

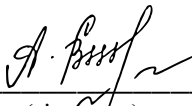
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
Educational and Research Institute of Business, Economics and Management
Department of International Economic Relations

«Admitted to the defence»
Head of the department


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08.06.2023

QUALIFICATION PAPER

It is submitted for the Bachelor's degree
on the topic " GLOBAL MARKETPLACES AS AN EFFECTIVE TOOL FOR
THE CURRENT STAGE OF TRADE DIGITALIZATION "
Specialty 292 "International Economic Relations"

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Qualifying Bachelor's paper contains the results of own research. The use of the ideas, results and texts of other authors has a link to the corresponding source

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Sumy, 2023

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TASKS FOR BACHELOR'S DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

student IV course, group ME-92a.an

Anastasiia Yurchenko

1. The theme of the paper is "Global marketplaces as an effective tool for the current stage of trade digitalization"

approved by the order of the university from « 11 » 06. 2023 № 0484-VI

2. The term of completed paper submission by the student is «06» June 2023
3. The purpose of the qualification paper is to identify clear approaches for the development of marketplaces both Ukrainian and international using various methods such as benchmarking and SWOT analysis and implementation of optimization software, that consider the core nuances of the marketplaces being studied Marmalead for Etsy, 3DSellers for eBay and Helium10 for Amazon.
4. The object of the research is The object of research is the main Ukrainian (OLX, Prom, Bigl, Crafta, Made with Bravery) and international marketplaces (Amazon, Etsy, eBay).
5. The subject of research is the prospects of electronic commerce markets in the context of the rapid digitalization of trade as well as elaborating selling strategies on Etsy, eBay, and Amazon with the assistance of optimization software.
6. The qualification paper is carried out on materials such as electronic resources (webpages, blogs, analytical databases, optimization software for marketplaces), articles from Ukrainian and foreign publishers, and statistical Ukrainian and foreign materials.
7. Approximate qualifying bachelor's paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1 «The concept of marketplaces in the context of the rapid digitalization of trade»-05.05.2023

Chapter 1 deals with with the determination of the key players in the international e-commerce market. Establishment of the rules for trade management on international marketplaces, conducting a comparative analysis, and benchmarking of the key players in the global e-commerce marketplaces.

Chapter 2 «Key perspectives of e-commerce market development in Ukraine»-23/05/2023

Chapter 2 deals with analyzing the successful Ukrainian marketplace, considering the SWOT analysis of the prospects of the company on the Ukrainian marketplace, as well as the future of the Ukrainian e-commerce market in the context of the popularity of the products.

Chapter 3 «Implementation of company's entry to international marketplaces» - 01/06/2023

Chapter 3 deals with implementation of the effective entry into international marketplaces using optimization software: Marmalead for Etsy, 3DSellers for eBay and Helium10 for Amazon, as well as establishing strategies to enhance the product's marketability.

8. Supervision on work:

Chapter	Full name and position of the advisor	Date, signature	
		task issued by	task accepted by
1	Yarova I.Ye., As.Prof.	05.04.2023	05.04.2023
2	Yarova I.Ye., As.Prof.	24.04.2023	24.04.2023
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ABSTRACT

on bachelor's degree qualification paper on the topic
« GLOBAL MARKETPLACES AS AN EFFECTIVE TOOL FOR THE
CURRENT STAGE OF TRADE DIGITALIZATION »
student Anastasiia Yurchenko
(full name)

The main content of the bachelor's degree qualification paper is presented on 55 pages, including references consisted of 63 used sources. The paper contains 7 tables and 26 figures.

Currently, marketplaces are the key drivers of digitalization. The e-commerce market is developing rapidly, which makes it necessary to study effective tools for interactive commerce. Globally, marketplaces allow to sell products from anywhere in the world without requiring significant investment in the development of an effective sales strategy, which makes this business model quite attractive for sellers. In the future, the influence of marketplaces will only increase given this fact, so this topic requires a fundamental analysis of the prospects and strategies for its use.

The purpose of this bachelor's qualification paper is to study marketplace management strategies, determine the basic principles of marketplace management, ascertain the basic concepts of optimization of listings on marketplaces, develop strategies for the use of optimization software to facilitate the management of sales on marketplaces, as well as vital practical principles for creating sales strategies.

The purpose of the work is realized by accomplishing core tasks:

1. Identify key global e-commerce players and define their concept in the context of rapid digitalization;
2. Determine the key rules of marketplace management;
3. Provide the benchmarking analysis of key e-commerce players;
4. Consider key perspectives for Ukrainian e-commerce marketplaces development using SWOT analysis;
5. Appraise the optimal strategies for using optimization software in the management of key players in the global e-commerce market Etsy, eBay, and Amazon.

In the framework of this study, methods of schematic analysis, forecasting method, graphical method, economic and statistical methods, benchmarking and

SWOT analysis, as well as optimization software to enhance and streamline the management of marketplaces were used.

The following conclusions are formulated based on the results of the study:

1. eBay and Amazon are the most promising marketplaces for selling goods with a wide range of applications, but Etsy is more advanced in terms of customer spending, as it does not require the cost of attracting customers to integrate and implement the product, but is a fairly narrow niche specializing in handmade goods.

2. For the extension of sales on Ukrainian marketplaces (OLX, Prom, Bigl, Crafta, Made with Bravery) Ukrainian producers should be more conscious of increasing the variety of products offered since due to current events Ukrainian products have a more permanent possibility for further development, hence quite a high rate of competitiveness of the product offered.

3. The key strategy for sales on international marketplaces (Amazon, Etsy, eBay) is the application of optimizing software for efficient sales on these marketplaces, such as Marmalead for Etsy, 3DSellers for eBay, and Helium10 for Amazon, which significantly simplifies the sales management process on these marketplaces.

The obtained results can be used in the process of strategy development of sales on both the Ukrainian and global e-commerce markets, as well as a direct guide in the use of optimization software for key players of the e-commerce business.

The results of approbation of the main provisions of the bachelor's qualification paper research were considered on:

1) XVII All-Ukrainian scientific and practical conference of students, postgraduates and teachers "To Make the World Smarter and Safer";

2) International scientific and practical conference "MECHANISMS OF COUNTERACTING MODERN CHALLENGES AND THREATS: EU EXPERIENCE FOR UKRAINE";

3) IV International Scientific and practical conference "INTERNATIONAL ECONOMIC RELATIONS AND SUSTAINABLE DEVELOPMENT";

4) Publication of an article in a professional journal "Socio-economic relations in the digital society".

Keywords: E-COMMERCE, MARKETPLACE, DIGITALIZATION,
OPTIMIZATION SOFTWARE, SALES MANAGEMENT .

The year of qualifying paper fulfillment is 2023

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INTRODUCTION

E-commerce is currently the most suitable option for selling products. Many sellers are moving into effective online business due to the accelerated pace of digitalization. The most common digitalization sales approach is online marketplaces. This phenomenon has been established as an effective strategy for selling goods from anywhere in the world, online store management, and a simplified business registration form. Undoubtedly, marketplaces at the moment are an effective means of selling products, but at the same time have significant nuances in managing this concept. Current events in Ukraine turned attention to Ukrainian products, and integration of Ukrainian marketplaces into global markets can significantly promote Ukrainian e-commerce, and as a result can be an efficient solution for the post-war reconstruction of Ukraine, after a brutal war, unleashed by Russia. At the moment new players are appearing in the Ukrainian e-commerce market, such as Made with Bravery, a Ukrainian marketplace that promotes quality Ukrainian products on global markets. For the future success of this marketplace, analyzing the conversion strategies on these platforms would be the most impactful solution for enhancing the new phenomena of digitalization.

Marketplaces, as a sufficiently new concept for selling products, which require a thorough management strategy. This set of tools includes SEO optimization of listings, implementation of a keyword system to improve customer outreach, and the creation of a short description that explains as clearly as possible the purpose of the product being sold. Taking into account the high intensity of the sale of e-commerce products, for better control over the products published on the marketplace is used CRM system, which simplifies business management process.

For a more detailed marketplace management strategy, it is necessary to study the principles of managing these marketplaces, the basic concepts of optimizing listings on marketplaces, and the principles of establishing sales strategies.

The object of research is the main Ukrainian (OLX, Prom, Bigl, Crafta, Made with Bravery) and international marketplaces (Amazon, Etsy, eBay).

The subject of the study focuses on the prospects of electronic commerce markets in the context of the rapid digitalization of trade as well as elaborating selling strategies on Etsy, eBay, and Amazon with the assistance of optimization software.

The purpose of this paper is to identify clear approaches for the development of marketplaces both Ukrainian and international using various methods as well as benchmarking and SWOT analysis and optimization software Marmalead for Etsy, 3DSellers for eBay and Helium10 for Amazon.

The main objective of the study is to:

- Differentiate the major players in global e-commerce markets;
- Identify key rules to regulate trade on marketplaces;
- Determine the most promising Ukrainian marketplaces to enter the e-commerce market.
- Develop a strategy for SEO promotion, optimization of listings, control of the marketplace, and search keywords with high conversion rates using optimization software for different marketplaces.

Classification, statistical, graphical, and theoretical methods of analysis were used in this work. The information base of the research is electronic resources (webpages, blogs, analytical databases, optimization software for marketplaces), articles from Ukrainian and foreign publishers, and statistical Ukrainian and foreign materials. In certain, the key aspects of e-commerce, strategies to attract online customers and stimulate their purchases, the organizational and economic mechanism of the online market have been considered in the work of researchers such as Evans R., Tkach Y., Kapchinskiy A., Kot O.V., Antonenko D.S., Kraus K.M., Manzhura O.V., Kregul Y., Batrimenko V., Li Z., Pauer M. [1-7].

This study used methods of schematic analysis, forecasting method, graphical method, economic-statistical methods, benchmarking, and SWOT analysis, as well as optimization software to enhance and simplify the management of marketplaces.

1 THE CONCEPT OF MARKETPLACES IN THE CONTEXT OF THE RAPID DIGITALIZATION OF TRADE

1.1 Key international marketplaces

Marketplaces are now the most effective way to promote products globally. For more sufficient differentiation between key sales areas, the most progressive opportunities to implement strategies in indispensable players of international marketplaces should be considered.

At the moment, the differentiation in popularity approval by customers of international marketplaces is as follows (fig. 1.1) [8].

