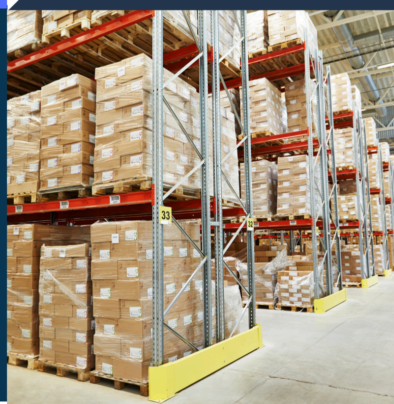
Scale Without Chaos

A Multichannel Guide for Sellers

Learn how to set up, manage, and grow across ecommerce channels with control, accuracy, and speed.



Goflow

Sell Seamlessly

Selling on more than one channel doesn't have to be confusing. This guide shows growing sellers how to pick a selling model, choose the right channels, keep inventory counts accurate, and deliver on fulfillment promises.

Learn how to turn chaos into control through workflows that make multichannel operations simple, scalable, and repeatable.

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Models That Matter
Choosing How You Sell

Before picking where to sell, decide how you'll sell. Your selling model shapes how much control you have over pricing, how cash moves through your business, and how customers experience your brand.

A strong model gives you clarity. You'll know who owns pricing, who handles fulfillment, and who communicates with shoppers. Once that foundation is in place, everything else – from channel setup to fulfillment – runs smoother.

1P

You sell inventory to the retailer, and they sell it to the shopper. It's simpler because the retailer runs the product page, handles pricing, and manages customer service. But you lose control over brand presentation and timing – and payments follow wholesale terms (usually net-30 or net-60).

Try this if:

You already have strong retailer relationships or want to wholesale inventory at large volumes without managing daily operations.

2P

In this setup, the retailer is the seller of record, but you fulfill the order – that's why it's often called the dropship model: you keep inventory and ship to customers on behalf of the retailer. The order happens on the retailer's site, but you fulfill it from your own warehouse or 3PL. It's a mix between wholesale and marketplace selling – you get retailer reach with operational control.

Try this if:

You can meet strict shipping service level agreements (SLAs) and packaging rules, but want to stay closer to the customer experience.

3P

You sell under your storefront directly to customers on a marketplace (like Amazon Seller Central, Walmart Marketplace, or eBay), or through your own online store. You own your pricing, content, and day-to-day operations. That means more work – but also more control and potentially better margins.

3P is perfect for sellers who want speed and flexibility. You can test new SKUs, adjust prices daily, and respond quickly to demand. The trade-off? You're responsible for fulfillment and returns, but solutions like Goflow can automate inventory sync, order routing, and shipping updates.

Try this if:
You want full control and flexibility, and you're ready to manage fulfillment or use Fulfillment by Amazon (FBA)/Walmart Fulfillment Services (WFS).

Hybrid

Most growing brands end up mixing models. You might run 3P for core products, wholesale for big-box buyers, and 2P dropship for special categories or large items. Hybrid selling spreads risk and reaches more shoppers – as long as your systems stay in sync.

Try this if:
You've mastered one channel – but growth is starting to hit a ceiling.

Where Goflow helps

Goflow connects every selling model in one platform – keeping listings, inventory, and orders in sync across 3P, 2P, and 1P channels.

Model	Who Sets the Price	Who Ships	When You Get Paid	Good For
3P	You	You (or FBA / WFS / 3PL)	Right after the sale	Sellers who want control and faster growth
1P	The retailer	The retailer	After invoice (net 30–60)	Brands that want big retail reach without managing listings
2P	The retailer	You (ship to the customer)	After each order	Operators with reliable shipping who want retailer visibility
Hybrid	Shared	Shared	Varies by model	Growing sellers using a mix of models for flexibility

Did you know?

Third-party sellers accounted for ~62% of Amazon's worldwide paid units in Q2 2025 – proof that the 3P model now drives most of the world's largest marketplace.
(Amazon.com, Inc.)

Channel Fit
Choosing Where to Sell

Once your model is clear, it's time to pick where to sell. Start with one anchor channel – the one with the best mix of demand, profit, and operational fit – then layer in one or two follow-ons to expand reach.

Each marketplace attracts a different audience, has different costs, and expects different levels of performance. Here's what to know before you list.

