ChannelAdvisor Marketplaces

Expand your sales reach while optimising for profitability

Online marketplaces are a popular destination for shoppers around the world, playing an ever-increasing role in the customer journey. The marketplaces landscape continues to expand and transform at an incredible pace, with billions of product listings competing for the attention of hundreds of millions of consumers.

58% of consumer discovered the products they purchased by browsing through marketplaces
Source: ChannelAdvisor in partnership with Dynata, 2020

Each marketplace comes with its own set of rules, requirements and built-in audiences, making it challenging for brands and retailers to sell smarter while efficiently investing resources.

ChannelAdvisor Marketplaces is a centralised platform that will enable you to:

- Increase discoverability with optimised product data
- Prevent overselling with synchronised inventory levels
- Outmaneuver competition with powerful repricing and advertising automation tools
- Reach more consumers with automated advertising campaigns
- Measure your performance against competitors
- Expand your products to any of the 920+ robust connections around the world

920+ Marketplace Connections in 190 countries

As the #1 channel management provider to the Digital Commerce 360 Top 1000 (formerly Internet Retailer) since 2013, ChannelAdvisor empowers you to create a truly seamless experience for consumers.

Inventory Data Management

ChannelAdvisor Marketplaces enables you to launch, track and automate your catalogue across marketplaces such as Amazon, eBay, Zalando and more from one central platform, eliminating duplicate product data and preventing potential overselling scenarios.

Inventory Data Management Key Features:	
Product Catalogue	The central hub for managing your product inventory. You can manage your product data, review future imports, check listing status, follow quantity available, manage product variations, create new products manually, block products, and much more.
Consolidated Inventory Management	Reduce the possibility of overselling by synchronising inventory quantity across all of your selling channels. Every time one of your products sells on one channel, the available inventory is automatically updated for all supported channels. Suppress products immediately with inventory blocking functionality.
Quantity Management Strategy	Manage your available quantity with a variety of flexible options that allow you to share quantity across marketplaces and avoid overselling.
Robust Data Transformation Engine	Use powerful data transformation tools to supplement or improve product data, optimising for the unique requirements of each marketplace.
All Items View	View and filter inventory information allocation across the sales lifecycle from a central interface.
View SKU / Product Details	The product details are available on the SKU page. You can edit product data and images, view SKU sales, view quantity changes, and the process and user who triggered the change, and quickly access a channel template or product status page to fix listing errors, and much more from the page.
Variation Listings	Relate products as variations to show that a product comes in different colours, sizes or other variables.
Bundles	Group individual products into bundles and keep your quantities in sync across bundles, individual SKUs and channels. Variations can also be part of bundled listings.
Inventory Attributes	Include the characteristics that define a product so that it can be listed and found on a marketplace. Define custom attributes for added flexibility and more accurate product information.
Multiple Distribution Centre Support	Assign different distribution centres to products within the same account to represent your inventory more accurately.
Multiple Warehouse Designations	Enter a warehouse location or number for products to conserve time.
FBA Inventory Management	Identify high-velocity SKUs sold via Fulfilment by Amazon (FBA) and estimate how long existing quantity will last. Get detailed quantity information and competition data to assess performance and competitive landscape for your products.

Benefits:

- Manage inventory efficiently – Prevent overselling and customer satisfaction issues through automatic synchronisation of current inventory levels
- Scale selling efforts with ease as your catalogue, channels, and consumer demand grows

Marketplaces Listing Management

Not only is listing your products a tedious and time-consuming task, but it's also one of the most important parts of ensuring that your products are seen by consumers. ChannelAdvisor enables you to customise and brand your marketplaces listings to meet your strategic business goals through automation and powerful data transformation capabilities.

Marketplaces Listing Management Key Features:	
Listing Summary on Marketplaces	Access a dynamic, real-time overview of where products are in the process of going live.
Category-Specific Product Mapping Templates	Create category-specific product templates that use common attributes and data-manipulation technology to map your product information to each marketplace's specifications.
Data Transformation Engine	Use predefined or custom built business rules and lookup lists to transform and optimise your inventory data to meet the requirement of each marketplace.
Categoriser	Automatically associate products with categories on Amazon, eBay, and Sears to save work and launch listings faster.
Error Organisation and Bulk Resolution	Review similar errors for multiple products, prioritise and resolve.
eBay Customised Ad Templates and Template Tags with Responsive Design	Brand your eBay listings with custom layouts, optimise your ads for mobile devices and save time by automatically populating listings with product-specific attributes.
Out-of-Stock Inventory Blocking	Suppress products, from all marketplaces listings and/or your webstores, that should not be posted or are out of stock to reduce errors and provide convenience and immediacy.
Buffer Options	Setting a buffer quantity enables you to keep a minimum quantity of a product in your inventory that is not available for listing on channels. Buffers are unique to multi-channel platforms and can help prevent overselling when sales occur for popular items in a short amount of time.
Product Cost Calculations	Determine your FBA and referral fees for each product before listing and include them in your Repricer calculations
Copy Account Assets	ChannelAdvisor allows you to copy settings from one account to others using the Copy Account Assets page. You can use this utility to copy Classifications, Inventory Attributes, Labels, Variations, Lookup Lists, Business Rules and Inventory Templates.
Search Terms Generator	Improve organic discoverability for your Amazon listings by automatically generating and updating the search terms list informed by advertising performance and proven success. The generator continually monitors and re-evaluates the Search Term Query Report to find the highest converting search terms to fill and updates your listing search terms as the trends change. Search Terms are automatically applied to other marketplaces that require this data point.

