

Is your dropship program built for growth or stuck in manual survival?

Expand your assortment without inventory risk

Find the gaps holding back profitable scale.

Stage 1, Crawl

Does your dropship program work only because people fill the gaps?

The growth cost

- Slow onboarding limits assortment growth.
- Manual catalog work delays launches.
- Batch updates create errors and margin leaks.
- No self-service means more tickets and headcount.

How leaders are winning

Build a repeatable foundation.

- Support suppliers' existing formats.
- Automate mapping and validation.
- Give suppliers self-service tools.
- Make onboarding business-led.



Stage 2, Walk

Is your team still chasing issues instead of driving growth?

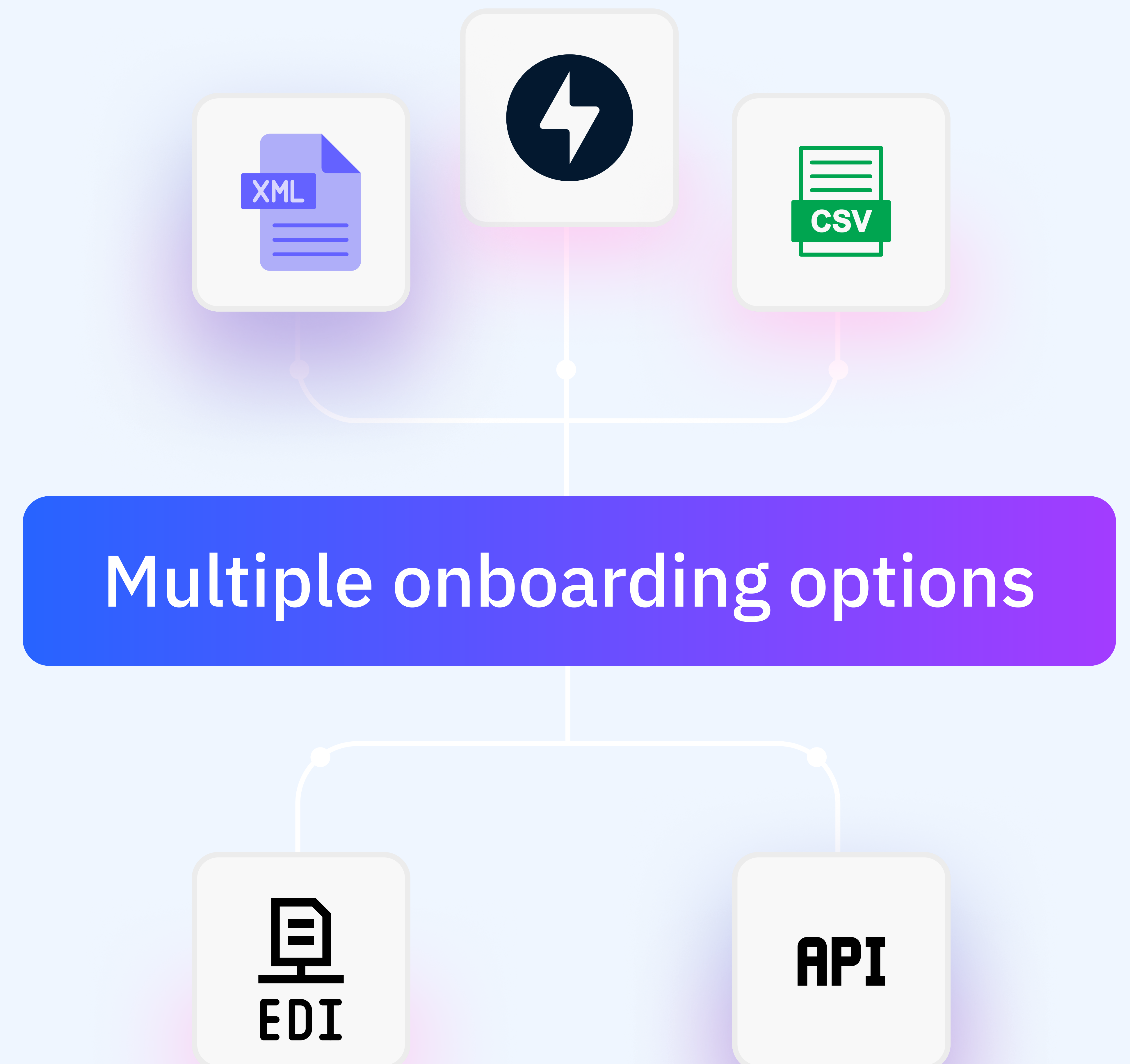
The growth cost

- Disconnected tools keep teams firefighting.
- Late shipments and cancellations reach customers.
- Basic reporting keeps decisions reactive.
- Separate cost and promotion workflows leak margin.

How leaders are winning

Standardize control across the network.

- Monitor supplier performance continuously.
- Automate alerts and escalations.
- Sync inventory and orders in real time.
- Use margin insights to shape assortment.



Stage 3, Run

Can you scale at market speed?

The growth cost

- Technical work slows every launch.
- IT backlogs delay innovation.
- More suppliers mean more workload.
- Fragmented workflows create inconsistent execution.

How leaders are winning

Turn dropship into a growth platform.

- Make onboarding business-led.
- Automate routing and exceptions.
- Use live data to protect the customer promise.
- Reuse workflows across markets and channels.



