

# Spring Release 2016



E-Commerce in Focus

# MARKETPLACES IN FOCUS



## Revamped Amazon Insights

The screenshot shows the Amazon Insights dashboard with the 'Restock FBA' filter selected. The table displays product insights for two SKUs: 6809 and 4405. For SKU 6809, there are two insights: 'Improve your Description' with a \$15.00 impact and 'Restock your item' with a \$25.00 impact. For SKU 4405, there are two insights: 'Lower your Price' with a \$20.00 impact and 'Restock your item' with a \$35.00 impact. Each insight includes a 'Dismiss All' button and a 'Resolve' link.

SKU	Title	Estimated Revenue Impact	Fulfillment Status	Dismissed	Qty
6809	6809	\$99.99	Fulfillable		
	<b>Improve your Description</b> Improving your Description will help buyers understand your product. <a href="#">Resolve.</a>	\$15.00		Dismissed	
	<b>Restock your item</b> Your item is out of stock. <a href="#">Resolve.</a>	\$25.00		Dismissed	
4405	4405	\$99.98	Fulfillable		
	<b>Lower your Price</b> You may sell more by lowering your price. <a href="#">Resolve.</a>	\$20.00			
	<b>Restock your item</b> Your item is out of stock. <a href="#">Resolve.</a>	\$35.00			



With the revamped **Amazon Insights**, ChannelAdvisor provides predictive analytics and key product information at your fingertips, helping you make decisions that can take your business to the next level.

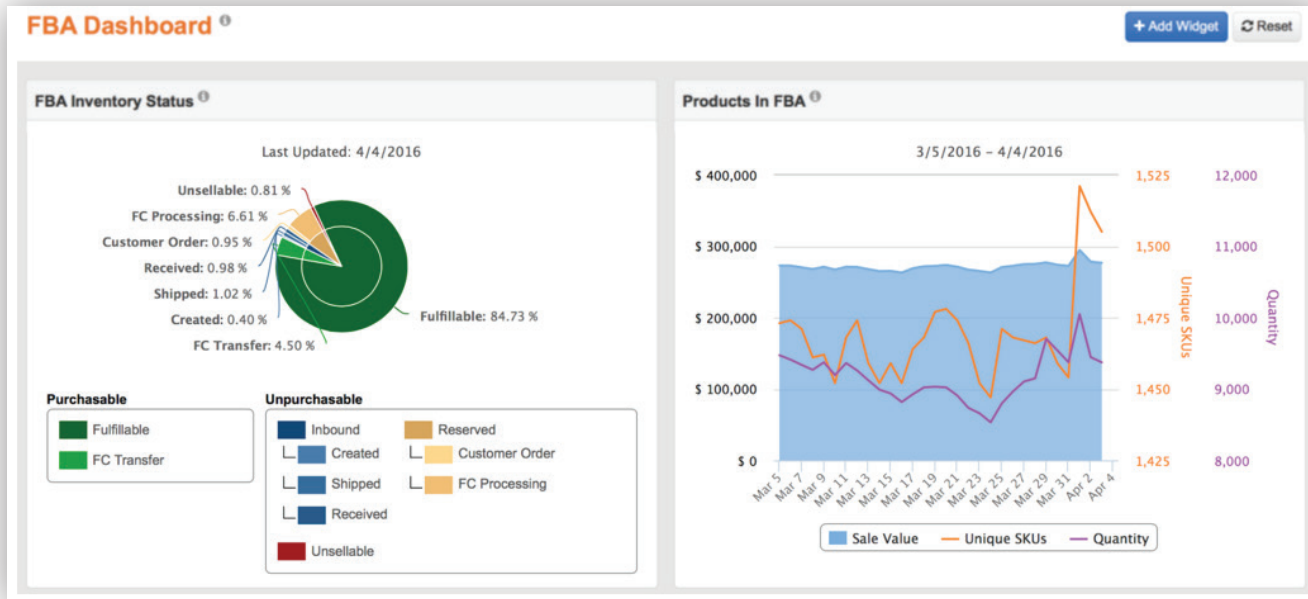
- **Restock Insights**
- **Buy Box Opportunity Insights**
- **Top Selling Products Insights**
- **Profitable Insights**
- **Aged Inventory Insights**
- **Stranded Inventory Insights**

Successful online sellers don't remain successful by trusting their gut. You need smart, data-driven recommendations on how to run your business better and drive more revenue.

