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READING, BERKSHIRE, UNITED KINGDOM, August 27, 2026 /EINPresswire.com/ -- [Selro](#), the multichannel eCommerce management platform, today announced its latest integration with [Argos](#), one of the UK's best-known retailers, giving sellers new opportunities to streamline their operations and expand their reach across a major retail marketplace.



The integration marks another step forward in Selro's mission to help retailers and brands manage an increasingly complex multichannel landscape from a single platform.

By connecting Argos with Selro, sellers can simplify key aspects of marketplace management, helping them spend less time juggling channels and more time growing their businesses. From centralised product and inventory management to streamlined order workflows, the integration is designed to make selling across channels more efficient and scalable.

"We're excited to bring Argos into the Selro ecosystem," said Selro's spokesperson. "Retailers are looking for smarter ways to reach customers wherever they shop, without adding unnecessary operational complexity. This integration gives Selro users another powerful route to market while helping them manage their multichannel operations more efficiently."

For retailers already selling across multiple marketplaces, the Argos integration provides an opportunity to broaden their customer reach while maintaining greater control from within their existing Selro workflows.

Key benefits include:

- Expand marketplace reach by connecting with the Argos retail ecosystem.
- Centralise operations through Selro's multichannel management platform.
- Improve efficiency by reducing manual marketplace administration.
- Scale with confidence as product ranges and order volumes grow.

Manage multiple channels more effectively from a single operational hub.

The Argos integration is the latest addition to Selro's growing multichannel capabilities, reinforcing the company's commitment to giving retailers the technology they need to compete and grow in today's fast-moving eCommerce environment.

About Selro

Selro is a multichannel eCommerce management platform that helps retailers and brands manage their online sales operations across multiple marketplaces and channels. By bringing essential workflows together in one platform, Selro helps businesses simplify complexity, improve efficiency and scale their multichannel operations.

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