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Skip to content Marienplatz 1780331 Munich, Germany-DE@pattern.com+498974063274 Svetozara Markovićá 4B, Niš 18000, Serbia Omladinska 55a, Kraljevo 36000, Serbia Signing up is easy and takes just a few minutes.Seamlessly integrate with your Seller Central account so you can select shipments.Prepare and label your shipments and send them to Pattern's warehouses.We fast-track your inbound shipments to the right Amazon FCs across the U.S. with no placement fees.Matt M. — owner of lifestyle companyaverage from our dock to Amazon'sWhat is Pattern Fulfillment?Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 46 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across 60+ global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, TikTok Shop, JD, and Mercado Libre.Starting in 2024, we made our fulfillment capabilities that power our core business available to customers who may not want to use our wholesale buy/sell model. This means that all the technology and processes that we've built to scale our business are now available for your business. We are the best in the business for marketplace fulfillment, with Pattern Marketplace Prep, Pattern Middle Mile, and Pattern DTC.What is Pattern Middle Mile?Pattern Middle Mile answers the seller's dilemma about Amazon's inbound placement fees: do you pay Amazon a hefty fee to send FBA orders into one Amazon fulfillment center or do you increase shipping costs by splitting shipments to many fulfillment centers? Middle Mile provides a simpler solution: send your orders into Pattern's 3PL warehouses with optimized pricing, and we'll take it from there. It's a faster, lower-cost solution that removes the complexity from the equation.How does Middle Mile work?After creating your orders on Amazon Seller Central, ship your labeled cartons into Pattern's cross-dock warehouses and we'll deliver them to their destined Amazon fulfillment centers for you, with low pricing based on regions we ship to, fulfillment center type, and the originating warehouse location.What does Pattern gain from Middle Mile?First and foremost, Amazon inbound fees have created challenges for all sellers and at Pattern, we want to be part of the solution. With our world-class warehouse tech and automation, we are able to take on significant volume to help sellers using the network we've already built. We already have significant volume that we ship all over the US, so adding your shipments to our volume is a win-win for everyone. Working together, we can all reduce costs and provide better inventory placement and speed.How do I send a shipment to Pattern's warehouses?You can either schedule a delivery appointment using GoRamp, or we can work with you to pick up your product and deliver it to our warehouses.How long does it take for my products to arrive at Amazon?Our average time from Pattern's outbound dock to Amazon's inbound dock is fewer than 2 days. During peak season, our average is 4.3 days.How am I charged for shipments?We calculate charges based on source warehouse, destination FC zone, and FC type. For more information, please see our pricing details. While we show you estimates within the console, we won't charge your card until those cartons are first scanned through a vision tunnel at our facility to get an accurate volume calculation and then departed on an Amazon-bound truck. Your credit card on file will be charged weekly for all your shipments that leave our warehouse. You may see a temporary hold on your account to verify your credit card.How much volume can your warehouses handle?Our warehouses are built for volume and scale. We process more than 100 million units each year, and our technology will allow us to grow even more.What other 3PL services do you offer?We also offer Pattern Marketplace Prep, which provides faster shipping and helps you avoid inbound placement fees by shipping your product to Pattern's cross-dock warehouse and letting us take care of splitting shipments and transportation.We also offer comprehensive, carrier-agnostic Direct-to-Consumer (DTC) fulfillment. Connect with us 3P Amazon seller globallyCountries for global reachDavid Wright and Melanie Alder launch Pattern as iServe by selling small products on Amazon from Mel's living room.iServe launches TriGuardian, an ecommerce software for pricing protection and control.Two years after starting iServe, Dave and Mel take their first paycheck and move headquarters into a small office in American Fork, Utah.iServe rebrands to Pattern and acquires international ecommerce consultancy Practicology to expand global footprint. Pattern obtains first tech patent and opens new corporate headquarters on Utah's Silicon Slopes.Pattern's TriGuardian software gets a facelift and rebrands to Predict as an all-in-one ecommerce acceleration platform.Pattern raises \$52M in Series A funding co-led by Ainge Advisory and KSV Global.Pattern raises \$225M in Series B funding led by Knox Lane Investments, and hits double unicorn status with a \$2B valuation.The milestone caps off a banner year, reaching 1,400 employees, acquiring two SaaS companies, opening offices in Singapore and India, and launching Accelerate—the world's leading ecommerce acceleration summit.Now operating from 18 global locations and 8 distribution centers, Pattern exceeds \$1.4 billion in annual sales, launches the first full-service partner solution for TikTok Shop, and is named an Inc. Global Power Partner. Casey Mullen — Director of Strategic Development at Host DefenseWhere Pattern Helps You Grow3P Amazon seller globallyOn day one of our