

# ChannelAdvisor Shoppable Media

Improve customer experience while strengthening your retail relationships

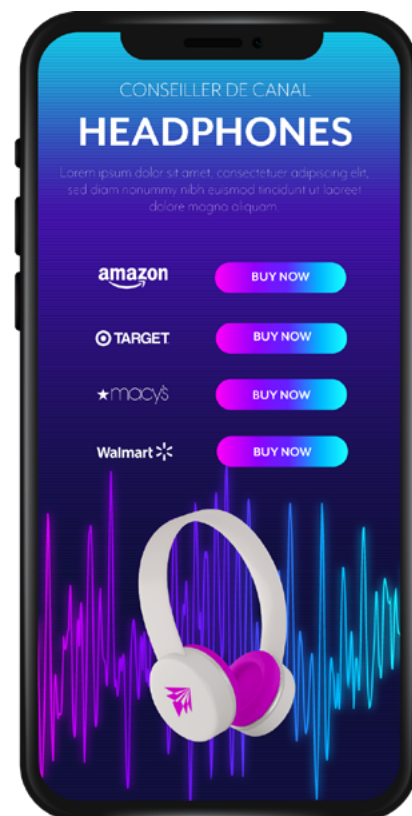
## Make Your Digital Touchpoints Shoppable

As a branded manufacturer, if you don't provide interested consumers with a seamless shopping experience or a clear path to purchase, you'll likely lose them.

ChannelAdvisor Shoppable Media makes your brand website and digital campaigns shoppable - whether or not you sell directly to consumers on your website.

*"The ChannelAdvisor Shoppable Media tools are a natural step for us to help make life a little easier for consumers as they research and purchase our home cleaning products online."*

– Fiona Odumosu, Senior Digital Marketing Manager at O’Cedar®



## THE BENEFITS



Ease the path to purchase and increase conversions — from your website or digital campaigns



Create a better consumer experience by removing out-of-stock dead ends



Keep consumers in your branded experience throughout the buying journey



Strengthen retailer relationships by providing highly qualified leads and supporting local promotions



Transform your digital marketing campaigns into shoppable experiences.



Gain actionable insights into consumer behaviour and retailer performance

## About the Solution

You spend too much time and money on your digital marketing campaigns to risk sending motivated consumers to an out-of-stock product. ChannelAdvisor Shoppable Media offers two powerful multichannel features, Dynamic Shopping Links and Buy Now Interstitial, to help ensure that your digital marketing content sends consumers to an in-stock product page at a preferred retailer:

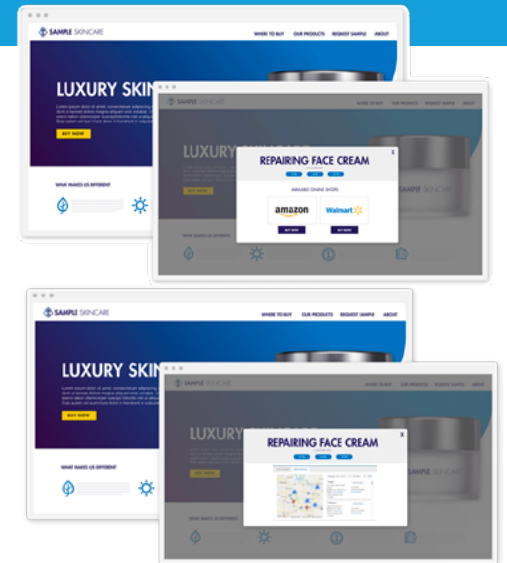
### Make your brand site actionable

#### ChannelAdvisor Where to Buy Online

Connect well-informed, ready-to-buy shoppers directly to your products on retailer websites while providing more buying options, a seamless path to purchase and a better overall online shopping experience.

#### ChannelAdvisor Where to Buy Local

Allow consumers to quickly find your products at brick-and-mortar stores close to them.



### Transform your digital marketing campaigns into shoppable experiences



#### ChannelAdvisor Dynamic Shopping Links

Transform your digital marketing campaigns into shoppable experiences. Automatically link to backup products, bundles, or alternate retailers to ensure the products you are promoting can always be purchased by consumers.



#### ChannelAdvisor Buy Now Interstitial

Allow interested consumers to select a preferred retailer from within an on-brand interstitial experience that is displayed following interaction with your digital campaign.