HOW TO SUCCEED ON MARKETPLACES

Listing optimisation
Error reports
Launch automation

Order management
Cross-border strategy
Performance overview

+24

NetMarkets
Marketplace Management

by LENGOW

Win the Marketplace Era.

Half of European online shoppers buy via marketplaces (RetailX), and more than **45% of EU companies that sell online use marketplaces as a sales channel** (Eurostat). If you're not built for marketplaces, **you're handing growth to competitors**.

This guide shows how **NetMarkets by Lengow** helps you centralise operations, scale faster, and protect performance with automation, marketplace-ready content, and real customer results.

Part I

Key Challenges in Marketplace Management

In the first part of the eBook, we take a closer look at the challenges faced by brands that sell on marketplaces. We have **identified 5 major ones**.
Good reading!

1

Fragmented multi-marketplace operations

Managing multiple accounts across Amazon, eBay, Zalando, and niche marketplaces is complex and time-consuming:

- Teams juggle different interfaces, update product feeds manually, and react slowly to algorithm changes.
- As product catalogues and orders grow, operational inefficiencies increase.

Consequences & risks

High risk of **listing errors** and **stock mismatches**, resulting in potential revenue loss

Delayed response to **market trends or competitor actions**, falling behind

The number to remember:
1% - Amazon's maximum **Order Defect Rate (ODR)**.
Go over this and your selling privileges can be restricted or suspended.

(source: Amazon)

2

Inconsistent product data & listings

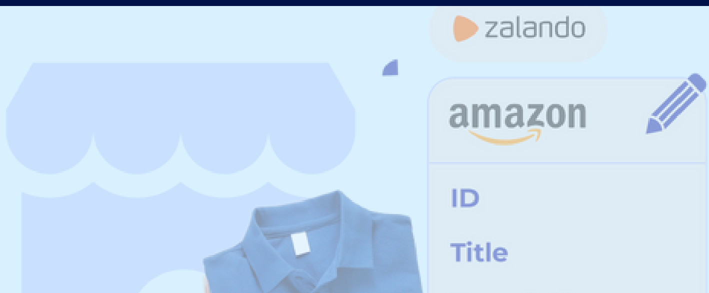
Product data rarely looks the same across marketplaces:

- Titles, images, attributes, and descriptions need to be tailored to each platform's requirements.
- Inconsistencies hurt visibility, conversion rates, and search ranking.

Consequences & risks

- Rejected or suspended listings on strict marketplaces
- Reduced visibility & Buy Box eligibility due to substandard listings

The number to remember:
41% of shoppers abandon a purchase when product information is inconsistent across websites.
(source: Salsify)



3

Limited cross-marketplace visibility

Sellers often lack consolidated insights across multiple platforms:

- Performance KPIs are siloed by marketplace
- Teams struggle to understand which products or channels drive the most revenue

Consequences & risks

Missed opportunities to reallocate stock or pricing strategy

Slow reaction times to market changes or demand peaks

Inability to quickly identify underperforming SKUs

The number to remember:
53%: Price is the top reason brands lose the Buy Box.

(source: Profitero)

4

Limited visibility into performance data

Most brands operate with disconnected tools, slow manual audits, or insufficient marketplace analytics.

Consequences & risks

- Sales and marketing teams **lack actionable insights**.
- It's **difficult to identify** underperforming SKUs, unfilled demand, or regional gaps.
- **Without clear data**, brands can't plan, react, or optimise effectively.

The number to remember:
9 hours/week - what the average data worker loses to unsuccessful analytics/data tasks.
(source: IDC)

5

Difficulty expanding to new marketplaces

Entering new marketplaces comes with: complex technical requirements, platform-specific onboarding processes & slow product feed integration.

Consequences & risks

- **Increased burden** on already busy operational teams
- **Missed revenue opportunities** in emerging markets & channels
- **Slower go-to-market strategy**

The number to remember:
18 new mandatory material attributes Zalando added in 2025, showing how requirements evolve and slow onboarding if data isn't ready.

(source: Lengow)

Part II

Regaining Control with NetMarkets

NetMarkets by Lengow is designed to centralise marketplace management and turn operational complexity into competitive advantage.
It transforms fragmented, manual processes into automated, insight-driven workflows, giving commercial, marketing, and operations teams the power to scale efficiently, respond faster, and protect revenue.

NetMarkets Framework

1

Centralise & Automate marketplace feeds

Challenges addressed: fragmented multi-marketplace operations, manual processes that limit growth

How NetMarkets helps

Single point of control for all marketplaces

Automatic feed distribution to multiple channels

Stock and price synchronization in real time

💡 **No more double work or delayed updates. Sellers regain operational efficiency.**

2

Optimise listings & Ensure compliance

Challenges addressed: inconsistent product data, rejected or underperforming listings

How NetMarkets helps

Automatically adapt titles, images, & attributes to each marketplace's requirements

Flag listing errors and prevent suspensions before they impact sales

Boost search visibility and Buy Box eligibility with optimised content

We have stayed with Lengow since 2017 now not only **because all the marketplace integrations are seamless**, but also because their platform is **very user-friendly and intuitive**. It's really easy for someone that is not an IT person to use it effectively.