Major Marketplaces

Amazon

Still the largest online marketplace for reach and discovery. Ideal for fast-moving consumer goods, everyday essentials, and recognizable brands. Competition is high, so winning means strong listings, pricing discipline, and reliable delivery.

Best for:

Sellers who want scale and can manage fulfillment speed and content quality.

Fast fact

Amazon is projected to hold over 40% of all U.S. ecommerce in 2025.
(eMarketer)

Walmart

A powerful "second anchor," especially for mass-market products across home, beauty, and general merchandise. Sellers using WFS gain faster delivery tags and more visibility.

Best for:

Brands that appeal to a broad shopper base and can hit two-day delivery speeds.

Fast fact

Walmart Marketplace crossed 200,000 active sellers in 2025, up sharply year over year.
(Marketplace Pulse)

eBay

The original marketplace still holds strong for used products, refurbished goods, collectibles, and parts. The audience values trust, detailed descriptions, and honest grading.

Best for:

Used, refurbished, open-box, or niche products where transparency wins.

Fast fact

eBay reported ~134 million active buyers in Q2 2025.
(EcommerceBytes)

Emerging Channels

Temu

Temu's U.S. marketplace is young and expanding fast. It focuses on everyday, high-volume products, and now allows U.S. sellers to onboard directly. Early movers can learn quickly while competition is light.

Best for:

Sellers who can price competitively or offer value bundles.

Fast fact

Temu opened to U.S. sellers in late 2024, expanding onboarding tools in 2025.
(PYMNTS)

SHEIN

The SHEIN marketplace specializes in fashion, beauty, and accessories. It rewards sellers who refresh assortments often and respond quickly to trends.

Best for:

Any fashion, beauty, or lifestyle seller with fast product cycles.

Fast fact

SHEIN launched its U.S. marketplace in May 2023.
(SHEIN Press Release)

Specialty & Premium Marketplaces

Target Plus

Invite-only and curated, Target focuses on quality, presentation, and brand reliability. It's a good fit once operations are already tight.

Best for:

Established brands maintaining SLAs above 95% and wanting Target's brand-safe environment.

Get invited

Want to sell on Target Plus? Goflow can help you get approved.

Start your application.

Back Market

A fast-growing marketplace for refurbished and certified-used electronics. Known for sustainability and trust, it attracts a loyal, value-conscious audience.

Best for:

Certified refurbishers and eco-focused brands.

Fast fact

Back Market surpassed 10 million active customers in 2024, up 25% YoY.
(Back Market Press)

Nordstrom Marketplace

A premium platform connecting fashion and beauty brands with high-income shoppers. Strong emphasis on presentation, packaging, and consistent service.

Best for:

Luxury, beauty, and lifestyle brands seeking a prestige audience.

Fast fact

Nordstrom.com draws ~30 million monthly unique visitors.
(Similarweb, 2025)

Wish

A mobile-first marketplace known for low prices and global reach, Wish appeals to discount-driven and international shoppers.

Best for:

Budget-friendly SKUs and sellers with flexible shipping.

Fast fact

Wish had ~24 million active buyers worldwide in 2024, with improving delivery times.
(ContextLogic earnings)

