

### IT'S ALL ABOUT THE JOURNEY

As customers move from your website to your retailers' sites, it is important to understand what they are looking for. When a customer is ready to purchase your product around the corner, shouldn't your preferred retailer get the sale? That's Buy Local.

Once a shopper on your site has made the decision to take their journey offline, it's up to your retailer to close the deal. But before that, it's up to you, the brand manufacturer, to have the insights to make sure your customer is getting the best possible experience. That's Buy Local Reporting.

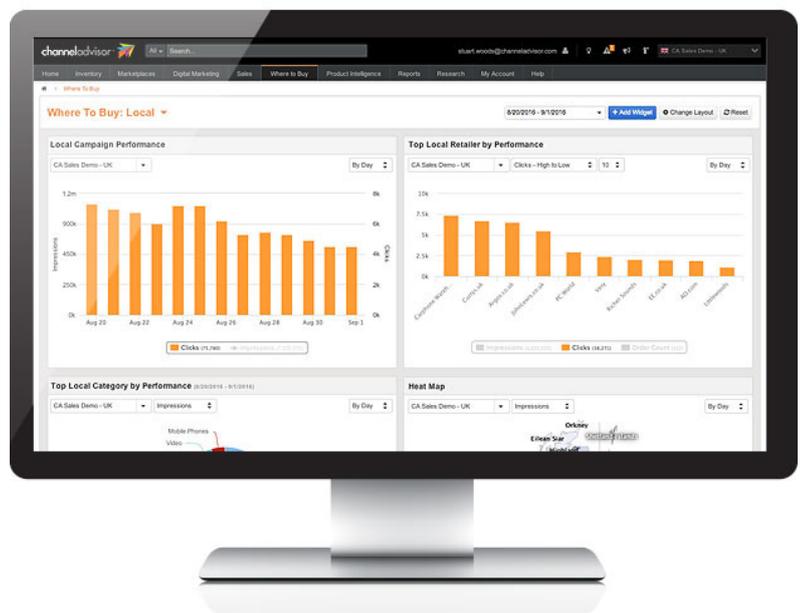
Buy Local reporting feeds the customer journey and provides you with the enhanced analytics along the way.

### PRODUCT ANALYTICS

Take a deep dive into interest by category, and what products your customers are looking for around them. Heat maps tell the story of where your products are being sold offline.

### CUSTOMER ANALYTICS

Learn what campaigns drive the most sales locally and what products your customers are more likely to purchase online vs. offline.



### RETAILER ANALYTICS

Get the insights you need. See what retailers are driving the most traffic, and what regions sell most. Plus, gain visibility around stock status at your retailer's locations (where available.)

Our robust Where to Buy tools and their supporting analytics suite are designed to provide the critical insights you need to make your business successful. They are delivered in a platform that is flexible enough to meet your business needs - all while keeping your e-commerce activities optimized and running efficiently.

To find out more about ChannelAdvisor Where to Buy, Buy Local, and our new enhanced reporting capabilities, email us at [ausales@channeladvisor.com](mailto:ausales@channeladvisor.com) or give us a call: 1 300 887 239.