



Sell direct without channel conflict

Open your sites to partners and give customers more of what they want

Customers are king in the digital age – Give them what they want

Manufacturers have historically been distanced from customers, driving sales through retailers, wholesalers and distributors. But they can no longer rely on this indirect approach, and must engage directly with customers. Many of their channel partners are struggling, and other manufacturers have already gone direct to meet customers' needs.

But most manufacturers often don't have the skills and experience to sell direct online. They can showcase their products with content, but selling and fulfillment is much more complex. And they may risk damaging their relationships with channel partners by competing with them through direct sales.

Some have turned to Amazon to sell direct. But this is not a long-term strategy, as it means ceding control over their brand experience to Amazon, and missing out on the chance to collect rich customer data.

The answer is to launch a direct shopping experience controlled by the manufacturer, but in which the goods sold are supplied by channel partners. This builds direct connections with customers, obtains critical customer data, but doesn't hurt channel relationships. And manufacturers can also bring in other partners, like licensees, to create a richer online experience for customers.



89% of B2B buyers research products on manufacturer website

Source: FORRESTER

Choosing the right path to a more direct customer connection

Manufacturers can choose from several approaches for their online brand experience:

- They can limit themselves to content only, and refer customers to other sites with "Where to Buy"-type links—in effect, they can do nothing.
- They can work with Amazon or another partner to handle direct sales for them—ceding control over that part of their brand experience.
- They can create their own, first-party ecommerce site and sell direct—and risk alienating their channel.
- Or, they can build a partner-centric shopping experience on their site, which they control but which leverages partners for fulfillment.

	Where to Buy "Do nothing"	1 st Party eCommerce "Alienate channel"	Marketplace "Silver bullet"
Cost efficiency	✓	✗	✓
Increased Conversion	✗	✓	✓
Improved Customer Experience	✗	✓	✓
Partner Adoption	✓	✗	✓
Reduced Friction	✗	✓	✓
Avoids channel conflict	✓	✗	✓
Can include other partners (e.g., licensees)	✗	✗	✓

A partner-centric shopping experience: the right choice for Manufacturers

A partner-centric shopping experience powered by Mirakl is the right choice for many manufacturers. With The Mirakl Marketplace Platform™, manufacturers can stop forcing customers to research on your site and buy on another, eliminating the “two-site syndrom.”

They gain critical customer data they’ve never had before to fuel personalized experiences and product innovation. And they can provide a new, highly trafficked online selling channel for their channel partners to sell more—while retaining control over the buying experience

Build a better relationship

- Manage the full customer experience, from branded content through commerce
- Gain new insights into buying behavior for personalization and lifecycle marketing
- Better monitor partners for quality and service and ensure compliance

Give customers all they want

- Reduce risk of stockouts by using multiple channel partners so there’s always availability
- Increase product selection by offering products and products created by your licensees
- Round out the experience by selling complementary products and services from other brands

Grow together with partners

- Less risk of losing a sale because customers get lost or frustrated being redirected to other sites to buy
- No confusion for consumers between your site and your partners’ as each have different goals
- Your site generates sales for partners so your businesses grow

The digital world moves fast. To compete successfully, it is important to respond quickly to customer expectations and scale globally. With the Mirakl Marketplace Platform™ it is possible to give your partners unique access to your customers while improving the customer experience for those that want to transact directly on your site.

The Mirakl Marketplace Platform™ plugs directly into both your own systems as well as the systems of your 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 Marketplace Platform™ Features Support Partner Collaboration

Site Governance

- Create rules & workflows for each partner
- Monitor Performance
- Ensure high quality experiences

Multi-Partner Catalogue Management

- Easy integration of product catalogues
- Ensure product data quality
- Mirakl Catalogue Integration (MCI©)

Account & Deal Flexibility

- Custom pricing & catalogs for buyers, accounts and deals
- Volume & bundle discounting
- Request-for-quote & request-for-proposal

Corporate Payment & Logistic Options

- Credit limits, payment terms
- Multiple credit cards, unified invoicing
- Select carriers based on order value

And many more powerful features for partner collaboration.

Mirakl is the global leader in B2B online marketplace platforms, and is trusted by companies like:



Christian Lacroix



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