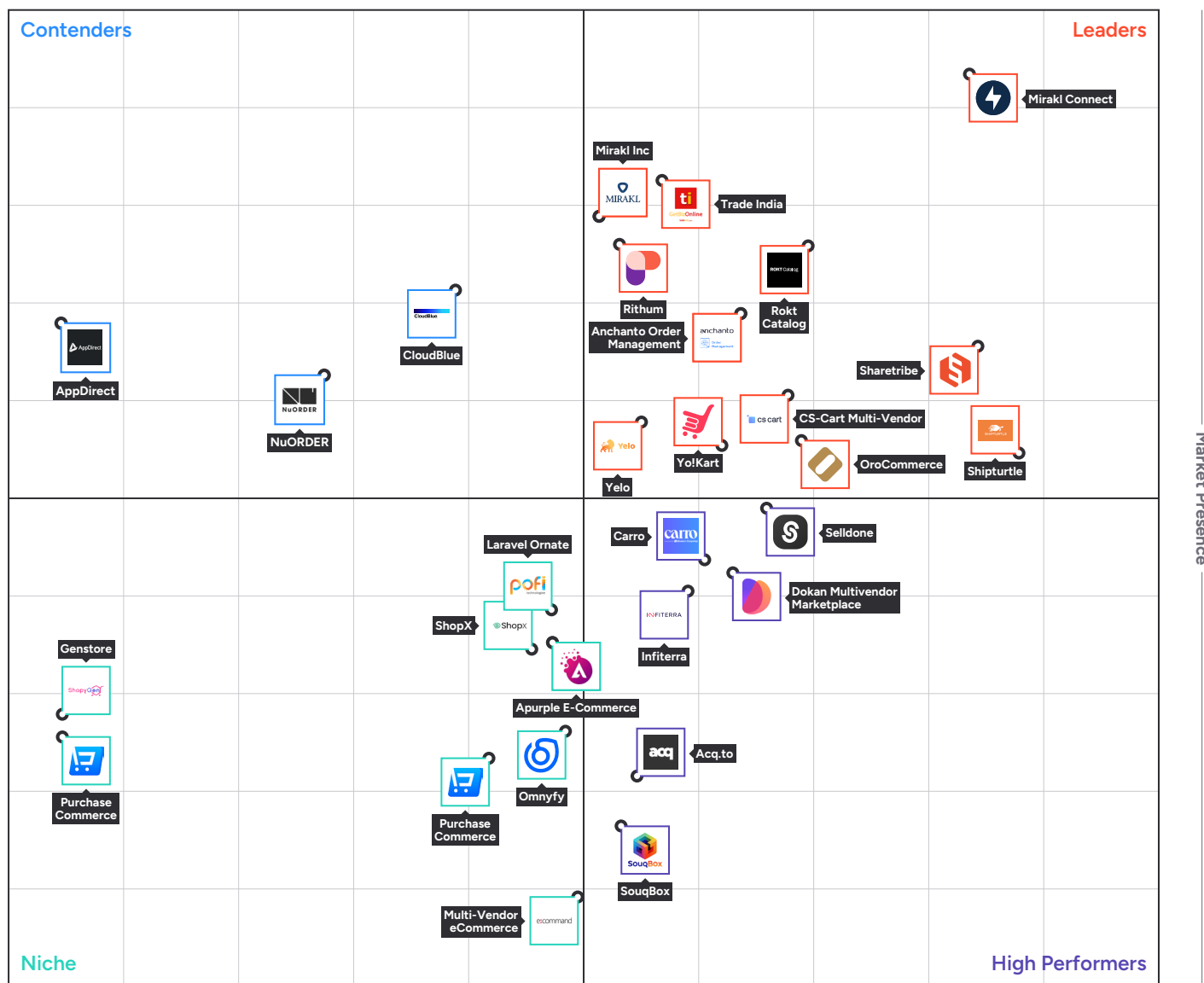


Grid® Report for Marketplace Fall 2026



Marketplace Software



G2 Grid® Scoring

(Marketplace Software continues on next page)

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Marketplace Software (*continued*)

Marketplace Software Definition

Marketplace software, also called multivendor marketplaces, enable users to create and manage digital storefronts that host product and services listings from multiple vendors. These tools simplify and streamline the entire process of creating, hosting, and managing an online marketplace, from website design to vendor communication to shipping.

Marketplace software are very similar to [e-commerce platforms](#) in that they facilitate the building and management of digital storefronts; however, e-commerce platforms are intended for a singular vendor, while multivendor e-commerce platforms function as a digital marketplace. Many products are offered as a standalone platform, but others are exclusively, or can be offered, as a plugin for another [web content management system](#).

To qualify for inclusion in the Marketplace category, a product must:

- Create and host an e-commerce website capable of supporting multiple vendors
- Provide payment tools via integrations or natively within the platform
- Allow vendors to create new listings for products or services
- Offer security and/or encryption of data and information, as well as follow e-commerce regulation
- Provide communication channels between vendors and customers

Marketplace Grid® Scoring Description

Products shown on the Grid® for Marketplace have received a minimum of 10 reviews/ratings in data gathered by July 28, 2026. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [Mirakl Connect](#), [Sharetribe](#), [Rokt Catalog \(formerly Canal\)](#), [Shipturtle](#), [Trade India](#), [Anchanto Order Management](#), [Mirakl Inc](#), [Rithum](#), [CS-Cart Multi-Vendor](#), [OroCommerce](#), [Yo!Kart](#), and [Yelo](#)

High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Selldone](#), [Dokan Multivendor Marketplace](#), [Carro](#), [Infiteria](#), [Acq.to](#), and [SouqBox](#)

Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [CloudBlue](#), [NuORDER](#), and [AppDirect](#)

Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Laravel Ornate](#), [Apurple E-Commerce](#), [ShopX](#), [Omnyfy](#), [Purchase Commerce](#), [Multi-Vendor eCommerce](#), [Genstore](#), and [Purchase Commerce](#)



Grid® Scores for Marketplace Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Mirakl Connect	15	86	98	92
Sharetribe	38	87	67	77
Rokt Catalog (formerly Canal)	55	71	79	75
Shipturtle	21	90	55	73
Trade India	16	57	86	72
Anchanto Order Management	21	65	71	68
Mirakl Inc	10	52	82	67
Rithum	33	53	79	66
CS-Cart Multi-Vendor	62	69	62	65
OroCommerce	15	70	56	63
Yo!Kart	35	63	56	59
Yelo	54	55	59	57

High Performers

Selldone	17	67	49	58
Dokan Multivendor Marketplace	11	64	41	53
Carro	62	61	43	52
Infiterra	11	60	39	50
Acq.to	43	55	18	37
SouqBox	11	54	13	33

(Grid® Scores for Marketplace Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



Grid® Scores for Marketplace Software

(continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
CloudBlue	14	38	74	56
NuORDER	11	26	64	45
AppDirect	12	2	70	36

Niche

Laravel Ornate	11	47	37	42
Apurple E-Commerce	28	47	33	40
ShopX	41	45	33	39
Omnyfy	12	48	23	36
Purchase Commerce	22	41	20	31
Multi-Vendor eCommerce	10	50	5	27
Genstore	11	2	25	14
Purchase Commerce	11	2	23	12

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Marketplace category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

The Grid® Report for Marketplace | Fall 2026 is based on reviews collected through July 28, 2026. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Fall 2026 report quarter. To view the Marketplace Grid® with the most recent data, please visit the [Marketplace](#) page. For more details on Grid® Scoring, please view the [G2 Scoring Methodology here](#).

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and third-party data collected by G2 up through July 28, 2026. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the [G2 Community Guidelines here](#).

(Grid® Methodology continues on next page)

**** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.**



Grid® Methodology (*continued*)

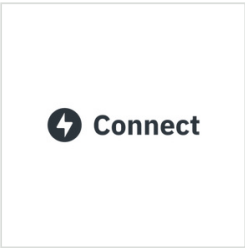
Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Marketplace category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.



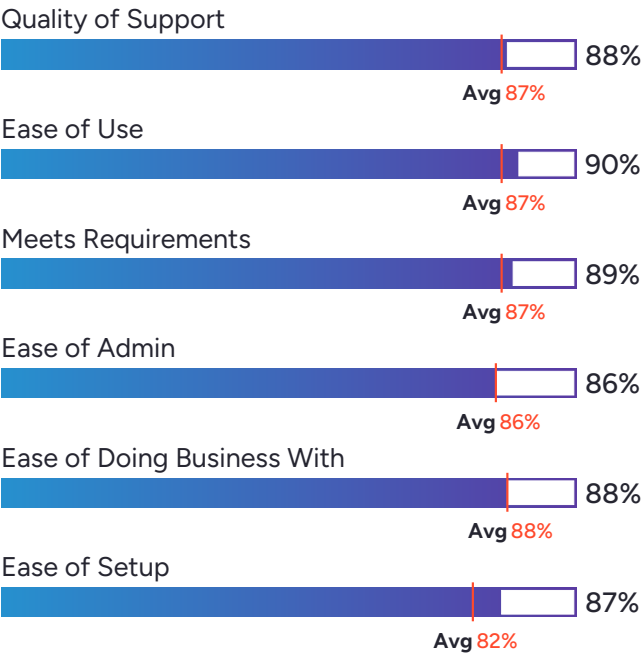
Mirakl Connect

4.6 ★★★★★ (17)



Mirakl Connect has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Mirakl Connect has the largest Market Presence among products in Marketplace. 93% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Mirakl Connect at a rate of 92%. Mirakl Connect is also in the Catalog Management, Multichannel Retail, and Online Marketplace Optimization Tools categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Mirakl



HQ Location
Paris, France



Year Founded
2012



Employees (Listed
On LinkedIn)
894



Company Website
www.mirakl.com



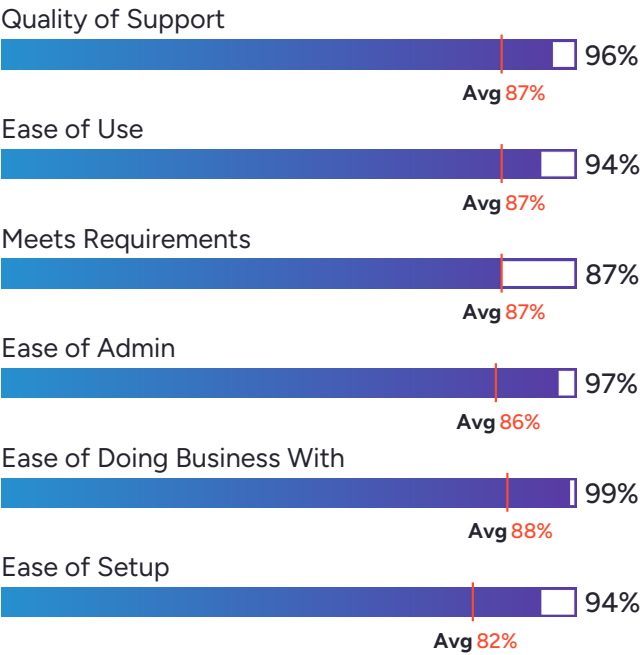
Sharetribe

4.7 ★★★★★ (39)

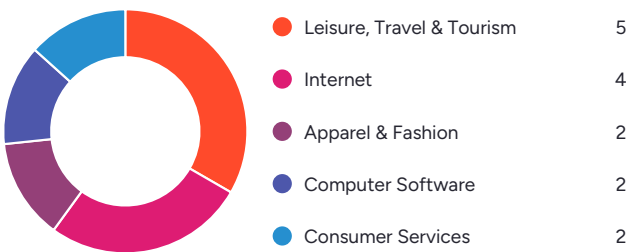


Sharetribe has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Sharetribe at a rate of 94%.

