

5 Reasons Why B2Bs Are Building Marketplaces



Adobe



Magento Commerce



MIRAKL



optaros

Creating your own multi-seller marketplace may be more profitable than you think.

Did you know?

B2B buyers love marketplaces.



Amazon Business grew from **\$1 billion to \$10 billion** in sales in just 3 years.¹

87%

87% of business buyers already make business purchases on online marketplaces.²

01 Help channel partners sell more — much more.

When businesses go to a manufacturer's website, they often find a product catalog and links to distributors.

To actually make a purchase, they must click a link, look up another website or phone number, and interact with a channel partner.

This extra friction can cause a significant percentage of buyers to look elsewhere.

With a marketplace, you can help channel partners capture those lost sales.



By 2023, organizations that have operated enterprise marketplaces for more than one year will see at least 10% increase in net digital revenue.³

02 Get ahead of the (risk-averse) competition.

Digital commerce is moving away from one-to-one sales and towards an ecosystem model that emphasizes marketplaces and communities.

Creating your own marketplace platform is a great way to future-proof your digital sales and get ahead of the competition.

The 3-year revenue growth of companies that move first with digital strategies is nearly twice that of companies that play it safe with an average response to digital competition.²



According to research by McKinsey, almost 1/3 of global sales will come from ecosystems (including marketplaces) by 2025.⁴

Marketplace do's and don'ts

DO



Choose sellers that complement your product offering or resell your products.



Develop a multi-channel marketing plan.



Create a seamless and automated onboarding experience for sellers.



Include a modern eCommerce front end.



Use your data to improve your marketing strategy or inform your product roadmap.

DON'T

Compete against your own channel partners and distributors.

Neglect to promote your marketplace.

Make it difficult for sellers to sign up and get approved.

Require manual steps (like a phone call) for buyers to complete a transaction.

Fail to analyze your transaction data.

03 Offer more products without managing more inventory.

Even if you get a lot of web traffic, chances are it isn't generating as much income as it should.

That's because most B2B merchants offer a limited range of products. And adding new ones, even if they come from third parties, means more inventory and fulfillment to manage.

A marketplace is a great way to offer more choices in your online store without adding inventory.



By 2023, at least 70% of the enterprise marketplaces launched will serve B2B transactions.⁵

04 See what people are buying.

When you sell through channel partners and distributors, you know how much of each product they order, but you don't get to see who's buying your products.

Marketplaces give you insight into the businesses that buy your products — where they're located, how much they buy, what industries they're in, etc.

This data can give you valuable insights to help you shape your marketing and product development strategies.



Marketplaces give you insight into the businesses that buy your products — where they're located, how much they buy, what industries they're in, etc.

05 Test the demand for new products.

Amazon is known for using their data to understand market trends and identify opportunities to create their own brands. You can do the same thing!

You can use your marketplace to test the demand for new products. If one of your sellers' products does extremely well, you may consider offering your own, similar product.



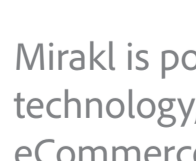
If one of your sellers' products does extremely well, you may consider offering your own, similar product.

Ready to learn more?



Adobe

Magento Commerce, Adobe's commerce platform, works seamlessly with all kinds of marketplaces and delivers an exceptional eCommerce experience. [Learn more >](#)



Mirakl is powering the platform economy by providing the technology, expertise, and partner ecosystem needed to launch an eCommerce marketplace. [Learn more >](#)



Optaros by MRM is a strategic, creative, commerce agency, and we are the e-Commerce offering of MRM, a fully owned subsidiary of the Interpublic Group of Companies (NYSE: IPG). Our talented strategists, designers, user experience experts, technologists and project managers provide expert advice, guidance and solutions that ultimately convert customers online and drive digital interaction and conversion. [Learn more >](#)



Adobe

Copyright © 2020 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries.

¹ <https://www.cnbc.com/2018/09/11/amazon-business-on-pace-to-pass-10-billion-in-sales.html>

² <https://info.mirakl.com/the-next-generation-of-b2b-buying>

^{3,5} Imperatives When Building an Enterprise Marketplace, Gartner, December 2019.

⁴ www.mckinsey.com/business-functions/mckinsey-digital/our-insights/why-digital-strategies-fail