

**Strix**<sup>®</sup>

# Marketplace

platform

Everything you need to know  
before implementation





The e-commerce industry is constantly evolving and marketplace platforms are becoming an integral part of the changing landscape.

A wide selection of products, competitive prices, multiple brands in one place are just some of the reasons why customers have come to love shopping on marketplaces. In this ebook, we want to introduce you to the specifics of such a sales model and give you tips on how to create an efficient marketplace and gain a competitive advantage.

## From this material, you will learn:

- **what marketplace platforms are,**
- **why consumers choose to shop on marketplaces,**
- **the benefits of implementing your own marketplace platform,**
- **what you need to know before launching a platform and how to go through the implementation process step by step,**
- **What challenges to consider before implementing your own platform and how to overcome them,**
- **how does the implementation of a marketplace look like from the shop owner's perspective, based on selected case studies.**





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# What are marketplace platforms?

Everything you need to know to implement marketplace platform

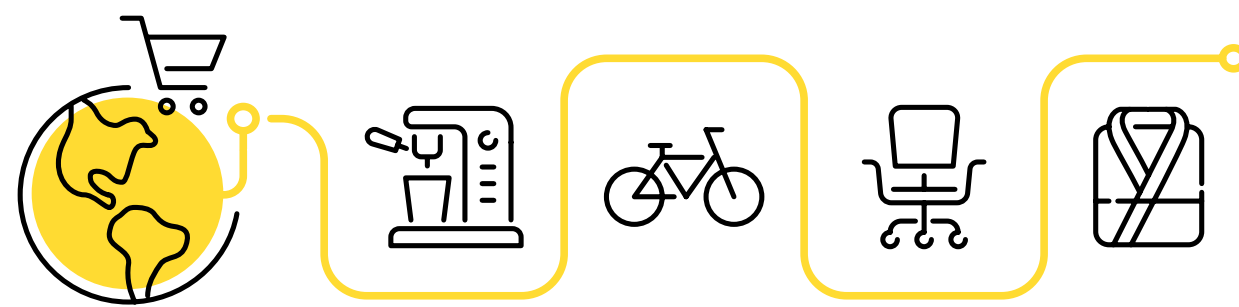
The emergence of marketplace platforms is driven by the rapid growth of e-commerce and the transformation of the way people buy and sell products online.

With advances in technology, there was a need for more efficient and scalable sales solutions. This is how the first marketplace platforms were created, which means **websites where products can be offered by multiple sellers at the same time**, offering consumers a wide range of assortments.

# Marketplace platform types

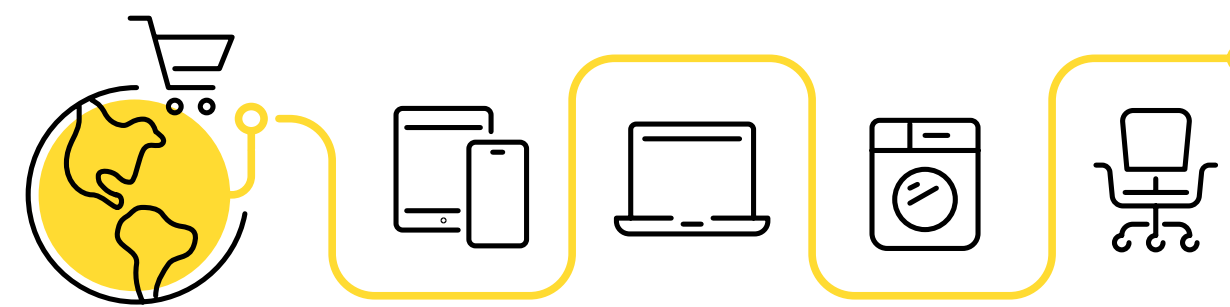
Marketplaces, just like traditional online shops, can differ from each other in terms of industry and products offered. Therefore, we distinguish several types of marketplace platforms:

## Horizontal marketplaces



These platforms offer a diverse range of products and are dedicated to customers interested in buying products from different categories. Typical examples include **Allegro**, **OLX**, **Amazon**, and **eBay**.

## Vertical marketplaces



Vertical marketplaces focus only on a specific field or product category. This can be anything from bedroom furniture to clothing to mobile phones. They are more „specialised“, allowing them to better understand the needs and expectations of consumers in a particular industry, and provide more tailored solutions and service. Examples include **Etsy**, **Zalando** and **AirBnb**.

## Global marketplaces



These are similar to horizontal ones but characterised by an even wider, almost unlimited assortment and global reach. Transactions can take place between sellers and buyers worldwide. Examples include **Amazon** and **AliExpress**.

# Marketplace platform types

A distinction can also be made by business model.

## B2B

(Business-to-Business)

These platforms are used for business-to-business transactions and usually involve the sale of wholesale quantities of products. An example is **Alibaba**.

## B2C

(Business-to-Consumer)

These platforms allow companies to sell products directly to consumers worldwide. This is the most common type, with examples including **Amazon** and **eBay**.

## C2C

(Consumer-to-Consumer)

These platforms enable consumers to sell products directly to other consumers and are popular for selling second-hand products, like on **OLX** or **eBay**.

## P2P

(Peer-to-Peer)

These platforms are often used for sharing resources, such as renting flats (**Airbnb**).

## Multivendor marketplace

A platform where multiple sellers can offer their products or services, providing customers with a wide range of assortments. **Amazon** is an excellent example of this type.





**Jakub Królikowski**  
Enterprise Lead CEE Mirakl

Is there still room for a new marketplace in Poland? What strategy should be adopted to achieve success in such a tight market?


The e-commerce industry in Poland is competitive, but still offers opportunities for new players who can effectively reach their target group and offer them unique added value.

The question of whether there is still room for another marketplace platform should be looked at through the prism of competitiveness in various industries such as sports, electronics, health and beauty. In each of these, many companies are already actively competing, often offering the same or similar products. The

marketplace platforms or dropshipping are merely extensions of a company's current strategy. They are models through which a company can achieve its strategic goals faster, while limiting the resources used.

To answer directly: **yes, there is still room in the market**, but mainly for **vertical marketplace platforms** and dropshipping models. The aim of these platforms is not only to increase the product range, but also to increase the efficiency of the company by automating existing processes or optimising costs.

