

Accelerating marketplace growth for brands and retailers

With over **15 years** as a market leader,
We Are Pentagon offers an end-to-end solution
for marketplace selling.



**Store
Management**



**Account
Management**



**Merchant of
Record**



**Data
Optimisation**



**Customer
Service**



Fulfilment

We work with:

JOHN LEWIS
& PARTNERS

amazon

asos

ebay

Debenhams

next

very

TESCO

**TikTok
Shop
Experts**



TRUSTED BY TOP BRANDS TO MANAGE THEIR TIKTOK SHOP

PUMA

HOOVER

RIVER ISLAND

Case Study: Helping a UK Brand Break into a Marketplace



Background:

An established UK brand was **eager to expand** its reach and capitalise on the rapid growth of an **online marketplace**. To make the most of this opportunity, they needed a partner with **D2C expertise** and a deep understanding of the marketplace landscape to help them **accelerate their ecommerce growth** on this platform.



The Challenge

Breaking into a marketplace presented unique challenges for the brand, including:

- **Optimising product listings** to align with marketplace's competitive environment and buyer preferences.
- Managing **data integration and account setup** to streamline operations. Providing high-quality **customer service** to meet marketplace's strict service expectations.
- Running **marketing campaigns** to stand out in a fast-moving, price-sensitive marketplace.



Pentagon's Approach for a Marketplace

Pentagon delivered a comprehensive, end-to-end service to ensure the brand's success on a marketplace, including:

- **SEO-optimised product listings** designed to enhance visibility and drive conversions.
- **Marketing campaigns** leveraging marketplace's promotional tools, from flash sales to platform-wide discounts, to drive engagement and sales.
- **Operational streamlining**, including seamless inventory management and logistics integration.
- **Performance monitoring** to optimise marketing and operational strategies in real-time.
- **Brand consistency** across listings to build trust and recognition in a competitive environment.

Learn more:

wearepentagon.com | warehow.com