

Mirakl is the SaaS (software-as-a-service) solution chosen by leading enterprises worldwide to manage their third-party marketplace and dropship business. Mirakl's intuitive, secure and scalable technology powers profitable digital growth in all angles of commerce – from platform model to retail media and payments.

"Ensuring that we had a scalable model that minimized our incremental costs for both Bloomingdale's and Macy's is what led us to our partnership with Mirakl, which we think is best-in-class."

The platform economy enables the digital connection between businesses, sellers, technology systems, partners, data and consumers. Mirakl's products are built to make these complex connections simple and scalable to drive a profitable and sustainable commerce business.

Scale your third-party assortment with Mirakl marketplace and dropship for products and services. Grow your retail or your B2B digital channel with more sellers, more products, more revenue and more data.

Find and onboard thousands of the highest quality sellers through Mirakl Connect to meet customer demand in near real-time. Choose partners from our curated community of qualified technology and solution providers to help you launch and run your business.

Generate more revenue and profits from digital advertising spend with an innovative retail media solution that works seamlessly for marketplaces and first-party eCommerce.

Eliminate the manual effort of integrating and maintaining new supplier catalogs online.

Flexible catalog integration methods support the needs of any seller at any level of sophistication, and AI ensures product data accuracy and quality.

Attract top sellers by simplifying onboarding, and paying sellers quickly, efficiently and securely. Accelerate solution integration with easier setup and management of payment workflows with one unified connection, enabling marketplaces to launch faster and help ensure regulatory compliance.

“Mirakl jumped out to us as the right partner. The technology is very robust, it scales, it’s easy to integrate. Every person we interacted with at Mirakl was very passionate about the marketplace model and making sure that we would be successful.”

Mirakl’s top priority is to support the scalability that businesses require with the highest level of reliability. Mirakl is the only solution in the industry that has a proven track record of managing 600M+ SKUs, 250M+ API calls and 1B+ inventory updates per day. Whether it’s marketplace, dropship, catalog management, personalization, advertising or payments, Mirakl offers a composable tech stack for modularity and simplicity.

Mirakl has the largest and most robust ecosystem of curated sellers and partners that help businesses launch and grow faster. Each seller must meet Mirakl’s quality standards, ensuring a high level of service for your end customer. Recruit and onboard third-party brands to your marketplace or dropship platform 90% faster through Mirakl Connect.

Each Mirakl partner has a proven track record of fueling the success of top platforms across industries. We partner with the best eCommerce vendors, third-party technology companies, digital agencies and consultancies to support all Mirakl clients in the

successful development of their commerce business.

"Mirakl Connect has introduced us to some really wonderful brands that we have been able to onboard quickly."

Mirakl-powered leading marketplaces

transacted on Mirakl-powered marketplaces in 2023

commercial orders accepted in 2022

products sold on Mirakl-powered marketplaces in 2022

uptime during Black Friday week

businesses selling on Mirakl-powered marketplaces

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Platform models enable retailers and B2B businesses to offer a broader catalog without the risk or cost of buying more inventory. Mirakl Platform unlocks key benefits like speed, scale, agility and profitability through marketplace, dropship and one creditor.

Only Mirakl addresses all the unique needs of retail and B2B industries, and makes it

possible to scale all third-party supplier operations separately or unified on a single platform.

"We look at a variety of factors in considering the optimal distribution channel for third-party products, from fulfillment to pricing control to promotional strategy. But in the end it's about driving the customer experience with even more products to meet their diverse needs."

Launch a marketplace to grow online revenue, future-proof your business through a wider assortment and increase operational efficiency by delegating more activities to third-party suppliers.

Flexible technology to launch quickly

Mirakl's pre-built connectors and flexible APIs for operators and sellers reduce the cost and time needed to integrate marketplace operations with existing eCommerce tech stacks.

Accurate and fast product catalog integration

Use fewer resources to harmonize large volumes of product data from different sources. Data mapping is 1000x faster with Mirakl's AI that detects syntax similarities from product descriptions, and automatically maps categories and values to existing taxonomy.

Sellers are set up for success

Sellers access their own dashboard where they can easily manage their KPIs and fulfill orders in the Mirakl seller portal, or via APIs and pre-built integrations from their existing eCommerce tools.

Superior and seamless customer experience

Provide sellers advanced workflows and shipping capabilities that improve customer experience. Set up business rules to automatically prioritize best performing sellers and alert or suspend sellers that are underperforming.

"At La Redoute, we have long been aware of the power of the marketplace model to quickly and securely meet the new expectations of our customers. This new partnership with Mirakl lets us strengthen our position as the preferred fashion and decoration lifestyle platform for families in France and Europe."

Increase eCommerce efficiency with Mirakl Dropship Platform. Advanced tools, business rules and automation mitigate inventory risk, optimize cash flow and reduce manual effort without giving up control.

Fast, flexible supplier onboarding and management

Self-service tools and connectivity options like API, EDI and pre-built connectors (e.g. SPS Commerce) enable rapid onboarding of suppliers and their catalogs with fewer resources. Configurable order and payment workflows automate supplier management.

Advanced catalog integration for better product data

Mirakl's AI-powered tools enable flexible onboarding and fast catalog integration to complete and enrich product details before going live. Mirakl's catalog tools provide businesses fast, efficient and reliable management and expansion of digital assortment, ensuring fast time to market without compromising data quality.

Automated performance management

Real-time view of supplier SLAs and automated warnings and suspensions avoid poor performance and control the customer experience.

Improved customer experience

Strong process of incident management allows you to engage seamlessly with your suppliers to address issues and guarantee an optimal customer experience.

"Combining dropship and marketplace reinforces the robustness of our business model and is a key strategic growth lever. Mirakl's platform provides our brand partners with a more modern set of seller tools to accelerate growth and drive customer satisfaction."

As B2B organizations digitize their businesses to become one-stop shops, they can leverage Mirakl's marketplace, dropship and one creditor platform models together for a fully digital B2B buying process. Our products comprise a rich set of features specifically designed for B2B organizations, including the ability to model B2B-specific product formats, diverse order workflows, invoice generation & reconciliation capabilities or multiple price & quote options.

Mirakl One Creditor

Act as the single 'face' for all transactions, simplifying vendor management and the overall buying process for your B2B buyers. With Mirakl One Creditor, B2B operators can invoice buyers in their own name, on behalf of their sellers.

B2B Payment and financial workflows

Bring all payment workflows to accept both Buy Now and Pay Later schemes through card processing and net terms. Provide unified and guaranteed supplier settlement. Leverage simplified financial workflows, data collection, and heightened visibility to streamline the invoicing process and accelerate payments to sellers.

B2B tiered pricing models and quotes

Allow your suppliers to offer customer-specific pricing, scheduled pricing and manage quote requests. As an operator, monitor and validate supplier price changes before publication.

B2B customer organization and user management

Support B2B ordering through dedicated data models with different customer organizations and user profiles for administrators, approvers and requisitioners.

Compliant invoice generation and reconciliation

Across various business models, get the structured transactional data for electronic invoicing for both buyers and sellers. Facilitate matching and reconciliation between

orders, invoices and payment charges.

Supporting the delivery promise

Meet the multiple B2B buyer requirements for time and location of order delivery, and improve your B2B buyer's experience through more accurate ETAs and location on business days.

"Sonepar is confirming its very strong omnichannel ambitions by developing the first electrical equipment distribution marketplace for professionals in France. Only Mirakl's technology, know-how and ecosystem of partners, combined with the expertise of the 200 Sonepar experts in our Digital Factory, will enable us to deploy this unique innovation in record time and integrate it to the Group omnichannel platform."

Accelerate online marketplace growth and offer more value to customers by adding complementary services to extend your product assortment—all from a single platform.

Flexible service model configurations

Define categories and subcategories of services, then empower service providers to configure offers to suit the unique definitions of each service listing.

Tailored pricing and consumption options

Leverage various service delivery and pricing options, from vouchers and time-based consumption to price estimates from complex services that are finalized at service delivery.

Services tailored to customers' geolocation

When service providers propose specific service locations, integrated Google Maps automatically match the right providers based on the customer's geolocation.

Quality assurance guardrails

Monitor service providers across customer ratings, order acceptance, incident rate and more. Set rules to automate for a consistent customer experience at scale.

"After evaluating a number of different options for building our online marketplace, we selected Mirakl for its proven experience in marketplace business, strong and tested platform, service capabilities, and its ability to quickly implement the platform."

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Monetize your premium eCommerce audience and create a new, highly profitable revenue stream with Mirakl Ads, a retail media solution built for both first-party and marketplace assortment.

Create a net new revenue stream and increase profitability from digital advertising spend with a solution optimized for first-party and third-party products.

A retail-first retail media solution

Access a solution compatible with marketplace, dropship and first-party eCommerce assortment, which factors in multiple sellers, stock levels, the 'buy box' and more.

Sponsored ads relevance at its finest

Surface the most relevant sponsored ads to your shoppers, leveraging Mirakl's proprietary AI based on Mirakl Target2Sell expertise and technology.

Retail Media that scales

No other solution works better with Mirakl Marketplace Platform than Mirakl Ads. Mirakl Ads is embedded into the Mirakl backoffice and automatically discounts ad spend from the seller balance. From day one, 100% of your sellers become advertisers.

A safe data environment

Mirakl Ads is a cookieless solution, which relies on first-party data, to guarantee a safe data environment and a sustainable business for retailers.

Use cutting edge adtech and successfully monetize your traffic and audiences.

A variety of formats

Mirakl Ads formats cover all advertisers' needs, from banners to sponsored search. Mirakl Ads' neat native formats create a shopping experience that customers love.

Real-time bidding engine

Create a fair competition between brands, suppliers and third-party sellers to fill your premium inventory.

Optimize ad spend using data

Tailor monetization strategies, plan for peak seasons and generate higher returns across categories thanks to Mirakl Ads' yield management capabilities.

Get all your advertisers onboard

Manage your key advertisers' campaigns yourself and onboard your long-tail advertisers on a self-service approach.

Mirakl Ads is an extension of your marketplace team to help accelerate your growth.

Retail media experts to define the best strategy for your business

Mirakl Ads sales house professionals help you design the best advertising strategy and the objectives to meet your ambitions.

Mirakl Ads salesforce

Mirakl Ads' sales team execute the commercial strategy on your behalf and maximize advertising investments.

Mirakl AdOps

Our traffic management professionals operate the campaigns and optimize them, build the reports and guarantee higher returns for advertisers.

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Your best future sellers are already plugged into the Mirakl Platform. Accelerate time to launch, streamline internal operations and grow faster with Mirakl Connect's powerful network of sellers and partners. Further optimize seller operations by delegating the management of your sellers to Mirakl with Seller-as-a-Service. From FastTrack Onboarding to maximizing sellers' growth potential, Mirakl ensures the best experience for your customers and your sellers.

"The sellers on Catch's marketplace are the fuel powering our astronomical marketplace growth. We select our sellers with a focus on quality and trust, and our team works with each one to identify opportunities for growth."

can sell on any Mirakl marketplace in one click

quality sellers ready to be onboarded

average GMV per seller in 2022

Increasing the number of sellers is key to accelerate your marketplace revenue. Find and onboard thousands of sellers and large renowned brands that have already been vetted for quality with just one click. Access a large network of curated partners to support the launch of your marketplace and fuel continued success.

Access to a high quality ecosystem of sellers

Discover new product assortments and access a growing ecosystem of curated top sellers. Each seller is vetted for a clear focus on quality assortment and exceptional customer experience.

Easy connection to sellers

Easily find and engage with prospective sellers to launch and grow your marketplace as you expand your assortment across local and international markets.

Fast seller onboarding

Quickly and efficiently onboard and manage sellers with self-service tools to integrate their product catalogs. Monitor and manage their progress from your own Mirakl dashboard.

Unlock a powerful network of curated partners

Connect with a curated network of partners carefully selected and managed to support the launch and the growth of your marketplace. From feed managers to fulfillment, you

will find all the partners you need to make your marketplace a success.

"On Mirakl Connect, we have sellers who are already familiar with our site who can be on our site within hours or days. This is something very important in development phases where we want to communicate very quickly about the opening of new categories."

Reduce time to launch and delegate daily internal operations needed to find, onboard and manage sellers through Mirakl Seller-as-a-Service. Leverage Mirakl's technology and team of seller recruitment experts with the know-how to bring you the most relevant brands and sellers to power your eCommerce growth.

Enhanced access to the seller base

Benefit from personalized seller recommendations on your core and related categories.

End-to-end technical onboarding

Access to an end-to-end technical onboarding done by the Mirakl team, from KYC documentation to integrated inventory and price management.

Embedded seller support

Gain increased seller support, performance management and optimization of each seller.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace

at scale.

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Product information is one of the most important features on an eCommerce site and has a direct impact on the customer experience. Mirakl Catalog Platform helps retailers and B2B businesses reduce the manual effort of integrating and maintaining new supplier catalogs online.

Expand your digital assortment quickly and efficiently, without compromising data quality and the customer experience.

Increase business efficiency

Save time managing large volumes of products and data sets.

Improve data quality

Increase trust and buyer confidence with more complete product data.

Optimize the buying experience

Make it easier for the customer to always find what they want.

Ensure you have a single global SKU with the most detailed product sheets.

Deduplication & aggregation

Eliminate duplicate products without losing critical attributes and product details. Consolidate all your data sheets from different providers into one single perfect data sheet.

Supports the needs of any supplier

Flexible catalog integration methods meet the needs of sellers at any level of sophistication. Integration methods include .csv/.xls spreadsheets, .xml, FTP, API or pre-built integrations.

Frictionless catalog integration

Manage high volumes and multiple streams of catalog data, optimized for seamless ingest by your commerce systems.

Advanced moderation workflow

Review product snapshots and choose to accept, flag for validation or reject with specific feedback to the seller. Operators have the option to validate all new products before they are live.

Accelerate catalog integration and improve accuracy with Mirakl's AI-powered data mapping.

Continuously enhance product data quality

Proprietary AI detects syntax similarities and defining characteristics from product descriptions. Seller categories and subcategories are automatically mapped to your format. Progressive learning AI capabilities fine-tune recommendations as the assortment grows.

Automation to reduce time on catalog management and scale

Leverage business rules and automation to ingest massive amounts of product data accurately and efficiently. Real-time feedback ensures all required categories, values and attributes are captured. With Mirakl Catalog Platform, you will easily manage millions of product data sheets.

Grow faster with AI-powered data mapping

Provide suppliers significantly enhanced self-service capabilities, while streamlining and automating data governance rules. When sellers can onboard their catalog quickly, they can sell faster.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Accelerate business development, streamline technical onboarding and grow your revenue by selling on multiple marketplaces with Mirakl. Easily list your products on Mirakl marketplaces leveraging APIs and pre-built integrators. Join the Mirakl ecosystem for free.

“Although we have been selling successfully on marketplaces for some time, we were struggling to find a solution to manage the entire logistics process. Thanks to the integration with Sendcloud, we can now easily manage all our shipments in one overview and offer various shipping options without any issues.”

GMV growth for sellers

marketplace stores per seller on average

faster onboarding time

“Our Mirakl Connect marketplace revenue continues to grow 55% month over month and with the Mirakl API integration we have almost entirely automated our marketplace operations.”

With a suite of flexible onboarding solutions and tools to manage daily operations, Mirakl Connect takes the heavy lifting out of building your multi-marketplace business.

Quickly find & onboard to suitable marketplaces

Filter to find and make instant contact with the marketplace channels that best suit your business strategy. Access new marketplaces as soon as they launch without the need to wait for new integrations. Communicate within Mirakl Connect to centralize conversation history.

Automate onboarding administration

Complete just one onboarding configuration to create your stores on hundreds of marketplaces with FastTrack Onboarding.

Set up and map product data easily

Easily import your catalog and use Mirakl AI to map product data to each marketplace channel directly in Mirakl Connect without needing to log into every marketplace backoffice.

Connect directly with different integration methods

Choose your preferred integration method from excel file, eCommerce connector or APIs or manage everything directly in Mirakl Connect. Streamline order and inventory management directly through the Shopify connector.

Deliver high quality customer care

Manage, prioritize and respond to customer care messages from all Mirakl marketplace channels in one dashboard in Mirakl Connect.

Streamline shipping & fulfillment

Connect with pre-integrated partners to automate shipping and fulfillment operations across all Mirakl Connect marketplace channels.

“It is much easier to manage marketplace agreements in Mirakl Connect. No more lost

email chains and missed phone calls.”

