

**NETEVEN**

# FASHION MARKETPLACES, **UNLOCKED**

**Simplify** marketplace operations,  
**optimize** brand visibility  
and **accelerate** digital growth

**LECTRA**

## Marketplaces, your anchor of growth amid market volatility

In today's unpredictable market, brands face mounting pressure to diversify revenue and reduce reliance on traditional retail channels. With shifting demand, tariff disruptions, and cost-conscious consumers, marketplaces offer a way to mitigate risk, unlocking new growth opportunities and ensuring international visibility, even in markets where your brand has no physical footprint.

## Fashion's leading profit drivers

Marketplaces are a powerful engine of growth in fashion, serving as a starting point of the online buying journey, where shoppers browse and compare products. Often the initial destination for online product searches, leading marketplace platforms significantly influence buying decisions and drive conversions.

**50%**

of the transactions took place on marketplaces in 2024, accounting for the largest share of purchases worldwide.

[Statista](#) 

**77%**

of brand executives have reported experiencing faster growth on online marketplaces than traditional wholesale channels.

[EcommerceAge](#) 

## The hidden cost of overlooking marketplaces

Yet, many brands still neglect this part of the buying journey, relying heavily on traditional e-commerce websites that fall short of matching the performance and growth opportunities offered by these platforms. Or they struggle to manage multiple marketplaces and optimize their strategies, leading to increased operational costs, missed sales opportunities, and higher customer acquisition costs (CAC).

To overcome these challenges, Neteven is a fashion-native, cloud-based solution with built-in marketplace expertise and seamless integrations. It provides streamlined marketplace management, end-to-end automation, and expert guidance that enable brands to expand internationally, strengthen visibility, and scale profitably with full control of their presence.





## It's time to **accelerate digital growth**

To remain competitive, fashion brands must think outside the box and explore new avenues for growth. Balancing digital and physical growth, expanding into new markets to secure market share and optimize profit margins are now the blueprint for success. It's time to boost your digital presence and drive performance with Neteven as your strategic partner. Launch and scale effortlessly on marketplaces through powerful automation and seamless integrations with confidence and speed.

### → **Introduce new revenue streams.**

Adopt new online sales channels (fashion marketplaces and social commerce), in addition to DTC websites and physical stores.

### → **Increase market share with seamless international expansion.**

Access all major European marketplaces with built-in support for multiple languages, currencies and local requirements.

### → **Strengthen your online presence.**

Tap into the audiences, structure and visibility of leading marketplaces.

### → **Drive performance with full sales visibility.**

Get a 360° view of your sales, listing and order performance to fine-tune digital your strategy across all platforms.

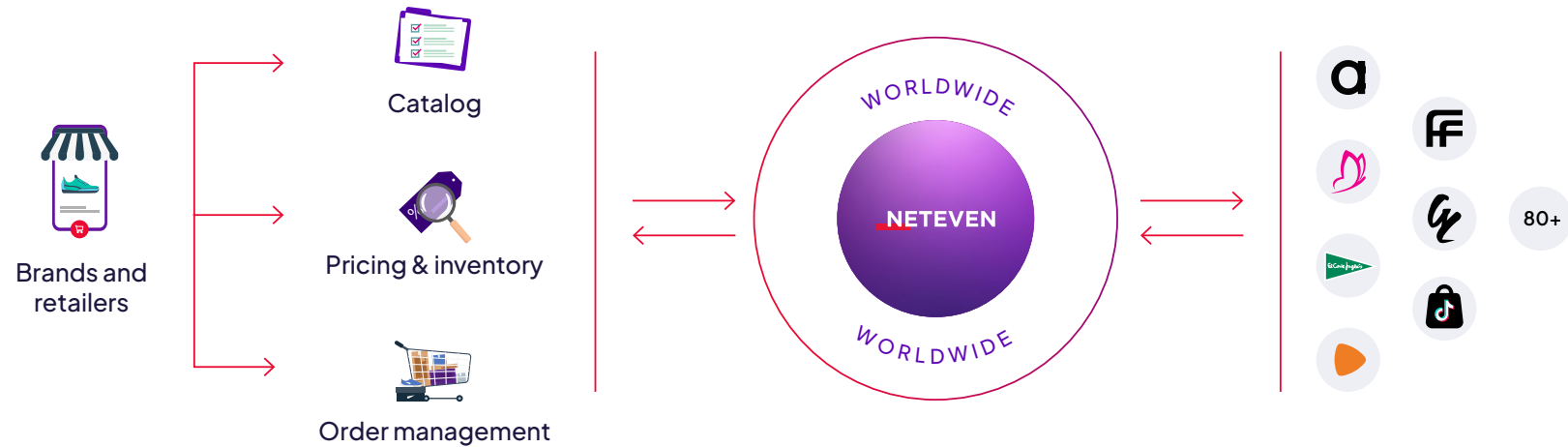
### → **Launch your offering across sales channels and markets to reach new audiences.**

Validate demand, gather insights and scale strategically before entering the physical retail space.

