

Nordstrom Marketplace

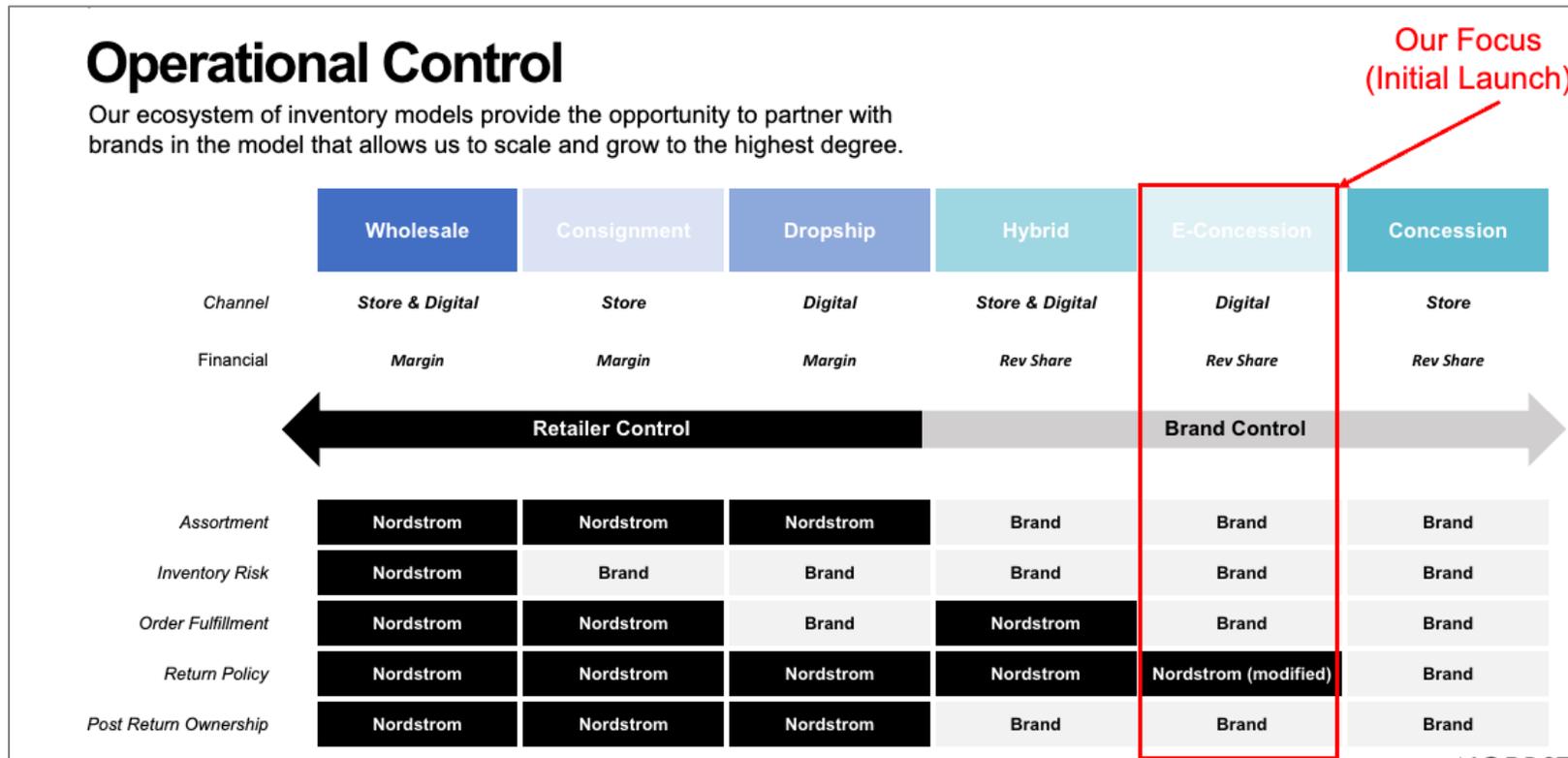
XD Content Design Shareout

Angelee Field | June 2024



What is Marketplace?

Nordstrom Marketplace is a JWN assortment strategy that aims to expand our brand and inventory choices for our customers.



Marketplace (aka eConcessions) introduces a new, unowned inventory model into our digital customer experience

Why is Marketplace important?

- Customers can shop **expanded product selection** in every department—more brands, colors, sizes, extended sizes
- Unowned inventory also allows us to offer **net-new product categories** quickly with a **low-risk investment**
- Marketplace **expands our brand partnerships** beyond traditional offerings



Customer experience MVP

While an expanded selection is a benefit, **the experience and return policy variations** between Marketplace and owned inventory **can confuse customers.**

As we launched the new inventory model, we focused on:

- Clear communication for all item types throughout the journey
- Consider customer health impacts to brand and product discoverability by adding complexity to our large selection
- Upholding Nordstrom's brand reputation and excellent customer service

Clear communication of Marketplace information—seller of record and return policy—on PDP, Bag, Checkout, and Account