Expert's  
voice



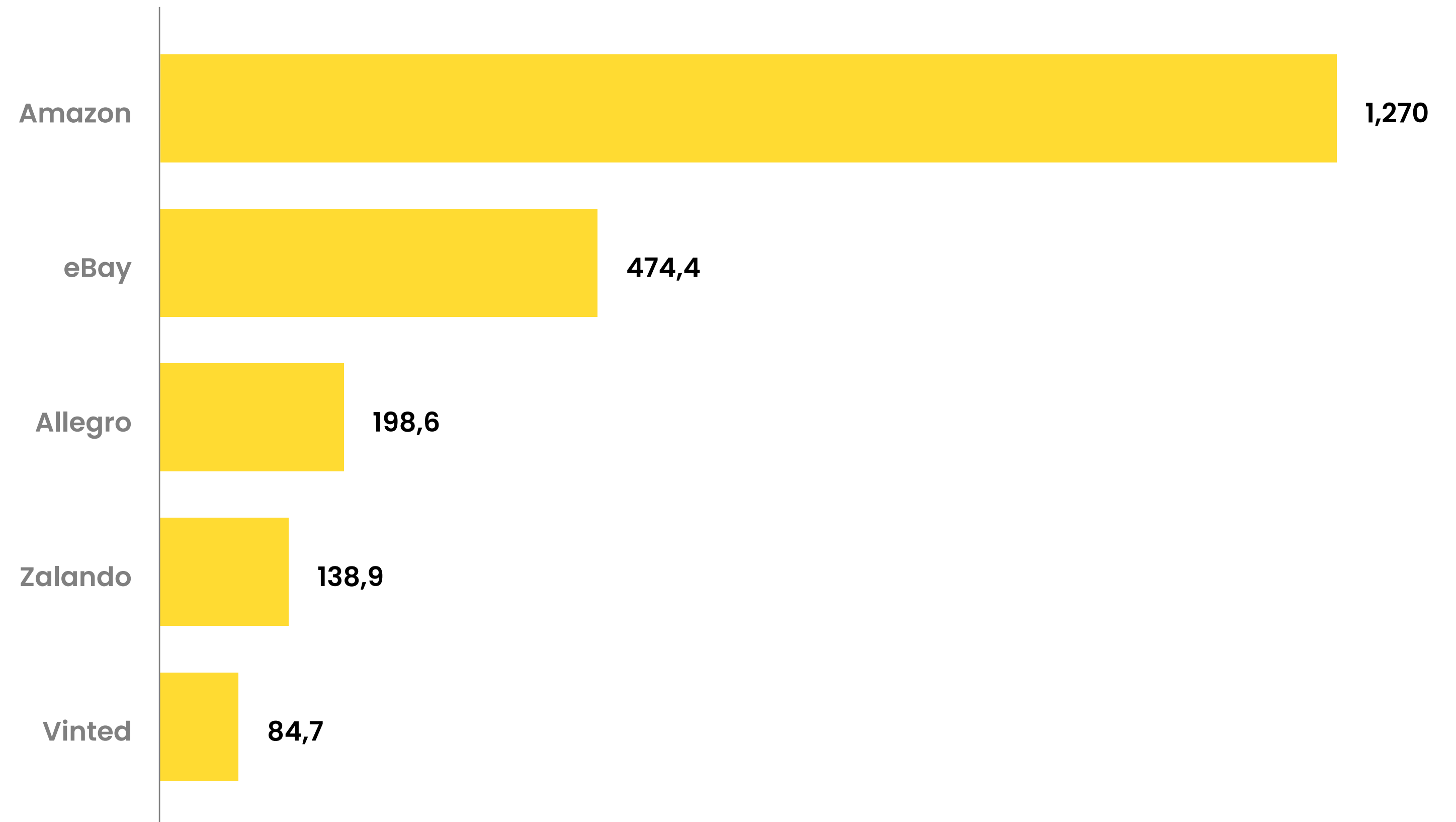
# Growing popularity of marketplace platforms

Marketplaces have fundamentally changed the way we shop. It is predicted that by 2027, [almost 60%](#) of all online sales will take place on such platforms, which shows that shoppers are increasingly willing to use such solutions.



Interestingly, statistics show that shopper loyalty on marketplaces is higher than in traditional online shops. According to a Nielsen report, **85% of customers regularly shop on the same platforms**. One of the most popular marketplaces in Europe is **Amazon**, which registered around **1.3 billion** visits per month in 2023.

### Leading marketplaces in Europe in April 2023, based on the number of monthly visits. (in billions)



Source: [Statista](#)

# Why do consumers buy on marketplaces?

In today's e-commerce world, marketplaces have become a common place to shop for millions of customers around the world. According to the **Mirakl** report, up to **75%** of respondents would like more of their favourite retailers to have marketplace platforms. Why does this type of shopping experience appeal to them?

- **Rich product selection:** One of the main reasons consumers choose marketplaces is access to a wide range of products from different categories. Thanks to multiple sellers on one platform, customers can easily compare products and choose the one that best suits their needs.
- **Competitive pricing:** Marketplaces often offer competitive prices as sellers vie for customers' attention. This means that consumers can take advantage of promotions and discounts.
- **Convenient shopping experience:** Marketplace platforms provide a convenient and intuitive shopping environment, allowing for easy product search, comparison and order finalisation.
- **Transaction security:** Most marketplace platforms provide security mechanisms for customers, including money-back guarantees, buyer protection programmes and secure payment methods.
- **Customer reviews:** Marketplaces often allow customers to leave product reviews and ratings, which helps other clients make successful purchases.
- **Convenient returns and complaints:** The system for handling returns and complaints on marketplace platforms is simplified and intuitive, allowing customers to seamlessly return products that do not meet their expectations or lodge complaints if they are damaged or not as described.





# Key reasons why customers prefer marketplace platforms



**62%**  
lower  
prices



**53%**  
wide selection  
of products



**43%**  
more delivery  
options



**43%**  
better  
shopping  
experience

Source: Raport „The 2022 State of Online Marketplace Adoption”, Mirakl.

