

eBags

eBags Takes Control of their Comparison Shopping efforts

Company Overview

Number 92 on the 2007 Internet Retailer Top 500 Guide, eBags is the world's leading online provider of fashion and functional luggage, handbags, business cases, backpacks and accessories for all lifestyles. eBags features over 400 brands and 25,000 products from well-known names including Samsonite, Kate Spade, Victorinox, JanSport and Nike.



URL: www.ebags.com

Industry: Retail

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- Jon Mellen
Marketing Manager, eBags Inc.

ChannelAdvisor Solutions:

Product: Comparison Shopping

ChannelAdvisor combines on-demand software, integrated technology and best practices to help retailers manage the complexities of selling across multiple e-commerce channels – more efficiently and more profitably – all through a single interface.

A powerful part of the ChannelAdvisor solution, Comparison Shopping puts control back in retailers' hands, giving them the freedom to market every product – easily and effectively – across the comparison shopping landscape. By enabling them to achieve unsurpassed relevancy and generate maximum returns, Comparison Shopping helps retailers isolate the most compelling campaign strategies.

Situation

eBags made a decision in 2004 to launch a comparison shopping engine program; viewing the channel as an opportunity to acquire new customers and expand their multi-channel presence. In 2005 eBags realised that the ever growing comparison shopping landscape was quickly becoming too difficult to manage manually. The need to customise their data feed for each engine and their IT team could not dedicate their resources as other ecommerce projects took precedence, proved to be challenging for the marketing team who prefers to operate with a turn-on-a-penny mentality. Add the executives request to launch a CSE program internationally; eBags quickly realised they needed to find a solution to help.

“Managing product data and its associated relevancy on comparison shopping engines is a requirement in any successful online retail marketing campaign.” said Jon Mellen, Marketing Manager, eBags Inc. “Trying to manage the data without the proper tools all but guarantees a difficult campaign and lower than expected profits.”

Data management was the key issue. “Having the time to manage the many data feeds was one thing, but getting top results out of each and every feed was a different story,” said Mellen. “Our goal is to get the greatest return possible out of every shopping site we utilise, but simple tasks like manage the editing of product titles and descriptions to increase relevancy proved to be too cumbersome.”

Solution

In 2005 eBags chose to take advantage of ChannelAdvisor’s Comparison Shopping technology coupled with ChannelAdvisor’s full service management program. This solution quickly freed eBags’ IT resources as the ChannelAdvisor team took over day-to-day merchandising of their products on the comparison shopping engines. eBags shifted from managing multiple product feeds to sending only one to ChannelAdvisor.

eBags also gained more than time savings through the flexibility of Comparison Shopping’s Merchandising Engine. Like many retailers, eBags experienced difficulty in the past providing shopping engines with data that wasn’t available in their product feed. Prior to launch, ChannelAdvisor’s account strategists analysed areas for improvement and utilised the flexible architecture of the Comparison Shopping system to customise business rules to improve performance on the individual shopping sites. “Comparison Shopping provided ChannelAdvisor an easy way to add promotional data to my feed for sites that accept it; even though I didn’t have it in the feed being sent to ChannelAdvisor.” said Mellen. In addition, eBags was able to provide a schedule of promotional campaigns to ChannelAdvisor in advance which was then entered into Comparison Shopping for integration into the eBags feed at the appropriate time.

When ChannelAdvisor announced they would be offering Comparison Shopping as a self-managed solution, eBags was one of the first to inquire. eBags joined ChannelAdvisor’s beta program for Comparison Shopping and soon learned the ease of bringing their comparison shopping efforts in house.

Now with Comparison Shopping being utilised in house, eBags is able to experience the same results, the same flexibility and the same dynamic updates, all managed by their own marketing staff. Additionally, eBags benefits from one centralised locale to gather pertinent program information. Leveraging Comparison Shopping’s dashboard, eBags now has a shopping engine checks and balances and can immediately obtain information on dips in traffic or revenue, Return On Ad Spend (ROAS) at the product level as well as a snapshot of current feed status.

Results

By utilizing the Comparison Shopping platform eBags was able to recognise improvements to several key metrics almost instantly. “Seeing such positive results so quickly has exceeded our expectations. Our partnership with ChannelAdvisor has had a great impact on our business.” Mellen said.

FOR MORE INFORMATION

0203 014 2700

| www.channeladvisor.co.uk

| ukteam@channeladvisor.com



Kean House, 6 Kean Street
London WC2B 4AS

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ABOUT CHANNELADVISOR ChannelAdvisor helps the world sell more online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers. The ChannelAdvisor platform empowers retailers to distribute their products across multiple online marketplaces, comparison shopping sites and search engines. With application features such as keyword generation, in-depth reporting, and a merchandising engine, retailers gain the solutions they need to easily fine-tune and analyse their marketing efforts to drive more shoppers to their products. ChannelAdvisor’s rich media offerings and storefront applications enable retailers to provide an engaging online shopping experience that represents their brand and is optimised to convert shoppers into buyers. In 2009, ChannelAdvisor managed \$2.6 billion in gross merchandise value (GMV) on behalf of leading retailers around the world including 3M, Brother, Vodafone and Littlewoods Clearance. ChannelAdvisor is headquartered in Research Triangle Park, NC with offices in Atlanta, Seattle, New York, the United Kingdom, Australia, Ireland and Germany. For further information, visit www.channeladvisor.co.uk.