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Digital ad campaigns for [online marketplaces](#)



Welcome

Everything. In the right place.

Online marketplaces are the great engines of online commerce. They aim to offer everything customers need—focusing on convenience, range, and quality. If you are keen to find out what makes a successful marketplace or looking for ways to empower your site with better digital ad campaigns, then you are [in the right place](#).

This guide is split into three parts. The first takes a look at the state of marketplaces in 2023, analyzing where we are right now and then identifying some key trends. We take a look at the value of niche marketplaces, the different industries where they thrive, and the complex relationship that Gen Z has with different types of online sales.

The second section is a wide-ranged debate among our in-house experts about online marketplaces and retargeting. And part three is a must-read for marketing managers. We've taken internal and external data, as well as expert opinions, and created a blueprint for how to run successful marketplace campaigns.

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Everything. To everyone.

An outlook for global marketplaces in 2023 and beyond

In numbers:

The incredible growth of marketplaces

59%

Online marketplaces sales will account for 59% of global eCommerce by 2027.

[Source →](#)

20%

Amazon.com accounts for 20% of all desktop marketplace visits globally.

[Source →](#)

\$300 B

Alibaba's 2022 market cap amounted to over \$300 B.

[Source →](#)

70%

Marketplaces are considered the most convenient way to shop by 70% of online buyers.

[Source →](#)

46%

Nearly half of online retailers are considering combining their fulfillment networks with those of other companies to compete with online marketplaces.

[Source →](#)

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