# Own marketplace or integration with external platforms?

The implementation of a marketplace requires an analysis of the available market opportunities and individual business needs. The owner of an online shop can choose whether to create their marketplace or sell via external platforms such as Amazon, eBay or Allegro. Each of these solutions has its **advantages and disadvantages, which must be considered** when deciding on implementation.





## Own marketplace platform

- **Self-management:** An in-house marketplace platform requires self-management as the company is responsible for its implementation, development, maintenance and marketing.
- **Full control:** By building its own platform, the company has full control over all aspects of its operation, including the user interface, functionalities, sales policy and branding.
- **Personalisation:** A custom marketplace allows a company to tailor it to its unique needs and business strategy, providing a personalised experience for customers and sellers.
- **Costs associated with the investment:** transforming a classic e-commerce platform into a marketplace can be expensive and time-consuming, requiring significant financial, human and technological resources.

## Integration with existing platforms:

- **Using off-the-shelf solutions:** Integration with existing platforms means using the technical infrastructure available on the market, without having to build or adapt your own.
- **Faster deployment:** Integration with existing platforms is faster and less complex than building your own platform, enabling the company to get to market in less time.
- **Lower investment cost:** An external marketplace platform typically requires fewer financial or technological resources than building your own platform or customising it. This can be particularly beneficial for smaller companies that do not have their own online shop or would like to start cross-border sales. With a small outlay, they can test how a particular market reacts to products, assess the potential of the product range, and decide if it is worth pursuing this direction further.
- **Less control and the possibility of personalisation:** Using popular marketplaces means less control over certain aspects of the platform, such as the user interface, functionalities or sales policies. In addition, shops may also be limited by rules imposed by the platform provider.





# When to choose

own marketplace	integration with popular marketplaces
the company's specific requirements and business needs	need for rapid market entry
long-term strategic goals related to the development of the sales platform	limited financial and technological resources
unique product or service offering	desire to increase the visibility and reach of products
large sales volume or rapid business growth plan, e.g. cross-border	testing a new market or product category





**Jakub Królikowski**  
Enterprise Lead CEE Mirakl

## How do you assess the maturity of the marketplace market in Poland compared to other European countries?

Poland can boast several strong players, such as Allegro and Empik, who play a key role in shaping the market. Companies in our country are also increasingly open to technological innovations, which promotes the development of new marketplace platforms. Comparing our region to other European countries, it can be said that we are in a phase of intense growth. However, many well-known companies focus primarily on optimizing processes and systems, forgetting about innovations. Investments in ERP, POS, CRM, marketing automation, logistics, OMS, WMS, PIM, mobile applications, or loyalty programs are extremely important, but decisions to implement them are often not backed by financial forecasts or analysis of potential profits or losses. Such an approach can lead to a situation where the companies we know today lose competitiveness

when a new, more innovative player enters the market. This is where I see the biggest difference. In other European countries, organizations strive to be innovators in their industry, realizing that this makes them unique in the market.

It seems to me that some companies in Poland, due to their growth phase, also become victims of their own success. They operate on the principle: why change anything if we have a 30-60% growth year over year? However, my question is: why not strive for 200% growth? Why, instead of an additional 5% of online revenue through optimization, not focus on an additional 100% through innovation and introducing new business models? This is the direction we should be heading.

# Expert's voice





# The benefits of implementing your own marketplace platform

Transforming a traditional online shop into a marketplace or building such a platform from scratch involves a greater financial outlay, but the benefits of such a decision can far outweigh the cost of the investment made. Here are **six key advantages** of implementing your own marketplace platform.





Implementing a marketplace platform can bring significant benefits to sellers, allowing them to grow, increase revenue and compete effectively in the e-commerce marketplace.

#### Larger and more diverse product range

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Moving to a marketplace model allows retailers to expand their merchandise offerings to include products from third-party suppliers, attracting more customers and catering to a variety of shopping needs and preferences. This allows them to sell more products, even niche or specialised products, without the costs associated with stocking them.

#### Reduced inventory costs and risks

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Despite a more extensive range of products, running a marketplace platform enables owners to transfer the responsibility for inventory management and associated costs to third-party merchants. This reduces the financial risk and fixed costs associated with warehousing, as merchants are responsible for their stock levels.

#### Higher quality customer experience

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The marketplace model also helps to improve the quality of the customer shopping experience. With a wider range of products and vendors competing on price and customer service, shoppers are more likely to find exactly what they are looking for. In addition, marketplace platforms often offer features, such as user reviews, which make their shopping experience much easier and more trusting.

#### Scalability and flexibility

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Marketplace platforms offer great scalability, without the need to invest in a new product portfolio. Sellers can quickly grow their business by establishing new trading partners, entering new markets or expanding their assortment with new categories of goods. This flexibility allows them to adapt more quickly to changing market conditions and consumer preferences.

#### Diversification of revenues

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By charging commissions or fees to third-party sellers, marketplace platform owners can diversify their revenue streams beyond traditional product sales. They can also offer premium services to third-party sellers, such as marketing support, logistical assistance, or access to customer data, further enhancing revenue opportunities.

#### Competitive advantage

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By offering a wider selection of products, improving the customer experience and implementing innovative functionalities, sellers can attract consumers more effectively than businesses based on traditional e-commerce platforms.



**Magdalena Limanówka**  
CTO Strix PL

## Why invest in a marketplace infrastructure despite the initial implementation costs?

A platform allows you to scale your business quickly and reach a wide range of customers without holding your own inventory. An investment in marketplace infrastructure therefore comes with huge growth potential. Furthermore, a well-designed and automated

platform can generate significant operational savings in the long term, optimising business costs. With a wide range of products, it allows you to expand your customer base, making your company more competitive in the market.

# Expert's voice





# Own marketplace – key challenges and how to overcome them?

Launching a marketplace platform can be challenging, especially when competing against large established e-commerce companies. However, being aware of these difficulties is key to implementing effective solutions. Here are some of the most common **pain points faced by online business owners** and tips on how to deal with them.



## Competition among marketplaces

There are many popular marketplace platforms in the e-commerce market, providing plenty of competition for new players. The fight for customers' attention is particularly fierce for horizontal marketplaces offering a wide range of products from different categories, such as Allegro, Amazon, or eBay. Standing out from such brands can be difficult, regardless of the financial investment in marketing activities.