Lowe’s Marketplace

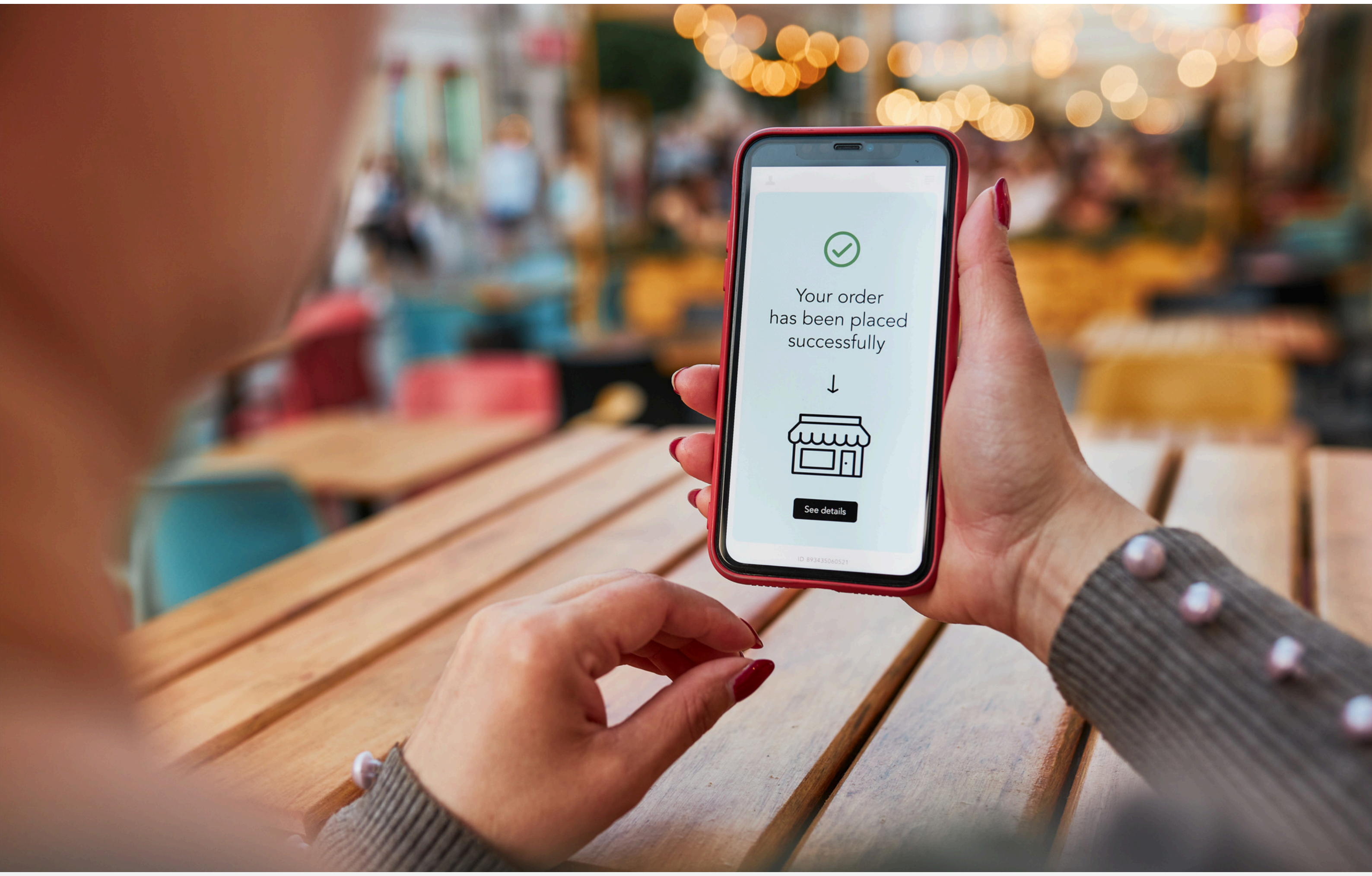
Lowe’s marketplace opens home improvement and décor sellers to a large DIY audience. It’s newer but growing steadily.

Best for:

Home, garden, or tool brands ready for a retail-backed channel.

Fast fact

Lowe’s.com generated $12 billion in online sales in 2024, up 6% YoY.
(Company filing)



Your Own Store

Direct-to-Consumer (DTC)

Running your own DTC site (Shopify, BigCommerce, Magento, or WooCommerce) gives full control over the brand, data, and customer experience. It requires more marketing but drives loyalty and repeat buyers.

Best for:

Brands ready to invest in traffic and storytelling.

Fast fact

Shopify merchants processed $292.3B GMV in 2024.
(Shopify Investors)

Where Goflow helps

Goflow integrates directly with all these selling channels (plus 250+ more) – syncing product data, inventory, and orders so you can manage your entire mix from one system.

Channel Readiness
From Listing to Delivery

Being “set up” doesn’t just mean uploading listings – it means your entire path from listing to delivery works smoothly. Here’s the checklist:

1 **Listings**

Fill in every required field – title, description, category, images. Use each marketplace’s template to stay compliant.

2 **Ordering**

Test a full order flow. Make sure every order reaches your warehouse or 3PL and that tracking info syncs back correctly.

3 **Fulfillment**

Pick one main method – FBA, WFS, a 3PL, or your own distribution center (DC) – and one backup.

4 **Returns**

Verify your return policies and refund process across all platforms.

