Partnership integration Between Maropost and Payday Deals

FOR IMMEDIATE RELEASE

# Payday Deals Connect Maropost Merchants with Aussie Shoppers

## Australian Ecommerce Sales Surge for Local Brands

(*South Yarra, Victoria, Australia - November 6, 2021*) Payday Deals, one of Australia’s fastest-growing online marketplaces, has partnered with Maropost, a leader in ecommerce and multi-channel marketing software, to revolutionise Australian online shopping.

New and existing merchants on the Maropost platform can now list products on Payday Deals’ exclusive Australian-only sales channel and offer their online marketplace to a wider public. Payday Deals has a solid customer base with tens of thousands of loyal Australian shoppers.

“The average small to medium DTC brands in Australia are struggling to adapt to growing online consumer demands, as the cost and competition to market online continues to soar,” said Rojie Tadros, CEO & Founder of Payday Deals. “Payday Deals solves this concern by partnering local brands with our marketplace platform to effortlessly increase sales and brand exposure.”

Payday Deals understands that experiences are more memorable than products. Their goal is to replicate the in-store shopping trip by adding a human touch to the online buying experience. They focus on providing each customer with a rewarding interaction and more personal care than other online retailers.

“Our decision to partner with Maropost was unanimous,” said Tadros. “They aligned with our ambition to best serve our growing customer base by giving Australian consumers an all-encompassing destination for all their shopping needs whilst supporting local sellers,”

Maropost merchants will enjoy a significant increase in sales and product exposure as a result of the partnership. Both companies deliver the services and products that consumers need by connecting Aussie shoppers with Australia-based brands.

“Our relationship is growing as new and existing Maropost merchants can now tap into Payday Deals' rapidly growing customer base,” said Ross Andrew Paquette, CEO & Founder of Maropost. “Our goal is to increase our mutual sales and product exposure for all of our merchants by implementing this strategy. By working together, we can continue to support Australian local inventory sellers.”

With strong customer experience at the core of the partnership, Maropost and Payday Deals offer Australian online merchants a seamless approach to sell more and increase brand exposure.

**About Payday Deals**

[Payday Deals](https://paydaydeals.com.au) is a fast-growing, Australian-based online marketplace with a strong and loyal customer base. The company offers competitive prices and special deals on a variety of goods across Homes & Garden, Baby & Kids, Pets, Appliances, Sports & Outdoors, Fitness, Electronics, Gifts & Novelty, Tools & Equipment, and Health & Beauty. Founded by Rojie Tadros in 2017, Payday Deals is one of Australia’s best and most reliable online shopping sites with convenient ‘buy now pay later' services, including Afterpay, Zip, Openpay, and LatitudePay.

**About Maropost**

[Maropost](https://www.maropost.com/) is on a mission to revolutionise the way marketing and ecommerce automation work together. The platform allows B2C organisations to streamline their audience engagement, customer acquisition and revenue growth by providing companies with Marketing Cloud and Commerce Cloud. The company serves customers across multiple channels, including email and mobile/SMS marketing automation and ecommerce, while providing unparalleled inbox deliverability, advanced reporting and industry-leading audience building and customer journeys.

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