

BIJLAGE Selling Successfully on Marketplaces

Customer service-tooling

	Crawl	Walk	Run	Fly
Prijzetting	Backend marketplace	Basic: plug-in Advanced: Integrator	ERP & Integrator	ERP & Integrator
Voorraad-beheer	Backend marketplace	Basic: plug-in Advanced: integrator + WMS bij eigen warehouse	Integrator + WMS bij eigen warehouse	Integrator + WMS bij eigen warehouse
Verzenden	Backend marketplace	Shippingplatform	Shippingplatform	Shippingplatform
Boekhouding	Backend marketplace	Boekhoudoplossing	Boekhoudpakket/ Boekhoudoplossing	Boekhoudpakket
Product-informatie	Backend marketplace	Basic: Backend marketplace Advanced (bij uitgebreid en complex productassortiment): PIM + integrator	PIM/Integrator	PIM/Integrator
Analyse	Backend marketplace	Basic: Backend marketplace / Advanced voor meer inzichten: datatool	Datatool	BI
Adverteren	Backend marketplace	Basic: Backend marketplace Advanced: meerdere campagnes of meerdere kanalen: agency of marketingtool	Agency of marketingtool	Agency of marketingtool
Klanten-service	Backend marketplace	Backend marketplace	Basic: backend marketplace Advanced: CS-software	CS-software



shopping
tomorrow