

MARKETWIZ

LUNA MARKETPLACE OS™

The intelligent operating system for marketplace commerce.

CONNECT INVENTORY • CREATE NATIVE LISTINGS • VERIFY RESULTS • KEEP
MARKETPLACES SYNCHRONIZED

We didn't build another autoposter.
We built an operating system for marketplace selling.

CLIENT SALES GUIDE • 2026 EDITION

**Marketplace operations become dramatically easier when
posting, verification, tracking and reporting work as one
connected system.**

**Powered by the proprietary MarketWiz Intelligence Core™ and designed around a
vendor-neutral connected commerce architecture.**

Executive Overview

LUNA connects authorized business data to supported marketplace channels, turns products into marketplace-native listings, verifies resulting state, and keeps the operation organized as inventory changes.

Most marketplace automation focuses on one moment: clicking Publish. LUNA is designed around the entire operating cycle - deciding what should be posted, resolving the correct assets, adapting the listing for each channel, verifying publication, preventing accidental duplicates, tracking the live URL, and responding when inventory changes.

The client experience is intentionally simple. Your team continues to maintain approved inventory and offers. MarketWiz operates the marketplace translation and execution layer around that data.

Connected Sources

Cloud folders, spreadsheets, ecommerce catalogs, websites, CRM/ERP systems, inventory feeds, databases and APIs can serve as authorized sources.

Marketplace Execution

LUNA translates approved product truth into channel-appropriate marketplace actions rather than treating every platform as identical.

Verified Reporting

Successful listings can be recorded with marketplace, market, date, price, status and a direct live-ad URL for easy client proof of work.

The result: a marketplace operation that behaves more like a synchronized business system and less like a pile of isolated posts.

Inside the LUNA System

01	The Marketplace Problem	02	Beyond the Autoposter
03	Meet LUNA	04	Connect the Systems You Already Use
05	The Connected Commerce Architecture	06	TruthLock™
07	Asset Resolver™	08	CrossMarket Mapper™
09	Adaptive Listing Composer™	10	Transaction Engine™
11	Platform Adapters™	12	Publication Proof Engine™
13	Duplicate Prevention & Recovery	14	Lifecycle Sync™
15	Account Health Governor™	16	Marketplace Lead Bridge™
17	The Closed Loop	18	LUNA Marketplace Control Center
19	Daily Proof of Work	20	Multi-Market Deployment
21	What the Customer Actually Does	22	Built for Different Industries
23	The Business Case	24	The MarketWiz Difference

The Marketplace Problem

Marketplace selling works - until the operation grows.

A few listings can be handled manually. Hundreds or thousands create a different operating problem: products change, prices move, photos get replaced, inventory sells, listings expire, messages arrive, and every marketplace behaves differently.

Traditional workflows force staff to locate information, download images, rewrite an ad, sign into a marketplace, upload everything, publish, repeat the process elsewhere, and then somehow remember what is still live.

That is not a scalable operating model. It is a chain of manual transactions with opportunities for stale pricing, duplicate ads, wrong photos and missed follow-up.

Beyond the Autoposter

Posting is an action. Synchronization is an operating model.

An autoposter answers one question: can software submit an ad? LUNA is designed around the harder questions: Should this item be posted? Is it already live? Is the price correct? Are these the right photos? Did publication actually succeed? What happens when the item sells?

LUNA is an orchestration layer. It reads authorized business data, builds a controlled understanding of the item, translates it for each supported marketplace, executes permitted actions, verifies the result and records the outcome.

The objective is not maximum clicks on a Publish button. The objective is verified marketplace truth at scale.

Meet LUNA

The intelligence layer inside the MarketWiz marketplace architecture.

LUNA receives a business outcome - such as get these products live, change this price everywhere, or remove sold inventory - and coordinates the marketplace work required to move toward that outcome.

It is powered by the proprietary MarketWiz Intelligence Core™ and works with MarketWiz source connectors, truth controls, asset resolution, marketplace mapping, transaction management, publication verification, lifecycle synchronization and recovery.

The result is an AI-operated marketplace workflow designed to reason about state rather than merely repeat keystrokes.

Connect the Systems You Already Use

LUNA is intentionally vendor-neutral.

Google Drive can be an excellent command center, but the architecture is not limited to Google. Authorized cloud storage, spreadsheets, websites, ecommerce catalogs, CRM/ERP systems, inventory feeds, databases, APIs and custom software can become source systems when an appropriate integration is available.

