

The Power of Marketplace Data Done Right

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omniaretail

Today’s agenda

01 Introduction

02 Should you differentiate pricing across marketplaces?

03 Key differences between marketplaces (Backed by data)

04 How to analyze your marketplaces in Omnia and discover improvement possibilities

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Meet your hosts



Brend Kolfschoten

Solution Consultant

3 Years at Omnia

Driving Growth at Omnia
1 Year Shaping Dynamic Strategies in Ticket Pricing

Developed a powerful forecast model while pioneering **dynamic pricing innovations** to optimize profitability.



Rara Kartika Sari

Solution Consultant

3 Years at Omnia

Joined as a Junior Consultant and now am specialized in **pricing strategy implementation** in Omnia

Led the **migration** to Omnia 2.0

Empowering our users to achieve their goals with the help of Omnia

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Should you differentiate pricing across marketplaces?

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How do marketplaces shape online pricing?

Brands & Retailers
Retailers must balance visibility, profit and price competitiveness



Consumer
Comparing prices on portals and between marketplaces.

Competitors & Dynamic Pricing influencing both retailers and the marketplace.

Marketplaces drive competition and transparency

Pricing isn't static - market dynamics cause constant fluctuations

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What impacts pricing decisions on marketplaces?

Competition
Price wars & frequent changes

Buy Box Dynamics
Crucial for sales performance

Commission Fees
Impact net pricing & margin strategies

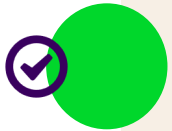
Price Parity
Some platforms enforce consistent pricing

Consumer Perception
Pricing influences brand value & conversion rates



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Is differentiated pricing the right strategy?



Pros

- **Maximizes Margins** based on platform fees & audience
- **Adapts to competition** per marketplace
- **Avoids price wars** on low-margin platforms



Cons

- **Risk of brand in-consistency** across channels
- Possible **Minimum Advertised Price conflicts**
- More **complex monitoring & strategy** execution

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How should you approach marketplace pricing?



Align with Marketplace Position

Understand premium vs. discount-driven platforms



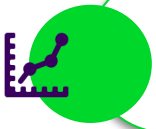
Leverage Dynamic Pricing

Adjust based on demand & platform fees



Monitor Price Parity

Ensure compliance & avoid revenue loss



Use Data Insights

Identify the best times & places for differentiation

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Key differences between marketplaces

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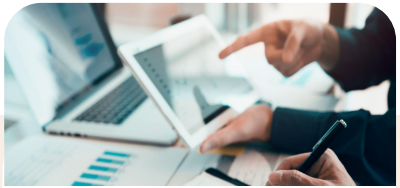
Scope of the research



Beauty & Sport Fashion Industries



German market



Timeline: Jan - Dec 2024



Only focussed on non-promotional weeks

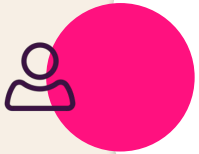
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Key Findings: Marketplace pricing differences



Marketplace pricing is not one-size-fits-all

- Different **levels of competition and fee structures** influence pricing per platform.
- Some marketplaces encourage low pricing, while others allow premium positioning.



Most vendors adjust prices per platform

- **61.1% of vendors use a differentiated pricing strategy** tailored to marketplace dynamics.
- No single marketplace **consistently offers the lowest price**, making pricing decisions complex.



Price trends reveal strategic opportunities

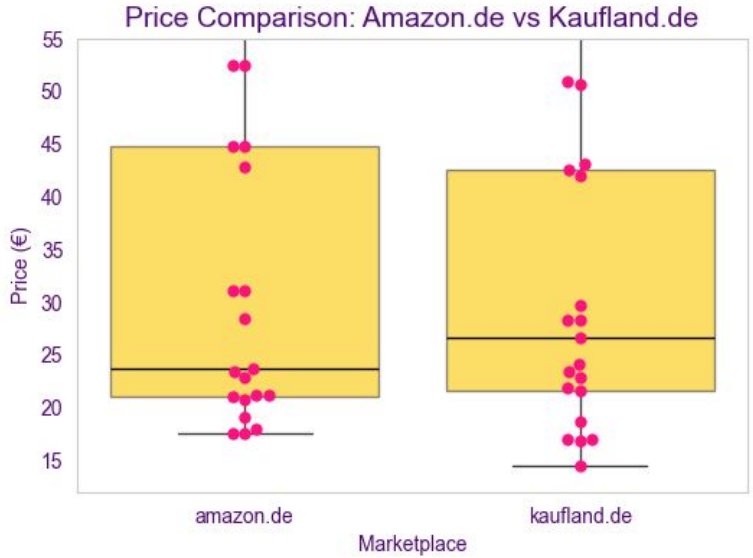
- **Amazon** maintains **stable** pricing.
- **eBay** shows **higher price volatility**.
- **Kaufland** positions itself with **consistently lower prices**.

