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Marketplaces: Wildberries, Ozon, Yandex Market

Prices 2026 · inreallab

7.7 Turnkey marketplace store management (Wildberries / Ozon / Yandex Market)

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Account management "Start" (1 platform, up to ~25 SKUs)	$500 – $750/month (often + % of turnover)	**from $500/month**	per month
Account management "Business" (Wildberries+Ozon, up to ~50 SKUs)	$650 – $1,200/month	**from $900/month**	per month
Account management "Pro" (3 platforms, 50–100+ SKUs)	$1,200 – $2,800/month	**from $1,300/month**	per month
Turnkey product launch on a marketplace (one-off)	$440 – $1,100	**from $600**	project
SEO optimisation of a product card	$15 – $60/card	**from $15/card**	card
Setup + management of in-platform advertising (bids/ad cost share)	setup $190 – $440; management from $250/month	**from $320/month + platform budget**	per month
Seller account audit (unit economics, product cards, advertising)	$230 – $600	**from $250**	audit

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Product card infographics (set of 5–8 slides, design)	per slide 400–$20; full card set $20 – $75	**from $25/card**	card
Rich content / A+ content (Ozon Rich, Wildberries media description)	$20 – $190/card	**from $50/card**	card
Product photography for the card	per shot 250–$15; product set $25 – $100; shooting day $190 – $500	**from 500/shot (set from $40)**	shot/set
Model photography (fashion / lifestyle for the card)	per look $20 – $50; shooting day $250 – $750	**from $35/look**	look/day
Video for the card (video cover / rich video, up to 15–30 sec)	$40 – $250/video	**from $65/video**	video

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
3D visualisation / 3D render of the product for the card	per angle $25 – $130; set $65 – $250	**from $45/angle**	angle/set
Creating and filling in a product card (from scratch)	300 – $20/card	**from 500/card**	card
Keyword research and clustering for cards (keys, MPStats)	per card 500–$25; per category $40 – $190	**from 900/card**	card/category
Bulk product upload (feed / Excel template, up to 100+ SKUs)	$40 – $190/project	**from $65**	project
Seller account registration and initial setup (Wildberries/Ozon/Yandex Market)	$65 – $320 (one-off)	**from $120**	project
Supply and logistics scheme setup (FBO/FBW/FBS/DBS)	$65 – $250 (one-off)	**from $120**	project
Unit economics and pricing calculation	$40 – $190/project	**from $65**	project
Promotions and price management (promo participation, repricing)	$130 – $380/month	**from $190/month**	per month
Outsourced dedicated marketplace manager	$380 – $900/month	**from $600/month**	per month
Product analytics: niche analysis and product selection before launch	$65 – $380/project	**from $150**	project
Handling fines and compensation claims (returns, disputes with the platform)	$65 – $250 or 10–30% of the recovered amount	**from $90 or 20% of the recovery**	project/%
Account unblocking / restoration, lifting restrictions	$65 – $380	**from $130**	project
Brand storefront / brand zone / seller shop setup	$130 – $650	**from $190**	project
Scaling: launching the range on an additional platform	$250 – $650/platform	**from $320/platform**	platform
Sales analytics setup (MPStats/Finansist dashboard for the account)	$130 – $500	**from $190**	project
Training / consultation on running the seller account	consultation $25 – $130/hour; mini-course $190 – $650	**from $40/hour**	hour/course

Individual items for this technology

1.3 Online stores and e-commerce

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
MVP marketplace (entry tier)	1 seller type, basic moderation, no settlements	$5,000 – $10,000	**from $5,700**	per project
Storefront for marketplaces (WB/Ozon + brand site)	Brand website + integration with marketplaces, single catalogue	$1,200 – $3,800	**from $1,700**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace integration (Ozon / WB / Yandex Market) — syncing stock, prices and orders via API	$650 – $3,200; basic integration from $750 (alternative — SaaS aggregators such as MoySklad are cheaper on a monthly basis)	**from $1,000**	per integration
Product feed/export setup (YML for Yandex Market, XML for Google Merchant, ad feeds)	$40 – $320 (most CMSs have YML export out of the box or via a plugin)	**from $190**	per feed