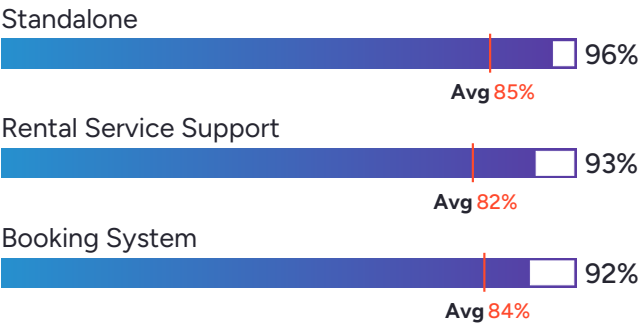
Satisfaction Ratings



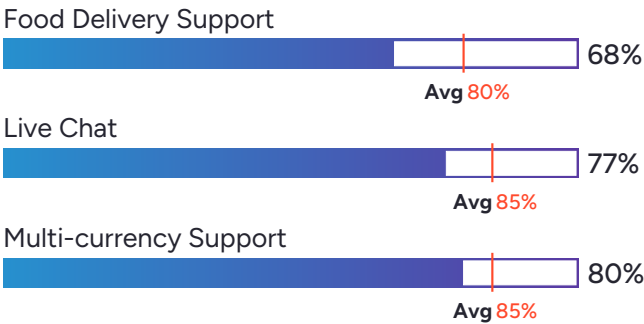
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Sharetribe



HQ Location
Helsinki, FI



Year Founded
2011



Employees (Listed
On LinkedIn)
35



Company Website
sharetribe.com



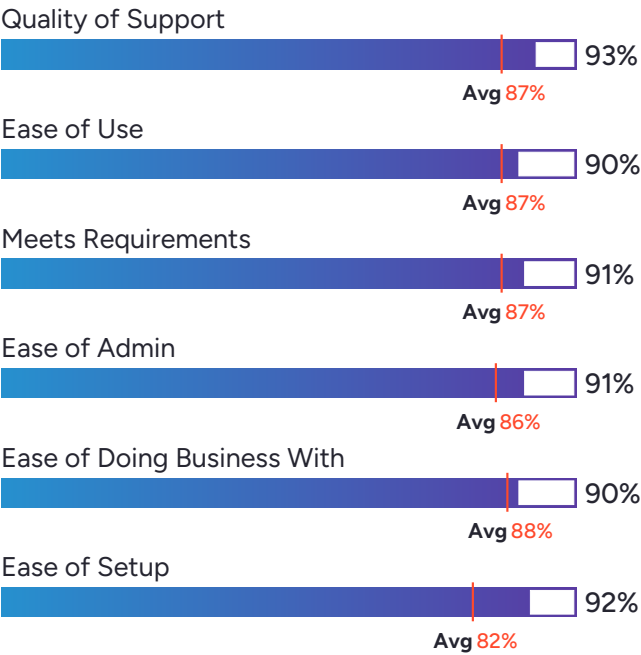
Rokt Catalog (formerly Canal)

4.7 ★★★★★ (81)



Rokt Catalog (formerly Canal) has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Rokt Catalog (formerly Canal) at a rate of 94%. Rokt Catalog (formerly Canal) is also in the Drop Shipping category.

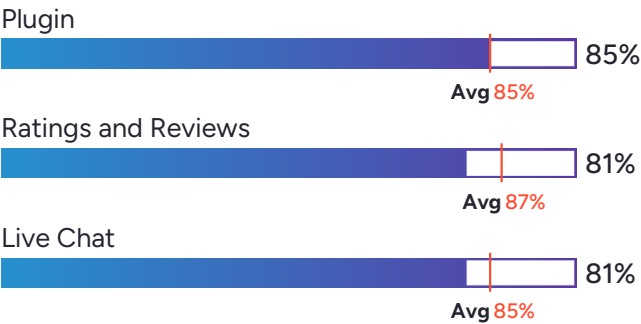
Satisfaction Ratings



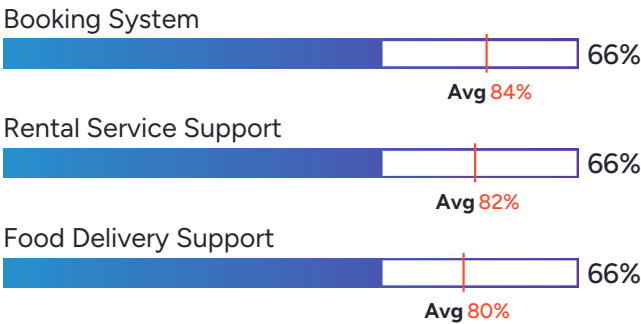
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
ROKT



HQ Location
New York, US



Year Founded
2012



Employees (Listed
On LinkedIn)
752



Company Website
rokt.com



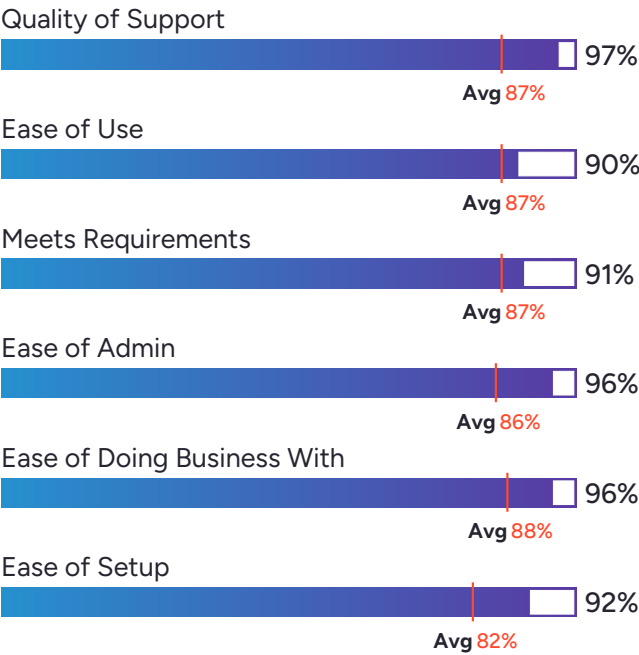
Shipturtle

4.5 ★★★★★ (21)



Shipturtle has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Shipturtle received the highest Satisfaction score among products in Marketplace. 95% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Shipturtle at a rate of 90%.

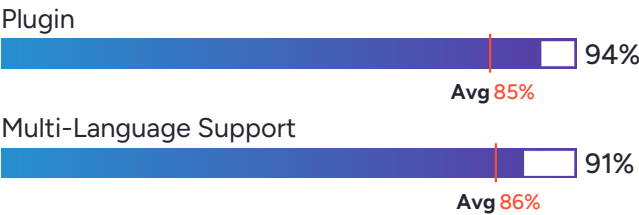
Satisfaction Ratings



Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Shipturtle



HQ Location
Concord, US



Year Founded
2021



Employees (Listed
On LinkedIn)
59



Company Website
shipturtle.com



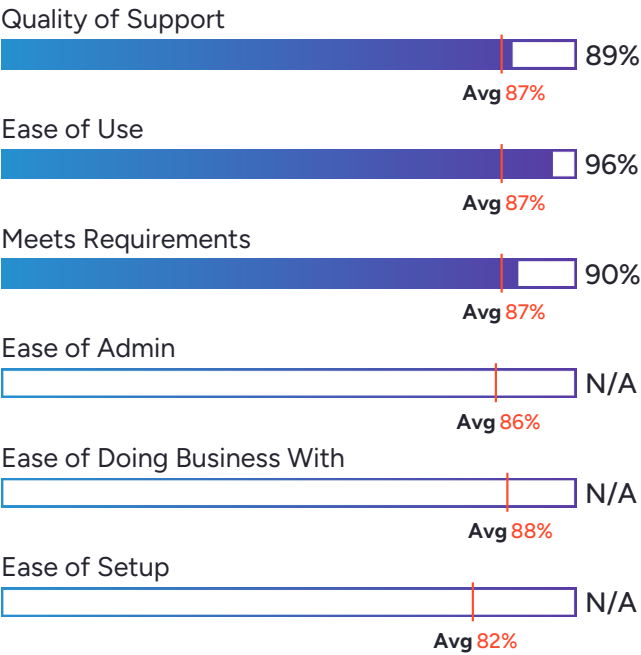
Trade India

4.2 ★★★★★ (17)

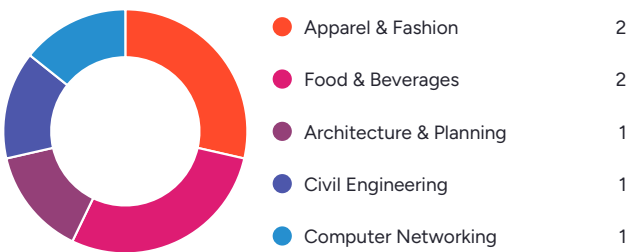


Trade India has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 69% of users believe it is headed in the right direction, and users said they would be likely to recommend Trade India at a rate of 83%.

Satisfaction Ratings

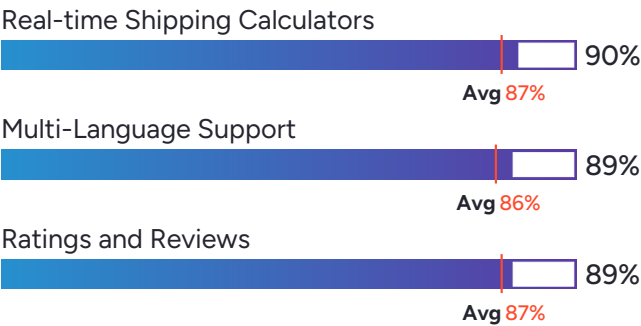


Top Industries Represented

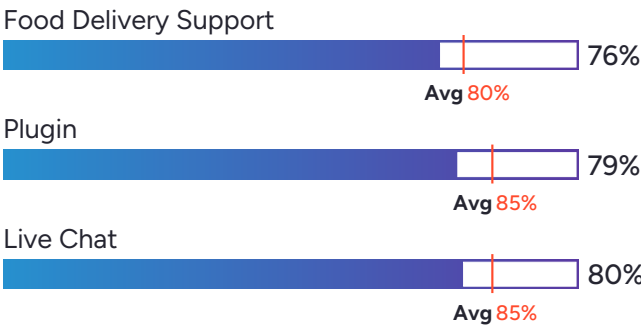


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Trade India



HQ Location
Noida, Delhi



Year Founded
1996



Employees (Listed
On LinkedIn)
3,846



Company Website
tradeindia.com



anchanto

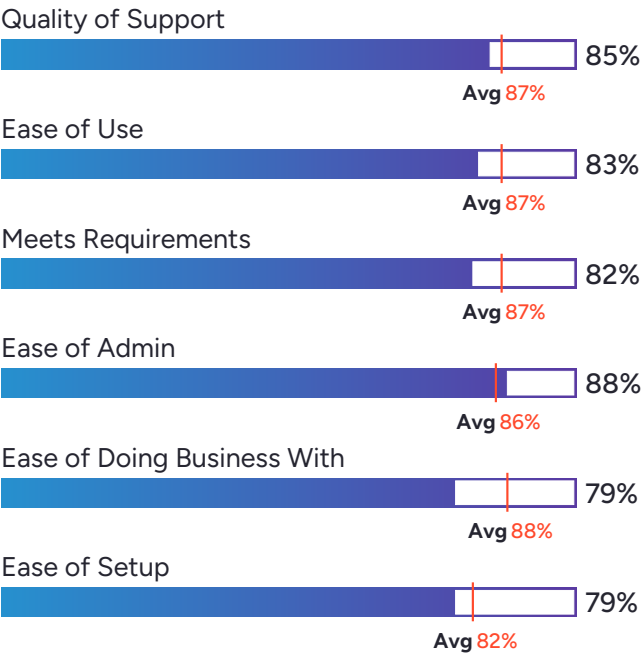


4.1 ★★★★★ (24)



Anchanto Order Management has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 76% of users believe it is headed in the right direction, and users said they would be likely to recommend Anchanto Order Management at a rate of 82%. Anchanto Order Management is also in the Cross Border E-Commerce, Inventory Control, Omnichannel Commerce, Multichannel Retail, Catalog Management, Product Information Management (PIM), and Order Management categories.