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Attract top sellers with simple onboarding, as well as fast, efficient and secure payments to sellers. Mirakl Payout’s integration enables marketplaces to launch faster with easier setup and management of payment workflows with one unified connection—and with minimal impact on existing pay-in provider relationships.

Mirakl Payout fuels seller and GMV growth by mitigating the complexity and risk of seller onboarding, foreign exchange and third-party seller payments all while maintaining your existing pay-in PSP relationships.

Streamline seller onboarding & KYC

Reduce administrative burden and increase the number of sellers on your platform with simpler payment workflows, including KYC and regulated escrow, and currency exchange.

Pay sellers faster

With Mirakl Payout, marketplace operators are able to pay sellers more often and in their preferred currency and funding instrument.

Simplify data reconciliation

Unlike other solutions, Mirakl Payout eases the reconciliation process between first-party & third-party funds, ensuring all payment data is organized and held within compliance of regional rules.

Secure seller payments

Mirakl Payout leverages segregated accounts that are compliant with MTL and PSD2 regulations, for a reliable seller payment process worldwide.

Mirakl Payout is a global solution for seller pay-outs that simplifies what has historically been a fragmented process. It works with any pay-in provider relationship.

Accelerate solution integration

Simplify set up and management of payment workflows with one unified connection, leveraging the existing Mirakl Marketplace Platform backoffice and billing cycle to launch even faster.

Facilitate international expansion

Enable frictionless onboarding of cross-border sellers and international growth with multi-currency.

Streamline administrative workflows

Save time and resources with a centrally managed pay-out solution that efficiently handles the end-to-end process no matter where you or your sellers do business.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Retailers gain a competitive advantage online, optimize product assortment for better profitability and exceed customer expectations by launching a platform business, and leveraging ads and personalization.

"The growth of the marketplace on Catch has been awesome. It's gone from nothing three years ago to 50% of our revenue today. It's allowed us to enter new categories and new areas of selection. Marketplace strategy is important now more than ever because customers are shopping online now more than ever."

Mirakl addresses the unique needs of all retail industries—including grocery, fashion, health & beauty, and DIY & home retailers—through its marketplace and dropship platform models, product recommendation and retail media solutions.

Marketplace and dropship platform models enable retailers to adapt their assortment to the changing demands of consumers via third-party sellers. Rapidly expand product selection with minimal inventory and logistical cost and risk.

An important initiative for eCommerce businesses today is to deliver highly personalized online buying experiences that align with specific consumer preferences.

With Mirakl Platform and Mirakl Target2Sell, retailers can adopt a curated seller and offer strategy that spans existing and relevant new categories and still preserves their brand DNA, maximizes choice and fosters growth.

Customers look for services that simplify the experience of owning and using products. Complementary services, from furniture assembly to installation of appliances, provide ongoing value to customers. Give customers a holistic offering by enhancing product assortment with complementary services—all from a single platform.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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B2B digital platforms and marketplaces are the fastest-growing channels in B2B eCommerce. They're fueled by evolving expectations from B2B buyers, the aspiration from purchasing departments to simplify sourcing and procurement, and the pressure from digital-first competitors.

"Mirakl's technology and flexible integrations were indispensable as we provided more products online faster to the retailers using our platform."

One-stop shop platforms aim at fulfilling the needs of a specific customer segment all under one roof with a unified experience from product search to purchasing, invoicing and customer care.

Mirakl helps group purchasing organizations (GPOs) and procurement departments

become a one-stop shop platform for their buyers and members. A fully digital platform supporting both B2B commerce and procure-to-pay buying experiences allows procurement organizations to scale through an extended product range and yield more transactions, resulting in improved customer-specific pricing.

Launch a direct-to-consumer eCommerce channel without alienating your existing indirect channel partners. Establish an aftermarket one-stop shop by offering the products and services that your customers demand all in one place.

Augment the breadth and depth of your assortment or optimize your working capital (inventory) on your core range with Mirakl Dropship. Improve the quality of your product data through Mirakl Catalog Manager, or provide visibility on inventory on your local subsidiaries or resellers with Mirakl Marketplace Platform.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Our community of vetted, certified technology and solution partners will help you scale operations and add new capabilities as your business grows. Each partner has a proven track record of fueling the success of top marketplaces across industries.

Connect to Mirakl with technologies you're already using, or source proven tools from our curated ecosystem. We partner with the best eCommerce platforms and third-party technology vendors to help you launch fast and grow big.

Partner with some of the world's premier ecommerce platforms. Seamlessly integrate with one of our established partners with Mirakl's APIs or pre-built connectors.

Make payments convenient and frictionless for your marketplace by accepting a wide range of payment methods. Automate Seller Payouts, KYC & commission flows. Comply with local and regional regulatory payment requirements.

Bring hundreds of your systems and channels together for enhanced sales, reach and profit. Streamline catalog syndication, attract new sellers and accelerate onboarding.

Choose a tax compliance software for your industry and region. Easily calculate tax rates, reduce compliance risk and enable growth.

Seamlessly manage order shipments and support real-time order tracking with some of the most competitive rates, anywhere in the world.

Connect your Mirakl-powered marketplace with leading sales intelligence platforms for optimal pricing and predictive insights.

Mirakl comes with pre-built connectors with the leading B2B commerce solutions to facilitate B2B ordering workflows. Integrate with punch-out gateways for compliant P2P purchases.

Mirakl brings workflows to support B2B Buy Now and Pay Later (BNPL) models together including partner solutions for payment on terms with B2B BNPL and seller financing options.

Provide a wide range of integration options for suppliers across all their flows including support for manual imports, API and EDI integration for offers, orders, invoices, shipping notifications.

As B2B operators scale their assortment across categories, Mirakl brings a range of solutions to map seller product catalogs across taxonomies such as UNSPSC, ETIM and eClass, or across files structures such as BMECat.

Access trusted digital agencies and consulting companies to further develop and implement your leading online marketplace. From strategy and design to engineering and analytics, even your most unique needs can be supported.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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With Mirakl, both operators and sellers have all the most scalable and flexible tools that they need for success—from frictionless onboarding to detailed performance monitoring and management. Operators have access to connectors and APIs to easily onboard new sellers to their platform.

stores operated on Mirakl-powered marketplaces

countries sellers on Mirakl-powered marketplaces are based in

“Partnering with Mirakl takes our business to the next level. Thanks to their expertise

and through the Mirakl Connect ecosystem, we can easily and quickly integrate new sellers while ensuring they fit our brand DNA and meet our quality requirements."

Quickly onboard sellers and integrate their product catalogs

Invite thousands of sellers via self-service tools with tailored onboarding workflows and monitor their progress in your backoffice. Sellers follow an intuitive wizard to seamlessly map their products to your catalogs, leveraging a variety of integration methods to accommodate sellers of all types and experience levels.

Set sellers up for success

With Mirakl APIs and connectors, all sellers can manage inventory, orders and shipment updates directly from their seller backoffice. In their own command center, they can easily manage their KPIs.

Support supplier relationships at scale

Define and manage advanced order and payment workflows and set up granular commission grids tailored to the needs of your business.

Monitor your sellers through Mirakl Quality Control

Monitor the performance of your sellers across KPIs. Business rules empower you to automatically prioritize your best performing sellers and alert or suspend sellers that are underperforming.

Easily integrate with your feed manager

Benefit from existing integrations with the biggest feed managers.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Since 2012, we've grown a global team of passionate Mirakl workers with a unique and proven track record of providing innovative technology and unmatched expertise to 450 of the world's top brands across the globe. From day one, and every line of code since, Mirakl continuously builds solutions with best-of-breed functionalities, agile deployment, and unlimited scale that meet the changing needs of leading enterprises in all retail and B2B industries worldwide.

In 2005, when our founders Philippe Corrot and Adrien Nussenbaum reflected on the evolution of retail and the disruption brought on by the Internet, it was evident customers now demanded anything, anytime, anywhere. A platform business was, and still is, the only model to meet those expectations by enabling the digital connection between businesses, technology systems and consumers. Join the platform economy to leverage Mirakl's unique technology, expertise and ecosystem to drive scale and profitability online.

"Since 2005, well before the rise of Amazon, Uber, Airbnb, or Alibaba, we were convinced the platform business model would revolutionize the way we consume. For us, the traditional and linear vision of commerce: buying goods to resell them and

making a margin, did not allow us to make the most of the opportunities offered by the internet and new technologies."

Before Mirakl, Adrien and Philippe teamed up and formed SplitGames, an online marketplace for the video gaming community. Demonstrating the power of platform business models, SplitGames was acquired by Fnac, who needed a way to compete with Amazon.

Philippe Corrot and Adrien Nussenbaum created Mirakl, after having led the successful launch and development of Fnac Marketplace, to give every business the opportunity to launch and operate their own winning marketplace, at scale.

After launching multiple successful marketplaces, Mirakl launched its first dropship platform with El Corte Inglés, meeting customers' needs of more control on price, margins and customer experience.

After an initial focus on retailers, Mirakl saw the great potential of platforms for scaling B2B businesses. It successfully launched a marketplace with Retif.

Mirakl establishes dual headquarters in Boston and Paris, as the U.S. became a top priority for the company and today manages several marketplaces in North America.

A platform is nothing without its ecosystem of sellers and partners. In order to go above and beyond for our customers, Mirakl developed the first quality ecosystem of sellers and partners to help them launch faster and scale bigger.

Always with the same objectives of client first and innovation, we expanded our offers

to support our clients' digitization on product curation at scale, personalization and financial services.

At Mirakl, we never stop innovating. Retail Media didn't have any solution for platforms, so we built our own solution optimized for eCommerce and marketplaces.

The platform model is the future of digital business and Mirakl's vision is that organizations pioneering in their industries are empowered to compete and lead in this new digital-first context. Now is the time to evolve, and we have an unparalleled commitment to help you navigate this transformational journey. We have been there ourselves, and helped companies like you join the platform economy and scale their business without limits.

"Mirakl exists to give businesses a path to stay competitive in an increasingly demanding market."

Our executive team brings unparalleled experience and expertise to help Mirakl customers launch and scale the world's leading platform businesses.

Philippe Corrot

Co-founder & Co-CEO

Adrien Nussenbaum

Co-founder & Co-CEO

Tzipi Avioz

General Manager, APAC & Global Delivery

Anne-Claire Baschet

Chief Data & Artificial Intelligence Officer

Isabelle Bénard

Chief Product Officer

Marie Best

SVP Finance

Art Boyd

SVP, Growth Partnerships

Thomas Fillaud

Chief Security Officer

Octavie Gosselin

VP, Mirakl Ads

Shahadat Hasan

Chief Strategy Officer

Alex Hase

Chief Revenue Officer, Americas

Laure Le Gall

Chief Revenue Officer, EMEA

Nagi Letaifa

Chief Technology Officer

Sophie Marchessou

Chief Customer Officer

Juliette Pichard

SVP, Sales Acceleration

Amélie Richardson

Chief People Officer

Kyohei Sato

Representative Director and Country Manager, Japan

Marc Teulières

General Manager, B2B

Hugo Weber

VP, Corporate Affairs & Impact

Christian Lucas

Managing Director, Silver Lake

Laurel Bowden

Partner, 83North

Bruce Chizen

Senior Advisor, Permira

Frédéric Court

Founder & Managing Partner, Felix Capital

Tom Ebling

Former CEO, Demandware

Scott Friend

Partner, Bain Capital Ventures

Xavier Lazarus

Co-Founder, Elaia Partners

Alexandre Margoline

Partner, Head of Paris, Permira

Yasutaka Fukuda

CEO, Japan Cloud Consulting

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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With a tech team of 300 people in France and the U.S, Mirakl's top priority is to support the scalability businesses require with the highest level of reliability. Mirakl manages more than 600M+ SKU, 250M+ API calls and 1B+ inventory updates per day.

"Mirakl is really the solution for operating marketplaces at scale. For a large, international retailer like Carrefour, we need a global technology partner that is flexible and secure."

Our API-first approach eases integration with standard REST APIs and multiple ways to integrate with ISVs, including native integration, dedicated connectors and SDK.

Our event-driven architecture allows you to stay up-to-date with all the important changes on your platform by leveraging our real-time Webhooks. Easily feed your queue with up to 20,000 events per second.

Mirakl products run on more than 100 stateless microservices, allowing them to independently and automatically scale with your needs.

Built on the cloud, our solution leverages the power of multiple providers to offer you the best service availability across your region. With 99.997% uptime in 2022, you can safely trust Mirakl with your business.

Mirakl uses continuous integration, delivery and deployment with no service interruption. Benefit immediately from all the innovations shipped daily. 900+ deployments in 2022.

During Black Friday 2022, Mirakl received 1.8B+ API calls, 20B+ product updates and 3.3M+ customer orders in a single 24-hour period without incident or downtime.

"The fast performance and zero latency of the Mirakl marketplace solution have been extremely important for us to efficiently respond to increased purchases made via our marketplace during the high-demand period of Black Friday."

Pick & Choose

We designed each component of our tech to be autonomous for you to choose only what you need. Fully interoperable, you can combine them to develop your business with the same Mirakl renowned user experience.

Headless

You don't need to compromise on eCommerce technology or customer experience. Mirakl is fully interoperable with your preferred digital commerce platform and solution partners.

"We will always have industry experts developing the latest solutions and enhancements to the platform, and we will be the beneficiaries of that. Maintenance and continuous innovation is Mirakl's responsibility, not ours, which mean you can show a positive ROI, faster."

We take care of the hard things that keep your marketplace running so that you can focus on your business operations. That includes the industry's most rigorous security protocols.

State-of-the-art cloud infrastructure

Mirakl is hosted on the best cloud providers—AWS, GCP and Azure—for the highest security, availability and performance.

Independent Audits

We audit our solutions every year against the best international privacy and information security standards, including SOC 1 Type 2, SOC 2 Type 2, ISO/IEC 27001, and ISO/IEC 27018, to keep your customer data secure.

Data Privacy

Mirakl encrypts customer data in transit and at rest. Customer data is also segregated and access is restricted to only authorized personnel, resulting in unified data protection.

Data Sovereignty

Our global hosting infrastructure covers 8 regions across the globe. It allows you to be fully compliant with all data sovereignty regulations of your country.

Bug Bounty Program

Mirakl leverages 80 independent security researchers to continuously find vulnerabilities with a €100,000 bug bounty program.

Independent Pen Testing

In addition to the bug bounty program, we do regular penetration testing by trusted independent third parties to validate that our controls are protecting customer data against external threats. These tests are performed according to the OWASP methodology.

Only Mirakl's technology has state-of-the-art security features to help you keep your business running smoothly.

Detection, response and recovery

Mirakl developed advanced threat detection capabilities by using Cloudflare and Lacework technologies to ensure business continuity.

Fine-grained Access Control and Single-Sign-On (SSO)

Strong security controls and granular role-based access are applied to safeguard user access and data privacy. Mirakl's native SSO system enables operators to securely log in to all Mirakl applications. Mirakl is also compatible with SAMLv2 or OpenID Connect authentication protocols to enable smooth and secure login to all our applications.

Native multi-factor authentication and password protection

Mirakl offers native multi-factor authentication (MFA) to protect your user data from being accessed by unauthorized parties. Mirakl is continuously scanning the web for

passwords that may have been leaked and when flagged will automatically retire the breached password and require a password change.

Bot detection and API quotas

With our bot detection capabilities, Mirakl helps you safeguard your digital assets from DDoS attacks, account takeover, intensive scraping, and other bot-related threats with unmatched speed and accuracy. To prevent brute-force attacks like DDoS, Mirakl operators can put quotas on critical seller APIs, limiting the number of requests allowed from the seller over a period of time.

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Mirakl has grown a global team of marketplace tech and business experts ready to partner with you through business case development, implementation, launch and long-term growth. We provide our customers with the technology, strategy and industry's largest ecosystem of curated sellers and partners to help them succeed. Our proven methodologies will accelerate your time to revenue and beyond.

Our product and technology teams have the strongest experience and track-record in the platform industry. Mirakl Labs continuously designs technology solutions to ensure agile deployment, best-of-breed functionalities and unlimited scale that meet the changing needs of leading enterprises in all retail and B2B industries worldwide.

It's not just technology that makes Mirakl's enterprise customers succeed. Mirakl's Platform Advisory Team supports customers in finding the right strategy for their business and launching their projects with confidence. Mirakl's Customer Success team supports companies from signature to launch and beyond.

