

Marketplace Growth Engine: Your E-Commerce Accelerator

Unleash your e-commerce potential with our AI-driven approach to marketplace optimization.

 by **Anna Shtovbonko**

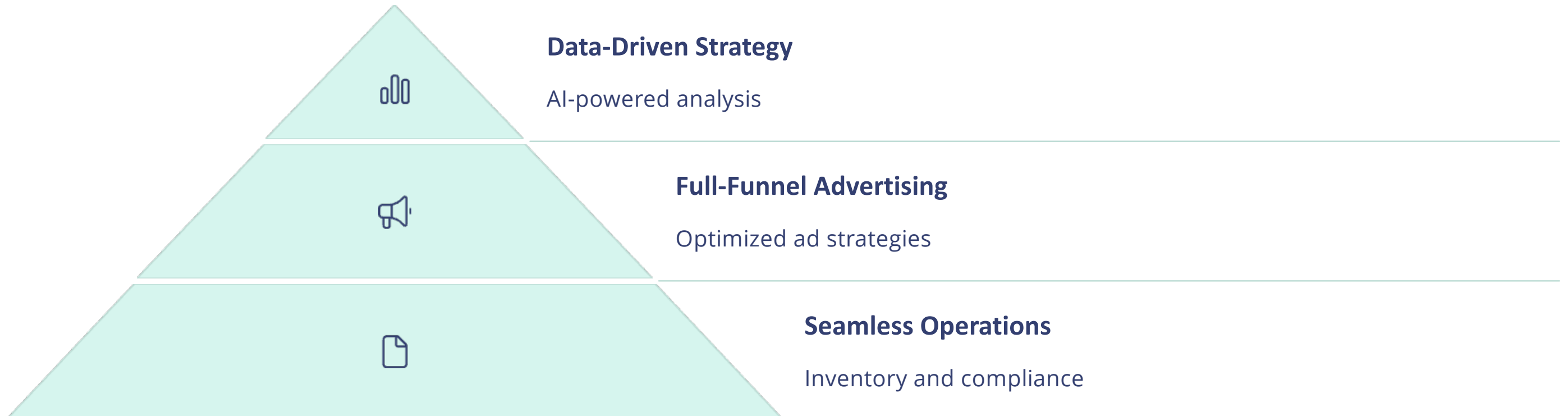




Quick intro:

- Over 10 years of experience in the e-commerce space.
- Specialize in performance-driven marketplace management, project execution, and revenue growth strategies.
- Commerce, Banking & Finance background with Bachelor's and Master's degrees.
- Author of scientific articles, a speaker at international conferences.
- Worked with leading brands and marketplaces, managing and optimizing sales on platforms like Walmart, eBay, and direct-to-consumer e-commerce websites.
- Passionate about helping businesses of all sizes scale their e-commerce operations and maximize their presence across multiple platforms.

Marketplace Growth Engine: A Comprehensive Approach



Marketplace Growth Engine is a comprehensive e-commerce methodology designed to optimize marketplace and direct-to-consumer sales. It integrates AI-driven analytics, strategic advertising, and operational excellence to help brands and sellers scale profitably.

This approach serves small, medium, and large-sized businesses looking to expand on marketplaces like Walmart & eBay, established brands aiming to refine their strategy, new sellers navigating marketplace challenges, and AI-forward companies interested in leveraging automation for growth.

Key Challenges Solved



Low Sales & Poor Conversion

Poor product visibility, ineffective listings, and weak ad performance limiting your growth potential.



High Advertising Costs Without ROI

Wasted ad spend with low returns due to inefficient targeting and campaign management.



Brand Positioning Struggles

Lack of competitive pricing, weak content, and poor customer retention affecting your market position.



Operational Inefficiencies

Inventory issues, fulfillment challenges, and compliance risks hampering your business operations.



