



# Marketplace Optimization

Increase marketplace sales by improving seller performance using our powerful tools

## Service Providers

- Add MpO services to your roster of offerings, like SEO and CPC
- You can provide the service to your clients in-house or contract us to do it for them
- There are many other CommerceRack services available to offer as well.

## Compatible With:

amazon.com<sup>®</sup>



## Client Benefits

- Clients optimize marketplace rankings for more and better exposure
- Clients sell more product as a direct result of using MpO
- MpO is significantly more profitable than SEO or CPC

## What is Marketplace Optimization?

Online marketplaces like Amazon and Google Trusted Stores use ranking algorithms to determine retailer referral position. Marketplace Optimization (MpO) is the latest evolution in the ever-changing landscape of retailer position analysis. MpO will be familiar to anybody who is already knowledgeable about search engine optimization. Just like search engines, marketplaces use signals to determine referral position for each seller, and

which seller is promoted into the coveted "buy box". But unlike search engines, which use signals such as keywords, meta tags, and backlinks – Marketplaces use performance based signals such as number of reviews, item cost, shipping price, and shipping latency to determine a retailer's referral position. By enlisting the assistance of experts and automated systems retailers can increase their sales velocity on a marketplace.

## Why CommerceRack?

CommerceRack is a "Data-Fair" service that is uniquely optimized for retailers and agencies who are interested in Marketplace Optimization. The CommerceRack Data-Fair can work as a standalone app-based commerce system, or easily integrate with any existing e-commerce or point of sale environment. CommerceRack offers universal compatibility

with existing retail systems in order to perform MpO analysis, including competitive intelligence. CommerceRack can be deployed as a private single tenant or multi-tenant appliance into any data-center and is also available for license through a variety of cloud based IAAS services such as Amazon EC2.

## Who should offer MpO?

Offering MpO services is an exciting new point of differentiation in the cluttered Online marketing space. As such MpO is ideally suited to be packaged alongside existing competencies in SEO, CPC/CPM, Link Building, or Affiliate Management for any full-service agency. CommerceRack is actively seeking relationships with

marketing service providers who can offer Marketplace Optimization either in-house, or as a contracted service for their existing and future clients. Let us show you why our unique platform makes building competitive intelligence and automated repricing engines easier, faster, and more lucrative than any other solution on the market.