partnership, we place orders for all the inventory we'll sell in the first few months. And, as we sell it, we'll keep buying more.Forecasting, content creation, listing optimization, ad strategy, customer service, and more. Our team of experts leverages our patented technology to help you grow.We identify new growth opportunities.We'll work together to identify global expansion opportunities and the marketplaces where we'll grow next.Drive more traffic with deep data.Harness the power of AI-driven ad strategies, automated keyword bidding, and advanced SEO techniques to boost your organic rank and visibility with our ad tech platform.Patented AI ad techGlobal omni-channel advertising teamData-rich AI insightsTrue ROAS™Transform clicks into customers.Elevate your brand with stunning A+ content, high-quality videos, and eye-catching product images.Award-winning creative servicesData-informed content creation with rich performance analyticsComprehensive AI analysis on customer voice and searchOptimize pricing strategy to maximize profits.Maintain price consistency with our market share analysis and cross-channel monitoring.Authorized and unauthorized seller monitoringCounterfeit takedown and enforcementCompetitor price analysis to see how you stack up against competitorsEnsure marketplace compliance with expert listing management and account health assistance.Reduce costs with a full-service 1P Recovery audit for savings on chargebacks and shortagesAmazon Ticket Management and ResolutionAccount health and compliance teams to ensure listings are always liveTechnology patents granted or pendingLeverage ad spend where it matters most for true incremental growth.Create an in-depth view of your audience segments.Boost conversions through image archetype analysis and comprehensive category SEO.Monitor competitors and grow your brand with market share data.Unlock insights into your ecommerce performance and see how you compare to competitors.Track your organic product rankings across millions of search terms.Identify key competitors and their positioning.Optimize your strategy to drive more traffic and sales.See Your Shelf®Gain a comprehensive personalized prepared report of your ecommerce performance using our team of experts and 46T+ dataset. Learn more about your brand'sTraffic Breakdown: Analyze non-branded and branded traffic to identify growth opportunities.Buy Box Ownership: Understand your Buy Box status and strategies to enhance your competitive edge.Pricing Stability: See how much your products are sold for online and how to control your price to maximize growth.Get Your ScorecardConnect with us Lehi, Utah. — September 10, 2025 - Pattern Group Inc. ("Pattern"), a leader in accelerating brands on global ecommerce marketplaces leveraging proprietary technology and AI, today announced that it has launched the roadshow for its proposed initial public offering of Series A common stock. Pattern has filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission (the "SEC") to offer 21,428,572 shares of its Series A common stock to the public. The offering consists of 10,714,286 shares of Series A common stock being offered by Pattern and 10,714,286 shares of Series A common stock being offered by existing stockholders (the "Selling Stockholders"). Pattern will not receive any proceeds from the sale of shares by the Selling Stockholders. In addition, certain Selling Stockholders intend to grant the underwriters a 30-day option to purchase up to an additional 3,214,285 shares of Pattern's Series A common stock at the initial public offering price, less underwriting discounts and commissions. The initial public offering price is expected to be between \$13.00 and \$15.00 per share. Pattern has applied to list its Series A common stock on the Nasdaq Global Select Market under the ticker symbol "PTRN."Goldman Sachs & Co. LLC and J.P. Morgan will act as lead book-running managers for the proposed offering. Evercore ISI and Jefferies will act as joint book-running managers. Baird, BMO Capital Markets, KeyBank Capital Markets, Needham & Company, Stifel, and William Blair will act as additional book-running managers.The proposed offering will be made only by means of a prospectus. Copies of the preliminary prospectus related to the proposed offering, when available, may be obtained from: Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, New York 10282, by telephone at (866) 471-2526, or by email at prospectus-ny@ny.email.gs.com; or J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717 or by email at prospectus-eq.ii@jpmchase.com and postsalemanualrequests@broadridge.comA registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction>About Pattern Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 46 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across 60+ global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, TikTok Shop, JD, and Mercado Libre. Media Contact:Tom CookGlobal Communicationspress@pattern.comInvestor Contact:Whitney KukulkaThe Blueshirt Groupinvestors@pattern.com Trusted by brands (and their favorite creators)Build, onboard, and engage your own network of passionate brand advocates.Automate payments, customize commissions, and take care of your tax forms with ease.Discover top creators tailored to your brand, then recruit them with automated outreach tools.Send products to creators with one-click Shopify sync. Track the impact of your creator marketing down to each individual in your program.Katie Kirkwood, Influencer Marketing and Partnership Manager, Humble BrandsWhat is Pattern Creators?Pattern Creators is the all-in-one solution