# MARKETPLACES IN FOCUS



## FBA Dashboard



You need a holistic view of your FBA inventory, as well as strategic snapshots of your products as they move through the FBA process to identify issues and opportunities for growth. The **FBA Dashboard** for sellers includes five widgets that will help you focus on what matters:

- **FBA Inventory Status**
- **Products in FBA**
- **FBA Inventory Issues**
- **Amazon GMV by Fulfillment Type**
- **FBA GMV by Channel**

# MARKETPLACES IN FOCUS



## FBA Inventory Management

**FBA Inventory Management** <sup>1</sup> Items in FBA Items in Your Warehouse

[+ Start FBA Shipment](#) <sup>1</sup> Reset Columns

<input type="checkbox"/>	SKU	Title	ASIN ↓	Qty Total	Qty Avail Seller Managed	Seller Managed Weeks of Coverage	Category	Sales Rank	Your Price on Amazon	Price: Lowest FBA Competitor	Price: Lowest Non-FBA Competitor
<input type="checkbox"/>	<a href="#">181364200</a>	<a href="#">Scar Diminishing Cream</a>	B018WBL9P8	2,818	2,818	2.12	Toys	5,503	\$10.86	\$9.75	\$11.
<input type="checkbox"/>	<a href="#">429018781</a>	<a href="#">Men Short Sleeve Button Up Shirt Fl...</a>	B018WBL9P8	2,731	2,731	2.88	Toys	32,534	\$17.39	\$16.80	\$19.
<input type="checkbox"/>	<a href="#">805103424</a>	<a href="#">Mist Spa Vapor Diffuser Grey</a>	B00X5ZUPM0	2,791	2,791	0.45	Watches	14,711	\$28.98	\$24.49	\$30.
<input type="checkbox"/>	<a href="#">489320331</a>	<a href="#">Xylitol Sinus Care Nasal Spray 1.5oz</a>	B00X5ZSXM4	2,641	2,641	0.44	Apparel	5,068	\$9.79	\$12.35	\$10.
<input type="checkbox"/>	<a href="#">CAM510</a>	<a href="#">OUTDOOR FAKE / DUMMY SECUR...</a>	B00UKV5YDW	2,779	2,779	1.04	Apparel	15,725	\$10.72	\$9.31	\$9.
<input type="checkbox"/>	<a href="#">441853678</a>	<a href="#">Seattle Seahawks Tailgate Toss XL (...</a>	B00DBXKY1I	5,000	5,000	4.64	Sports	6,555	\$304.85	\$298.80	\$332.
<input type="checkbox"/>	<a href="#">557112799</a>	<a href="#">New Orleans Saints Tailgate Toss X...</a>	B00DBXKSC8	5,000	5,000	1.53	Sports	8,389	\$300.63	\$325.82	\$349.
<input type="checkbox"/>	<a href="#">921459356</a>	<a href="#">Army Regulation Size (XL) Tailgate T...</a>	B00B2KGCFE	5,000	5,000	1.12	Apparel	17,288	\$216.36	\$229.45	\$216.
<input type="checkbox"/>	<a href="#">844288781</a>	<a href="#">New England Patriots Tim Wolfe Hel...</a>	B00A42R4CG	5,000	5,000	0.51	Apparel	11,675	\$60.14	\$62.64	\$62.
<input type="checkbox"/>	<a href="#">697316855</a>	<a href="#">FranklinCovey 2-Page Per Month Pl...</a>	B008GJZDU4	2,647	2,647	0.74	Watches	24,364	\$17.20	\$15.32	\$15.

The **FBA Inventory Management** view gives you insight into both your FBA products and merchant-fulfilled products in one grid, using a variety of metrics to determine which products would be a good fit for FBA in the future.

# MARKETPLACES IN FOCUS



## Walmart

**Walmart**  
**Save money. Live better.**



Through ChannelAdvisor's integration with the Walmart marketplace, you now have access to one of the largest marketplace opportunities in the US.