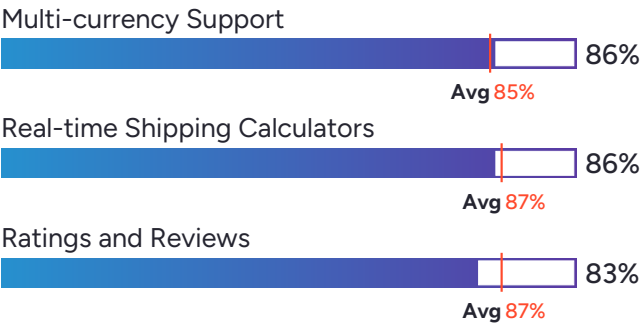
Satisfaction Ratings



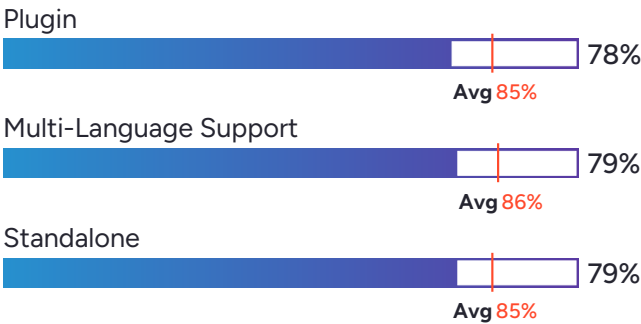
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Anchanto



HQ Location
Singapore,
Singapore



Year Founded
2011



Employees (Listed
On LinkedIn)
326



Company Website
anchanto.com



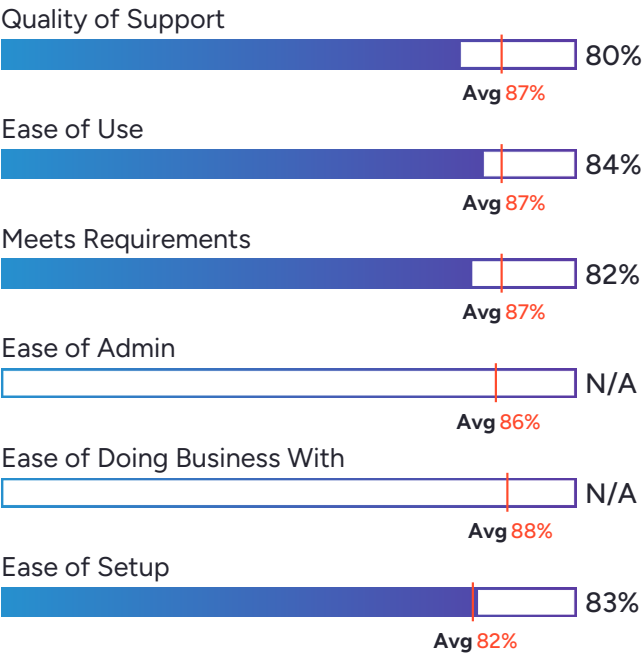
Mirakl Inc

4.1 ★★★★★ (14)

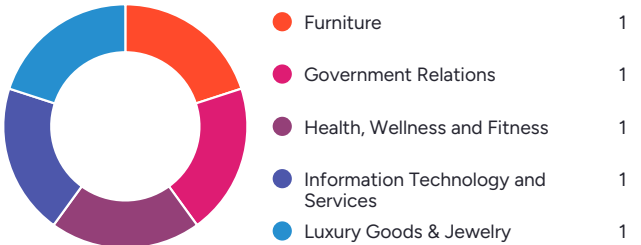


Mirakl Inc has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 80% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Mirakl Inc at a rate of 79%. Mirakl Inc is also in the Partner Ecosystem Platforms category.

Satisfaction Ratings

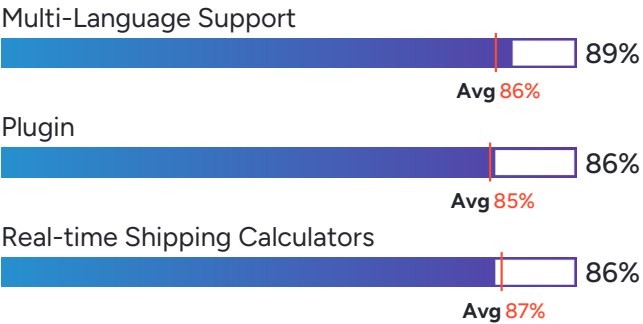


Top Industries Represented

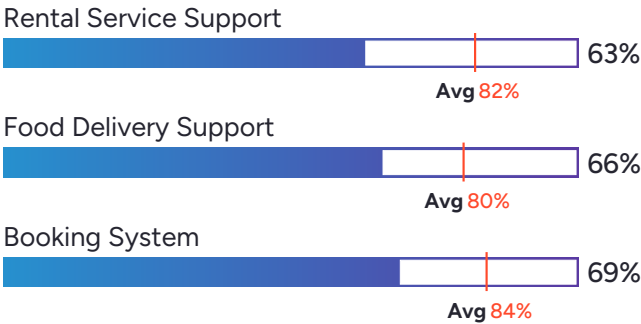


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Mirakl



HQ Location
Paris, France



Year Founded
2012



Employees (Listed
On LinkedIn)
894



Company Website
www.mirakl.com



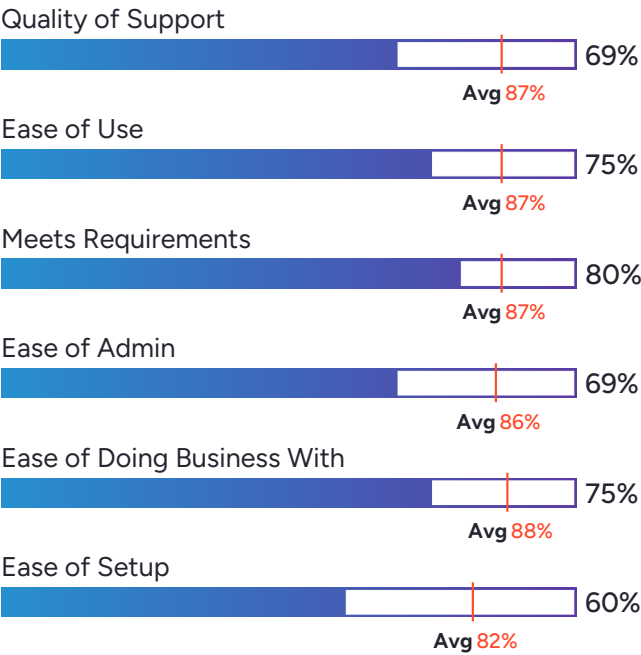
Rithum

4.0 ★★★★★ (124)

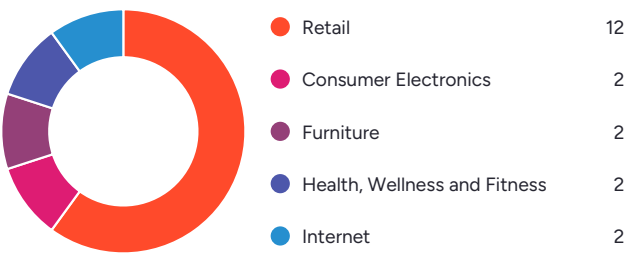


Rithum has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 79% of users rated it 4 or 5 stars, 70% of users believe it is headed in the right direction, and users said they would be likely to recommend Rithum at a rate of 76%. Rithum is also in the Drop Shipping, Omnichannel Commerce, E-Commerce Analytics, Online Marketplace Optimization Tools, Multichannel Retail, Order Management, Catalog Management, and E-Commerce Data Integration categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Rithum



HQ Location
Atlanta , GA



Year Founded
1997



Employees (Listed
On LinkedIn)
934



Company Website
www.rithum.com



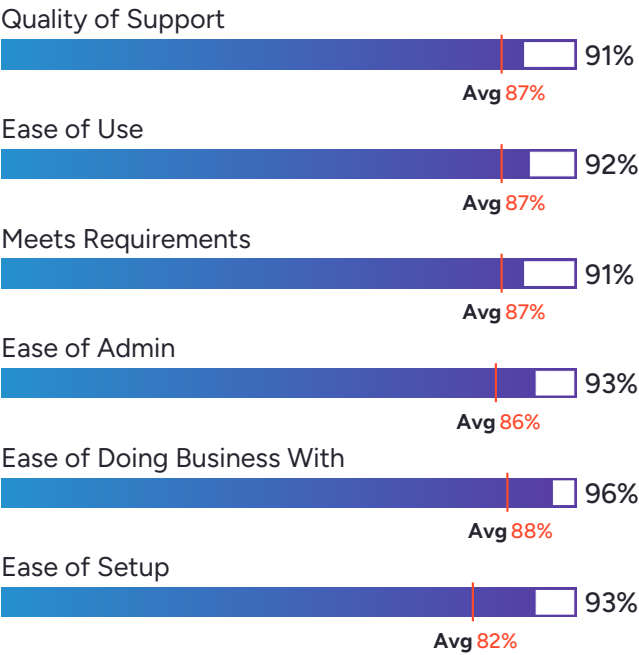
CS-Cart Multi-Vendor

4.8 ★★★★★ (66)



CS-Cart Multi-Vendor has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend CS-Cart Multi-Vendor at a rate of 95%.

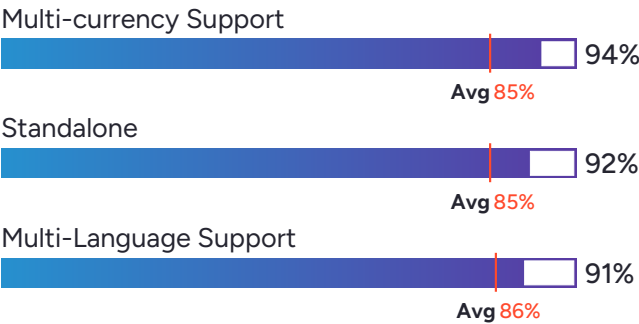
Satisfaction Ratings



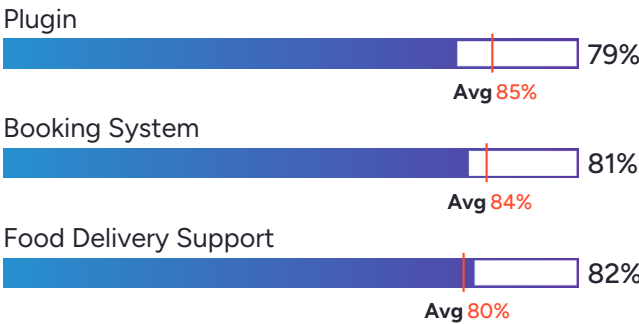
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
CS-Cart



HQ Location
San Diego, US



Year Founded
2005



Employees (Listed
On LinkedIn)
31



Company Website
cs-cart.com



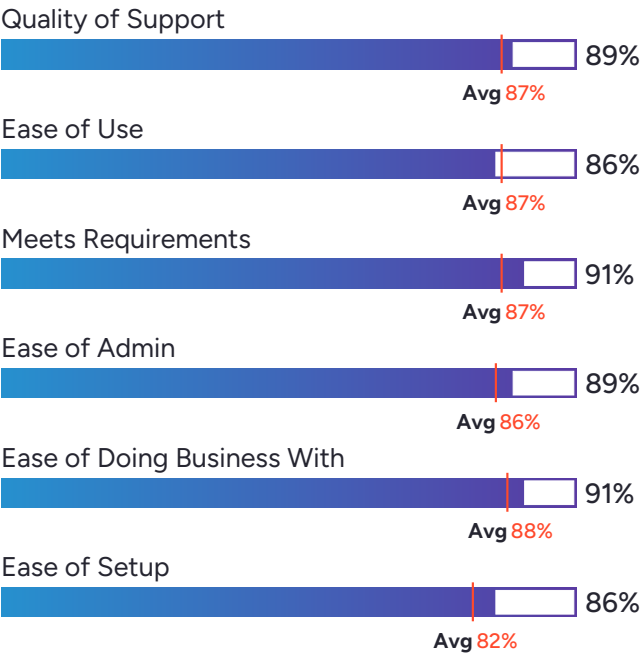
OroCommerce

4.3 ★★★★★ (37)



OroCommerce has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend OroCommerce at a rate of 87%. OroCommerce is also in the E-Commerce Platforms and CRM categories.