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How do prices vary between marketplaces?

Pricing strategies vary significantly per marketplace – some platforms have more competition encouraging low pricing, while other maintain different fees leading to higher pricing.





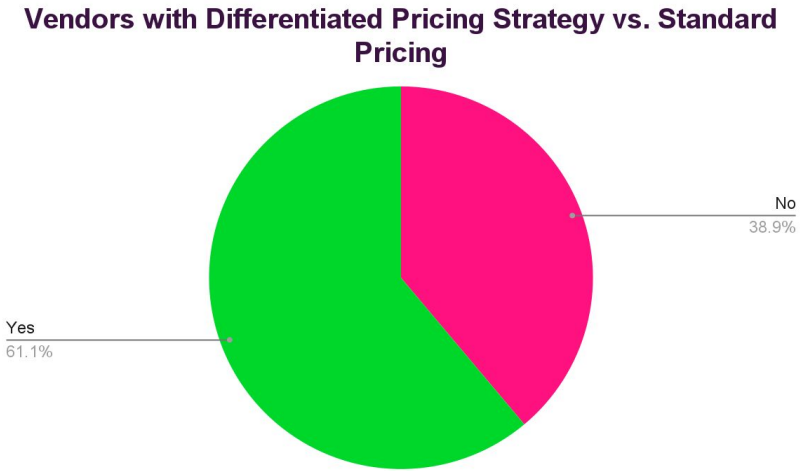
Amazon tends to have **lower** prices than eBay, indicating a more competitive landscape

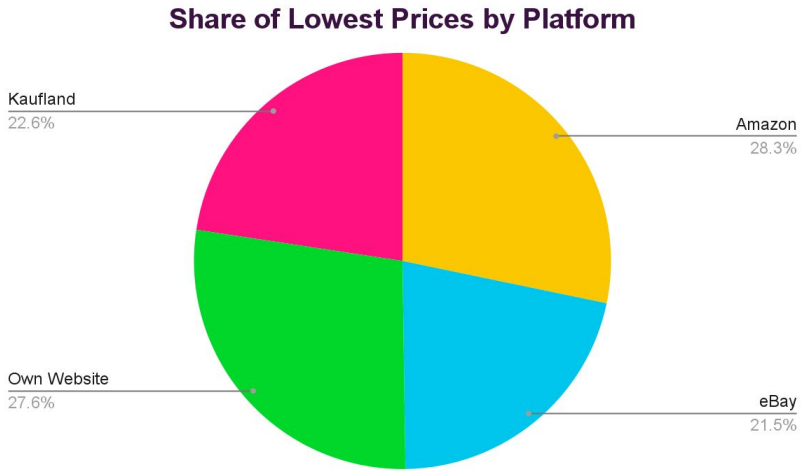
In comparison to **Kaufland** we would see **lower** pricing, indicting a difference in fees

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Which marketplaces have the lowest & highest prices?

Most vendors (61.1%) adopt a differentiated pricing strategy, adjusting prices based on platform dynamics. However, **no single platform consistently offers the lowest price** for vendors using this approach, highlighting the complexity of marketplace pricing.





