Contentsquare x Mirakl

User Guide for Marketplaces

October 2023

Agenda

1. **Introduction: Mirakl x CS**

2. **Set-up**

Product differences & complementarities

Who? How? What?

3. **Use Cases**

Contentsquare use case for Marketplace

Contentsquare

Mirakl & Contentsquare

A Winning Partnership

Synergies

Successful Marketplace
Several thousands of sellers & millions of new products.

Data Rich
More data to process, digest, analyze for operators (aka our clients-in-common)

New categories and products
Operators leverage the marketplace to introduce new categories and products requiring more performance analysis.

Pain Points

Lack of data
Low user behavior data (zone interactions, navigation paths, checkout funnel etc.) on the Marketplace vs Retail

Lack of insights
Needing actionable data to form recommendations for UX optimization on the Marketplace to drive revenue

Enriched Uses Cases

Alerting
Set up custom alerts

Site Analysis
Page and Zone-level Product page analysis

Workspaces
Monitor main KPIs 1P vs 3P

Funnel Analysis
Analyze 1P vs 3P Checkout

Journey Analysis
Understand where Marketplace users are coming from + going to

Benchmark
Compare 1P vs 3P performances to your competitors

Synergies

Product complementarities
Train our clients to the use cases and best practices

Common Webinar
Train our clients to the use cases and best practices

Integration
Connect our solutions and be able to import Mirakl's data into Contentsquare

Contentsquare MIRAKL

Who? Typical Marketplace Team

Marketplace team

Marketplace Manager
- Ambassador of the marketplace within the company
- Defines the overall marketplace strategy and monitors the performance
- Monitor the performance of the Marketplace activity

Business Developers
- Recruit and onboard marketplace sellers

Seller Account Managers
- Develop, optimize and retain marketplace sellers & assortment

Business Analysts
- Monitor the marketplace performance (e.g. sellers & product performance)
- Identify new products and new markets to launch

+ Seller Support *(onboarding)*

Support teams

Content & Marketing
- Integrate sellers' content into the overall website
- Include MP product in marketing campaigns & promotions

Finance / Legal
- Manage overall accounting
- Review T&Cs of the marketplace

Technical Support (project & run)
- Point of contact during integration and new Mirakl versions
- Answer sellers' questions about API integrations

Customer Care
- Manage customer incidents between sellers and customers

Contentsquare MIRAKL

Who? Personas interested in Mirakl x CS Use Cases

	Role	Use Cases	KPIs	Features
Global Exec	Contract signatory or global head of e-commerce / CEO Contentsquare Ambassador (optional)	**As a Global Exec, I want to:** Follow the performance of my 1P vs 3P business at a glance	(GMV 1P vs 3P, Conversion rate, Bounce rate, Period comparison)	• Workspace
Marketplace Manager	Responsible for managing & optimizing the growth of the Marketplace Closely monitoring seller' performance, quality and overall, GMV. Can be in charge of different teams such as Seller Recruiters and account Managers.	**As a Marketplace Manager, I want to:** • Monitor the main KPIs of the Marketplace' performance and their evolution through time • Be quickly alerted of big rise and drops and be able to deep-dive on the roots	(GMV 3P, Conversion Rate, Bounce Rate, Top/ Low performers, # of Page views, # of Sessions, Click Rate, Average Cart, Seller Rating, Drop Rates) → Evolution in time → Global Marketplace	• Workspace • Alerts • Journey Analysis • Page Comparator • Zoning
Account Manager / Merchandiser	In charge of a portfolio of sellers: • Managing the onboarding of the seller on the Marketplace (KYC process, back-office training, catalog flow and product configuration, follow-up) • Sales & performance of the sellers portfolio	**As an Account Manager in the Marketplace Team, I want to:** • Follow the performances of my seller portfolio and identifies top and low performers • Fin insights & recommendations to share with my sellers	(GMV. Conversion rate, Top product, # of sessions, # of views, Attractiveness rate, Conversion rate, Exit rate, Bounce rate. Ratings, # of products, Out of stock, Exposure rate, Click recurrence)	• Workspace • Alerts • Journey Analysis • Page Comparator • Zoning
PO/PM / Data-analysts	Dedicated Marketplace squad could exist. In charge of the roadmap for the development of the Marketplace	**As a PO/PM, I want to :** • Identify relevant insights on the Marketplace part of the website to feed my product roadmap and optimize user experience		• Journey Analysis • Page Comparator • Zoning **NB: If relevant**

# Initial Set-up & Tracking Requirements in CS

How? Learn About tracking requirements

Good to know:

- You can provide up to **20 custom variables** to enrich the analysis context with details about the pages or the user.

- They're usually **collected from your data layer** or any other JavaScript object implemented throughout the site

- Technical documentation: <u>link here</u>

Our recommendations

- Download our Chrome plugin <u>CS Tracking assistant</u> to visualize the Cvar pushed to the CS tag
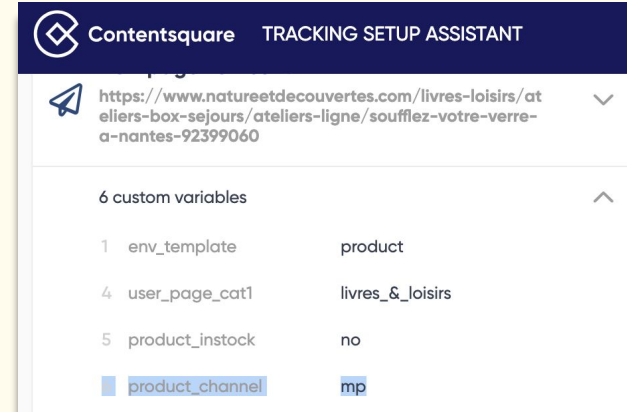
Example of Cvar to be collected by CS to easily isolate 1P vs. 3P products
here: "product_channel = mp" for marketplace

