



**Marketplace  
Selling at Scale™**

[www.channelunity.com](http://www.channelunity.com)



## INTRODUCTION

# Simplify Marketplace Selling. Accelerate Growth.

Retail is no longer confined to a single store or platform. Customers now shop across a wide range of online marketplaces—creating more opportunity, but also more operational complexity.

ChannelUnity helps you take full advantage of marketplace selling without the usual headaches. Our platform automates the core tasks of multi-channel e-commerce so your teams don't have to. From product listings and inventory updates to order routing and shipment tracking, ChannelUnity keeps everything in sync, automatically.

Whether you're a new venture, a scaling brand, or an established enterprise, ChannelUnity integrates seamlessly with your existing website or business management platform (ERP or PIM)—eliminating duplication, reducing overhead, and empowering your business to grow without growing your workload.

More reach. Less effort. Smarter selling.

**That's ChannelUnity.**



# How it works

At the core of ChannelUnity is a powerful cloud-based engine that seamlessly connects to your online store, ERP, or PIM system. This live integration ensures real-time communication between your business and the marketplaces you sell on.

ChannelUnity constantly monitors your online store for product updates and syncs any changes—titles, descriptions, pricing, availability—across all connected marketplaces. At the same time, it monitors each marketplace for new orders.

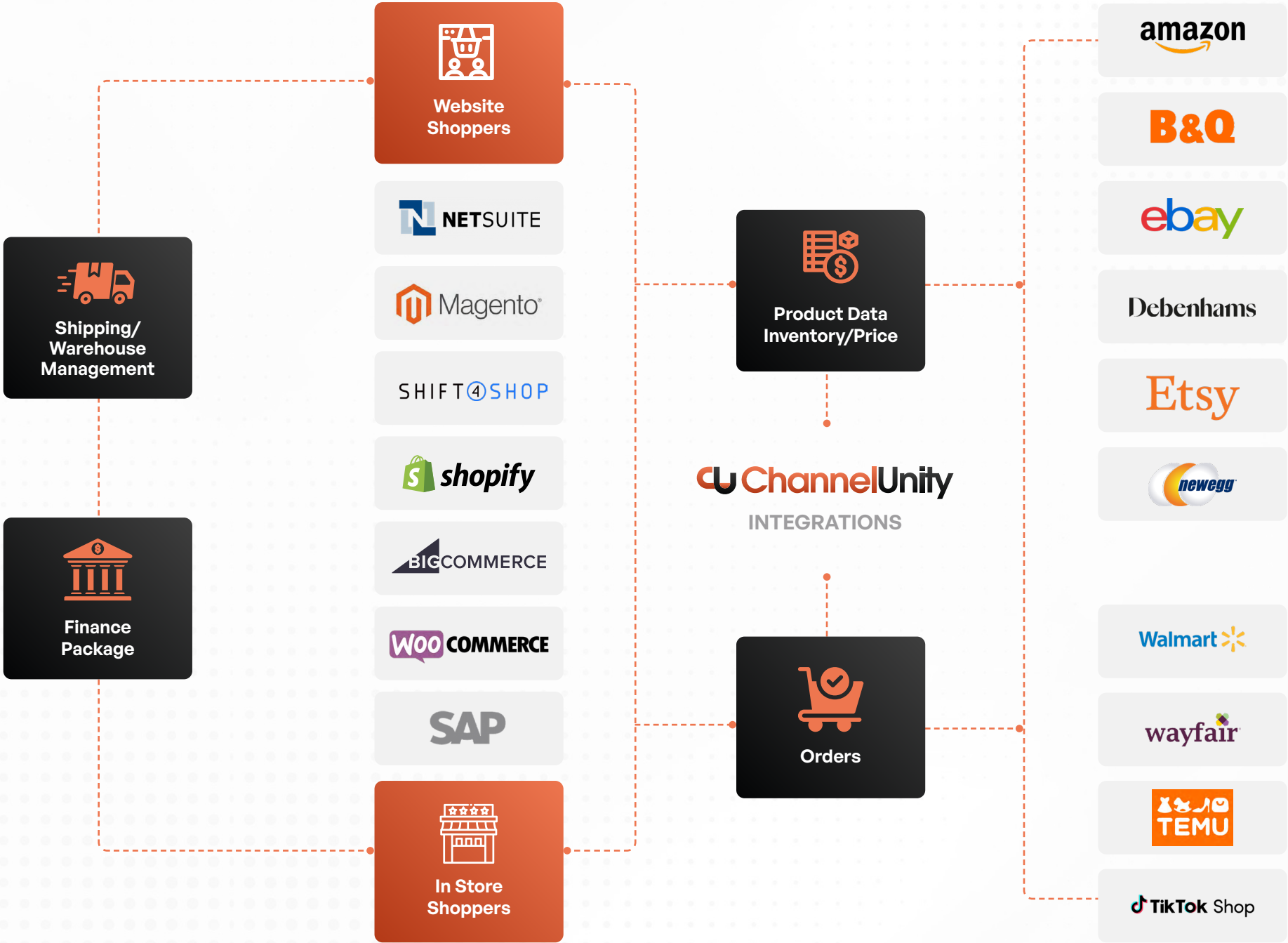
## When an order comes in, ChannelUnity triggers an intelligent sequence:

- ✓ Stock is reserved in your online store or ERP.
- ✓ Inventory is updated across all other marketplaces to prevent overselling.
- ✓ The order is imported into your system once payment is confirmed.
- ✓ Shipping updates and order cancellations are automatically reported back to the marketplace.

This continuous syncing turns manual marketplace management into a fully automated process. You update your products once—ChannelUnity updates them everywhere. You fulfil orders as usual—ChannelUnity keeps marketplaces informed.

## Plus, we go further:

From monitoring competitor pricing to helping you create high-impact eBay listings, ChannelUnity does more than just sync data—it strengthens your competitive edge.



MARKETPLACES

# Built for Today's Marketplaces And Tomorrow's

ChannelUnity supports a wide and growing range of global marketplaces, from household names like Amazon and eBay to emerging regional and niche platforms. We actively monitor market trends and customer demand to decide which channels to integrate next—ensuring you're always ahead of the curve.

But we don't just create a data feed. When we add a new marketplace, we focus on building the tools that make selling there truly efficient—whether that's listing design support, pricing automation, or marketplace-specific enhancements. Our goal is to remove complexity and give you the competitive edge, no matter where you sell.



amazon	B&Q	ebay	Debenhams
Etsy	newegg	Walmart	wayfair
TEMU	TikTok Shop	DECATHLON	GO Outdoors
fruugo	Galeries Lafayette	joules	La Redoute
MIRAKL	OTTO	SECRET SALES	theRange Home Leisure Garden
URBAN OUTFITTERS	zalando	TESCO Marketplace.	PERIGOLD

# Fulfillment

By default, marketplace orders are fed into your shopping cart for fulfillment. Ship the order via your regular process, then ChannelUnity will automatically mark the corresponding order as shipped on the marketplace.

**ChannelUnity supports multiple fulfillment scenarios:**

- ✓ Self/merchant fulfillment
- ✓ Amazon fulfillment (FBA), including non-Amazon orders
- ✓ Amazon Seller Fulfilled Prime programme
- ✓ Third-Party Logistics: ChannelUnity can feed your marketplace orders to your 3PL provider



# Why E-commerce Automation Matters

Automated systems don't just save time—they improve accuracy, cut down fulfillment errors, and help deliver the seamless experience today's customers expect.

## 3.6 Billion People

With 3.6 billion people expected to shop online by 2029, investing in automation today is essential to stay competitive tomorrow.

## \$5.89 Trillion

Driven by an 8% annual growth rate, global e-commerce is expected to reach \$5.89 trillion by 2029—underscoring the need for scalable, automated solutions.

ChannelUnity automates the essential workflows of multichannel e-commerce, reducing manual effort and empowering your team to work smarter.