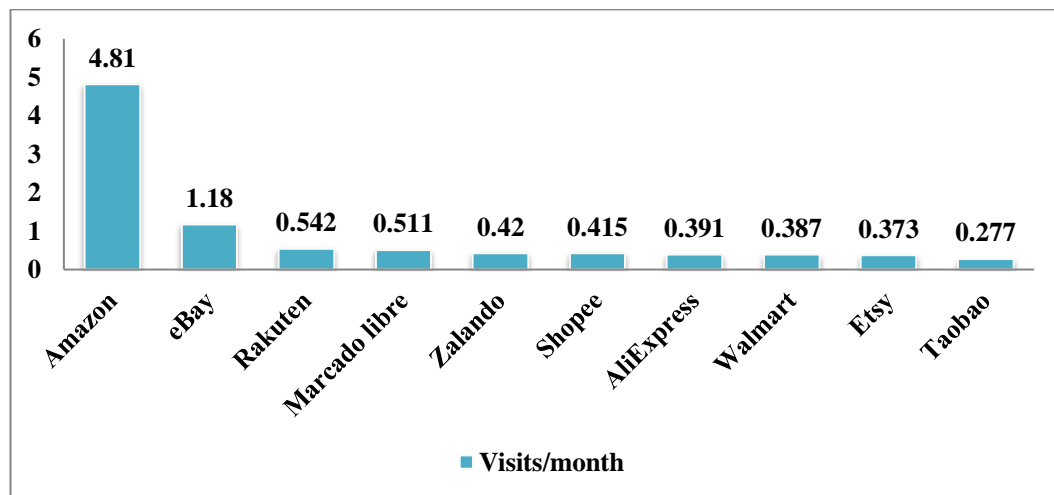


Figure1.1- The World's Top Online Marketplaces

The trend shows that Amazon and eBay are in the lead in terms of customer traffic, in principle this is a quite logical differentiation, because both marketplaces are global, they have a wide range of product categories, which is a steady trend in popularity. It is worth pointing out that the Etsy marketplace, which deals with the handmade goods niche, occupies stable 9th place, but does not have a wide enough range of products. A more detailed analysis of marketplaces in the context of their relevance to the buyer should be carried out.

Considering that Amazon is by far the most visited marketplace, implemented in 1994, and the trend of the marketplace as a leader in online sales is

undoubtedly supported by statistics, at the moment the net income from Amazon sales from Q1 2007 to Q4 2022 is as follows (fig.1.2)[9].

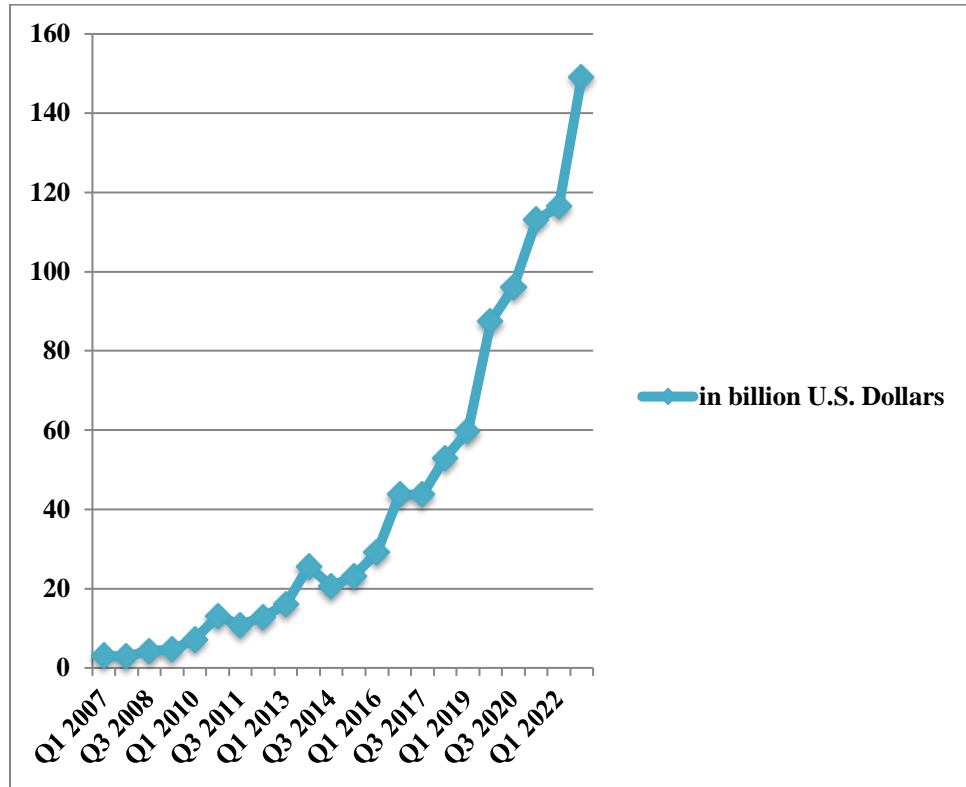


Figure 1.2- Net sales revenue of Amazon from 1st quarter 2007 to 4th quarter 2022

According to the graph, there is a trend of rapid growth in net sales revenue from Amazon, with only a state of rapid growth in profits to be seen.

The second most visited place in the world ranking of marketplaces is eBay. The differentiation of revenues to the current time represents the following trend (fig.1.3) [10].

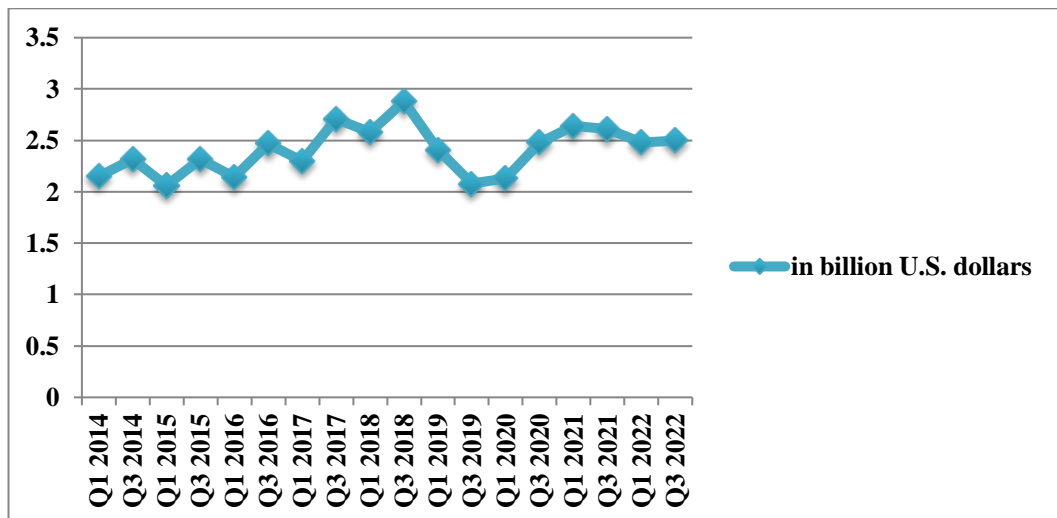


Figure 1.3- eBay's revenue from 1st quarter 2014 to 3rd quarter 2022

Thus, at the moment, in the context of eBay, there is a trend of recovery of substantial profits after the stagnation of 2020.

Further analysis will be conducted for the marketplace Etsy, as a phenomenon of great sales with a fairly clear differentiation of sold products as objects of art, handmade products, and therefore showing itself a worthy competitor for global marketplaces with a more extensive range of products, despite that the income of this marketplace will be less than the giants of Internet commerce sales, Etsy is quite a profitable platform (fig.1.4)[11].

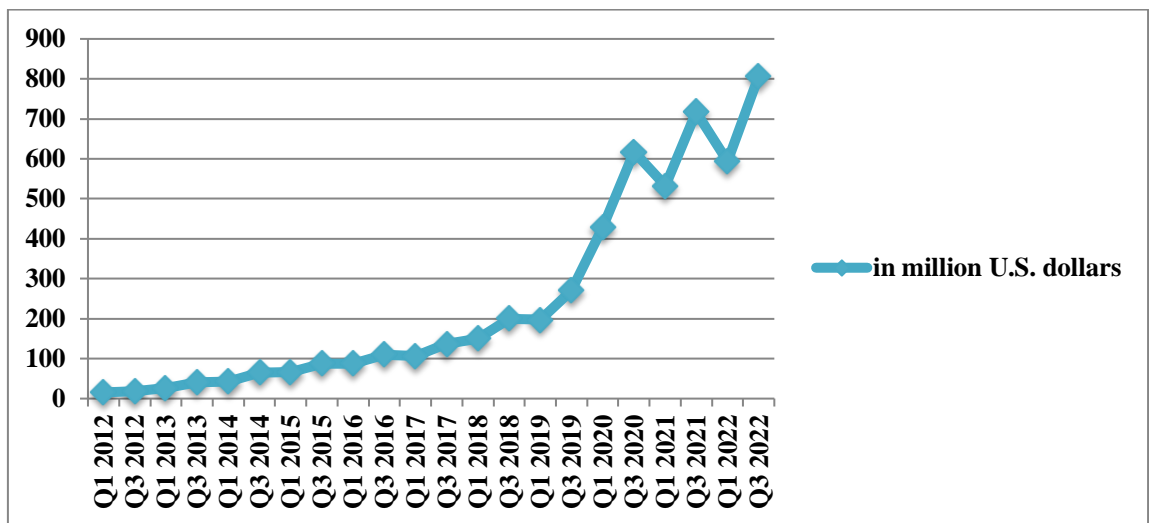


Figure 1.4- Etsy revenue from 1st quarter 2012 to 3rd quarter 2022

Thus the profit tendency on Etsy is rapidly approaching the first billion of impressive growth. Eventually, there will be a growth trend as the demand for marketplaces increases.

At the moment there is a differentiation of marketplaces, therefore it is quite difficult to determine the most sufficient option for selling goods on international marketplaces, so Amazon, eBay and Etsy are all promising in terms of selling products on these international marketplaces.

Marketplaces are currently the key opportunity to implement effective sales in the e-commerce sphere. To spruce up the sales strategy in the high conversion, the following of trading on marketplaces should be considered.

1.2 Key rules governing trade on international marketplaces

Marketplaces are certainly an effective strategy for promoting the product to global e-commerce markets. The concept of the marketplace integration scheme for the global e-commerce market is presented below (fig.1.5)[12].