Benefits:

- Streamline listing management and reduce errors by automating time consuming tasks
- Optimise product data to comply with marketplace data requirements, and ensure consistency across channels through powerful data transformation tools
- Save time and reduce complexity managing and updating your product catalogue from a centralised interface

Marketing Optimisation

ChannelAdvisor gives you more control to create, monitor and manage all of your campaigns from within one central interface. And when you're ready to gain maximum visibility on the world's leading marketplaces, you can entrust both strategy and execution to the industry's most knowledgeable digital marketing experts.

Marketing Optimisation Key Features:	
Ad Console for Amazon Advertising	Easily uncover areas of improvements and opportunities for all levels (campaign, adgroup, targets, etc.) of your Amazon Advertising campaigns with the Ad Console. Use the default views or create custom views to easily access important information that you frequently use to make decisions about your advertising.
Bidding Automation for Amazon Advertising	Improve profitability by creating rules that will automatically adjust bids for targets based on profitability and traffic goals.
Keyword Management Automation for Amazon Advertising	Automate tedious processes by identifying long-tail, high-performing queries and promoting them to biddable keywords for your manual campaigns
Ad Performance Rules for Amazon Advertising	Save time by setting filters that indicate the performance level an advertised product should have and automatically pausing any poor performers across all active campaigns
Campaign Scheduler for Amazon Advertising	Spend smarter by automatically activating campaigns during hours or days when buyers convert and pausing when they don't.
Discover Rate for eBay Promoted Listings	Reduce wasted spend by automatically discovering best performing Product Listings rate.
Listing Filters for eBay Promoted Listings	Save time by automatically adding and removing items from campaigns when they meet thresholds that you set
Deal Planner	Deal Planner introduces a new way to help manage short-term promotions for your own sale on 50+ channels. Create a deal for a specified time window that adjusts the price for the duration of the deal. When the window ends, the special values for the deal are removed and the listing reverted to the original values for the price.

Benefits:

- Get results. ChannelAdvisor sellers who advertised on Amazon grew 63% faster over a seven-month period than those who did not advertise*

- Build a unified strategy across your marketplaces and advertising efforts in a single, centralised platform

- Leverage our industry expertise to gain strategic and technical guidance

- Drive ad spend effectiveness by streamlining campaign setup, management and tracking

- Reach more destinations faster and accommodate cross-channel opportunities with ease

- Increase productivity and reduce workload by automating time-consuming tasks

- Increase efficiency by managing multiple locales in the same platform

Order Consolidation and Fulfilment

The ChannelAdvisor platform includes a wide variety of automation and reporting capabilities to help efficiently manage orders from marketplaces and other sales channels. The platform is designed for maximum flexibility, supporting a wide range of fulfilment options, including owned warehouses, fulfilment by Amazon (FBA), Zalando Fulfilment Services (ZFS) and third party logistics providers (3PLs). The ability to incorporate multiple solutions allows brands and retailers to build more resilient fulfilment operations.

