Rithum™

Connect, Optimize & Grow on More Marketplaces

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Rithum, formerly ChannelAdvisor, helps brands integrate to marketplaces, streamline critical tasks and fine-tune performance — all from a central hub. Selling product and fulfilling orders across marketplaces has never been this easy.

Online marketplaces are a popular destination for shoppers around the world, playing an ever-increasing role in the customer journey. The marketplace's landscape continues to expand and transform at an incredible pace, with billions of product listings competing for the attention of hundreds of millions of consumers.

Each marketplace comes with its own set of rules, requirements and built-in audiences, making it challenging for brands and retailers to sell smarter while efficiently investing resources.

75%

of global consumers say they regularly use multiple marketplaces for browsing, shopping or buying

Source: Rithum Global Consumer Behavior Survey, August 2023

Rithum is a unified solution that will allow you to:

- Increase discoverability with optimized product data
- Prevent overselling with synchronized inventory levels
- Outmaneuver competition with powerful repricing and advertising automation tools

- Reach more consumers with automated advertising campaigns
- Measure performance against competitors
- Expand products to more than 420 marketplace and retail integrations around the world
- Simplify product syndication across multiple channels for seamless listing management
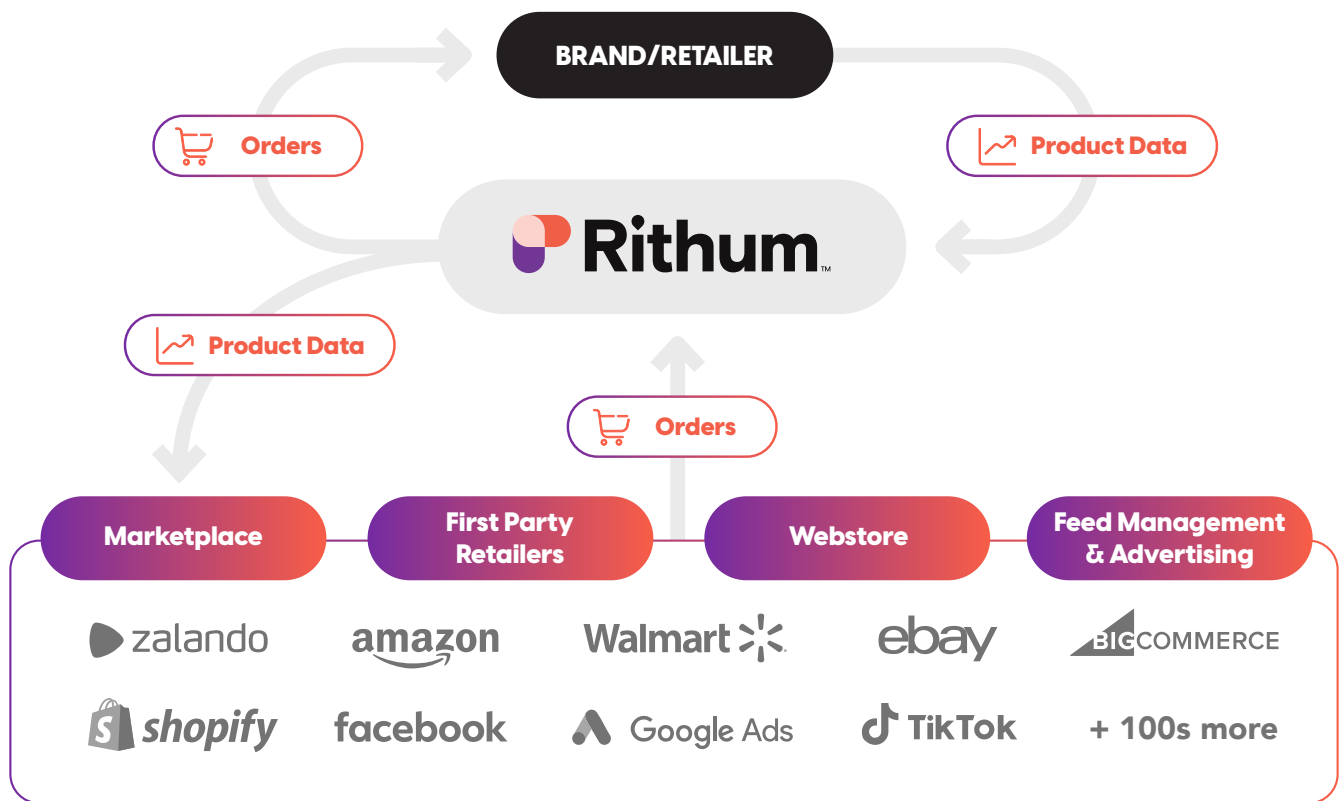
> ❝ We more than doubled our marketplace demand, which is incredible. I can't even imagine what it would be like without Rithum.
>
> — REBEKAH DARSCH, E-Commerce Marketplace Manager, ASICS

