

Laying the Foundation for E-Commerce Sales

SUCCESS STORIES FROM **HOME** AND **GARDEN** SELLERS

It's no secret that the home and garden market has enormous e-commerce growth potential. **Forrester Research** predicts that the housewares category alone will replace computers as the third-largest online product category by 2020. But the growth is across the board — from kitchen gadgets to lightbulbs to gardening tools and more.

This increased competition makes it vital for home and garden sellers to find new ways of increasing visibility for their products and managing their inventory efficiently.

Here are four stories of home and garden sellers who are on the right track.

PRICING OUT THE COMPETITION

Direct Home Supplies

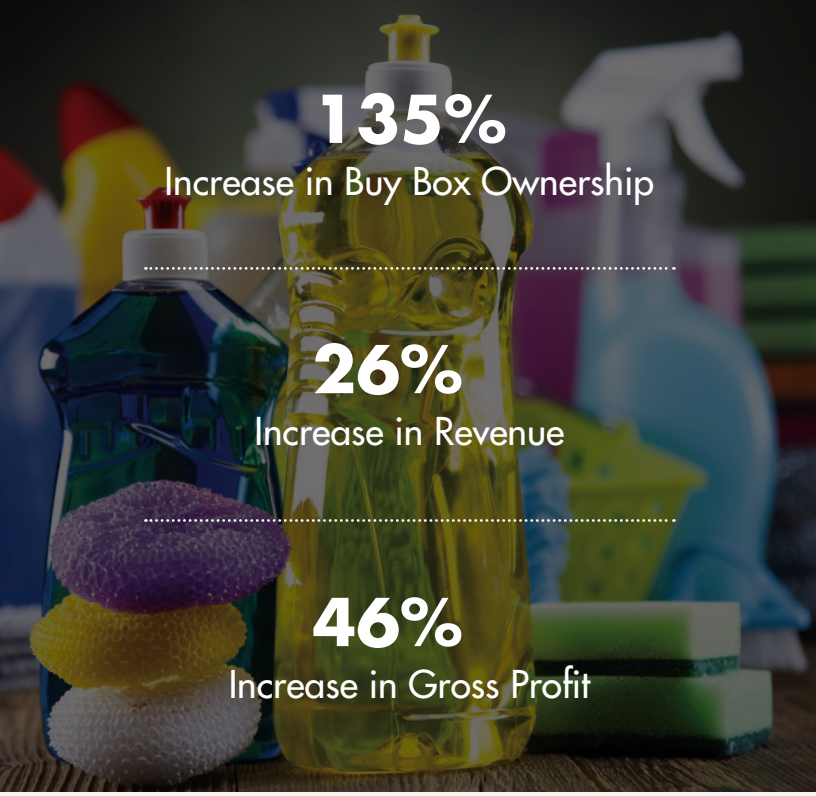
SITUATION

As a large supplier of millions of name-brand products — with 2 million SKUs and 800-900K ready-to-ship SKUs — Direct Home Supplies had trouble pricing products as quickly as it needed to on a marketplace as competitive as Amazon.

SOLUTION

ChannelAdvisor's Algorithmic Repricer automated the repricing process. And after a test run of 11K SKUs for 24 hours, Direct Home Supplies saw a massive uptick in Buy Box positions, overall revenue and gross profits.

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"I was really surprised to see gross profit go up 46%. It's a very shocking number. It's one of those things that makes you wonder what you've been missing out on all along."

SOLOMICH, OWNER, DIRECT HOME SUPPLIES

BUILDING A BETTER APPROACH TO MARKETPLACES AND DIGITAL MARKETING

Build.com

SITUATION

After driving traffic successfully to its own website using ChannelAdvisor Digital Marketing, the home improvement retailer wanted to test the waters on various e-commerce marketplaces and expand its online presence.

SOLUTION

ChannelAdvisor Marketplaces complemented Build.com's digital marketing efforts and allowed them to manage product data feeds, monitor product quantities, streamline fulfillment orders and accelerate online growth.