Mirakl provides B2B enterprises technology and expertise for a variety of B2B solutions—from developing an eCommerce strategy to digitizing accurate product data. This unique expertise comes from a team with a knowledge base from different B2B industries, tech, consulting and marketing.

Mirakl-powered leading marketplaces

transacted on Mirakl-powered marketplaces in 2023

commercial orders accepted in 2022

products sold on Mirakl-powered marketplaces in 2022

uptime throughout the Black Friday week

businesses selling on Mirakl-powered marketplaces

From the business case to launch and after, Mirakl provides strategic, operational, financial and technical success factors leveraging its unique proven track record. Our main goal is your success.

In theDesignphase, we build with you business objectives, value proposition, revenue

model, seller and assortment strategy. We define the technology and implementation roadmap.

In theBuildphase, we provide UI/UX and integration guidance and marketplace go-to-market plan to ensure a successful and fast launch.

AfterLaunch, we continue to support you to ensure a strong growth with executive and team workshops. Our industry experts share with you platform and marketplace best practices.

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Mirakl is the enterprise marketplace SaaS platform leading the digital transformation of eCommerce. If you are passionate about growth and new technology, come join us on our entrepreneurial adventure.

We are looking for collaborators with diverse perspectives and experiences to power us forward.

Work hard together

With a “work hard together, play hard together” type mentality. Teamwork is sacred.

Go above & beyond

As passionate professionals. We never say, “it’s not my job.” We are doers and we possess an entrepreneurial spirit. We are not afraid of going out of our comfort zone to surpass expectations.

Get things done

And exceed our objectives and focus on pragmatic, business-oriented solutions. This stands for every part of our organization.

Satisfy & empower clients

on a global scale. We adapt to our clients’ unique business models, which enables them to run successful marketplaces and gives them the power to seriously grow.

Succeed through expertise

by seeking excellence in every aspect of what we do and never take our successes for granted.

I get to work cross-functionally with an international team and have an impact on the global company’s brand and messaging. Just a few months after joining, I was already working with C-level executives across multiple departments and taking on new responsibilities with different teams.

I feel fortunate to be surrounded by talented data scientists and data engineers. Together, we explore state-of-the-art models and technologies to offer the best-in-class

solutions. It is a stimulating environment where I get to work on a variety of use cases and on the most challenging AI projects one can find!

Inclusive culture, exclusive perks

Innovate with the latest Macbook Pro or Linux PC, dual screens, and a Mirakl technical orientation.

Enjoy breakfast every morning, along with fresh fruits, juice, and hot beverages, as well as monthly Aperos.

Get together for yoga, lunchtime board games, crochet club, summer BBQs, golf, football, and foosball.

Collaborate in new offices with comfy meeting rooms, a relaxation floor, a furnished terrace & bike parking.

Flexible work-from-home schedule on the days of your choice.

Develop your technical expertise at conferences and training events like Devvxx and AWS re: Invent.

Explore jobs and submit your application online. Our team will review your resume.

If you are selected, you will be invited to a first interview with a recruiter.

If successful, you will then meet the hiring manager and a few future colleagues

(on-site or via Zoom). Your expertise and fit with our core values will be assessed.

Your interviewers will debrief internally to discuss all elements of your background.

Then you will receive a final decision within two weeks.

Once you accept our offer, we will keep in touch to ease the onboarding process.

My onboarding has been fantastic. I completed an orientation program that gave me deep insight into our product and how the teams work together. I was paired with a “buddy” as a go-to person for any kind of question. This really helped me start on the right track and feel part of the team!

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Discover the opportunity of a B2B marketplace in your industry.

Explore the rise of marketplaces and their benefits in your industry.

Hear from Platform Pioneers how a marketplace drives profitable growth.

Leverage cutting-edge technology to launch your own marketplace.

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More than 400 of the world's most trusted brands across retail and B2B industries choose Mirakl's suite of connected solutions for its unique combination of technology, expertise and ecosystem. Get in touch and our experts will guide your next steps to scale your marketplace and dropship business, provide highly personalized buying experiences and monetize traffic through retail media.

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Platform models enable retailers and B2B businesses to offer a broader catalog without the risk or cost of buying more inventory. Mirakl Platform unlocks key benefits like speed, scale, agility and profitability through marketplace, dropship and one creditor.

Only Mirakl addresses all the unique needs of retail and B2B industries, and makes it possible to scale all third-party supplier operations separately or unified on a single platform.

"We look at a variety of factors in considering the optimal distribution channel for third-party products, from fulfillment to pricing control to promotional strategy. But in the end it's about driving the customer experience with even more products to meet their diverse needs."

Launch a marketplace to grow online revenue, future-proof your business through a wider assortment and increase operational efficiency by delegating more activities to third-party suppliers.

Flexible technology to launch quickly

Mirakl's pre-built connectors and flexible APIs for operators and sellers reduce the cost and time needed to integrate marketplace operations with existing eCommerce tech stacks.

Accurate and fast product catalog integration

Use fewer resources to harmonize large volumes of product data from different sources. Data mapping is 1000x faster with Mirakl's AI that detects syntax similarities from product descriptions, and automatically maps categories and values to existing taxonomy.

Sellers are set up for success

Sellers access their own dashboard where they can easily manage their KPIs and fulfill orders in the Mirakl seller portal, or via APIs and pre-built integrations from their existing eCommerce tools.

Superior and seamless customer experience

Provide sellers advanced workflows and shipping capabilities that improve customer experience. Set up business rules to automatically prioritize best performing sellers and

alert or suspend sellers that are underperforming.

"At La Redoute, we have long been aware of the power of the marketplace model to quickly and securely meet the new expectations of our customers. This new partnership with Mirakl lets us strengthen our position as the preferred fashion and decoration lifestyle platform for families in France and Europe."

Increase eCommerce efficiency with Mirakl Dropship Platform. Advanced tools, business rules and automation mitigate inventory risk, optimize cash flow and reduce manual effort without giving up control.

Fast, flexible supplier onboarding and management

Self-service tools and connectivity options like API, EDI and pre-built connectors (e.g. SPS Commerce) enable rapid onboarding of suppliers and their catalogs with fewer resources. Configurable order and payment workflows automate supplier management.

Advanced catalog integration for better product data

Mirakl's AI-powered tools enable flexible onboarding and fast catalog integration to complete and enrich product details before going live. Mirakl's catalog tools provide businesses fast, efficient and reliable management and expansion of digital assortment, ensuring fast time to market without compromising data quality.

Automated performance management

Real-time view of supplier SLAs and automated warnings and suspensions avoid poor

performance and control the customer experience.

Improved customer experience

Strong process of incident management allows you to engage seamlessly with your suppliers to address issues and guarantee an optimal customer experience.

“Combining dropship and marketplace reinforces the robustness of our business model and is a key strategic growth lever. Mirakl’s platform provides our brand partners with a more modern set of seller tools to accelerate growth and drive customer satisfaction.”

As B2B organizations digitize their businesses to become one-stop shops, they can leverage Mirakl's marketplace, dropship and one creditor platform models together for a fully digital B2B buying process. Our products comprise a rich set of features specifically designed for B2B organizations, including the ability to model B2B-specific product formats, diverse order workflows, invoice generation & reconciliation capabilities or multiple price & quote options.

Mirakl One Creditor

Act as the single ‘face’ for all transactions, simplifying vendor management and the overall buying process for your B2B buyers. With Mirakl One Creditor, B2B operators can invoice buyers in their own name, on behalf of their sellers.

B2B Payment and financial workflows

Bring all payment workflows to accept both Buy Now and Pay Later schemes through

card processing and net terms. Provide unified and guaranteed supplier settlement. Leverage simplified financial workflows, data collection, and heightened visibility to streamline the invoicing process and accelerate payments to sellers.

B2B tiered pricing models and quotes

Allow your suppliers to offer customer-specific pricing, scheduled pricing and manage quote requests. As an operator, monitor and validate supplier price changes before publication.

B2B customer organization and user management

Support B2B ordering through dedicated data models with different customer organizations and user profiles for administrators, approvers and requisitioners.

Compliant invoice generation and reconciliation

Across various business models, get the structured transactional data for electronic invoicing for both buyers and sellers. Facilitate matching and reconciliation between orders, invoices and payment charges.

Supporting the delivery promise

Meet the multiple B2B buyer requirements for time and location of order delivery, and improve your B2B buyer's experience through more accurate ETAs and location on business days.

"Sonepar is confirming its very strong omnichannel ambitions by developing the first electrical equipment distribution marketplace for professionals in France. Only Mirakl's technology, know-how and ecosystem of partners, combined with the expertise of the 200 Sonepar experts in our Digital Factory, will enable us to deploy this unique innovation in record time and integrate it to the Group omnichannel platform."

Accelerate online marketplace growth and offer more value to customers by adding complementary services to extend your product assortment—all from a single platform.

Flexible service model configurations

Define categories and subcategories of services, then empower service providers to configure offers to suit the unique definitions of each service listing.

Tailored pricing and consumption options

Leverage various service delivery and pricing options, from vouchers and time-based consumption to price estimates from complex services that are finalized at service delivery.

Services tailored to customers' geolocation

When service providers propose specific service locations, integrated Google Maps automatically match the right providers based on the customer's geolocation.

Quality assurance guardrails

Monitor service providers across customer ratings, order acceptance, incident rate and more. Set rules to automate for a consistent customer experience at scale.

“After evaluating a number of different options for building our online marketplace, we selected Mirakl for its proven experience in marketplace business, strong and tested platform, service capabilities, and its ability to quickly implement the platform.”

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Your best future sellers are already plugged into the Mirakl Platform. Accelerate time to launch, streamline internal operations and grow faster with Mirakl Connect’s powerful network of sellers and partners. Further optimize seller operations by delegating the management of your sellers to Mirakl with Seller-as-a-Service. From FastTrack Onboarding to maximizing sellers' growth potential, Mirakl ensures the best experience for your customers and your sellers.

"The sellers on Catch’s marketplace are the fuel powering our astronomical marketplace growth. We select our sellers with a focus on quality and trust, and our team works with each one to identify opportunities for growth."

can sell on any Mirakl marketplace in one click

quality sellers ready to be onboarded

average GMV per seller in 2022

Increasing the number of sellers is key to accelerate your marketplace revenue. Find and onboard thousands of sellers and large renowned brands that have already been vetted for quality with just one click. Access a large network of curated partners to support the launch of your marketplace and fuel continued success.

Access to a high quality ecosystem of sellers

Discover new product assortments and access a growing ecosystem of curated top sellers. Each seller is vetted for a clear focus on quality assortment and exceptional customer experience.

Easy connection to sellers

Easily find and engage with prospective sellers to launch and grow your marketplace as you expand your assortment across local and international markets.

Fast seller onboarding

Quickly and efficiently onboard and manage sellers with self-service tools to integrate their product catalogs. Monitor and manage their progress from your own Mirakl dashboard.

Unlock a powerful network of curated partners

Connect with a curated network of partners carefully selected and managed to support

the launch and the growth of your marketplace. From feed managers to fulfillment, you will find all the partners you need to make your marketplace a success.

"On Mirakl Connect, we have sellers who are already familiar with our site who can be on our site within hours or days. This is something very important in development phases where we want to communicate very quickly about the opening of new categories."

Reduce time to launch and delegate daily internal operations needed to find, onboard and manage sellers through Mirakl Seller-as-a-Service. Leverage Mirakl's technology and team of seller recruitment experts with the know-how to bring you the most relevant brands and sellers to power your eCommerce growth.

Enhanced access to the seller base

Benefit from personalized seller recommendations on your core and related categories.

End-to-end technical onboarding

Access to an end-to-end technical onboarding done by the Mirakl team, from KYC documentation to integrated inventory and price management.

Embedded seller support

Gain increased seller support, performance management and optimization of each seller.

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Monetize your premium eCommerce audience and create a new, highly profitable revenue stream with Mirakl Ads, a retail media solution built for both first-party and marketplace assortment.

Create a net new revenue stream and increase profitability from digital advertising spend with a solution optimized for first-party and third-party products.

A retail-first retail media solution

Access a solution compatible with marketplace, dropship and first-party eCommerce assortment, which factors in multiple sellers, stock levels, the 'buy box' and more.

Sponsored ads relevance at its finest

Surface the most relevant sponsored ads to your shoppers, leveraging Mirakl's proprietary AI based on Mirakl Target2Sell expertise and technology.

Retail Media that scales

No other solution works better with Mirakl Marketplace Platform than Mirakl Ads. Mirakl Ads is embedded into the Mirakl backoffice and automatically discounts ad spend from the seller balance. From day one, 100% of your sellers become advertisers.

A safe data environment

Mirakl Ads is a cookieless solution, which relies on first-party data, to guarantee a safe data environment and a sustainable business for retailers.

Use cutting edge adtech and successfully monetize your traffic and audiences.

A variety of formats

Mirakl Ads formats cover all advertisers' needs, from banners to sponsored search. Mirakl Ads' neat native formats create a shopping experience that customers love.

Real-time bidding engine

Create a fair competition between brands, suppliers and third-party sellers to fill your premium inventory.

Optimize ad spend using data

Tailor monetization strategies, plan for peak seasons and generate higher returns across categories thanks to Mirakl Ads' yield management capabilities.

Get all your advertisers onboard

Manage your key advertisers' campaigns yourself and onboard your long-tail advertisers on a self-service approach.

Mirakl Ads is an extension of your marketplace team to help accelerate your growth.

Retail media experts to define the best strategy for your business

Mirakl Ads sales house professionals help you design the best advertising strategy and the objectives to meet your ambitions.

Mirakl Ads salesforce

Mirakl Ads' sales team execute the commercial strategy on your behalf and maximize advertising investments.

Mirakl AdOps

Our traffic management professionals operate the campaigns and optimize them, build the reports and guarantee higher returns for advertisers.

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Product information is one of the most important features on an eCommerce site and has a direct impact on the customer experience. Mirakl Catalog Platform helps retailers and B2B businesses reduce the manual effort of integrating and maintaining new supplier catalogs online.

Expand your digital assortment quickly and efficiently, without compromising data quality and the customer experience.

Increase business efficiency

Save time managing large volumes of products and data sets.

Improve data quality

Increase trust and buyer confidence with more complete product data.

Optimize the buying experience

Make it easier for the customer to always find what they want.

Ensure you have a single global SKU with the most detailed product sheets.

Deduplication & aggregation

Eliminate duplicate products without losing critical attributes and product details. Consolidate all your data sheets from different providers into one single perfect data sheet.

Supports the needs of any supplier

Flexible catalog integration methods meet the needs of sellers at any level of

sophistication. Integration methods include .csv/.xls spreadsheets, .xml, FTP, API or pre-built integrations.

Frictionless catalog integration

Manage high volumes and multiple streams of catalog data, optimized for seamless ingest by your commerce systems.

Advanced moderation workflow

Review product snapshots and choose to accept, flag for validation or reject with specific feedback to the seller. Operators have the option to validate all new products before they are live.

Accelerate catalog integration and improve accuracy with Mirakl's AI-powered data mapping.

Continuously enhance product data quality

Proprietary AI detects syntax similarities and defining characteristics from product descriptions. Seller categories and subcategories are automatically mapped to your format. Progressive learning AI capabilities fine-tune recommendations as the assortment grows.

Automation to reduce time on catalog management and scale

Leverage business rules and automation to ingest massive amounts of product data

accurately and efficiently. Real-time feedback ensures all required categories, values and attributes are captured. With Mirakl Catalog Platform, you will easily manage millions of product data sheets.

Grow faster with AI-powered data mapping

Provide suppliers significantly enhanced self-service capabilities, while streamlining and automating data governance rules. When sellers can onboard their catalog quickly, they can sell faster.

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Attract top sellers with simple onboarding, as well as fast, efficient and secure payments to sellers. Mirakl Payout's integration enables marketplaces to launch faster with easier setup and management of payment workflows with one unified connection—and with minimal impact on existing pay-in provider relationships.

Mirakl Payout fuels seller and GMV growth by mitigating the complexity and risk of seller onboarding, foreign exchange and third-party seller payments all while maintaining your existing pay-in PSP relationships.

Streamline seller onboarding & KYC

Reduce administrative burden and increase the number of sellers on your platform with

simpler payment workflows, including KYC and regulated escrow, and currency exchange.

Pay sellers faster

With Mirakl Payout, marketplace operators are able to pay sellers more often and in their preferred currency and funding instrument.