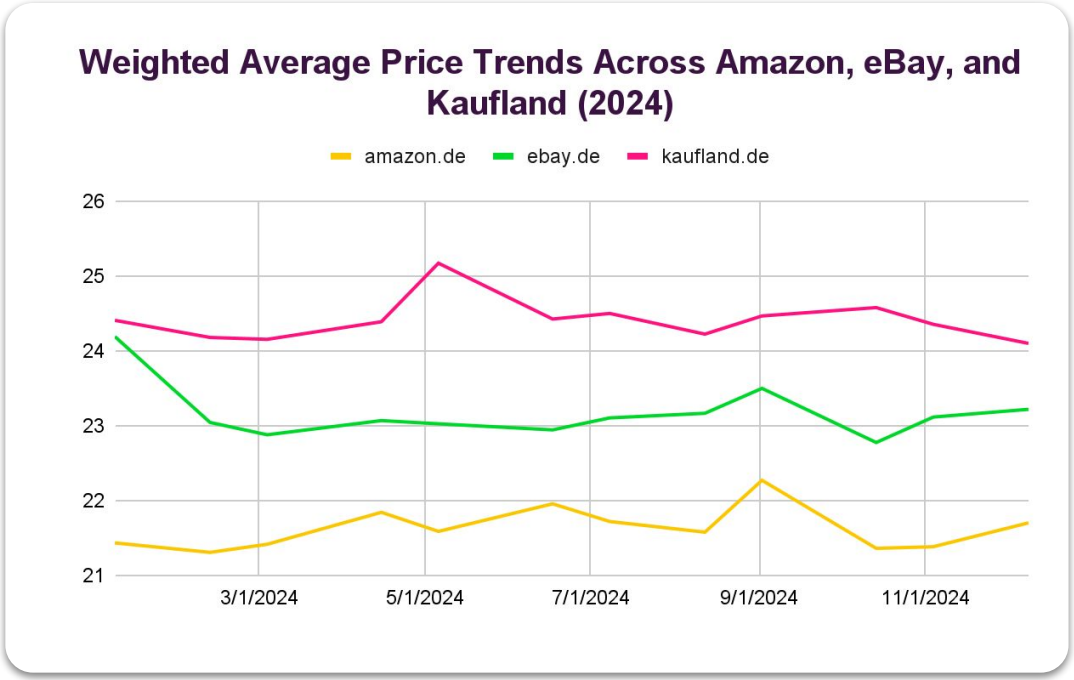
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How do marketplace prices change over time?

Understanding price trends across marketplaces helps **identify competitive differences** and **strategic opportunities**. While Amazon maintains stable pricing, eBay shows volatility, and Kaufland positions itself with consistently higher prices.

Final Takeaways

- **Amazon.de** = **Stable Pricing**
  → Likely automated repricing, fewer fluctuations
- **eBay.de = More volatile, declining prices**
  → price-sensitive sellers, heavy competition
- **Kaufland.de = highest and most stable prices**
  → less discounting, possibly premium positioning

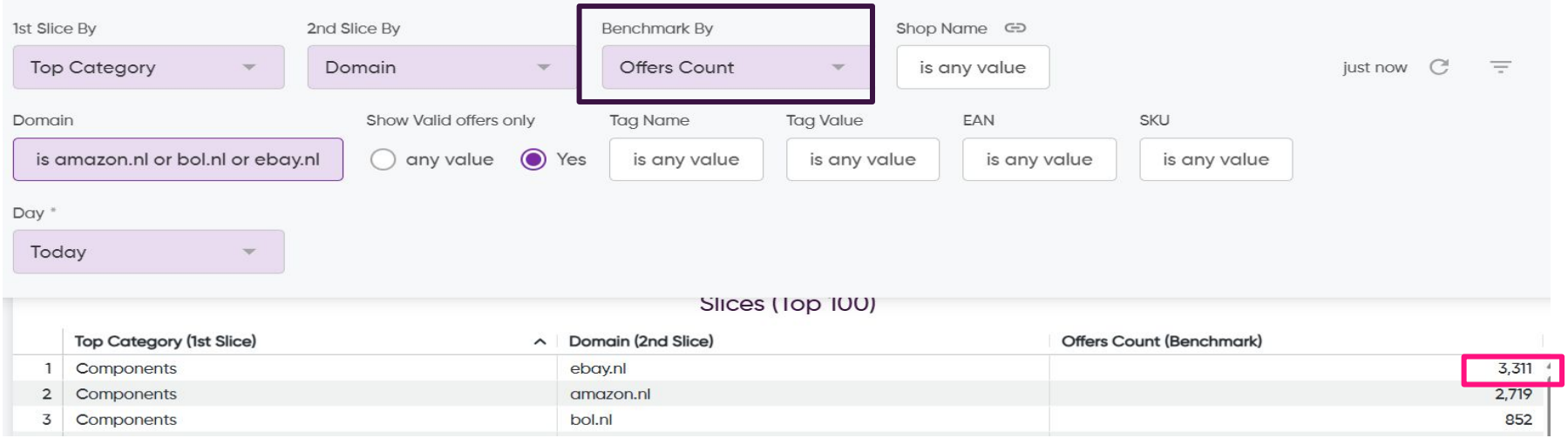


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Analyzing current market-place data in Omnia