This allows a furniture retailer to work from a catalog, a dealer from an inventory feed, a real-estate operator from a CRM and spreadsheet, or another business from organized cloud folders.

LUNA is designed to meet the business where its approved data already lives.

The Connected Commerce Architecture

Separate business truth from marketplace-specific representation.

At the center of LUNA is a canonical item: one trusted representation of product identity, price, location, condition, approved claims and assets.

Supported marketplace adapters can then receive channel-native versions without creating competing versions of business truth. New source systems can be connected without rebuilding the marketplace brain, and additional marketplace workflows can be added without redesigning the source layer.

SOURCE SYSTEM	UNIVERSAL CONNECTOR	LUNA CORE	MARKETPLACE ADAPTER	VERIFIED STATE
------------------	------------------------	-----------	------------------------	-------------------

TruthLock™

Aggressive marketing still has to be accurate.

TruthLock™ separates verified facts from safe creative language and unsupported claims. If an approved source says Queen Mattress - \$129, LUNA can create compelling copy around that offer, but it should not invent unapproved specifications, warranties, financing or delivery promises.

At scale, one invented detail repeated across hundreds of listings becomes an operational problem. LUNA is designed to hold or escalate critical ambiguity rather than quietly fill gaps with guesses.

Asset Resolver™

The right image for the right item.

Marketplace performance is visual, but image automation creates risk when assets are not correctly associated. Asset Resolver™ maps approved images to the canonical item using identifiers, source references, folder relationships and deterministic mappings.

When association is ambiguous, the safe outcome is a hold - not a random attractive image. This creates a foundation for image ordering, primary-image selection and creative rotation without losing product identity.

CrossMarket Mapper™

One product. Native everywhere.

Facebook Marketplace, Craigslist and OfferUp do not behave like copies of one another. They have different fields, categories, user expectations, listing lifecycles and presentation styles.

CrossMarket Mapper™ converts approved product truth into the structure expected by each supported platform. The facts stay controlled; the representation changes. LUNA is designed to avoid the lazy paste-the-exact-same-ad-everywhere approach.

Adaptive Listing Composer™

Multiple selling angles without changing product truth.

A product can be positioned around an approved warehouse deal, moving-day need, landlord use case, first apartment, overstock event or another campaign angle.

Adaptive Listing Composer™ combines canonical facts, client voice, campaign strategy, location and platform behavior to create marketplace-native copy while keeping the data layer controlled.

Transaction Engine™

Marketplace operations require a vocabulary larger than POST.

LUNA can reason in terms of CREATE, EDIT, UPDATE PRICE, UPDATE DESCRIPTION, UPDATE MEDIA, RENEW, PAUSE, REACTIVATE, MARK SOLD, REMOVE, VERIFY, RECONCILE, HOLD, RETRY and ESCALATE.

If a listing already exists and only the price changed, an edit may be the right action. If an item sold, stale marketplace state may need removal. If publication status is uncertain, reconciliation may be safer than another post.

CREATE	EDIT	VERIFY	RECONCILE	SYNC
--------	------	--------	-----------	------

Platform Adapters™

The core decides what should happen. The adapter translates it.

MarketWiz Marketplace Platform Adapters™ translate authorized transactions into marketplace-specific workflows. Facebook-oriented listing behavior is different from Craigslist geography and structured copy, and different again from OfferUp's concise mobile presentation.

The operator does not need to manually choose an adapter for each transaction. LUNA routes the work according to the enabled marketplace and configured workflow.

Publication Proof Engine™

Clicking Publish isn't success. Being verifiably live is.

One of the most important MarketWiz principles is simple: a submission attempt is not proof that a listing is live.

The Publication Proof Engine™ looks for authoritative evidence such as listing identity, a live URL, management state, a detail page or another supported platform signal. Only then should the transaction be treated as verified.

If confirmation is lost, the state can remain uncertain while LUNA reconciles what actually happened.

Duplicate Prevention & Recovery

Reconcile before retry.

Automation can fail immediately after submission. A simplistic bot sees an error and posts again even though the first transaction may have committed.

LUNA's duplicate-prevention and recovery approach preserves transaction identity and the last confirmed stage. When a possible publication is uncertain, the safer next step is reconciliation - not blind repetition.

This helps repeated runs converge toward the intended marketplace state instead of multiplying listings.

