



GROW YOUR BRAND

NOT A MARKETPLACE

Beyond the marketplace: The power of your brand.

Digital marketplaces are everywhere. Consumers use them every day, and businesses often feel obligated to list themselves to appear alongside competitors. But do marketplaces actually help your brand?



We surveyed 6,000 consumers across the US, UK, and Canada to find out how they interact with brands and experience marketplaces.

Marketplaces encourage people to choose based on easily replicated features.

When searching for a product or service in a marketplace, which factor most influences your purchase decision?

Pricing 	Reviews	Location	Brand reputation	Availability	Service description	Other
41%	23%	12%	8%	7%	7%	2%

When consumers are focus on **price** above all else, you're denied the chance to express the things that make your brand **unique**.

55%

of people say it's hard to make a purchase decision on a marketplace because of too many choices.

Connect with customers directly.

72%

of people said they'd **purchase directly** from a brand rather than from a marketplace if they knew the business would receive 100% of the revenue.

82%

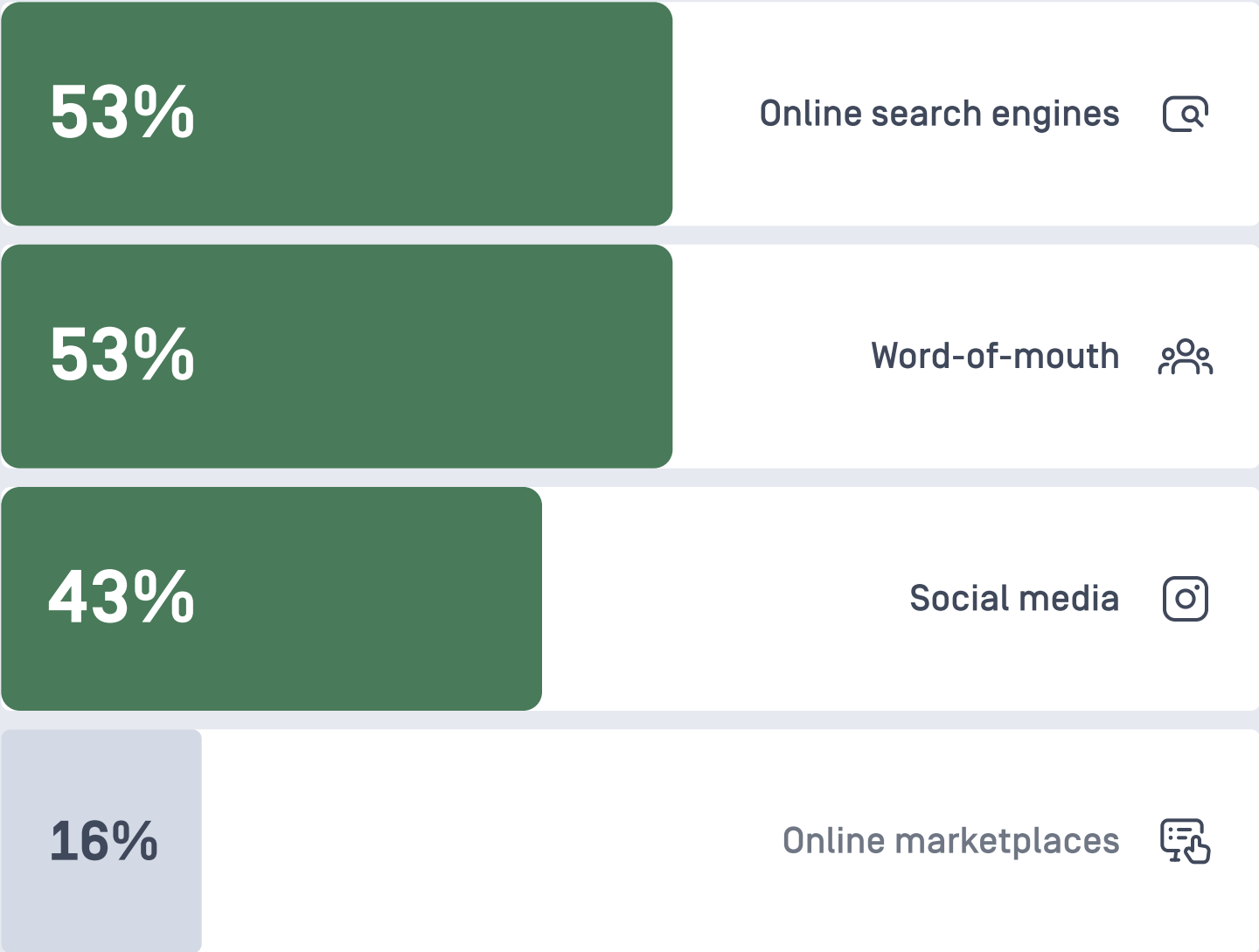
of people say it's important to **communicate directly** with the business they're purchasing from.



How do consumers find your brand?

Just 16% of consumers say they discover new brands through marketplaces.

How are you most likely to discover a new brand?



It's time for change.

Your brand isn't a supporting role; it's the star, the hero, the lead. Yet, in a crowded marketplace, it gets lost in the mix.

Keep control over your brand and embrace what makes YOU unique. Choose to grow your brand, not a marketplace.

Plant the seeds today for future growth by investing in YOUR brand. →

Mass marketplace misrepresentation.

The marketplace is all about bringing brands together in one place. But to fit in, you have to fit into their boxes. And that means ignoring everything that makes your brand special.

58% of people have based a marketplace purchase on low prices and then been **disappointed** with the result.

54%

of people have had a **negative experience** after making a marketplace purchase based on positive reviews.

57%

of people have **noticed a difference** in pricing between a marketplace listing and the brand's own website.



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