



# Marketplace Optimization™ (MpO)

Increase marketplace sales by improving seller performance with Zoovy's powerful tools for Marketplace Optimization™

## Winning MpO Strategies

- ▶ *Reduce Order Cancellations*
- ▶ *Increase Available Inventory*
- ▶ *Offer Competitive Pricing*
- ▶ *Increase Positive Customer Feedback*
- ▶ *Lower Shipping Rates & Times*



Read More about MpO @  
[marketplaceoptimization.com](http://marketplaceoptimization.com)

## What is Marketplace Optimization?

Marketplace Optimization is a revolutionary new concept in the ever changing online marketplace. Emerging software and services are used to optimize a company's sales strategy in order to increase seller ranking on multiple marketplaces (Amazon, eBay, etc.).

A Marketplace Optimization Expert provides insight into the individual ranking algorithms (signals) used by marketplaces to recommend sellers to prospective buyers. By identifying and improving signal performance a company will receive preference, resulting in increased exposure (sales) on a marketplace by winning the "Buy Box".

Marketplace Optimization (MpO) is the future to today's Search Engine Optimization (SEO). Marketplaces use one set of signals to rank sellers on their platforms and search engines use a different set of signals to rank websites in search engine results. Going forward search engines will be incorporating marketplace signals to rank websites in search engine results. This is because marketplaces use measurable performance metrics that give an accurate assessment of the customers overall shopping experience on the marketplace. In the future MpO may be more important to a company than SEO. In October 2011, Google announced its "Trusted Stores" program which will utilize high level marketplace signals from selected retailers that will be used to differentiate websites during the 2011 holiday shopping season.

## Ranking Signals

Below is a sample of the signals a marketplace could use to rank sellers:

- |   |  |
|---|--|
| ▶ Total Cost to Buyer (including shipping)                | ▶ Available Inventory for Purchase         |
| ▶ Overall Order Cancellation Rate of the Seller           | ▶ Order Defect Rate as a % of Gross Sales  |
| ▶ Shipping Latency  | ▶ Late Shipments as a % of Total Shipments |
| ▶ History and Experience of the Seller on the Marketplace | ▶ Gross Sales                              |
| ▶ Overall Customer Feedback                               | ▶ Total # of Sales on Marketplace          |



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## Zoovy: The Complete MpO Solution

The Zoovy e-Commerce platform is the best Marketplace Optimization Solution available to businesses. Our award winning software delivers improvements in all 5 functional areas of marketplace optimization, along with trained professionals who can advise how to use it.

### Intelligent Dynamic Repricing

A competitive price, in many instances, may be the only advantage a seller has. Zoovy's repricing engine eliminates the manual process of repricing products across various marketplaces and gives sellers the flexibility on how and when to reprice products intelligently.

- ▶ Customized Pricing Strategies
- ▶ Competitor Specific Repricing
- ▶ Product Specific
- ▶ Choose How Often Products are Repriced
- ▶ Configure Floor and Ceiling Price to Ensure ROI

### Fast Inventory Synchronization

Zoovy's inventory software syncs inventory faster, typically within a few moments of a change. Separate sales channels pull inventory and product information from one database, avoiding the need to track and reconcile multiple sets of inventory. This in effect reduces error rates.

### Zoovy Order Management Desktop Software

Streamline operations and reduce shipping latency with Zoovy's Order Management Software.

- ▶ Instant creation and notification of new orders from all marketplaces and websites
- ▶ Tagging of expedited, single item, and other order properties for fast processing.
- ▶ Single Item (Keyed Lookup), Queue, or Batch oriented work-flows allow adaptable efficient order processing.
- ▶ Order processing is automated, fully integrated and customizable
- ▶ Fast order look-ups by marketplace order # make telephone/customer support easy.
- ▶ Ability to handle variations, and inventory or supported marketplaces.



### Accurate Shipping

Using Zoovy's built-in Order Manager Desktop software, customer order data is passed directly to the shipping process without retyping or cutting and pasting. Zoovy's integrated shipping software empowers businesses to identify human error by tracking employee usage. This can be an indispensable tool in lowering order error rates.

### Automatic Customer Feedback Requests

Zoovy offers the ability to automatically send out a thank you and a request for positive feedback to customers after an order has been shipped. These simple techniques can significantly improve customer rankings for merchants.

### Logistics Consulting

A Marketplace Optimization Expert knows that shipping accuracy, along with lowering shipping costs and delivery times is a fundamental part of improving the overall customer experience. Zoovy's team of Marketplace Experts can assist companies in deciding when to utilize a fulfillment center rather than self fulfilling. Utilizing the Zoovy platform gives clients choices including Fulfillment by Amazon, multiple pre-integrated 3rd party fulfillment centers and the ability to automate others. For merchants who self fulfill (either partially or completely) Zoovy can leverage our pre-built expertise in rate aggregation, selecting a freight auditor and in setting up third party insurance to ensure our clients are as competitive as possible.



For More Information:

[www.zoovy.com/marketplaceoptimization](http://www.zoovy.com/marketplaceoptimization)



For Further Information about Marketplace Optimization visit: <http://webdoc.zoovy.com/doc/51651>

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration details.