

ChannelAdvisor Overview

Turn more consumers into customers

The e-commerce industry is exploding, and change is happening fast: for manufacturers, for retailers and for the industry at large. It's all being accelerated by more consumers shopping and researching online.

55% of UK consumers are shopping online more frequently than before the pandemic

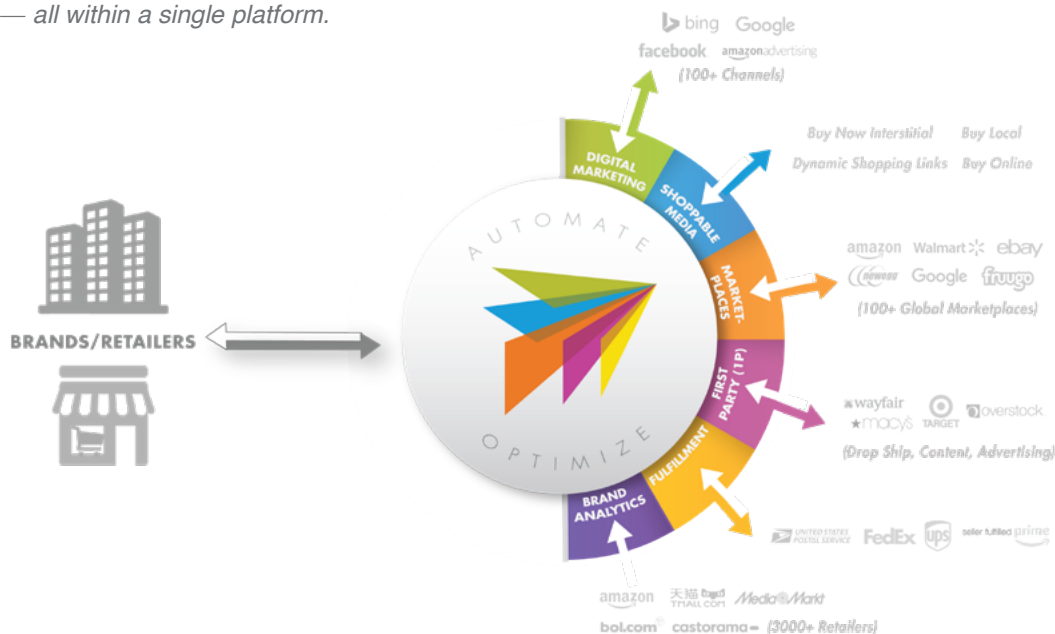
Source: Survey conducted by ChannelAdvisor in collaboration with Dynata, Aug 2020, United Kingdom

45% of UK consumers research online more before shopping in-store than before the pandemic

Source: Survey conducted by ChannelAdvisor in collaboration with Dynata, Aug 2020, United Kingdom

Get ready to unleash your e-commerce potential

ChannelAdvisor has been on the front lines of e-commerce since 2001, helping brands and retailers connect with customers, optimise operations, and grow sales channels. With the mission to connect and optimize the world's commerce, ChannelAdvisor can help brands and retailers to better execute against their multichannel e-commerce strategies — *all within a single platform*.



Why ChannelAdvisor?

- **Expertise** - For nearly two decades, ChannelAdvisor has helped transform the selling and marketing efforts of thousands of brands and retailers like you
- **Awarded technology** - Named the #1 "Channel Management Vendor" to the Top 1000 Retailers every year since 2013 and in the top 5 Online Advertising Providers by Digital Commerce 360 (formerly Internet Retailer)
- **Close partnerships** - Our long-standing relationships with e-commerce's top marketplaces and digital marketing channels help ensure our clients can leverage the industry's most up-to-date offerings and best practices
- **Reliability** - All platforms are not created equal. Simply put, ChannelAdvisor is built to help you scale. No matter how critical the selling day or how busy the order volume, our enterprise technology provides you the piece of mind of knowing your data is in good hands.

How we can help

ChannelAdvisor provides brands and retailers a centralised platform to manage marketplaces, digital marketing, direct-to-consumer, global expansion, first-party retail, drop ship and fulfilment needs.

Our robust platform is only half the story, though. It's our consulting and managed services that truly put the "advisor" in ChannelAdvisor. If you're seeking additional strategic insight or operational expertise, we're able to combine the power of our technology with our award-winning services to suit your specific needs.

➤ Marketplaces

ChannelAdvisor provides everything you need to connect with more customers and optimise your selling activities on marketplaces such as Amazon, eBay, Zalando, Walmart, and 920+ marketplace connections around the world.

➤ Charles Bentley grows online sales 20X with ChannelAdvisor Marketplaces – [Learn more.](#)

➤ Digital Marketing

Our proprietary technology, combined with our team of e-commerce experts, helps automate and optimize your advertising campaigns and product feeds across search engine marketing (SEM) channels, social media marketing, marketplace advertising, video advertising, and much more.

➤ Nuby grows Amazon revenue by 422% year-over-year with ChannelAdvisor Digital Marketing – [Learn more.](#)

➤ Shoppable Media

Ease the path to purchase by making your website and digital campaigns dynamic and actionable. ChannelAdvisor Shoppable Media can help brands improve their customer experience while providing the retail insights needed to grow and strengthen their relationships with preferred retailers.

➤ First Party (1P) Solutions

Our robust offering automates and scales to support multiple channels, helping you with purchase order management, shipment notifications, invoice maintenance, and product creation (on supported retailers) for your wholesale or dropship partners.

➤ Over 30 retailer connections – [Learn more.](#)

➤ Brand Analytics

ChannelAdvisor Brand Analytics is a reliable and powerful solution that can help multi-channel brands manage online distribution, grow sales and protect their reputation. Our platform scans product metrics from online retailers, making it easier for brands and manufacturers to supervise large distribution networks.

➤ Dorel increased retailer revenue by 20% with ChannelAdvisor Brand Analytics – [Learn more.](#)

➤ Fulfilment

Our integrations and advanced automation allows you to consolidate all of your inventory, order and fulfilment processes into one centralised platform.

➤ DigitalShopper optimised the fulfilment experience with intelligent order routing and automated order entry, as well as real time inventory management and tracking updates – [Learn more.](#)

Interested in learning more?

To find out more about ChannelAdvisor and how we can help you grow your business, email us at ukmarketing@channeladvisor.com or call 0203 014 2700.

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