### Tip:

The chances of building a strong brand are much higher in the segment of **vertical platforms**, offering products in a specific industry. Focusing on a certain field allows you to better understand your customers' needs and provide a personalised shopping experience. Less competition in this market can make it easier to win loyal customers and vendors.

## Positioning products

One of the concerns of e-commerce owners is whether, by bringing external sellers onto their platform, their own brand's products will lose visibility. On the one hand, a wide assortment allows them to attract new customers, but on the other hand, the audience's attention is scattered across many items simultaneously. How to deal with such competition?

### Tip:

To ensure your brand's visibility against other retailers, you should implement proper **product categorisation** within the marketplace system. By using advanced search engines, such as **Algolia**, you can configure the order in which products appear in listings. This way, those in the **P1** category (your own goods) can appear first in the search results, while products in the **P3** category (from external sellers) will be displayed lower or in less prominent positions on the page. This will help to control the positioning of your items on the platform.

## Sourcing vendors

A marketplace platform does not exist without a broad portfolio of sellers. Gaining their trust without already having references from other business partners can be a challenge. How do you encourage new brands to sell their products on the platform?

### Tip:

Firstly, it makes sense to focus on reaching out to companies that offer **products that are compatible** or in a similar category. This will allow you to address their business needs, nail down potential objections and point out the real benefits of collaboration.

Secondly, joining the marketplace should be as simple as possible for them. It is worth offering them **special terms and conditions** at the start, such as low initial fees, promotional trial packages or additional services (e.g. marketing or logistical support). A low barrier to entry on the platform will help to gain the interest of potential business partners and enable them to diversify their sources of income without major investment.





## Price pressure

When implementing the marketplace model, it is important to consider the price pressure caused by sellers who, to attract more customers, lower the prices of their products. This can apply to shops on their own marketplace platform as well as to competitors. Such actions negatively affect the margin of the marketplace owner, but also the brand image among competitors.

### Tip:

In order to prevent such practices on your platform, it is necessary to implement an appropriate **pricing policy** that imposes rules on sellers regarding maximum and minimum prices or promotions. In addition, to remain competitive and flexible in case of market changes, it is worth using price comparison engines or tools that enable their automation with intelligent algorithms.

## Low quality of products and services

Many entrepreneurs are concerned that the quality of products or services offered by third-party vendors may negatively impact their brand image. Customers perceive the platform by the range of products offered on it. There is always a risk that vendor's mistakes will affect the perception of the marketplace. With the right strategy, this can be avoided.

### Tip:

Before working with a particular vendor, establish specific **criteria for their selection**, check the quality of the products offered, and learn about customer feedback. This process is much easier if you are familiar with the specifics of the industry and know which aspects should be particularly taken care of.

Once sellers are introduced to the platform, continuously **monitor buyer ratings** and react immediately in case of any irregularities. Ensuring the highest quality of customer service will not only provide information about sellers but also enhance the experience of consumers, who can be offered an appropriate solution or compensation in case of any problems.

# How to implement a marketplace platform?

Setting up your marketplace requires preparing an appropriate strategy, researching potential target markets, implementing a technological infrastructure, and effective promotion among sellers and buyers.

Here are some aspects to consider when **transforming your sales model**.



# 1. Strategy

It is essential to develop a long-term business development strategy. At this stage, it will be helpful to analyse the market, the competition, identify key trends and the potential for a new product range.

It is also important to understand customer needs, buying preferences and their biggest pain points. It will also be crucial to consider pricing strategy, customer acquisition channels and potential challenges in new target markets.

Your own marketplace is an excellent opportunity to engage with vendors outside your local market and expand your product portfolio to include foreign brands. It is therefore important to consider whether the strategy should include this aspect of the business.

## Questions to ask yourself:

1. What is the main purpose of my marketplace platform?
2. Who will be my target audience?
3. How can I differentiate myself from the competition?
4. What added value can I offer?
5. Where do I see my company in 5 or 10 years?
6. Do I plan to expand my offering to include foreign brands?

## 2. Choosing the business model

At this stage, it is important to establish the platform's revenue streams and the rules of cooperation with external vendors. To do that, it is crucial to define the business model.

### Commission-Based

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In this model, the platform owner charges the merchant a commission on each transaction, ensuring a steady revenue flow. It fosters trust among merchants who only pay fees for purchases made.

### Subscription

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It requires merchants to pay a membership fee (monthly or annually) to use the platform. This solution provides recurring monthly income but can discourage merchants from collaboration if there are fewer transactions in a given period.

### Listing Fee

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In this model of cooperation sellers are charged a fee for listing their goods or services on the platform. This is how Allegro works.

### Freemium

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Deciding for that model, traders can use the marketplace for free, but the platform owner may impose using a specific logistical solution in return.

### Fee for Offer Promotion and Advertising

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In this model sellers can display goods or services on the marketplace platform for free, but to promote their offer to potential buyers, they must pay a fee.

### Mixed

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This model combines all strategies mentioned above, to create more favourable conditions for sellers.



## 3. Technology

Choosing the right technology is crucial to the success of a marketplace. Before implementation, it is worth considering factors such as the scalability, flexibility and integration capabilities of the platform. There are several off-the-shelf solutions available on the market, but it's recommended to choose solutions that provide the greatest freedom and opportunities for future business development.

### Marketplace architecture

An efficient marketplace requires suitable architecture to scale the business and handle high shopping traffic. Therefore, the **Composable Commerce** approach is recommended. It uses modern technologies such as microservices, APIs and headless to adapt the platform architecture to the business needs. In this approach, the individual components are communicated with each other via APIs, which allows for easier customisation and enhancement of the individual parts of the architecture. This provides greater flexibility than a classic monolithic platform, which is integrated and more difficult to modify.

Composable commerce can be implemented together with a headless architecture, in which the frontend is separated from the backend. It allows developers to make modifications on the frontend side of the website, without consequences for the backend. This approach makes it possible to integrate individual components from different suppliers, such as the PIM system or checkout.