E-Commerce Website Strategy

Website Optimization

Implementing SEO strategies, mobile responsiveness, and A/B testing to improve user experience and conversions

Operations & Logistics

Streamlining order fulfillment, inventory forecasting, and customer service integrations



Marketing & Promotions

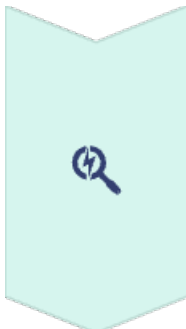
Creating tailored plans using email marketing, social media advertising, and influencer partnerships

Advertising

Building data-driven campaigns across Facebook, Instagram, Google Shopping, and TikTok

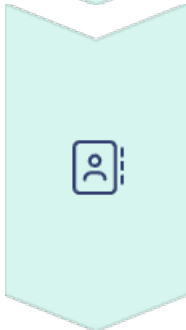
A successful direct-to-consumer strategy requires positioning your brand effectively in a crowded market, adopting the right pricing model, driving traffic, improving conversion rates, and integrating appropriate sales channels.

Walmart Marketplace Strategy



Catalog Optimization

Optimizing product titles, descriptions, and attributes with relevant keywords to rank higher in Walmart's search results while enhancing product pages with high-quality images and compelling descriptions.



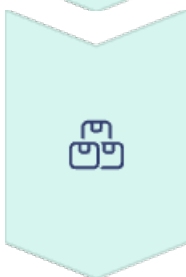
Full-Funnel Advertising

Leveraging Sponsored Products, Display Ads, and Search-Inspired Placements to increase product visibility, creating tailored strategies to maximize ROAS and customer acquisition.



Business Analytics

Tracking sales performance by product, category, and promotional activities, analyzing key metrics like Buy Box win rate, inventory health, and customer reviews.



Operations Management

Setting up Walmart Fulfillment Services, monitoring inventory levels, handling compliance issues, and managing disputes to ensure seamless operations.

eBay Strategy & Optimization

Catalog Optimization

Optimizing product titles, descriptions, and item specifics with high-ranking keywords to improve visibility in eBay search results. Creating compelling product pages with high-quality images, videos, and detailed descriptions to increase conversions.

Marketing & Promotions

Leveraging eBay Promoted Listings, Deals, Coupons, and Discounts to drive conversions. Utilizing external traffic channels like social media, email marketing, and influencer partnerships to increase product reach and rankings.

Advertising & Analytics

Implementing Promoted Listings Standard & Advanced campaigns, extending listings to external platforms, and aligning with eBay's deal events. Monitoring sales performance, competitor pricing, market trends, and seller ratings to maintain an optimized account.





Why Work With Me



In-Depth Brand & Market Insight

A deep understanding of your brand identity and the competitive landscape, analyzing market trends and identifying opportunities that set your brand apart.



Cutting-Edge AI & Industry Trends

Access to advanced AI tools that enhance efficiency, optimize performance, and drive smarter business decisions—ensuring your brand stays ahead of the curve.



Single Point of Contact

Unlike agencies with multiple teams working in silos, you'll have one person overseeing all aspects of your business with comprehensive knowledge of your goals.



Full P&L Management

An expert analyzing your entire profit and loss statement, strategically adjusting key factors to drive sustainable profitability and long-term growth.