Simplify data reconciliation

Unlike other solutions, Mirakl Payout eases the reconciliation process between first-party & third-party funds, ensuring all payment data is organized and held within compliance of regional rules.

Secure seller payments

Mirakl Payout leverages segregated accounts that are compliant with MTL and PSD2 regulations, for a reliable seller payment process worldwide.

Mirakl Payout is a global solution for seller pay-outs that simplifies what has historically been a fragmented process. It works with any pay-in provider relationship.

Accelerate solution integration

Simplify set up and management of payment workflows with one unified connection, leveraging the existing Mirakl Marketplace Platform backoffice and billing cycle to launch even faster.

Facilitate international expansion

Enable frictionless onboarding of cross-border sellers and international growth with multi-currency.

Streamline administrative workflows

Save time and resources with a centrally managed pay-out solution that efficiently handles the end-to-end process no matter where you or your sellers do business.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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With a tech team of 300 people in France and the U.S, Mirakl's top priority is to support the scalability businesses require with the highest level of reliability. Mirakl manages more than 600M+ SKU, 250M+ API calls and 1B+ inventory updates per day.

"Mirakl is really the solution for operating marketplaces at scale. For a large, international retailer like Carrefour, we need a global technology partner that is flexible and secure."

Our API-first approach eases integration with standard REST APIs and multiple ways to integrate with ISVs, including native integration, dedicated connectors and SDK.

Our event-driven architecture allows you to stay up-to-date with all the important changes on your platform by leveraging our real-time Webhooks. Easily feed your queue with up to 20,000 events per second.

Mirakl products run on more than 100 stateless microservices, allowing them to independently and automatically scale with your needs.

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Our community of vetted, certified technology and solution partners will help you scale operations and add new capabilities as your business grows. Each partner has a proven track record of fueling the success of top marketplaces across industries.

Connect to Mirakl with technologies you're already using, or source proven tools from our curated ecosystem. We partner with the best eCommerce platforms and third-party technology vendors to help you launch fast and grow big.

Partner with some of the world's premier ecommerce platforms. Seamlessly integrate with one of our established partners with Mirakl's APIs or pre-built connectors.

Make payments convenient and frictionless for your marketplace by accepting a wide range of payment methods. Automate Seller Payouts, KYC & commission flows. Comply with local and regional regulatory payment requirements.

Bring hundreds of your systems and channels together for enhanced sales, reach and profit. Streamline catalog syndication, attract new sellers and accelerate onboarding.

Choose a tax compliance software for your industry and region. Easily calculate tax rates, reduce compliance risk and enable growth.

Seamlessly manage order shipments and support real-time order tracking with some of the most competitive rates, anywhere in the world.

Connect your Mirakl-powered marketplace with leading sales intelligence platforms for optimal pricing and predictive insights.

Mirakl comes with pre-built connectors with the leading B2B commerce solutions to facilitate B2B ordering workflows. Integrate with punch-out gateways for compliant P2P purchases.

Mirakl brings workflows to support B2B Buy Now and Pay Later (BNPL) models together including partner solutions for payment on terms with B2B BNPL and seller financing options.

Provide a wide range of integration options for suppliers across all their flows including support for manual imports, API and EDI integration for offers, orders, invoices, shipping notifications.

As B2B operators scale their assortment across categories, Mirakl brings a range of solutions to map seller product catalogs across taxonomies such as UNSPSC, ETIM and eClass, or across files structures such as BMECat.

Access trusted digital agencies and consulting companies to further develop and implement your leading online marketplace. From strategy and design to engineering and analytics, even your most unique needs can be supported.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

Mirakl concluded its annual Summit World Tour that included stops in Munich, Madrid, Paris, London, and New York. Business leaders around the globe discussed how they are investing in eCommerce through strategies including marketplace, dropship and retail media.

The Summit world tour featured panel discussions with industry experts like McKinsey and Havas, customer Q&As with brands like ASOS and Boelter, and networking opportunities for attendees to connect with peers and learn from each other's experiences. Here are key highlights that offer insights into the top priorities for eCommerce growth in 2024.

The theme of this year's world tour, "Go Beyond," is a guiding principle for business leaders looking to drive scalable eCommerce growth.

The keynote sessions highlighted the current state of eCommerce, the impact of platform strategies, and ways businesses can adapt to the swiftly evolving digital landscape. A key takeaway is businesses face many priorities for their digital business, such as replatforming an eCommerce platform or consolidating ERP systems. As a result, it can be easy to get stuck in these types of optimizations of a digital business rather than focus on true business transformation like adopting a marketplace or dropship strategy. It can pay off when businesses go beyond optimizations: Mirakl clients grew by 50% in gross merchandise value this year.

“Going beyond is all about creating more actionable data about what customers want, what your suppliers sell, how much they sell it for, where they sell, what they sell, and

using that data to actually fuel your growth,” Adrien Nussenbaum, co-founder and co-CEO of Mirakl said during keynote sessions at the Summits. “So, go all in. Try innovative, disruptive, growth-oriented strategies. This is the spirit of ‘Go Beyond.’”

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Attendees at the NYC Summit had a unique opportunity to participate in a “Building a Business Case” session with leaders from Mirakl’s Platform Advisory Team. This session was designed to impart the steps for creating an effective platform business plan and helping business professionals understand the strategic elements required for success in today's competitive environment.

A strong business case serves as a forcing function for all internal stakeholders to align on the purpose of their platform strategy. Crafting a comprehensive business plan simplifies the process of identifying opportunities, costs, risks, and key performance indicators (KPIs) crucial for an effective platform model tailored to your business.

Yan Tseytlin, executive director at Henry Schein, shared his experience crafting an effective platform business plan from scratch.

“Working back from the customer, we want to ensure that we offer what our customers want. We need to focus on great selection, great price and convenience because without that, there's no point in doing any of this,” said Tseytlin. “The KPIs that underline this project make sure that we think about our eCommerce holistically and that the marketplace plays a role in that.”

Tseytlin's insights underscored the significance of a well-rounded approach to business planning, ensuring that all aspects of the platform, from selection to pricing to user convenience, were meticulously considered to achieve the desired adoption rates and business success.

Marketplace and dropship models continue to drive digital growth for businesses across industries. In fact, marketplace and dropship platforms grew six times faster than overall eCommerce in 2023. There's no one-size-fits-all approach to implementing a marketplace or dropship strategy, so retailers shared slightly different approaches to test, learn, and drive growth at their business using one or both platform models.

Global media publisher, Hearst, is forging a new path by bringing the power of marketplaces to the publishing world. Hearst's marketplace initiative is designed to deepen customer relationships by providing more accessible and comprehensive information.

"This is a huge opportunity to deepen our relationship with the customer, and we can bring them all of that information. We know we're experts, that's what our editors are," says Jeanne Barrueta, senior vice president of marketplace at Hearst. "That's where the marketplace came into the picture and we developed a platform that more deeply integrates with sellers, we can get better product data, real-time pricing, and start to surface a lot of that information to our customers."

The most successful marketplace and dropship programs aren't built and run in silos. British fashion retailer ASOS, for example, illustrated how a marketplace model helps their team expand assortment across their entire digital business and increase

profitability at scale, and with less risk.

“From a marketplace perspective, it will enhance our profitability of our wholesale businesses as well, where we're not taking those bets to buy that product,” said Chris Peduto, head of partnership management at ASOS.

A marketplace model enables ASOS to test and learn the new products and styles that customers want to buy, so they can adjust their buying decisions accordingly. By employing innovative strategies and leveraging technology, ASOS has carved out a distinct space in the market, offering a seamless shopping experience and a vast selection of products.

Retail media is a hot topic in eCommerce, with businesses across the globe rethinking their approach to advertising. More businesses are integrating retail media into their platform strategy as a way to deliver hyper personalized offers at scale.

For eCommerce retail giant Secret Sales, a robust retail media strategy is crucial to keeping up with their growing customer base and expanding range of brands.

“At Secret Sales we have 2,000 brands and growing every month. We are launching retail media because how are we going to make sure that each brand that comes on is appearing in front of the right customer and enough customers?” said Ekow Mensah, vice president of retail media at Secret Sales. “The benefit of starting retail media for our brands is that we can make sure brands large and small are all getting visibility across different customers.”

By leveraging data and technology, Secret Sales can optimize ad placements and

improve the overall shopping experience for their customers. This strategic move not only supports brand growth but also enhances customer loyalty and satisfaction.

Digital transformation continues to grow in the B2B space, with more businesses looking to modernize their strategy to stay competitive in a rapidly evolving market. This shift is not just about adopting new technologies, but also about reshaping business models and customer engagement practices to better align with the digital age.

Commercial food services provider Boelter invested in a marketplace model to help manage all of the different vendors that they work with as a part of their operations. Additionally, eCommerce enabled their 95-year-old business to transition into the digital age while maintaining a strong brand identity.

"ECommerce is not for the faint of heart. You gotta run at this. And it is moving so fast. You, you can't just dabble. It's bringing everything you got to it," said Nik Ellickson, president of Eleven36, a Boelter company.

Coca Cola Hellenic Bottling Company also invested in digital transformation to differentiate themselves from the competition.

"If you don't do it, think about who else will. And what is your plan for the case that someone else does it?," said Markus Wolf, global product owner, SIRVIS at Coca Cola.

Mirakl's annual Summit World Tour successfully brought together business leaders and industry experts from around the globe, fostering insightful discussions and valuable networking opportunities. By highlighting the top priorities for eCommerce growth in

2024, the event provided attendees with a clear vision of the future and the strategies needed to thrive in the platform economy.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Mirakl-powered marketplaces continue to outperform the retail market and grew six times the traditional eCommerce rate in both 2022 and 2023, with total gross merchandise value (GMV) sales increasing by 46.2%

BOSTON – MAY 20, 2024– Mirakl, the global leader in eCommerce platform business innovation, announced its 2024 Marketplace and Dropship Index, that includes a detailed analysis of 118 global retail marketplaces and dropship platforms, representing more than \$6 billion in marketplace and dropship sales, more than 66,000 third-party sellers, and just under 200 million unique products.

This year's report covered three major trends shaping the platform economy:

Retailers look for new ways to drive growth and maintain margins as profitability pressures become the new normal.

As the platform model becomes more popular among operators and sellers, and more retailers and brands become sellers themselves, the importance of quality seller onboarding is growing.

As customers push for more personalized shopping experience, curated platforms are gaining ground against their generalist competitors, with some industries seeing growth as high as 74%.

Businesses feel the pressure to maximize profits by refining their operations across brick-and-mortar and eCommerce channels. Unowned inventory strategies, marketplace and dropship platforms, offer a clear path to profitability that drives growth with new and existing customers, in an asset-light and low-risk way.

This pressure is why we are seeing dramatic adoption of marketplace models from major retailers (Mirakl's customers) like Anthropologie, Bloomingdale's, Asos, H&M, J. Crew Group, Macy's, Shop Premium Outlets, Urban Outfitters. These household names are counting on the platform model for continued success.

"We want to empower our customers to shop a unique selection of meaningful products and brands. We need a scalable solution that can match our brand DNA. Our drop shipment strategy helps us to become the leading, curated, multi-brand destination for style, creativity, and culture," says Marie Liedholm, global head of new business, at H&M.

Sellers and suppliers are the backbone of marketplace and dropship businesses. Last year saw an impressive 18.9% surge in the number of active sellers across various marketplaces.

The continuous growth of online marketplaces underscores the importance of a high-quality seller onboarding experience. When sellers are equipped with the right strategies and tools for success, they can deliver enhanced value to the platform

operator – and expand into more marketplace and dropship channels. As marketplace and dropship strategies mature, companies are increasingly investing in seller experience by offering dedicated operator support to ensure transparent, ongoing communication, personalized assistance, and clear product data guidelines. Robust technology, including advancements in AI, are improving integrations, reducing workloads, and even eliminating the manual process of category and attribute mapping.

Average total sales per active seller increased by 20.2% in 2023, reflecting the impact of these investments by marketplace and dropship businesses. The growing number of total products offered in online marketplaces also reflects the growth of platform ecosystems, enabling competitive pricing and convenience for customers.

In 2023, the total number of products offered across Mirakl-powered marketplaces grew by 44.8%. In many cases, multiple sellers offered the same product, driving more competitive pricing for consumers: according to Mirakl research, there was an average of 1.56 comparative options per product.

For years, the most well-known marketplaces were eCommerce giant “generalists”: platforms like Amazon and eBay that present themselves as “everything stores” with offerings across hundreds of categories. However, specialized marketplaces are attracting more shoppers. Research from Boston Consulting Group revealed that 63% of consumers would prefer to shop from specialized retailers, signaling an ongoing opportunity for more curated shopping experiences.

While platform businesses as a whole grew by 46.2% in 2023, industry-specific marketplaces in the fashion, electronics, sporting goods, and home/DIY sectors all grew

at even higher rates. In particular, electronics (62.5%) and sporting goods (74.6%) saw dramatic growth.

Pressure on profitability was the overarching theme for retailers in 2023, and that pressure extended beyond simply improving margins through marketplace and dropship sales.

Online retailers explored new ways to establish additional revenue streams. Following the example set by industry titans like Amazon and Walmart, more mature marketplaces began to introduce retail media to further monetize their marketplaces.

The appeal is easy to understand. According to Boston Consulting Group, retail media offers profit margins ranging from 70% to 90%. The rise of AI-powered retail media technology, like Mirakl Ads, is making retail media even more compelling for retailers, delivering a higher return on advertising spend (ROAS) for advertisers, while also optimizing for the highest profitability rate possible for the publisher.

Recently, Simon Property Group's luxury outlet business Shop Premium Outlets announced its own retail media program.

"We are told we are the equivalent of a top five physical store for many of our brands, with our top brands driving tens of millions of sales a year," said Neel Grover, chief executive officer of Shop Premium Outlets. "Retail media sponsored ads enable our brands to get the most relevant and time-sensitive product and promotion in front of our shoppers at the exact time they have shopping intent."

Mirakl is the global leader in platform business innovation. Mirakl's suite of solutions

provides enterprises with a transformative way to drive significant growth and efficiency in their online business. Since 2012, Mirakl has been pioneering the platform economy, empowering retail and B2B enterprises with the most advanced, secure and scalable technology to digitize and expand product assortment through marketplace and dropship, improve efficiency in supplier catalog management and payments, personalize shopping experiences, and boost profits through retail media. Mirakl is trusted by 450+ industry-leading businesses worldwide. For more information: www.mirakl.com.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Generative AI remains at the top of every CEO's priority list in 2024. Automation and efficiency are just a few of the benefits of embedding AI into a business strategy.

For businesses looking to invest and get a competitive edge with AI, how can they differentiate themselves?

The reality is that computing power has already been commoditized by companies like Google and Nvidia, and modeling will soon follow with advancements from Open AI, Mistral AI, and others. At Mirakl, AI is not the latest buzzword. It has been embedded into our company and the products we build for years to make a meaningful impact for our customers.

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Over the past six years, Mirakl has used the most advanced AI available to deliver meaningful impact across each of its products. Artificial Mirakl Intelligence, or AMI, is a mix of our perfectly tuned large language models (LLMs) and best-of-breed third party AI technologies like OpenAI and Mistral AI.

As a result, we released the first generative AI features on the eCommerce market building on our partnership with OpenAI within just a few weeks. AMI, which means 'friend' in French, illustrates our partnership with customers to easily share data across their network of sellers and advertisers at scale.

AMI transforms any supplier catalog in one click, making Mirakl's catalog onboarding the fastest and most flexible solution on the market. Our catalog transformer can ingest a messy supplier catalog, in any format (API, EDI, XML, directly from the seller's ecommerce platform, etc.) and standardize the data into the format and taxonomy of a retailer or distributor in just one click. This feature uses AI to automatically transform categories and attributes to map.

Market alternatives require manual or static rules-based mapping to fit the needs of the retailer or distributor, which takes up time that could be spent on more meaningful activities. With AMI, the results are ready within 24 hours, without any manual intervention.

Jonathan Attali, chief digital officer at fashion apparel merchant Zadig & Voltaire, says Mirakl's tools mitigate the cost of selling through new channels.

"With other feed management solutions, we typically need to invest \$100,000 and four

months upfront to sell on a new channel, which hinders our ability to scale," he says. "Catalog onboarding represents a massive part of this cost." Zadig & Voltaire is a seller on the Mirakl Connect network of marketplaces.

