

Shop LC Increases Sales 173% With ChannelAdvisor Managed Services

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CASE STUDY



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— GEETANJALI GUPTA, GLOBAL HEAD OF MARKETPLACES, SHOP LC

Location: Austin, TX
URL: www.shoplc.com
Industry: Jewelry/Accessories

COMPANY OVERVIEW

The year was 2008. The moment was pivotal. It was an economically devastating time that historians now refer to as the "Great Recession," when industries everywhere were struggling and countless companies were forced to declare bankruptcy.

For one e-commerce company in particular, it was an especially troubling time. The international retailer had recently expanded to the US, but business wasn't going as well as expected. So leadership decided it was time to start liquidating.

But then, something remarkable happened. The company's CEO changed his mind and decided to persist. And somehow, against the odds, Shop LC emerged from that difficult period as a stronger, more successful online seller — the kind that other brands and retailers can use as an example of what to strive for.

Today, Shop LC operates a thriving e-commerce business across a myriad of categories from skincare to fashion to home and garden. Known for its exquisite variety, the retailer is able to offer digital shoppers consistently high-quality products at competitive prices. The company has gained so much momentum, in fact, that it was even able to build a generous **One for One** program and donate meals to hungry children in India and the United States with every purchased piece.

So... how did they do it?

The short answer is that Shop LC enlisted the help of e-commerce experts. But the bigger story is fascinating, and you'll want to stick around until the end to hear how the company overcame its biggest challenges.

THE SITUATION

For years, Shop LC had been growing its product catalog and attracting customers by focusing on low-cost direct sourcing. But eventually, the team knew they would need to start selling on e-commerce marketplaces or risk falling behind.

"[Marketplaces] are the future of the world," says Global Head of Marketplaces Geetanjali Gupta.

(continued)

THE SITUATION *(CONTINUED)*

The only problem? While Shop LC understood the importance of selling on Amazon and other key channels, figuring out how to scale successfully remained a big challenge. Although the company had attempted to sell on Amazon in the past, the team ran into issues with staff training and removed listings within a year. By the time they felt ready to give marketplace selling another try, stakeholders knew they would need to enter the market with a strong dose of intention and a lot of preparedness.

That's when Shop LC decided to partner with ChannelAdvisor's Managed Services team.

THE SOLUTION

When it came to planning for the many complexities of marketplace selling, Shop LC knew from previous experience that the team would need to commit to the full scope of best practices. To do it right, they'd need to get guidance from the industry's most reliable experts.

"ChannelAdvisor is the biggest in the industry," Gupta said. "Our CEO could've gone with another option but he wanted to go with the best. We wanted to go with somebody that we can completely rely on."

For the first year, Shop LC engaged **ChannelAdvisor Managed Services for Marketplaces**.

"It was a learning year," said Gupta. "We worked closely with the team and had weekly calls."

Then, after 12 months of insight and technical assistance from marketplace specialists, the team felt ready to shift to **Self-Service Plus** — a suite of personalized services designed to help brands and retailers get as much as possible from the ChannelAdvisor's e-commerce platform. The company now uses a combination of strategic guidance, technical support and project assistance to manage its presence on Amazon, eBay, Wish and Walmart.

"We get the best of both worlds going at our own pace," Gupta said of the service.

THE RESULTS

Shop LC's careful planning and persistence paid off — big time. By the time the team had fully transitioned from Managed Services to Self-Service Plus, the company's sales were up 173% year-over-year.

With monthly strategy meetings to discuss best practices, performance and where to go next, Gupta believes Shop LC's future is bright.

"All of that becomes important, too, as we grow," she explained. "None of this would be possible had we chosen to do it internally."

"We kept thinking, 'Is this the right move?' In a very short period of time, we are flying high!"

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