Who Benefits From Our Solution



Small & Medium, Large-Sized Businesses

Expanding marketplace presence with optimized listings



Established Brands

Enhancing performance analytics and ROI



New Sellers

Navigating complex marketplace requirements

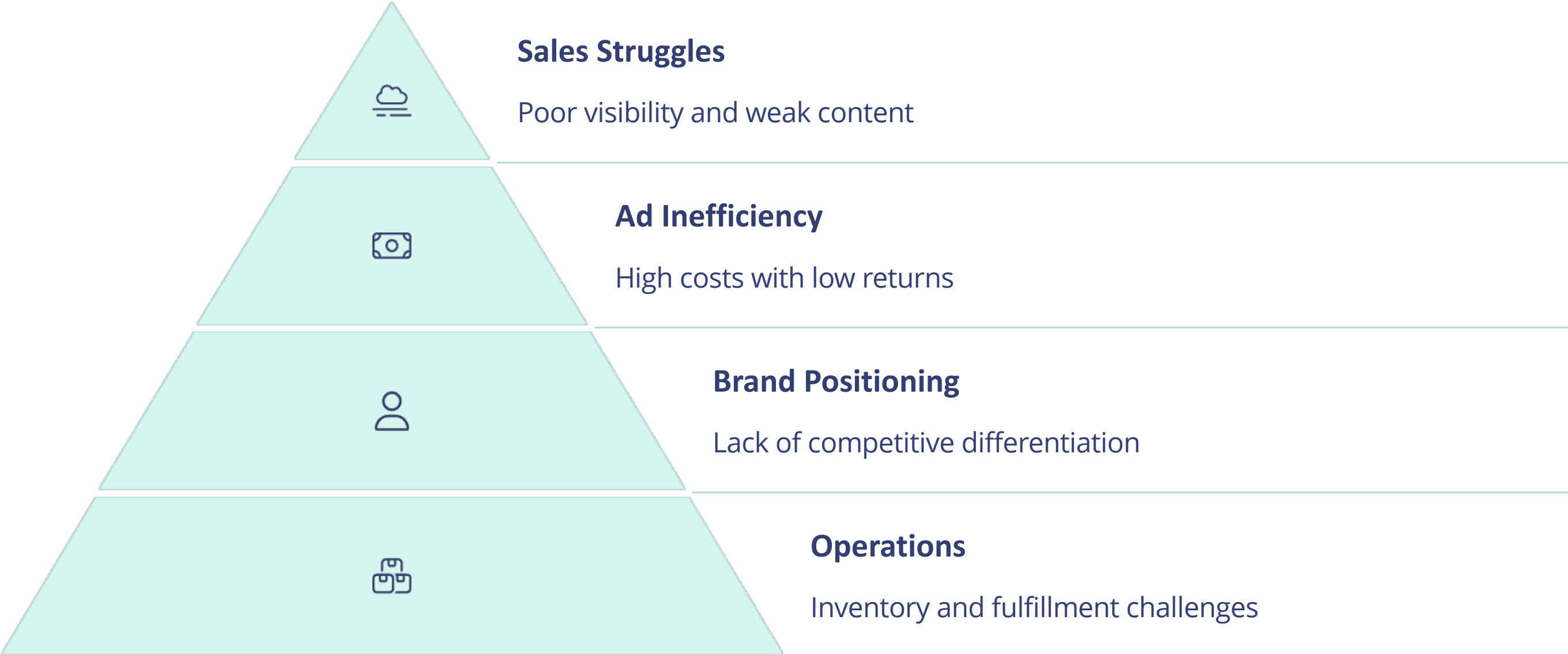


AI-Forward Companies

Leveraging automation for competitive edge



Challenges We Solve



Our Comprehensive Methodology



Market & Product Analysis

AI-driven insights reveal untapped opportunities.



Listing Optimization

SEO-driven content drives visibility and conversions.



AI-Driven Advertising

Optimized campaigns across all platforms.



Operational Excellence

Streamlined fulfillment and compliance solutions.



Performance Analytics

Real-time tracking drives continuous growth.



Real Results That Matter

43%

Conversion Increase

Through optimized listings and content

37%

ROAS Improvement

Via AI-powered ad targeting

52%

Inventory Turnover

Through demand forecasting

28%

Cost Reduction

With operational efficiencies

Why Choose Marketplace Growth Engine

End-to-End Expertise

Complete approach from listing to logistics. Our team handles every aspect of your marketplace presence.

AI-Powered Growth

Data-backed decisions maximize efficiency. Our algorithms identify opportunities human analysis might miss.