Where Goflow helps

Goflow centralizes your product data, flags listing errors before they go live, and syncs orders in real time across all connected channels.

Goflow

Once you've chosen your channels, get the foundation right before you scale. Here's what to confirm first.

Fast fact

Walmart's seller guidelines require ⩾90% on-time delivery, <2% cancellation rates, and ⩾99% valid tracking, strong baselines for any channel.
(Walmart Marketplace Seller Performance Standards)

Inventory Accuracy
Protecting Your Margins

Inventory is a promise. Get it wrong, and you pay for it in cancellations, marketplace ranking hits, and costly customer returns. A high risk of suspension of the account is also possible.

To keep it tight:

- Sync stock across every channel and warehouse.
- Use small, channel-specific buffers to keep oversells low without hurting availability. For example, hold back a few units on fast-moving Amazon listings or reduce available stock by 5% on slower-syncing channels like eBay.
- Keep bundles accurate by tracking their components.
- Reconcile daily (even if automated).

Where Goflow helps

Goflow keeps stock levels accurate across every channel and warehouse in real time. In real-time, it manages bundles, kits, and buffers automatically, reducing oversells and backorders.

Fast fact

U.S. retailers handled $743B in returns (14.5% of sales) in 2023, often due to inaccurate listings or poor stock visibility.
(Walmart Marketplace Seller Performance Standards)

Fulfillment
Keeping the Promise

Good fulfillment isn't just about shipping – it's about reliability. Each marketplace has its own standards, and shoppers expect consistency.

Choose one main method per channel:

- FBA (Amazon)
- WFS (Walmart)
- Your own DC
- 3PL

Then define clear backups for overflow or spikes.

Where Goflow helps
Goflow automates order routing to the best fulfillment option, syncs tracking updates to every channel, and provides visibility into SLA performance.

Pro Tip
Some marketplaces don't allow Amazon-branded boxes. Set up non-Amazon packaging in your FBA settings – Goflow will handle it automatically for every order.

Goflow

Setup Sprint
Four Weeks on Goflow

Follow this practical rollout to launch, test, and stabilize your multichannel operations in a month.

WEEK 0
GET READY

Connect your marketplaces and DTC store to Goflow. Import your product catalog, set your inventory sync, and define your default fulfillment methods.

WEEKS 1-2
LAUNCH ONE ANCHOR

Publish a small starter catalog on Amazon or Walmart. Place a few test orders through the full workflow – from listing to shipping confirmation. Watch three things: stock accuracy, on-time shipping, and early customer feedback.

WEEK 3
ADD ANOTHER CHANNEL

If metrics are stable, expand to eBay, apply to sell on Target Plus, or launch your own DTC store. If your products fit the audience, test new channels like Temu or SHEIN while competition is light.

