

# ChannelAdvisor Digital Marketing

Connect with more customers in an increasingly fragmented world.

## Are you struggling to efficiently reach the right customers?

With consumer journeys more varied than ever and with more options to reach them, it's becoming increasingly difficult to ensure effectiveness of ad spend and efficiency of time invested in optimisation activities.

## Introducing ChannelAdvisor Digital Marketing

ChannelAdvisor Digital Marketing helps drive ad spend effectiveness, optimises all digital marketing activities to fit your omnichannel approach, and provides the proper support and expertise to ensure no opportunity is missed.

## ChannelAdvisor Digital Marketing helps brands and retailers to:

- **Gain global reach:** ChannelAdvisor has offices across the globe and a diverse team working as one to ensure your strategy is localized.
- **Expand your team:** Acting as a true extension of your team, our e-commerce experts leverage ChannelAdvisor's proprietary technology to drive efficiency.
- **Save time:** Free up your internal resources so you can focus on other important aspects of the business.
- **Take control:** ChannelAdvisor's optimized product data transformation and feed delivery automation help alleviate the strain on your technical resources.
- **Drive results with data-driven advertising:** ChannelAdvisor accounts for every stage of the buying cycle to best match expected return on spend. Based on robust analytics and insights, we hold every product, keyword and ad accountable to the highest level of productivity.

# \$2.1B

## Digital Marketing Feed Items

\* Average Daily Throughput during  
Oct-Nov 2021

## Digital Marketing Strategy

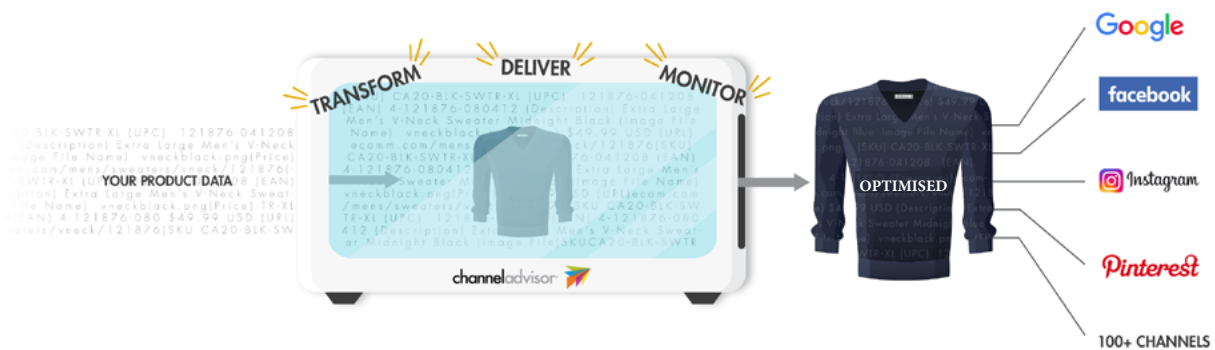
Our technology and industry experts are equipped to help you streamline and optimize your advertising campaigns across search engines, social media channels, marketplaces, video platforms, and much more.

Partnering with ChannelAdvisor enables you to:

- Streamline campaign creation, management and tracking
- Gain strategic guidance and technical support
- Transform your product data and automate the delivery of feeds
- Effectively leverage automation of key components
- Manage costs and uncover revenue-increasing opportunities

## Product Feed Management

Our feed management solution is leveraged by our team of e-commerce experts to easily transform your product data to meet the requirements of merchandising, marketing, and advertising platforms, deliver that data in a variety of formats, and track the success of feed delivery.



Partnering with ChannelAdvisor enables you to:

- Tailor your feeds for all your targeted destinations
- Transform and optimise your product data
- Build, automate and track the best feed delivery strategy
- Leverage constant monitoring and error resolution
- Gain access to regular feed and data audits

## ChannelAdvisor Experience + ChannelAdvisor Technology = Digital Marketing Success

Need help managing your online advertising or feeds? Request a [Complimentary Analysis now!](#)