

Supercharging Your Marketplace Strategy

**7 BEST PRACTICES FOR SELLING ON
E-COMMERCE MARKETPLACES**

Marketplaces sure have changed.

And not just a little. The entire landscape has undergone a massive transformation in recent years. There are now hundreds of marketplace options for brands and retailers, each with its own set of rules, requirements and built-in audiences. With billions of product listings competing for the attention of millions of consumers, the stakes are higher than ever.

That means it's no longer enough to simply list products. Any marketplace merchant that wants to maximize opportunities on these channels must first master a mountain of mission-critical steps. From competitive advertising to automated pricing to fast fulfillment, there is a lot to consider.

In this eBook, we'll walk you through proven best practices for supercharging your marketplace strategy, including: optimizing your product content, leveraging comprehensive retail media advertising, utilizing advanced repricing technology and more.

BEST PRACTICE #1:

Optimize Your Product Content

There are product listings people see, and product listings people buy. The difference? Optimized product content.

It's not just what you list that matters, but how your listings are structured. Product titles, images, descriptions, keywords and categories are often what compel consumers to make purchases. The more convincing the content you use to reveal your wares to the world, the more likely a listing will rise to the top of search results and drive more purchases.

As your product data is fed to marketplaces and transformed into listings, high quality content can be the difference between a product that stands out and one that gets buried — which is why a growing number of retailers and brands are relying on robust data feeds to ensure product information not only meets the unique standards of each marketplace, but gets noticed as well.

Because each marketplace requires its own unique structure, it's essential to transform data to meet the specifications of each individual destination. To make the most of every marketplace opportunity, you'll need a system in place for both sending product information and

receiving order data from each individual destination. This is where product feed management comes in:

ChannelAdvisor Product Feed Management allows you to easily transform your product data to meet the requirements of merchandising, marketing and advertising platforms; deliver that data in a variety of formats; and track the success of feed delivery. Benefits include the ability to:

- Reduce the workload by managing just one product data stream and easily transforming that data into the unique formats required by each destination
- Maximize your visibility, ROAS and sales by optimizing product content for each merchandising, marketing and advertising endpoint
- Prevent unnecessary performance issues by quickly identifying and fixing errors in product data
- Adapt rapidly to the changing partner requirements by adjusting templates easily
- Reach more destinations in less time, with less effort

SEE HOW ONE SELLER SCALED ITS BUSINESS TO 14,000 SKUS ACROSS 44 MARKETPLACES WITH EASE BY USING A CENTRALIZED MARKETPLACES SOLUTION TO MANAGE PRODUCT CONTENT:



Watch The Video



BEST PRACTICE #2:

Stand Out with Marketplace Advertising

If there's one big challenge every experienced e-commerce business has faced, it's this: Until you develop a solid digital marketing strategy, standing out on marketplaces will remain an uphill battle. Without the right ads, your listings may never rise to the top of search results or reach the right customers. Marketplace success starts when your listings land in front of the right, ready-to-buy customers — at just the right time.

How can you get your listings to stand out? That's where retail media advertising comes in. Competing on these increasingly crowded channels may sound like an impossible feat. But with the right strategies in place, it's possible to perform exceedingly well. Many brands and retailers have managed to **increase revenue as much as 422%** — simply by developing the right retail media strategies.



TOP TIPS FOR AMAZON ADVERTISING SUCCESS

If you're relatively new to advertising on Amazon, the options can be overwhelming at first. However, the main thing to remember is that diversity is key. By using different ad formats, you can help ensure your products will be seen at various stages of the buying journey — whether people are still browsing for ideas or know exactly what they need. Successful brands and retailers typically use a mix of all major ad formats available to them.



Sponsored Products

These keyword-targeted, cost-per-click (CPC) ads are designed to promote individual listings and drive traffic to product detail pages. They're shown to shoppers who are actively searching for terms associated with a particular product, and appear alongside or above organic search results. Because they target keywords associated with your product, Sponsored Products typically give you higher-quality clicks on your listings — and can yield a much higher ROI than many other CPC programs.