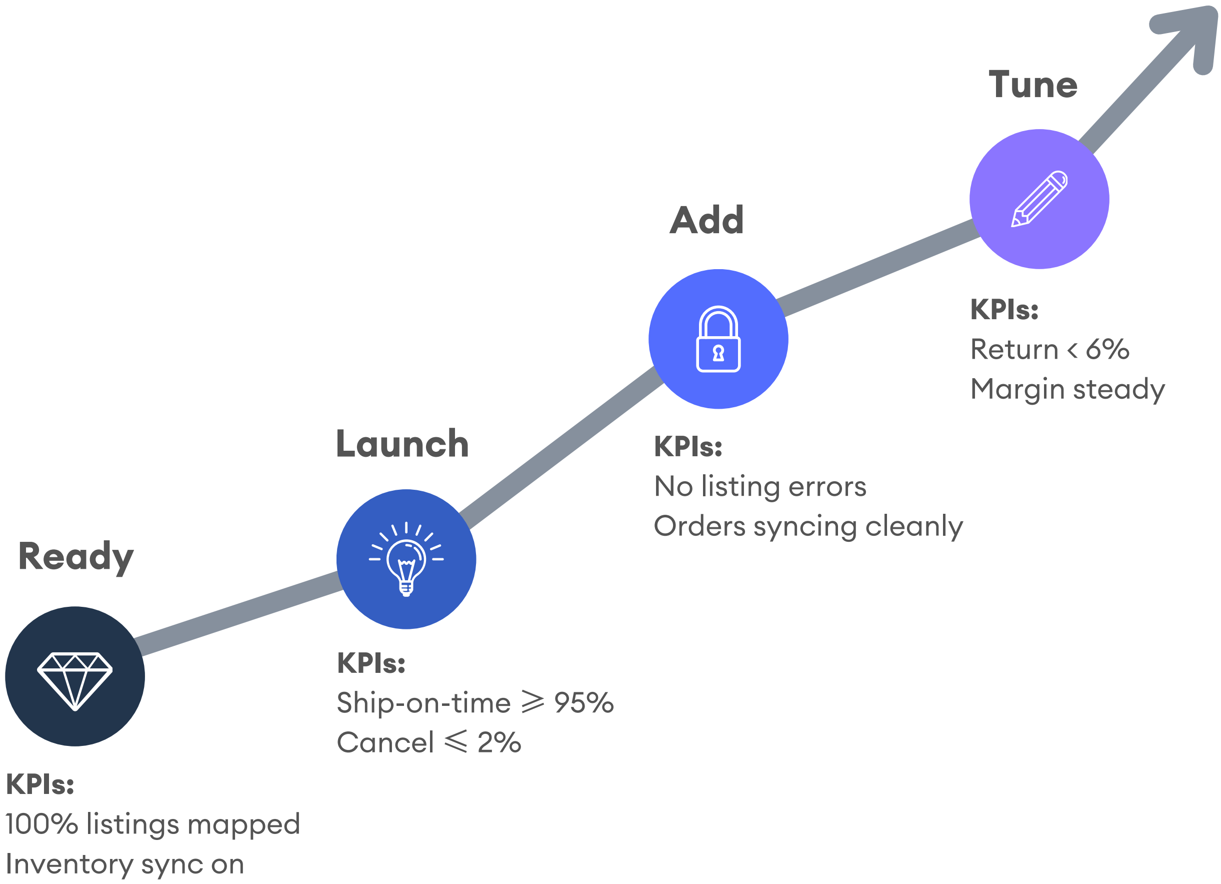
WEEK 3
FINE-TUNE

Review performance. Adjust buffers, fix any listing or shipping errors, and tighten cut-off times. Once operations are stable, you're ready to scale.

Where Goflow helps

Goflow automates order routing to the best fulfillment option, syncs tracking updates to every channel, and provides visibility into SLA performance.

Once you've chosen your channels, get the foundation right before you scale. Here's what to confirm first.



Fast fact

Walmart's rapid growth to 200k+ active sellers (2025) shows onboarding can be fast.

(Walmart Fulfillment Services)

Analyze & Improve
Measure What Matters

Once the system is running, the goal shifts from setup to steady improvement. Every week, open your dashboard and ask:

- Can customers buy it? (in-stock %, listing errors)
- Did we ship on time? (ship-on-time, defect rate)
- Are we profitable? (margin after fees, shipping, and returns)
- Fix what's broken before adding anything new.

Then define clear backups for overflow or spikes.

Where Goflow helps

Goflow brings all your data into one dashboard – showing live inventory, order status, and key performance metrics across every channel.

Fast fact

Sellers who maintain >95% on-time rates and <2% cancellations earn better visibility and "preferred" tags on most major marketplaces.

(Walmart Seller Performance Standards & Amazon Seller Fulfilled Prime Requirements)

The Bottom Line

Scaling across multiple channels doesn't have to mean losing control.

When your selling model, channels, inventory, and fulfillment work together, growth feels simple and repeatable. The goal isn't to sell everywhere; it's to sell well everywhere.

With Goflow, sellers can connect every marketplace and storefront, sync inventory automatically, and manage orders and fulfillment from one dashboard. Less guesswork. Fewer errors. More time to scale. And most importantly, more profit to be made.

About Goflow

Growing across multiple marketplaces shouldn't mean adding complexity. Goflow was built for sellers who want to scale confidently – without spreadsheets, oversells, or sleepless nights. It's a modern Multichannel Operations System (MCOS) that connects every sales channel, warehouse, and fulfillment partner into one real-time hub.

With Goflow, sellers spend less time fixing errors and more time growing their business. From listings to shipments to financial visibility, every workflow is streamlined so teams can act faster, fulfill smarter, and keep every promise to their customers.

