

# WHAT IS A RETAILER ENGAGEMENT PROGRAM?

The ChannelAdvisor Where to Buy solution can provide you, a Branded Manufacturer, the ability to create a seamless customer journey from your product landing page directly to products on your Retailers' e-Commerce sites and local brick and mortar stores. By simply displaying a Where to Buy widget on your product landing pages you are giving customers the power of choice, a branded path to purchase, and a more seamless consumer experience - and you'll become a better partner to your Retailers by providing them qualified leads in the process.

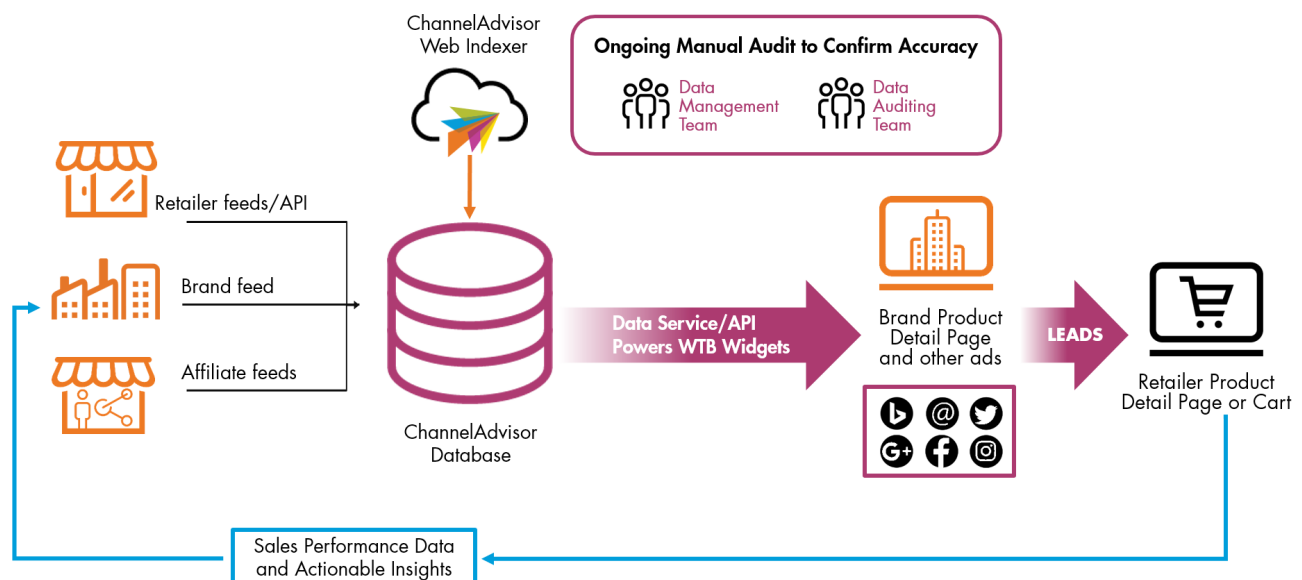
Customers can now engage with your brand's Where to Buy while researching products on your website, and even responding to marketing campaigns such as email blasts, social media campaigns, and display advertising campaigns.

## WE'VE GOT THIS

Let ChannelAdvisor reach out on your behalf to your Retail partners and extend an invitation to participate in the Retailer Engagement Program. There is ZERO COST for Retailers to take part in this program. By initiating this program, you can improve both your customer and Retailer experience by:

- providing a direct path to purchase online and in-store
- expanding the number of products covered by your retailers
- decrease the timeline of product coverage for new product launches
- providing up-to-date stock status to customers
- enriching internal sales strategies
- increasing the potential for your retailers to increase their revenue (and yours too!)
- strengthening their relationship with your brand(s)

## HOW IT WORKS



## RETAILER EXPECTATIONS

In order to maximise their, and your benefit from the Retailer Engagement Program, Retailers are requested to provide the following:

- Product catalog (online/local)
- Store locations (local)
- Inventory status (online/local stores)
- Implementation of a tracking pixel
- Sales reporting

ChannelAdvisor supports both online and offline implementation options for retailers including:

1. Data feeds
2. API integrations
3. 3rd parties such as Tag Management providers, Affiliate Management companies

ChannelAdvisor has a project team that will work with the Retailer to leverage their capabilities in order for them to best “engage” with their Brands. Typically, a single integration will enable a Retailer to benefit from any Brand that selects them to be a part of their ChannelAdvisor Where To Buy initiative.

## WANT TO LEARN MORE?

### CHANNELADVISOR CONTACT

**Carol Cali**

Strategic Partner Manager

[carol.cali@channeladvisor.com](mailto:carol.cali@channeladvisor.com)

### ABOUT CHANNELADVISOR

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable manufacturers and retailers to increase the scale and profitability of their global sales through dozens of online channels including Amazon, Google, eBay, Facebook and more. Through automation, analytics and optimisation, ChannelAdvisor leverages a single inventory feed to more efficiently list and advertise products online and offline, connecting brands and retailers with shoppers to increase sales. Billions of dollars in sales are driven through ChannelAdvisor every year, and thousands of customers depend on ChannelAdvisor to substantially grow their business.

For more information, visit [www.channeladvisor.co.uk](http://www.channeladvisor.co.uk)



Copyright 2017 ChannelAdvisor Corporation. All rights reserved.

0203 014 2700  
[WWW.CHANNELADVISOR.CO.UK](http://WWW.CHANNELADVISOR.CO.UK)  
[UKTEAM@CHANNELADVISOR.COM](mailto:UKTEAM@CHANNELADVISOR.COM)

v031817-B