

THE RESULTS ARE IN:

TOP 10 Takeaways from 2017

HOW CHANNELADVISOR CUSTOMERS FOUND SUCCESS

The results are in... literally. We saw many retailers and brands achieve new levels of success in 2017, and we couldn't be more proud of the ways they leveraged the ChannelAdvisor platform to connect to new customers, grow their sales channels and optimize their e-commerce operations.

93% of sellers agree that ChannelAdvisor Marketplaces helps them operate, optimize and grow their marketplace business.¹

So we decided to compile the top ten takeaways from ChannelAdvisor customer surveys conducted by TechValidate to see where our sellers experienced the most success this year. And where other retailers and brands might find success in the year ahead.

IN 2017, CHANNELADVISOR CUSTOMERS:



CONNECTED to more consumers

ON MORE SOCIAL CHANNELS

1. 57% of surveyed customers find access to new targeting types the most important benefit of using ChannelAdvisor's **Social Commerce Suite**.²

ON MORE MARKETPLACES

2. 25% of surveyed customers grew **Walmart** sales by 100% or more using ChannelAdvisor.³

3. 50% **eBay** sales make up 26-50% of overall marketplace sales for nearly half of surveyed customers.⁴



GREW sales

BY USING PROMOTED LISTINGS AND PROMOTIONS MANAGER ON EBAY

4.  **55%** of eBay sellers have increased sales by using **Promoted Listings** and **Promotions Manager**.⁵

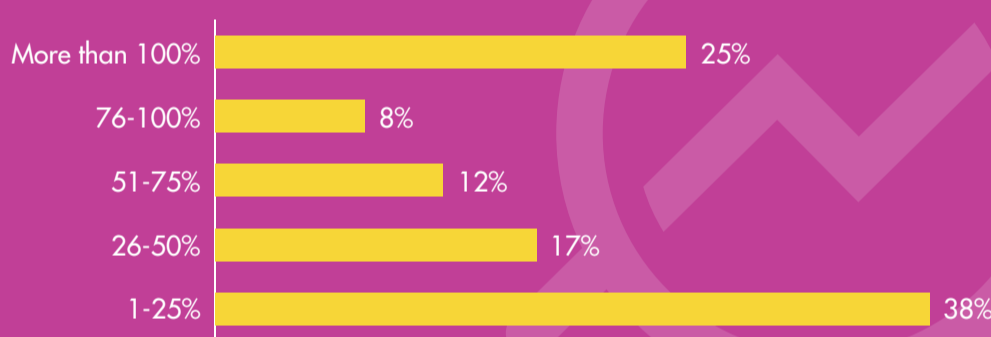
BY FOCUSING ON SOCIAL MARKETING

5. A large enterprise retail company grew their social revenue up to 50% with ChannelAdvisor.⁶



BY LEVERAGING A SINGLE PLATFORM TO MANAGE MULTIPLE MARKETPLACES

6. Using **ChannelAdvisor Marketplaces**, 25% of sellers saw **triple-digit** revenue growth⁷



OPTIMIZED their operations

THROUGH MANAGED SERVICES

7.  A Fortune 500 retail company saves up to 20 hours each month using the **ChannelAdvisor Digital Marketing Managed Services** team.⁸

WITH A MORE RELIABLE DATA FEED

8.  **78%** of **ChannelAdvisor Digital Marketing** customers rated our data feed reliability as "Excellent" or "Good."⁹

WITH REPRICING TECHNOLOGY

9.  Atlantic Trading increased their Buy Box percentage by over 104% using the **Algorithmic Repricer for Amazon**.¹⁰

WITH A SINGLE, MULTICHANNEL E-COMMERCE SOLUTION

10.  ChannelAdvisor is our "grand central station" for managing inventory and sales across our channels. It is the single version of truth that feeds all of our online operations.¹¹

1 Source: TechValidate. TVID: 39E-C5B-CCC
2 Source: TechValidate. TVID: C2D-8A3-D70
3 Source: TechValidate. TVID: AB8-55D-0D7
4 Source: TechValidate. TVID: 845-061-7FC

5 Source: TechValidate. TVID: 20D-99F-8BB
6 Source: TechValidate. TVID: A32-A91-5DF
7 Source: TechValidate. TVID: 8BE-41A-7C4
8 Source: TechValidate. TVID: FF7-31A-4ED

9 Source: TechValidate. TVID: 4F9-1B7-49F
10 Source: TechValidate. TVID: E6A-C50-BA6
11 Source: TechValidate. TVID: 38A-CD5-66A

What changes will you make in 2018? Where do you want to be a year from now? For more information on how ChannelAdvisor can help you connect, grow and optimize your e-commerce efforts, schedule a live product demo today!

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 **SCHEDULE A LIVE PRODUCT DEMO**

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Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.