$12.92B+
in online merchandise moved

629M+
transactions successfully completed

280M+
packages accurately fulfilled

200+
channels with optimized integrations

Key Features

Listing & Catalog Sync
Manage product data from a single hub. Push clean, compliant listings to every channel and use Goflow's templates to reduce content errors and mismatched attributes.

Unified Inventory Management
Always know what's in stock, where it is, and what's selling. Goflow syncs quantities across all channels – including Amazon, Walmart, eBay, Target Plus, Temu, SHEIN, Shopify, and more – to prevent oversells and missed sales.

Multichannel Order Routing
Automatically send orders to the best fulfillment option based on inventory levels, location, and shipping speed. Whether it's FBA, WFS, 3PL, or your own DC, Goflow ensures orders ship on time, every time.

Real-Time Analytics & Reporting
Track what's working and what's not with one dashboard. Monitor revenue, shipping performance, returns, and contribution margins across every marketplace – no manual exports required.

Automated Workflows
Reduce repetitive work with automation triggers – from low-stock alerts and label printing to error resolution. Goflow handles the small stuff so your team can focus on strategy.

Scalable Integrations
Connect marketplaces, ERPs, WMS systems, and financial tools in minutes. Goflow has an open API that grows with you – whether you're expanding into new channels or scaling to new markets.

Why Goflow?

Because operations shouldn't slow you down.

Goflow keeps your multichannel systems connected and accurate – one source of truth for listings, inventory, orders, fulfillment, and analytics.

When your systems stay in sync, growth becomes an adventure – not chaos.

Never stop growing.

Ready to simplify your multichannel operations?

Request a demo

goflow.com/demo

Try Goflow for free

goflow.com/join

Goflow

Seller's Quick Reference

1P (First-Party Seller)
A wholesale model where you sell your products to the retailer, who then sells them to customers. The retailer controls pricing, listings, and fulfillment.

2P (Second-Party / Dropship)
A retailer-facilitated dropship model. The order happens on the retailer's website, but you ship it directly to the shopper from your warehouse or 3PL. The retailer is the seller of record.

3P (Third-Party Seller)
A selling model where you list and sell products directly to customers on a retailer's marketplace (like Amazon Seller Central, Walmart Marketplace, or eBay). You own pricing, listings, and fulfillment.

3PL (Third-Party Logistics Provider)
An external company that manages your warehousing, packing, and shipping instead of you doing it in-house.

Anchor Channel
Your primary sales channel – where your brand already converts and your economics work best.

Buffer Stock (Safety Stock)
Extra units held back from your live listings to prevent overselling when multiple channels share inventory.

Channel
A sales pathway through which a product reaches customers – including marketplaces, dropship programs, or your own DTC store.

Contribution Margin
The profit remaining after deducting variable costs (like shipping, fees, and returns) from sales revenue.

DC (Distribution Center)
Your own warehouse or storage facility where products are picked, packed, and shipped.

DTC (Direct-to-Consumer)
Selling directly to customers through your own online store – often built on platforms like Shopify, BigCommerce, Magento, or WooCommerce.

FBA (Fulfillment by Amazon)
A service where Amazon stores, picks, packs, and ships your products on your behalf. Orders qualify for Prime shipping and Amazon handles customer service for those orders.

Follow-On Channel
Additional channels added after your anchor channel to expand reach.

GMV (Gross Merchandise Value)
The total dollar value of items sold through a sales channel before fees, discounts, or returns. It's a measure of total transaction volume.

KPI (Key Performance Indicator)
A measurable goal used to track business or operational performance – such as on-time shipping rate, order defect rate, or return rate.

MCOS (Multichannel Operating System)
A platform that enables you to seamlessly sell on multiple channels.

ODR (Order Defect Rate)
A performance metric used by Amazon and other marketplaces. It measures the percentage of orders with issues such as negative feedback, chargebacks, or A-to-Z claims. Keeping ODR below 1% is critical.

SKU (Stock Keeping Unit)
A unique identifier used to track a specific product, variation, or bundle in your inventory.

SLA (Service Level Agreement)
The performance standards you agree to meet with a marketplace or fulfillment partner (e.g., on-time shipping rate, response time, or delivery speed).

WFS (Walmart Fulfillment Services)
Walmart's fulfillment program for Marketplace sellers. Similar to FBA, it handles storage, picking, packing, and shipping, with fast delivery badges that improve visibility.