Thanks to flexible architecture, the online shop can be tailored to the individual needs and preferences of customers, improving the quality of their shopping experience, for example by increasing the speed of the website.

Ebook



## Composable Commerce

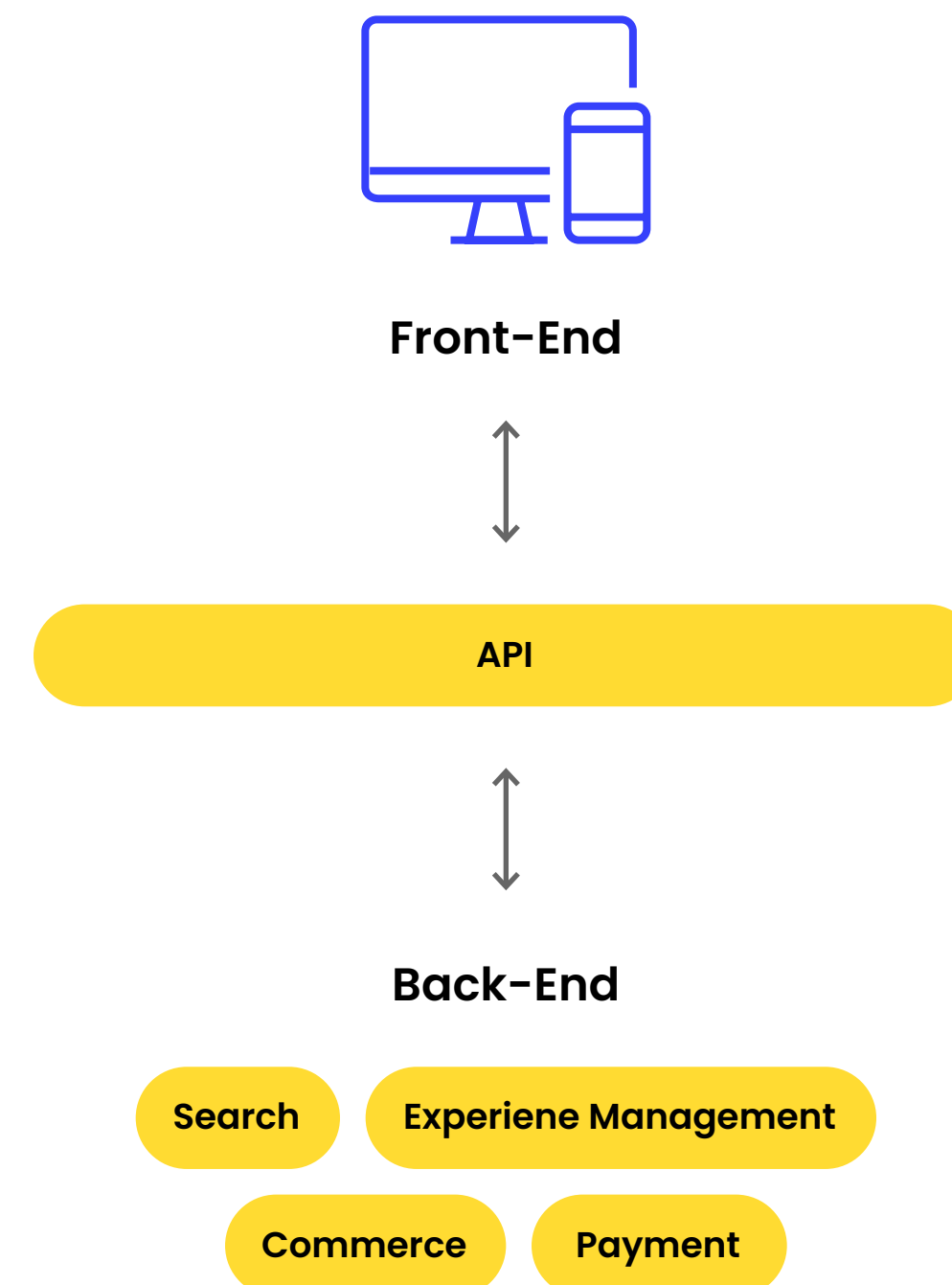
A new approach  
to online sales

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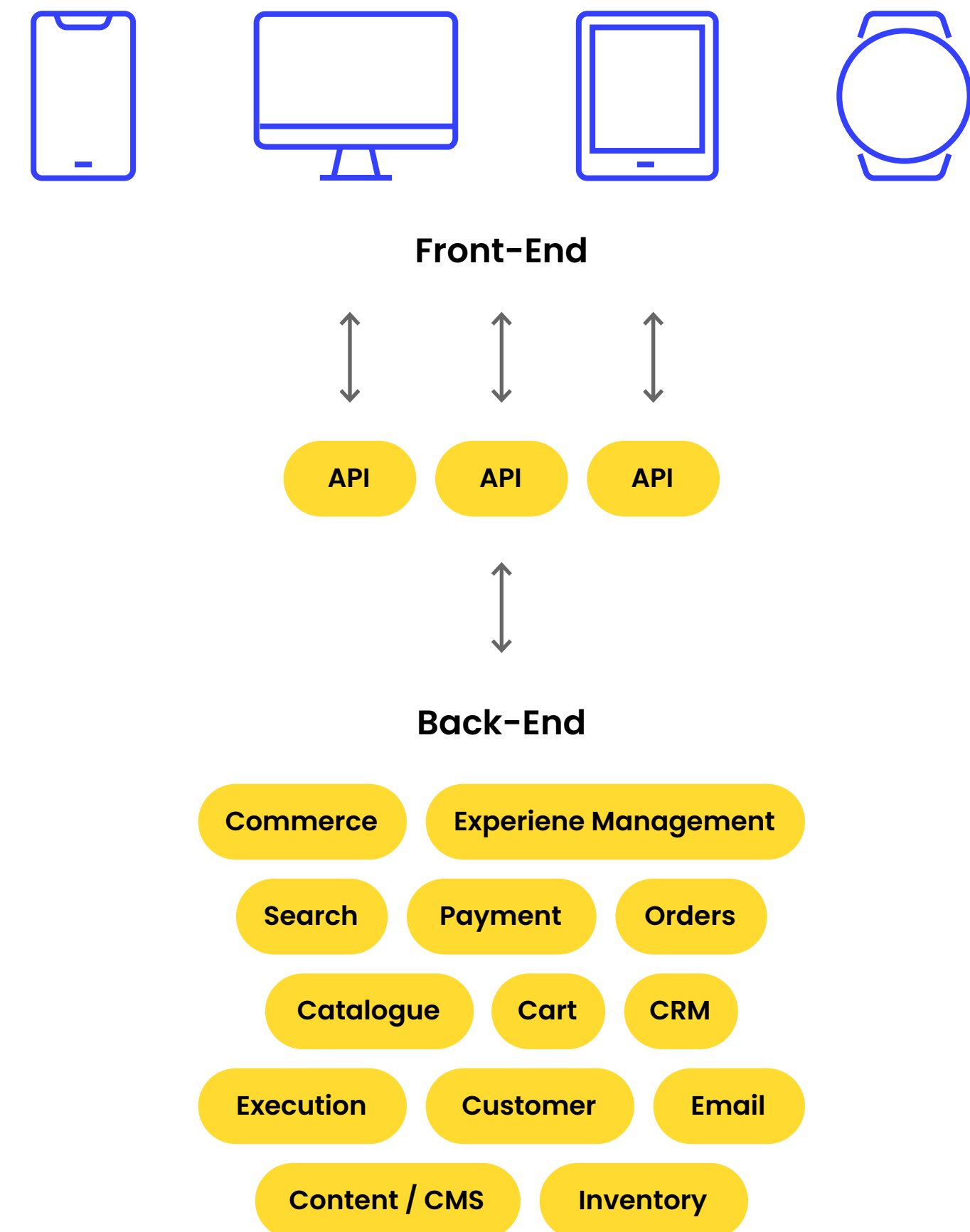
# 3. Technology

