

5 QUESTIONS TO ASK WHEN EVALUATING AN E-COMMERCE SOLUTION PROVIDER

The proliferation of e-commerce channels, sellers and consumers has naturally led to a proliferation of start-up e-commerce solution providers — most of whom promise the world. It can be hard to separate the noise from the reality.

Forget promises. You need to focus on what's best for your company and your business needs. When evaluating your next e-commerce solution, try asking yourself these five basic questions.

1. WILL IT HELP YOUR ENTIRE TEAM?

Think about the collective needs of your team. From your e-commerce manager to your warehouse manager, IT personnel, down to your most recent intern. How will this software impact their day?

Will it save them time listing to marketplaces? Or creating Google Shopping campaigns? Will it allow them to make smarter, data-driven decisions? How will new, automated efficiencies allow you to do more with less — and ultimately hire fewer additional employees as you scale? From automated listing and fulfillment processes to benchmarking data and **optimised product content**, the ChannelAdvisor platform offers a variety of features specifically designed to improve efficiencies for your entire team — especially as you grow.

2. WILL YOU HAVE ACCESS TO PROFESSIONAL SERVICES?

And not just professional — but **experienced** services. ChannelAdvisor's **Managed Services**, **Professional Services** and **Self-Service Plus** teams provide you with strategic guidance, technical know-how, and expert training to help you succeed.

Whether you need help managing the day-to-day or are ready to take your online sales and advertising to the next level, it helps to have true e-commerce experts in your corner. By leveraging our longstanding connections with major e-commerce players, you'll stay ahead of the industry — and your competition.

3. IS IT TRULY A 'MULTICHANNEL' SOLUTION?

A lot of solution providers claim to support multichannel e-commerce operations, but in reality, they may only offer support for a handful of marketplaces or digital marketing channels (and often not simultaneously).

E-commerce grows more fragmented every day. Having access to hundreds of the latest and most lucrative channels is essential for long-term growth and scalability. Whether you want to expand on a popular marketplace like Amazon or Trade Me, or need to expand your digital marketing presence on social channels like Facebook or Pinterest, ChannelAdvisor has the tools and experience to take you there — all under one roof.

ChannelAdvisor has scaled with us at every leap in growth. Everyone here uses ChannelAdvisor and it is integrated into every aspect of our e-commerce business, from listing creation to inventory management to customer service to marketing and fulfillment. It has a positive impact on every aspect of our business and an almost incalculable ROI.

— Darrin Walters
CEO, Champions on Display

In a recent survey, 22% of our customers reported that leveraging ChannelAdvisor's Digital Marketing Managed Services saved them between 21-40 hours each month.

We use ChannelAdvisor to sell and list on multiple marketplaces. It makes it easy for us to integrate with many popular marketplaces in just one easy to use interface.

— Reggie Ross
technical director at Metro Kitchen

4. WILL IT HELP YOU OPTIMISE YOUR ONLINE STRATEGIES?

Even if a provider can get your products listed on a marketplace or digital marketing channel, what strategies do you have to compete with the millions of other sellers clamouring for consumer attention? Do you have repricing technology? A solid plan for advertising on Amazon? Google? Facebook?

While we pride ourselves on our many integrations with channel leaders across the e-commerce landscape, our platform is also in a constant state of evolution. We're constantly developing new features, tools and dashboards, so your product feeds aren't just *transformed* to meet the specifications of the latest channels, your listings are *optimised* and your products are *seen*.

5. DOES IT HAVE A PROVEN TRACK-RECORD OF SUCCESS?

E-commerce continues to grow at a breakneck speed. But the potential for success — and the potential to get left behind — can change in an instant. We know, because we've been standing beside online retailers and branded manufacturers in every vertical for 16 years, relieving them from tedious processes, technical nuances and grainy details so they're free to seize the surfacing opportunities.

Serving over 2,800 clients and processing over \$8 billion in annual GMV through our platform, ChannelAdvisor gives sellers like you the tools, the know-how and the **experience** to connect and optimise your e-commerce future.

SO WHY CHANNELADVISOR?

While using an in-house team or upstart solution provider might seem like an easy, inexpensive strategy, ChannelAdvisor's technology can help you simplify and consolidate your processes from top to bottom, saving you time and making your business more efficient.

ChannelAdvisor has been a leading provider of cloud-based e-commerce solutions for 16 years, enabling thousands of retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.

Want to learn more? Have additional questions? Give us a call at 1300 887 239 or email ausales@channeladvisor.com.

100% of surveyed ChannelAdvisor customers saved time and increased gross revenue up to 25% with the Algorithmic Repricer for Amazon.

50% of surveyed large, enterprise organisations reported e-commerce growth rates of 100% since using ChannelAdvisor Marketplaces.

52% of surveyed organisations improved return on ad spend (ROAS) by 26%-50% since using ChannelAdvisor Digital Marketing.