for brands to win with affiliate marketing. We provide the technology and services to recruit, manage, and measure your creator partnerships to accelerate your growth.What makes Pattern Creators the leading platform for affiliate marketing ecommerce?Pattern Creators offers seamless partner discovery, automated payouts, in-depth tracking, and fast product seeding—everything affiliate programs, all in one intuitive platform.Can I try Pattern Creators before committing?Yes! We offer a free trial so you can explore all the features and see how Pattern Creators can help your brand succeed with affiliate marketing.What kinds of businesses use Pattern Creators?Brands of all sizes, from startups to established companies, use Pattern Creators to streamline and grow their affiliate marketing efforts.start your free trial Digital Asset Management (DAM)Easy access to your content. Centralized and consistent digital assets. Faster go-to-market. All in one place.Product Information Management (PIM)Easily manage and improve data accuracy across every channel for better listings and a consistent customer experience.Share your product content everywhere it needs to go with accuracy, consistency, and speed.Verify your PIM content is accurate and live across every channel for optimized product listings that drive conversions.AI-driven content recommendations to identify gaps, add value, and synthesize customer feedback so you can stay ahead of the competition.One place for all your digital assets and product information.Our AI automatically indexes and optimizes your products for SEO.Defect-free syndication and easy sharing, wherever it needs to go.Instantly see what's live and what's gone wrong."I would definitely recommend Pattern PXM, especially to brands with a lot of products — it's a great solution for accessing, sorting, visualizing, and organizing your product content.""Pattern PXM makes launching new products easier — 100%. Especially in collaborating to create sales assets, then disseminating those among our reps.""Pattern PXM has the highest adoption rate of any software program launched with our company. We were in desperate need of a simple but holistic way to share marketing and product assets."Product Collections ManagedCountries Across the Globe Qualified brands can access the most comprehensive third party marketplace data to uncover their next growth opportunities - For FreeTrusted by hundreds of global brands3P Amazon seller globallyCountries for global reachTrading partner on Tmall GlobalConnect with us Julia reed — Director of ecommerce at sakuraIdentify and Eliminate Profit DetractorsUse True ROAS™ to uncover and act on issues like cannibalization and returns, which are masking your ad spend's true profitability.Maximize Impact with Growth AcceleratorsStrategically focus your ad budget on what truly matters, leveraging accelerators like Customer Lifetime Value and Organic Rank to drive new customers and build a sustainable brand presence.Most ad platforms focus on short-term clicks. Ours is built to support long-term, sustainable growth. One of our core strategies is helping brands reduce their dependence on ad spend by improving their digital shelf presence through smarter advertising. Where do you rank today?See your shelf!If I had a do-over, I would have moved Sakura to Pattern 2 years before I did."They absolutely addressed our issues with retail, helped us achieve over 90% Buy Box win rates, and made advertising a hands-off experience for us.""We like having a huge team of people who are invested in us. You don't necessarily feel like that with an agency, but I feel like Pattern is invested in Balance of Nature."Predictable performance across SKUsMake every dollar count. With 46T+ data points at our fingertips, we analyze your full product portfolio across DTC, retail, and Amazon to find the highest-ROI opportunities. By tying insights to specific SKUs, we help you shift spend where it drives sustainable growth. No more guesswork, just data-backed precision.Most agencies use AMC for surface-level reporting. We go deeper using AMC to power:Advanced audience segmentation (lookalikes, seed groups, high-value shoppers)Clean room traffic & conversion analysisFirst-touch, last-touch, and custom attributionPath-to-conversion analysis for every ad typeIncrementality tracking to prove what's truly workingThis isn't just analytics—it's a roadmap for smarter investment across the funnel.Maximize long-term profitabilityWe integrate your DTC, Amazon, and retail data to paint a full picture of your customers' journey. With that unified view, we help you:Analyze CLTV by channel, product, or customer segmentIdentify and retain high-value shoppersReduce acquisition waste and improve marginStrategically position spend to drive lifetime growth, not one-time winsClean rooms aren't just buzz—they're essential to our data strategy. We use them to securely connect data across platforms, giving you:Cross-channel conversion trackingInsights into where customers shop and how oftenClear visibility into the overlap between DTC, retail, and marketplacesSmarter media planning with zero blind spotsYou get insights others miss—all with privacy built in.Know where you stand and how to winMarket share is your growth potential. We track share by SKU across marketplaces and channels, so you know:Where you're leading, lagging, or poised to growHow competitive your pricing, content, and ads really areWhere to double down to outpace the competitionWe're not just helping you grow, we're helping you win.Connect with us

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