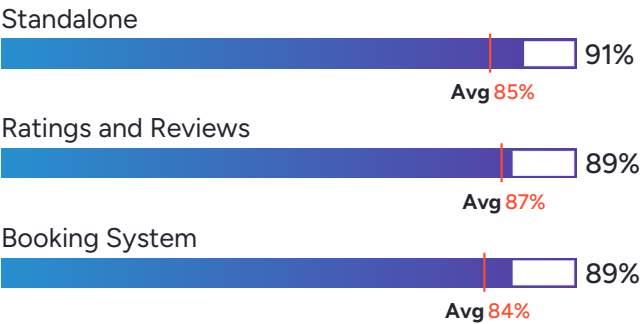
Satisfaction Ratings



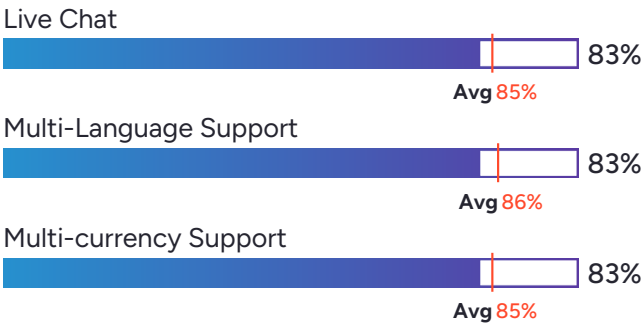
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Oro, Inc



HQ Location
Los Angeles, CA



Year Founded
2012



Employees (Listed
On LinkedIn)
122



Company Website
oroinc.com

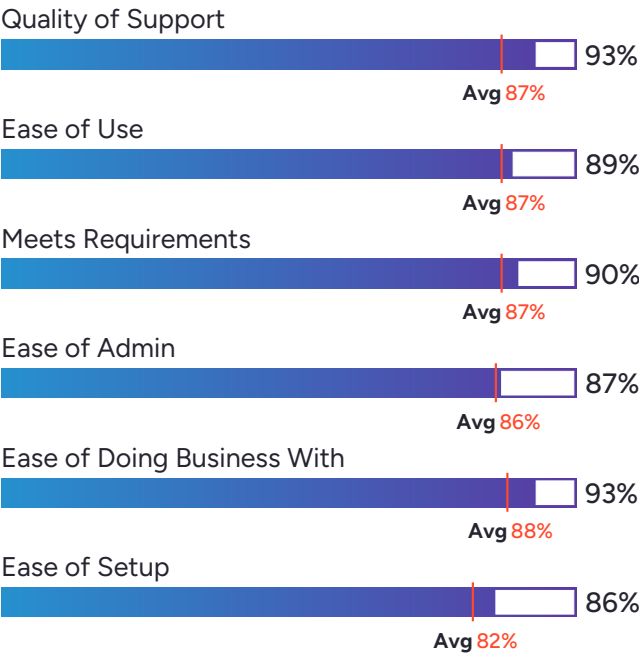


Yo!Kart

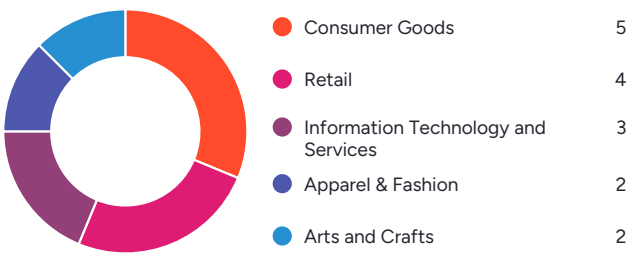
4.6 ★★★★★ (38)

Yo!Kart has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend Yo!Kart at a rate of 93%.

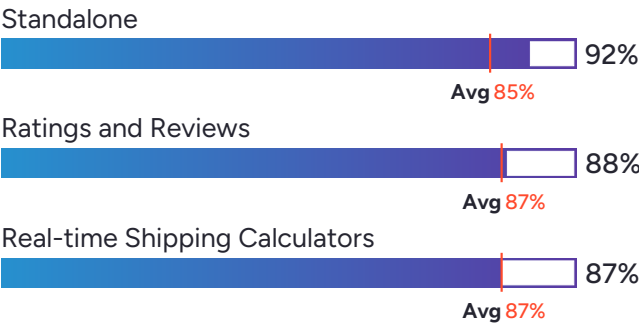
Satisfaction Ratings



Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
FATbit Technologies



HQ Location
Mohali, Punjab



Year Founded
2004



Employees (Listed
On LinkedIn)
46



Company Website
www.fatbit.com



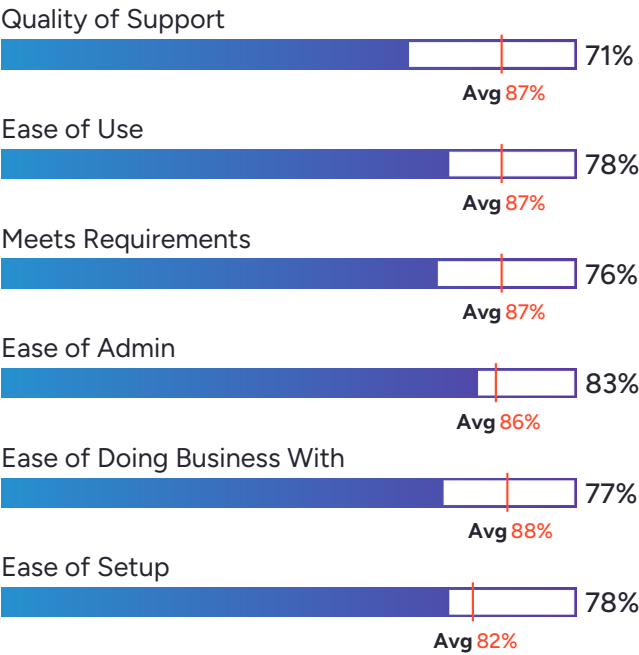
Yelo

3.6 ★★★★★ (55)



Yelo has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 78% of users rated it 4 or 5 stars, 65% of users believe it is headed in the right direction, and users said they would be likely to recommend Yelo at a rate of 72%.

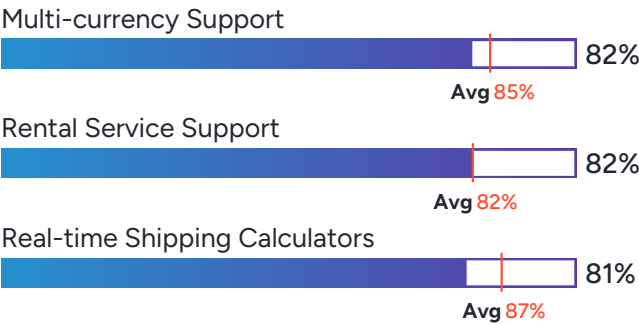
Satisfaction Ratings



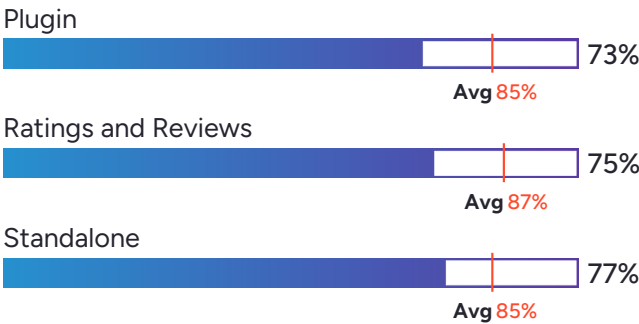
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Jungleworks



HQ Location
Tampa, Florida



Year Founded
2011



Employees (Listed
On LinkedIn)
345



Company Website
jungleworks.com



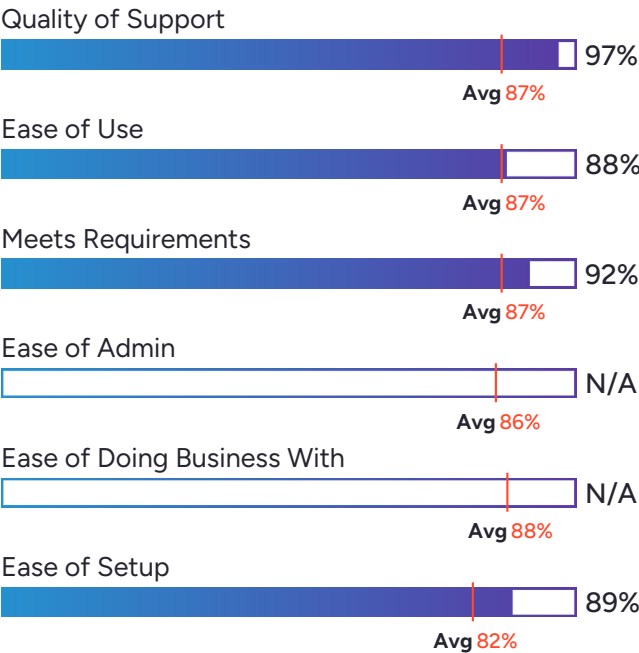
Selldone

4.8 ★★★★★ (82)



Selldone has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Selldone at a rate of 96%. Selldone is also in the Retail POS, E-Commerce Platforms, Subscription Management, Print On Demand, Mobile E-Commerce, Inventory Control, E-Commerce Tools, E-Commerce Personalization, Loyalty Management, Online Community Management, Web Content Management, Drop Shipping, and Website Builder categories.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
Selldone



HQ Location
Copenhagen, DK



Year Founded
2018



Employees (Listed
On LinkedIn)
4



Company Website
selldone.com



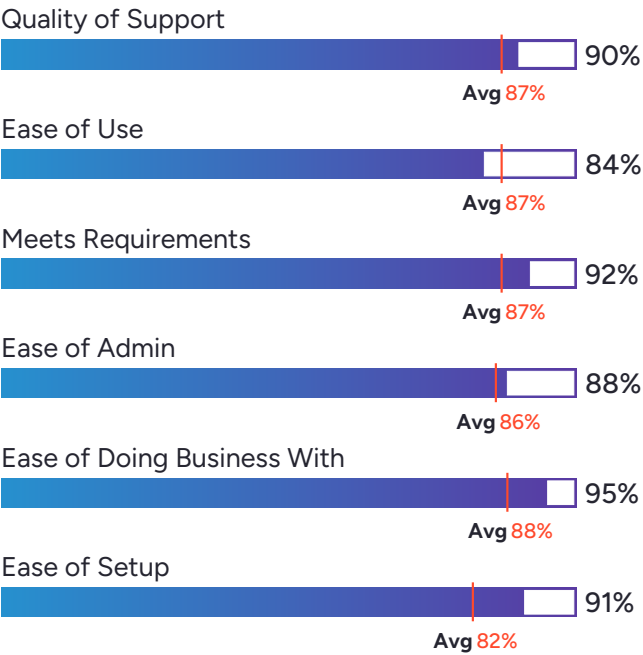
Dokan Multivendor Marketplace

4.6 ★★★★★ (11)



Dokan Multivendor Marketplace has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 91% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Dokan Multivendor Marketplace at a rate of 92%.

Satisfaction Ratings



Top Industries Represented



Ownership
weDevs



HQ Location
Mirpur DOHS,
Dhaka



Year Founded
2012



Employees (Listed
On LinkedIn)
92



Company Website
wedevs.com



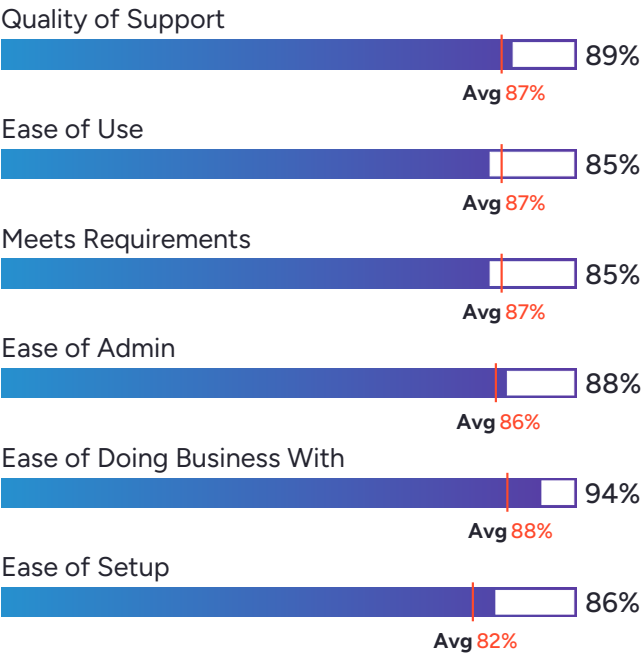
Carro

4.4 ★★★★★ (123)



Carro has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend Carro at a rate of 87%. Carro is also in the Drop Shipping, Supplier Relationship Management (SRM), and Electronic Data Interchange (EDI) categories.