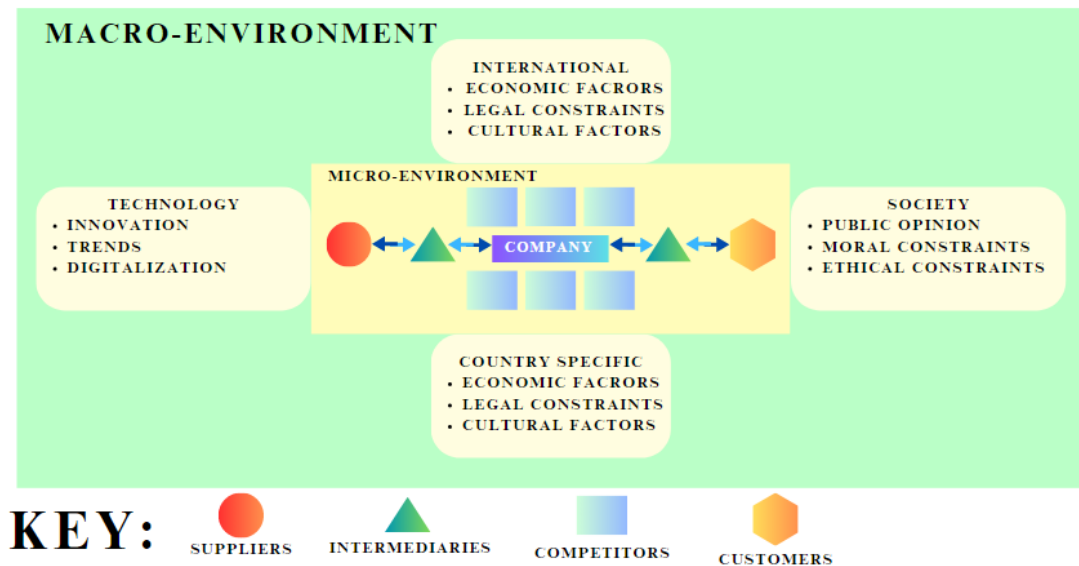


Figure 1.5-Marketplace integration scheme

Worthwhile sales require detailed knowledge of the nuances of product implementation for launching its strategy on the market using a marketplace. The conceptual rules for trading on international marketplaces include the following postulation [13]:

- The most consequential is a clear differentiation of the product, the original identifiers, and SKU codes, such as in the store Etsy, the implementation of this rule significantly facilitates the search for the product and its proper filtering in the generation of search, respectively, there is a more effective product output.
- The second rule involves constantly integrating buyers through effective marketing strategies, optimizing SEO for excellent product visibility, and sending emails to potential buyers who are enticed into the quality of the product.
- The obligatory rule of product implementation on the international marketplace is the uniqueness of it, plagiarism is strictly prohibited, and in order to minimize these risks, the administration of the marketplace promptly bans stores

engaged in counterfeiting and duplication of products that do not comply with the licensing rules.

- It is sufficient to remember the specifics, culture, and generally accepted norms of the country to which the goods will be shipped while respecting the ethical boundaries of customers.
- The return policy should be effective, operational, flexible and logically understandable to the customer, while being as loyal as possible, to increase the chance of a repeat purchase in an international marketplace.
- Predominant issue is the customs' way to get the order is shipping, the faster it is, the more effective the marketplace, the rules of delivery of goods must be as accessible as possible, clearly defined and understood by the buyer, the terms should be stipulated immediately, to prevent conflicts. Adhering to delivery deadline is mandatory.

These rules, such as marketing, delivery policy, return policy, and uniqueness of the product are mandatory to implement in the strategy of marketplace shop buildout.

1.3 Benchmarking of key players in global e-commerce

For a clear differentiation of sales strategies on marketplaces in the context of rapid digitalization, it is important to clearly compare the major players on international marketplaces through benchmarking, namely to look at the growth trend of the main indicators used to determine the optimal spruce up sales strategy for Etsy, Amazon and eBay.

To conduct the analysis, the statistical indicators that are fundamental for marketplaces, such as Gross Merchandise Value, Growth Rate of Gross Merchandise Value, Average Order Value, Revenue, Take Rate (%) and Customer Acquisition Cost will be used. All indicators require a characteristic of each of them [14].

- Gross Merchandise Value is the total amount of goods or services bought and sold through the trading platform over a period of time.
Gross Merchandise Value

shows the amount of money that has passed through the platform over a period of time.

- Growth Rate of Gross Merchandise Value can be defined as the rates on a monthly and yearly basis to measure the company's actual growth.
- Average Order Value, also known as a value per transaction, Average order value can assess how changes in strategy affect business efficiency. This indicator is calculated by dividing the Gross Merchandise Values of all total transactions
- Revenue, the income a company generates by facilitating connections in the market. This metric can be calculated by including all transaction fees, commissions, listing fees, and/or premium services offered by sellers/suppliers.
- Take Rate (%), the average market commission for selling to third parties across the market. It is also a measure of company performance. A high acceptance rate means the market offers a strong value proposition for both buyers and sellers.
- Acquisition Cost, in addition, the total cost of customer retention for buyers and sellers or suppliers can be calculated as a percentage of sales to assess business performance at a high level.

Considering the differentiation of these metrics using a table with elements of benchmarking are listed below (table 1.1).

Table 1.1- Benchmarking of Etsy, eBay and Amazon

Marketplace	Gross Merchandise Value 2021-2022 in billion U.S. dollars ^{[15][16][17]}	Growth Rate of Gross Merchandise Value ^{[18][19][20]} 2021-2022	Average Order Value 2022 in U.S. dollars ^{[21][22][23]}	Revenue 2022 in billion U.S. dollars ^{[24][25][26]}	Take Rate (%) 2022 ^{[27][28][29]}	Customer Acquisition Cost 2022 in U.S. dollars ^{[30][31][32]}
Amazon	\$610	22%	\$20	356	13.3%	\$150

eBay	\$73.9	-15%	\$24	9.795	12.55%	\$150
Etsy	\$3.80	-3%	\$42	2.566	6.5%	\$0

The analysis confirms that eBay and Amazon are the most promising marketplaces for trading goods, but Etsy is more promising in terms of customer finance, as it does not require customer acquisition costs for product integration and implementation.

Through benchmarking, it can be traced the resilience of Etsy and Amazon to uncertain situations of economic instability than, for example, eBay. It is quite engrossing to consider the perpetuity of the development of these two marketplaces, Amazon as the global leader and Etsy as a promising competitor (table 1.2) [33].

Table 1.2- Amazon and Etsy development comparison

COMPANY	2022	2023	2024
Etsy Revenue (Estimated)	\$2.51B	\$2.75B	\$3.14B
Year-over-year growth	8%	10%	14%
Amazon Revenue (Estimated)	\$510.74B	\$564.04B	\$645.15B
Year-over-year growth	9%	10%	14%

Relying on the statistics introduces a sustainable development of the marketplace Etsy in the long term, but also, the inability of the marketplace in the short term to approach the performance of Amazon econometrics.

Consider the key differentiation of economic indicators such as revenue growth, price to earnings ratio and market capitalization, for eBay, Etsy and Amazon, the situation is as follows. [34] (fig. 1.6).

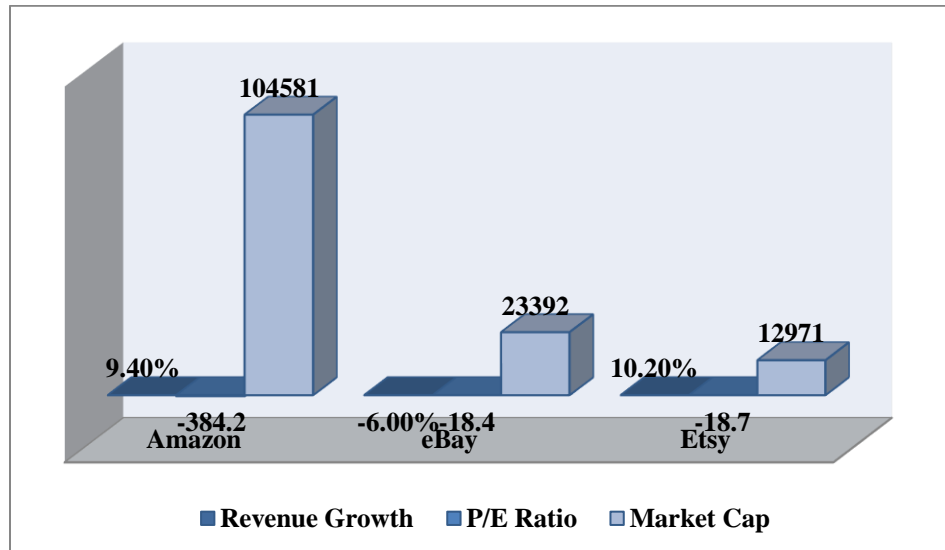


Figure 1.6-Valuation of the marketplaces

Thus, in this section an analysis of the key players in the global market of e-commerce, differentiated that marketplaces most worthy of attention and study is directly Etsy, eBay and Amazon.

Also a comparative analysis in the form of benchmarking was carried out, identifying the main prospects for the development of financial indicators of marketplaces. the basic rules of regulation of trade on marketplaces, such as compliance with time management in logistics, effective customer service and maintaining the concept of originality of the product were given.

Fundamental statistical indicators of the market such as total merchandise value, total merchandise value growth rate, average order value, turnover rate, take rate (%), and customer acquisition cost are used to perform the analysis. It was considered that all indicators should have their properties.

Relying on statistics stated that the Etsy marketplace is eager to develop sustainably in the long term, but growth pattern will prevent the marketplace from approaching Amazon econometric performance in the short term. Given the key differentiators in economic indicators such as sales growth, price-to-earnings ratio, and market capitalization, for eBay, Etsy, and Amazon, gives an opportunity to differentiate the importance of Amazon as a global player at the moment, but also to consider eBay and Etsy as quite auspicious trading platforms.

After a detailed analysis of the key players of international marketplaces, it is necessary to examine in more detail all possible prospects for Ukrainian companies to enter the global and Ukrainian e-commerce marketplaces.

2 KEY PERSPECTIVES OF E-COMMERCE MARKET DEVELOPMENT IN UKRAINE

2.1 Analysis of successful Ukrainian Marketplaces

Ukraine, as a country with great potential in the development of e-commerce concepts, both in the domestic and foreign markets. Digitalization is currently a key aspect of the recovery of the Ukrainian economy after the brutal war unleashed by russia, as attention to Ukrainian products has increased significantly. The features and key differences of Ukrainian marketplaces as effective business development tools should be studied in more detail.

Consider the current statistics of the popularity of Ukrainian marketplaces to differentiate aspects for analysis, the situation is as follows (fig. 2.1) [35].

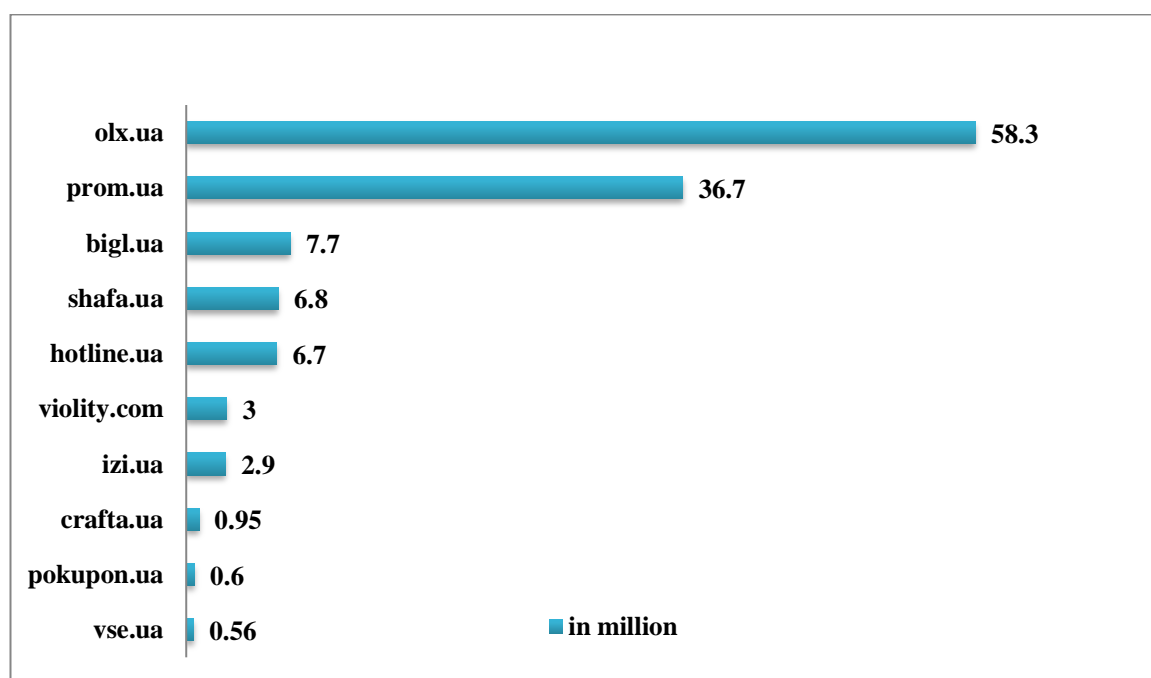


Figure 2.1-The most visited Ukrainian marketplaces as of February 2023

Based on statistics, consider in more detail marketplaces, such as OLX, Prom, Bigl, Crafta, as quite standpoint sites for their niches among users.

