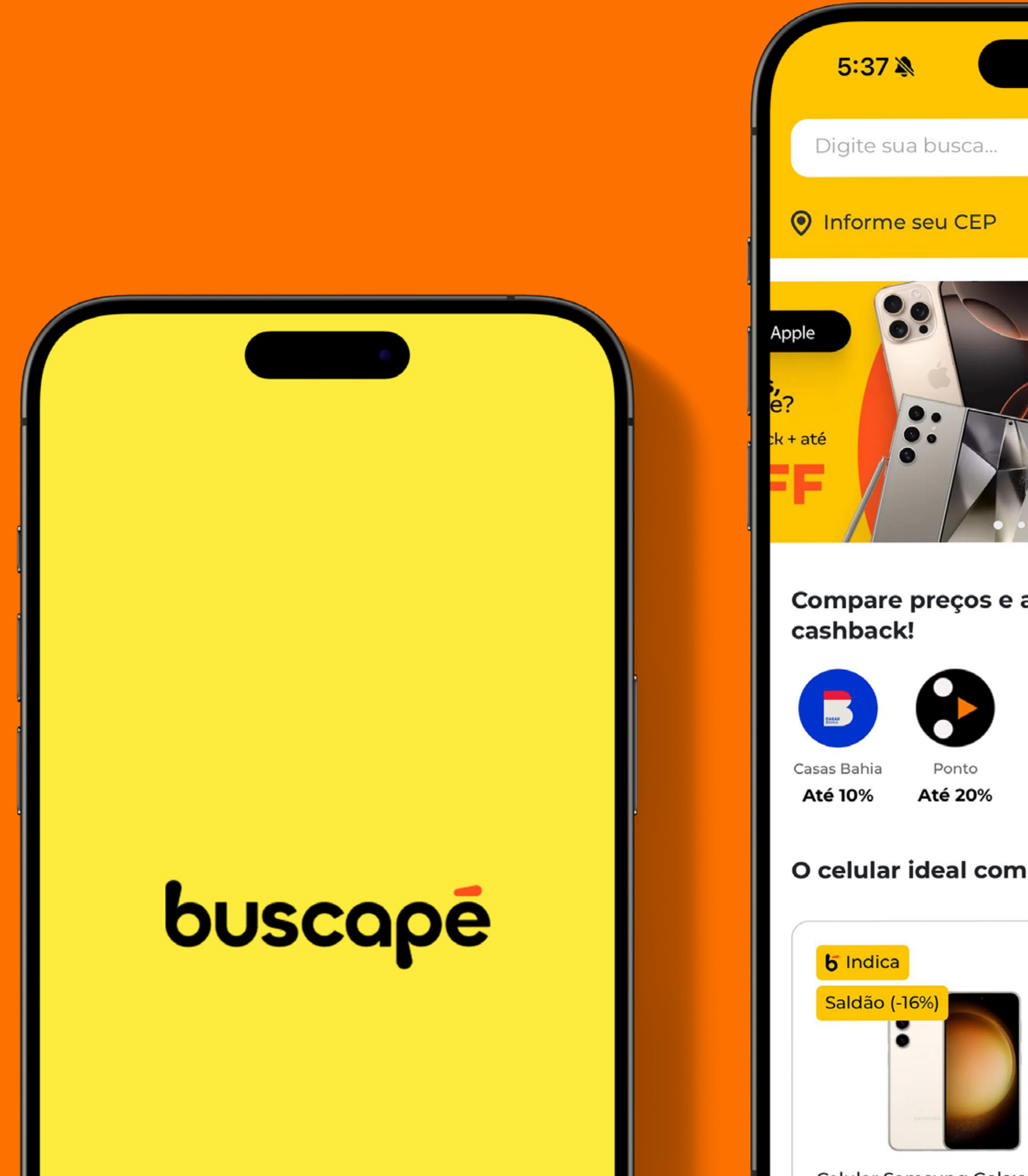


# Driving \$10M in Extra Profit Through a New Revenue Stream

Partners in success  eurekalabs +  buscapê



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Buscapé, one of Brazil's top e-commerce players, partnered with Eureka Labs to create a new revenue stream by launching a marketplace platform. This initiative successfully **attracted 1,500 new merchants and enhanced user experience, generating an additional \$10M in profit within two years.** Discover the full story behind Buscapé's transformation.

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# About Buscapé

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Buscapé, founded in 1999, simplifies shopping by aggregating products from reputable retailers and offering price comparisons and reviews. The platform is known for its valuable pricing intelligence and helping users make informed decisions.

# The Challenge

To adapt to the rise of online marketplaces and diversify its revenue streams, Buscapé needed to focus on the following key initiatives:

- **Marketplace platform launch:** To effectively compete in the evolving e-commerce landscape.
- **New merchant acquisition:** To expand the seller base, while ensuring a seamless onboarding.
- **User experience enhancement:** To streamline product discovery and purchase for buyers.
- **Process automation:** To scale with automated payments, order management, and shipping.