Satisfaction Ratings



Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Carro



HQ Location
Irvine, Ca



Employees (Listed
On LinkedIn)
42



Company Website
getcarro.com



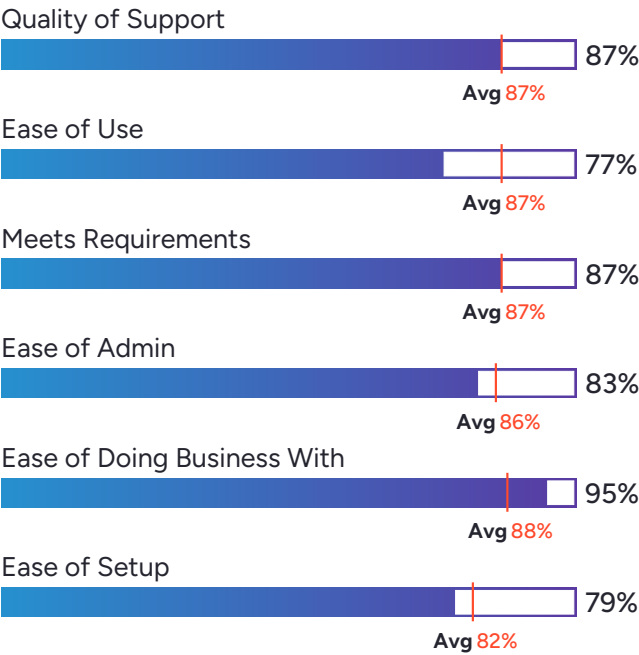
Infiterra

4.3 ★★★★★ (19)

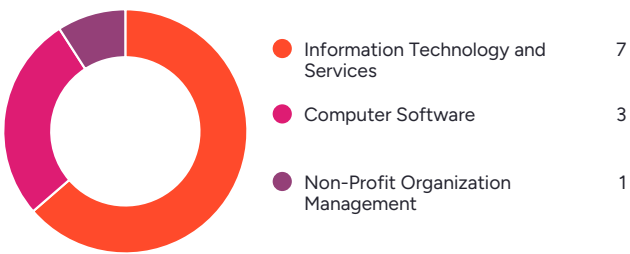


Infiterra has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Infiterra at a rate of 92%. Infiterra is also in the Cloud Infrastructure Automation, Subscription Billing, and E-Commerce Platforms categories.

Satisfaction Ratings



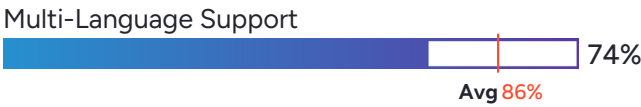
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Infiterra



HQ Location
Thessaloniki, GR



Year Founded
2012



Employees (Listed
On LinkedIn)
120



Company Website
infiterra.com



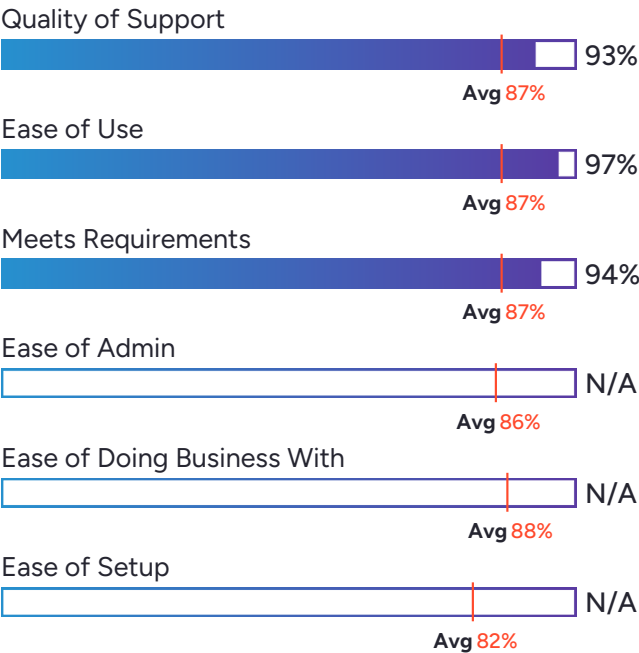
Acq.to

4.6 ★★★★★ (43)



Acq.to has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Acq.to at a rate of 92%.

Satisfaction Ratings

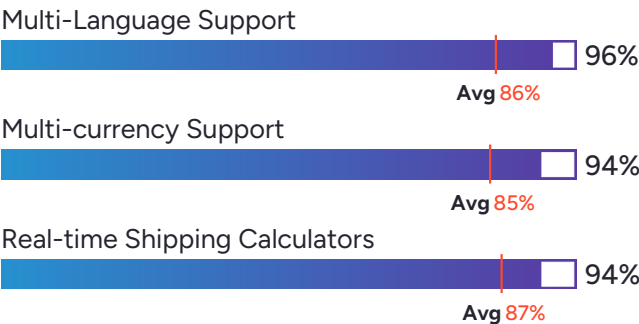


Top Industries Represented

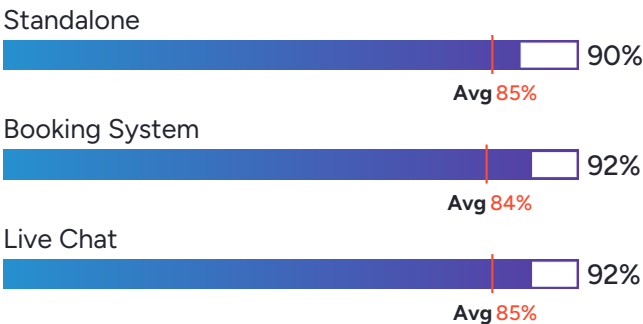


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Getreve Ltd.



HQ Location
London, GB



Year Founded
2020



Employees (Listed
On LinkedIn)
2



Company Website
acq.to



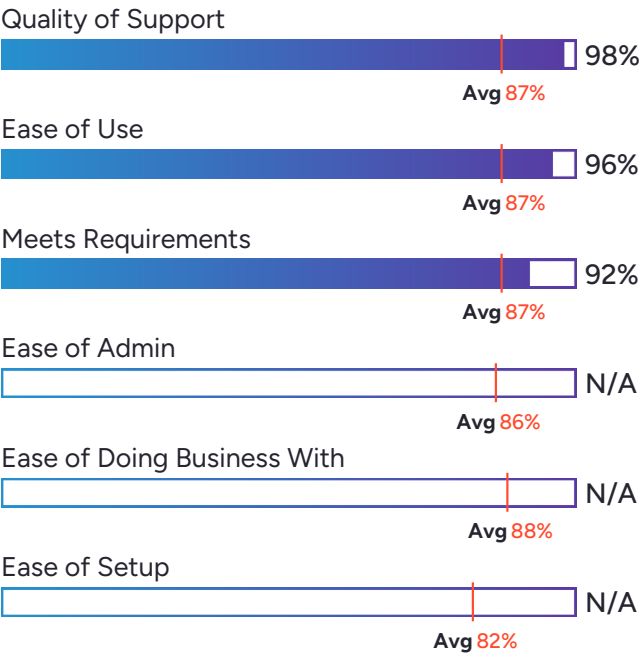
SouqBox

4.5 ★★★★★ (11)



SouqBox has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend SouqBox at a rate of 91%.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
SouqBox



HQ Location
newbury, GB



Year Founded
2017



Employees (Listed
On LinkedIn)
5



Company Website
www.souqbox.io

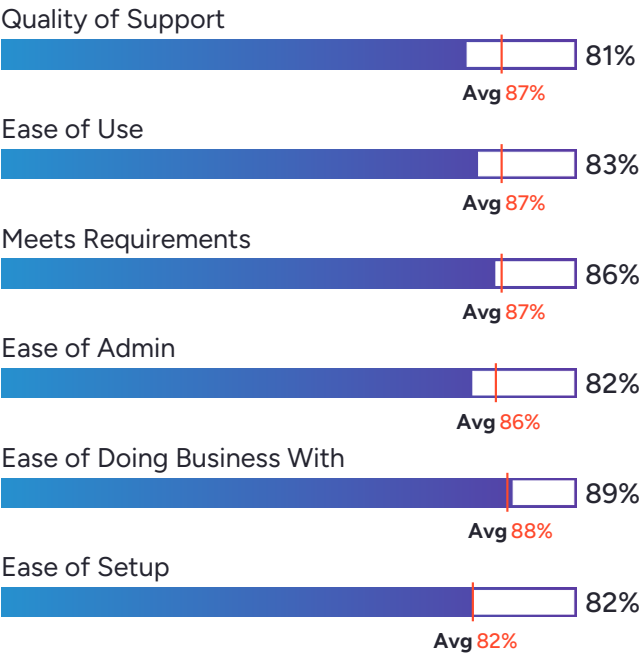


CloudBlue

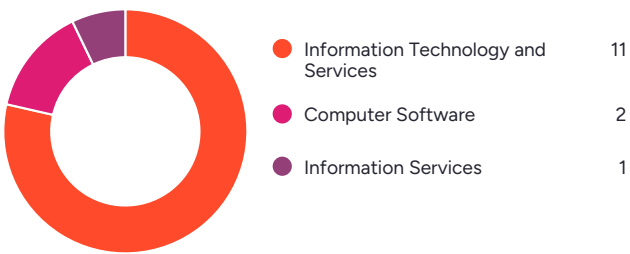
4.5 ★★★★★ (19)

CloudBlue has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend CloudBlue at a rate of 94%. CloudBlue is also in the Subscription Revenue Management, Subscription Management, Subscription Billing, Usage-based billing software, Catalog Management, Billing, Cloud GTM Platforms, Subscription Analytics, and E-Commerce Platforms categories.

Satisfaction Ratings



Top Industries Represented



Ownership
HostPapa



HQ Location
Burlington, Ontario



Year Founded
2006



Employees (Listed
On LinkedIn)
311



Company Website
hostpapa.com

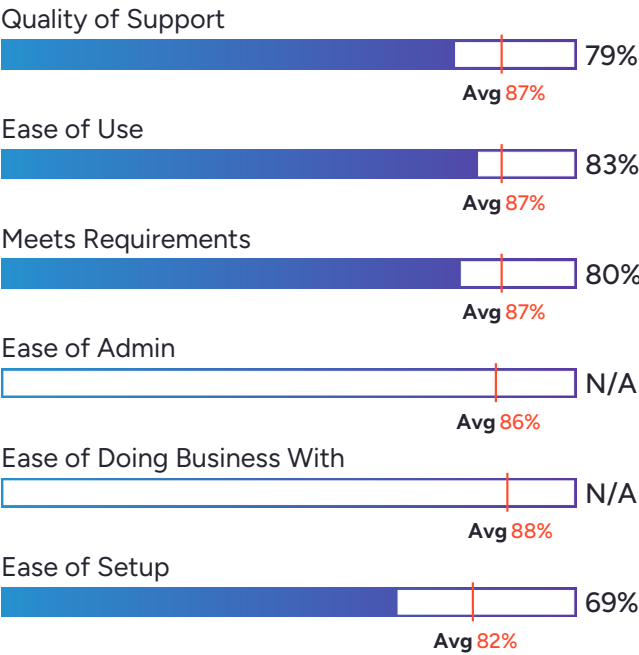


NuORDER

3.9 ★★★★★☆ (12)

NuORDER has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 82% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend NuORDER at a rate of 78%.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
NuORDER



HQ Location
Los Angeles,
California



Year Founded
2011



Employees (Listed
On LinkedIn)
127



Company Website
nuorder.com

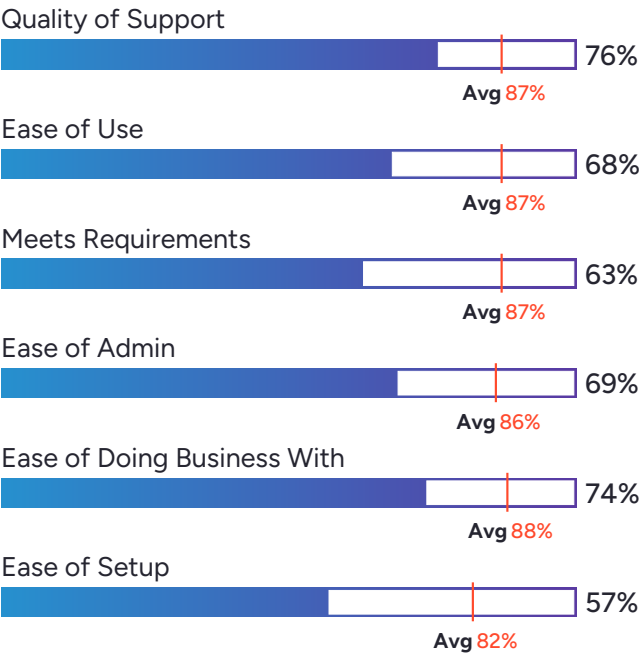


AppDirect

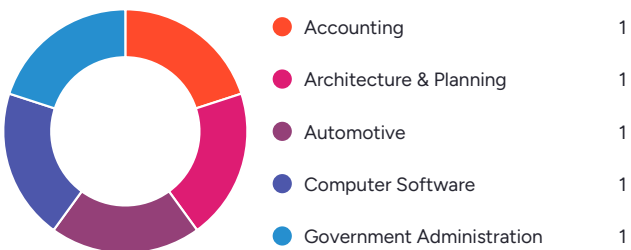
3.3 ★★★★★ (13)

AppDirect has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 75% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend AppDirect at a rate of 66%. AppDirect is also in the SaaS Spend Management category.

