

# SCALE YOUR BUSINESS WITH THESE MARKETPLACES

From niche, product-specific marketplaces to international sites with millions of loyal shoppers each month, there are plenty of additional avenues for growth out there. But with so many third-party marketplaces cropping up, you need to find the opportunities that make the most sense for your products.

Expanding to new marketplaces continues to be one of the safest and quickest ways to scale your e-commerce business. What's more, it also diversifies your online channels, so if something goes wrong on one, you always have other sources of revenue.

ChannelAdvisor customers have access to more channels of demand at a faster pace than ever before through its Access ChannelAdvisor Program. Each channel in the network has different audiences, niche segments and followings around the globe — all of which add up to a new pool of customers for your products. If you're looking to expand to new marketplaces, here are just some marketplaces for you to consider:

## TANGA

Looking to lure consumers with new and exciting products at eye-popping prices? Tanga might be just the place for you. In the summer of 2015, Tanga converted its popular daily deal site into a marketplace that delivers personalised deals to a massive audience. The site has grown exponentially since its launch — in March 2016 Tanga shipped its 5,000,000th order.<sup>1</sup>



The marketplace matches your unique products to Tanga shoppers through personalization and advanced customer segmentation. By matching customer tastes to your product attributes, Tanga creates a personalised deal-discovery experience for its customers. Tanga also passes along its economies of scale in logistics and other operational costs to its partner retailers, greatly reducing shipping costs.

## IGUAMA

Iguama is a marketplace that caters to the demand for US products across the rest of the world. The company started in Latin America because of the influence the US already has in the region. Iguama aims to redefine the cross-border shopping experience by allowing its members to shop in US stores from around the world – at affordable prices. Iguama doesn't profit from selling products (only from memberships), and commissions received are used to reduce international costs.



Fulfilment through Iguama is seamless. Much like the Global Shipping Program on eBay, Iguama provides warehouses in the US where merchants can ship their goods for export. The fees and taxes are handled by Iguama and paid for by the buyer, so there's no additional charge to merchants. Iguama also handles product fulfilment through its shipping partners.

## BLUEFLY

Bluefly was the original online off-price fashion retailer of scale in the US. Its mix of European designer and American contemporary brands attracts a highly desirable fashion consumer. Bluefly launched a fashion marketplace in 2014 that has achieved remarkable growth in a short period of time – with 100,000 products and 1.5 million unique visitors a month – and has allowed the company to grow beyond fashion into home, beauty and kids verticals as well as into full-price current season products.<sup>2</sup>



<sup>1</sup> <https://www.tanga.com/our-story>

<sup>2</sup> <http://www.bluefly.com/about-us>

Bluefly attracts a highly desirable customer – 35 years old, urban, single with \$140k household income. Their customer is also very engaged in fashion. Their marketplace platform is a great opportunity for brands and retailers to get their products in front of this consumer.<sup>3</sup>

## FLUBIT

Launched in 2011, Flubit is the world's first 'demand-driven' marketplace. Rather than list products publicly for shoppers to browse, Flubit asks consumers to tell them the exact product they want to buy by pasting a product page URL (e.g. amazon.co.uk/product) into www.flubit.com. Flubit then creates a better offer for them from a Flubit merchant. If the customer goes on to convert the offer into a purchase the order is sent to the merchant for fulfilment. It's an innovative model that's resulted in one of the best conversion rates in the industry with an incredible one in three offers converting into a sale. And Flubit shoppers are more likely to come back with 60% of customers (that's 10 x more than on most other marketplaces) returning to make an average of 5 purchases each.<sup>4</sup>



## MANOMANO

ManoMano is a niche European marketplace specialising in DIY and gardening tools.

Launched in June 2013, ManoMano has a presence in France, Spain, Italy and the UK. Product selection is at the core of what ManoMano do, with a catalogue of over 100,000 products, the marketplace aims to deliver between 5 and 10 times more choice than in local DIY stores.<sup>5</sup>



The marketplace also has a "ManoMano community" (a team of specialists and DIY enthusiasts) who are tasked with helping customers to find the right product for their project.

## SUMMING IT UP

Identifying the right marketplaces to sell on isn't an easy task. That's why having a scalable, automated and multichannel platform provider is an essential for long-term success. ChannelAdvisor's strategic partnership with these and other marketplaces enables us to provide retailers with professional-class integration built with their multichannel needs in mind. This includes having a centralised inventory and orders, as well as data management tools that optimize and transform with ease and stability.

## EXPAND AND DIVERSIFY YOUR E-COMMERCE BUSINESS

Our goal is to give you ways you can diversify your business and expand your reach to new customers globally.

To find out more about ChannelAdvisor Marketplaces and global expansion opportunities, email us at [info@channeladvisor.com](mailto:info@channeladvisor.com) or call 866-264-8594.

<sup>3</sup> <http://ssc.channeladvisor.com/howto/marketplaces/bluefly-marketplace>

<sup>4</sup> <https://flubit.com/about#!/what-the-press-had-to-say>

<sup>5</sup> <https://www.manomano.co.uk/commitments>