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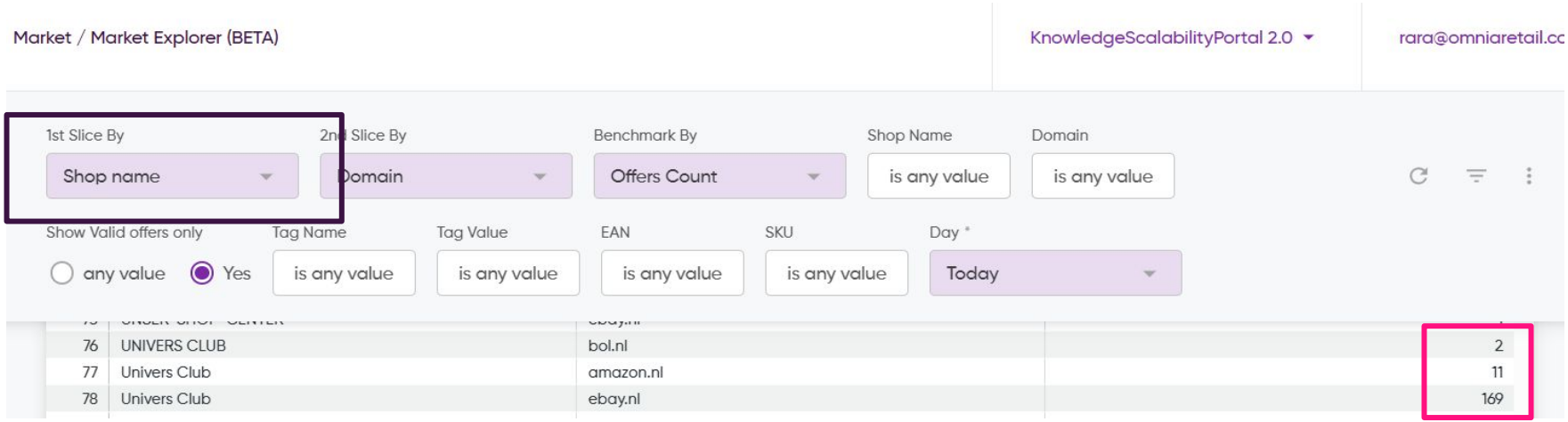
Which marketplace is the most populated one for the different categories?



	Top Category (1st Slice)	Domain (2nd Slice)	Offers Count (Benchmark)
1	Components	ebay.nl	3,311
2	Components	amazon.nl	2,719
3	Components	bol.nl	852

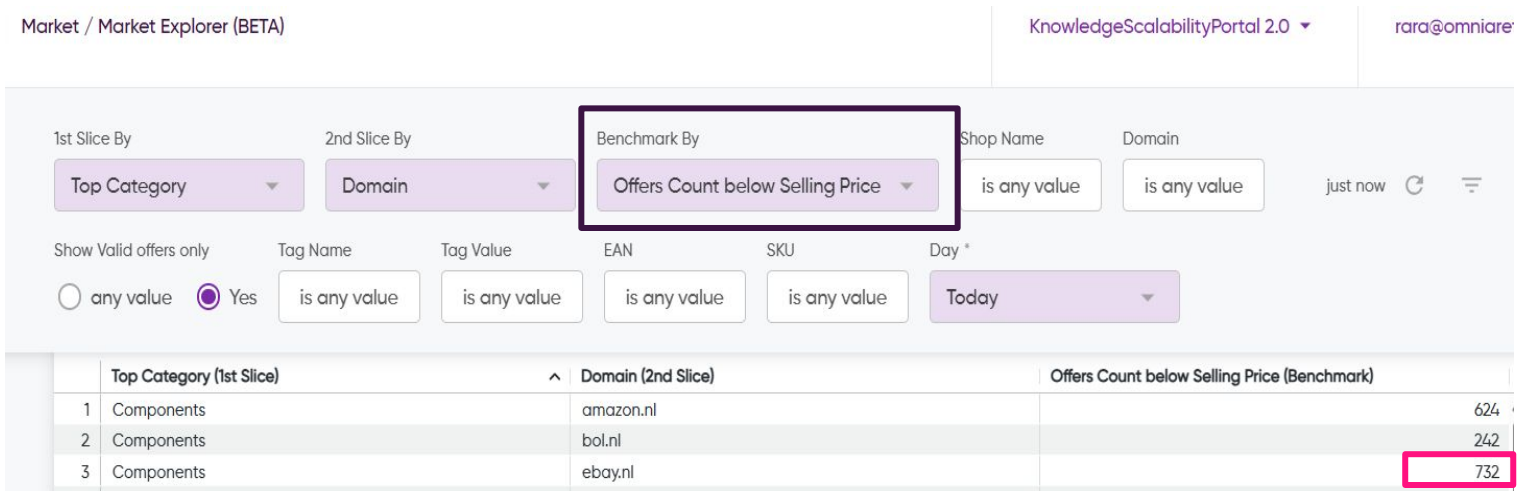
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Are your main competitors present in one domain more than the others?