To begin with the traffic leader for February 2023, the marketplace OLX, which has become one of the most renowned marketplaces for business and personal use, despite it's not classical origin as the marketplace, but a service for publishing ads, which due to the rapid popularity has turned into a marketplace with a high conversion .

Based on the statistics above, OLX is approximately visited by 58 million users every month, and to assume that the trend will tend to increase is an indispensable postulate.

A businessman to sell on OLX just needs to register on the site, then choose a product category and the desired package of ads and, after that create a page with a buyer-friendly interface and upload the ads.

Depending on the initial investment, OLX offers three ways of investing to integrate the marketplace [36]:

The Start plan which does not require significant investments, offers a basic business page at an affordable price, the ability to add a company logo, ads statistics for 60 days, which is an advantage for effective management strategies of the new store on the e-commerce market and displaying the widget "Storefront" on the ad page, which sufficiently improves recognition and conversion rates of the store.

The Premium plan includes more additional features than Start, such as personal design of ad pages, promotes bonus auto-raises of each ad in the section (on 7, 14 and 21 days after publication, raising is automatic) also the rate includes recommended ads on OLX store page and ability to personalize store by adding logo and banner, also due to more favorable price for OLX this package allows algorithms to show product more often to potential buyers.

The Mega plan has the same advantages as the Premium, but it allows to publish ads in several headings, which is suitable for the owner of the business of different categories, most often this package is used by entrepreneurs offering the sale of vehicles (such as cars, trucks, trailers and motor transport).

Consider these features, arranged in a table by OLX Customer Assistance Center for better structuring below (table 2.1) [37].

Table 2.1- Features of services for businesses on OLX

Offered service	Start	Premium	Mega
Business page	+	+	+
Company logo	+	+	+
Storefront widget on the	+	+	+

ad page			
Statistics of ads	for 60 days	for 90 days	for 90 days
Banner on the classifieds page	-	+	+
Recommended ads on the OLX store page	-	+	+
Filter ads in "My profile"	-	+	+
Bonus auto-raising ads	-	+	+
Ability to place ads from several categories	-	-	+
Ability to import and export ads	-	+	+
Price	85 UAH	175 UAH	1415 UAH

Thus OLX policy is quite loyal to the entry of new business on the marketplace, does not require large enough investments, and is highly in demand among Ukrainian entrepreneurs.

The second most visited marketplace, based on the above statistics Prom. Prom customers use ProSale - internal advertising in the product catalog for the effective promotion of goods. PromSale uses a bidding system and two payment models - CPC and CPA, that is, pay per click on the ad or per order placement. Additionally, the site uses contextual advertising and product advertising to attract customers from outside [38].

Prom requires a thorough preparation procedure for product implementation, but allows to automatically enter the product base when importing from XLS, YML, 1C or synchronize data via CRM via API. For effective product conversion and wide involvement in the store it is sufficient to fill in the basic information, characteristics, search queries to make it easier for customers to find the right product. For more efficient administration Prom offers 5 tariffs, the content of services is the same, but the number of possible published ads and the price is different (table 2.2) [39]. Maintaining a store on the marketplace requires

knowledge in managing a complex administrative panel. Negative aspects of this platform are high competition, the choice of buyers often falls on an optimally low price and problems with moderation of negative feedback caused by negative comments, often on a custom basis.

Table 2.2- Differentiation of Prom Tariffs

Offered service	Prom mix 1000	Prom mix 6000	Prom mix 10000	Prom mix 20000	Prom mix 50000
The ability to publish products on the Prom.ua marketplace and create your own website	up to 1,000 products	up to 6,000 products	up to 10,000 products	up to 20,000 products	up to 50,000 products
Personalized settings.	+	+	+	+	+
Seller's account, including a mobile application.	+	+	+	+	+
Bulk import of goods via XLS, YML, 1C.	+	+	+	+	+
Synchronization with CRM via API.	+	+	+	+	+
Ability to connect an external domain.	+	+	+	+	+
Functionality for conducting campaigns to increase sales of goods in the ProSale Catalog.	+	+	+	+	+
Order management.	+	+	+	+	+
Promotion tools: promotions, newsletters, partner applications.	+	+	+	+	+
Access to the payment system and logistics.	+	+	+	+	+
Receiving feedback.	+	+	+	+	+
The price of the special offer, including VAT	5 900 UAH	7,700 UAH	11 500 UAH	24 000 UAH	56 500 UAH

Thus, Prom Marketplace is an exemplary solution for experienced sellers who are eager to take part in administering complex trade models on marketplaces.

Based on statistics above, Bigl.ua in Ukraine is the third most visited marketplace, the right to place goods on which is possible only if the owner of the marketplace has an account at Prom. Merchant gets the opportunity to offer the goods at Bigl by registering at Prom. The key requirement of this site is no less than 80% of positive feedbacks and no more than 15% of cancelled orders. Site

administration reserves the right to remove products from the catalog in case of customer complaints, and since this marketplace is directly linked with Prom, accounts are checked with the utmost rigor.

For effective sales with high conversion rate on Bigl.ua should pass the registration procedure on Bigl.ua or its affiliate company Prom, carry out a detailed import of goods in the online store of the company, to make a service connection ProSale for the goods that the seller wants to put on Bigl, as this is the key method of making a marketplace profit.

The assessment of Bigl pricing policy is impossible without a paid profile on Prom, because in order to show the goods on the site the merchant must necessarily connect ProSale for the goods. Also, it is necessary to go through moderation before proceeding, and there may be difficulties with moderation of negative comments, even if they are not confirmed by purchase. The main advantage of this marketplace is that Bigl insures all purchases for 5000 UAH to raise the trust of buyers, thus this marketplace is a great occasion for the owners of the Prom account to expand its audience and attract a large customers flow [40].

At the moment, there is a spruce up trend in acclaim of handmade products, which makes customers pay more attention to this sector of Internet commerce, predicts that the value of handmade to 2024 will increase to 50 billion dollars (fig.2.2) [41].

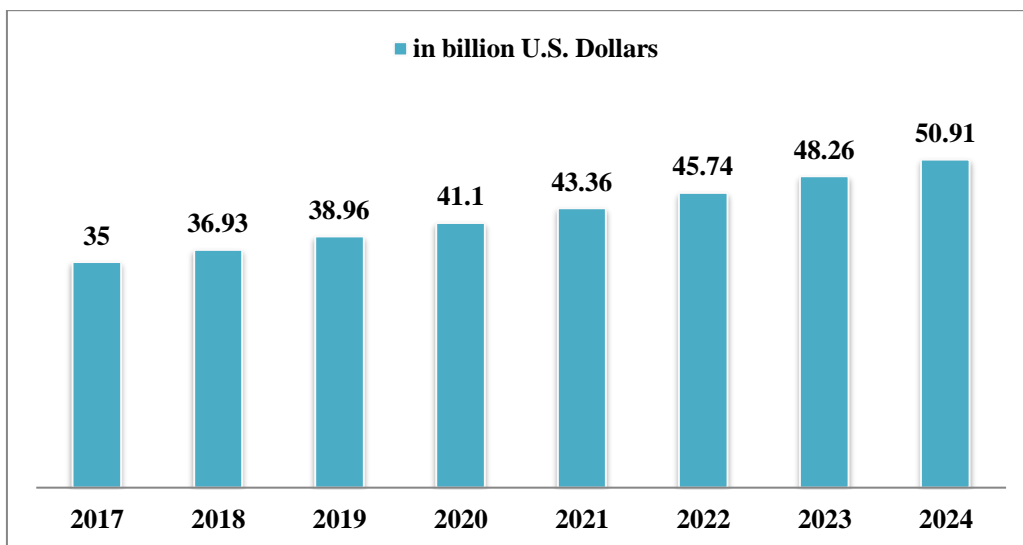


Figure 2.2- Value of the arts and crafts market worldwide from 2017 to 2024

This information demonstrates the need for businessmen and especially Ukrainian manufacturers to pay attention to a rather promising niche. The Ukrainian alternative to the American marketplace of handmade products Etsy, is Crafta.ua. This marketplace allows to implement a booster version of the sale with the help of promotion services by paying an additional commission of 5%, 10% or 15% of the cost of products, also Crafta takes a percentage of sales in the amount of 10% of the exposed listing [42]. Crafta.ua has no keyword system like on Etsy, which is the key difference between the Ukrainian platform and the American competitor.

Thus, the market for electronic commerce is developing rapidly, but despite this requires a significant differentiation of processes and more effective management and simplification of procedures for market implementation.

2.2 SWOT analysis of company entrance on Ukrainian marketplaces

Considering the critical Ukrainian e-commerce players, it is necessary to understand in more detail the concept of the company's entry into the Ukrainian marketplace, to consider the prospects, threats, and potential of this decision.

At the moment, there is a significant increase in the dynamics of e-commerce growth, which makes companies look for new markets to sell their products (fig.2.3) [43].

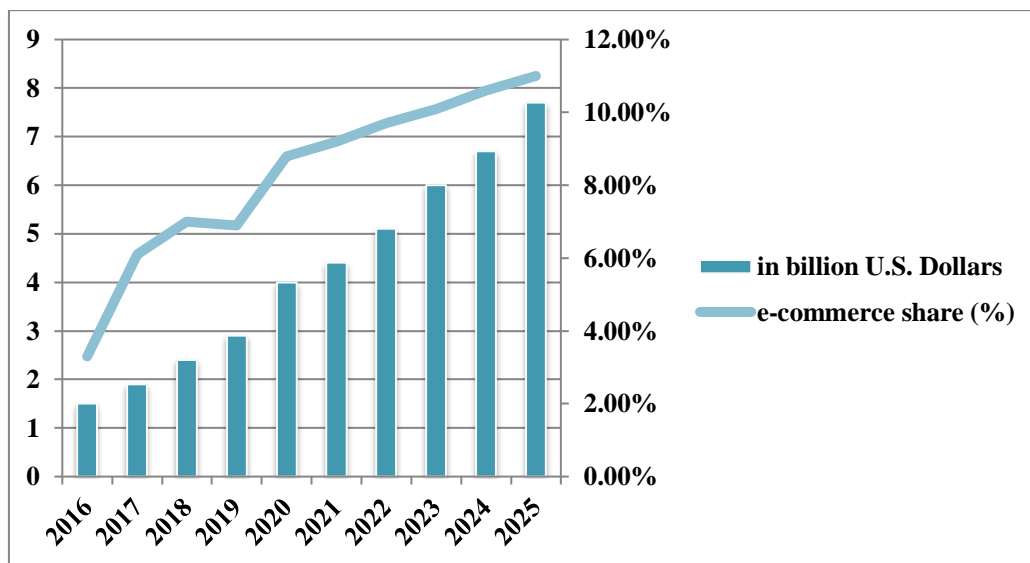


Figure 2.3- The dynamics of e-commerce market development

Based on the above statistics, the market share of e-commerce is projected to increase by 11% in 2025, which is a consequential upward trend. Due to the rapid growth in the popularization of marketplaces as a trading tool, it should be a more detailed study of the main features of entering the Ukrainian marketplace through the implementation of SWOT analysis (table 2.3).

Table 2.3- SWOT analysis of company entrance on Ukrainian marketplaces

Strength	Weaknesses
<ul style="list-style-type: none"> • Huge traffic of visitors creates new opportunities for the integration of Ukrainian goods • Possibility to promptly increase conversion rates with the help of simple algorithms, availability of Ukrainian Marketplaces as a quintessence of Ukrainian goods • Confidence of the customer in transaction transparency due to fairly strict policy of Ukrainian Marketplaces administrators and the convenience of one-click refunds 	<ul style="list-style-type: none"> • The oversaturation of marketplaces with products of various aspects, which affects the complexity of the strategy to attract the buyer and the possibility of integrating a re-sale • Impossibility of accurately forecasting product development strategies in the long term due to the instability of consumer decisions • Probability of inefficient innovations in marketplace policy, affecting the attraction of customer traffic
Opportunities	Threats
<ul style="list-style-type: none"> • Ability to test the integration of new product with minimal risks and costs • The store's analytics, enable effective refinements to the product integration strategy on the marketplace • Attracting customers from several regions of Ukraine simultaneously, respectively, significantly simplified search for the target audience • Simplified search for invoices, logical implementation of listings, and therefore more effective management strategy for the marketplace • Increasing demand for 	<ul style="list-style-type: none"> • Abundance of goods on Ukrainian marketplaces, therefore requiring a thorough search for their own niche products, as there is a significant risk of not attracting a customer • Unfavorable stints of cooperation in terms of a percentage of sales, the possibility of implementing a commission of 10% to 35% for each listing • Ukrainian Marketplaces are not so sought after as global ones, and oversaturation of the market with local customers is possible, therefore the suspension of sales in development

Ukrainian products, in the context of Ukraine as a global brand

By analyzing the integration of companies in the Ukrainian marketplace, can be differentiated that the main strategy for access to this site uniqueness of the product and competent positioning of customers. It is necessary to find possibilities for preventing oversaturation of the market, and as a consequence, the depreciation of the marketplace. The core development prospects of Ukrainian marketplaces at the moment require a detailed differentiation.

2.3 Main development perspectives of Ukrainian marketplaces

At this time Ukraine can be considered as a global trend. The tragic circumstances of the war have defined Ukraine as a strong, resilient country worthy of public attention. Due to the situation, more and more world community is willing to help Ukraine, as well as to popularize Ukrainian products.

"In wartime, support for Ukrainian companies, especially small and medium-sized businesses, is extremely important. That is why the Ministry of Foreign Affairs systematically promotes Ukrainian products abroad. A new online marketplace for Ukrainian goods with worldwide delivery will help Ukrainian businesses to export and make money abroad. The Ministry of Foreign Affairs will contribute to its promotion in every possible way. I urge Ukrainian manufacturers to actively open new opportunities of this resource," says Dmytro Kuleba, Minister of Foreign Affairs of Ukraine [44].

When considering the concept of development of Ukrainian marketplaces, the newest phenomenon in the global e-commerce market should be examined in further detail.

Marketplace Made with Bravery was integrated to support Ukrainian business, through the cooperation of EVO product IT company, Visa, and communication agency Banda a marketplace of products made in Ukraine by Ukrainian manufacturers was launched. The project received informational support from the Ministry of Digital Transformation of Ukraine, Office of

Entrepreneurship and Export Development and the national project Diia. Business. Ukrposhta is a logistic partner of the project providing international delivery of marketplace products [45].

"The Made with Bravery marketplace is a great opportunity to showcase a range of great products from Ukrainian companies to the general public. This platform will allow businesses to scale and find potential customers. This means profits, jobs, the opportunity to donate and keep Ukraine's economy stable," said Mykhailo Fedorov, Vice Prime Minister and Minister of Digital Transformation of Ukraine [46].

When making a purchase on the platform, Made with Bravery transfers money to United24, which aims to reconstruct Ukraine. For each purchase Made with Bravery donates 5% of the cost of goods, and if the purchase is proceed with a Visa card, an additional 5% is transferred [47].

The consequence of such integration is a concept of the rapid growth of popularity of Ukrainian products in these conditions and accordingly is needed to confirm the steady progress trend of the e-commerce industry. Prospects for the development of Ukraine's e-commerce market at the moment represent such positions (fig. 2.4)[48].

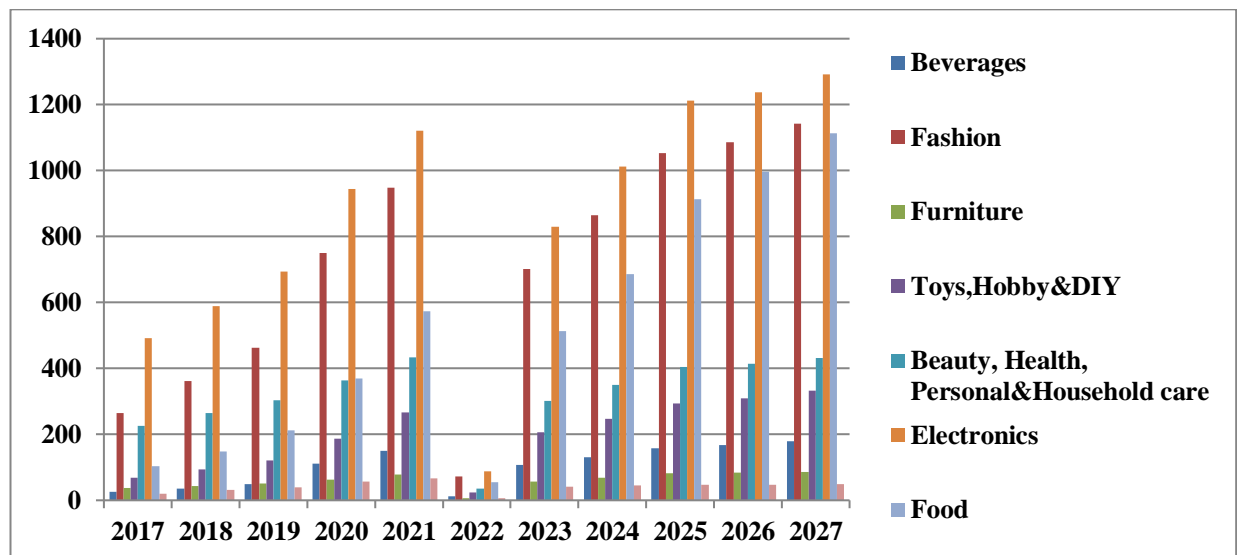


Figure 2.4- Ukraine eCommerce revenue forecast in million U.S. dollars

Thus, in the coming years is expected to swiftly increase sales of Ukrainian products, and consequently the trend of growth of Ukrainian exports and as a

result, the rapid post-war recovery of the Ukrainian economy. To differentiate significantly thorough strategy for the integration of Ukrainian products in e-commerce, the options should be considered in more detail for the implementation of products on international marketplaces, using special optimization software.

3 IMPLEMENTATION OF COMPANY'S ENTRY TO INTERNATIONAL MARKETPLACES.

3.1 Company's strategy for entering Etsy using optimization software

Creating a thriving product marketplace on Etsy requires effective SEO optimization. We will consider strategies for integrating Ukrainian businesses into the American market using Marmalead optimization software, which empowers effective SEO with conversion product output and allows testing all search tools for 14 days without making transactions or purchasing paid plans [49]. The Marmalead plan is \$19 a month. There is also an alternative of \$15.83 for a yearly subscription in one payment, which equals \$189.96 [50].

After the registration procedure, a searching window becomes available, this is the main tool for finding keywords to optimize listings on Etsy (fig.3.1).

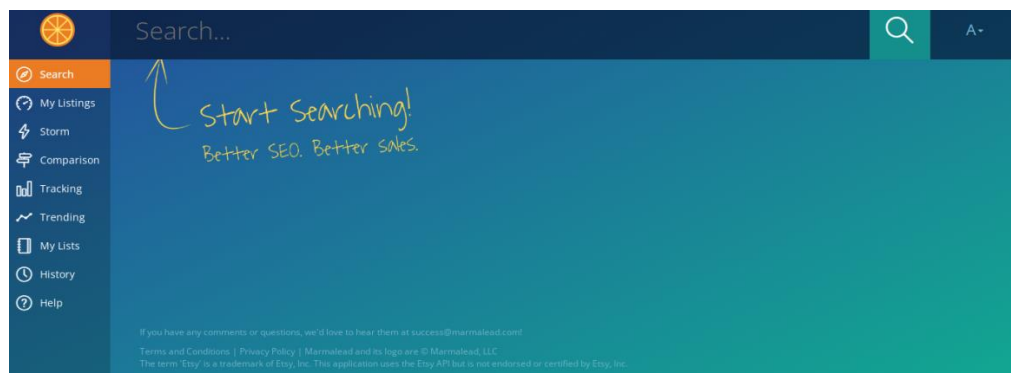


Figure 3.1-Marmalead searching tool

At the moment the aim of the research is to determine the degree of customer engagement in the "Ukrainian products" niche. The survey will cover all possible SEO tools to achieve the highest conversion. All the most perspective options for this concept will gradually be considered (fig.3.2).

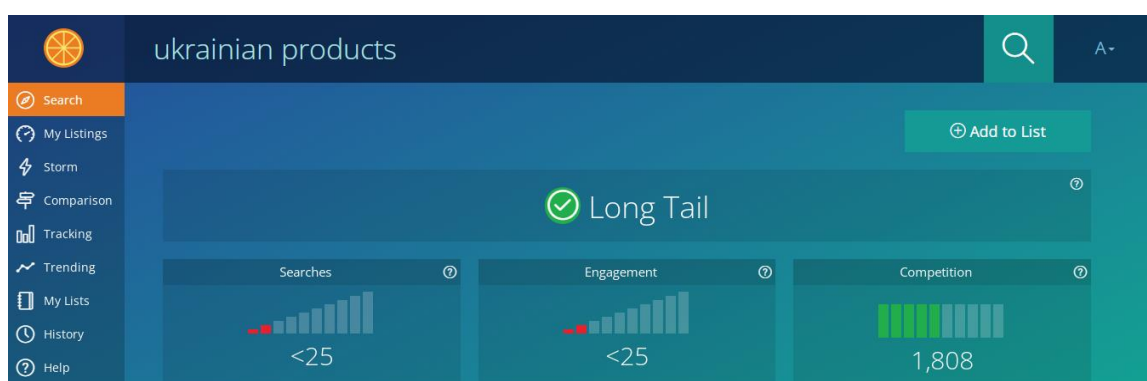


Figure 3.2- The differentiation of the option

The keyword "Ukrainian products" as a search for the moment is not in the search engine, it is necessary to find alternatives that are the most preferable. Consider the alternative suggestions from the Marmalead software as a solution to this inefficiency (fig.3.3).



Figure 3.3-Marmalead keyword suggestions

Apparently, the most popular keyword at the moment, with sufficiently good search results "Ukrainian blouse", but the object of study is not the specifics, closely to the generalized version, which should be replaced by "Ukrainian products" something adjacent to synonymy.

The keyword comparison function to find the best alternative is used (fig.3.4).



Figure 3.4- Marmalead comparison function

From this output, it is possible to differentiate that the sales strategy for the company will include tags "Ukraine sellers", "Ukraine shops", "support Ukraine", and "made in Ukraine". Prospective in terms of the competition is less than 50,000,

at this stage, all four keywords have this advantage, respectively, the probability of entering the top products is very excessive. Definitely, it is not the highest level of engagement, but at the same time, it is clear enough to delineate the product niche, which in this case is of the greatest advantage.

Since the standard recommendation is availability of 13 keywords in the listing, more alternatives should be considered to enhance the output in the pipeline. According to the results of keyword generation by the "Storm" instrument, which allows identifying the most convertible keywords for a certain product category, when searching for a category of products manufactured in Ukraine and related to this grouping, the following findings are presented below (fig.3.5).



Figure 3.5- Generating keywords using the "Storm" instrument

Nine of the most relevant keywords have been identified through brainstorming, so it is possible to conclude that Marmalead, quite objectively and clearly, identifies the most relevant keywords for product differentiation.

From this research, the notion that keywords in general are not favored by this inception becomes transparent; a synonymous approximation should be considered. For this purpose, in more detail, the most distinctive features of Ukrainian culture will be identified, in the highest hyperbolized form. Using

keywords identifying Ukrainian culture, combining four words, thus determining the most profitable set of keywords for Ukrainian products on Etsy. Consider keywords such as "Vyshyvanka", "Ukrainian embroidery", "Ukrainian pin", and the high conversion tag "Ukrainian blouse" for a more detailed comparison, the situation is presented below (fig.3.6).



Figure 3.6- Comparison of the most appropriate keywords

This variation of the keywords shows the reasonable demand for Ukrainian products on the Etsy e-commerce market, these keywords "Vyshyvanka" "Ukrainian embroidery" "Ukrainian pin" and "Ukrainian blouse" show high searches, while "Ukrainian pin" and "Ukrainian blouse" is long keywords, which quite substantially increases the conversion rate of products with these keywords in the listing. Accordingly, the main drivers at process in defining the concept of SEO promotion on Etsy were identified.

The basic strategy for SEO promotion on Etsy includes using actual keywords, sticking to the principle of "long tails" as this concept is the closest to the demands of the audience, being concise in the writing, and adhering to the specifics of the product. Complying with these rules significantly improves the conversion rate of listings and is a fairly promising long-term approach. For more differentiation strategies, a fundamental strategy for optimizing product promotion on Etsy should be established.

The fundamental strategy for successful Etsy sales involves SEO optimization, promoting products through Etsy ads, and enhancing customer

service while encouraging buyers to make further purchases through effective customer support. The pivotal framework for optimizing an Etsy store is adhering to the principles outlined below (fig.3.7) [51].



Figure 3.7-Etsy shop optimization strategies

From the given background, it is evident that the strategy for effectual sales on the international marketplace Etsy comprises:

- Viable SEO optimization;
- Positive customer experience in the store, effective consumer support;
- Regular enhancement of listings, upgrading up to date information;
- The coincidence of the logo, the depiction of the store, and the overall impression of the intended use of the product;
- Maintaining the "Star Seller" principle, dispatching orders as quickly as possible, prompt communication with customers, minimizing conflicts through effective cross-cultural interaction;
- The uniqueness of SEO, Etsy store products, preventing product tampering and duplication;
- Integration of a system of bonuses for customers, such as small compliments as an incentive for further purchases in the store.

Thus, the optimization strategy of sales on Etsy, includes the use of special software to bring sales to a high conversion rate. The options for implementing the

Marmalead program as an effective SEO mechanism were reviewed and the critical aspects of a successful trading strategy on the Etsy marketplace were differentiated.

3.2 Strategy of entering the company on eBay using optimization software

Selling on the eBay Marketplace requires fundamental preparation of store content. Optimization software is recommended to enhance the quality of product listings. Consider 3Dsellers as an impactful strategy for converting eBay listings with this software [52]. The 7-day test-program allows researching of basic features to achieve high rates of conversion when using the trial period. The plan can differ further in terms of features, and there are three options: "Essential", "Professional" and "Growth"(table 3.1) [53].

Table 3.1- eBay pricing features

Option title	Essential	Professional	Growth
Pricing	\$11.99/Mo Billed Annually	\$14.99/Mo Billed Annually	\$19.99/Mo Billed Annually
Key functions	<ul style="list-style-type: none"> • 1 Connected eBay Account • 1 Team Member • Shipping Tracker (up to 10 orders) • Unlimited Listings • Unlimited Orders 	<ul style="list-style-type: none"> • 3 Connected eBay Accounts • Up to 3 Teammates • Shipping Tracker (up to 20 orders) • Unlimited Listings • Unlimited Orders 	<ul style="list-style-type: none"> • 5 eBay Accounts (Each additional 3 Accounts US\$20) • Unlimited Teammates • Shipping Tracker (up to 30 orders) • Unlimited Orders • Unlimited Listings
Including features	<ul style="list-style-type: none"> • Listing Designer • Listings Manager • Auto Messages • Feedback Reminder • Insights • Facebook Store • Webstore • PDF Catalog • Image Editor • Image Hosting 	<ul style="list-style-type: none"> • All the features from Essential Plan • Orders Manager • Orders Insights • Inventory Overview • Inventory Control • eBay SKU Link • eBay Bundles/kits 	<ul style="list-style-type: none"> • All the features from Professional Plan • Offers Manager • Orders Multichannel • Image Hosting

3Dsellers thus provide the possibility to choose the most suitable plan for optimizing the eBay shop. For optimisation software, this solution is the most appropriate.

After registering a personal account and linking 3Dsellers and an eBay account, these optimization software options become available. When considering the interface, the key aspects of listing promotion can be clearly identified (fig.3.8).

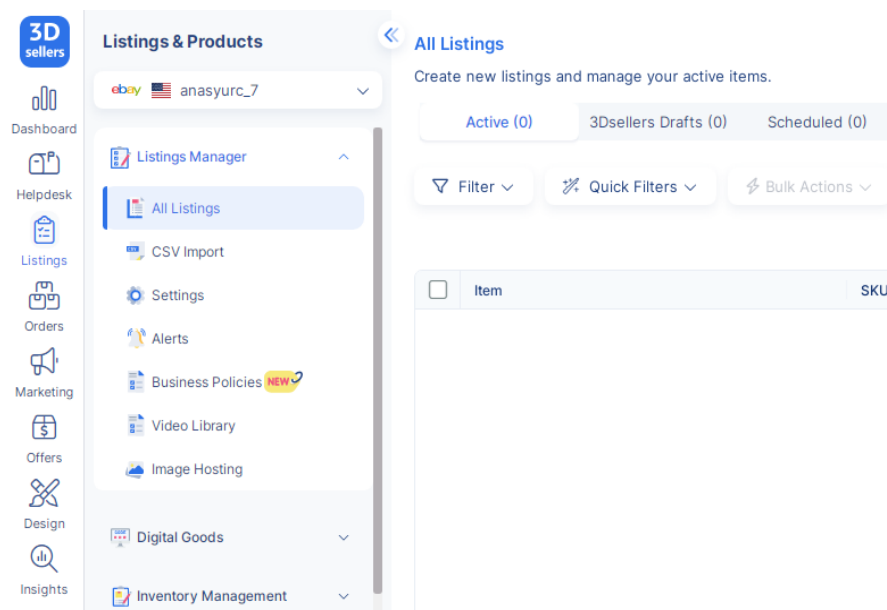


Figure 3.8- 3Dsellers Essential eBay listing optimization tools

3Dsellers allows establishing listings on eBay that stand out from the competition. For this purpose, design tools are used to create visual store content stimulating sales, orders are structured and overall store statistics is shown. Overall, this enables an exceptional possibility to optimize the store's metrics in an effective way.

The 3Dsellers platform can automate many repetitive tasks, such as creating invoices and sending feedback requests, as well as generating orders, to effectively manage sales. These tools greatly simplify time management, as they give a clear understanding of the future vectors of advancement. A clear division of functions of the 3Dsellers platform is shown in this figure (fig.3.9) [54].

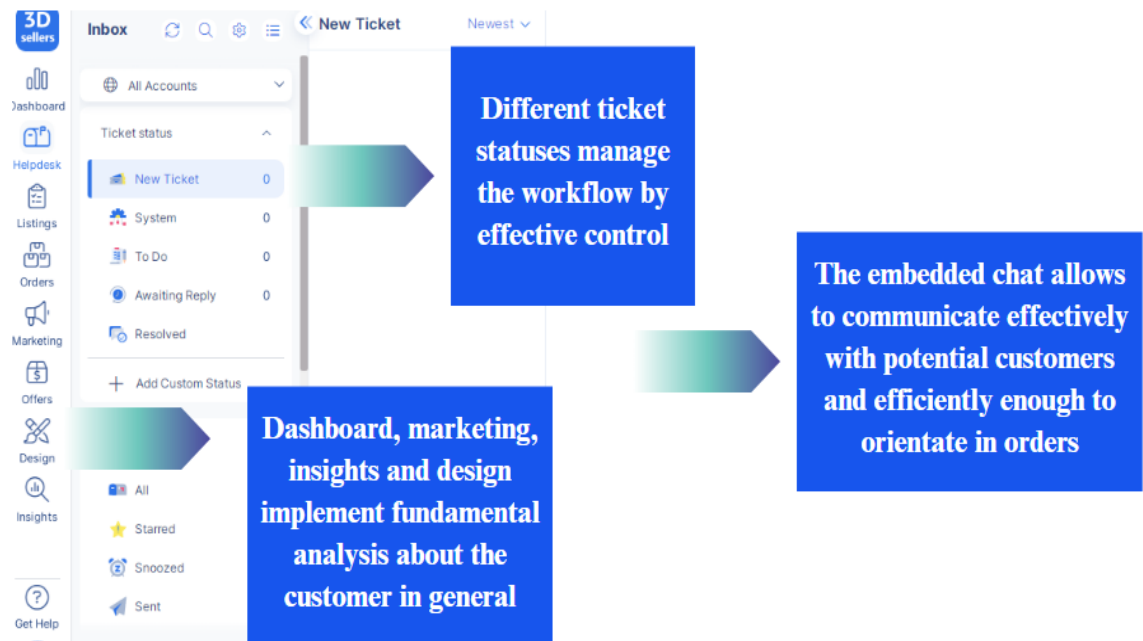


Figure 3.9-3Dsellers as CRM and Helpdesk

The program serves as a kind of assistant for the sales manager, but also can be an alternative for CRM system. The optimisation sufficiently checks sales statistics and consideration of all the nuances in general, which is effective enough to help build a strategy for the subsequent promotion of the product on eBay.

