

## 2. Commissions & Subscriptions

- 2.1 History of Online Marketplace Commissions: Boston Computer Exchange
  - 2.2 Modern Marketplaces: Instacart
  - 2.3 Take Rate
  - 2.4 Subscriptions
  - 2.5 Listing fees
  - 2.6 Lead Fees
  - 2.7 Other considerations
  - 2.8 Financial Considerations of Marketplace Monetization
  - 2.9 Example Vendor Offering: Stripe
  - 2.10 Key Take-Aways
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*One way to assess the viability of a business idea is to consider its ability to be monetized. If something can't be monetized, it isn't a business. And if there's no path to profitability, then it has no worth.*

— Hendrith Vanlon Smith Jr, CEO of Mayflower-Plymouth

### Introduction

As you've already read, marketplaces are exploding in popularity and are predicted to continue to grow and outpace conventional eCommerce for the foreseeable. The reason marketplaces are experiencing high growth is the value they can provide to multiple sides of the network. Operators and orchestrators are not limited to monetizing only supply-side or buyer-side participants. Not only can marketplaces monetize both sides of the network, but high-volume marketplaces also can introduce additional participants that find value and monetize their participation.