



**MARKETPUSH**

# Benefits of a Marketplace

*Scalability. Flexibility. Profitability.*

With the events of 2020-2021, B2B has been pushed towards selling online like never before. Planning or revamping ecommerce capabilities are on the table for the majority of companies, and the most forward-thinking companies are focusing on marketplaces.

A marketplace takes your existing ecommerce strategy and puts it into overdrive. Marketplaces allow distributors to quickly add to their existing product portfolios without any additional inventory investment. This provides more options for your existing customers while also providing the ability to target new customers. At MarketPush, **we specialize in the development and implementation of marketplace ecommerce platforms**, as well as services like seller recruiting, seller onboarding and ongoing management. MarketPush not only provides a cutting edge marketplace platform, but we've helped some of the largest companies in the world build, launch, and manage their marketplaces with phenomenal results.

# Benefits of a Marketplace

## New Customers

More products and brands means more opportunities to find your website. It also means more marketing opportunities through search, building a larger email database, and potentially offering the ability for sellers to buy placement on your site.

## Automation

A marketplace platform enables sellers to self-manage their products, offerings, and services on your site and requires very little oversight. Since it allows the seller to build product pages via the online tools and manage inventory, pricing, and logistics, a marketplace means less resource investment from you while saving money and time.

## Scalability

The MarketPush Platform operates marketplaces for some of the largest companies in the world. The platform can scale to millions of parts, and is built on the most secure and scalable infrastructure/tech stack in the industry.

## Agility

The goal of any marketplace strategy is hyper-growth, and you want to build your marketplace on a platform that will allow for that growth. The MarketPush platform is meant to be agile, allowing the right capabilities at the right time and place as your business grows. No matter what stage your company is at with an ecommerce strategy, our platform ensures your vision will be based on growth.

# Diversification

B2B companies are always trying to manage supplier and customer risk, and having too much of your portfolio with any one supplier or customer can cause major upheaval if they switch to a competitor. Marketplaces allow you to quickly diversify your portfolio, mitigating the risk of being too dependent on a small number of suppliers while opening up new market opportunities.

## What We Offer

### Analysis and Strategy

Fail to plan, plan to fail has never been more true than with marketplaces. Marketplaces are more than just a platform: There is recruiting, on-boarding, supplier management, and customer support, to say nothing of the technology needs. MarketPush works with our customers to create a marketplace strategy that accelerates success and minimizes risk. We will work with you to determine the strategy that best aligns with your goals, guiding you through each phase of the planning and setup process.

### Design, Integration, and Marketing

Your marketplace needs to fit your company style, and people need to find it. We can help. From site and UX/UI design to SEO and analytics to content development and customer relationship management, our team has the expertise and tools to ensure your success.

### Software Development and Systems Integration

In today's digital economy, the standard "build versus buy" question is becoming easier to answer. As SaaS matures, many solutions reach a tipping point where the "build" option no longer makes sense. Application marketplaces have reached this pivotal stage. Today's marketplace and platform technology can offer sophisticated tools to handle the complexity of billing, provisioning, and managing digital products and services that would take years to build in-house. However, not all marketplace platforms offer the features and functionality necessary

to launch and scale successful marketplaces, or have the flexibility to respond to the ever-changing demands of the digital economy. At MarketPush, our pool of developers, innovators, industry knowledge, and experience is what makes us stand out from the rest. We offer highly rated developers who will help you concentrate on your business needs and set you free from the headaches of managing a development team, allowing you to concentrate on what matters most to you: Growing your business!

# Seller Recruitment, Onboarding, and Management

Successful marketplaces are a multi-faceted set of integrated programs. MarketPush helps companies identify potential suppliers, find the right decision makers, and then pitch those companies the value of your marketplace. Our goal is to get suppliers excited about your marketplace, and to on-board them in as

few steps as possible, while still retaining the highest levels of quality and service. Once on-boarded, our dedicated management teams work to get the most value out of the program for both your company and the suppliers who populate your marketplace.

Want to learn more? Contact us and let us show you how we will help take your ecommerce strategy to the next level.



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