VIGIE INSIGHTS

In the marketplace landscape, how can you rise above the competition?

Growing competition among marketplace operators is making it ever more urgent to respond quickly to customer expectations.

So what should you do?

The answer is simple: ***use a data-driven management system, built on market data, that shows you where and how to act.***



vigie

Monitoring the market

FROM MANUAL MONITORING TO SCRAPING PROJECTS. TIME-CONSUMING AND INEFFICIENT.

Marketplace teams have a solid grasp of their own sales. GMV, margin, inventory, conversion: everything is measured and tracked in dashboards.

What's harder to see is what's happening outside, across the rest of the market: the products taking off at competitors, the categories growing elsewhere, the sellers generating volume where no one expected it.

So everyone agrees: you need to keep an eye on the market.

But how?

Many teams do it by hand, browsing best-sellers on competitor sites, following trends on social media, comparing prices from one platform to the next, one at a time. As everyone knows, it's slow, time-consuming and not very effective.

Sometimes the IT team comes to the rescue with a "scraping project" that automates data collection to show which products competitors are selling, and at what price.

Or a scraping provider is brought in. But the results are mixed.

The team ends up with very noisy data: thousands of product lines and prices. They try to match them by EAN, but it doesn't always work. The data is there, but making use of it is another story.

The lists quickly go out of date. When the team comes back to them three months later, many of the products, and sometimes the sellers, have disappeared. Too much time is lost rebuilding and checking.



Eventually, the team gave up, after spending hundreds of hours and learning very little.



Testimonial from a marketplace performance manager

The limits of scraped lists

ACQUIRING TOP SELLERS HAS BECOME HARDER.

It's much easier to convince a merchant when you can show them how much they could earn with us, and on which products.

Testimonial from a Business Developer

Top sellers are being bombarded with requests from marketplaces as competition intensifies. For the Business Development team, sending an email is no longer enough to recruit them. To convince a merchant to become a partner, you need to approach them with personalized insights, for example:

> Show precisely the revenue potential they could generate on the new marketplace.
>
> Selecting the merchant's products best suited to the marketplace's audience and brand image, while showing how it complements the marketplaces they already sell on.

**CUSTOMERS BUY PRODUCTS.
NOT MERCHANTS.**

A scraped list of merchants gives no indication of which products are best to bring onto the marketplace. And once a product is identified, there are two ways to get it:

> Either by recruiting a seller who already sells it on a competing marketplace.
> Or by asking an existing seller to add it to their offering.

Since some merchants are becoming hard to recruit, it's sometimes easier to approach a merchant who is already a partner and responsive, and ask them to add a given product to their catalog.

SOME MERCHANTS DON'T SYSTEMATICALLY UPDATE THEIR CATALOG.

A scraped list of sellers doesn't let you spot the products your partner merchants are offering on other marketplaces. To do that, you need to be able to identify best-sellers on competing platforms and cross-reference them with your own catalog.

The solution: Vigie

VIGIE, A GROWTH MANAGEMENT SYSTEM FOR MARKETPLACES

Scraping works blind. You need a steering system to direct data collection toward the data that truly matters, driving GMV growth and helping the marketplace stand out from the crowd.

Every Monday, Vigie sends the marketplace team 50 suggestions of products with high GMV potential. These suggestions can lead to 3 types of action:

- Recruiting a new merchant.
- Asking a partner merchant to expand their offering.
- Adjusting a price.

And of course, near-instant responsiveness to customer expectations!

We also make our millions of data points available to data teams so they can run their own analyses. For business teams, we focus on steering and aligning strategic priorities.

> ***Vigie's suggestions help the team focus its efforts on high-potential products.***
>
> *Testimonial from the Head of Business Development at a marketplace*

AGENTIC AI POWERING YOUR GMV GROWTH

We've built a unique infrastructure of AI agents, combined with differential geometry and combinatorial analysis models, that collect, structure, normalize and quantify e-commerce at the product level.

Vigie is one of the very few players able, across thousands of categories, to identify the best-performing categories, products and sellers, and to put a number on it.

Vigie's steering system sets the course, brings agility and speeds up return on investment.

About us

Founded in 2016 by Karl Leicht, Vigie is an innovative french company specialized in marketplace growth management.

OUR MISSION

To help our clients compete with the e-commerce giants on an (almost) level playing field.

HOW WE DO IT

By combining real-time market visibility with real-time product-level granularity, we created a genuine marketplace steering system: one that gives business development and account management teams a much clearer sense of where to focus, when to adjust course, and where the opportunities are.

CONTACT US

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