Composable commerce can be implemented in conjunction with a headless architecture, in which the frontend is separated from the backend, allowing modifications to be made on the frontend side without consequences for the backend.

## Headless



## Composable





# 3. Technology

## Necessary integrations

Besides choosing the architecture of the system and an appropriate platform, integration with external tools is also essential.

The use of standard APIs and middleware will facilitate integration with a variety of systems, as well as streamlining communication and increasing the flexibility of the architecture.

### PIM (Product Information Management)

It enables the collection, management and sharing of product data, such as descriptions, images, prices, etc. Integration with PIM ensures information consistency across the marketplace platform and the rest of the sales channels.

### OMS (Order Management System)

This management system handles the entire lifecycle of an order, from receipt to fulfilment to delivery and returns, while enabling fast and accurate customer service.

### Payment gateways

They enable the management of various payment methods such as credit cards, mobile payments, wire transfers or e-wallets. They provide customers with the convenience and security of transactions, and make it easier for merchants to account for sales on the marketplace platform.

### CRM (Customer Relationship Management)

It is responsible for tracking customer interactions with the website, data management and personalisation of marketing communications. Integration with CRM enables a better understanding of consumers' needs and preferences and builds relationships with them.



**Magdalena Limanówka**  
CTO Strix PL

What are the main technological challenges in implementing marketplace platforms and how to overcome them?

Implementing marketplace platforms is complex with many technological challenges, including scalability and performance. Using a composable commerce architecture and headless architecture can disperse operational responsibility to smaller systems, increasing platform performance.

Integration with external tools like payment gateways, logistics systems, and ERP is also challenging. Standard APIs and middleware facilitate integration, streamline communication, and increase flexibility. Integration platforms like iPaaS (Integration Platform as a Service) can be helpful too.

# Expert's voice



## 4. Key functionalities

An important step in the pre-implementation analysis process is to identify the key functionalities that the platform needs to deliver the best shopping experience for customers.

- **Options to search for products or services** using keywords and apply various filters such as price range, location, vendor ratings and others to narrow down the search results.
- **Product listings**, as well as the ability to create and manage listings for vendors. This function typically includes fields for product descriptions, images, prices and available quantities.
- **Registration and user profiles** for both buyers and sellers, including their personal details, reviews and ratings.
- **A rating and review system** to provide feedback on sellers and products to help customers make purchasing decisions.
- **Order tracking** to provide shoppers with monitoring of their order status, including shipping or delivery details, estimated delivery times and notifications.
- **A messaging system** to allow direct contact between all users of the platform – the administrator, the seller, as well as the customer.

- **Wish lists and favourite products**, which allow users to save goods they would like to purchase in the future.
- **A returns and complaints system** to protect users in case of problems with purchased goods.
- **A customer service system** to support users with questions or problems with their order.
- **Recommendation algorithms** to recommend products or services to users based on their browsing and purchase history.
- **Tools for retailers**, including offer management, sales tracking and performance analysis.

These core features ensure effective collaboration between all platform's users. Additionally, depending on your business and market requirements, you may add custom functionalities such as voice search, image search or augmented reality (AR)-based solutions.



**Jakub Królikowski**  
Enterprise Lead CEE Mirakl

## What should you look for when choosing a platform provider?

In my opinion, there are three key ingredients in the recipe for success: technology, ecosystem and, above all, expertise. So far, I have seen many companies that have built the core technology to a 'good enough' level. But the key question is whether vendors and technology partners will want to use it and how much it will cost to develop and maintain. I know at least two cases where Polish companies have invested several million zlotys in custom technology, and both of the projects failed.

Therefore, in the case of marketplace and dropshipping platforms on an enterprise scale, experience, but also knowledge of best

practices from other companies in the industry are key. With more than 450 B2C and B2B platforms worldwide, our technology is already a market standard. This is in part due to the fact that, in each project, our almost 200-strong Customer Success team analyses how each platform and product category is evolving, supplementing their experience with these findings. Of course, every business is slightly different, but I personally believe learning from the mistakes and successes of the biggest players in their industry is the best lesson. This is precisely the unique value that Mirakl delivers.

# Expert's voice



## 5. A community of sellers and buyers

After designing the platform architecture and discussing key functionalities, it is worth focusing on building a community of sellers and buyers.

When establishing partnerships with individual shops, you need to discuss the terms and conditions of the agreement, including commissions, platform fees, order processing and payment policies or required technical support. In order for sellers to use the platform effectively and start selling quickly, they need to be provided with **complex onboarding**.