Satisfaction Ratings



Top Industries Represented



Ownership
AppDirect



HQ Location
San Francisco, CA



Year Founded
2009



Employees (Listed
On LinkedIn)
1,149



Company Website
appdirect.com

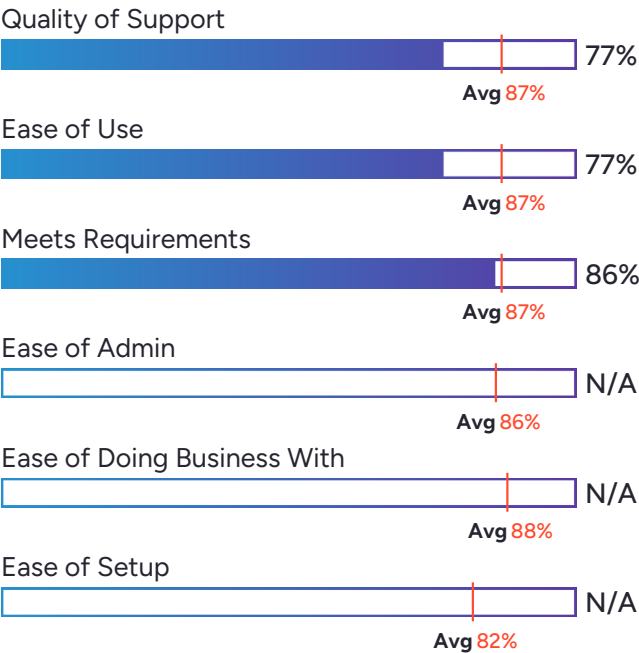


Laravel Ornate

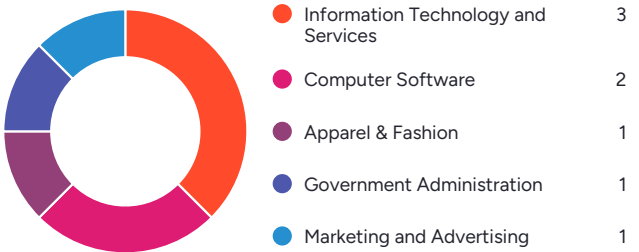
4.0 ★★★★★ (12)

Laravel Ornate has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 91% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Laravel Ornate at a rate of 80%.

Satisfaction Ratings

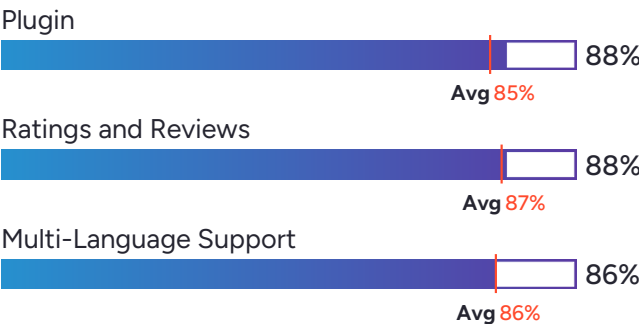


Top Industries Represented

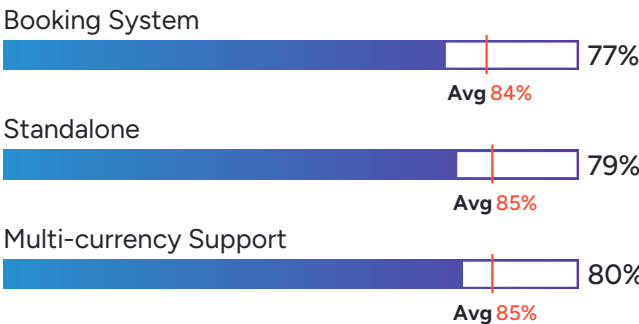


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Pofi Technologies



HQ Location
Coimbatore, Tamil Nadu



Year Founded
2014



Employees (Listed On LinkedIn)
72



Company Website
pofitec.com

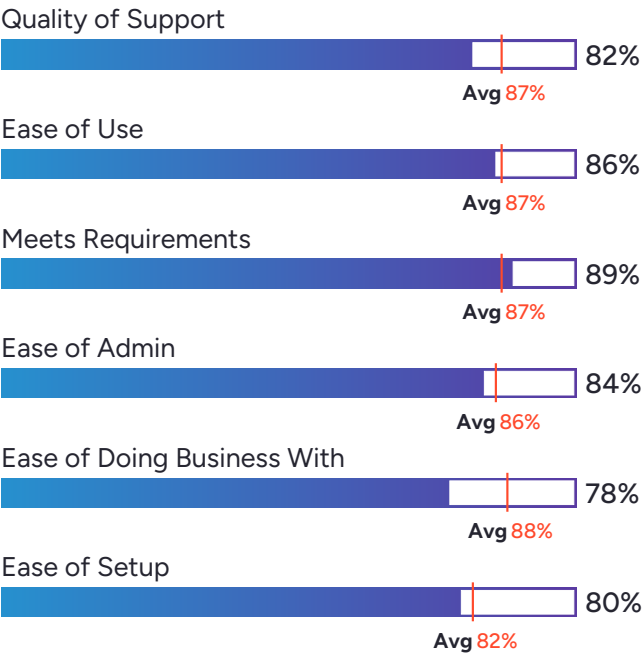


Apurple E-Commerce

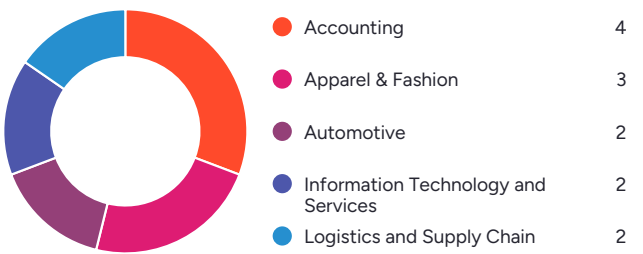
4.1 ★★★★★ (28)

Apurple E-Commerce has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 85% of users believe it is headed in the right direction, and users said they would be likely to recommend Apurple E-Commerce at a rate of 82%.

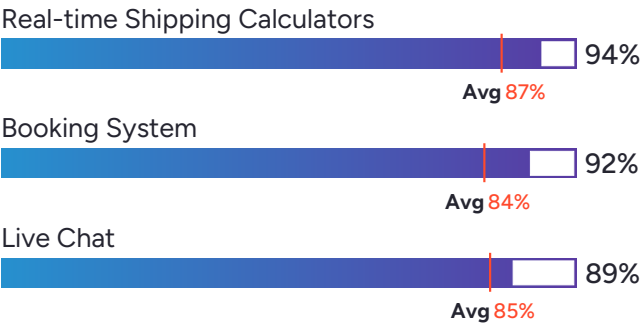
Satisfaction Ratings



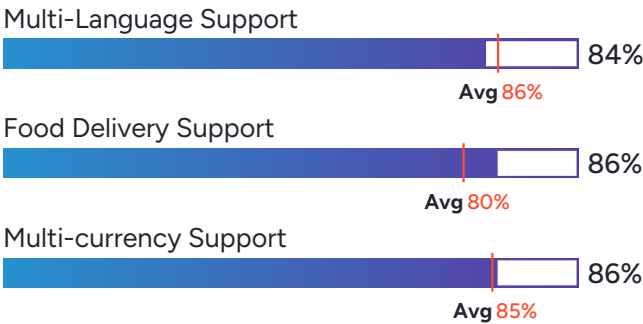
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
aPurple



HQ Location
Ahmedabad,
Gujarat



Year Founded
2018



Employees (Listed
On LinkedIn)
6



Company Website
apurple.co

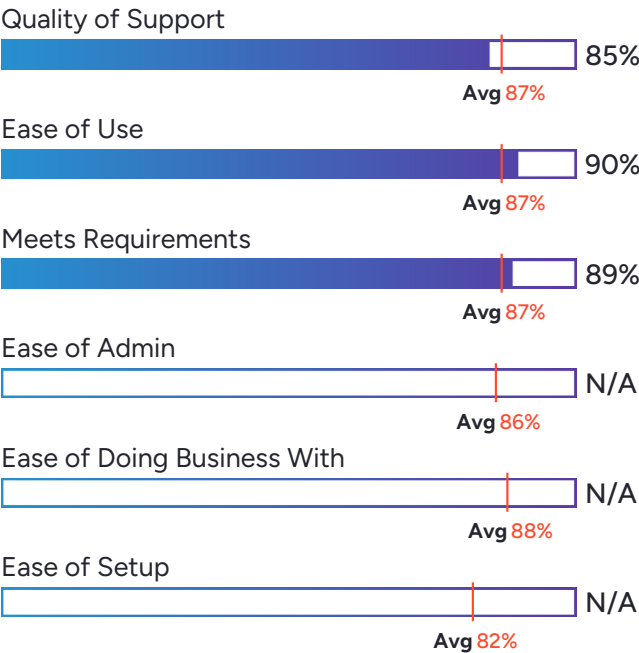


ShopX

4.3 ★★★★★ (41)

ShopX has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend ShopX at a rate of 86%.

Satisfaction Ratings

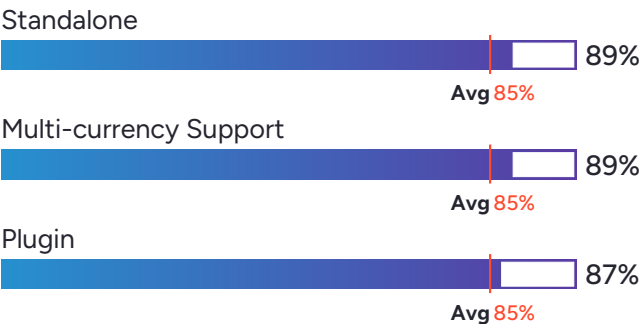


Top Industries Represented

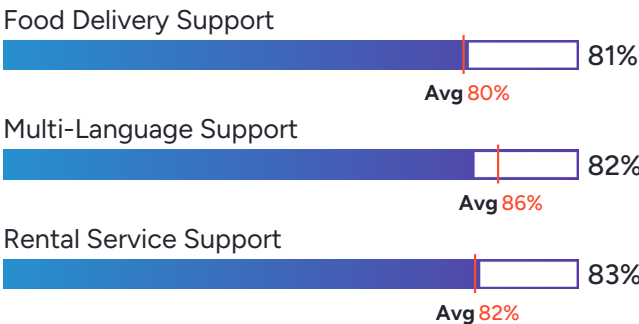


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Naresh Kumar



HQ Location
San Ramon, CA



Year Founded
2011



Employees (Listed
On LinkedIn)
163



Company Website
www.shopx.ai

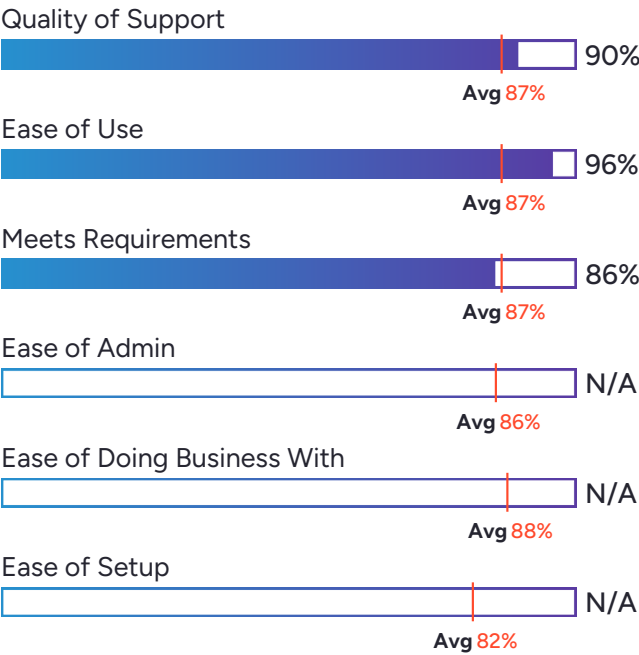


Omnyfy

4.3 ★★★★★ (13)

Omnyfy has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Omnyfy at a rate of 85%. Omnyfy is also in the Partner Ecosystem Platforms category.