← **NORDSTROM** 🔍



New!
Nocturne
Printed Flowy Dress

★★★★★ **\$134**
Be the first to write a review. ~~\$267~~

Pay in 4 interest-free payments of \$33.50 with **afterpay** ⚡

Color: Multi-colored

Size:

X-Small Small Large X-Large

Free 90-day returns
Sold and shipped by NOCTURNE
[View details](#)

Pickup not available
Not available for pickup

Free Shipping to 98101
Select a size to see when it will arrive

1 **\$134**

2 people are viewing

Add to Bag

NORDSTROM

Shopping Bag **1** Saved for Later **3**

Shipping (1 item) to 98101
Free standard shipping
[Change all to pickup](#)

New!
NOCTURNE
Printed Flowy Dress
\$134 ~~\$267~~ 49% Off

Quantity 1
Color Multi-Colored
Size Small

Save for Later

Remove

Free 90-day returns
Sold and shipped by NOCTURNE
[View details](#)

Pickup at Nordstrom Downtown Seattle
Arrives in store Wed, May 22 - Mon, May 27

Ship It

Estimated total: \$147⁸⁷

Checkout PayPal

Shop Bag Wish List Account



Nocturne
Printed Flowy Dress **\$134**
~~\$267~~ 49% Off

★★★★★
Be the first to write a review.

Pay in 4 interest-free payments of \$33.50 with **afterpay** ⚡

We've partnered with select third-party sellers like NOCTURNE to offer you a better selection through our website and app.

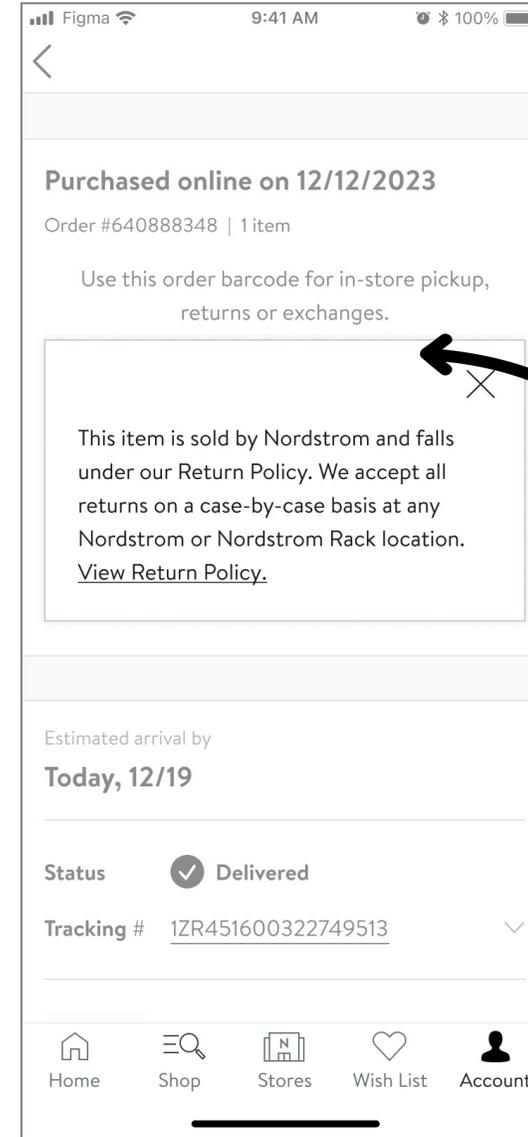
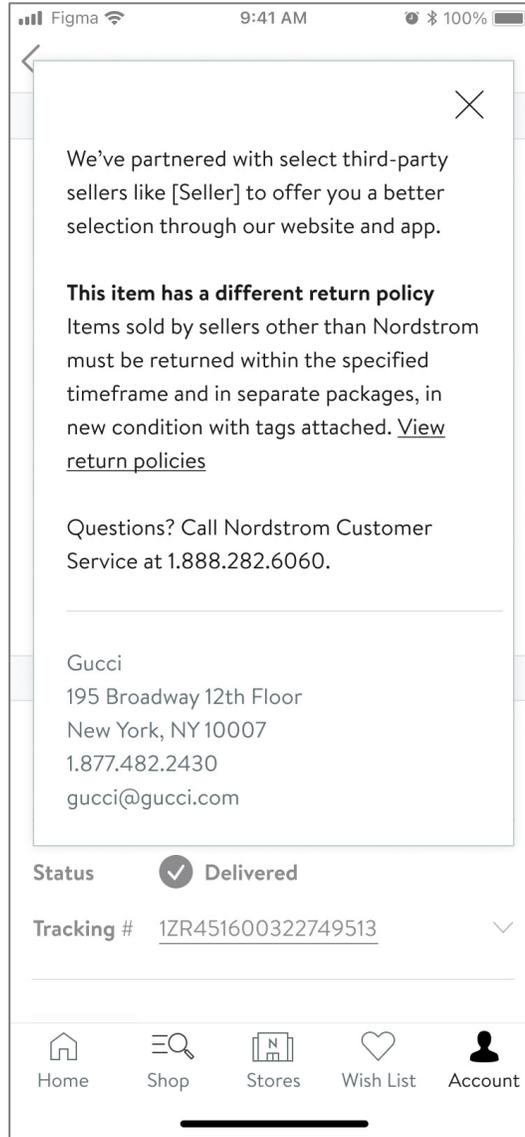
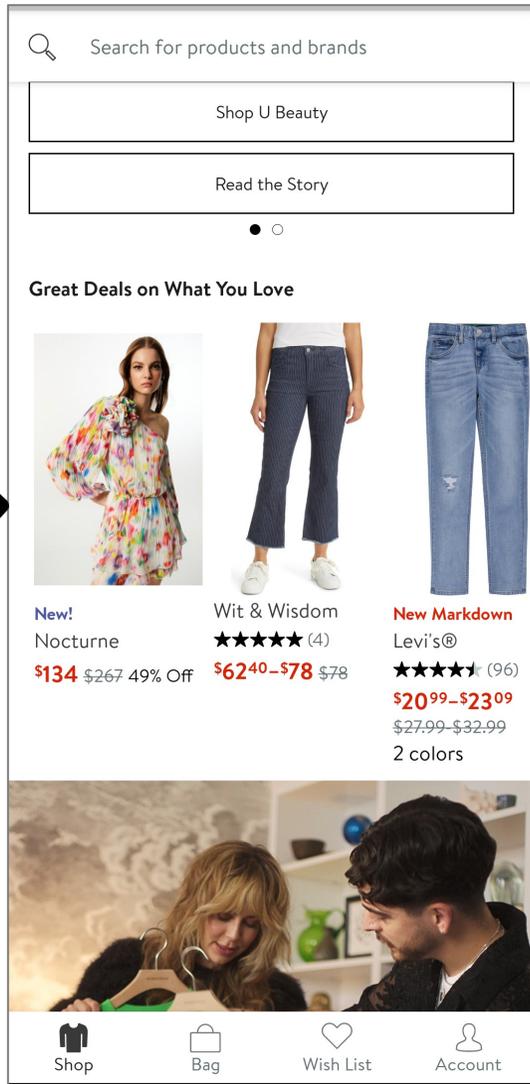
Questions? Call Nordstrom Customer Service at 1.888.282.6060.