→ Go to the following slide to know which Dvars implement for Marketplaces

How? Implement the right variables in your datalayer

NAME	DESCRIPTION	Product page	Cart	Checkout	Confirmation
Product_Type	Differentiate 1P and 3P product	✅			
Seller_name	Retrieve Seller name	✅			
Product_category	Retrieve product category	✅			
Product_amount_1P	Display the nb of retail product		✅	✅	
Product_amount_3P	Display the nb of Marketplace product		✅	✅	
order_amount_1P	In the total revenue, amount that is from 1P		✅	✅	
order_amount_3P	In the total revenue, amount that is from 3P		✅	✅	
Product_condition	New / refurbished / Organic / PEFC	✅			
Product_availabilty	Yes or no : Is the product OoS?	✅			

MANDATORY (rows 1–7)

RECOMMENDED (rows 8–9)

❓ Complicated dev required

How? Set Up Mapping, Segments & Objectives

Mappings

- Reference Mapping (Macro)
- Mapping Micro categories
- Acquisition Mapping
- **NEW** Mapping split 1P / 3P
- **NEW** Micro mapping PDP sellers

Segments

- User have seen PDP 1P
- User have seen PDP 3P
- User have seen PDP 1P and no PDP 3P
- User have seen PDP 3P and no PDP 1P

Objectives

- Reach PDP 1P
- Reach PDP 3P
- Reach Cart

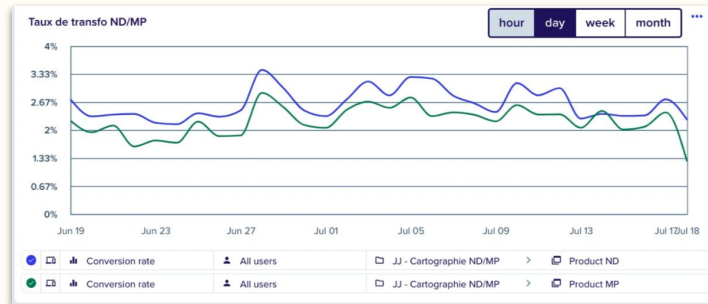Contentsquare MIRAKL

Use Cases with Contentsquare

What? Macro Dashboard 1P vs 3P

Use case: Build a personalized dashboard to follow the key metrics of the Marketplace & Retail website and their evolution through time.

Metrics:

- Conversion rate 1P vs 3P > evolution dans le temps
- Number of sessions PDP 1P vs PDP 3P
- Number of view PDP 1P vs PDP 3P
- Click rate CTA add to cart 1P vs 3P
- Funnel checkout 1P vs 3P
- Bounce rate PDP 1P vs 3P

- SEA – PDP 1P vs 3P (number of page view)
- Reach rate PDP 3P vs 1P
- Split mobile & desktop
- Funnel completion 1P vs 3P
- Time spent on PDP 3P vs 1P
- Loading time 1P vs 3P

Examples of widgets:

What? Dashboard for Marketplace Manager (Focus 3P)

Use case: Build a personalized dashboard to follow the key metrics of the Marketplace & Retail website and their evolution through time.

Metrics:

- Conversion rate 3P
- Number of sessions PDP 3P
- Number of view PDP 3P
- Click rate CTA 3P
- Funnel checkout 3P
- Bounce rate 3P
- Time spent PDP 3P

- Scroll rate PDP 3P
- Deep Dive acquisition sources
- Refurbish vs new
- Reach rate PDP 3P vs 1P
- Funnel PDP 3P > Cart > Checkout 3P
- Loading time PDP 3P

Examples of widgets:
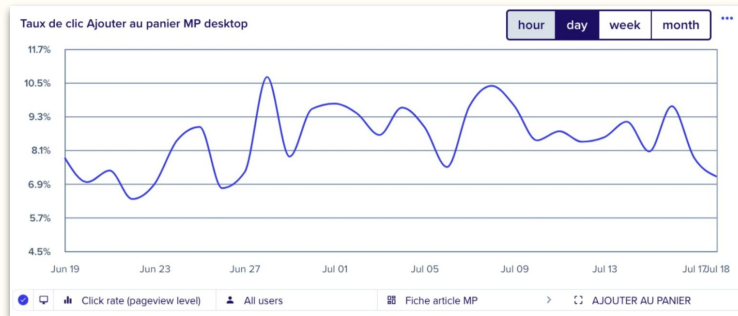
What? Dashboard for Account Manager

Use case: Follow the main trends of their seller portfolio and be able to identify to deep-dive on UX/UI performances for them.
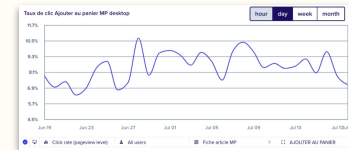
Metrics
(apply for each seller):

- Number of sessions PDP
- Number of views PDP
- Click rate CTA 3P
- Bounce rate PDP 3P
- Scroll rate PDP 3P
- Reach Cart - Conversion
- Evolution through time
- Loading time PDP

Examples of widgets:

Seller 1

Seller 2

Contacts

- Solution Expert Contentsquare : julia.dabin@contentsquare.com
- CSM Contentsquare : julian.viala@contentsquare.com
- CSM Mirakl : joseph.ascione@mirakl.com