As the #1 channel management provider to the Digital Commerce 360 Top 1000 (formerly Internet Retailer) since 2013, we empower you to create a truly seamless experience for consumers.

We can apply the same approach to all your key e-commerce functions alongside helping Vendors with product creation and listings, purchase order maintenance, shipment notifications, and invoice maintenance for your Retailer partner network:

BRAND/RETAILER

Orders · Product Data · Rithum · Product Data · Orders

Marketplace · First Party Retailers · Webstore · Feed Management & Advertising

zalando · amazon · Walmart · ebay · BIGCOMMERCE

shopify · facebook · Google Ads · TikTok · + 100s more

Inventory Data Management

Rithum enables you to launch, track, and automate your catalog across marketplaces such as Amazon, eBay, Target, Walmart, Zalando, and more from one central platform, eliminating product listing errors and preventing potential overselling scenarios. With customization and optimization on a per-channel basis, you can tailor product listings to the unique requirements of each marketplace, ensuring accurate data, better visibility, and improved performance across all channels.

Inventory Data Management Key Features	
Product catalog	This is the central hub for managing your product data. Create and manage product variations or bundles, create new products manually, review future imports, check listing status, track available quantity, block products and more.
Consolidated inventory management	Reduce the possibility of overselling by synchronizing inventory quantity across all of your selling channels and distribution centers. Every time one of your products sells on one channel, the available inventory is automatically updated for all supported channels. Suppress products immediately with inventory blocking functionality and consolidate available quantity across distribution centers.
AI Magic Mapper	Simplify marketplace onboarding and expansion by auto-categorizing products, generating titles, descriptions and datasets. Brands adjust settings through a quick calibration, then review and confirm the AI-generated results.
Robust data transformation engine	Use powerful data transformation tools to supplement or improve product data, optimizing for the unique requirements of each marketplace.
All items view	View and filter inventory information allocation across the sales lifecycle from a central interface.
View SKU / product details	Edit product data and images, track SKU sales, view quantity changes (and the process and user who triggered the change) and quickly access a channel template or product status page to fix listing errors.
Variation listings	Simplify management of related products as variations through an easy-to-use and intuitive user interface.
Bundles	Group individual products into bundles. Then, keep your quantities in sync across bundles, individual SKUs or channels. Variations can also be part of bundled listings.
Inventory attributes	Include the characteristics that define a product so it can be listed and found on a marketplace. Define custom attributes for added flexibility and more accurate product information.
Multiple distribution center support	Assign products to different distribution centers to represent your inventory more accurately and to unlock advanced inventory tracking and order routing capabilities.
FBA inventory management	Identify high-velocity SKUs sold via Fulfillment by Amazon (FBA) and estimate how long existing quantity will last. Get detailed quantity information and competition data to assess performance and the competitive landscape for your products.
Order management	Consolidate all orders into a single view and/or exportable format to streamline fulfillment. Automatically import tracking numbers and mark orders as shipped.
Vendor Retail Order Management	Leverage your existing 3P workflows to manage your 1st Party operations. Feed inventory to retailers, automatically accept purchase orders based on product availability, convert purchase order data into your ERP/WMS/OMS, generate retailer-approved packing slips, relay shipping details and more.

Benefits:

- Manage inventory efficiently. Prevent overselling and customer satisfaction issues through automatic synchronization of current inventory levels.

- Scale selling efforts with ease as your catalog, channels and consumer demand grows.

Listing Management

Listing your products may be tedious and time-consuming, but it's also one of the most important parts of ensuring success on marketplaces. Rithum enables you to customize and brand your marketplace listings to meet your strategic business goals through automation and powerful data transformation.