NOCTURNE
21346 ST. ANDREWS BLVD #304
BOCA RATON, FL 33433
sales@shopnocturne.com

Got It

Customer assurance that Marketplace sellers are trusted Nordstrom partners; our Customer Care team will be first line of customer service

Marketplace products show up alongside owned inventory in product discovery mechanisms



Marketplace products utilize the same online returns flows with clear information about policy differences

Employee and Seller experiences



Returns & Store Process

- Currently we accept Marketplace returns in Nordstrom stores and direct returns to sellers via mail
- Store POS systems have flags for Marketplace items; store associates will complete return to sellers on the customers behalf
- Customer refund is faster than mail



Mirakl Sellers Portal

- Mirakl is a third-party tool for our seller partners that's integrated with our Retail Merch Platform
- Sellers—who are trusted Nordstrom partners, not individuals—can upload all their information with little to no oversight from us
- Data flows to our site through Offer

What's next?

- **Stabilize** systems and onboard sellers at **scale**
 - M2 in mid-June will have 75 sellers
 - 2024 end of year goal is ~200 sellers
- Monitor customer health to inform **testing** and **iterations**
 - Visual prominence and branding
 - Grouped items in Checkout/Bag
 - Filters (not Marketplace branded)
- **Seller Pages** MVP Launch

Seller pages MVP

- Individual content pages for sellers with their pertinent info and products sold on N.com
- Link to individual pages, not driving specialized traffic yet
- Future iterations may have seller ratings and reviews, marketing and/or sponsored content and storytelling

The screenshot displays the Nordstrom website interface. At the top, there's a navigation bar with the Nordstrom logo, a search bar, and links for 'Sign In', 'Purchases', and a shopping bag icon. Below this is a secondary navigation bar with categories like 'Sale', 'Women', 'Men', 'Kids', 'Young adult', 'Activewear', 'Home', 'Beauty', 'Designer', 'Gifts', and 'Brands'. The main content area shows the breadcrumb 'Home / Brands / SoldThrough' and the brand name 'SoldThrough'. There are tabs for 'About', 'Contact', and 'Return Policy'. The 'About SoldThrough' section contains placeholder text. Below this, there's a '100 items' indicator and a 'Sort by featured' dropdown. The product grid shows three items: a dark blue jacket from 'Tracksmith' (High Waist Studio Lite Pocket 7/8 Leggings, priced at \$48.75-\$65.00, with a 5-star rating and 500 reviews), a white pajama shirt from 'Peachaus' (Telopea Embroidered Ethical-Cotton Pajama Shirt, priced at \$23.45, with a 5-star rating and 182 reviews), and a blue tank top from 'Peachaus' (Teasel Ribbed Ethical-Cotton Vest, priced at \$59.00, with a 5-star rating and 7263 reviews). The bottom row shows more products, including a dark blue jacket, a man in a blue blazer, and another dark blue jacket.

Questions? Thoughts?

Thank you for listening 😊