### → **Automate to boost marketplace efficiency.**

Optimize your presence across channels and automate inventory management in real-time to ensure accuracy, avoid overselling and streamline operations at scale.

# How Neteven works



## Advanced technology

Neteven's platform delivers **comprehensive, real-time data** and **customized reporting**, enabling **deep analysis** of sales patterns and actionable insights to drive performance.



## Human expertise

Our customer success managers become an extension of your team, **delivering tailored services** that adapt to your specific needs. Their goal is to help you exceed your sales goals, **reach target markets more effectively**, and strengthen your brand across marketplaces.



## Optimized marketplace presence

The combination of **advanced technology** and **human expertise** allows you to reduce operating costs and transition smoothly to marketplaces via experts who will streamline and **facilitate your marketplace integrations** for you.

## Simplify marketplace operations

### THE CHALLENGE

How can you reduce the time spent adapting product information for each marketplace?

### THE SOLUTION

Standardize all your processes to streamline product data management across channels.

### THE BENEFITS

- Manage listings, inventory synchronization, and order processing across marketplaces in one centralized platform
- Access a vast marketplace network to scale faster through seamless API integration with your existing systems
- Align your business with each marketplace's specific requirements, significantly reducing complexity

## Optimize brand visibility

### THE CHALLENGE

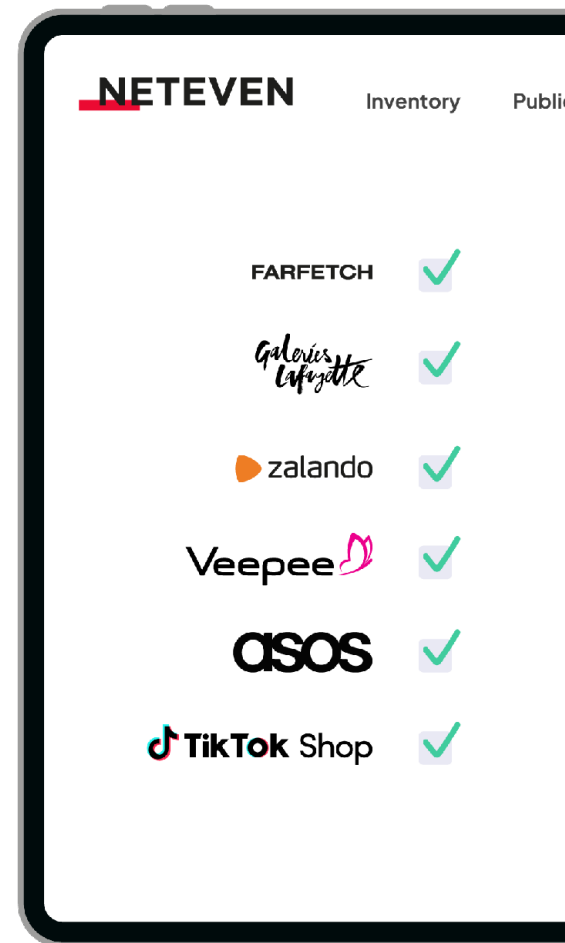
How can you maintain a consistent brand image across sales channels and manage online distribution effectively?

### THE SOLUTION

Gain full control over your online sales strategy to ensure that your brand is presented accurately everywhere.

### THE BENEFITS

- Manage your entire sales strategy, from pricing and revenue analysis to order tracking, stock and assortment planning across multiple marketplaces and countries
- Unlock sales opportunities by integrating with social commerce platforms such as TikTok shop
- Streamline day-to-day management so your teams can focus on high-impact tasks, helping you launch the right products on the right channels



# Accelerate digital growth with Neteven fashion expertise

## THE CHALLENGE

How can you launch and manage collections on the right platforms to enable market expansion?

## THE SOLUTION

Close your e-commerce knowledge gaps to launch collections that drive results on your chosen marketplaces.

## THE BENEFITS

- Leverage **20 years of fashion expertise**, both technological and human, to master marketplace algorithms and identify the most relevant platforms for optimal results
- Receive **personalized operational support** and expert guidance from industry and marketplace specialists to **drive sales, improve visibility and scale faster**



- **Unlock full-scale performance** by improving decision-making across all product lifecycle stages with Lectra's fashion solution suite
- Streamline your collection release processes with **flexible filtering**, and **intuitive interfaces** and configurations developed based on Lectra's fashion expertise

## They have **unlocked marketplace growth**

For over two decades, Neteven has empowered top international fashion brands to thrive on marketplaces. Join **150+ industry leaders** on the path to scalable success.



- Experience **35%** sales increase in just six months
- Improve efficiency by up to **85%** through automation
- Reduce time to market by **80%**

# Start unlocking marketplace growth here.

We light the way, so you can sell with success.

GET A DEMO →



LECTRA

We pioneer. You lead.

For more information, please visit [lectra.com](https://lectra.com)

