

Events

Thinking about Going 3P? How to Leverage Acceleration and Control Strategies to Optimize your Marketplace Business

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While many brands implement a 3P strategy to take a more active role in their destinies, better outcomes are not guaranteed. Without the right strategy and team & capabilities in place, brands can find themselves lost in a sea of other sellers, losing the buy box and harming brand performance.

With a customized, end-to-end 3P solution focused on acceleration and control, brands can be positioned for increased growth and profitability.

In this webinar, Daren Garcia, Partner at Vorys eControl and John Lebaron, Chief Revenue Officer at Pattern will discuss:

- The challenges and benefits of being 3P on Amazon
- Considerations around trying to run a 3P strategy internally or partnering with an ecommerce acceleration platform
- Capturing the strong majority of buy box ownership for growth & preservation of brand value
- Internal alignment around KPIs that matter
- Data-driven enforcement strategies against disruptive sellers

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