Lifecycle Sync™

Marketplace inventory is alive.

Prices change. Products sell. Items return. Promotions end. Photos improve. Listings expire.

Lifecycle Sync™ is designed to convert authoritative business changes into marketplace actions. A price change can become an update. SOLD can block new publication and trigger removal workflows. A restock can lead to reactivation or a new listing depending on verified platform state.

The goal is not simply to get inventory online. It is to keep marketplace state aligned with the business.

Account Health Governor™

Responsible automation must understand when not to act.

Account Health Governor™ watches available signals such as restrictions, security requests, listing rejection, repeated failures, authentication challenges and other platform limitations.

When risk rises, affected transactions can be held or escalated for human review. LUNA is not designed to defeat marketplace safeguards; it is designed to operate authorized accounts carefully.

Marketplace Lead Bridge™

Turn marketplace interest into a sales process.

Where authorized integrations expose marketplace inquiries, Marketplace Lead Bridge™ can associate the conversation with the originating client, item, platform and listing.

That creates a path from marketplace engagement into CRM, lead sheets, notifications, AI response workflows or human sales teams, with more useful attribution than a generic inbox notification.

The Closed Loop

From inventory to marketplace state - and back again.

A new product enters the source. LUNA validates it, resolves approved assets, creates necessary marketplace transactions and verifies them. A price changes and the live representation can be reconciled. A lead arrives and can be tied to the listing. The product sells and stale listings can be addressed.

The magic is not one spectacular automation trick. It is a coordinated set of systems maintaining marketplace state as the business changes.

BUSINESS DATA	LUNA	MARKETPLACE S	VERIFICATION	REPORTING
--------------------------	-------------	--------------------------	---------------------	------------------

LUNA Marketplace Control Center

A clean client-facing command center turns marketplace activity into something your team can actually see and understand.

The latest LUNA operating model adds a client-friendly control center designed to separate sophisticated marketplace operations from simple reporting. Behind the scenes, MarketWiz can maintain operational state; on the client side, the experience can remain focused on the information that matters.

Daily Posted Ads

A readable daily feed showing when an ad was posted, the marketplace, city/market, product, price, live URL and current verified status.

Client Summary

A simple KPI view that can summarize today's activity and verified live listings by marketplace without exposing internal engineering details.

Market Coverage

Configured markets can be organized independently from canonical ads, allowing one approved product campaign to be deployed across multiple authorized cities without duplicating the source record.

The client sees the work and the results. MarketWiz keeps the underlying orchestration, routing and proprietary operating logic private.

Daily Proof of Work

The simplest question a client asks is often the most important: What did you post for me today?

LUNA's client-facing reporting model is designed around direct proof. After a marketplace listing is successfully verified, the activity can be written into a clean Daily Posted Ads view.

DATE	PLATFORM	CITY / MARKET	PRODUCT	PRICE	VIEW LIVE AD	STATUS
Sep 16	Facebook	Rochester, NY	Queen Mattress	\$129	VIEW AD	LIVE
Sep 16	Craigslist	Buffalo, NY	King Mattress	\$249	VIEW AD	LIVE
Sep 16	OfferUp	Syracuse, NY	Full Mattress	\$99	VIEW AD	LIVE

This changes reporting from a vague activity claim into a practical client experience: open the control center, see today's postings, and click directly into the live marketplace listing when a verified URL is available.

It also creates a stronger operational standard: a successful marketplace action should be verified before it is presented to the client as live.

Multi-Market Deployment

One canonical ad can support many authorized markets without turning your source library into a mess.

LUNA separates the approved advertisement from each marketplace deployment. That means a single canonical product can be deployed into different configured cities and supported channels while each live marketplace instance is tracked independently.

ONE APPROVED AD → MULTIPLE AUTHORIZED MARKETS → PLATFORM-NATIVE LISTINGS → INDIVIDUAL VERIFIED URLS

This is particularly useful for businesses that sell or serve across multiple cities. Instead of maintaining a separate source ad for every location, the system can preserve one controlled product record and create distinct marketplace deployments according to the client's configured geography and platform eligibility.

The model is designed to improve coverage while preserving duplicate awareness, product truth and market-level visibility.

What the Customer Actually Does

Sophisticated technology. Simple client workflow.

Depending on the integration, your business can continue working in the system it already knows. Add inventory. Maintain approved images. Set price and status. Approve campaigns. Handle or route leads. Mark items sold through your normal business process.