A CRM system allows for effective customer relationship management and communication. This tool helps answer customers promptly and can serve as an effective solution to a highly congested workload. The implemented CRM system is a guarantee of a constructive system of product sales management, communication with customers and tracking all the significant issues of the business cycle. 3Dsellers with built-in CRM forms an efficient e-business part of the eBay sales management process.

Currently, 3Dsellers is a tool for eBay sellers to optimize listings, enabling them to automate the sales process, track performance, and integrate an effective consumer service. eBay is a highly competitive marketplace that requires a constructive entry strategy to increase sales. Cross-selling and complementary selling strategy or upselling, can be integrated as a way to effectively merchandise products to maximize conversions on eBay. This concept is used as a system to

offer related products or additional products to customers at checkout for effective sales on marketplaces in general (fig.3.10) [55].

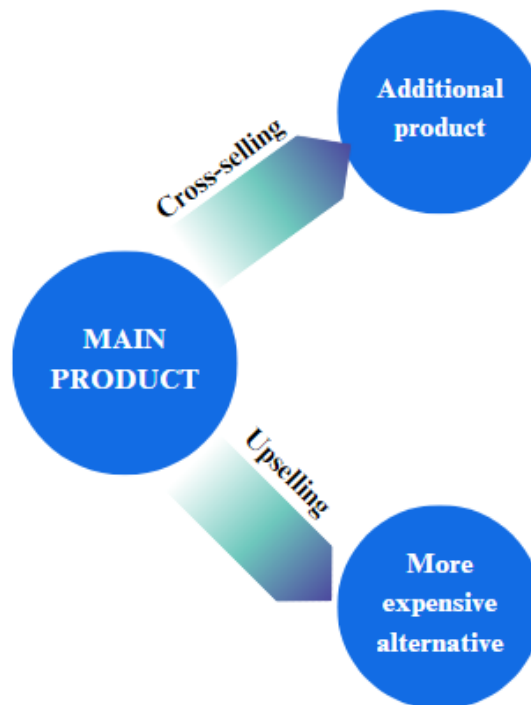


Figure 3.10-Cross-selling & Upselling difference

These endpoints allow effective selling and listing on international marketplaces such as eBay. Upselling serves as a strategy for selling an enhanced, more expensive version of a product that the customer plans to purchase or currently owns. Cross-selling, on the contrary, is a strategy for selling products related to those that the customer owns or plans to purchase. These products usually fall into different product categories but collectively bring more value and convenience to the customer.

Collaboration of these strategies is bundling. This trade alternative bundles the main product and other ancillary products at a higher price than what the individual products sell for. All options such as upselling, cross-selling, and the symbiosis of these concepts as bundling are effective strategies for selling products in e-commerce markets, and thus an effective solution for implementing these concepts on eBay [56].

High-volume eBay sales require a detailed product description that clearly defines the niche, differentiates the header and subheader, and writes a concise,

informative description that clearly defines the product concept. Using 3Dsellers tools to develop a product description strategy on eBay that is most appealing and consistent for customers. Admittedly, the desired emphasis on the product is the Ukrainian origin of the product, like “Ukrainian embroidery”.

Therefore, this will be the key concept of descriptions and headlines. Finalize the description titles in the "Listings" tool in 3Dsellers the determination of this sample is shown below (fig.3.11).

Title:

Ukrainian High-quality Linen Embroidery Original Handmade Handcraft Stitching 78 / 80

Bold title* (Charges may apply)

Subtitle:

Eco-friendly Material Hand Embroidery In Silk Threads 54 / 55 (Charges may apply) [?]

eBay site:

United States

Category:

Fabric

[Crafts](#) → [Fabric](#)

Figure 3.11-Title, subtitle and category example for product listing creation

This stage indicates a clear definition of the product, and its value as a niche, identifies the main features that will most interest the potential buyer, also specifies the product category as embroidered fabric, which is currently the most defining concept for this product.

Such headline as well as the subheading with the category will be most understandable and will be of further appeal to customers looking for this product category. The next step is elaboration of a key product description in the most concise and meaningful format for the customer (fig.3.12).

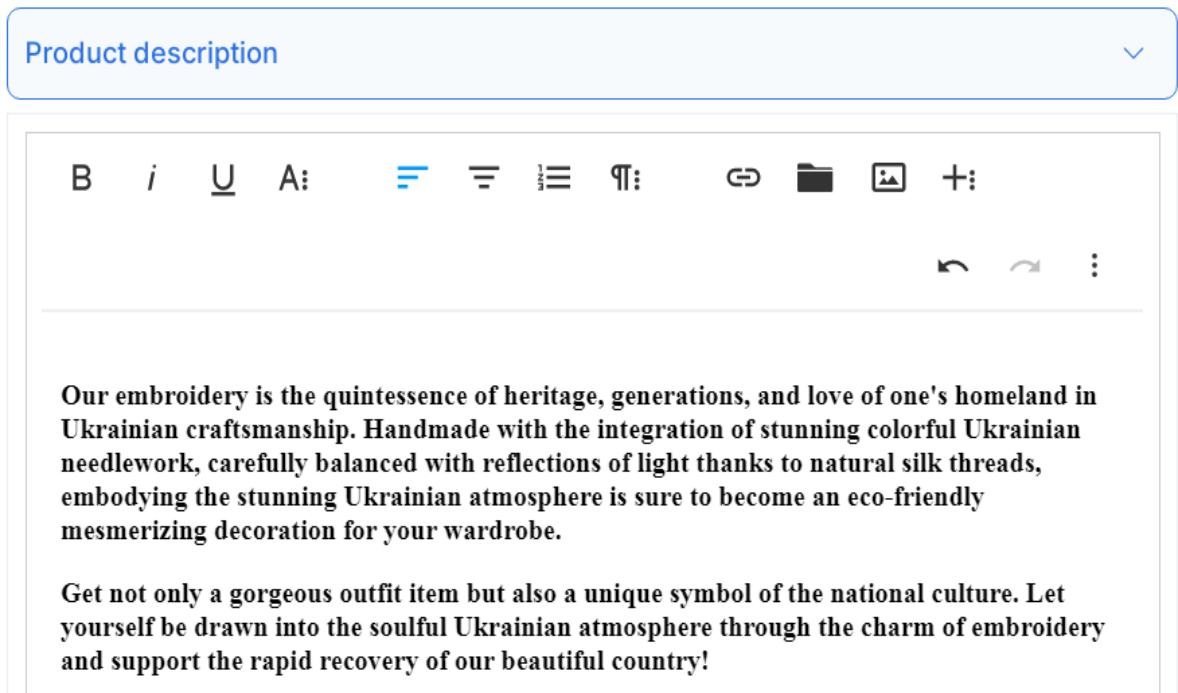


Figure 3.12- Product description using 3Dsellers

In this way, the product description is currently fully aligned with the key product concept, which is a fundamental tenet of e-commerce merchandising. Furthermore, the description includes basic SEO for enhanced product performance. The rest of the tools such as product size, core volume characteristics and price are specified directly when the key product information is available.

By considering this optimization software for promoting goods on the eBay e-commerce site, it is possible to clearly identify and differentiate a particular shop furtherance strategy using 3Dsellers:

- Product range management, listing automation, sales tracking and editing of existing listings. As well as description integration and SEO optimization.
- Tools to increase sales, including automatic responses to customer messages, by placing scripts, marketing campaigns, reviews, and notifications of new products in the shortest possible time. A simple interface to achieve these goals, by customizing the necessary tools.
- Transforming eBay shop reputation by providing 3Dsellers with tools for managing reviews, automatic tracking of shipping, logistical and administrative management for maintaining efficient customer service.

- Enhance business processes on eBay with CRM system integration, as well as bulk order management, managing all production processes in one streamlined software.
- Detailed sales analytics using 3Dsellers built-in tools, including infographics, trends, and calculations to improve conversion rates in the best possible way.

In summary, 3Dsellers provides a wide range of tools to improve the performance of your eBay shop, monitor important aspects of sales management, and increase the conversion rate of published items. A comprehensive, integrated CRM system makes it much easier to control production, including effective tools to increase sales in the short and long-term prospects. The straightforward listing management tool effectively manages the creation and control of product listings on eBay through effective SEO optimization with clearly differentiated product headlines. Overall, this is an effective sales management tool for eBay. However, the application of this instrument can significantly improve sales in a fairly short period of time. 3Dsellers is the optimal solution for strategically planning sales in this marketplace.

3.3 Company's strategy of entering Amazon using optimization software.

Amazon, as the global market leader in e-commerce, is a highly competitive marketplace and therefore requires the use of optimisation software to increase sales. The strategy for entering the leading Amazon marketplace is to integrate the Helium 10 tool. This platform for sellers on Amazon provides an advanced set of tools for sales management [57]. Implementing Helium 10 tool into Amazon's sales strategy, as well as directly into the sales management of the shop itself, will significantly enhance product conversion, as key tools are the drivers of rapid sales growth.

This optimisation program allows the basic features to be reviewed without payment, but includes three main paid plan options. The three variants of such differentiation are 'Diamond', 'Platinum' and 'Starter'(table 3.2) [58].

Table 3.2- Helium 10 Plans&Pricing

Plans&Pricing	Diamond \$229 / mo Billed annually	Platinum \$79 / mo Billed annually	Starter \$29 / mo Billed annually
Potential customers	Expert sellers	Swiftly Growing businesses	Beginning sellers
Tracked Products	200	20	-
Tracked Keywords	2,500 keywords	500 keywords	-
Users	5	1	1
Insights & Recommendations	+	-	-
Listing Optimization	+	Limited	Limited
Adtomic (Amazon ad campaign creation)	Add-on Starting at \$199/mo	Add-on Starting at \$199/mo	Add-on Starting at \$199/mo
Keyword research Cerebro	+	+	Limited
Keyword research Magnet	+	+	Limited
Listing Analyzer	150 uses	50 uses	2 uses
Alerts Operations	200 products	20 products	2 products
Market Tracker Analytics	Up to 5 Markets	Up to 3 Markets	Up to 1 Market
Keyword Tracker	2,500 keywords	500 keywords	-

Therefore, the pricing policy for optimisation software is quite variable for different categories of sellers, each plan has its own specifics, but the best and most widely used plan among Amazon sellers is Platinum.