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Which one has the most offers below your selling price?

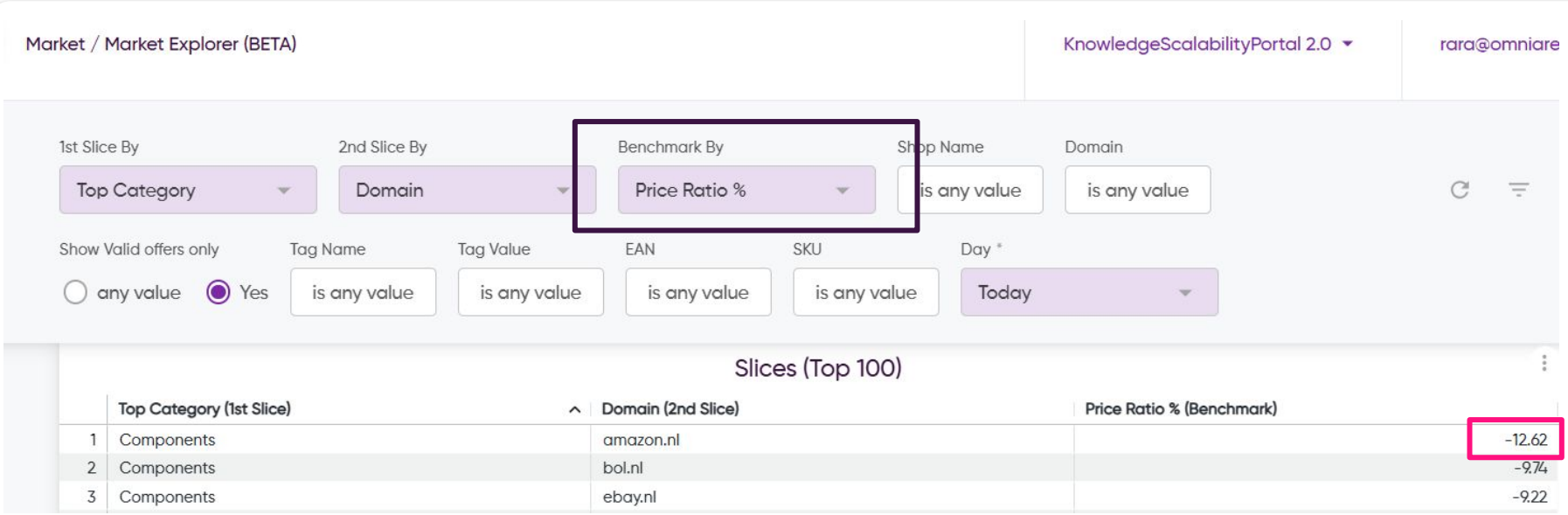


	Top Category (1st Slice)	Domain (2nd Slice)	Offers Count below Selling Price (Benchmark)
1	Components	amazon.nl	624
2	Components	bol.nl	242
3	Components	ebay.nl	732