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# The Solution

We kicked off with strategic consulting, identifying growth opportunities through business analysis and competitor benchmarking. To execute the vision, we assembled a dedicated Agile Pod to lead platform implementation and custom software development. The team delivered a comprehensive solution that included:



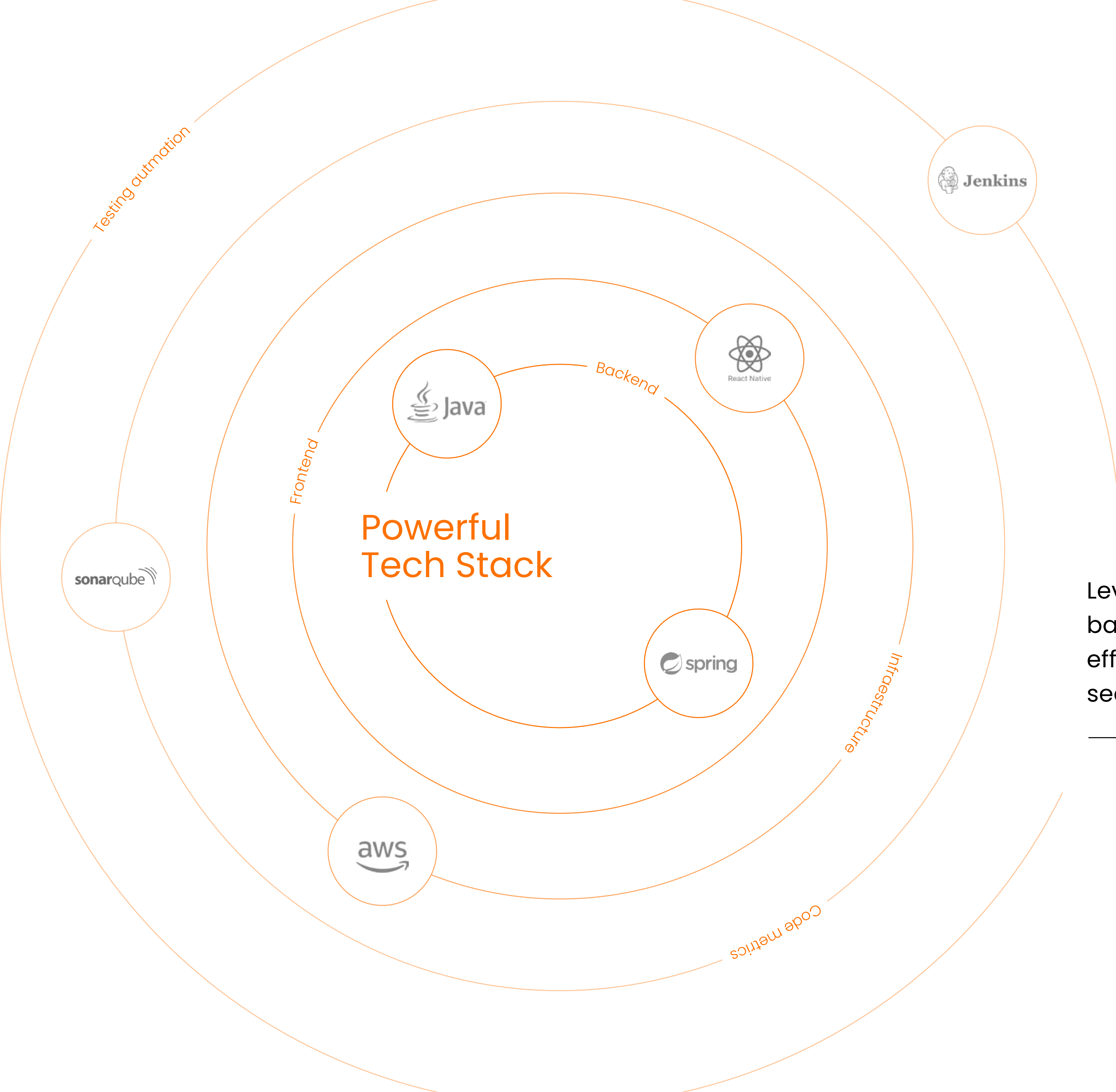
**Revamping the buyer experience** to make it more intuitive, engaging, and conversion-driven.



**Building a scalable merchant platform** with streamlined onboarding, robust infrastructure, and seamless integration with Buscapé's existing systems.



**Automating key processes** such as payments, order management, and shipping to boost operational efficiency and reduce manual errors.



Leveraging advanced front-end frameworks, reliable backend systems, and automation, Buscapé can now efficiently manage high transaction volumes and ensure seamless performance during peak demand periods.

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# The Results

These are the transformative outcomes achieved in 2 years

\$10M  
in extra profit

1500  
new merchants

55m users

2x increase  
in organic traffic  
and sales

Record-breaking  
Black Friday

By combining efforts with Eureka Labs, Buscapé was able to achieve greater profitability through the new revenue stream, while minimizing cannibalization of its existing business model.



Sandoval Martins, CEO,  
**buscapê**

“Buscapê has been a leading e-commerce company since 1999. Adding a marketplace model to our core business was a necessary yet difficult endeavor.

**We needed a partner that combined industry expertise with execution excellence** to help us implement this strategy while rebuilding our technology architecture for the long term. **Eureka Labs provided that and much more.”**

# Ready to Build a Smart Partnership?

We're more than a vendor—we're your potential Growth Partner.  
Let's clear your backlog!

Let's talk