales

Utilize software that makes selling on marketplaces easier and more efficient. From managing product listings to winning the Buy Box with repricing software, using the right ecommerce integration software will save you time and money. Find out more [here](#).

Get started and learn from your results

Once you start selling on a new marketplace, carefully monitor your metrics against your projections and planning. Then iterate, optimize and refine your marketplace strategy.





Ready to take the first step?

Sign up for a free demo of the ChannelEngine platform today, and see for yourself how you can make your brand's continued growth easier and more profitable.

[Get in touch](#)

ChannelEngine connects brands and retailers to marketplaces and online channels worldwide.

Maximize regional or local growth and achieve ecommerce success through easy integration on marketplaces.

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