Is customer care resolution a bottleneck within your marketplace business? AMI reduces incident time-to-resolution for customer care by 90% in Mirakl Platform. While other solutions on the market either require marketplace sellers and operators to manually sift through thousands of customer care cases without any prioritization, Mirakl's customer care intelligence features use AMI to run automated critical scoring and sentiment analysis.

The customer experience is paramount in implementing a successful retail media program. Mirakl Ads is built to serve the most personalized and relevant ads, powered by AMI. Before our algorithms look at the bid price, they look at search keywords, product data, and category context for relevancy and at customer behavior and preferences to ensure the right product and content gets to the right customer.

Additionally, the ads are automatically optimized by AI to achieve the highest profitability rate and return on ad spend (ROAS) possible for the publisher.

Through these capabilities, Maisons du Monde has been able to reach 70% of advertiser adoption targets for the year in less than 5 months.

"Mirakl Ads makes it extremely easy for our sellers to start advertising on our platform. It's all seamlessly integrated and self-service. Advertisers tell us they see higher return on investment than other sites they advertise on," says Olivier De Rocca Serra, marketplace & B2B director at Maisons du Monde. "We evaluated other competitors and

found that none could match Mirakl's features and pace of innovation. Mirakl really stands out as we found no significant gaps or superior alternatives available in the market.”

In addition to integrating AI across Mirakl products, It's also a priority at Mirakl to integrate AI across the business to make processes more efficient and ensure high-quality outputs. Mirakl is also excited to share that we recently hired a Chief Data and Artificial Intelligence Officer, who will continue to drive the use of AI across the organization.

AI has been a core pillar in Mirakl's business strategy for years, as it's allowed us to be more ambitious with how we support retailers and B2B enterprises worldwide at scale.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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“Our #1 issue is supplier catalog onboarding,” say many wholesalers in b2b ecommerce. Nearly two-thirds of business buyers (64%) today are millennial or Gen Z, and they're reshaping the B2B industry. The new generation of buyers all expect a seamless buying experience with access to digital catalogs, diverse product ranges, transparent availability & pricing, and rich product data.

For wholesalers, offering a seamless experience isn't easy. Handling the efficient management of hundreds of suppliers and their product catalogs, at scale, is one of the biggest barriers they face. Inconsistent data, low data quality, and varying formats

make it difficult to manage an accurate digital catalog online effectively.

With 70% of buyers saying that richness of product information and imagery is key for them, supplier catalog onboarding is much more than just an operational challenge. It's the number one issue that distributors face today.

That's why leading wholesalers like Graybar are using Mirakl Catalog Platform (MCP), to manage and scale their supplier product catalog onboarding.

As product assortment grows, wholesalers are now managing hundreds of suppliers and millions of SKUs, pushing the limits of what they can do manually. Suppliers often have varying categories and formats, provide 200+ product attributes per SKU, and exhibit significant differences in their levels of maturity and integration methods, such as online forms, bulk import, API, and FTP.

According to McKinsey & Company, it often takes 10-15 interactions with each supplier to launch a single SKU, with 2-5 hours spent verifying product data per SKU. This involves numerous manual collaboration processes, and communications via emails, phone calls, and file exchanges, complicating creates and you have a recipe for extremely complicated data collection and collaboration

Did you know? The average wholesale distributor faces 15,000 issues with inaccurate product data per year

These challenges can negatively impact the business and contribute to:

Long Time to Market: Manual processes lead to operational inefficiencies and

bottlenecks, straining capabilities and prolonging onboarding, which delays product availability and reduces wholesalers' ability to quickly meet market demands.

High Referencing Costs: Manual data handling increases labor costs and resources spent on catalog management.

Poor Customer Experience: Incomplete or inaccurate product data not only leads to low conversion rates but also high return rates due to incorrect information, compounding operational inefficiencies. Furthermore, buyers expect detailed product descriptions and the ability to filter by attributes; failing to meet these expectations, as noted by Forrester, where 71% of shoppers expect basic attribute filtering, results in dissatisfaction and lost sales.

To address the numerous challenges associated with supplier catalog onboarding, Mirakl has developed the Mirakl Catalog Platform (MCP). This powerful solution streamlines the entire process of product data collection and integration, ensuring faster onboarding and superior product data quality. The Mirakl Catalog Platform is the entry point for product data from suppliers, providing a seamless interface where suppliers can autonomously import their catalogs and map their data formats to align with your business requirements.

Within the Mirakl Catalog Platform, users can validate content, request supplier modifications, and leverage OpenAI to automatically enrich product details. Once validated, it effortlessly integrates product data into various internal systems, such as PIMs, MDMs, and ERPs, via its robust integration capabilities.

Additionally, Mirakl Catalog Platform helps: Distributors and wholesalers can easily set

up data modeling rules, so that suppliers can autonomously input information that meets their taxonomy needs and quality standards.

Suppliers have multiple upload options like API, FTP, .xls, .XML, csv, or manual uploads, catering to varied supplier requirements at scale. MCP automatically maps native supplier format with the operator's taxonomy.

Suppliers receive automatic alerts about missing data based on the business rules set by the wholesalers and distributors, minimizing the need for manual interactions and ensuring content completeness.

Upon receiving product data, wholesalers and distributors only need to approve it to trigger sending the content to their internal systems. They can also enrich the data using the built-in OpenAI capabilities of Mirakl and integrate other content syndication tools.

Operators can utilize the built-in messaging system for additional modifications and ongoing collaboration with suppliers, ensuring that product information is always current and relevant

Mirakl Catalog Platform enhances operational efficiency, improves data quality, and accelerates time-to-market for new SKUs. This allows businesses to focus their efforts on expanding and refining their product offerings, rather than managing supplier communications for data corrections. The Mirakl Catalog Platform is an ideal solution for eCommerce wholesale distributors, retailers, and GPOs with extensive supplier networks.

Choosing to integrate Mirakl MCP into a digital strategy is not merely about adopting a new tool. It's about taking a faster, more efficient approach that enables wholesalers to launch and expand their eCommerce business efficiently. Meeting buyer expectations for comprehensive product information, competitive pricing, and assured availability is just the first step.

The broader challenge that wholesalers face is meeting buyer expectations while mitigating inventory management costs, supplier coordination challenges, and the need for additional staffing. A growing number of distributors like Online Metals are responding to this challenge by integrating third-party sales into their eCommerce offerings through Mirakl Marketplace Platform.

With a marketplace, inventory from third-party suppliers is used to diversify offerings and ensure the availability of essential items. Wholesalers aren't responsible for inventory management, instead connecting suppliers (and their products) directly with buyers. Pairing Mirakl Marketplace Platform with Mirakl Catalog Platform makes this process seamless, empowering wholesalers to fortify product availability by onboarding new suppliers quickly and efficiently.

Integrating Mirakl Catalog Platform and Mirakl Marketplace Platform into wholesale digital commerce businesses represents a pivotal shift towards more efficient, scalable, and buyer-centric operations for wholesalers. By addressing the critical pain points of supplier catalog management and eCommerce operations at scale, Mirakl not only facilitates growth but also ensures that businesses remain agile and responsive to market demands.

Adopting the Mirakl suite is more than a technological upgrade—it represents a future

where our prospects' business is leading the way in digital commerce innovation.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Platform models enable retailers and B2B businesses to offer a broader catalog without the risk or cost of buying more inventory. Mirakl Platform unlocks key benefits like speed, scale, agility and profitability through marketplace, dropship and one creditor.

Only Mirakl addresses all the unique needs of retail and B2B industries, and makes it possible to scale all third-party supplier operations separately or unified on a single platform.

"We look at a variety of factors in considering the optimal distribution channel for third-party products, from fulfillment to pricing control to promotional strategy. But in the end it's about driving the customer experience with even more products to meet their diverse needs."

Launch a marketplace to grow online revenue, future-proof your business through a wider assortment and increase operational efficiency by delegating more activities to

third-party suppliers.

Flexible technology to launch quickly

Mirakl's pre-built connectors and flexible APIs for operators and sellers reduce the cost and time needed to integrate marketplace operations with existing eCommerce tech stacks.

Accurate and fast product catalog integration

Use fewer resources to harmonize large volumes of product data from different sources. Data mapping is 1000x faster with Mirakl's AI that detects syntax similarities from product descriptions, and automatically maps categories and values to existing taxonomy.

Sellers are set up for success

Sellers access their own dashboard where they can easily manage their KPIs and fulfill orders in the Mirakl seller portal, or via APIs and pre-built integrations from their existing eCommerce tools.

Superior and seamless customer experience

Provide sellers advanced workflows and shipping capabilities that improve customer experience. Set up business rules to automatically prioritize best performing sellers and alert or suspend sellers that are underperforming.

"At La Redoute, we have long been aware of the power of the marketplace model to quickly and securely meet the new expectations of our customers. This new partnership with Mirakl lets us strengthen our position as the preferred fashion and decoration lifestyle platform for families in France and Europe."

Increase eCommerce efficiency with Mirakl Dropship Platform. Advanced tools, business rules and automation mitigate inventory risk, optimize cash flow and reduce manual effort without giving up control.

Fast, flexible supplier onboarding and management

Self-service tools and connectivity options like API, EDI and pre-built connectors (e.g. SPS Commerce) enable rapid onboarding of suppliers and their catalogs with fewer resources. Configurable order and payment workflows automate supplier management.

Advanced catalog integration for better product data

Mirakl's AI-powered tools enable flexible onboarding and fast catalog integration to complete and enrich product details before going live. Mirakl's catalog tools provide businesses fast, efficient and reliable management and expansion of digital assortment, ensuring fast time to market without compromising data quality.

Automated performance management

Real-time view of supplier SLAs and automated warnings and suspensions avoid poor performance and control the customer experience.

Improved customer experience

Strong process of incident management allows you to engage seamlessly with your suppliers to address issues and guarantee an optimal customer experience.

“Combining dropship and marketplace reinforces the robustness of our business model and is a key strategic growth lever. Mirakl’s platform provides our brand partners with a more modern set of seller tools to accelerate growth and drive customer satisfaction.”

As B2B organizations digitize their businesses to become one-stop shops, they can leverage Mirakl's marketplace, dropship and one creditor platform models together for a fully digital B2B buying process. Our products comprise a rich set of features specifically designed for B2B organizations, including the ability to model B2B-specific product formats, diverse order workflows, invoice generation & reconciliation capabilities or multiple price & quote options.

Mirakl One Creditor

Act as the single ‘face’ for all transactions, simplifying vendor management and the overall buying process for your B2B buyers. With Mirakl One Creditor, B2B operators can invoice buyers in their own name, on behalf of their sellers.

B2B Payment and financial workflows

Bring all payment workflows to accept both Buy Now and Pay Later schemes through card processing and net terms. Provide unified and guaranteed supplier settlement. Leverage simplified financial workflows, data collection, and heightened visibility to

streamline the invoicing process and accelerate payments to sellers.

B2B tiered pricing models and quotes

Allow your suppliers to offer customer-specific pricing, scheduled pricing and manage quote requests. As an operator, monitor and validate supplier price changes before publication.

B2B customer organization and user management

Support B2B ordering through dedicated data models with different customer organizations and user profiles for administrators, approvers and requisitioners.

Compliant invoice generation and reconciliation

Across various business models, get the structured transactional data for electronic invoicing for both buyers and sellers. Facilitate matching and reconciliation between orders, invoices and payment charges.

Supporting the delivery promise

Meet the multiple B2B buyer requirements for time and location of order delivery, and improve your B2B buyer's experience through more accurate ETAs and location on business days.

"Sonepar is confirming its very strong omnichannel ambitions by developing the first electrical equipment distribution marketplace for professionals in France. Only Mirakl's

technology, know-how and ecosystem of partners, combined with the expertise of the 200 Sonepar experts in our Digital Factory, will enable us to deploy this unique innovation in record time and integrate it to the Group omnichannel platform."

Accelerate online marketplace growth and offer more value to customers by adding complementary services to extend your product assortment—all from a single platform.

Flexible service model configurations

Define categories and subcategories of services, then empower service providers to configure offers to suit the unique definitions of each service listing.

Tailored pricing and consumption options

Leverage various service delivery and pricing options, from vouchers and time-based consumption to price estimates from complex services that are finalized at service delivery.

Services tailored to customers' geolocation

When service providers propose specific service locations, integrated Google Maps automatically match the right providers based on the customer's geolocation.

Quality assurance guardrails

Monitor service providers across customer ratings, order acceptance, incident rate and more. Set rules to automate for a consistent customer experience at scale.

“After evaluating a number of different options for building our online marketplace, we selected Mirakl for its proven experience in marketplace business, strong and tested platform, service capabilities, and its ability to quickly implement the platform.”

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Your best future sellers are already plugged into the Mirakl Platform. Accelerate time to launch, streamline internal operations and grow faster with Mirakl Connect’s powerful network of sellers and partners. Further optimize seller operations by delegating the management of your sellers to Mirakl with Seller-as-a-Service. From FastTrack Onboarding to maximizing sellers' growth potential, Mirakl ensures the best experience for your customers and your sellers.

"The sellers on Catch’s marketplace are the fuel powering our astronomical marketplace growth. We select our sellers with a focus on quality and trust, and our team works with each one to identify opportunities for growth."

can sell on any Mirakl marketplace in one click

quality sellers ready to be onboarded

average GMV per seller in 2022

Increasing the number of sellers is key to accelerate your marketplace revenue. Find and onboard thousands of sellers and large renowned brands that have already been vetted for quality with just one click. Access a large network of curated partners to support the launch of your marketplace and fuel continued success.

Access to a high quality ecosystem of sellers

Discover new product assortments and access a growing ecosystem of curated top sellers. Each seller is vetted for a clear focus on quality assortment and exceptional customer experience.

Easy connection to sellers

Easily find and engage with prospective sellers to launch and grow your marketplace as you expand your assortment across local and international markets.

Fast seller onboarding

Quickly and efficiently onboard and manage sellers with self-service tools to integrate their product catalogs. Monitor and manage their progress from your own Mirakl dashboard.

Unlock a powerful network of curated partners

Connect with a curated network of partners carefully selected and managed to support the launch and the growth of your marketplace. From feed managers to fulfillment, you will find all the partners you need to make your marketplace a success.

"On Mirakl Connect, we have sellers who are already familiar with our site who can be on our site within hours or days. This is something very important in development phases where we want to communicate very quickly about the opening of new categories."

Reduce time to launch and delegate daily internal operations needed to find, onboard and manage sellers through Mirakl Seller-as-a-Service. Leverage Mirakl's technology and team of seller recruitment experts with the know-how to bring you the most relevant brands and sellers to power your eCommerce growth.

Enhanced access to the seller base

Benefit from personalized seller recommendations on your core and related categories.

End-to-end technical onboarding

Access to an end-to-end technical onboarding done by the Mirakl team, from KYC documentation to integrated inventory and price management.

Embedded seller support

Gain increased seller support, performance management and optimization of each seller.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Product information is one of the most important features on an eCommerce site and has a direct impact on the customer experience. Mirakl Catalog Platform helps retailers and B2B businesses reduce the manual effort of integrating and maintaining new supplier catalogs online.

Expand your digital assortment quickly and efficiently, without compromising data quality and the customer experience.

Increase business efficiency

Save time managing large volumes of products and data sets.

Improve data quality

Increase trust and buyer confidence with more complete product data.

Optimize the buying experience

Make it easier for the customer to always find what they want.

Ensure you have a single global SKU with the most detailed product sheets.

Deduplication & aggregation

Eliminate duplicate products without losing critical attributes and product details. Consolidate all your data sheets from different providers into one single perfect data sheet.

Supports the needs of any supplier

Flexible catalog integration methods meet the needs of sellers at any level of sophistication. Integration methods include .csv/.xls spreadsheets, .xml, FTP, API or pre-built integrations.

Frictionless catalog integration

Manage high volumes and multiple streams of catalog data, optimized for seamless ingest by your commerce systems.

Advanced moderation workflow

Review product snapshots and choose to accept, flag for validation or reject with specific feedback to the seller. Operators have the option to validate all new products before they are live.

Accelerate catalog integration and improve accuracy with Mirakl's AI-powered data mapping.

Continuously enhance product data quality

Proprietary AI detects syntax similarities and defining characteristics from product

descriptions. Seller categories and subcategories are automatically mapped to your format. Progressive learning AI capabilities fine-tune recommendations as the assortment grows.

Automation to reduce time on catalog management and scale

Leverage business rules and automation to ingest massive amounts of product data accurately and efficiently. Real-time feedback ensures all required categories, values and attributes are captured. With Mirakl Catalog Platform, you will easily manage millions of product data sheets.