Listing Management Key Features	
Listing summary on marketplaces	Access a dynamic, real-time overview of where your products are in the process of going live.
Category-specific product mapping templates	Create category-specific product templates that use common attributes and data manipulation technology to map your product information to each marketplace's specifications.
Data transformation engine	Leverage our comprehensive rules engine (or custom-build your own) to transform and optimize your inventory data to meet the requirements of each marketplace.
Categorizer	Automatically associate products with categories on Amazon, eBay, Target, Walmart, or Zalando to save work and launch listings faster.
Error organization and bulk resolution	Review similar errors for multiple products, then prioritize and efficiently resolve.
eBay customized ad templates and template tags with responsive design	Brand your eBay listings with custom layouts. Then, optimize your ads for mobile devices and save time by automatically populating listings with product-specific attributes.
Out-of-stock inventory blocking	Automatically suppress products that should not be posted or are out of stock from all marketplace listings and/or your webstores to reduce errors and provide convenience and immediacy.
Buffer options	Setting a buffer quantity enables you to keep a minimum product quantity in your inventory that is not available for listing on channels. Buffers are unique to multi-channel platforms and can help prevent overselling when sales occur for popular items in a short amount of time.
Product cost calculations	Determine your FBA and referral fees for each product before listing and include them in your repricer calculations.
Cross Account Sync	Copy products and information between accounts, reducing the time it takes to create new accounts or update existing ones.
Automated tasks	There are several types of automated tasks including Bulk Edit, Product Export, Missing Import Alert and Cross Account Sync. Automating routine tasks saves time, reduces manual work, reduces listing errors and improves overall visibility into product data and the listing process..

Benefits:

- Streamline listing management and reduce errors by automating time-consuming tasks.

- Optimize product data to comply with marketplace data requirements.

- Ensure consistency across channels through powerful data transformation tools.

- Save time and reduce complexity managing and updating your product catalog from a centralized interface.

Marketing Optimization

Rithum gives you more control to create, monitor and manage all of your campaigns from one central interface. With the ability to retain historical data, you can track performance trends over time for better-informed decisions. When you're ready to gain maximum visibility on the world's leading marketplaces, you can entrust both strategy and execution to the industry's most knowledgeable digital marketing experts.

Marketing Optimization Key Features	
Ad console for Amazon Ads	Easily uncover areas for improvements and opportunities for all levels (campaign, adgroup, targets, etc.) of your Amazon Ads campaigns with the Ad Console. Use the default views or create custom views to easily access important information you frequently use to make decisions about your advertising.
Keyword management automation for Amazon Ads, Walmart Ads, Criteo, eBay and Zalando	Automate tedious processes by identifying long-tail, high performing queries and promoting them to biddable keywords for your manual campaigns.
Ad performance rules for Amazon Ads	Save time by setting filters that select product performance goals, then automatically pause any poor performers across all active campaigns.
Campaign scheduler for Amazon Ads	Spend smarter by automatically activating campaigns during hours or days when buyers convert — and pausing when they don't.
Automated filtering for Amazon, eBay, Criteo, Walmart, and Zalando ads	Reference your product data and attributes, along with inventory levels, pricing, margins, and more to segment your campaigns, ad groups, and associated ads to ensure profitability.
Discover rate for eBay Promoted Listings	Reduce wasted spend by automatically discovering your best performing product listings rate.
Product group generator for Google Ads	Use product attributes within Rithum to seamlessly produce highly effective product groups for shopping campaigns.
Performance monitoring dashboard for Google and Bing Ads	See performance across your digital marketing channels in a single interface.
Product feed optimization tools for Google and Bing Shopping Ads	Create promotions, conduct A/B testing, build custom rules and labels to optimize and segment your Shopping product groups.
A/B testing for Google, Bing, and Meta Ads	Once a feed is built, this tool will let the owner test images, descriptions, and titles to see if some content performs more optimally across the consumer shopping journey.

Benefits:

- Grow faster and gain more visibility than sellers who don't advertise on marketplaces.

- Build a unified strategy across your marketplaces and advertising efforts in a single centralized platform.

- Get strategic and technical guidance from long-standing industry experts.

- Drive ad spend effectiveness by streamlining campaign setup, management and tracking.