Sponsored Brands

Available to third-party retailers enrolled in the Amazon Brand Registry program, Sponsored Brands can help you reach consumers who are browsing but might not yet know what they want to buy. By targeting generic keywords such as “running shoes” or “smartphone case,” you can help drive traffic to your Amazon Store for the full brand experience. These ads are often found above the search results and can be a great way to introduce your product line to shoppers when they're looking to discover new products and brands.

Sponsored Display Ads

These ads let you target shoppers, both on and off Amazon, who have previously viewed your products. They can be used to deliver highly relevant ads to consumers with certain interests, or to shoppers who are actively viewing specific items. And because these ads are automatically generated from the information on your product detail pages, they're remarkably easy to set up.



TOP TIPS FOR AMAZON ADVERTISING SUCCESS

So, what combination of different ad types will yield the best results for your products? It depends — on your products, your categories, your revenue goals and, if you sell on Amazon’s international marketplaces, your target geographic markets.

➤ **Start small and build**

If you’re new to advertising on Amazon, start with some of your more popular products and use them to test what’s working. Once you have a comfortable gauge on ad spend and ROI, expand your strategy.

➤ **Test different combinations**

Experiment with various combinations of Sponsored Products, Sponsored Brands and Sponsored Display ads to discover what works best. And take advantage of optimization features at your fingertips, such as dynamic bidding and targeting by the Amazon Standard Identification Number (ASIN), to help streamline the process.

➤ **Protect against predators**

Does a competitor’s product show up when you search for your product? If so, that competitor is bidding on your brand terms. To stop your competitors from distracting your consumers, bid up on any necessary brand-related terms.

➤ **Give branded words their own campaigns**

Often, sellers will include both branded and non-branded keywords in the same ad campaign. But this practice can lead to overspending, since there are huge performance differences between these two types of search terms. Be sure to separate them into their own campaigns to stay in control of your bidding.

WONDERING WHAT KINDS OF RESULTS YOU CAN EXPECT WITH THE RIGHT AMAZON ADVERTISING CAMPAIGNS?

\$100,000
from Sponsored Products

Read the [Ames Walker](#) success story

141%
more sales

Read the [Basco](#) success story

“We more than doubled our demand. And 81% of our marketplace revenue during Cyber 5 came from Amazon.”

– Rebekah Darsch, E-Commerce Marketplace Manager, ASICS

Read the [ASICS](#) success story

These are just a few of the many achievements ChannelAdvisor Managed Services for Amazon Advertising has helped brands and retailers achieve. And we can do the same for you. Request a free analysis to have our e-commerce experts take a look at your accounts and find opportunities for more sales and revenue today. Request your [free advertising analysis](#) today.



ADVERTISING ON WALMART

As the marketplace continues to attract more shoppers, the company's retail media business is accelerating, too. According to Walmart, they aim to grow their advertising business to become one of the top 10 advertising platforms in the US over the next few years. So if you advertise on Walmart, it's time to prepare for some stiff competition. Which means you'll need some robust tools to connect with consumers on this channel. That's where Walmart Connect comes in.

How to make the most of every Walmart Connect opportunity

As the company's media management arm, Walmart Connect provides an array of specialized marketplace advertising tools to help third-party sellers. The best way to take advantage of all Walmart Connect has to offer is to leverage Walmart Advertiser Partners — an API program created to connect advertisers with approved platforms. These platforms are an ideal choice for brands and retailers that want to maximize their ad spend but have limited time.

Ready to get started with Walmart Connect?

ChannelAdvisor was Walmart Marketplace's first-ever launch partner. And now, it's a preferred Walmart Advertiser partner, too.

Walmart sellers can save valuable time and resources by leveraging ChannelAdvisor's powerful automation tools. Automate keyword selection and bidding, perform bulk actions, apply performance-based ad rules and more. [Start advertising on Walmart today.](#)

Streamline all of your retail media advertising. In one central platform.

ChannelAdvisor unifies your retail media activities in one simple, central e-commerce location. With direct connections to the industry's most powerful players, this robust platform is the key to success for many of the world's highest-performing brands and retailers.