1.6 Website integrations

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Exporting products to marketplaces (Ozon / Wildberries / Yandex Market)	$250 – $1,000	**from $320**	per project
Generating YML/XML product feeds (Yandex Market, VK Ads, Merchant, price aggregators)	$65 – $320	**from $100**	per project

1.10 Legal pack for launch

DOCUMENT	RUSSIAN MARKET	INREALLAB	UNIT
Public offer	from $130 (for marketplaces/complex cases from $600)	**from $100**	document

2.5 ERP and accounting systems

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Integration of 1C with CRM / bank / marketplaces (API)	$500 – $3,800 per exchange direction	**from $500**	integration

2.6 Marketplaces, aggregators, exchanges/classifieds

SOLUTION	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Working marketplace	+ split payments, delivery, reviews, promotions	$40,000 – $100,000	**from $37,500**	project
Large-scale marketplace	load, recommendations, analytics, API	$100,000 – $150,000	**from $94,000**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Admin panel / marketplace back office (management, moderation, analytics)	$3,800 – $11,500	**from $3,500**	module
B2B marketplace / procurement portal (RFQ, tenders, specifications, contracts)	$19,000 – $50,000	**from $17,500**	project

2.8 Integrations and APIs

INTEGRATION	WHAT WE CONNECT	RUSSIAN MARKET	INREALLAB	UNIT
Marketplaces	Wildberries, Ozon, Yandex Market (products/orders)	$700 – $3,800	**from $750**	each

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Payment splitting / marketplace payout model for sellers (YooKassa Split, Best2Pay)	$750 – $3,200	**from $750**	project
Marketplace aggregator/manager (Wildberries+Ozon+Yandex Market into one accounting system)	$1,000 – $4,400	**from $1,000**	project
FBS stock synchronisation + automatic order download (1 marketplace)	$500 – $1,900	**from $500**	each

3.2 Backend

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Integration with marketplaces (Wildberries / Ozon / Yandex Market API)	$1,300 – $7,500	**from $1,900**	integration

6.3 Programmatic, ABM, influencers, marketplaces, seeding, video

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Influencers (performance via marketplaces)	CPA-based selection, brief, promo codes/UTM, report	commission 10–25% (marketplaces 10–15%, agencies 15–25%)	**15% of budget (min $380)**	per campaign
Marketplace advertising (Wildberries/Ozon internal)	campaigns, bid management on the auction model, target ad-spend share (norm ~10%, start 20–25%)	setup $190 – $440	**$320 + $380 – $500/month or 12% (higher than Yandex Direct management — more labour: listings + bidding + content)**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
External traffic to a marketplace listing (Yandex Direct/influencers/seeding to Ozon/Wildberries)	setup $190 – $380 + budget	**from $250 + 12% of budget**	per month
Advertising on Yandex Market / Megamarket (boost, shelves, banners)	setup $190 – $440 + management	**$250 + from $380/month or 12%**	per month
SEO optimisation of a product listing for ranking/ads (Wildberries/Ozon)	$40 – $130 per listing	**from $40/listing**	per listing

7.4 Influencer marketing

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CPA campaign management on blogger marketplaces (Getblogger/Epicstars/Perfluence)	$380 – $1,300 + budget	**from $380**	per month
Influencer marketing on marketplaces (Wildberries/Ozon reviewers, reviews, referrals)	$380 – $1,900 + budget	**from $500**	campaign

7.6 Reputation (SERM / ORM) and PR

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Review management on marketplaces (Wildberries/Ozon/Yandex Market) — handling reviews, collection strategy, rating growth (cheap SaaS auto-replies are a separate class)	$65 – $500/month	**from $230 – $250/month**	per month

8.1 Web analytics and end-to-end analytics

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace analytics (Wildberries/Ozon: sales dashboard, SKU unit economics)	$380 – $1,500	**from $500**	per project

8.2 Marketing strategy

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace entry strategy (Wildberries/Ozon)	$650 – $2,500	**from $900**	per project

8.5 AI and automation

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website / marketplace parsing (web scraping, data collection)	$250 – $1,300	**from $320**	per project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи