



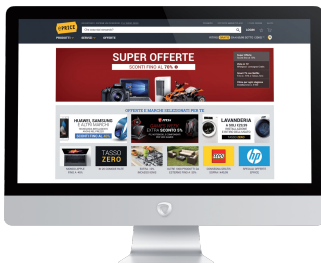
ePRICE achieves fast growth and the flexibility to meet customer expectations quickly with a Marketplace powered by Mirakl

Founded in Italy in 2000, ePRICE is a leading online merchant for high-tech products and appliances and complementary services. The company saw sales of €231 million in FY 2016, employs more than 200 people, and has over 2 million customer accounts.

The challenge

With the rise of generalist eCommerce marketplaces like Amazon, leading retailers in countries like Italy needed to not only protect market share within their home countries, but also figure out ways to grow both at home and abroad.

With millions of visitors each month, ePRICE is one of the biggest players in the Italian retail industry. The company wanted to capitalize on its strong web traffic and quickly offer visitors a broader assortment of products in one convenient shopping experience.



The solution

ePRICE launched its marketplace in 2015 to efficiently diversify its product assortment and drive more profitable growth.

Thanks to its Marketplace, ePRICE now offers millions of new products to its customers, without the burden of inventory, logistics, or service costs and overhead.

The marketplace has enabled the Italian e-retailer to better meet the expectations of its customers by offering them a broad array of choices at competitive prices, delivered in a convenient manner.

The marketplace provides efficiencies, covering the long-tail on secondary categories such as toys and home improvements that tend to have lower margins and/or higher inventory costs.

ePRICE can continue to compete well in these categories by using marketplace sellers to stock and service these items while ePRICE takes a pure-profit commission on the sale.

The ePRICE marketplace delivered positive results very quickly

✓ Fast assortment expansion

2x product offers within 6 months.

✓ Significant contribution to growth

37.5% increase in GMV driven by marketplace merchants in year 1.

✓ Free customer acquisition

30% increase in web traffic from SEO improvements.

Because the marketplace model delivers profitable benefits, the company aims to drive even more of its growth through the marketplace. The goal is for the Marketplace to account for 30% of GMV by 2021, and to offer its installation services with marketplace products while growing the number of installers through a services marketplace.

This approach will not only allow ePRICE to reach the 19 million Italians who already buy online, but also the 7 million who will be buying online for the first time in the next five years, ensuring that ePRICE can support the customer experience with a broad array of product and service choices delivered in a way that both satisfied customers and delivers profitable growth to ePRICE.

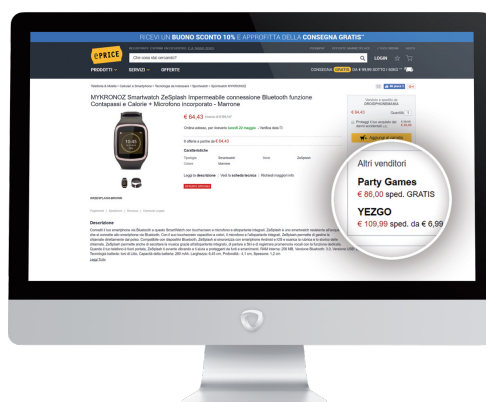
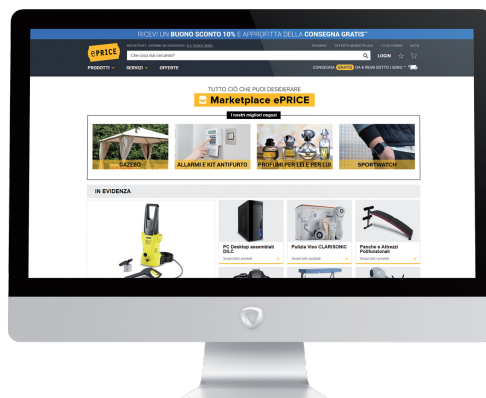
The Mirakl Marketplace Platform™ provides a strong foundation for growth

ePRICE chose the Mirakl Marketplace Platform to power its marketplace because it is a purpose-built platform with the features and workflows already built-in to operate a marketplace quickly. The Mirakl team's operational expertise was also important in ePRICE's selection of the Mirakl platform, and was a big reason ePRICE was able to launch its marketplace in less than four months from project beginning to end.

Mirakl automates the hard things so that ePRICE can focus on its core business functions. With the Mirakl Marketplace Platform, it is simple and straightforward to:

- Quickly onboard new sellers
- Automatically integrate the catalogs of hundreds of sellers into ePRICE's catalog taxonomy
- Drive up SKU count significantly without any investment in inventory, product expertise, or logistics
- Enter new geographic regions with no risk by partnering with local sellers that have expertise in pricing and logistics
- Capture the long-tail in categories with low volume turn and/or high inventory cost

With its Mirakl-powered marketplace, ePRICE had built a platform for sustainable and profitable growth in Italy as well as neighboring European countries.



About Mirakl

The Mirakl Marketplace Platform™ plugs directly into both a retailer's own systems as well as the systems of various partners via cutting-edge, API-based technology. Mirakl automates the hard things: seller onboarding, catalog integration and management,

communication with vendors and customers, and setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).



Mirakl is the global leader in online marketplace platforms, and is trusted by leading retailers like :



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