Amazon Advertising

Unify Sponsored Products, Sponsored Brands and Sponsored Display ads into one powerful strategy



Walmart Advertising

Make the most of Walmart Connect to increase brand visibility and maximize spend

LIKE AMAZON, WALMART MARKETPLACE HAS BEEN EXPERIENCING TREMENDOUS GROWTH IN RECENT YEARS.

100 Million

Unique Walmart.com visitors each month

Source: [Walmart Marketplace](#)

130,000

In 2021, Walmart's marketplace nearly doubled in size in twelve months to reach 130K third-party sellers

Source: [Marketplace Pulse](#)

BEST PRACTICE #3:

Engage with Customers

What should you do to connect with customers on Amazon? How will you compel people to come back and purchase directly from your brand the next time they turn to Target+? Taking measures to create more meaningful interactions with consumers on e-commerce marketplaces can have a direct impact on sales and revenue.

Taking steps to provide exceptional consumer experiences isn't just good for your brand's reputation. It's also a way to capture repeat purchases. On marketplaces, this will take many different forms, including:

PROACTIVELY MONITORING REVIEWS:

How you address one consumer's needs can influence the buying decisions of thousands of others. While this best practice is often lower on the priority list, being proactive about soliciting, monitoring and responding to reviews can lead to tremendous results.



STRENGTHENING RETURN POLICIES:

How you handle the returns process will go a long way in securing customer loyalty and favoritism. While many consumers avoid sellers with strict return policies, the opposite is true of the more generous ones, with many consumers continuing to buy products from a brand after having a positive return experience defined by hassle-free policies, free return shipping and automatic refunds.

BEST PRACTICE #4:

Leverage Advanced Repricing Technology

Now that shoppers are acutely aware of the wide range of options for purchasing the same product at different prices, it's no longer your item details and imagery alone that capture attention. Having a structured pricing strategy is essential to marketplace success. To understand how to implement repricing tools on a practical level, it's first important to recognize the different types of repricers:

- A **marketplace repricer** helps sellers win sales at the highest possible price on a specific marketplace, by continually monitoring the listing and evaluating the quality of the competition to arrive at the optimal price.
- A **velocity repricer** changes pricing to competitive levels across marketplaces based on the total quantity sold for products, allowing sellers to take action to move stale inventory or to maximize profit on fast-selling products.

MARKETPLACE REPRICERS

The ChannelAdvisor platform includes several repricers that monitor your listings on specific marketplaces.

Amazon

The Amazon Repricer monitors the Amazon Buy Box status — and the moves of your competitors. As the competitive landscape of the ASIN changes, your price will be raised or lowered to maximize revenue and profitability. The Amazon Repricer offers both the algorithmic and rule-based options.

eBay

The eBay Repricer compares prices on your products' UPCs or eBay Product Identifiers (ePIDs) with those of your competitors. Based on the thresholds and parameters you set, the repricer will adjust your price points automatically. The eBay Repricer offers both the algorithmic and rule-based options.

Walmart

The Walmart Repricer is event based. This means that as similar listings to your products undergo changes, the repricer will evaluate the new environment and react according to the guidelines you've provided. As this rapidly expanding marketplace acquires more sellers and products, automation is becoming essential to success.

VELOCITY REPRICERS

The Velocity Repricer automatically adjusts prices based on a defined lookback period and application frequency. Price adjustments are made automatically based on the user-determined parameters for quantity sold and the performance of those products.

The Velocity Repricer can be used in conjunction with any marketplace repricer. The lowest generated price will be sent to the channel. For example, if the Velocity Repricer generates a price of \$100, but the Amazon Repricer generates a price of \$99, the price on Amazon will be \$99.

BENEFITS

Repricers help sellers win the buy box and best offer positions. They also increase competitiveness and visibility of your products among bargain-savvy consumers. Overall, for brands, automated repricers prevent product erosion and help catch MAP pricing violations before they start a ripple effect.

In addition, they provide maximum profits while also helping your business react to real-time demand and move product. This activity can be especially pertinent during the approach of peak shopping seasons (as holiday shoppers start earlier and earlier).