Stage 4, Fly

Can your operation turn complexity into a competitive advantage?

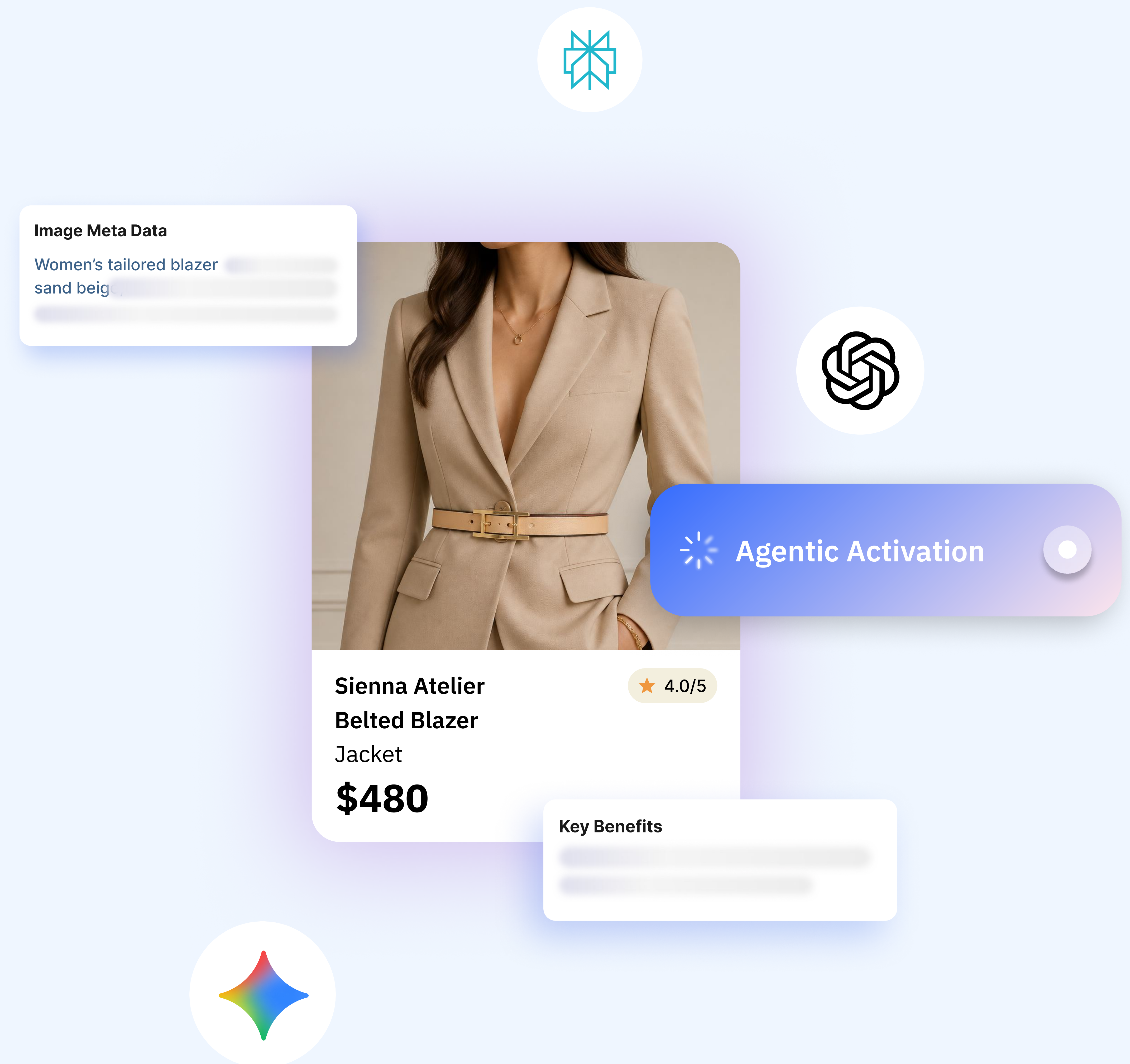
The growth cost

- More suppliers multiply complexity.
- New markets add process, not leverage.
- Without predictive insight, margins erode.
- Without AI-native automation, overhead grows.

How leaders are winning

Use AI to make scale work harder.

- Enrich data and surface margin insights.
- Automate orders, exceptions and inventory sync.
- Act on supplier issues before customers feel them.
- Connect once, then scale across markets and channels.



What does staying stuck cost you?

Dropship should add assortment, not overhead.

Move from manual survival to strategic orchestration.

Build the automation and control to scale profitably.
See where you are and what to unlock next.

Take the dropship maturity assessment





Mirakl is the leading provider of eCommerce software solutions. Mirakl's suite of solutions provides enterprises with a transformative way to drive significant growth and efficiency in their online business.

Since 2012, Mirakl has been pioneering the platform economy, empowering retail and B2B enterprises with the most advanced, secure and scalable technology to digitize and expand product assortment through marketplace and dropship, improve efficiency in supplier catalog management and payments, personalize shopping experiences, and boost profits through retail media.

Mirakl is trusted by Macy's, Saks, Henry Schein, The Knot, 1800- Flowers, Best Buy, Lowe's, Ulta and 450+ industry-leading businesses worldwide. For more information: www.mirakl.com.