star

on

NetMarkets
Marketplace Management

3

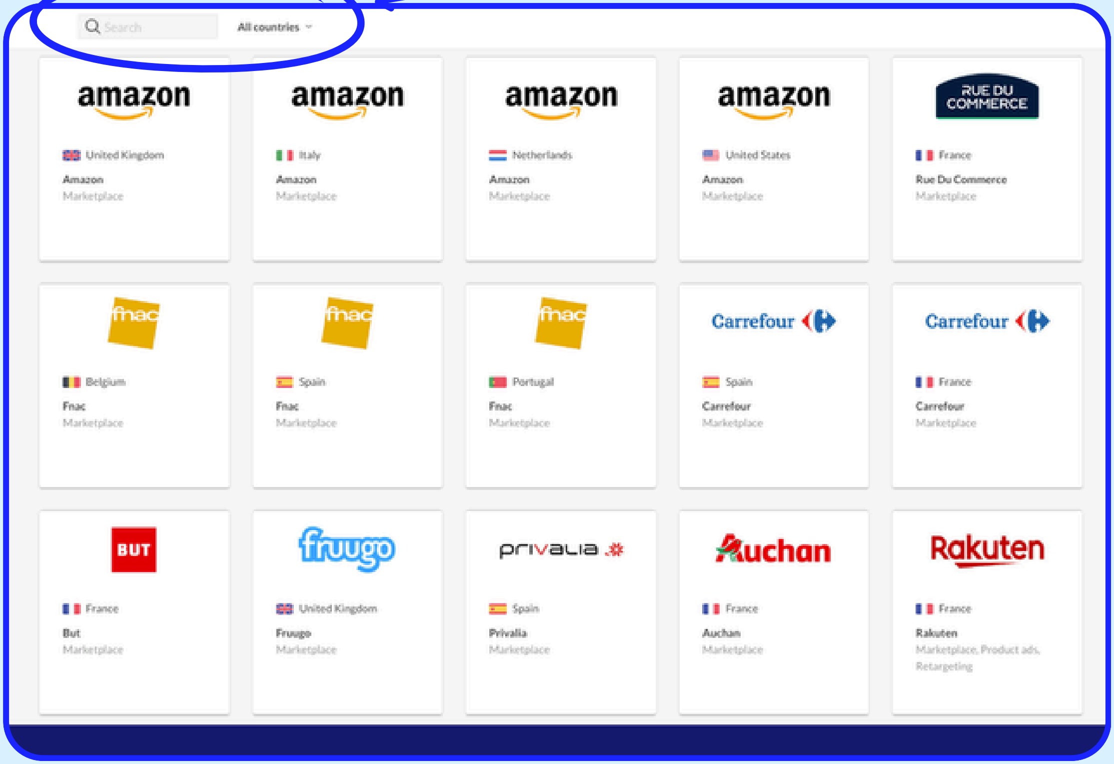
Accelerate global marketplace expansion

<u>Challenges addressed</u>: difficulty entering new marketplaces, time-consuming technical setup

How NetMarkets helps:

- **Pre-built connectors for 200+ global marketplaces**
- **Faster onboarding with automated feed adaptation**
- **Scalable workflow to manage growth without adding manual burden**

All your (inter-)national marketplaces in one place!



Challenge & Response Overview

Challenge	NetMarkets Response
Fragmented operations	*Centralised feed management & automation*
Inconsistent listings	*Smart optimisation & compliance checks*
Limited performance visibility	*Unified dashboards & API-ready datasets*
Manual processes	*Automated alerts & stock/price synchronisation*
Slow marketplace expansion	*Pre-built connectors & rapid onboarding*

Part III

Real-life Numbers & Case Study

In this final section, we illustrate the measurable impact of NetMarkets **with key figures and client success stories**. These insights show how data, automation, and marketplace intelligence translate into tangible results.

Real numbers, real insights.

Sellers count on the capabilities of NetMarkets:

70+

marketplaces supported worldwide

10M+

marketplace orders managed a year

x2

faster product launches on new marketplaces

Real clients, real feedback.

nouveaux marchands .com

*Thanks to Lengow, we were able to structure and **accelerate our international rollout with complete peace of mind**. Their solution provides us with the **control, flexibility, and responsiveness necessary to perform on Amazon and European marketplaces**.*

CEO

NEXECOM (Nouveaux Marchands), a well-established French home-appliance retailer, aimed to **accelerate its cross-border expansion across Europe**. With a vast catalogue of over 12,000 SKUs and complex logistics, managing multiple marketplaces manually was increasingly untenable. By leveraging Lengow's NetMarkets, **NEXECOM centralised its marketplace operations, automated feed updates, and scaled seamlessly across countries**.

The result?

40+

active marketplaces managed via one central platform

€4M

in cross-border revenue generated in just 2 years

6

Amazon marketplaces across different countries

12K

product references uploaded to marketplaces

Real clients, real feedback.

CREATE

*Before working with Lengow, it could take us months to launch new marketplaces - **now it's a matter of weeks**. This has resulted in **cost savings** and a **clear acceleration in our expansion** within the marketplace channel.*

Digital Director

Create, a Spanish design-led household appliance brand, wanted to **scale efficiently across Europe** without increasing operational complexity. By adopting NetMarkets by Lengow, Create enabled **automated, multi-country and multi-marketplace operations**, all managed from a single platform.

The result?

7+

countries activated with full marketplace expansion

12

marketplaces used simultaneously

1

centralised platform for managing these marketplaces

Time-to-market reduced to just weeks

Lengow empowers marketplace sellers

LENGOW

We provide **powerful feed management**, **global price monitoring**, and **robust data tools** to elevate your e-commerce strategy. Since 2009, Lengow has fueled digital growth for over **3,600 customers** across thousands of marketing and sales channels in over **60 countries**.

Chat with our e-commerce experts

I want to chat