Such repricing movement also allows sellers of seasonal products to wield a key advantage. Or, if a video or online trend that involves your products goes viral overnight, automatic repricers will adjust before you've even had a chance to realize what's happened, allowing you to focus on capitalizing on the moment and successfully fulfilling orders.

BEST PRACTICE #5:

Build Resilient Fulfillment Operations

To truly excel on marketplaces and increase e-commerce sales, fast and affordable fulfillment is critical. But in the era of same-day deliveries, it can also be incredibly costly and time-consuming to provide. That's where automation comes in.

If your fulfillment operations still involve a lot of spreadsheets and manual tasks, it's time to put things on autopilot. The more you automate, the better equipped you'll be to speed up delivery times and cut down on shipping costs. For example, successful sellers often use:

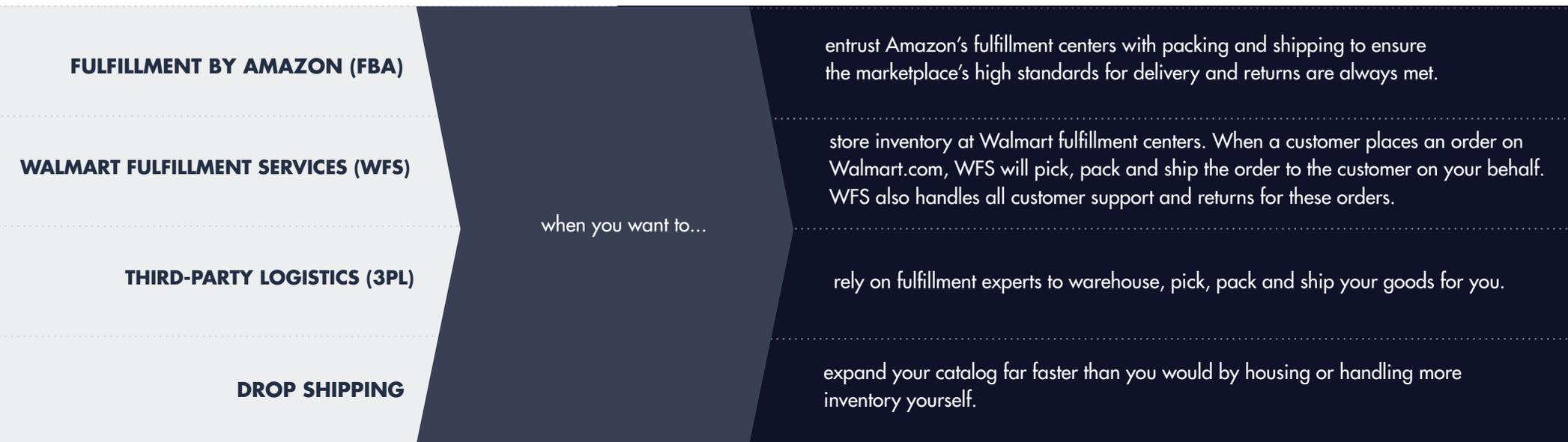
- **INTELLIGENT ORDER ROUTING** to have each order sent to the most effective fulfillment partner based on shipping speeds, delivery fees, warehouse locations and other factors
- **AUTOMATED INVENTORY MANAGEMENT** to ensure inventory levels are always up-to-date across multiple marketplaces
- **AUTOMATED SHIPMENT TRACKING** to automatically mark packages as "shipped" as soon as delivery is initiated, and to ensure buyers have the most accurate, up-to-date information on package locations



DIVERSIFY YOUR CARRIER STRATEGY

Having consistent access to the most competitive carrier pricing and delivery options is imperative if you want to stay ahead of consumer demands for lightning-fast deliveries. It's important to have a full range of options at your fingertips so you can go with the quickest, most affordable delivery method for each and every order. Diversifying your carrier strategy, rather than relying on one single option, is now a necessity when selling on marketplaces.

There's no one right way to deliver orders, but as a general rule you should test out different options until you land on a mix that consistently gets the job done efficiently and cost-effectively. Consider all of your options, including:



Still deciding which fulfillment options work best for your business model? When in doubt, focus on the customer claims and feedback you receive through marketplaces. Is there a common complaint related to delivery? Are certain shipments routinely late or failing to meet expectations? Use this information to make adjustments or decide when it's time to consider new options.