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Projections courtesy of [www.statista.com](https://www.statista.com)



# Help & Support

At ChannelUnity we see ourselves as a service rather than just software. This means that we always ensure customer support is at the core of our business. If you need any help with any aspect of selling on marketplaces, we are your go-to experts with over a decade of marketplace experience.

## When you sign up with us you get:

- ✓ **Free data audit & service proposal**
- ✓ **Detailed requirements gathering**
- ✓ **Set up of field mappings and category mappings**
- ✓ **Bulk upload of new products**
- ✓ **Plan for Go-Live**
- ✓ **Post Go-Live support and monitoring**



# FEATURE TOUR



## Feature Tour Create Listings

Create listings on marketplaces with ChannelUnity. In addition, we can link up to pre-existing listings.

ChannelUnity displays the list of products synced from your shopping cart. Simply select the products you want to list and we'll take it from there. We re-use product data from your shopping cart to minimise the setup work.



## Feature Tour Order Management

Orders that your customers place on your marketplace channels are downloaded in real-time into ChannelUnity. We update stock levels on your other connected channels to reflect the new stock level.

Orders can be imported into your shopping cart to facilitate shipping in a centralised way.

Orders we create are fully compatible with most fulfilment software, so that when orders are shipped, we update the corresponding marketplace automatically.



## Feature Tour

# Product Pricing

ChannelUnity supports price feeds on all marketplaces.

Pricing data is retrieved from the source shopping cart automatically and this is transmitted to the corresponding marketplace listings.

This pricing can be increased or decreased before being transmitted to marketplaces (by percentages or fixed amounts).

Each marketplace or groups of products can have their own pricing rules.

If the currency of the price from the cart does not match the marketplace, currency conversion can be enabled.



## Feature Tour

# Repricing Tools

When listing on Amazon, our repricing tool automatically adjusts your pricing to stay competitive.

This can be configured to apply to certain products, or certain competitors, with the ability to control how much your prices are adjusted, within given limits.

Our Velocity Repricing tool adjusts product prices based on their sales performance. It lowers prices for slow-moving items and increases prices for bestsellers within defined parameters, optimising revenue and inventory turnover.



## Feature Tour

# eBay Listing Themes

The eBay Listing Theme Creator is a user-friendly tool that helps you create visually appealing and professional eBay listings with ease.

Customise themes with your brand colours, logos, and other visual elements to create a unique, branded experience for your customers.

Already have a theme? You may import the HTML into the theme builder.



## Feature Tour

# Data Enrichment

Sometimes marketplaces need extra pieces of information for your products in order to successfully create listings.

Often you would add this data into your shopping cart but this is not always possible.

That is why we created our “Data Enrichment” feature. Directly create new fields in ChannelUnity to capture additional data or customise existing data values. This gives you more flexibility in your data management.

Use the tool to store marketplace specific data that you don’t want or need in your shopping cart.



## Feature Tour

# Inventory Tools

We can do more than just mirror stock quantities across all your marketplaces.

High demand items can sell fast. Our 'stop sell limit' can be used to remove items from marketplaces when stock drops below the desired 'limit'.

'Maximum quantity' settings enable you to limit the amount of stock advertised as available on the marketplace.


Furthermore, for sellers who sell items which aren't stock constrained, 'Projected Stock Levels' enable you to set a custom stock level to advertise on the marketplace.



# Customer Reviews

At ChannelUnity, we partner closely with our customers to drive long-term growth across multiple sales channels. We know that no two businesses are the same—each has its own goals, challenges, and market dynamics. That’s why we take a flexible, collaborative approach, adapting our solutions to align with your unique aspirations, product range, and industry. We’re not a one-size-fits-all platform—we’re a partner invested in your success.


