

Mirakl interview_V2.mp4

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SUMMARY KEYWORDS

distributors, marketplace, manufacturers, customer, fundamentally, product, seller, data, participate, shop, clear, broad, buy, opportunity, founder, marketing initiatives, ceo, relationship, building, give

SPEAKERS

Adrien, Ana:

- A** Ana: 00:06
My name is Ana Milevskaja, I head up product marketing at Elastic Path. I had a great opportunity to catch up with Adrien Nussenbaum, Co-Founder and CEO of Mirakl. Have a listen. So let's talk a little bit about channel conflict. Would it be true that distributors' business is in danger, because manufacturers at any point of time can just cut them off? They have the data, they have the relationships, being a distributor is a tough business today.
- A** Adrien 00:38
So being a distributor has always been a tough business, because fundamentally, you have less margins than if you're a manufacturer. So it's not new, for distributors to be challenged. That being said, even if manufacturers are starting to go direct, creating their own web shop where customers can buy directly...the distributors who do their job, well still have a very great opportunity. Because they are the only ones that can easily address a broader set of needs from from their clients. And manufacturers are not yet at a point where they're thinking of themselves as a one stop shop. So, what the marketplace economy, foster is more for building a culture of partnership, where distributors will serve specific needs, and manufacturers will serve other needs. And also distributors can sell through the manufacturer site; or manufacturers can keep on relying on distributors for specifically.

A

Ana: 01:43

So would you say that to distributors, it's also an opportunity to pick up the orders that manufacturers are getting and fulfilling them? Even though the role that they more or less play is dropship supply chain?

A

Adrien 01:56

Yes, absolutely. Distributors in the marketplace economy should act in two ways. Number one, they should participate and join other marketplaces where it's fair. Which means they get access to customer data - they're not cut off, like it can happen on Amazon, for example. And the other thing is distributors think about setting up their own marketplace, because when they get clients, it's great for them to be able to appear as a one stop shop for their clients.

A

Ana: 02:16

Make sense. So when someone is just starting with marketplace, maybe building the case, creating POC... what advice would you give them?

A

Adrien 02:37

So, usually at Mirakl we have a team called customer success, where we have 50 to 60 marketplace practitioners. And we run these series of workshops and fundamentally, the key to being successful in the marketplace economy is to be very, first of all very clear about what products are you going to go after. How broad are you going to be? The other thing is what is going to be the commercial relationship that you're going to have with the marketplace sellers? How much are you going to charge to them? Are you going to give them data? Are you going to allow them to participate in marketing initiatives? And finally, the last point is, how are you going to present this marketplace to the end customer? Are you going to be very transparent and make it very clear that you know they're buying from XYZ seller? Or are you going to try to hide it, and as a consequence be more reliable and responsible for the outcome of the orders.

A

Ana: 03:39

Thank you very much for your time.