- Reach more destinations faster and accommodate cross-channel opportunities with ease.

- Increase productivity and reduce workload by automating time-consuming tasks.

- Boost efficiency by managing multiple locales in the same platform.

Repricing Technology

Rithum's automated repricing capabilities automatically adjust your prices to remain competitive and align with your goals — all from within a comprehensive platform that manages every aspect of your marketplace business. Whether you're looking to win the Buy Box or simply move stale inventory, our mix of proprietary technologies can help.

Repricing Key Features	
Algorithmic repricing (for Amazon, eBay and Walmart)	Win the Buy Box or best offer position more frequently while maximizing profits.
Rule-based repricing	When our intelligent, rule-based repricer detects a price change in products you carry, it looks at the business rules you've created and strategically adjusts your price.
Velocity repricing	Product prices are adjusted automatically based on your goals — whether you want to extract more margin on fast-selling products or lower prices when sales are slow.
Pricing flexibility	Set SKU-level maximum and minimum prices to meet your business requirements. Use repricing techniques individually or in combination.
Multi-Channel Pricing	Ensure consistent pricing across sales channels with flexible multi-channel settings.
Deal Planner	Deal Planner introduces a new way to help manage short-term promotions for your own sale on 50+ channels. Create a deal for a specified time window that adjusts the price for the duration of the deal. When the window ends, the special values for the deal are removed and the listing reverts to the original price.
Amazon Pricing Console & Amazon Competitive Environment Dashboard	Discover pricing opportunities and gain deep insights into product performance on Amazon including pricing trends and Buy Box performance. Monitor the competitive environment comprehensively.
Competitor Watch	Dive deep into competitor strategies, giving you a competitive edge.
Minimum Advertised Price (MAP) Violation Report	Helps you to level the playing field through vigilant monitoring.

Benefits:

- Win the top spot — on Amazon, eBay and Walmart — with our algorithmic repricer.

- Kick start sales with our velocity repricer, which automatically adjusts pricing of your stale inventory until it begins to sell.

- Maximize profit margins by aligning pricing to your profitability goals.

- Preview how your repricing rules will compare to other retailers before you set your strategy.

- Gain Amazon insight to pricing trends, Buy Box competition and more.

Order Consolidation and Fulfillment

The Rithum platform includes a wide variety of automation and reporting capabilities to help efficiently manage orders from marketplaces and other sales channels. It is designed for maximum flexibility, supporting a wide range of fulfillment options, including owned warehouses, Fulfillment by Amazon (FBA), Zalando Fulfillment Services (ZFS) and third-party logistics providers (3PLs). The ability to incorporate multiple solutions allows brands and retailers to build more resilient fulfillment operations.

Order Consolidation and Fulfillment Key Features	
Order management	Consolidate all orders into a single view and/or exportable format to streamline fulfillment. Automatically import tracking numbers and mark orders as shipped.
Orders dashboard	Follow the progress of an order's fulfillment process and enables you to take quick action to meet delivery expectations. Filter orders by order fulfillment stage, reveal orders that might be delayed according to the time allocation set by the seller and save views to quickly access critical information.
Oversell alert report	Raise awareness of oversold products within a specified period of time. Customize your definition of "oversold" and set your alert logic/schedule.
Unshipped alert report	Provide message center and/or email alerts for orders with cleared payment that are still unshipped within a configurable period of time.
Customizable invoices	Tailor messaging on customer invoices from each marketplace or your webstore.
Order refunding and return merchandise authorization (RMA)	Easily refund transactions to provide enhanced customer service. Process buyer initiated returns (RMAs) when a buyer issues a return with the marketplace that is then accepted or rejected by the seller.
eBay in-store pickup	Allow your buyers to pick up eBay orders in your brick-and-mortar locations
eBay order consolidation	Automatically detect orders from the same buyer and combine them into one order to save shipping time and costs.
Multiple distribution centers	Update and track your stock levels at each of your fulfillment centers, then choose whether to fulfill by prioritized centers for each channel or by proximity to your shipping destination.
Fulfillment by Amazon (FBA)	Integrate Rithum with Zalando Fulfillment Services (ZFS) to import and update ZFS-tagged orders as they ship. Leverage Zalando Shipping Solutions (ZSS) to streamline expansion into multiple markets under a single contract. Orders are seamlessly imported into Rithum, fulfilled, delivered to Zalando's Hamburg OPSC within 48 hours, and then sorted and shipped by Zalando's carriers.
Amazon and Zalando multi-channel fulfillment (MCF)	Use your Amazon FBA or Zalando's ZEOS quantity to fulfill orders from any of your channels, including eBay, Otto, ASOS, Sears, etc.
Zalando Fulfillment and Shipping Solutions (ZFS & ZSS)	Integrate Rithum with Zalando Fulfillment Services (ZFS) to import and update ZFS-tagged orders as they ship. Leverage Zalando Shipping Solutions (ZSS) to streamline expansion into multiple markets under a single contract. Orders are seamlessly imported into Rithum, fulfilled, delivered to Zalando's Hamburg OPSC within 48 hours, and then sorted and shipped by Zalando's carriers.