A marketplace, however, not only means many brands in one place, but also more customers. For this to happen, the right **marketing efforts** are needed to attract the attention of new potential customers. Hence, it is worth taking care of the positioning of the site in search engines and planning activities such as email campaigns, social media, influencer partnerships or loyalty programmes that will generate traffic to the platform. These will help to increase revenue and strengthen the platform's portfolio with attractive brands.





## 6. Technology partners

When implementing a platform, it is recommended to use off-the-shelf solutions that offer marketplace architecture and allow integration with the necessary tools. These provide a basis for the development of your own website, enabling you to adapt the functionalities to your specific business needs.

However, integration with such platforms requires **technological expertise and an experienced development team** to help select the right e-commerce system and tailor it to individual requirements. For this purpose, it is worth using the services of an e-commerce agency that will efficiently guide the company through the entire process of building a marketplace, as well as its development. There is a number of marketplace solution providers on the market, such as **Mirakl, Sharetribe, CS-Cart Multi-Vendor, Arcadier** and many others.

In addition to off-the-shelf solutions, you can also implement the plug-ins and extensions for popular e-commerce platforms such as **Adobe Commerce (Magento), Shopify, or WooCommerce**. Take advantage of professional [e-commerce consultancy](#) to find out which solution will be best for your business.







**Magdalena Limanówka**  
CTO Strix PL

## How to choose the right technology partner to implement a marketplace platform?

When choosing the right technology partner, it is important to pay attention to its experience and previous portfolio. The company we choose to collaborate should have prior experience in similar projects and a track record of successful implementations. The partner should also have

a team of specialists with adequate knowledge and skills in the various technologies used in the marketplace architecture, but also be flexible. Only then will it be able to consciously recommend the best solutions and take care of the platform holistically.

# Expert's voice



# Marketplace implementation examples – what it looks like in practice?





## How did the home&you online shop become a marketplace?

home&you is one of the most popular interior design brands in Poland. The dynamic growth of the brand's popularity pushed the company to transform its traditional online shop into a marketplace platform.

### Technologies used

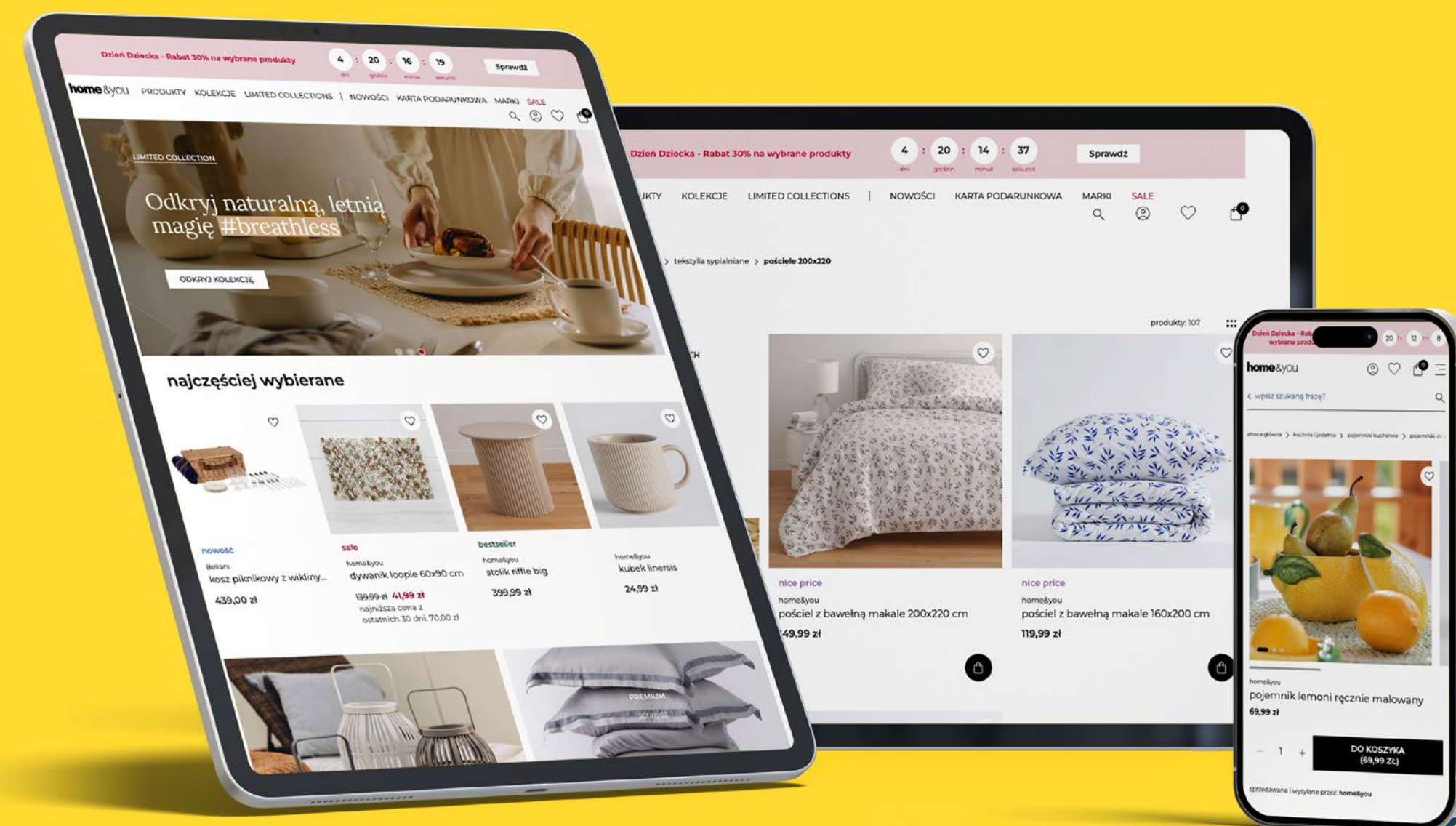
- Adobe Commerce (Magento)
- Mirakl
- Ergonode

### Implemented solutions

- Magento system upgrade
- Transition from a monolithic architecture to a microservices architecture
- Integration with Mirakl
- Platform redesign
- SEO audit
- Implementation of PIM tool

The marketplace platform enabled our client to take the next step in the company's growth and expand its product portfolio.