Satisfaction Ratings

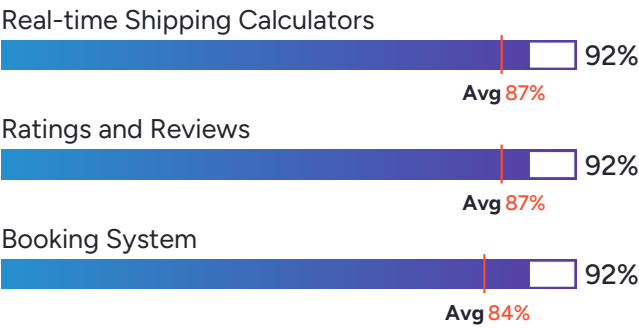


Top Industries Represented

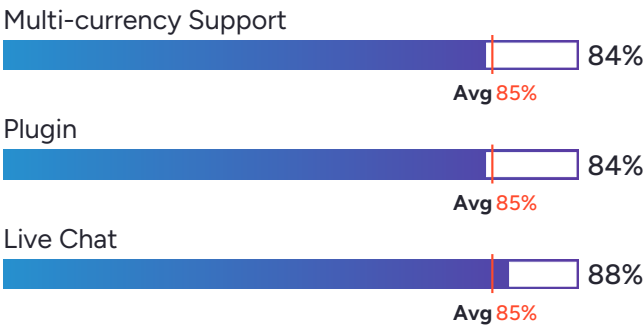


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Omnyfy



HQ Location
Melbourne, AU



Year Founded
2017



Employees (Listed
On LinkedIn)
8



Company Website
omnyfy.com

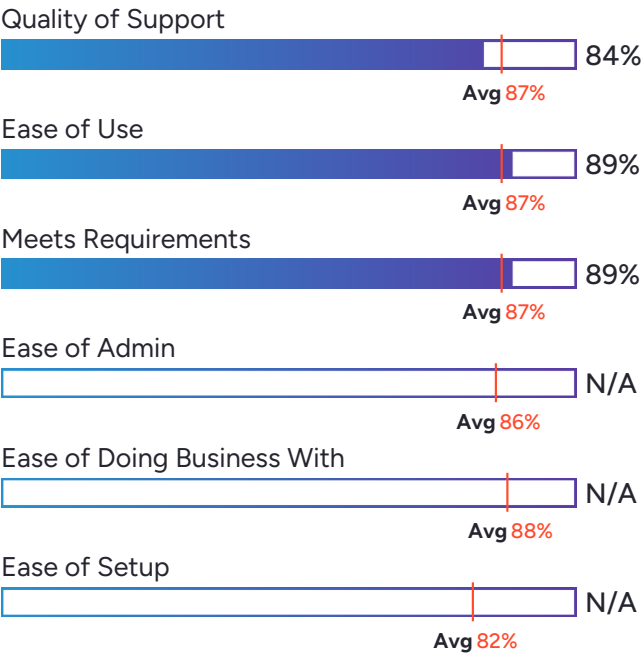


Purchase Commerce

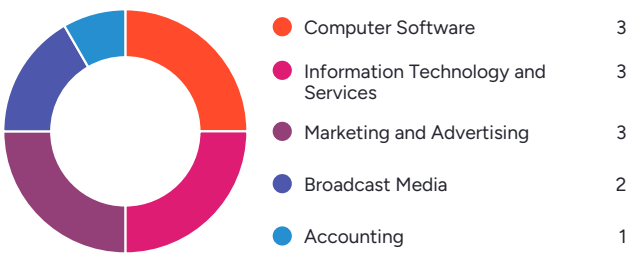
4.3 ★★★★★ (22)

Purchase Commerce has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Purchase Commerce at a rate of 85%.

Satisfaction Ratings

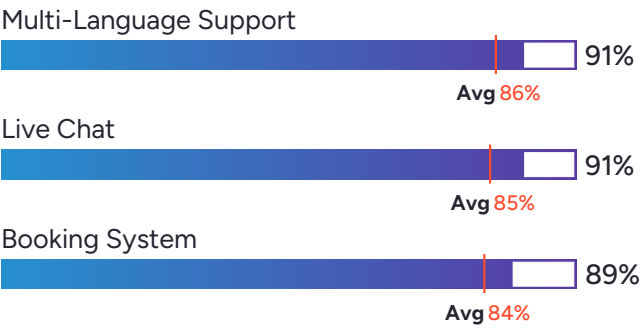


Top Industries Represented

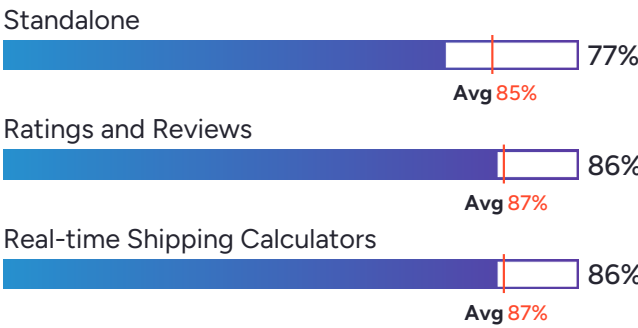


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
Infinijith Apps & Technologies Pvt Ltd



HQ Location
Coimbatore, TamilNadu



Year Founded
2014



Employees (Listed On LinkedIn)
0



Company Website
purchasecommerce.com

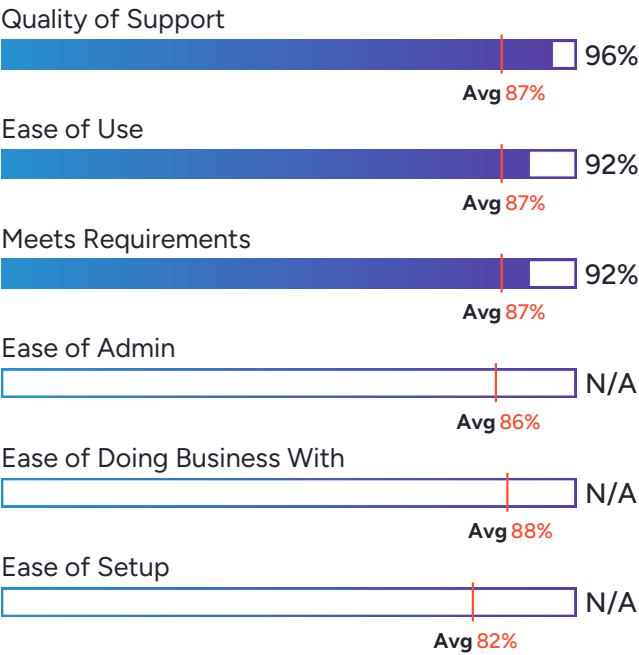


Multi-Vendor eCommerce

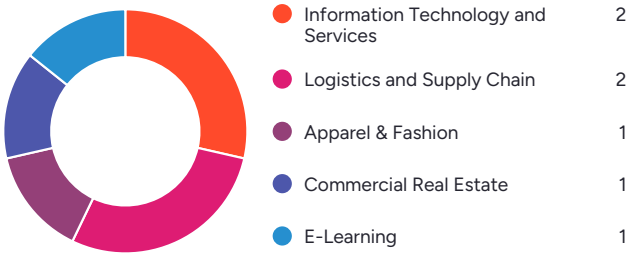
4.6 ★★★★★ (10)

Multi-Vendor eCommerce has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Multi-Vendor eCommerce at a rate of 91%.

Satisfaction Ratings

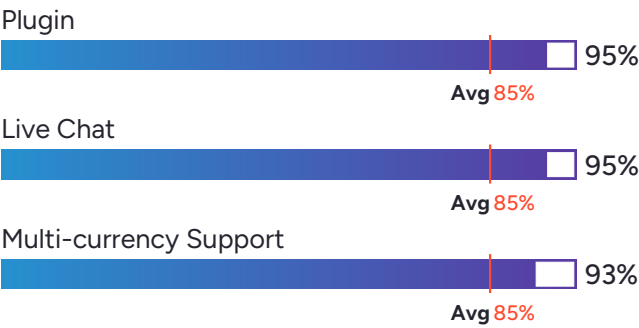


Top Industries Represented

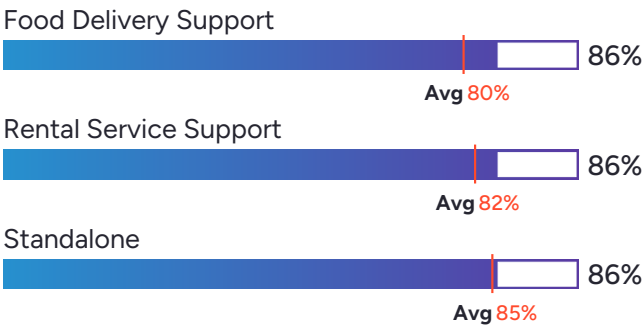


*N/A is displayed when fewer than five responses were received for the question.

Highest-Rated Features



Lowest-Rated Features



Ownership
ecommand

HQ Location
London, GB

Employees (Listed
On LinkedIn)
2

Company Website
ecommand.co.uk

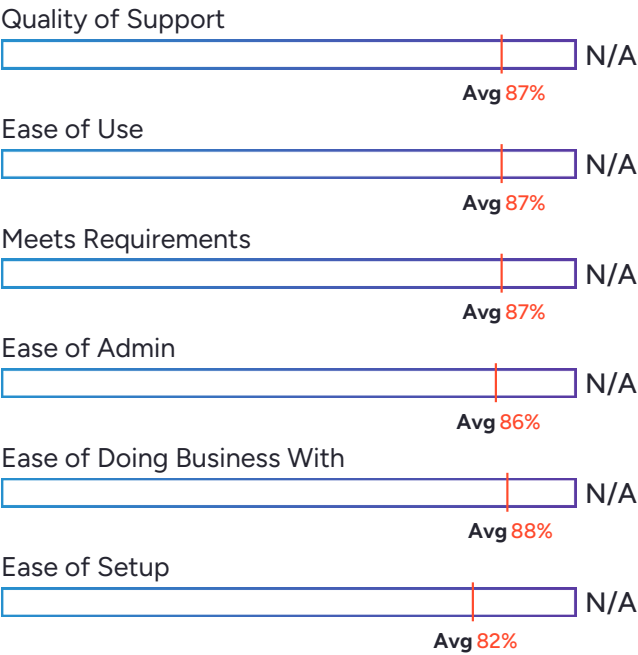


Genstore

4.3 ★★★★★ (11)

Genstore has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Genstore at a rate of 85%.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
ShopyGen



HQ Location
Wattana, Bangkok



Year Founded
2017



Employees (Listed
On LinkedIn)
3



Company Website
shopygen.com

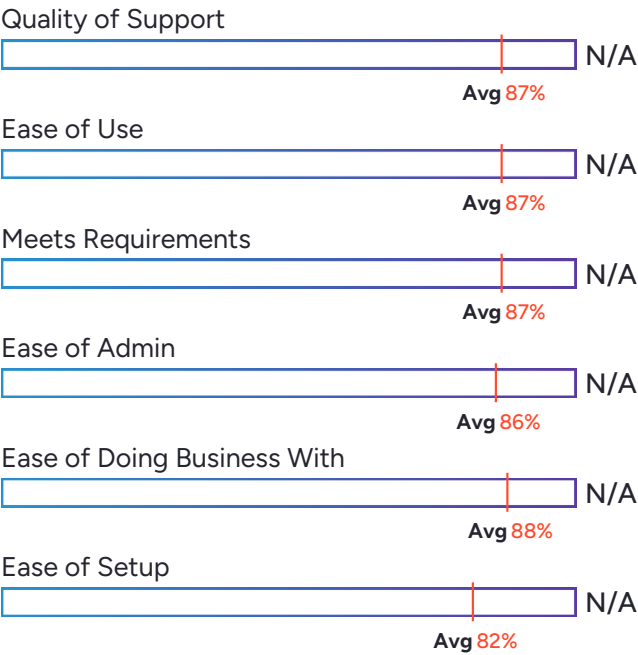


Purchase Commerce

4.3 ★★★★★ (11)