Grow faster with AI-powered data mapping

Provide suppliers significantly enhanced self-service capabilities, while streamlining and automating data governance rules. When sellers can onboard their catalog quickly, they can sell faster.

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Monetize your premium eCommerce audience and create a new, highly profitable revenue stream with Mirakl Ads, a retail media solution built for both first-party and marketplace assortment.

Create a net new revenue stream and increase profitability from digital advertising

spend with a solution optimized for first-party and third-party products.

A retail-first retail media solution

Access a solution compatible with marketplace, dropship and first-party eCommerce assortment, which factors in multiple sellers, stock levels, the 'buy box' and more.

Sponsored ads relevance at its finest

Surface the most relevant sponsored ads to your shoppers, leveraging Mirakl's proprietary AI based on Mirakl Target2Sell expertise and technology.

Retail Media that scales

No other solution works better with Mirakl Marketplace Platform than Mirakl Ads. Mirakl Ads is embedded into the Mirakl backoffice and automatically discounts ad spend from the seller balance. From day one, 100% of your sellers become advertisers.

A safe data environment

Mirakl Ads is a cookieless solution, which relies on first-party data, to guarantee a safe data environment and a sustainable business for retailers.

Use cutting edge adtech and successfully monetize your traffic and audiences.

A variety of formats

Mirakl Ads formats cover all advertisers' needs, from banners to sponsored search.

Mirakl Ads' neat native formats create a shopping experience that customers love.

Real-time bidding engine

Create a fair competition between brands, suppliers and third-party sellers to fill your premium inventory.

Optimize ad spend using data

Tailor monetization strategies, plan for peak seasons and generate higher returns across categories thanks to Mirakl Ads' yield management capabilities.

Get all your advertisers onboard

Manage your key advertisers' campaigns yourself and onboard your long-tail advertisers on a self-service approach.

Mirakl Ads is an extension of your marketplace team to help accelerate your growth.

Retail media experts to define the best strategy for your business

Mirakl Ads sales house professionals help you design the best advertising strategy and the objectives to meet your ambitions.

Mirakl Ads salesforce

Mirakl Ads' sales team execute the commercial strategy on your behalf and maximize advertising investments.

Mirakl AdOps

Our traffic management professionals operate the campaigns and optimize them, build the reports and guarantee higher returns for advertisers.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Accelerate business development, streamline technical onboarding and grow your revenue by selling on multiple marketplaces with Mirakl. Easily list your products on Mirakl marketplaces leveraging APIs and pre-built integrators. Join the Mirakl ecosystem for free.

“Although we have been selling successfully on marketplaces for some time, we were struggling to find a solution to manage the entire logistics process. Thanks to the integration with Sendcloud, we can now easily manage all our shipments in one overview and offer various shipping options without any issues.”

GMV growth for sellers

marketplace stores per seller on average

faster onboarding time

“Our Mirakl Connect marketplace revenue continues to grow 55% month over month and with the Mirakl API integration we have almost entirely automated our marketplace operations.”

With a suite of flexible onboarding solutions and tools to manage daily operations, Mirakl Connect takes the heavy lifting out of building your multi-marketplace business.

Quickly find & onboard to suitable marketplaces

Filter to find and make instant contact with the marketplace channels that best suit your business strategy. Access new marketplaces as soon as they launch without the need to wait for new integrations. Communicate within Mirakl Connect to centralize conversation history.

Automate onboarding administration

Complete just one onboarding configuration to create your stores on hundreds of marketplaces with FastTrack Onboarding.

Set up and map product data easily

Easily import your catalog and use Mirakl AI to map product data to each marketplace channel directly in Mirakl Connect without needing to log into every marketplace backoffice.

Connect directly with different integration methods

Choose your preferred integration method from excel file, eCommerce connector or APIs or manage everything directly in Mirakl Connect. Streamline order and inventory management directly through the Shopify connector.

Deliver high quality customer care

Manage, prioritize and respond to customer care messages from all Mirakl marketplace channels in one dashboard in Mirakl Connect.

Streamline shipping & fulfillment

Connect with pre-integrated partners to automate shipping and fulfillment operations across all Mirakl Connect marketplace channels.

“It is much easier to manage marketplace agreements in Mirakl Connect. No more lost email chains and missed phone calls.”

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Attract top sellers with simple onboarding, as well as fast, efficient and secure payments to sellers. Mirakl Payout’s integration enables marketplaces to launch faster with easier setup and management of payment workflows with one unified

connection—and with minimal impact on existing pay-in provider relationships.

Mirakl Payout fuels seller and GMV growth by mitigating the complexity and risk of seller onboarding, foreign exchange and third-party seller payments all while maintaining your existing pay-in PSP relationships.

Streamline seller onboarding & KYC

Reduce administrative burden and increase the number of sellers on your platform with simpler payment workflows, including KYC and regulated escrow, and currency exchange.

Pay sellers faster

With Mirakl Payout, marketplace operators are able to pay sellers more often and in their preferred currency and funding instrument.

Simplify data reconciliation

Unlike other solutions, Mirakl Payout eases the reconciliation process between first-party & third-party funds, ensuring all payment data is organized and held within compliance of regional rules.

Secure seller payments

Mirakl Payout leverages segregated accounts that are compliant with MTL and PSD2 regulations, for a reliable seller payment process worldwide.

Mirakl Payout is a global solution for seller pay-outs that simplifies what has historically been a fragmented process. It works with any pay-in provider relationship.

Accelerate solution integration

Simplify set up and management of payment workflows with one unified connection, leveraging the existing Mirakl Marketplace Platform backoffice and billing cycle to launch even faster.

Facilitate international expansion

Enable frictionless onboarding of cross-border sellers and international growth with multi-currency.

Streamline administrative workflows

Save time and resources with a centrally managed pay-out solution that efficiently handles the end-to-end process no matter where you or your sellers do business.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Retailers gain a competitive advantage online, optimize product assortment for better profitability and exceed customer expectations by launching a platform business, and

leveraging ads and personalization.

"The growth of the marketplace on Catch has been awesome. It's gone from nothing three years ago to 50% of our revenue today. It's allowed us to enter new categories and new areas of selection. Marketplace strategy is important now more than ever because customers are shopping online now more than ever."

Mirakl addresses the unique needs of all retail industries—including grocery, fashion, health & beauty, and DIY & home retailers—through its marketplace and dropship platform models, product recommendation and retail media solutions.

Marketplace and dropship platform models enable retailers to adapt their assortment to the changing demands of consumers via third-party sellers. Rapidly expand product selection with minimal inventory and logistical cost and risk.

An important initiative for eCommerce businesses today is to deliver highly personalized online buying experiences that align with specific consumer preferences. With Mirakl Platform and Mirakl Target2Sell, retailers can adopt a curated seller and offer strategy that spans existing and relevant new categories and still preserves their brand DNA, maximizes choice and fosters growth.

Customers look for services that simplify the experience of owning and using products. Complementary services, from furniture assembly to installation of appliances, provide ongoing value to customers. Give customers a holistic offering by enhancing product assortment with complementary services—all from a single platform.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace

at scale.

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B2B digital platforms and marketplaces are the fastest-growing channels in B2B eCommerce. They're fueled by evolving expectations from B2B buyers, the aspiration from purchasing departments to simplify sourcing and procurement, and the pressure from digital-first competitors.

"Mirakl's technology and flexible integrations were indispensable as we provided more products online faster to the retailers using our platform."

One-stop shop platforms aim at fulfilling the needs of a specific customer segment all under one roof with a unified experience from product search to purchasing, invoicing and customer care.

Mirakl helps group purchasing organizations (GPOs) and procurement departments become a one-stop shop platform for their buyers and members. A fully digital platform supporting both B2B commerce and procure-to-pay buying experiences allows procurement organizations to scale through an extended product range and yield more transactions, resulting in improved customer-specific pricing.

Launch a direct-to-consumer eCommerce channel without alienating your existing indirect channel partners. Establish an aftermarket one-stop shop by offering the products and services that your customers demand all in one place.

Augment the breadth and depth of your assortment or optimize your working capital

(inventory) on your core range with Mirakl Dropship. Improve the quality of your product data through Mirakl Catalog Manager, or provide visibility on inventory on your local subsidiaries or resellers with Mirakl Marketplace Platform.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Our community of vetted, certified technology and solution partners will help you scale operations and add new capabilities as your business grows. Each partner has a proven track record of fueling the success of top marketplaces across industries.

Connect to Mirakl with technologies you're already using, or source proven tools from our curated ecosystem. We partner with the best eCommerce platforms and third-party technology vendors to help you launch fast and grow big.

Partner with some of the world's premier ecommerce platforms. Seamlessly integrate with one of our established partners with Mirakl's APIs or pre-built connectors.

Make payments convenient and frictionless for your marketplace by accepting a wide range of payment methods. Automate Seller Payouts, KYC & commission flows. Comply with local and regional regulatory payment requirements.

Bring hundreds of your systems and channels together for enhanced sales, reach and profit. Streamline catalog syndication, attract new sellers and accelerate onboarding.

Choose a tax compliance software for your industry and region. Easily calculate tax rates, reduce compliance risk and enable growth.

Seamlessly manage order shipments and support real-time order tracking with some of the most competitive rates, anywhere in the world.

Connect your Mirakl-powered marketplace with leading sales intelligence platforms for optimal pricing and predictive insights.

Mirakl comes with pre-built connectors with the leading B2B commerce solutions to facilitate B2B ordering workflows. Integrate with punch-out gateways for compliant P2P purchases.

Mirakl brings workflows to support B2B Buy Now and Pay Later (BNPL) models together including partner solutions for payment on terms with B2B BNPL and seller financing options.

Provide a wide range of integration options for suppliers across all their flows including support for manual imports, API and EDI integration for offers, orders, invoices, shipping notifications.

As B2B operators scale their assortment across categories, Mirakl brings a range of solutions to map seller product catalogs across taxonomies such as UNSPSC, ETIM and eClass, or across files structures such as BMECat.

Access trusted digital agencies and consulting companies to further develop and implement your leading online marketplace. From strategy and design to engineering

and analytics, even your most unique needs can be supported.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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With Mirakl, both operators and sellers have all the most scalable and flexible tools that they need for success—from frictionless onboarding to detailed performance monitoring and management. Operators have access to connectors and APIs to easily onboard new sellers to their platform.

stores operated on Mirakl-powered marketplaces

countries sellers on Mirakl-powered marketplaces are based in

“Partnering with Mirakl takes our business to the next level. Thanks to their expertise and through the Mirakl Connect ecosystem, we can easily and quickly integrate new sellers while ensuring they fit our brand DNA and meet our quality requirements.”

Quickly onboard sellers and integrate their product catalogs

Invite thousands of sellers via self-service tools with tailored onboarding workflows and monitor their progress in your backoffice. Sellers follow an intuitive wizard to seamlessly map their products to your catalogs, leveraging a variety of integration methods to accommodate sellers of all types and experience levels.

Set sellers up for success

With Mirakl APIs and connectors, all sellers can manage inventory, orders and shipment updates directly from their seller backoffice. In their own command center, they can easily manage their KPIs.

Support supplier relationships at scale

Define and manage advanced order and payment workflows and set up granular commission grids tailored to the needs of your business.

Monitor your sellers through Mirakl Quality Control

Monitor the performance of your sellers across KPIs. Business rules empower you to automatically prioritize your best performing sellers and alert or suspend sellers that are underperforming.

Easily integrate with your feed manager

Benefit from existing integrations with the biggest feed managers.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Since 2012, we've grown a global team of passionate Mirakl workers with a unique and

proven track record of providing innovative technology and unmatched expertise to 450 of the world's top brands across the globe. From day one, and every line of code since, Mirakl continuously builds solutions with best-of-breed functionalities, agile deployment, and unlimited scale that meet the changing needs of leading enterprises in all retail and B2B industries worldwide.

In 2005, when our founders Philippe Corrot and Adrien Nussenbaum reflected on the evolution of retail and the disruption brought on by the Internet, it was evident customers now demanded anything, anytime, anywhere. A platform business was, and still is, the only model to meet those expectations by enabling the digital connection between businesses, technology systems and consumers. Join the platform economy to leverage Mirakl's unique technology, expertise and ecosystem to drive scale and profitability online.

"Since 2005, well before the rise of Amazon, Uber, Airbnb, or Alibaba, we were convinced the platform business model would revolutionize the way we consume. For us, the traditional and linear vision of commerce: buying goods to resell them and making a margin, did not allow us to make the most of the opportunities offered by the internet and new technologies."

Before Mirakl, Adrien and Philippe teamed up and formed SplitGames, an online marketplace for the video gaming community. Demonstrating the power of platform business models, SplitGames was acquired by Fnac, who needed a way to compete with Amazon.

Philippe Corrot and Adrien Nussenbaum created Mirakl, after having led the successful launch and development of Fnac Marketplace, to give every business the opportunity to

launch and operate their own winning marketplace, at scale.

After launching multiple successful marketplaces, Mirakl launched its first dropship platform with El Corte Inglés, meeting customers' needs of more control on price, margins and customer experience.

After an initial focus on retailers, Mirakl saw the great potential of platforms for scaling B2B businesses. It successfully launched a marketplace with Retif.

Mirakl establishes dual headquarters in Boston and Paris, as the U.S. became a top priority for the company and today manages several marketplaces in North America.

A platform is nothing without its ecosystem of sellers and partners. In order to go above and beyond for our customers, Mirakl developed the first quality ecosystem of sellers and partners to help them launch faster and scale bigger.

Always with the same objectives of client first and innovation, we expanded our offers to support our clients' digitization on product curation at scale, personalization and financial services.

At Mirakl, we never stop innovating. Retail Media didn't have any solution for platforms, so we built our own solution optimized for eCommerce and marketplaces.

The platform model is the future of digital business and Mirakl's vision is that organizations pioneering in their industries are empowered to compete and lead in this new digital-first context. Now is the time to evolve, and we have an unparalleled commitment to help you navigate this transformational journey. We have been there

ourselves, and helped companies like you join the platform economy and scale their business without limits.

"Mirakl exists to give businesses a path to stay competitive in an increasingly demanding market."

Our executive team brings unparalleled experience and expertise to help Mirakl customers launch and scale the world's leading platform businesses.

Philippe Corrot

Co-founder & Co-CEO

Adrien Nussenbaum

Co-founder & Co-CEO

Tzipi Avioz

General Manager, APAC & Global Delivery

Anne-Claire Baschet

Chief Data & Artificial Intelligence Officer

Isabelle Bénard

Chief Product Officer

Marie Best

SVP Finance

Art Boyd

SVP, Growth Partnerships

Thomas Fillaud

Chief Security Officer

Octavie Gosselin

VP, Mirakl Ads

Shahadat Hasan

Chief Strategy Officer

Alex Hase

Chief Revenue Officer, Americas

Laure Le Gall

Chief Revenue Officer, EMEA

Nagi Letaifa

Chief Technology Officer

Sophie Marchessou

Chief Customer Officer

Juliette Pichard

SVP, Sales Acceleration

Amélie Richardson

Chief People Officer

Kyohei Sato

Representative Director and Country Manager, Japan

Marc Teulières

General Manager, B2B

Hugo Weber

VP, Corporate Affairs & Impact

Christian Lucas

Managing Director, Silver Lake

Laurel Bowden

Partner, 83North

Bruce Chizen

Senior Advisor, Permira

Frédéric Court

Founder & Managing Partner, Felix Capital

Tom Ebling

Former CEO, Demandware

Scott Friend

Partner, Bain Capital Ventures

Xavier Lazarus

Co-Founder, Elaia Partners

Alexandre Margoline

Partner, Head of Paris, Permira

Yasutaka Fukuda

CEO, Japan Cloud Consulting

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With a tech team of 300 people in France and the U.S, Mirakl's top priority is to support the scalability businesses require with the highest level of reliability. Mirakl manages more than 600M+ SKU, 250M+ API calls and 1B+ inventory updates per day.

"Mirakl is really the solution for operating marketplaces at scale. For a large, international retailer like Carrefour, we need a global technology partner that is flexible and secure."

Our API-first approach eases integration with standard REST APIs and multiple ways to

integrate with ISVs, including native integration, dedicated connectors and SDK.

Our event-driven architecture allows you to stay up-to-date with all the important changes on your platform by leveraging our real-time Webhooks. Easily feed your queue with up to 20,000 events per second.

Mirakl products run on more than 100 stateless microservices, allowing them to independently and automatically scale with your needs.

