



MIRAKL

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How Macy's added 2,000+ brands



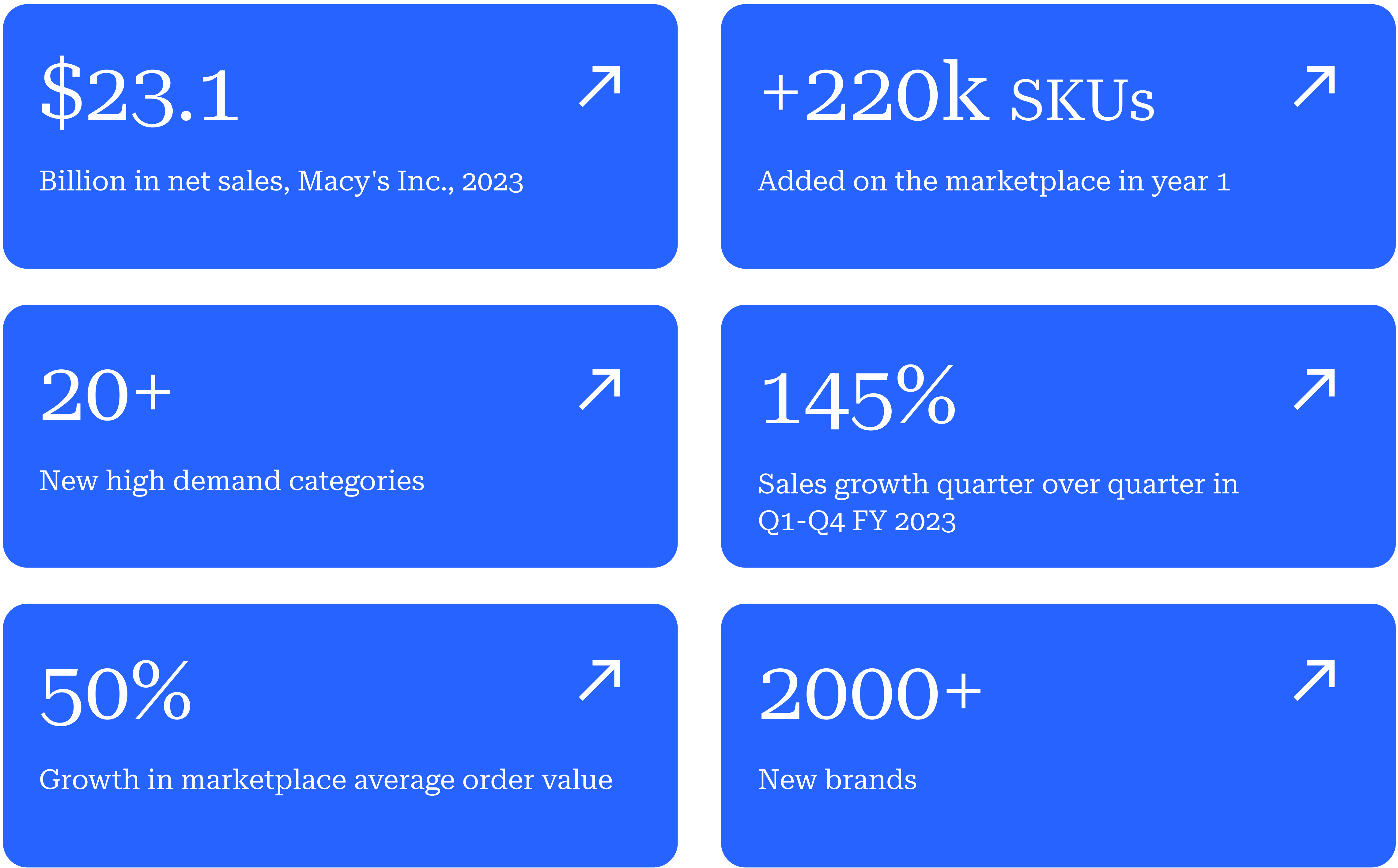
and achieved increased profitability
with the Mirakl Marketplace Platform

Why did Macy’s decide to **launch** an online marketplace?