In order to integrate this software into Amazon shop sales management, it is necessary to create an account, determine the desired set of sales functions and proceed to set up a sales profile, after such procedures, the key functions of Helium 10 can then be reviewed (fig.3.13) [59].

This software is a comprehensive approach in integrating the process of optimising Amazon listings, and its use significantly enhances performance, and implements all relevant processes for efficient operation of a shop on this marketplace.

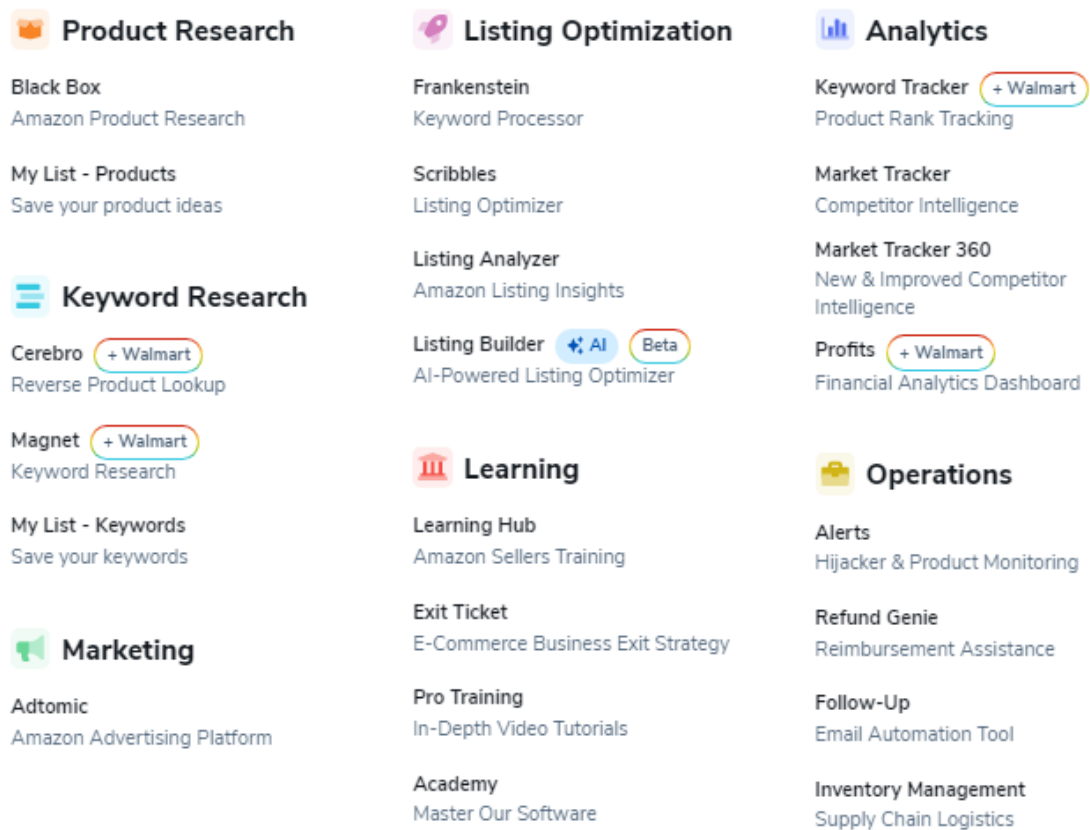


Figure 3.13- The key functions of Helium 10

The key services of this optimization software are product research, listing optimization, analytics, marketing and operations processes, as well as keyword research by Cerebro or Magnet. These tools significantly improve the high profitability of the shop.

The fundamental strategy for selling on international marketplaces, is the use of SEO tools. For an enhanced differentiation of the optimal solution concerning optimizing listings, let's consider two keyword-searching programs Cerebro and Magnet. Identify the main drivers of the demo version of Cerebro's SEO tool. For differentiation the given Amazon Standard Identification Number (ASIN) will be used: B00MWENGGM (fig.3.14) [60].

This Amazon Standard Identification Number is a type of internal Amazon catalogue code number. Each ASIN is unique and is always associated with a specific product or product category respectively. Each ASIN consists of 10 digits and contains a combination of letters and numbers [61]. The integration of this

concept makes it significantly simpler to differentiate between products in a rather oversaturated market.






















Keyword Phrase	Cerebro IQ Score	Search Volume	Search Volume Trend
lipper international a...  	992	122 	52% 
wave bowl  	-	-	-
wave serving bowl  	-	-	-
acacia wave serving ...  	440	51 	65% 
lipper acacia wave se...  	978	44 	53% 
acacia wave bowl  	-	-	-
lipper  	-	-	-
salad bowl server  	81	81 	-36% 
lipper international a...  	2,828	164 	19% 
large wooden salad ...  	-	-	-
lipper international b...  	3,389	183 	4% 
acacia server  	234	234 	5% 

Figure 3.14- Cerebro SEO tool keyword-based results

These results identify the main vectors to which the product search for B00MWENGGM will be directed. All of the keywords show a fairly high volume search trend, except for the "salad bowl server" keyword. Thus, the keywords whose filter identifies them as prospective should be considered the most significant.

After clearly differentiating the keywords using the Cerebro SEO software, let's identify the main differences between this software and Magnet. For this purpose, it is necessary to define again the research object, "satchel" from suggestions, for the best comparison of product Magnet SEO optimization (fig.3.15) [62].

The intention of this comparison is to establish the most effective program for selecting keywords on Amazon, in order to then optimize the product by

actually describing its key features. It can be clearly identified from the start that Magnet is an easier tool for SEO, as it does not require an Amazon Standard Identification Number (ASIN).

Keyword Phrase	Magnet IQ Score	Search Volume	Search Volume Trend
leather laptop bag	173	1,725	-9% ↓
tote bags	758	30,313	-16% ↓
womens bags	36	3,648	-9% ↓
small tote bag	197	11,807	-10% ↓
cute bags	61	4,252	-19% ↓
leather messenger bag ...	71	284	18% ↑
messenger bag purs...	36	360	-
computer bag leather	10	57	29% ↑
wenfeng bag	1,579	199	-22% ↓
bag leather for men	0	-	-
tote purse	329	6,584	-14% ↓
laptop bag leather	53	530	-12% ↓
laptop bags for men ...	2	213	-1% ↓

Figure 3.15- Magnet SEO tool keyword-based results

In this case, it is not the comparison of the examined keywords as the most effective, but the consideration of them as a way to achieve the best conversions referring to software analysis that is significant. The Magnet results clearly show that "satchel" products are not currently of particular interest to customers. Without SEO tools and based solely on personal experience, it is not possible to determine the outcome of this analysis. Consequently, these programs are an effective tool for optimizing listings on Amazon.

Extend the product description, using the Helium 10 tool to improve the completeness of the listing. By using Amazon Standard Identification Number (ASIN) B00MWENGGM, as the keyword characteristic is known precisely. For this purpose, 10 keywords for this product were identified and entered into the

shop's keyword database (fig.3.16) [63]. Identifying the key drivers of conversion of listing description using visual keyword placement at this stage, consider core suggestions for optimising product description with Helium 10. This insight identifies the key trend of brevity and conciseness in listing determination, so concise and informative listings are essential for an e-commerce sales strategy on Amazon.

Keyword Bank



Figure 3.16- Helium 10 keyword database according to product ASIN

The key keywords for optimising this product were differentiated by the groups “words” and “phrases”. This group of keywords has been sorted based on the frequency of word usage by potential buyers, SEO Listing Builder is at this stage an effective tool for optimising listings as it increases the productivity aspects in sales management.

Optimising Amazon listings with this software can significantly affect conversion rates and overall sales in the shop. Therefore, Helium 10 is the optimal solution for developing a conversion upgrade strategy on such a global, highly competitive, and hugely varied product marketplace, as a key sales leader in e-commerce and one of the main drivers of current digitalization.

CONCLUSIONS

Sales markets, including both Ukrainian and international markets, are constantly evolving. Turnover, conversions and profits are increasing both in monetary terms and in the volume of customers. Undoubtedly, the pandemic has influenced the growth of popularity and interest in e-commerce marketplaces.

The main forecasts for e-commerce and marketplaces are upward trending. Marketplaces are the concept of the future, which means that the development of commercial businesses through cooperation with marketplaces will only increase revenue growth and market share. The main perspectives of both Ukrainian and international marketplaces in the long and short term have been considered. The key concept of marketplaces and their role in the development of modern digitalization was defined.

During the analysis of the literature, and determination of statistics there were differentiated the forecasts of development of both Ukrainian and international marketplaces in the long-term and short-term perspective, as well as the degree of advancement of this concept for today.

In the first section of the study the key players of the global marketplace, such as Etsy, eBay, and Amazon were identified. The analysis of the main players in the e-commerce market was carried out, the core concepts of management in these marketplaces were identified and comparative analysis, in the form of benchmarking of Etsy, eBay, and Amazon was conducted.

This analysis confirms that eBay and Amazon are the most perspective marketplaces for selling products with a wide application spectrum, but Etsy is more advanced in terms of customer spending because it does not require the cost of customer acquisition for product integration and implementation, but is a fairly narrow niche specializing in handmade products.

The second section of the paper was devoted to the prospects of Ukrainian marketplaces, analyzed the main players in the Ukrainian e-commerce market, such as OLX, Prom, Bigl, and Crafta. SWOT analysis of the prospects of entering the Ukrainian marketplaces has been carried out. Accordingly, in the process of

studying the entry of companies into the Ukrainian market, the main strategy for access to this market is the uniqueness of the product and the competitive positioning of customers. It is necessary to find opportunities to prevent a market glut and, as a consequence, its depreciation.

Also, the key concept of development of Ukrainian marketplaces was defined, and determined the recent phenomenon concept in the market Made with Bravery. The main prospects of the Ukrainian marketplace in the context of forecasting the growth of product demand were also considered.

In the third section, the main strategies for enhancing sales on marketplaces using optimization software were considered. Marmalead was used to simulate the output on Etsy, eBay using the 3DSellers tool, and Amazon with Helium10 integration. The use of these instruments significantly increases the quality of the marketplace's management.

To develop sales on Ukrainian marketplaces (OLX, Prom, Bigl, Crafta, Made with Bravery) Ukrainian manufacturers should be more conscious of the approach to increase the variability of the offered products because due to current events Ukrainian goods have a more fundamental possibility to develop.

The key strategy for selling on international marketplaces (Amazon, Etsy, eBay) is the use of optimization software for better sales management on these marketplaces such as Marmalead for Etsy, 3DSellers for eBay and Helium10 for Amazon.

Thus, all the necessary criteria for optimizing sales on marketplaces have been mentioned. The paper gives recommendations on how to promote sales on both Ukrainian and international marketplaces. The fundamental concepts of sales management have been considered, and recommendations for the continuous development of this topic have been given.

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