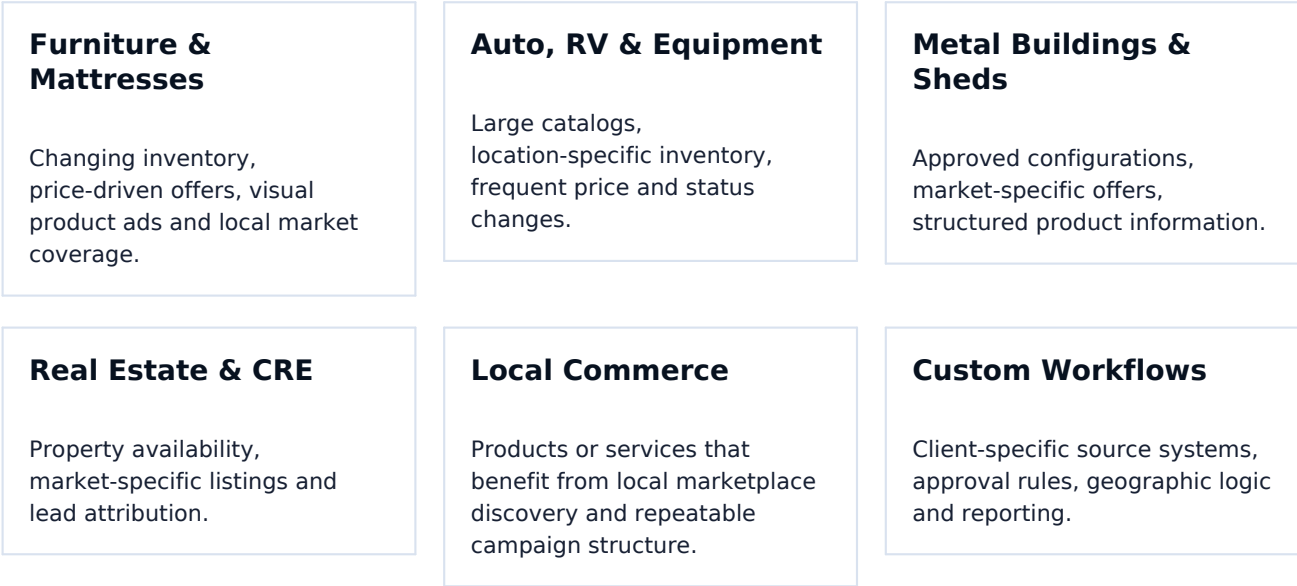
MarketWiz handles the marketplace translation layer around those actions. The objective is not to force every client into a complicated new software environment.



Built for Different Industries

The architecture is deliberately horizontal.

The same source-to-marketplace operating principles can support very different inventory and listing environments. Each implementation can carry its own rules, source connectors, categories, contact policies, geographic strategy and marketplace eligibility.



The Business Case

The value is broader than saving time on posting.

Manual marketplace work consumes time in small repeated tasks: locating assets, copying specifications, rewriting copy, choosing categories, posting, checking status, updating prices, removing sold items and tracking what happened.

LUNA is designed to move more of that work into a controlled operating layer while retaining verification and exception handling.

Faster Activation Move approved inventory toward marketplace visibility with less repetitive manual handling.	Cleaner Coverage Coordinate multiple markets and channels from a controlled source rather than scattered one-off posts.	Better Visibility Give clients and operators a clearer record of what was posted, where it went and which live URLs were verified.
Fewer Stale Listings Lifecycle-aware workflows can respond to price, status and inventory changes.	Recoverable Automation Uncertain transactions can be reconciled instead of blindly repeated.	Sales Infrastructure Listing identity can support stronger lead attribution and downstream sales workflows where integrations permit.

THE MARKETWIZ DIFFERENCE

**We didn't build another
autoposter.**

**We built an operating system
for marketplace selling.**

LUNA Marketplace OS™ is designed for businesses that want marketplace reach without turning their team into full-time listing operators. The system connects authorized business data, translates it intelligently, executes supported marketplace actions, verifies results, and keeps the operation organized as the business changes.

CREATE. UPDATE. VERIFY. RECOVER. SYNC. SELL.

MarketWiz.ai

Request a LUNA Marketplace OS™ demonstration and see how your current inventory workflow could connect to a more intelligent marketplace operation.