Proven ROI

Optimized strategies deliver measurable returns. We track performance to ensure your investment pays off.

Dedicated Support

Direct access to marketplace specialists. Your personal expert guides you through every step.



Recent Project Successes



"Share My Cart" Feature – Jomashop.com

Developed a feature allowing customers to add items to their cart and share a payment link with another person, leading to increased conversion rates.



"Shopping Preferences" Feature – Jomashop.com

Implemented a feature enabling customers to select favorite brands and categories, with results displayed on a dedicated page filtered by new arrivals.



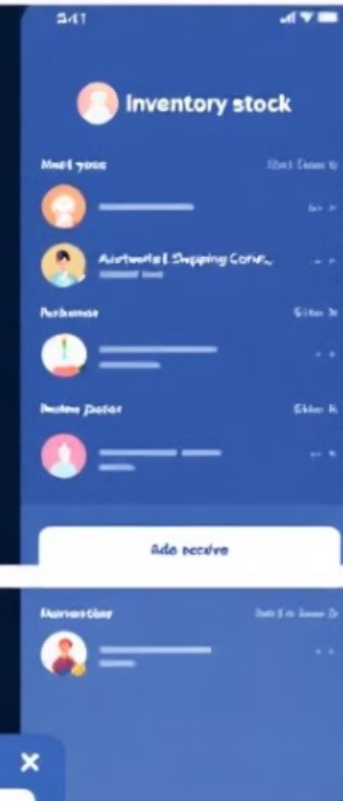
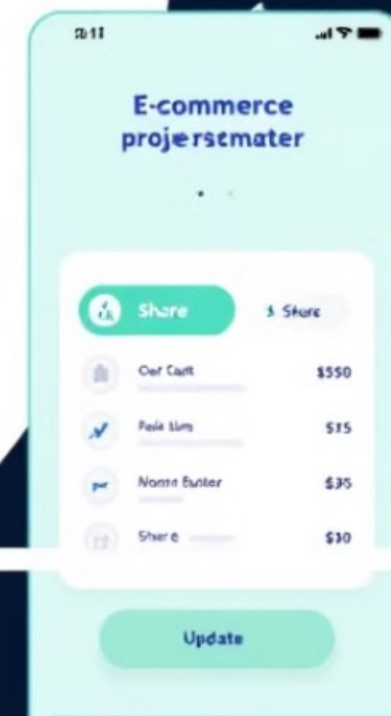
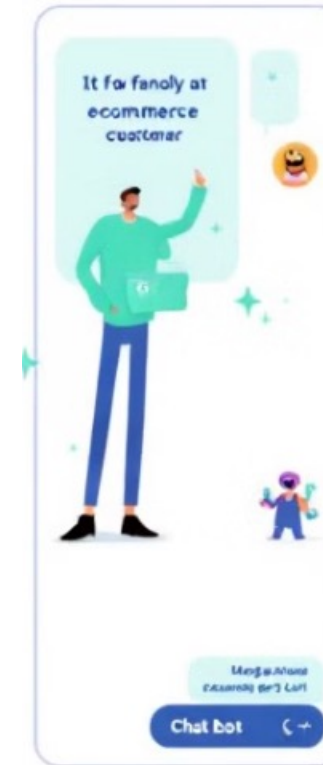
WISMO Chatbot – Jomashop

Implemented an AI-powered chatbot handling up to 70% of customer service inquiries related to order tracking, reducing response times and improving satisfaction.



Automated Workflows – eBay & Walmart

Developed logic-driven workflows for eBay sales events and Walmart Fulfillment Services, optimizing operations, pricing strategy, and inventory management.



Ready to Scale Your Business?



Initial Consultation

We assess your current marketplace presence



Strategy Development

Custom growth plan tailored to your goals



Implementation

Our team executes your optimized strategy

Contact us today to unlock the full potential of your marketplace strategy. Let's transform your e-commerce performance together.