## Here’s what our customers say about us:



**JML Direct**

In the six months following their implementation of ChannelUnity, JML Direct’s marketplace sales more than doubled, growing from £250k per month to over £500k. Marketplaces now account for 30% of their online business. The solution effectively manages complex bundled product listings, ensuring accurate stock levels and order fulfilment. **“Nimble, a great business partner”**

Jai Whiting



**Masters Games**

By leveraging ChannelUnity’s solutions, Masters Games addressed pricing challenges effectively, enhancing their competitiveness and sales performance **“Been using ChannelUnity for many years. Their service levels are great and we only use their email support. The guys are very knowledgeable and helpful. Within the limitations that Amazon / eBay give them, they always hone in on the problem quickly.”**

James Masters



**Gill Marine**

**“Received a quick reply and the matter was sorted in minutes! Great service thank you!”**

Sarah Morley



# Case Study



**OONI:** Starting in 2012, Ooni has become the world's leading manufacturer of portable pizza ovens. Since integrating with ChannelUnity, they've expanded to multiple Amazon marketplaces, launched eBay sales, and introduced several Shopify regional websites. This expansion contributed to a revenue growth from £10 million to £50 million in just two years.

“We love the can-do attitude from the team at ChannelUnity” Jeff Morrison, Ooni

## Background

Ooni's is a great success story. From a standing start in 2012, this Scottish company has become the world's number one manufacturer of pizza ovens. Ooni's product designs have proven to be a game changer in the industry. Unlike bulky, brick-built pizza ovens which take hours to heat up, these sleek, portable products reach 500°C in just 15 minutes and produce perfect, restaurant-quality pizzas in 60 seconds. The company now has over 70 employees, a global distribution network and a rapidly expanding online business.

When Financial Controller Jeff Morrison started work at Ooni in 2018, the company already had a successful online presence based on several Shopify storefronts, and growing sales on Amazon marketplace. His first task was to implement a new ERP system to handle the company's supply chain. The business chose SAP Business ByDesign

alongside ChannelUnity to handle its marketplace sales and also the integration between the SAP solution and Shopify.

Jeff remembers that the SAP Business ByDesign solution had fewer out-of-the-box integrations with online marketplaces and ecommerce platforms than some of the other ERP solutions being considered, but on meeting ChannelUnity, it was clear that integration would not be a problem – “The people we met from ChannelUnity clearly had the expertise we needed to make sure our marketplace revenues would continue to increase”.

“We did look at other alternatives to ChannelUnity, but the other solutions didn't cover all the marketplaces we needed, or became very expensive very quickly, for all the functionality we wanted”.

## Rapid Expansion

According to Jeff, “ChannelUnity lets us go after new opportunities, without delay. We have a fast-moving business and when our directors make a decision, we need our systems to respond quickly”.

Since go-live, Ooni has used ChannelUnity to

- Add several new Amazon & eBay channels
- Set up a number of new Shopify instances
- Migrated from SAP to Netsuite
- Integrate PledgeManager, a solution to allow customers to pre-order new product designs in advance of their official launch date.

## Results

Ooni has achieved revenue growth from £10m to £50m in 2 years since they started working with ChannelUnity and have recently been included in the UK's Sunday Times “Fast Track 100” success.

“Our business has grown phenomenally in the last few years, which has been helped significantly through increased online sales. ChannelUnity has enabled new opportunities and coped with every challenge we've set” – Andrew Brown, CFO





# Choose ChannelUnity as your Marketplace Partner



## Marketplace Selling at Scale

Effortlessly expand your reach with unlimited listings, unlimited orders, and integrations with an ever-growing list of global marketplaces.



## Adaptable to Complexity & Change

From dynamic repricing to custom development, ChannelUnity is built to handle the most complex e-commerce operations with precision and flexibility.



## Comprehensive Support Services

With managed onboarding, proactive monitoring, and lightning-fast support, we don't just react—we anticipate and resolve issues before they impact your business.



## Dedicated Account Management

We partner with you long-term, offering consistent, expert guidance tailored to your goals—because your success is our mission.

**CU ChannelUnity**



**Book a demo today and see how ChannelUnity can  
automate and simplify your marketplace sales.**

<https://www.channelunity.com/request-a-demo/>

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