/2719 = 22.95%
/852 = 28.40%
/3311= 22.71%

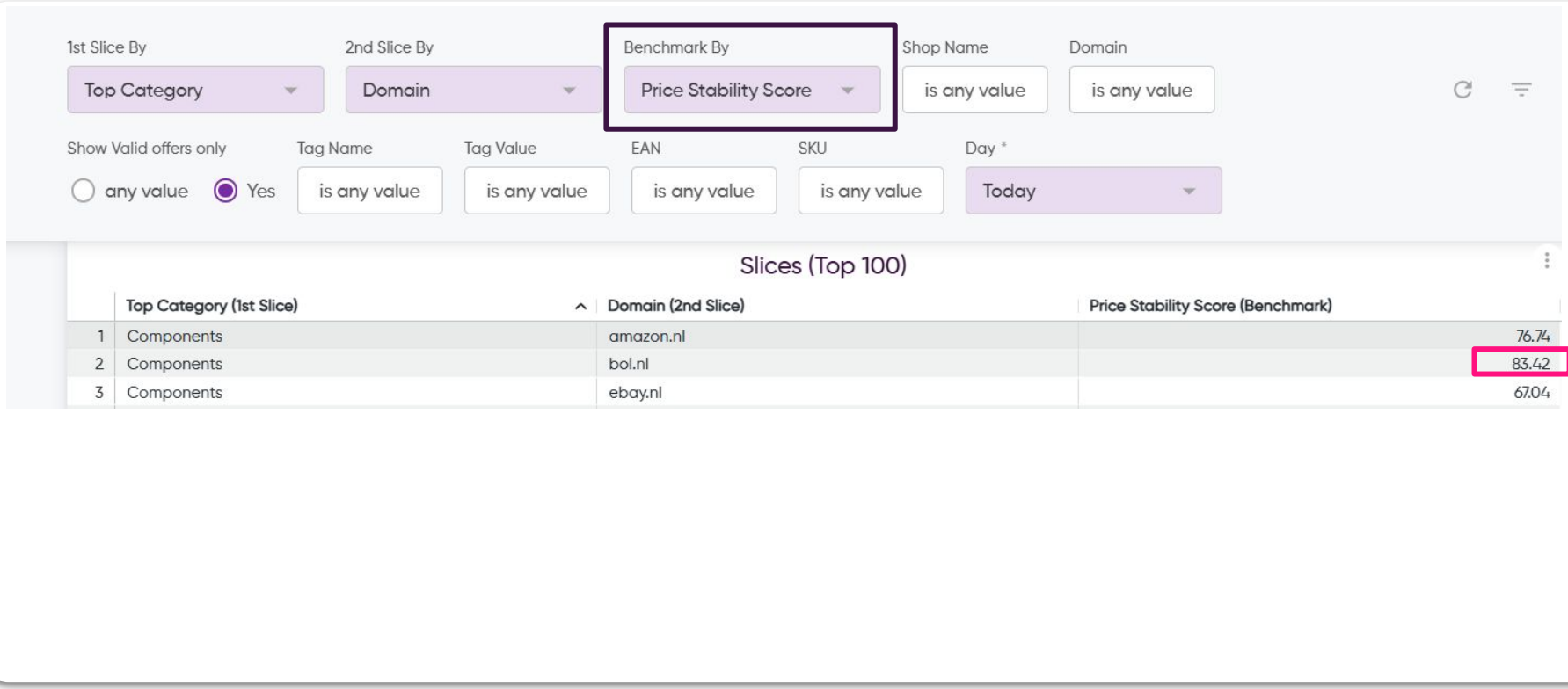
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Which marketplace has the biggest average price difference compared to my selling price?



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Which marketplace has the least price deviation?

