

## Overview

Marketworks is a technology and marketing services company that empowers businesses to implement and automate a successful multi-channel business online. Through major marketplaces, shopping comparison sites, search engines and storefronts, Marketworks delivers unparalleled automation and expertise so merchants can sell to more than 400 million shoppers each month. Atlanta-based Marketworks facilitates more product listings than any other provider on eBay and holds eBay's 2005 Star Developer Award.

## Software

### Selling Automation

Marketworks multi-channel platform provides automation both before the sale and after the sale to automate the time-consuming, error-prone processes of online selling:

- Inventory management
- Listing creation and image management
- Automated/scheduled launching and re-launching to marketplaces
- Automated feeds to shopping comparison sites
- Automated customer communications and management
- Automated checkout processes
- Order management
- Performance reporting
- Customer support

### Channel Expansion and International Expansion

Marketworks' platform provides powerful access across channels and geographic boundaries, while allowing central management from a single software platform.

- Multiple Marketplaces (e.g., eBay, Overstock.com Auctions)
- Shopping Comparison Sites
- e-Commerce Storefront
- Search Engine Optimization
- International Expansion

## Services

### Creative Services

- Custom storefront design
- Custom eBay listing templates and "About Me" pages
- E-mail marketing templates
- Logo development

### Marketing Services

- Search engine pay-per-click (PPC) campaigns
- Search engine optimization
- Email marketing campaign management
- Channel feed optimization to shopping comparison sites

### Outsourced e-Commerce Services

- Sales strategy development

	<ul style="list-style-type: none"> <li>• Listing and inventory management</li> <li>• Payment processing</li> <li>• Order management</li> <li>• Customer support</li> <li>• Warehouse and fulfillment management services (via partners)</li> </ul>				
<b>Audiences Served</b>	<ul style="list-style-type: none"> <li>• Small to mid-sized companies building online businesses</li> <li>• eBay sellers seeking to grow their business by magnitudes</li> <li>• Enterprises (Retailers, Manufacturers, Distributors) seeking to off-load excess inventory or build new direct-to-consumer businesses online</li> </ul>				
<b>Customers</b>	Over 4,000 merchants in 37 countries depend on Marketworks to drive their online businesses. Marketworks serves enterprise-level customers including Olympus America, Vodafone, and Brother, as well as eBay's highest volume sellers.				
<b>Training and Support</b>	Marketworks provides a variety of on-demand and live training programs teaching sellers the essentials of growing online and how to leverage Marketworks' platform for success.				
<b>Founded</b>	1999				
<b>Employees</b>	80 employees in four countries				
<b>Funding</b>	Marketworks is a privately held company backed by Crosslink Capital and Council Ventures.				
<b>Management Team</b>	Ken Powell, Chief Executive Officer Doug Hadaway, Chief Financial Officer Paul Lundy, Chief Marketing Officer				
<b>Headquarters and Offices</b>	<table> <tr> <td><b>United States</b> (Headquarters): Five Concourse Parkway Suite 2200 Atlanta, GA 30328</td> <td><b>United Kingdom:</b> 10 Blackwell Farm Road East Grinstead West Sussex RH19 3HX United Kingdom</td> </tr> <tr> <td><b>Germany:</b> Albert-Einstein-Ring-5 14532 Kleinmachnow Germany</td> <td><b>Australia:</b> 329/4 Young Street Neutral Bay NSW 2089 Australia</td> </tr> </table>	<b>United States</b> (Headquarters): Five Concourse Parkway Suite 2200 Atlanta, GA 30328	<b>United Kingdom:</b> 10 Blackwell Farm Road East Grinstead West Sussex RH19 3HX United Kingdom	<b>Germany:</b> Albert-Einstein-Ring-5 14532 Kleinmachnow Germany	<b>Australia:</b> 329/4 Young Street Neutral Bay NSW 2089 Australia
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