

ChannelAdvisor Digital Marketing Strategy

Connect with more customers in an increasingly fragmented world

Are you struggling to efficiently reach the right customers?

With consumer journeys more varied than ever and with more options to reach them, it's becoming increasingly difficult to ensure effectiveness of ad spend and efficiency of time invested in optimization activities.

Introducing ChannelAdvisor Digital Marketing

ChannelAdvisor Digital Marketing helps drive ad spend effectiveness, optimizes all digital marketing activities to fit your omnichannel approach, and provides the proper support and expertise to ensure no opportunity is missed.

Our technology and industry experts are equipped to help you streamline and optimize your advertising campaigns across search engines, social media channels, video platforms, and much more.

Partner with ChannelAdvisor to:

- Streamline campaign creation, management and tracking
- Gain strategic guidance and technical support
- Transform your product data and automate the delivery of feeds
- Effectively leverage automation of key components
- Manage costs and uncover revenue-increasing opportunities

ChannelAdvisor Experience + ChannelAdvisor Technology = Digital Marketing Success

Need help managing your online advertising? Request a [Complimentary Advertising Analysis](#) today!

\$1.8B
Digital Marketing
Feed Items

*Average Daily Throughput, based on three months ended September 2019

ChannelAdvisor Digital Marketing helps brands and retailers:

Gain global reach: ChannelAdvisor has offices across the globe and a diverse team working as one to ensure your strategy is localized.

Expand your team: Acting as a true extension of your team, our e-commerce experts leverage ChannelAdvisor's proprietary technology to drive efficiency.

Save time: Free up your internal resources so you can focus on other important aspects of the business.

Take control: ChannelAdvisor's optimized product data transformation and feed delivery automation help alleviate the strain on your technical resources.

Drive results with data-driven advertising: ChannelAdvisor accounts for every stage of the buying cycle to best match expected return on spend. Based on robust analytics and insights, we hold every product, keyword and ad accountable to the highest level of productivity.