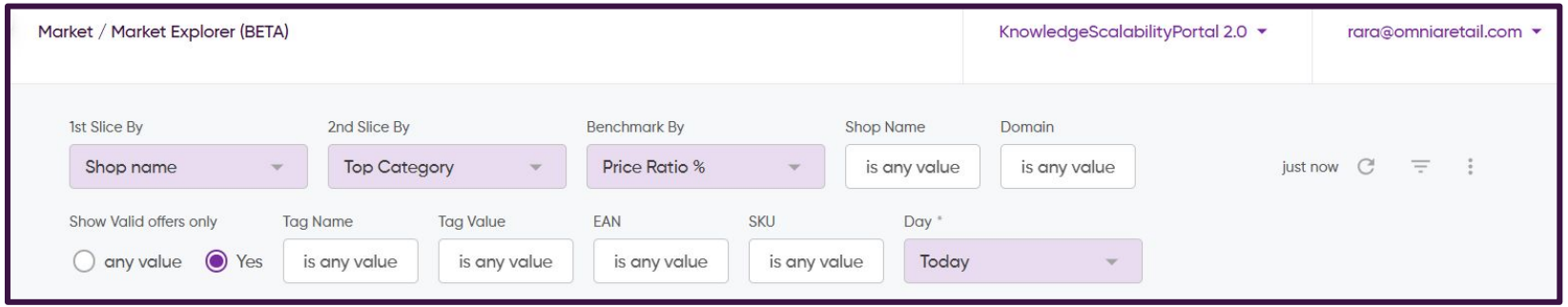


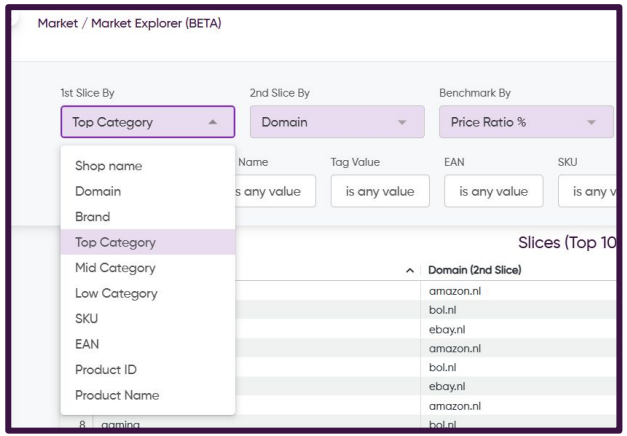
Slices (Top 100)

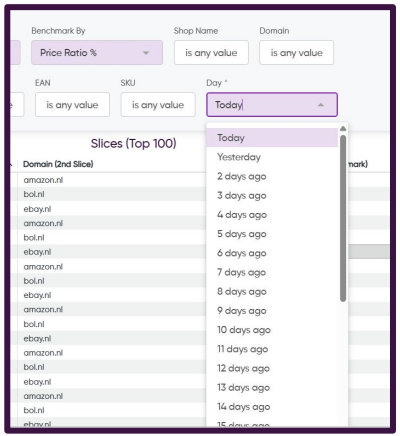
	Top Category (1st Slice)	Domain (2nd Slice)	Price Stability Score (Benchmark)
1	Components	amazon.nl	76.74
2	Components	bol.nl	83.42
3	Components	ebay.nl	67.04

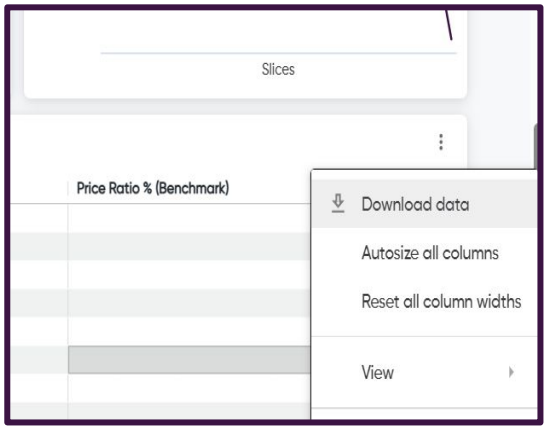
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Explore more with Omnia



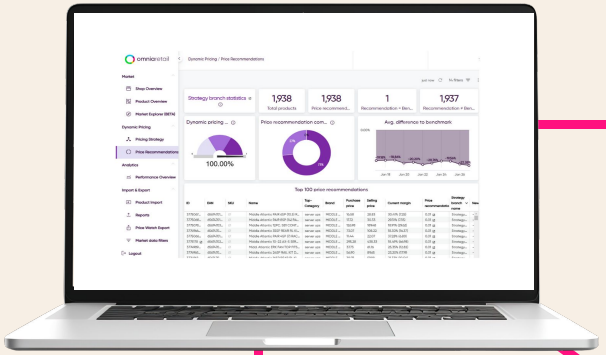






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I have analyzed my marketplace data, what next?



Pricing Strategies

Do you need to differentiate your marketplaces' strategies?
How do you want to differentiate them?

Pricing Data

Do you have enough marketplaces data?
Is one marketplace more important than the others?

Pricing Goals

Premium pricing or price fighter?
Do you want to increase margin or sales?

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Discover improvement possibilities with Omnia

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How can Omnia help?



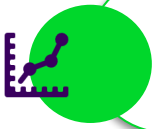
Wide array of marketplaces data source to choose from in different countries



Options to choose the different data points from directly scraped marketplaces. Eg: bol sold by bol or cheapest on bol.



Competitor selections in the pricing tree based on the different marketplaces



Blacklist and whitelist different data points from marketplaces from price calculations

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Time for your questions

Thank you
for your participation.

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