Built on the cloud, our solution leverages the power of multiple providers to offer you the best service availability across your region. With 99.997% uptime in 2022, you can safely trust Mirakl with your business.

Mirakl uses continuous integration, delivery and deployment with no service interruption. Benefit immediately from all the innovations shipped daily. 900+ deployments in 2022.

During Black Friday 2022, Mirakl received 1.8B+ API calls, 20B+ product updates and 3.3M+ customer orders in a single 24-hour period without incident or downtime.

"The fast performance and zero latency of the Mirakl marketplace solution have been extremely important for us to efficiently respond to increased purchases made via our marketplace during the high-demand period of Black Friday."

Pick & Choose

We designed each component of our tech to be autonomous for you to choose only

what you need. Fully interoperable, you can combine them to develop your business with the same Mirakl renowned user experience.

Headless

You don't need to compromise on eCommerce technology or customer experience. Mirakl is fully interoperable with your preferred digital commerce platform and solution partners.

"We will always have industry experts developing the latest solutions and enhancements to the platform, and we will be the beneficiaries of that. Maintenance and continuous innovation is Mirakl's responsibility, not ours, which mean you can show a positive ROI, faster."

We take care of the hard things that keep your marketplace running so that you can focus on your business operations. That includes the industry's most rigorous security protocols.

State-of-the-art cloud infrastructure

Mirakl is hosted on the best cloud providers—AWS, GCP and Azure—for the highest security, availability and performance.

Independent Audits

We audit our solutions every year against the best international privacy and information security standards, including SOC 1 Type 2, SOC 2 Type 2, ISO/IEC 27001, and ISO/IEC

27018, to keep your customer data secure.

Data Privacy

Mirakl encrypts customer data in transit and at rest. Customer data is also segregated and access is restricted to only authorized personnel, resulting in unified data protection.

Data Sovereignty

Our global hosting infrastructure covers 8 regions across the globe. It allows you to be fully compliant with all data sovereignty regulations of your country.

Bug Bounty Program

Mirakl leverages 80 independent security researchers to continuously find vulnerabilities with a €100,000 bug bounty program.

Independent Pen Testing

In addition to the bug bounty program, we do regular penetration testing by trusted independent third parties to validate that our controls are protecting customer data against external threats. These tests are performed according to the OWASP methodology.

Only Mirakl's technology has state-of-the-art security features to help you keep your business running smoothly.

Detection, response and recovery

Mirakl developed advanced threat detection capabilities by using Cloudflare and Lacework technologies to ensure business continuity.

Fine-grained Access Control and Single-Sign-On (SSO)

Strong security controls and granular role-based access are applied to safeguard user access and data privacy. Mirakl's native SSO system enables operators to securely log in to all Mirakl applications. Mirakl is also compatible with SAMLv2 or OpenID Connect authentication protocols to enable smooth and secure login to all our applications.

Native multi-factor authentication and password protection

Mirakl offers native multi-factor authentication (MFA) to protect your user data from being accessed by unauthorized parties. Mirakl is continuously scanning the web for passwords that may have been leaked and when flagged will automatically retire the breached password and require a password change.

Bot detection and API quotas

With our bot detection capabilities, Mirakl helps you safeguard your digital assets from DDoS attacks, account takeover, intensive scraping, and other bot-related threats with unmatched speed and accuracy. To prevent brute-force attacks like DDoS, Mirakl operators can put quotas on critical seller APIs, limiting the number of requests allowed from the seller over a period of time.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Mirakl has grown a global team of marketplace tech and business experts ready to partner with you through business case development, implementation, launch and long-term growth. We provide our customers with the technology, strategy and industry's largest ecosystem of curated sellers and partners to help them succeed. Our proven methodologies will accelerate your time to revenue and beyond.

Our product and technology teams have the strongest experience and track-record in the platform industry. Mirakl Labs continuously designs technology solutions to ensure agile deployment, best-of-breed functionalities and unlimited scale that meet the changing needs of leading enterprises in all retail and B2B industries worldwide.

It's not just technology that makes Mirakl's enterprise customers succeed. Mirakl's Platform Advisory Team supports customers in finding the right strategy for their business and launching their projects with confidence. Mirakl's Customer Success team supports companies from signature to launch and beyond.

Mirakl provides B2B enterprises technology and expertise for a variety of B2B solutions—from developing an eCommerce strategy to digitizing accurate product data. This unique expertise comes from a team with a knowledge base from different B2B industries, tech, consulting and marketing.

Mirakl-powered leading marketplaces

transacted on Mirakl-powered marketplaces in 2023

commercial orders accepted in 2022

products sold on Mirakl-powered marketplaces in 2022

uptime throughout the Black Friday week

businesses selling on Mirakl-powered marketplaces

From the business case to launch and after, Mirakl provides strategic, operational, financial and technical success factors leveraging its unique proven track record. Our main goal is your success.

In theDesignphase, we build with you business objectives, value proposition, revenue model, seller and assortment strategy. We define the technology and implementation roadmap.

In theBuildphase, we provide UI/UX and integration guidance and marketplace go-to-market plan to ensure a successful and fast launch.

AfterLaunch, we continue to support you to ensure a strong growth with executive and team workshops. Our industry experts share with you platform and marketplace best practices.

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Mirakl is the enterprise marketplace SaaS platform leading the digital transformation of eCommerce. If you are passionate about growth and new technology, come join us on our entrepreneurial adventure.

We are looking for collaborators with diverse perspectives and experiences to power us forward.

Work hard together

With a “work hard together, play hard together” type mentality. Teamwork is sacred.

Go above & beyond

As passionate professionals. We never say, “it’s not my job.” We are doers and we possess an entrepreneurial spirit. We are not afraid of going out of our comfort zone to surpass expectations.

Get things done

And exceed our objectives and focus on pragmatic, business-oriented solutions. This stands for every part of our organization.

Satisfy & empower clients

on a global scale. We adapt to our clients' unique business models, which enables them to run successful marketplaces and gives them the power to seriously grow.

Succeed through expertise

by seeking excellence in every aspect of what we do and never take our successes for granted.

I get to work cross-functionally with an international team and have an impact on the global company's brand and messaging. Just a few months after joining, I was already working with C-level executives across multiple departments and taking on new responsibilities with different teams.

I feel fortunate to be surrounded by talented data scientists and data engineers. Together, we explore state-of-the-art models and technologies to offer the best-in-class solutions. It is a stimulating environment where I get to work on a variety of use cases and on the most challenging AI projects one can find!

Inclusive culture, exclusive perks

Innovate with the latest Macbook Pro or Linux PC, dual screens, and a Mirakl technical orientation.

Enjoy breakfast every morning, along with fresh fruits, juice, and hot beverages, as well as monthly Aperos.

Get together for yoga, lunchtime board games, crochet club, summer BBQs, golf, football, and foosball.

Collaborate in new offices with comfy meeting rooms, a relaxation floor, a furnished terrace & bike parking.

Flexible work-from-home schedule on the days of your choice.

Develop your technical expertise at conferences and training events like Devvxx and AWS re: Invent.

Explore jobs and submit your application online. Our team will review your resume.

If you are selected, you will be invited to a first interview with a recruiter.

If successful, you will then meet the hiring manager and a few future colleagues (on-site or via Zoom). Your expertise and fit with our core values will be assessed.

Your interviewers will debrief internally to discuss all elements of your background. Then you will receive a final decision within two weeks.

Once you accept our offer, we will keep in touch to ease the onboarding process.

My onboarding has been fantastic. I completed an orientation program that gave me deep insight into our product and how the teams work together. I was paired with a “buddy” as a go-to person for any kind of question. This really helped me start on the

right track and feel part of the team!

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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Discover the opportunity of a B2B marketplace in your industry.

Explore the rise of marketplaces and their benefits in your industry.

Hear from Platform Pioneers how a marketplace drives profitable growth.

Leverage cutting-edge technology to launch your own marketplace.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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The website www.mirakl.com (hereinafter the “Website”), published by the company Mirakl (hereinafter “Mirakl” or “us”), is our corporate website presenting its solutions and services.

While you are accessing, browsing, navigating, and using our Website and the services it provides, you might communicate your personal data to us.

These personal data are protected by law, and thus, Mirakl, as data controller, has implemented appropriate security measures to protect your personal data.

Please read this privacy policy carefully as it explains how we collect and use your personal data. This privacy policy supplements any documents or notices that may refer to this privacy policy.

The following data provided by you through the Website or when you communicate with us are processed by us:

TYPE OF DATA

EXAMPLES OF DATA

Identification data

First name, last name

Contact details

Email address, postal address, phone number

Professional data

Company information

Data related to your access to the Website's resources

Date and hour of the downloads

Data related to your participation in a Mirakl event

Date and subject of the event

Data related to your exchanges with us

Information requests / complaints, exchanges with our services

Data related to your contributions on the Website

Testimonials (may include your photography)

Data related to your application ("Careers" section)

Resume, cover letter, photography

The provision of certain types of personal data may be necessary or optional,

depending of the services you wish to receive. Mandatory data will be marked as such at the moment of collection of your data. If you refuse to provide mandatory data, we may not be able to process your request (such as your request to participate in a Mirakl's event, your request to download a resource, your subscription request to receive the latest marketplace news published on Mirakl blog).

We also use a standard technology called "cookies" to collect information that helps us improve your online experience. Please refer to our cookies notice for more details.

We process your personal data for the following purposes:

PURPOSES

EXAMPLES OF USE OF YOUR PERSONAL DATA

LEGAL BASES

Managing your information request / contact request

to contact you

to answer your questions

Your consent

Managing your request to organize a demonstration

to contact you

to organize a demonstration of Mirakl's products

Take steps prior to entering into a contract

Managing access requests to Website's resources

to give you access to the resources

to perform statistics on downloadable resources and the interested profiles

Our legitimate interest to develop our business activities

Organization of Mirakl events

to allow you to participate in events organized by Mirakl

Your consent

Improving Mirakl's products and services

to collect and take into account your testimonial regarding Mirakl's products and services

Our legitimate interest to improve our products and services

Publication of your testimonial on the Website

to publish on the Website your testimonial about Mirakl's products and services

Your consent

Marketing activities directed at current customers

to send you marketing communications regarding Mirakl products, services, and events

to send you the latest marketplace news published on Mirakl blog

Our legitimate interest to develop our business activities

Marketing activities directed at potential customers

to send you marketing communications regarding Mirakl products, services and events

to send you the latest marketplace news published on Mirakl blog

Your consent

Examination of your partnership application

to examine your application

to contact you

Take steps prior to entering into a contract

Managing your job application (“Careers” section)

to examine your job application

Take steps prior to entering into a contract

Transmitting your profile to our recruitment agencies

to check your references

to ensure the administrative management of our recruitment campaigns by an expert

Our legitimate interest to be assisted in recruitment campaigns by an expert

Customizing your experience

to customize the Website contents and your navigation on the Website

Your consent

Improving the Website and its services, as well as your user experience on the Website

to evaluate and improve the Website and the services it provides

to facilitate your navigation of the Website

to take steps designed to protect the security of the Website

Our legitimate interest to improve the Website and its services and your user experience

Pre-litigation or litigation management

to take action against any identified breach

to manage any dispute or litigation

Our legitimate interest to defend our rights and interests

Compliance with legal and regulatory obligations

to comply with legal and regulatory obligations

to process your requests to exercise your rights

Legal and regulatory obligations to which we are subject

Except as specified herein or permitted or required by applicable law, we do not generally share personal data about you with any third party without your permission and we do not allow third parties to collect personal data from users on our Website. This does not include trusted third parties who assist us in operating our Website,

conducting our business or serving you, as long as those parties agree to keep this information secure and confidential. Those third-party providers shall only be granted access to the information they need to perform their designated functions and will be subject to confidentiality and data protection obligations regarding such information and will not be authorized to use your personal data for their own business purposes. In addition, we do not sell any of your personal information. We shall in no event be released from our obligations towards our website visitors and users to the extent it uses such third-party providers.

More specifically, part of your personal data may be transmitted to the following recipients when you access, browse, navigate and use our Website:

RECIPIENTS

PURPOSES

Mirakl and its duly authorized employees

Provision of the services provided on the Website and management of the Website

Companies of our group and their duly authorized employees

Exclusively for operational, technical or logistical purposes, in particular for the processing of your job application

Recruitment agencies

For administrative management purposes of our recruitment campaigns

The company Greenhouse Software Inc.

For the administrative management of recruitment campaigns and the pool of applicants

Our subcontractors (hosting provider, IT service providers, etc.)

Exclusively for technical or logistical purposes

Administrative or judiciary authorities

Exclusively in the case of an express and justified request or in case of an alleged violation of legal or regulatory provisions

Lawyers and other interested parties

Exclusively in the case of the management of possible disputes and other legal matters where appropriate

Other third parties

Following or during a restructuring, reconstitution, acquisition, debt financing, merger, sale of assets of Mirakl or a similar transaction, as well as in case of insolvency, bankruptcy or receivership where personal data are transferred to one or more third parties as assets of Mirakl

As far as possible, your personal data are processed within the European Economic Area (EEA). However, some of the companies of our group, as well as our services providers being located outside of the EEA, your personal data may therefore be processed in those countries. Furthermore, we may organize events with partners outside the EEA. In this case, you will be informed that your personal data will be transferred to the third country where the partner is established upon your registration.

We have implemented technical and organizational measures to protect your personal data, in particular, against potential data breaches likely to cause, either by accident or unlawfully, the destruction, loss, modification, unauthorized access or divulgation of your personal data. These measures will guarantee a level of security adapted to the data and will take into account the state of the art and the cost of implementation in relation to the risks and nature of the data to be protected. We use SSL certificates to encrypt the Website and only a limited number of staff have access to the data.

We guarantee that our personnel and any other person processing your personal data will respect the internal rules and procedures related to the processing of personal data, including the technical and organizational security measures put in place to protect your personal data. In this context, we review and update our practices regularly to enhance your privacy and ensure that its internal policies are followed.

If you have found a vulnerability or would like to report a security incident, visitvdp.mirakl.com.

Generally, your personal data will only be retained for the period necessary for the accomplishment of the purposes for which said data was collected, or as necessary to

fulfill legal or regulatory obligations.

In the absence of applicable exceptions:

the data collected via the forms on the Website (contact request/information request, access request for the Website's resources, etc.) will be kept until the complete processing of your request;

the data collected for your subscription in a Mirakl's event will be kept until the end of the next event;

the data collected for your subscription to the marketing communications, or the latest marketplace news published on the Mirakl blog will be kept until you unsubscribe;

the data collected via the recruitment form will be kept for a period of two (2) years after our last contact with you, except if the local legislation requires a different retention period or in the event of a request for deletion of your file;

your traffic data will be kept up to thirteen (13) months from the connection date.

In addition to this, Mirakl will keep your personal data during:

three (3) years for data processed for marketing purposes;

five (5) years for evidence purposes relating to legal claims;

ten (10) years from the end of the relevant fiscal year for personal data retained for

accounting purposes as well as for commercial documents.

Under certain circumstances, you might have the following rights under data protection laws over your personal data

you can request the access to your personal data to obtain clear, transparent and understandable information on how we process your personal data and, on your rights (as provided in this policy), as well as a copy of your personal data.

you can request the rectification or correction of your personal data to obtain the modification of your personal data if they are obsolete, inaccurate, or incomplete.

you can object to the processing of your personal data when the processing is based on our legitimate interest. We will no longer process your personal data unless we demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, such as the respect of a legal obligation (e.g. legal obligation involving the retention of documents), or for the establishment, exercise or defense of legal claims.

you can request the restriction of the processing during a limited period of time, in particular in order to carry out some verifications, where one of the following applies:

you contest the accuracy of your personal data, the processing of which is thus restricted for the period necessary for Mirakl to verify the accuracy of such personal data;

the processing is unlawful and, rather than requesting their deletion, you prefer to

restrict their use;

we no longer need your personal data for the purposes of the processing, but you need them for the establishment, exercise, or defense of legal claims;

you have objected to the processing, which is thus restricted pending the verification of whether the compelling of our legitimate grounds may override your interests, rights and freedoms.

you can withdraw your consent when it has been obtained, without this withdrawal affecting the lawfulness of the processing operations previously carried out.

you can ask to receive your personal data in a structured, commonly used and machine-readable format and also can request their transmission to another controller where technically feasible. This right is not exercised in all circumstances, it applies only if it fulfills all the following conditions:

your request is only related to your personal data (excluding anonymous or third party data);

your request does not adversely affect the rights or freedoms of others, in particular those of us (including trade secrets or intellectual property);

the processing is carried out by automated means (paper files are therefore not included);

the processing is based on consent or the performance of a contract (to check if it is the

case, you can see the article 2 of this policy).

you can request the deletion of your personal data (or right to be forgotten), where one of the following legal grounds applies:

you object to the processing of your personal data and there are no overriding legitimate reasons justifying maintaining the processing of your personal data (such as our obligation to keep certain personal data);

you object to marketing activities;

you decide to withdraw your consent on which the processing is based;

your personal data are no longer useful for the original purposes for which they were collected or for any other type of processing;

the use that is made of your data does not comply with the applicable legal or regulatory provisions.