BEST PRACTICE #6:

Know Your Competition

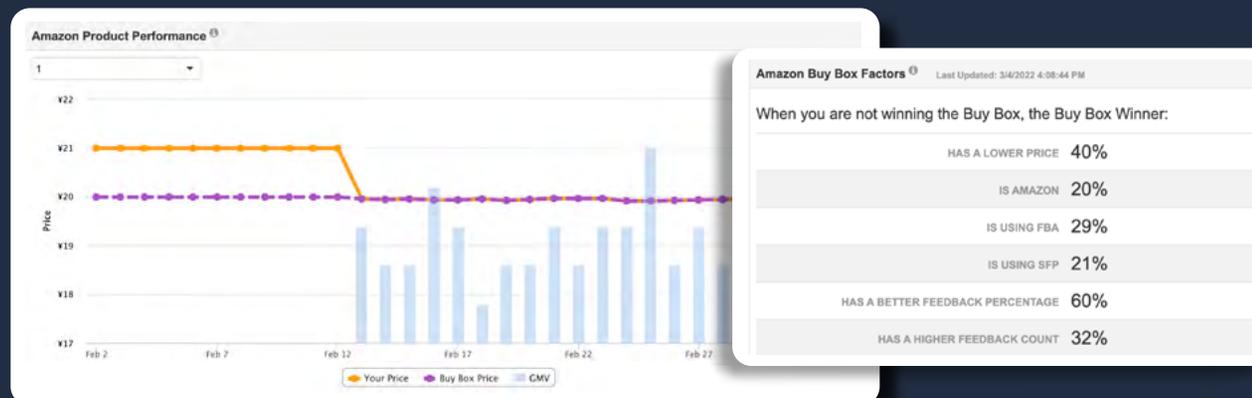
With millions of brands and retailers competing on marketplaces, it's imperative for brands to have full visibility of the competition on major channels. Understanding how other sellers are promoting and positioning products will provide the advantage you need to get (and stay) ahead.

Delivery times, pricing of similar products and feedback ratings all have a big impact on which listings make it all the way to the final "place your order" button. By regularly evaluating these and other factors, brands can gain a solid understanding of what they need to do to drive more sales. This is especially true on Amazon, where the ability to identify small changes as they occur can make all the difference in staying ahead amidst a highly competitive environment:

The ChannelAdvisor Competitive Environment Dashboard for Amazon provides much deeper insights than can be achieved by relying on Amazon alone.

Brands can use it to get a snapshot of the current competitive landscape, drill down to specific product-level details and stay ahead by:

- Identifying opportunities for improving Buy Box performance
- Tracking the average number of competitors per ASIN
- Remaining up-to-date on top sellers offering your products
- Keeping tabs on which products Amazon is selling directly
- Discovering the 100 best Amazon sellers in any category at any time
- Knowing when it's time to act on MAP and proprietary ASIN violations
- Identifying competitors who are advertising on your PDP (product detail pages) and developing/launching effective defensive campaign strategies
- Developing an offensive strategy for product targeting/competitor targeting



BEST PRACTICE #7:

Expand to New Marketplaces

If you're serious about growing an e-commerce business, marketplace expansion is a must. Different consumer needs are met on different marketplaces, and having a presence across channels keeps your flow of inventory strong.

The key is to determine which marketplaces are the best fits for your product catalog. Getting your products in front of the right consumers might mean moving beyond the marketplace giants. Or it may be time to start selling to international consumers through options such as Amazon Global Selling and eBay Global Shipping.

The key to success is streamlined growth. Before expanding to new marketplaces, have a process in place to keep marketplace management from becoming overwhelming. For most e-commerce companies, the easiest solution is relying on one centralized platform that's built to integrate with dozens of different marketplaces for optimized listings, fast fulfillment and more.

ChannelAdvisor now supports over 300 channels globally.

See all of the [channels we support](#).



