

Launch and Manage Any Retail Partnership Model

Manage your dropship and marketplace models in one place



Today's consumers are hungrier than ever for more choice and convenience. But while the expectations may sound simple, meeting them is not. Each order requires its own ideal mix of partners, channels and delivery logistics to be profitable, but the fixed nature of traditional online retail systems makes this incredibly hard to achieve. That's why Rithum combines dropship and marketplace models in one platform — so you can deliver the right products at the right time and cost, for every order.

The mix-and-match platform for any partnership model

Dropshipping lets you expand your product offerings. A private marketplace lets you diversify and attract more customers. So which approach should you choose? With Rithum, you can have both. Seamlessly switch between models to:

- Explore marketplaces: If you're currently using dropship and would like to explore your own private marketplace, Rithum gives you the option to do both.
- Test new categories: Use a private marketplace model to test new product categories without the operational expense. If it proves successful, you can switch to dropshipping for more control over pricing, margin and marketing.
- List new products: Add new items to your site within days while giving your suppliers full visibility into the listing status of each item.
- Expand your assortment. Quickly onboard hundreds of new sellers and products with advanced catalogue services. Then test them with a combination of drop ship and marketplace.

Integrate once to optimise all your channels

When your dropship and marketplace models work together, amazing things can happen. Like greater profitability. More consumer loyalty. And an online business that keeps growing like never before.

Dropship convenience

You need a dropship solution that takes the complexity out of managing inventory, packaging and shipping. Rithum helps you create a dropship model primed for constant change — just as we have for many of the world's fastest-growing retailers.

Private marketplace power

Looking to differentiate with a private marketplace? Rithum provides the supplier insights, product discovery and automated SKU conversion you need to curate unique product assortments and strengthen customer relationships.

"As M&S...reshapes as an omnichannel retailer, we wanted a strategic partner that could help us deliver a best-in-class shopping experience for our customers. Rithum has proven expertise."

- Henry Swift, Head of Online Commercial, M&S.com

[Request a demo](#) to learn more and speak with one of our e-commerce experts.

Rithum helps you:



Grow strategically

Regain control of all your partnerships — from big brands to artisanal suppliers — so you can expand your business faster.



Boost profitability

Convert product SKUs between dropship and marketplace to optimise margins — accounting workflows are handled automatically for both environments.



Increase loyalty

Give your consumers the choice and convenience they crave by switching between dropship and marketplace as needed.



Attract new customers

Easily test new product categories to broaden your reach as consumer appetites change.