If you are based in France, you can define either general or specific guidelines regarding your personal data in the event of your death (for example, their deletion or transmission to any person of your choice). You may revoke your instructions at any time.

If you are based in USA, you have additionally:

the right to request Mirakl to restrict the use of your sensitive personal information such

as social security number, religious beliefs etc. by limiting its use and disclosure for specific business purposes;

the right to opt out of the sale of your personal information to third parties. Note Mirakl is not selling your personal information nor planning to sell it.

the right to know that is materialized by the existence of this policy.

Under certain circumstances, Mirakl may ask you for specific information to confirm your identity and ensure the exercise of your rights. This is another appropriate security measure to ensure that personal data is not disclosed to an individual who does not have the right to receive it.

If you have any questions or wish to exercise your rights, you may fill in this form or directly contact us by sending an email to privacy@mirakl.com.

If needed, you may also lodge a complaint with your national data protection authority. This right may be exercised at any time and free of charge, at the exclusion of potential postal fees or expenses related to legal representation or assistance should you choose to engage third-party assistance for the procedure.

This privacy policy may be amended from time to time, in particular, to reflect the changes in the services provided by the Website or the applicable regulations. Therefore, we recommend you review this privacy policy each time you visit the Website.

Should you have any questions, you may directly contact Mirakl by sending an email to

privacy@mirakl.com.

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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The website www.mirakl.com (hereinafter the “Website”), published by the company Mirakl (hereinafter “Mirakl”), is Mirakl’s corporate website presenting in particular its solutions and services.

Access, consultation, browsing and/or use of the Website implies full acceptance of this document (hereinafter “General Conditions of Use”), which defines the terms of use of the Website by any person accessing, consulting, browsing or using all or part of the Website (hereinafter “User”).

Therefore, before any use of the Website, the User is invited to read these General Conditions of Use. If the User refuses all or part of any of the provisions of these General Conditions of Use, he / she is requested not to use the Website and the services offered therein.

These General Conditions of Use are accessible at any time on the Website. The French version of these General Conditions of Use will prevail over any other version or any other contradictory document.

Should you have any questions, you may directly contact Mirakl by sending an email to marketing@mirakl.com.

The Website and all its elements or which are made available to Users, in particular trademarks, logos, photographs, programs, source codes, data, databases, animated or non-animated images, sounds, drawings, graphics, videos or texts, downloadable resources from the Website, layout, appearance, structure, as well as any other element not related to links towards third party websites, are the property of Mirakl or are subject to a license granted in its favor by any owner of intellectual property rights.

All these elements are subject to the provisions of French and international regulations applicable to intellectual property and, consequently, are protected against any use not authorized by the law or these General Conditions of Use under penalty - in the event of failure to do so - of legal proceedings.

Mirakl grants to each User a personal, non-exclusive and royalty-free license to use the Website, for its own use and in the sole purpose of the operations authorized herein.

Subject to these rights of use granted to the User by Mirakl, use of the Website does not imply any license or transfer of rights relating to the elements of the Website to the User. In particular, any copy, reproduction, representation, adaptation, modification, distribution of all or part of the Website as well as all or part of its content, by any process whatsoever and on any medium whatsoever is illegal, unless prior, express and written authorization of Mirakl or the holder of intellectual property rights.

Failure to comply with these stipulations, in particular for the purposes of commercial exploitation, may be subject to prosecution on the basis of an infringement action and/or an action for unfair competition and/or parasitism on the part of the holders of the rights in question. This is without prejudice to Mirakl's other rights, in particular the right to obtain compensation for damages.

Access to the Website is technically possible twenty-four (24) hours a day and seven (7) days per week, unless in case of force majeure, possible breakdowns or any operation of maintenance necessary for the good running of the Website.

The User acknowledges having the skills and means necessary to access and use the Website and the services offered therein. In this respect, the User must have a computer or any other device with an Internet connection, the settings of which enable the proper functioning of the Website and the services offered on it.

In general, the User declares that he or she is aware of the risks associated with browsing websites and using online services and accepts them. In particular, the User acknowledges that the information that passes through or is stored there may be intercepted or altered independently of the will of Mirakl.

As such, it is strongly recommended that the User take all necessary precautions to protect himself/herself against the effects of hacking, in particular by adopting a secure and appropriate computer configuration of his/her computer, cell phone or any other device, for example by installing regularly updated virus detection software.

To benefit from all the services offered on the Website, the User must:

to be of legal age;

to have the required capacity to benefit from the services;

to use the Website and the services offered on it in accordance with these General

Conditions of Use.

To access the Website's services, the User also must fill in the mandatory fields of the form attached to the request service. The User guarantees the truthfulness and accuracy of the information provided in the Website's forms. To learn more about the use of his/her personal information by Mirakl, the User is invited to consult the Website's Privacy Policy.

The Website provides the User with various downloadable resources (analyst report, blog post, brochure, case study, eBook, video, white paper) on various subjects (B2B, B2C, Omni-Channel, Partners). The purpose of these resources is to provide the User with information on marketplace momentum and best practices from Mirakl's experts and industry analysts. The intellectual property rights granted to the User concerning these resources are those specified in Article 2 of these General Condition of Use.

Throughout the year, Mirakl organizes and participates in several events. The User can register for these events via the Website.

The User undertakes to use the Website and the services offered therein in a manner consistent with these General Conditions of Use and in particular not to use them for commercial purposes, prospecting, solicitation or advertising.

The User also agrees not to:

behave likely to undermine the integrity, functioning or security of the information system on which the Website and the services offered on it are based;

intrude or attempt to intrude into Mirakl's information systems;

attack or attempt to attack on the authentication and other security measures of the Website;

collect, extract or use, in any way whatsoever, information on the Website;

and more generally, to act in a manner likely to infringe the rights and interests of Mirakl.

In the event of any breach or fraudulent use of the Website observed by Mirakl, the latter reserves the right to terminate this contractual relationship, ipso jure, without notice or compensation, as well as to block the User's account, as well as any future access by the User to all or part of the Website and the services offered therein.

The Website and the services offered therein are provided to the User free of charge. Despite the care taken in its design and the analysis of its content, the Website cannot be free of errors, periods of unavailability, faults or defects and Mirakl does not guarantee the accuracy, quality, legality or suitability for a particular purpose of the Website, the services offered and the content published therein.

The User is solely liable for the use he/she intends to make of the Website and the preservation of the security and integrity of its data, hardware and software when he/she accesses the Website or services.

Thus, Mirakl cannot be held liable for:

any dysfunction or bad condition of IT's User equipment during or after User browsing on the Website, as well as in case of impossibility of access, poor User conditions on the Website attributable to these devices, the provider of Internet access, Internet network congestion, or any other reason external to Mirakl;

electronic or phone communications expenses induced by the use of User's equipment which shall be exclusively borne by the User and will not be borne by Mirakl;

any temporary, partial or total unavailability of the Website, in particular in the event of maintenance, technical incident and, more generally, in case of an event beyond the control of Mirakl;

any consequences that may arise from the contents of the websites referred by external links that may be displayed on the Website;

any indirect damage that may be suffered by the User;

any damage suffered by the User or a third party resulting from the use of the Website or the services offered on it that does not comply with these General Conditions of Use;

any breach of the obligations provided by these General Conditions of Use which would arise or would originate from a fortuitous event or a case of force majeure (act of god) as defined by article 1218 of the French Civil Code.

In the event that Mirakl is held liable for damage not provided for in this article, its liability will be limited to certain, real and direct damage.

Consequently, under no circumstances shall Mirakl, its managers, employees and, in general, its representatives and partners, be held liable for any indirect damage resulting from the use of the Website and the services offered therein, as well as the content published therein, and in particular for loss of profit, loss of opportunity or damage resulting from loss of data caused by the impossibility of using the Website and the services offered therein.

These General Conditions of Use are dated accurately and may be modified and updated by Mirakl at any time, particularly in the event of changes to the services offered on the Website or to applicable regulations. Consequently, the User is invited to consult the General Conditions of Use each time he/she accesses the Website.

Mirakl reserves the right to temporarily or permanently suspend access to all or part of the Website or the services offered on it, in particular in the event of cessation of activity related to the provision of the Website or in the event of insolvency proceedings.

Subject to the applicable law, the User agrees that these General Conditions of Use binding him/her to Mirakl, may be assigned, transferred or provided, in any way, to a third party. As part of the transfer of the company to a third party, these General Conditions of Use binding the User to Mirakl, will be automatically transferred to the assignee.

The Website is likely to contain a certain number of hypertext links to third party websites, other than those published by Mirakl, set up with the latter's authorization. However, Mirakl is not in a position to verify the content of third party websites visited in this way and therefore assumes no liability for this fact.

These General Conditions of Use are written in English. In the event of any discrepancy with the French version of these General Conditions of Use, only the French text shall be deemed authentic in the event of a dispute.

These General Conditions of Use are governed by, interpreted and enforced in accordance with French law.

In the event of a dispute relating to their interpretation or execution, Mirakl and the User shall seek, before any litigation, an amicable agreement and shall provide each other with all necessary information to this effect.

In the absence of an amicable agreement between Mirakl and the User within a period of two (2) months from the notification of the dispute to the other party, express jurisdiction is given to the Courts of Paris (France).

Empowering B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

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LAST UPDATED: SEPTEMBER 1ST, 2022

Mirakl (hereinafter “Mirakl” or “us” or “we” or “our”) uses on its website www.mirakl.com (hereinafter the “Website”) a standard technology called cookies. We consider it is important to inform you in a clear and transparent way about our use of such cookies prior to your browsing.

Cookies and other trackers (hereinafter “Cookies”) are technologies storing or retrieving information on your browser or your device (computer, tablet, mobile, etc.) when visiting online services. Cookies are widely used by websites, emails, software, or mobile applications.

Cookies simply give information about your browsing activities to recognize your device later on in order to improve your browsing experience, save your preferences or even adapt the services offered to you on the Website.

There are several categories of cookies we use on our Website:

Necessary Cookies

We use these Cookies to enable the proper functioning of the Website. You may disable them by changing your browser settings as described below. If you do so, you will still be able to navigate the Website, but some of the functions might be affected.

Analytics Cookies

We use these Cookies (also called audience measurement Cookies) to improve our Website and the range of services we offer by collecting information on how you interact with our Website. These Cookies collect information in an aggregated or generalized statistical form.

Social Media Cookies

We use these Cookies to enable you to interact with social plugin on the website and share content on social networks.

Advertising Cookies

We use these Cookies to enable the placement of advertisements, to measure their effectiveness and to adapt their content to your browsing and your profile. In particular, we may present ads to you on other Website to promote relevant services, articles or events that we think you would like to hear about.

The full and detailed list of the Cookies we use can be found below in article 5.

Some of the Cookies we use are third party Cookies. They come from the following companies:

6Sense (privacy policy)

Cloudfare (privacy policy)

Hubspot (privacy policy)

Terminus (privacy policy)

LinkedIn (privacy policy)

Twitter (privacy policy)

[Google LLC \(privacy policy\)](#)

[Facebook \(privacy policy\)](#)

[Xandr \(privacy policy\)](#)

[The Trade Desk \(privacy policy\)](#)

[Oktopost \(privacy policy\)](#)

[Drift \(privacy policy\)](#)

[Hotjar \(privacy policy\)](#)

In this context, Mirakl acts as a joint data controller for the collection and transmission of data to the third party but only to the extent that it is technically necessary. Beyond the collection and technical transmission, Mirakl does not have any control over third party Cookies. We are in no way responsible for the sharing, the publications, comments or any other contents and any other data processing activities of the third party website.

We therefore recommend you review the privacy policies as well as the terms and conditions of these third party websites before accepting third party Cookies.

You can block at any time the storage and use of Cookies either by setting up your browser according to the instructions below or through the tool made available to you on our Website (i) when you first log on the Website and (ii) at any moment by clicking

on the “Cookies Preferences” link in the footer.

Clicking on this link will make appear a window on your browser, allowing you to redefine your choices regarding the storage of Cookies you may have previously approved.

By using the tool following the guidelines given above, you can access the complete list of Cookies used on the Website and choose to accept or refuse their use. Except for the necessary Cookies, you can consent to our use of Cookies according to the categories of Cookies or choose from the complete list.

Most browsers are set by default to accept Cookies. However, you can set up your browser so that Cookies cannot be placed on your device.

If you wish to receive a notification when the browser receives a Cookie request, refuse all Cookies or accept only certain Cookies, most browsers allow some control of Cookies through their settings. If you reject Cookies, you may still use our Website, but your ability to use some areas of our Website may be limited.

To change your Cookies setting on your browser, please click on the relevant link below:

Apple Safari

Google Chrome

Microsoft Edge

Microsoft Internet Explorer

Mozilla Firefox

NAME

PROVIDER

PURPOSE

RETENTION PERIOD

TYPE

WPFront Notification Bar

Open source extension

Display information banners

24 hours

Necessary Cookie

PHPSESSID

Mirakl

Assign a session ID

Session

Necessary Cookie

_cfduid

Cloudfare

Detect malicious visitors and minimizes blocking of legitimate users

1 month

Necessary Cookie

_hssc

Hubspot

Measure audience

Session

Analytics Cookie

_hstc

Hubspot

Tracking visitors

13 months

Analytics Cookie

Hubspotutk

Hubspot

Keep track of the identity of a visitor for audience measurement purposes

13 months

Analytics Cookie

_hjid

Hotjar

Measure visitors' behavior on the Website pages

12 months

Analytics Cookie

6si.min.js

6Sense

Associate visitors with an account (company) and perform analytics to help identify companies that may be in-market to purchase our products and services

24 months

Analytics Cookie

Google analytics (_ga)

Google

Collect information about how visitors use our websites (number of visitors to the sites, where visitors have come to the site from and the pages they visited)

13 months

Analytics Cookie

lms_analytics

LinkedIn

Linkedin visitor tracking

1 month

Social Media Cookie

bcookie

LinkedIn

Uniquely identify devices accessing LinkedIn

24 months

Social Media Cookie

oktgid

Oktopost

Social media visitor tracking

12 months

Social Media Cookie

drifftt_aid

Drift

To activate a conversational module enabling to interact with the visitors of the Website

24 months

Social Media Cookie

guest_id

Twitter

Twitter integration and sharing capabilities for the social media

24 months

Social Media Cookie

fr

Facebook

Deliver a series of advertisement products used by Facebook

3 months

Social Media Cookie

TDCPM

The Trade Desk

Track visitors who have interacted with Mirakl ads. Reused for retargeting

12 months

Advertising Cookie

TDID

The Trade Desk

Track visitors who have interacted with Mirakl ads. Reused for retargeting

12 months

Advertising Cookie

lms_ads

LinkedIn

Track visitors who have interacted with ads on LinkedIn

1 month

1 month

NID

Google

Track visitors who have interacted with ads on Google

6 months

Advertising Cookie

SID

Google

Track visitors who have interacted with ads on Google

24 months

Advertising Cookie

IDE

Google

Track visitors who have interacted with ads on Google / DoubleClick network (including Youtube)

12 months

Advertising Cookie

ANID

Google

Track visitors who have interacted with ads on Google / DoubleClick network (including Youtube)

12 months

Advertising Cookie

AppNexus

Xandr

Build group of users (segments) for target advertising. They provide information about the types of websites your browser has visited. This information is not linked to any personally identifiable information

3 months

Advertising Cookie

d_a8e6

Terminus

Track visitors who have interacted with ads outside of Google / Double Click network (including Youtube)

12 months

Advertising Cookie

This notice can be modified at any time at our discretion. Please check it regularly as all changes are immediately implemented to improve your browsing experience.

Should you have any questions regarding this notice or the use of Cookies, you may directly contact Mirakl by sending an email to privacy@mirakl.com.

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