



DIGITAL MARKETING IS EVERYWHERE. ARE YOU?

Your potential consumer just searched for a product on her phone. Later she'll be scrolling on her desktop. A few hours after that, she'll be perusing her tablet.

Same consumer. Same intent. Different devices.

Are you prepared to meet her where she shops? For the modern consumer, there's no single or correct path to purchase. There are only consumers. And they shop everywhere.

At ChannelAdvisor, we've made it our business to provide retailers and brands like you with the end-to-end features and services you need to reach the modern consumer. On multiple devices. Across hundreds of channels. All under one roof.

Karen Kane

Using ChannelAdvisor Digital Marketing, Karen Kane:

- Made its products more visible to online consumers
- Drove more website traffic through Google Shopping and paid search ads
- Tracked consumer behavior and modified strategies to optimize the conversion process

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68%



**INCREASE
IN REVENUE**



**60%
INCREASE
IN DIGITAL
MARKETING
REVENUE**



TUNDRA
RESTAURANT SUPPLY

Using ChannelAdvisor Digital Marketing, Tundra:

- Increased overall revenue and improved channel analytics
- Reduced overall digital marketing spend
- Expanded to new digital marketing channels and increased bids on other advertising campaigns

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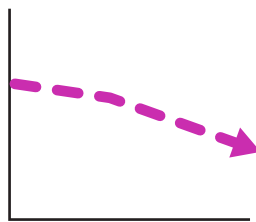
**5:1
ROAS FROM
PAID SEARCH
CAMPAIGNS**



Using ChannelAdvisor Digital Marketing, Seismic Audio:

- Increased revenue while cutting advertising costs in half
- Leveraged ChannelAdvisor's industry relationships to join exclusive Beta programs
- Explored new advertising channels and grew its online presence

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**50%
DROP**

**IN GOOGLE
ADWORDS
AND GOOGLE
SHOPPING COSTS**

Modern retailers must adapt to the modern consumer landscape with holistic e-commerce strategies aimed at the entire buyer journey.

It starts with having the right tools. And tools start here.

ChannelAdvisor Digital Marketing increases your visibility on global, local and mobile search engine results pages through Google Product Listing Ads, paid search and comparison shopping engines; keeps consumers engaged through retargeting and affiliate networks; and introduces your products on social media sites such as Facebook, Instagram and Pinterest.

If you'd like to discuss how we can help you reach more consumers today, email us at marketinginfo@channeladvisor.com, call 866-264-8594 or [request a demo](#) of our many features.

channeladvisor®

