Category

Commercial Excellence

Marketplace & Platform Seller Commercial Excellence Playbook

Optimizing for marketplace algorithms without losing sight of genuine customer value and margin

- Practitioner
- Intermediate
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- Administrator
- 19 January 2023
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Overview

A framework for marketplace and platform seller commercial excellence — succeeding within marketplace algorithmic and competitive dynamics while maintaining genuine margin discipline and customer value focus, avoiding the common failure mode of marketplace sellers optimizing purely for platform visibility metrics at the expense of underlying business sustainability.

Why does optimizing purely for marketplace algorithm visibility

sometimes hurt a seller's underlying business, even as visibility and sales volume increase?

Marketplace algorithms often favor factors like price competitiveness and sales velocity, which can pressure sellers into pricing strategies or promotional patterns that grow apparent sales volume while eroding the margin and customer relationship quality the underlying business actually needs to sustain.

What's the most important discipline for marketplace sellers to

maintain alongside algorithm optimization?

Genuine margin visibility and discipline — tracking whether algorithm- driven visibility and sales growth is coming at an acceptable margin cost, not just celebrating sales volume or ranking improvement in isolation.

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