Every ad.
In the right place.

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.
A peek at what’s inside the guide...

PART 1
Everything. To everyone.
An outlook for global marketplaces in 2023 and beyond

In numbers
The incredible growth of marketplaces
The evolution of “everything”
Changes in online marketplaces
5 marketplaces that do things differently
New and disruptive business models
Top marketplace categories
Leading domains and how to advertise to domain leaders
The complex relationship between Gen Z and marketplaces
Engaging younger buyers
7 must-haves for modern marketplaces
Top technologies and features for online success

PART 2
What the experts say
Comments from our industry thought leaders

Will stores be able to exist in the future without some sort of marketplace model?
How will customer experiences evolve in the future?
What’s the number one thing a marketplace should offer to vendors?
What is the main feature customers look for in an online marketplace?
Where can marketplaces find an easy advantage?
How should marketplaces handle expansion?
PART 3
Every ad. In the right place.
Digital ad campaigns for online marketplaces.................................26

In numbers........................................................................................................27
Digital advertising campaigns for marketplaces

Performance and branding campaigns for online marketplaces...............28
The value of different campaigns

The key pain points of online marketplaces..............................................30
Using superior technology and campaign strategies to cover needs

In vision...........................................................................................................32
A step-by-step guide to building a marketing campaign

Superior technology.......................................................................................33
Marketing campaigns powered by Deep Learning technology

Case studies....................................................................................................35
Examples of retargeting campaigns for online marketplaces

RTB House.....................................................................................................36
About RTB House | How to contact us
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.

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

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

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

46%
Nearly half of online retailers are considering combining their fulfillment networks with those of other companies to compete with online marketplaces.
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Return to the form and complete it to view the full report.