Order Consolidation and Fulfillment Key Features *(cont.)*

Zalando Return Solutions (ZRS)	ZRS cuts return costs and minimizes operational work. Sellers using ZRS via Rithum benefit from updated return and refund details integrated into their orders.
eBay buyer feedback	Automate the process of leaving buyer feedback for eBay purchases.
Shipping management suite	The shipping management suite is a full-featured platform that keeps your orders seamlessly connected to your shipping services and fulfillment facilities. Easily shop for discounted rates and use shipping automation rules to split, format and route orders by shipping fees, speed, destinations, SKUs or product costs.

Benefits:

- Easily integrate to your preferred distributor, 3PL or warehouse management system (WMS).

- Or configure the shipping management suite to manage your pick, pack and ship directly in the platform.

- Leverage a global web of partners to build a diversified, resilient fulfillment network.

- Monitor fulfillment performance using capabilities such as the FBA dashboard or "lead time to ship" dashboard.

- Increase efficiency and focus on your core business by automating inventory synchronization and enabling intelligent order routing.

- Review order fulfillment results in a single reporting source.

Reporting and Analytics

Rithum provides customizable reports and dashboards with actionable insights to help you make performance-driven decisions for your business for the channels you sell on or even down to the individual product level.

Reporting and Analytics Key Features	
Account dashboard	View insights across all channels you list on.
Marketplace dashboard	Gather insights for all marketplaces you sell on in one customizable view.
Channel dashboard	View a customizable dashboard for each channel you sell on to understand how that marketplace is performing at a glance.
Orders dashboard	Follow the order fulfillment process and take quick action to meet delivery expectations. Filter orders by fulfillment stage, reveal orders that might be delayed and save views to quickly access critical information.
Channel health console	Get an overview of health metrics for each of your channels.
Reports center	Gain insight into performance and financial data right in the platform, your inbox or an ftp location. Customize reports to fit your needs and set alerts to avoid overselling. Better understand which orders are unshipped or unsupported.
Profitability reporting	Aggregated reporting gives you at-a-glance profit and loss reports on each product and marketplace.
Benchmarking	Our comprehensive suite of customizable dashboards provides unmatched insight into how your performance stacks up against the competition on Amazon, eBay, Google, Walmart and more.
Recent sales and order data	Review revenue and order intelligence, such as number of orders and average order value for recent transactions on marketplaces.
Advisor	Identify meaningful opportunities to grow your sales revenue through relevant expansion opportunities, listing optimizations, promotions and other best practices.

Benefits:

- Grow sales and profit by identifying opportunities through powerful reporting and dashboard analytics.

- Outmaneuver competitors by optimizing pricing and strategy for your entire catalog.

- Optimize decision-making by streamlining relevant business insights into performance.

- Save time by accessing reports at the frequency you need.

- Gain access to customizable layouts by using a set of default widgets to build your dashboards with the information most relevant to you.

How We Help

Best-in-class technology

Our cloud-based platform offers a wide range of tools and automation capabilities to help you connect and manage your marketplaces strategy.

Professional and consulting services

You choose how we can best help you each month. Our team supports you with strategy refinement, training, account optimization and much more to ensure maximum performance.