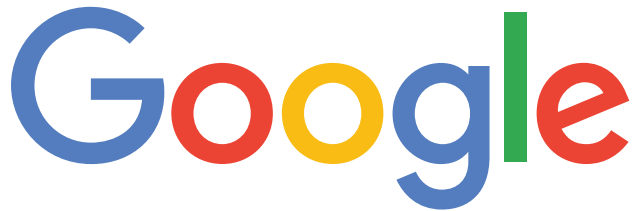
Open to select third-party sellers, the program allows retailers to list their products on Walmart.com. Those items show up right alongside Walmart's own inventory. Products are called out as Walmart Marketplace items and display the name of the seller.

Tap into an enormous new demand opportunity and millions of potential new customers through Walmart Marketplace.

# DIGITAL MARKETING IN FOCUS



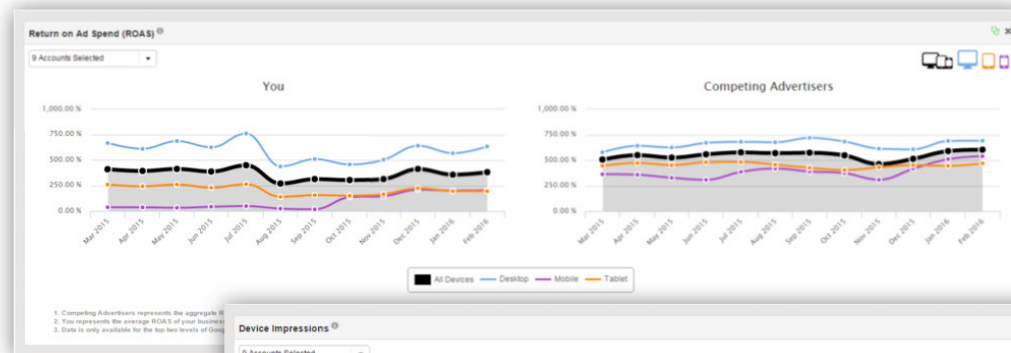
## Digital Marketing Benchmarking



**Digital Marketing Benchmarking** allows you to compare the effectiveness of your Google Shopping campaigns to those from similar advertisers, including mobile data.

Benchmarking Dashboards for Google Shopping:

- **CPC Comparison**
- **CTR Comparison**
- **Conversion Rate Comparison**
- **ROAS Comparison**
- **Impression by Device**



# DIGITAL MARKETING IN FOCUS



## Google RLSA

ChannelAdvisor has introduced full RLSA support to help you better manage your campaigns, evaluate performance and take actionable steps to continually improve results.

- **Segmentation by Audience:** Quickly view revenue and performance data across all campaigns and ad groups for each audience
- **Apply Audiences:** Easily include or exclude audiences to an ad group and/or campaign
- **Audience Library:** Quickly view which audiences are associated with which campaigns
- **Assign/Edit Bid Modifiers:** Easily assign and edit bid modifiers for all audiences assigned to an ad group.

The screenshot displays the 'Audiences Performance' interface in ChannelAdvisor. It features a table with columns for Name, Impressions, Clicks, CTR, Avg. CPC, Orders, Conversion %, Revenue, Mktg. Cost, and ROAS. The table is grouped by audience and shows data for various audience segments like 'All visitors', 'Shopping Cart Abandoners', and 'Login'. A modal window is open over the table, showing configuration options for an audience. The modal includes fields for 'Provider Account' (set to ULTA.com), 'Campaign' (set to MassSkin\_Neutrogena), and 'Ad Group' (set to MassSkin\_Neutrogena\_Anti-Aging). It also has sections for 'Inclusions' and 'Exclusions', each with a list of audiences and a 'Bid Modifier (optional)' column with 'Increase by' dropdowns and percentage input fields.

Name	Impressions	Clicks	CTR	Avg. CPC	Orders	Conversion %	Revenue	Mktg. Cost	ROAS
Totals:	3,388,436	340,974	10.06 %	\$0.20	7,772	2.28 %	\$507,562.38	\$67,767.97	748.97 %
All visitors	2,970,620	272,981	9.19 %	\$0.20	4,149	1.52 %	\$265,143.75	\$55,198.27	480.34 %
Shopping Cart Abandoners	185,485	27,383	14.76 %						58 %
Login	64,576	20,839	32.27 %						55 %
Fragrance List Combo	22,846	9,012	39.45 %						81 %
Purchase/Sales	12,703	2,228	17.54 %						28 %
Rewards Members - 180 Days	7,927	2,011	25.37 %						39 %
PrestCos List	74,112	4,523	6.10 %						48 %
MassCos List	13,131	971	7.40 %						28 %

# BRANDS IN FOCUS



## Buy Local

**Buy Local**, part of the ChannelAdvisor **Where to Buy** product line, enables customers on a brand's website to quickly find brick-and-mortar stores in a certain geographic area that carry the brand's products.