Purchase Commerce has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Purchase Commerce at a rate of 86%.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
Infinijith Apps & Technologies Pvt Ltd



HQ Location
Coimbatore, TamilNadu



Year Founded
2014



Employees (Listed On LinkedIn)
0



Company Website
purchasecommerce.com



Satisfaction Ratings for Marketplace

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Mirakl Connect	92%	86%	89%	86%	88%	88%	87%	90%	73
Sharetribe	94%	97%	87%	97%	99%	96%	94%	94%	89
Rokt Catalog (formerly Canal)	94%	89%	91%	91%	90%	93%	92%	90%	78
Shipturtle	90%	100%	91%	96%	96%	97%	92%	90%	71
Trade India	83%	69%	90%	N/A	N/A	89%	N/A	96%	50
Anchanto Order Management	82%	76%	82%	88%	79%	85%	79%	83%	38
Mirakl Inc	79%	86%	82%	N/A	N/A	80%	83%	84%	40
Rithum	76%	70%	80%	69%	75%	69%	60%	75%	33
CS-Cart Multi-Vendor	95%	94%	91%	93%	96%	91%	93%	92%	85
OroCommerce	87%	100%	91%	89%	91%	89%	86%	86%	53
Yo!Kart	93%	96%	90%	87%	93%	93%	86%	89%	80
Yelo	72%	65%	76%	83%	77%	71%	78%	78%	27
Selldone	96%	100%	92%	N/A	N/A	97%	89%	88%	82
Dokan Multivendor Marketplace	92%	100%	92%	88%	95%	90%	91%	84%	63
Carro	87%	71%	85%	88%	94%	89%	86%	85%	51
Infiterra	92%	91%	87%	83%	95%	87%	79%	77%	81
Acq.to	92%	94%	94%	N/A	N/A	93%	N/A	97%	79
SouqBox	91%	100%	92%	N/A	N/A	98%	N/A	96%	72
CloudBlue	94%	71%	86%	82%	89%	81%	82%	83%	85

(Satisfaction Ratings for Marketplace continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketplace

(continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
NuORDER	78%	100%	80%	N/A	N/A	79%	69%	83%	27
AppDirect	66%	50%	63%	69%	74%	76%	57%	68%	0
Laravel Ornate	80%	100%	86%	N/A	N/A	77%	N/A	77%	18
Apurple E-Commerce	82%	85%	89%	84%	78%	82%	80%	86%	39
ShopX	86%	90%	89%	N/A	N/A	85%	N/A	90%	51
Omnyfy	85%	100%	86%	N/A	N/A	90%	N/A	96%	41
Purchase Commerce	85%	50%	89%	N/A	N/A	84%	N/A	89%	50
Multi-Vendor eCommerce	91%	83%	92%	N/A	N/A	96%	N/A	92%	70
Genstore	85%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	45
Purchase Commerce	86%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	54
Average	86%	86%	87%	86%	88%	87%	82%	87%	56

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100



Feature Comparison for Marketplace

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Vendor Tools

	Live Chat	Booking System
Mirakl Connect	N/A	N/A
Sharetribe	77%	92%
Rokt Catalog (formerly Canal)	81%	66%
Shipturtle	83%	
Trade India	80%	86%
Anchanto Order Management	83%	
Mirakl Inc	74%	69%
Rithum	N/A	N/A
CS-Cart Multi-Vendor	90%	81%
OroCommerce	83%	89%
Yo!Kart	84%	80%
Yelo	78%	79%
Selldone	N/A	N/A
Dokan Multivendor Marketplace	N/A	N/A
Carro		94%
Infiterra	N/A	
Acq.to	92%	92%
SouqBox	N/A	N/A
CloudBlue		

(Feature Comparison for Marketplace continues on next page)

*N/A is displayed when fewer than five responses were received for the question.
**A blank box indicates that a seller has selected that they do not offer that feature.



Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Vendor Tools

	Live Chat	Booking System
NuORDER	N/A	
AppDirect	N/A	N/A
Laravel Ornate	86%	77%
Apurple E-Commerce	89%	92%
ShopX	85%	86%
Omnyfy	88%	92%
Purchase Commerce	91%	89%
Multi-Vendor eCommerce	95%	90%
Genstore	N/A	N/A
Purchase Commerce	N/A	
Average	85%	84%

(Feature Comparison for Marketplace continues on next page)

*N/A is displayed when fewer than five responses were received for the question.
**A blank box indicates that a seller has selected that they do not offer that feature.



Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Customer Tools

	Ratings and Reviews	Real-time Shipping Calculators
Mirakl Connect	N/A	N/A
Sharetribe	91%	86%
Rokt Catalog (formerly Canal)	81%	78%
Shipturtle	N/A	N/A
Trade India	89%	90%
Anchanto Order Management	83%	86%
Mirakl Inc	86%	86%
Rithum	N/A	N/A
CS-Cart Multi-Vendor	88%	90%
OroCommerce	89%	86%
Yo!Kart	88%	87%
Yelo	75%	81%
Selldone	N/A	N/A
Dokan Multivendor Marketplace	N/A	N/A
Carro		
Infiterra	N/A	
Acq.to	93%	94%
SouqBox	N/A	N/A
CloudBlue	N/A	

(Feature Comparison for Marketplace continues on next page)

*N/A is displayed when fewer than five responses were received for the question.
**A blank box indicates that a seller has selected that they do not offer that feature.



Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Customer Tools

	Ratings and Reviews	Real-time Shipping Calculators
NuORDER		N/A
AppDirect	N/A	N/A
Laravel Ornate	88%	N/A
Apurple E-Commerce	89%	94%
ShopX	86%	86%
Omnyfy	92%	92%
Purchase Commerce	86%	86%
Multi-Vendor eCommerce	93%	93%
Genstore	N/A	N/A
Purchase Commerce	N/A	N/A
Average	87%	87%

(Feature Comparison for Marketplace continues on next page)

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Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Localization

	Multi-Language Support	Multi-currency Support
Mirakl Connect	N/A	N/A
Sharetribe	90%	80%
Rokt Catalog (formerly Canal)	76%	80%
Shipturtle	91%	N/A
Trade India	89%	82%
Anchanto Order Management	79%	86%
Mirakl Inc	89%	80%
Rithum	N/A	N/A
CS-Cart Multi-Vendor	91%	94%
OroCommerce	83%	83%
Yo!Kart	84%	85%
Yelo	80%	82%
Selldone	N/A	N/A
Dokan Multivendor Marketplace	N/A	N/A
Carro		77%
Infiterra	74%	89%
Acq.to	96%	94%
SouqBox	N/A	N/A
CloudBlue	N/A	N/A

(Feature Comparison for Marketplace continues on next page)

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Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Localization

	Multi-Language Support	Multi-currency Support
NuORDER	N/A	N/A
AppDirect	N/A	N/A
Laravel Ornate	86%	80%
Apurple E-Commerce	84%	86%
ShopX	82%	89%
Omnyfy	90%	84%
Purchase Commerce	91%	N/A
Multi-Vendor eCommerce	93%	93%
Genstore	N/A	N/A
Purchase Commerce	N/A	N/A
Average	86%	85%

(Feature Comparison for Marketplace continues on next page)

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**A blank box indicates that a seller has selected that they do not offer that feature.



Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Software Offering

	Standalone	Plugin
Mirakl Connect	N/A	N/A
Sharetribe	96%	86%
Rokt Catalog (formerly Canal)	81%	85%
Shipturtle	83%	94%
Trade India	83%	79%
Anchanto Order Management	79%	78%
Mirakl Inc	69%	86%
Rithum	N/A	N/A
CS-Cart Multi-Vendor	92%	79%
OroCommerce	91%	86%
Yo!Kart	92%	73%
Yelo	77%	73%
Selldone	N/A	N/A
Dokan Multivendor Marketplace	N/A	N/A
Carro		88%
Infiterra	N/A	
Acq.to	90%	93%
SouqBox	94%	N/A
CloudBlue		

(Feature Comparison for Marketplace continues on next page)

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Feature Comparison for Marketplace

(continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Software Offering

	Standalone	Plugin
NuORDER	N/A	
AppDirect	N/A	N/A
Laravel Ornate	79%	88%
Apurple E-Commerce	86%	88%
ShopX	89%	87%
Omnyfy	90%	84%
Purchase Commerce	77%	86%
Multi-Vendor eCommerce	86%	95%
Genstore	N/A	N/A
Purchase Commerce	N/A	
Average	85%	85%

*N/A is displayed when fewer than five responses were received for the question.
**A blank box indicates that a seller has selected that they do not offer that feature.



Additional Data for Marketplace

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Mirakl Connect	93%	7%	0%
Sharetribe	95%	5%	0%
Rokt Catalog (formerly Canal)	87%	11%	2%
Shipturtle	94%	6%	0%
Trade India	63%	13%	25%
Anchanto Order Management	57%	43%	0%
Mirakl Inc	70%	20%	10%
Rithum	67%	30%	3%
CS-Cart Multi-Vendor	90%	10%	0%
OroCommerce	47%	40%	13%
Yo!Kart	91%	9%	0%
Yelo	91%	9%	0%
Selldone	100%	0%	0%
Dokan Multivendor Marketplace	100%	0%	0%
Carro	95%	5%	0%
Infiterra	36%	27%	36%
Acq.to	72%	23%	5%
SouqBox	70%	30%	0%
CloudBlue	29%	50%	21%

(Additional Data for Marketplace continues on next page)

*N/A is displayed when data is not publicly available.



Additional Data for Marketplace

(continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
NuORDER	55%	27%	18%
AppDirect	42%	33%	25%
Laravel Ornate	55%	36%	9%
Apurple E-Commerce	86%	11%	4%
ShopX	68%	20%	12%
Omnyfy	42%	42%	17%
Purchase Commerce	64%	14%	23%
Multi-Vendor eCommerce	50%	40%	10%
Genstore	91%	0%	9%
Purchase Commerce	91%	9%	0%
Average	72%	20%	8%

(Additional Data for Marketplace continues on next page)

*N/A is displayed when data is not publicly available.



Additional Data for Marketplace

(continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Mirakl Connect	Mirakl	2012	894	187,291
Sharetribe	Sharetribe	2011	35	3,661
Rokt Catalog (formerly Canal)	ROKT	2012	752	211,157
Shipturtle	Shipturtle	2021	59	8,165
Trade India	Trade India	1996	3,846	74,434
Anchanto Order Management	Anchanto	2011	326	108,701
Mirakl Inc	Mirakl	2012	894	187,291
Rithum	Rithum	1997	934	78,834
CS-Cart Multi-Vendor	CS-Cart	2005	31	1,610
OroCommerce	Oro, Inc	2012	122	11,596
Yo!Kart	FATbit Technologies	2004	46	3,176
Yelo	Jungleworks	2011	345	33,997
Selldone	Selldone	2018	4	1,158
Dokan Multivendor Marketplace	weDevs	2012	92	31,149
Carro	Carro		42	6,552
Infiterra	Infiterra	2012	120	11,120
Acq.to	Getreve Ltd.	2020	2	323
SouqBox	SouqBox	2017	5	291
CloudBlue	HostPapa	2006	311	21,826

(Additional Data for Marketplace continues on next page)

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Additional Data for Marketplace

(continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
NuORDER	NuORDER	2011	127	12,849
AppDirect	AppDirect	2009	1,149	160,504
Laravel Ornate	Pofi Technologies	2014	72	1,316
Apurple E-Commerce	aPurple	2018	6	1,821
ShopX	Naresh Kumar	2011	163	6,816
Omnyfy	Omnyfy	2017	8	1,083
Purchase Commerce	Infinijith Apps & Technologies Pvt Ltd	2014	0	552
Multi-Vendor eCommerce	ecommand		2	73
Genstore	ShopyGen	2017	3	39
Purchase Commerce	Infinijith Apps & Technologies Pvt Ltd	2014	0	552

*N/A is displayed when data is not publicly available.