

Competition Comparison: Perspective That's Invaluable.

Ever wondered “Is it just me?” in relation to your performance on a marketplace or Google Shopping? Do you know whether you're growing faster or slower than others in your category? Do you know what channels are best for products like yours? Do you know how your impression share by device stacks up? Or how your conversion rate compares to that of other advertisers?

You have loads of data on how your business is doing — spreadsheets, reports, dashboards and more — but how do you use it to make decisions? Do you know the whole picture?

Until you do, “big data” is just an empty buzzword.

REVEAL THE COMPETITIVE LANDSCAPE

ChannelAdvisor Benchmarking is an industry-first suite of customizable dashboards that gives you unparalleled insight into how your performance compares with that of other retailers and branded manufacturers. Leverage the power of the \$8.1 billion in transaction volume in the ChannelAdvisor platform (now THAT'S Big Data) to make informed decisions about your business. That's data from nearly 3,000 retailers and brands. Our algorithm examines the listing details of those companies and produces a view of the e-commerce landscape that's most relevant to your products and brands.

MAKE INFORMED DECISIONS

How do you use your data to make decisions? With ChannelAdvisor Benchmarking, you can determine your relative strength on each marketplace and Google Shopping.

With **Marketplaces Benchmarking**, you can compare your growth with the channel as a whole. Or compare your growth with that of competing sellers or advertisers to determine whether you're gaining or losing share. Check your top categories for further insights and compare your mix of channels with that of competing sellers. You'll identify sites that could be good channel expansion options.

Digital Marketing Benchmarking provides you with data to better evaluate your performance on Google Shopping. We provide insight into your impression share by device and how it compares to other advertisers' for a specific category. In looking at your click-through rate (CTR) compared with other advertisers', you can evaluate results and determine whether you should adjust campaigns for more efficiency.

You can use ChannelAdvisor Benchmarking to inform decisions both small (“How fast am I growing in this category?”) and large (“Is now the time to expand overseas?”). And for Google Shopping, it can help you make better decisions for your campaigns (for “How does my conversion rate and cost per click measure up in the industry?”)

Succeeding in the crowded online landscape takes more than just educated guessing. Long-term success comes from using intelligent solutions to figure out exactly where your business stands and then making data-driven decisions to determine where to go next.

Campaign Managers leverage the benchmarking data for our customers to gain insights to new areas of opportunity to improve performance and gain market share on Marketplaces.

– Luke Evans,
Director, US Digital Marketing Services,
ChannelAdvisor

MARKETPLACES BENCHMARKING DASHBOARDS

Marketplace Mix

Analyze how your sales break down across marketplaces, in comparison with the sales of competing sellers. Use this view to identify opportunities to expand your business.

Emerging Marketplace Mix

Analyze how your sales break down across marketplaces other than eBay and Amazon, compared with sales of other sellers on those marketplaces. Use this view to identify opportunities to expand your business on emerging marketplaces.

Same-Store Sales (SSS)

Compare your growth to the overall growth of the marketplace, as well as with that of other sellers. Use this view to understand whether you're growing faster or slower than either the overall marketplace or sellers in your categories.

Marketplace Category Performance

Compare your growth with the progress of other sellers in the same product category. Use this view to determine which of your categories are most successful and which are struggling compared with competitors.

Our Campaign Managers use the benchmarking data to better understand how customers are stacking up against competitors. With that data, they can implement campaign tests and adjust their strategy to optimize performance on Google Shopping.

– Andrew Belsky,
Director, US Digital Marketing Services
ChannelAdvisor

DIGITAL MARKETING BENCHMARKING DASHBOARDS FOR GOOGLE SHOPPING

CPC Comparison

Review how your cost per click (CPC) compares with other advertisers' within a specific category. Use this view to evaluate results and determine if you should adjust your campaigns and bidding strategy.

CTR Comparison

Getting a high click-through rate (CTR) is essential to your campaign success, as it affects your Quality Score and costs. Use this comparison tool to analyze how your CTR compares with other advertisers' in different categories.

Conversion Rate Comparison

Evaluating your conversion rate is an important aspect of your Google Shopping strategy — converting browsing users into purchasing buyers. Use our conversion rate comparison data to benchmark against other advertisers within various categories to adjust your campaigns accordingly and beat out your competition.

ROAS Comparison

View how your ROAS compares with that of other advertisers for a specific category.

Impression by Device

View how your impression share by device compares with that of other advertisers for a specific category.

SUPPORT MARKETPLACES



WHAT'S NEXT

ChannelAdvisor Benchmarking is included with existing ChannelAdvisor subscriptions. If you'd like to learn more about how ChannelAdvisor can give you insight into the competitive landscape and enable you to make more informed decisions about your company's future, give us a call at 866-264-8594 or email info@channeladvisor.com.



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