[Read the full case study >](#)





## Medistore – marketplace with medical services for Medcover

Medicover is a leading international company providing medical and diagnostic services. The aim of the collaboration was to develop the Medistore platform – an advanced marketplace offering medical products and services.

### Technologies used

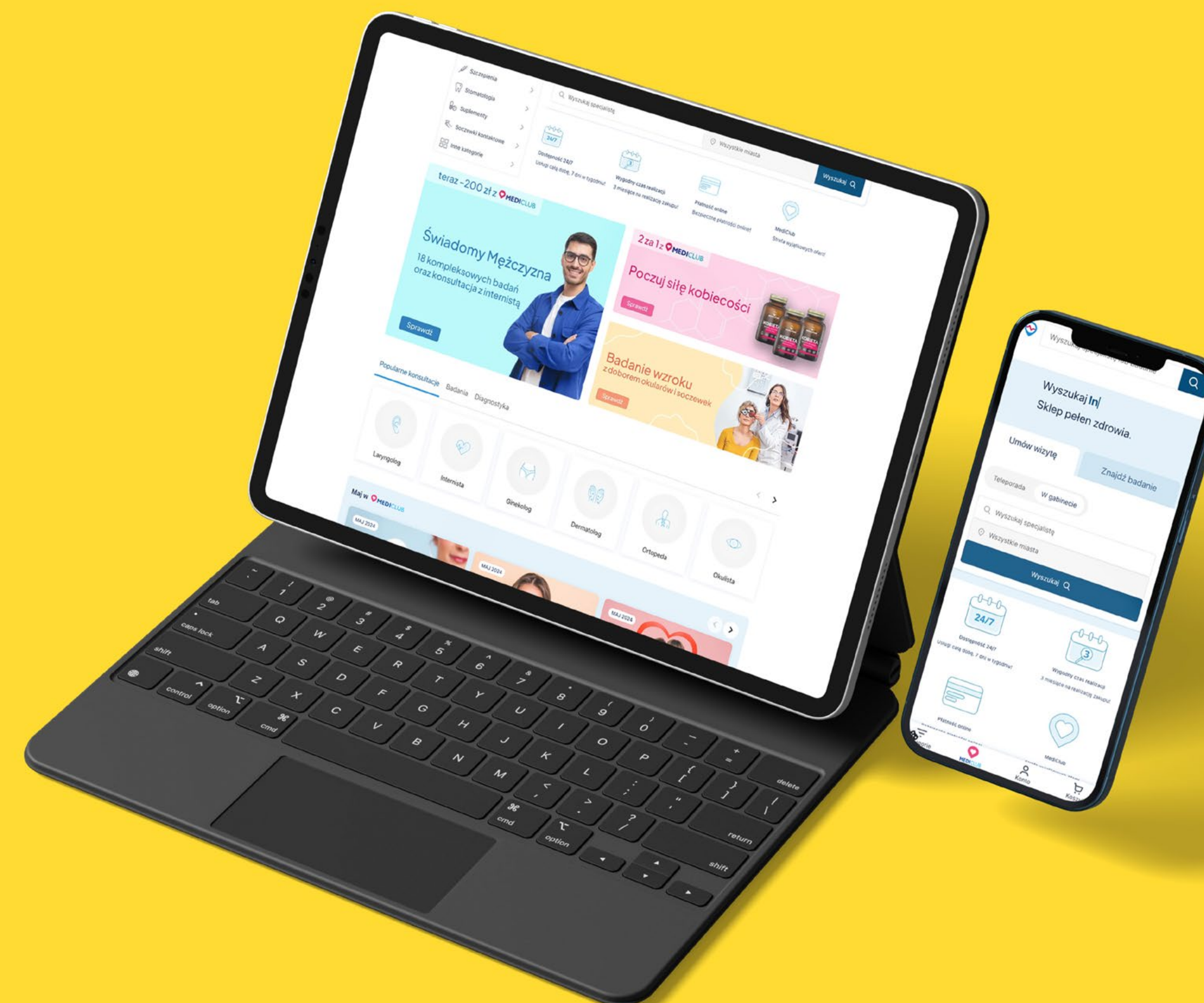
- Adobe Commerce (Magento)
- System PIM

### Implemented solutions

- Migration from Magento 1 to Magento 2
- Simplification of the purchase path
- Integration with PIM system
- Automation of the invoicing process

Medistore enabled the client to sell a variety of medical products and services in one place, thereby enhancing the customer experience.

[Read the full case study >](#)





## Marketplace for the financial industry – proof of concept

For institutions in the financial industry, we prepared a proof of concept for a marketplace system to help the client verify the business assumptions for implementing this type of platform in the banking industry.

### Technologies used

- Adobe Commerce (Magento)
- Mirakl
- System PIM

### Implemented solutions

- Workshops with the client
- System architecture plan based on the best solutions on the market
- Comprehensive product roadmap
- Design and UX of the marketplace platform

The proof of concept allowed our client to successfully validate its business plans for the implementation of a marketplace platform in the financial industry. The marketplace will ultimately operate in two languages in the EMEA region.

[Read the full case study >](#)







# The marketplace as the future of e-commerce

Investing in a marketplace platform is a strategic move that can bring numerous benefits, but also many challenges. However, one thing is certain – consumers are very keen to buy on marketplaces and want to buy even more.

The key to success, therefore, is to understand the needs of customers, respond dynamically to changing market trends and skillfully manage relationships with vendors. The gamble, however, is worth the candle, as it offers the opportunity to expand your product range, increase your reach and build an ecosystem that attracts both customers and business partners. With all these aspects in mind, the future of the e-commerce market seems to be inextricably linked to the development of marketplace platforms, and companies that decide to implement this business model will certainly gain a competitive advantage.







# Contact

Do you want to launch  
your own marketplace platform?

We will help you plan your business  
development strategy, audit your online shop  
and build a functional, modern platform that  
will turn your business goals into reality.

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Everything you need to know to implement marketplace platform

