



# BulbAmerica: Lighting up online sales with ChannelAdvisor

“We never imagined that our catalog of products would be shown on Sears, Newegg and Rakuten.com Shopping. Now, we get orders from all these marketplaces on a daily basis. When we started this business, we had only four lightbulbs. We now have over 50,000 lightbulbs.”

— Corey Frons  
CEO  
BulbAmerica

## THE SITUATION

- Sold on a limited number of marketplaces and wanted to diversify
- Needed to attract more visitors to its website
- Didn't have a reliable solution to grow its online visibility

When CEO Corey Frons joined BulbAmerica, the company was selling on a limited number of marketplaces. He wanted the company to develop a multichannel strategy to expand beyond Amazon and eBay. Frons knew that BulbAmerica needed to use a solution provider to efficiently launch on these marketplaces.

“I knew there were many other marketplaces that could drive more sales for us, but launching on those channels wasn't easy. You can't just snap your fingers and make all your products available — you need a partner. For us, that partner was ChannelAdvisor,” said Frons.

## THE SOLUTION

- **ChannelAdvisor Marketplaces** to expand beyond Amazon and eBay
- **ChannelAdvisor Digital Marketing** to drive more traffic to BulbAmerica.com
- **Webstores Amplifier** to synchronize inventory between its Shopify site and marketplaces listings

BulbAmerica started using ChannelAdvisor Marketplaces to grow its online presence. The company sent its product feed to the ChannelAdvisor platform and was able to launch on three additional marketplaces: Newegg, Rakuten.com Shopping and Sears.

“We never imagined that our catalog of products would be shown on Sears, Newegg and Rakuten.com Shopping. Now, we get orders from all these marketplaces on a daily basis,” said Frons.



Location: Long Island, NY  
URL: [www.bulbamerica.com](http://www.bulbamerica.com)  
Industry: Home, Garden and Tools

BulbAmerica decided to use ChannelAdvisor Digital Marketing to enhance its online advertising strategy and capture more consumers during their online shopping journeys. BulbAmerica used ChannelAdvisor's Flex Feed technology to automate the process of configuring campaigns across digital marketing channels.

"If we were trying to do all the digital marketing that we're doing today without ChannelAdvisor, it would entail having two or three people doing data entry. They would be massaging data for each channel. With ChannelAdvisor, we do it once and our products are broadcast to all our digital marketing channels," said Frons.

## THE RESULTS

- Streamlined its marketplaces business
- Grew its product quantity to over 50,000 lightbulbs
- Implemented an all-in-one solution for marketplaces and digital marketing

"When we started this business, we had only four lightbulbs. That was it. We now have over 50,000 lightbulbs — any type of bulb you can think of, we have it. Without ChannelAdvisor, we'd be locked into administration instead of stepping back and focusing on the business," said Frons.

## COMPANY OVERVIEW

With over 50,000 unique lightbulbs and over 250,000 customers, BulbAmerica has become one of the largest online sources for lightbulbs and fixtures in the US. Having direct partnerships with Philips, Sylvania, Osram, GE, Ushio, Satco, Sunlite and many others has helped BulbAmerica offer unparalleled lightbulb pricing along with top-notch customer service. Since BulbAmerica started selling online in 2003, the company has been committed to providing honest and helpful customer service, with six lighting specialists on staff. As of 2015, BulbAmerica has made the prestigious Inc. 500 list three years in a row and continues to experience solid growth.

# ChannelAdvisor Solutions

## ✓ Digital Marketing

Ensure your products are front and center across the internet by bringing all the elements of digital marketing under one umbrella. ChannelAdvisor Digital Marketing increases your visibility on global, local and mobile search engine results pages through Google Product Listing Ads, paid search and comparison shopping engines; keeps consumers engaged through retargeting and affiliate networks; and introduces your products on social media sites such as Pinterest and Facebook.

## ✓ Marketplaces

Reach ready-made audiences on global marketplaces such as Amazon, eBay, Best Buy, La Redoute, MercadoLivre, Newegg, Rakuten.com Shopping, Sears, Tesco and more. ChannelAdvisor Marketplaces enables automated delivery of product data to every destination, trouble-free management and the capability to expand internationally.

## ✓ Webstores Amplifier

Synchronize your product data between your webstore and all of your marketplace listings, amplifying your online reach, capabilities and results. ChannelAdvisor Webstores Amplifier allows you to launch new products quickly, ship orders seamlessly, change or update your webstore platform at any time and expand effortlessly.

## Rich Media

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