Managed Services

Our services combine the strengths of our technology with our unmatched industry expertise to help you act more strategically across your marketplace selling and advertising efforts.
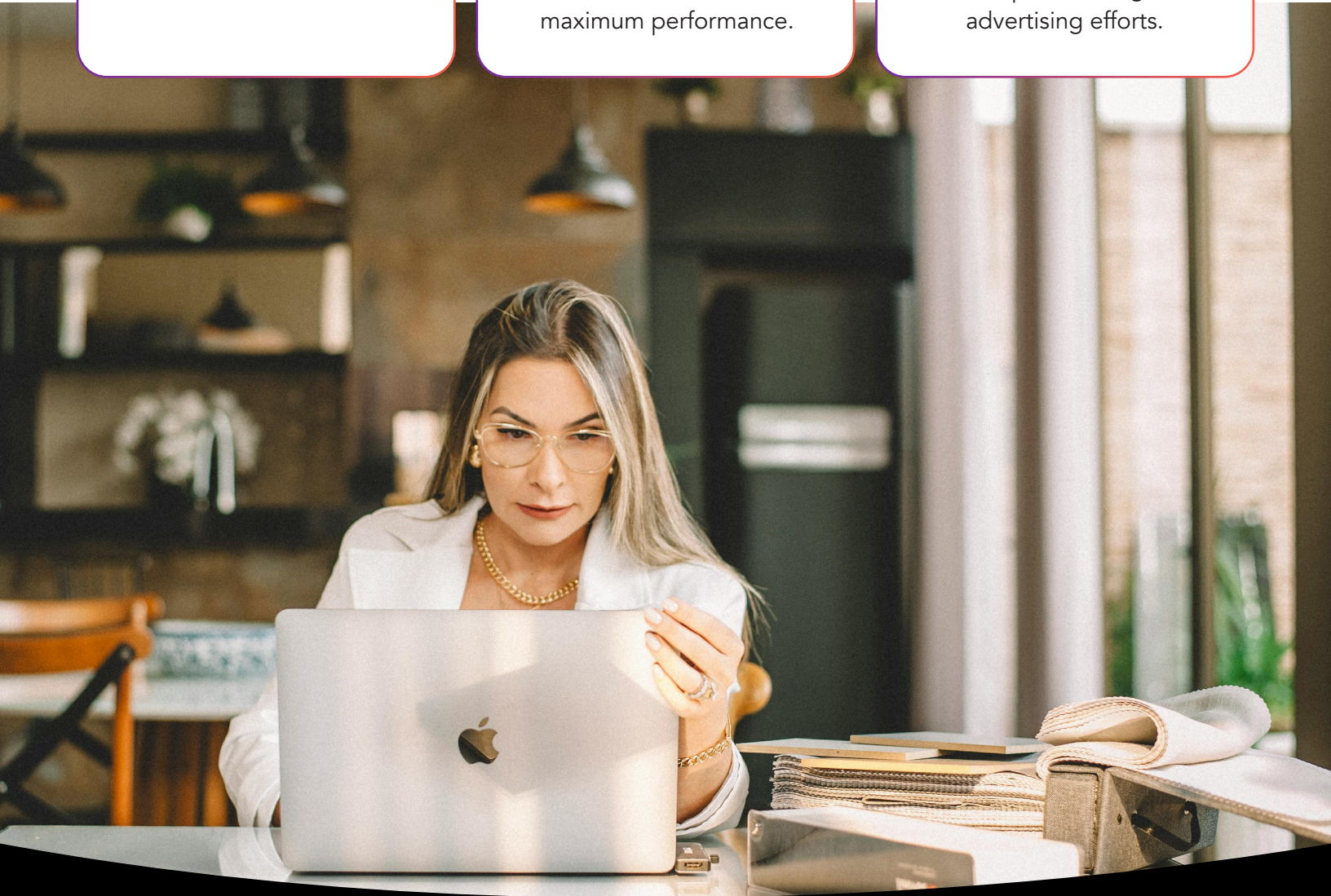
Rithum in Action

Superdry grew marketplace sales 67% with Rithum Marketplaces

SEE HOW

Razer Increased Marketplace GMV by 10x in Select Regions with Rithum Marketplaces

SEE HOW

global marketplaces

420+

brands and retailers

40k

years of experience

20+

Get Started With a Demo

Request a demo today to discover how Rithum optimizes your marketplace presence to accelerate your e-commerce business.

REQUEST A DEMO

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