Macy's Inc. is one of the leading department store brands in the US with \$23.1 billion in annual net sales, serving as a go-to destination for both offline and online shopping. To boost their online business, Macy’s launched its Mirakl-powered marketplace in September 2022.

Macy’s aimed to grow its online business but faced a significant gap: it wasn't feasible to offer all desired products in first-party assortment. The marketplace approach helped overcome constraints and costs by working with trusted third-party sellers, ensuring scale without compromising brand integrity.

Meet the needs of more customers to boost revenue



Why Macy's chose Mirakl to **power** its marketplace

The size and scale of Macy's business naturally inclined the retail leader to choose the Mirakl Marketplace Platform for its highly curated marketplace strategy.

> **Simple access to trusted, pre-vetted sellers.**

Mirakl Connect accelerates seller recruitment and optimizes onboarding for Macy's, allowing them to launch and scale their marketplace in under a year. This powerful networking tool, as well as its built-in ecosystem of connectors, makes it possible for Macy's to add trusted third-party sellers to its marketplace faster. With more than 450 sellers onboarded, Mirakl Connect is Macy's top partner for onboarding and GMV acceleration.

> **Fast, streamlined onboarding for seller catalogs of all sizes.**

Macy's uses the Mirakl Catalog Manager module to ingest seller catalogs in hours not months. Diverse integration methods including EDI, CSV, and API offer flexibility to match how sellers operate, while AI-powered category and attribute mapping ensures that every product on the marketplace meets Macy's high standards for data and content quality.

> **Ensure a consistent customer experience and protect brand integrity at scale.**

With Mirakl, the Macy's eCommerce team is able to closely manage the customer experience with sellers, using quality rules to automatically suspend and reward suppliers across multiple KPIs. Real-time dashboards track and manage supplier performance at scale.



We're excited about marketplace from two dimensions. First is the customer experience: broader assortment, great styles, edited selection. Second, with the marketplace, we have additional flexibility to carry assortment that may be more profitable for us on marketplace versus in our own distribution channel. It's a margin driver for us.



Adrian Mitchell
Chief Operating Officer and Chief
Financial Officer

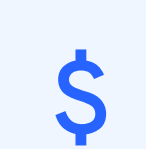
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Key benefits & marketplace results



Marketplace sales grew by 145% quarter on quarter in Q1-Q4 FY 2023

Marketplace shoppers also spend more: average order value and units per transaction are **50% higher for baskets** including marketplace products.



Ensuring maximum profitability

Macy's optimizes for profitability at the SKU level, shifting products that aren't profitable through its own distribution channels to the marketplace.



Testing and learning without inventory risk

The Mirakl Marketplace Platform enabled Macy's to easily introduce and test **20+ new categories** in their assortment, such as electronics and small kitchen appliances, without the cost or risk associated with purchasing and holding that inventory.



