

## **Marketplace Agencies**

### **Overview**

A private equity client has engaged Alcon Partners to help identify an acquisition of an e-commerce marketplace agency. Target companies help brands improve sales and performance on e-commerce retail marketplaces—including Amazon, Walmart, Target, and similar platforms—through retainer-based managed services and marketplace-specific optimization. Providers should demonstrate repeatable operating playbooks across content, advertising, and analytics to drive measurable growth for clients.

### **Investment Criteria**

Specific criteria for investment are as follows:

- Services of interest
  - Marketplace account management for Amazon / Walmart / Target and similar retail media ecosystems
  - On-site advertising management (sponsored products, sponsored brands, display / DSP where applicable)
  - Retail media strategy, media buying, and budget optimization
  - Listing optimization and conversion-rate improvement (titles, bullets, A+ / rich content, images)
  - Storefront and brand page optimization; merchandising and catalog management
  - Pricing, promotion, and assortment strategy (where applicable)
  - Performance analytics, attribution, and reporting
- Marketplace focus
  - Amazon (Seller Central and/or Vendor Central)
  - Walmart Marketplace and Walmart Connect
  - Target Plus and/or related retail media programs
  - Other relevant marketplaces (eBay, Instacart, Kroger, etc.) considered

### **Transaction Structure**

- Buyout or majority recapitalization, providing a partial liquidity event for existing ownership and/or to meet other current or future capital needs of the business
- Material ongoing economic participation by existing owners or management, if desired

### **Contact**

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