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"ChannelAdvisor became our complete, 360-degree solution for both marketplaces and digital marketing. It helped take our growth to a new level and has allowed us to scale faster than ever."

BRIAN HUDSON, DIRECTOR OF MARKETPLACES, BUILD.COM

LIGHTING UP ONLINE SALES

BulbAmerica

SITUATION

After selling on a limited number of marketplaces, BulbAmerica knew that it needed a solution provider if it was going to efficiently launch and growth on new channels.

SOLUTION

BulbAmerica leveraged both ChannelAdvisor Digital Marketing and ChannelAdvisor Marketplaces to drive more traffic to its website, efficiently manage more inventory and expand beyond Amazon and eBay to Newegg, Rakuten and Sears.

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"We we started this business, we had only four lightbulbs. That was it. We now have over 50,000 - any type of bulb you can think of, we have it. Without ChannelAdvisor, we'd be locked into administration instead of stepping back and focusing on the business."

COREY FRONS, CEO, BULBAMERICA

SUPPLYING KITCHEN ESSENTIALS ON MARKETPLACES

KitchenAid

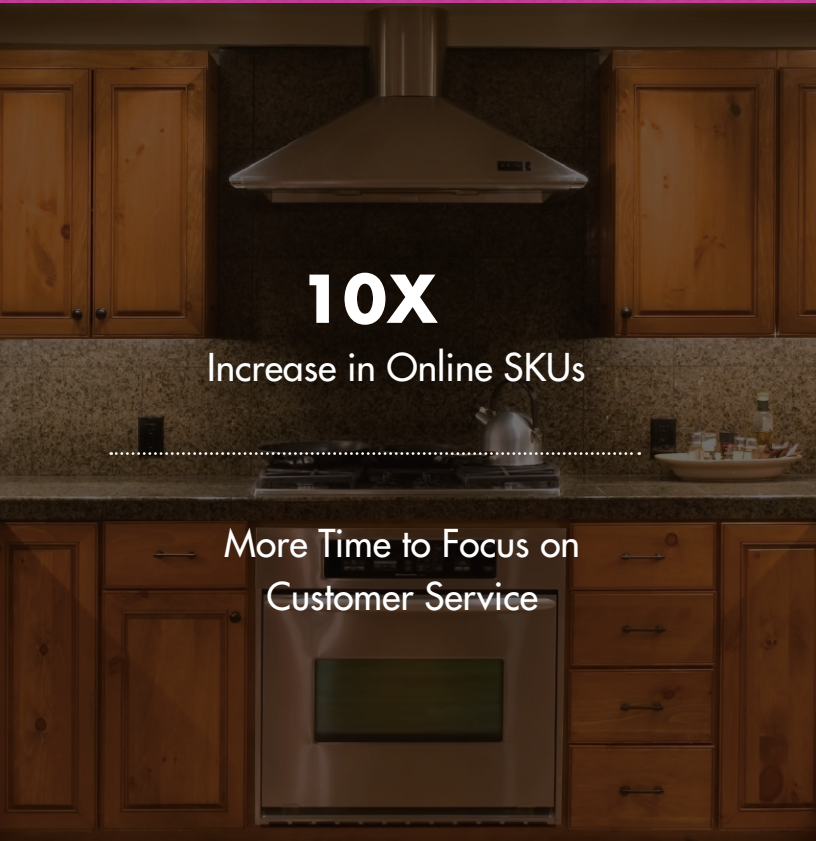
SITUATION

The iconic kitchen brand wanted to expand its marketplace presence and still deliver a topnotch consumer experience in every promotion, listing and conversion. They found it difficult to list their full inventory and still maintain a quality user experience.

SOLUTION

Using ChannelAdvisor Marketplaces, KitchenAid was able to use a single inventory feed to send more of its products to multiple online channels and manage the entire online selling process, from product listing to order management, from a single dashboard.

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"By finally getting all of the product feeds and inventory in a central location, we know exactly what we have to work with each day."

RODION GALPERIN, CREATIVE DIRECTOR, POWER STOP

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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.