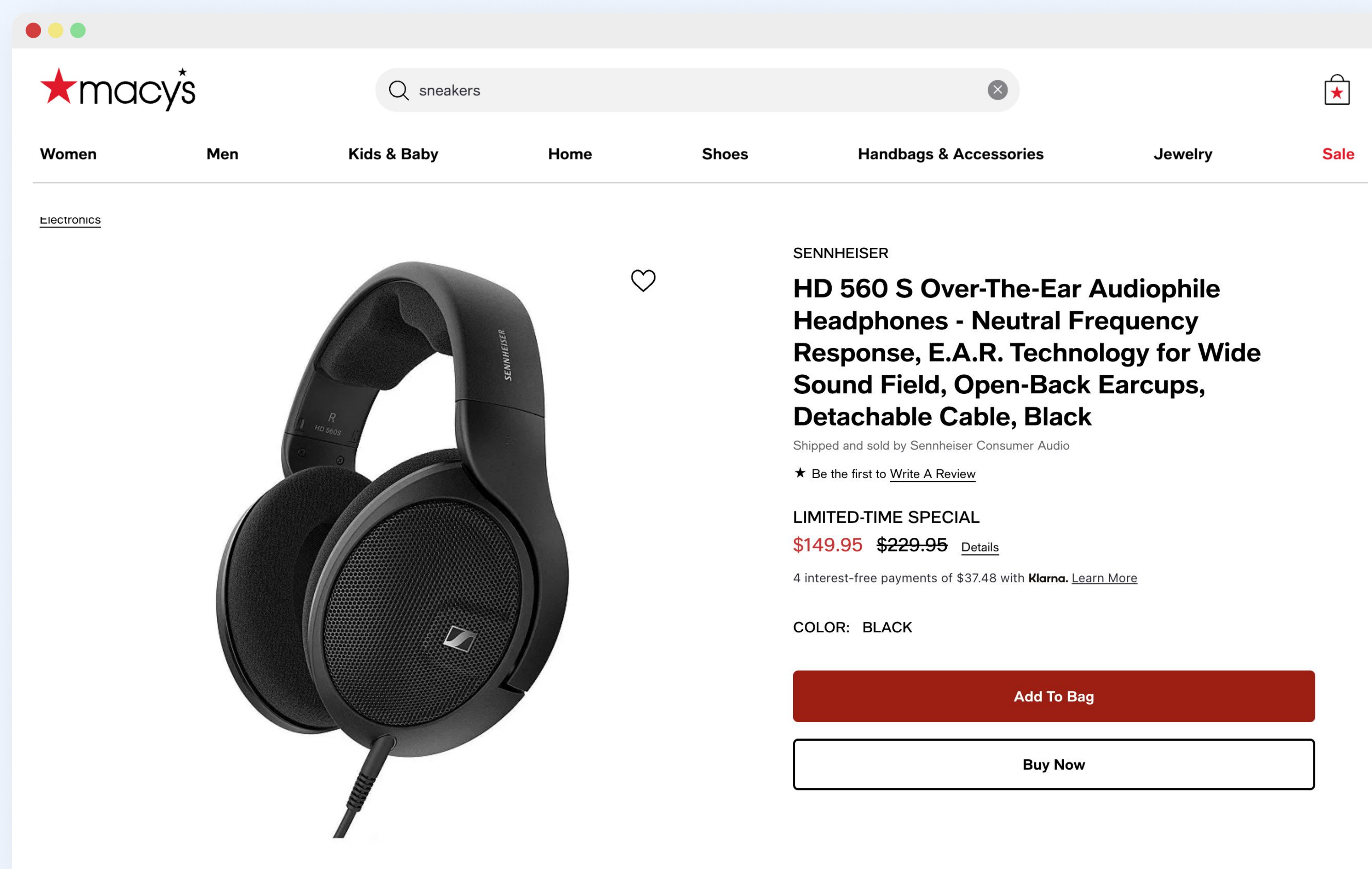
Doubling online assortment

With Mirakl, Macy's has added **2,000+ new brands** in 1 year, and capturing growing sales opportunities in underrepresented categories like video games and electronics.



Reaching a younger audience

In addition to growing sales from existing customers, marketplace products boosted transactions from a new, younger demographic of consumers



The marketplace allows Macy's to add new product categories and expand existing ones like electronics.

Marketplace **best practice**

The concern of cannibalization is deeply ingrained in the retail sector but Macy's analysis debunked the myth. Their statistics revealed that a substantial **90%** of their marketplace customers engaged in cross-shopping, purchasing items from both Macy's own assortment and third-party sellers. Notably, in **96%** of their transactions, a product owned by Macy's was included in the basket.



With Macy's marketplace, we grew 50% from Q4 2022 to Q1 2023. There are not a lot of times in a merchant's or retailer's career where you can say that – but that's been our incredible growth trajectory.



Josh Janos
VP Marketplace





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 including Macy's, Decathlon, Kroger, Airbus, Toyota Material Handling and Sonepar.

For more information: www.mirakl.com

To learn more...

- [Key Takeaways from Year 1 of the Macy's Retail Marketplace](#)
- [Following Launch of Mirakl-powered Marketplace, Macy's Marketplace Leader Shares Insights and Lessons Learned](#)
- In-demand Session: [How Macy's Inc Optimizes Their eCommerce Assortment Strategy with a Marketplace](#)