Merchant communities employed religious practices as economic agents in the dynamic urban economy of late Hellenistic Delos. Domestic cults alongside religious associations were a means of fashioning the corporate identity of merchant groups on Delos and promoting their economic interests. By examining the material as well as epigraphic evidence of these cultic observances, this paper will address the ways in which diverse groups of merchants articulated their social and commercial aspirations in both public and private spheres.