NOT SURE WHERE TO START? READ THESE STORIES TO SEE HOW BRANDS AND RETAILERS DEvised MARKETPLACE EXPANSION STRATEGIES TO GROW SALES BY MORE THAN 1,000%:



Scarpetta Shoes Steps Out on International Marketplaces



Bling Jewelry Expands to 44 New Marketplaces

The Future of E-Commerce Marketplaces

Marketplaces are amazing channels that can elevate your online presence and boost your performance. But standing out from the crowd with so much competition is a common challenge for brands and retailers. Following these seven proven practices will allow you to connect with more customers, optimize operations and, ultimately, grow sales like never before.

Ready to learn more?

RELY ON THE E-COMMERCE EXPERTS: CHANNELADVISOR MANAGED SERVICES

Named the #1 channel management provider to the Digital Commerce 360 Top 1000 Retailers for ten consecutive years, ChannelAdvisor is known for its long-standing expertise in e-commerce. Our account managers ensure you're making the most of every opportunity — and our Managed Services team works to optimize your product data, resolve errors, manage promotions and set up daily deals.

Most importantly, we strategize with you to customize an action plan for growth — whether that means maximizing your presence on Amazon or choosing the right mix of additional marketplaces for expansion. And thanks to our longstanding relationships with Amazon, eBay, Walmart and others, you'll be first to know about new opportunities as they emerge.

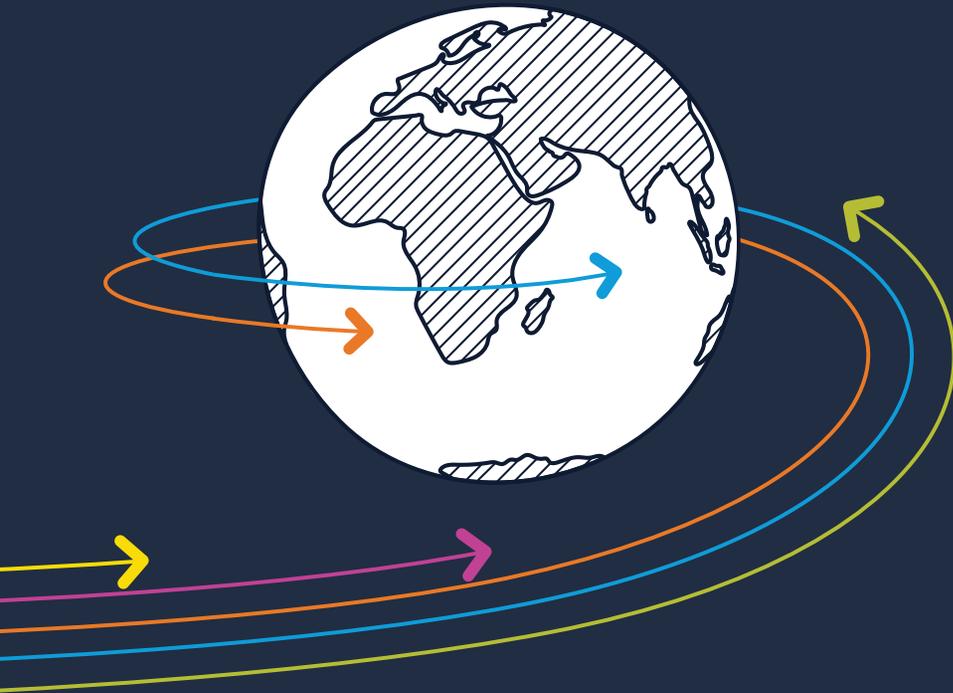
Our in-house industry experts can help you:

- Fine-tune your advertising strategies across Amazon, eBay, Walmart and more
- Develop competitive pricing strategies
- Accurately forecast inventory
- Benchmark against the competition
- Show consumers where to buy your products
- Take your business across borders
- And much more!



MASTER YOUR MARKETPLACE PRESENCE WITH CHANNELADVISOR

With more than thousands of customers selling on more than 300 e-commerce channels worldwide, ChannelAdvisor keeps you ahead of the latest marketplace trends and ensures you're maximizing every opportunity. We make it easy to connect with customers, optimize operations and grow sales channels.



Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Facebook, Google, Amazon, eBay, Walmart and more.



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