Buy Local supports three options:

**STORE LOCATOR**

**PRODUCT LOCATOR**

**STOCK LOCATOR**



# BRANDS IN FOCUS



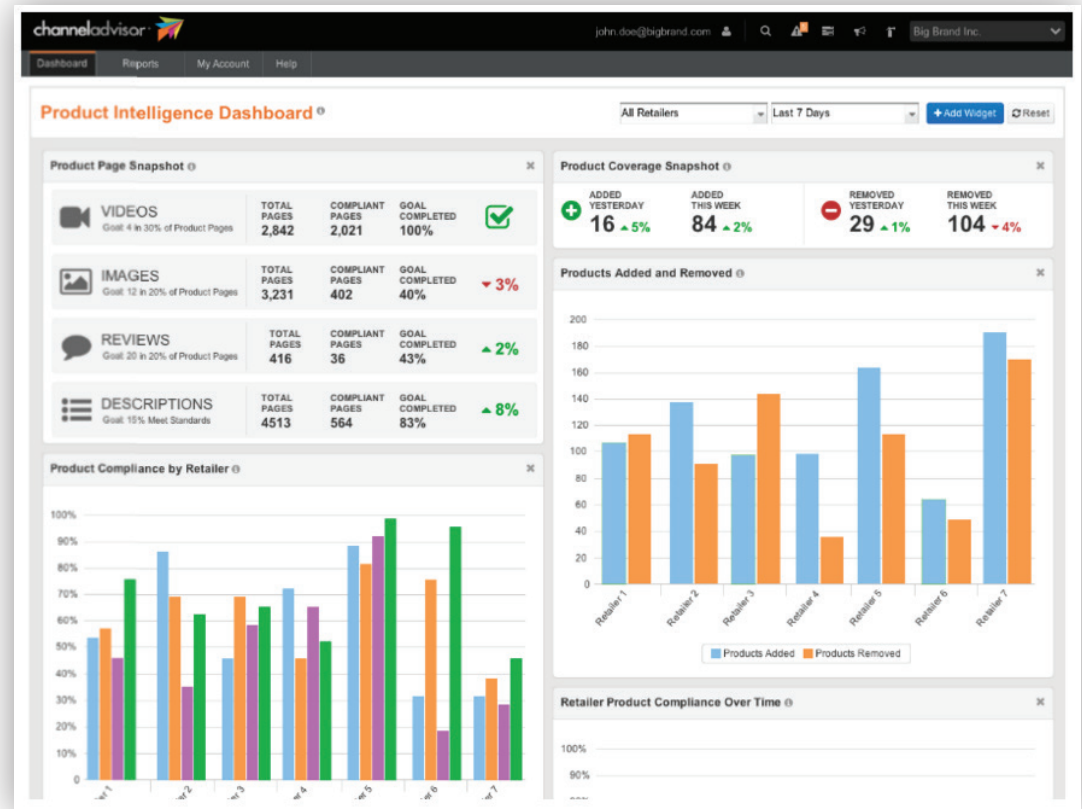
## Product Intelligence

**Product Tracker** allows brands to monitor their products across every online channel. It provides both summary and detailed views of retailer and marketplace assortment, pricing and stock status for all products.

**The Content Tracker** allows brands to easily monitor their product content across any retail channel, and see a snapshot of retail compliance based on five criteria:

- Prices
- Videos
- Images
- Reviews
- Descriptions

In addition to tracking your own products, the **Competitor Tracker** allows you to track your competitors' products.



# CHANNELADVISOR SPRING RELEASE 2016

## E-Commerce in Focus

Don't let the thought of e-commerce expansion cause you to lose focus on the details.

You need data-driven insights to make smarter decisions on marketplaces. You need better fulfillment tools to help you manage more inventory. And you need renewed perspective to make strategic decisions to outpace your competition.



**Want to learn more?**

Call **866-264-8594**

Visit **[www.channeladvisor.com](http://www.channeladvisor.com)**

Email **[info@channeladvisor.com](mailto:info@channeladvisor.com)**

