Digital Marketplace Comparison Cheat Sheet

What to compare before you list

• Fees: listing fee, transaction %, payout threshold

• Audience: buyers browsing vs. affiliates promoting

• Approval: instant listing vs. review queue

• Delivery: who hosts the files and handles VAT?

• Affiliates: can others promote it for commission?

Marketplace types at a glance

• Launch marketplaces (JVZoo, WarriorPlus): affiliate-driven, launch spikes, 50%+ commissions typical

• Creative marketplaces (Etsy, Creative Market): steady search traffic, listing fees, craft/design buyers

• Course platforms (Udemy, Skillshare): huge audience, deep discounts, low per-sale revenue

• Self-hosted (Gumroad, your own site): full control, you drive all traffic

Pick your first marketplace

• If you have an audience: self-hosted or Gumroad

• If you want affiliates: JVZoo or WarriorPlus

• If it is printable/template-based: Etsy or Creative Market

• Start with ONE — you can expand later

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