

Online marketplace (Advertising medium)

An online marketplace is a digital platform that enables various providers to offer their products or services online and make them accessible to potential customers.

The online marketplace acts as an intermediary between providers and customers by offering them a central point of contact to obtain information about the products or services on offer, compare prices and purchase them directly.

Companies also have various options for advertising, such as sponsored ads, banner advertising, social media advertising, reviews and recommendations or promotions and discounts.

The major online marketplaces include Amazon, eBay, Etsy, Alibaba and Airbnb.

Retail media platforms belong to the online marketplaces, while online marketplaces focus on the merger of independent sellers and trade and a wide range of products for customers rather than advertising options.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✗ Marketingportals, Marketing automation platforms

Partner systems in the market overview

eyebase V6 (CMB Informationssysteme GmbH)
LaudertMediaPort® (Laudert GmbH + Co. KG)

Media segment

- ✓ Internet
- ✓ E-commerce
- ✗ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Business-to-Employee

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✗ Customer care | ✗ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✓ Awareness | ✗ Purchase | ✗ Advocacy |
| ✓ Consideration | ✗ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✗ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✓ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✗ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✗ Newsletter | ✗ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✗ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✗ Social media posting |
| ✗ Brochure, flyer, inserts | ✗ Offer, quotation | ✗ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✓ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✓ Company entries | ✗ Operating instruction, user manual | ✗ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✗ Survey |
| ✓ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✗ Content SEO-optimised | ✗ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✗ V-card |
| ✗ Customer card | ✗ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✗ Product sample | ✓ Vouchers, coupons, discount cards |
| ✗ E-mail, signature banner | ✗ Programmatic print | ✗ Web layer |
| ✗ E-paper | ✗ Promotional items | ✗ White paper |
| ✗ Event | ✗ Push, text messages | ✗ WLAN for visitors |
| ✗ Exhibition stand, event modules | ✓ Quality seal | |
| ✗ FAQ | ✓ QR code, link | |
| ✗ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

- Affiliate programme
- App (Advertising medium)
- App (Brand, topic)
- Call centre
- Community
- Customer loyalty programme
- Extranet

Field sales force
Online comparison portal
Online directory
Online shop (Brand)
Point of sale (POS), Showroom
Product, service experience
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
Social media platforms
Website (Advertising medium)
Website (Brand, topic)