

Events

Best Practices and Insights for Driving Profitable Growth on Online Marketplaces

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Daren S. Garcia

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3.22.2021

Vorys is proud to sponsor Opus Connect's upcoming Consumer Deal Connect event in which Vorys partners Daren Garcia and Jeff Fickes, and Pattern Chief Revenue Officer John LeBaron will host a panel discussing best practices and insights for driving profitable growth on online marketplaces. The online marketplace channel now sees global sales in excess of \$2 trillion. Given their massive growth and attractiveness to consumers, these marketplaces – like Amazon.com – have become critically important for brands.

Key to marketplace channel success is implementing the right brand control and growth strategy. Yet, we see a great deal of confusion among brands around the best Amazon distribution strategy, how to stop freeriding sellers from taking sales and driving down brand value, and how to optimize profitable sales growth in the channel. Panelists will discuss leveraging an online marketplace accelerator partner to help manage and drive your brand's eCommerce business, expanding eCommerce footprint and holistic channel control strategies and the associated value that can be unlocked.

To register, [click here](#).