Order Consolidation and Fulfilment Key Features:	
Order Management	Consolidate all orders into a single view and/or exportable format to streamline fulfilment. Automatically import tracking numbers and mark orders as shipped.
Orders Dashboard	The Orders Dashboard helps you follow the progress of their order fulfilment process and enables you to take quick action to meet delivery expectations. You can filter the orders per the order fulfillment stage, reveal orders that might be delayed according to the time allocation set by the seller and save views to quickly access critical information.
Order Monitoring	Use the Orders Dashboard to monitor pending and complete orders and shipments. You can monitor activities from a high overview, or drill down to specific order and shipment status by using filters.
Oversell Alert Report	Provides Message Center and/or email alerts of oversold products within a specified period of time. Oversold is defined by a threshold configurable in report creation. Alert logic is executed on a configurable schedule.
Unshipped Alert Report	Provides Message Center and/or email alerts for orders with payment cleared that remain unshipped, within a configurable period of time.
Customisable Invoices	Tailor your messaging on customer invoices from each marketplace or your webstore.
Order Refunding and Return Merchandise Authorisation (RMA)	Easily refund transactions to provide enhanced customer service. Process buyer initiated returns (RMAs) when a buyer issues a return with the marketplace that is then accepted or rejected by the seller.
eBay In-Store Pickup	Allow your buyers to pick up eBay orders in your brick-and-mortar locations.
eBay Order Consolidator	Automatically detect orders from the same buyer to address and combine them into one order to save shipping time and cost
Multiple Distribution Centres	Update and track your stock levels at each of your fulfilment centres, then choose whether to fulfil by prioritised centres for each channel or by proximity to your shipping destination.
Fulfilment by Amazon (FBA)	Fulfil orders via an Amazon FBA facility. Get automated quantity updates from Amazon and have products sell via FBA when quantity is available there and revert to your warehouse when quantity runs out.
Amazon Multi-Channel Fulfilment	Use your Amazon FBA quantity to fulfil orders from any of your ChannelAdvisor channels, e.g., eBay, Sears.
Zalando Fulfilment Services (ZFS)	If you use Zalando Fulfillment Services (ZFS), those ZFS orders will be imported into ChannelAdvisor as labeled with the order tag ZFS. ChannelAdvisor updates the orders when Zalando ships them.
eBay Buyer Feedback	Automate the process of leaving buyer feedback for eBay purchases.
Shipping Management Suite	Shipping Management Suite is a full-featured platform that keeps your orders seamlessly connected to your shipping services and fulfillment facilities. You can easily shop for discounted rates and use shipping automation rules to split, format, and route orders by shipping fees, speed, destinations, SKUs, or product costs.

Benefits:

- Easily integrate to your preferred distributor, 3PL, or warehouse management system (WMS) or configure the ChannelAdvisor Shipping Management Suite to manage your pick, pack, and ship directly in the platform
- Leverage a network of partners to build a diversified, resilient fulfilment network
- Monitor fulfilment performance using capabilities such as the FBA dashboard or "lead time to ship" dashboard
- Increase efficiency and focus on your core business by automating inventory synchronisation and enabling intelligent order routing
- Review order fulfilment results in a single reporting source

Reporting and Analytics

ChannelAdvisor provides customisable reports and dashboards that provide insights which helps you take performance-driven business decisions for the overall business, to each specific channel, all the way down to product level.

Reporting and Analytics Key Features:	
Account Dashboards	Use the Account Dashboard to view insights for all channels you list to from ChannelAdvisor.
Marketplace Dashboard	Leverage the Marketplace dashboard to get insights for all marketplaces that you sell on one customisable view.
Channel Dashboard	Each channel that you sell on has its own customisable dashboard so you can gain insights into how each individual marketplace is performing at a glance.
Orders Dashboard	The Orders Dashboard helps you follow the progress of their order fulfilment process and enables you to take quick action to meet delivery expectations. You can filter the orders per the order fulfillment stage, reveal orders that might be delayed according to the time allocation set by the seller and save views to quickly access critical information.
Channel Health Console	The Channel Health page provides an overview of health metrics for each of your channels.
Reports Center	Leverage the various reports templates to gain insight into performance and financial data straight in the platform, in your inbox or have them sent to an ftp location. You can customise the reports to fit your needs and set alerts to avoid overselling, understand which orders are unshipped or unsupported.
Profitability Reporting	Aggregated reporting gives you at-a-glance profit and loss reports on each product and marketplace.
Benchmarking	Our comprehensive suite of customisable dashboards provides unmatched insight into how your performance stacks up against that of the competition on Amazon, eBay, Google, Walmart, and many more.
Recent Sales and Order Data	Review revenue and order intelligence, such as number of orders and average order value, for recent transactions on marketplaces.
Actionable Insights	Obtain and act on relevant, data-driven recommendations to help you optimise your listings and order and stock the right products.

Benefits:

- Grow sales and profits by identifying opportunities through powerful reporting and dashboard analytics
- Outmaneuver competitors by optimising your pricing and strategy for your entire catalogue
- Streamline decision-making with relevant business insights into performance
- Save time by accessing reports with the frequency you need
- Gain access to customisable layouts by using a set of default widgets to build your dashboards with the information most relevant to you

Repricing Technology

ChannelAdvisor's automated repricing capabilities automatically adjust your prices to remain competitive and align with your goals. All from within a comprehensive platform that manages all aspects of your marketplace business. So, whether you're looking to win the Buy Box or simply move stale inventory, our mix of proprietary technologies can help.

Repricing Key Features:	
Algorithmic Repricing (for Amazon, eBay and Walmart)	ChannelAdvisor's algorithmic pricing technology has one goal: Help you win the Buy Box or Best Offer position while maximising profits.
Rule-Based Repricing	When our intelligent, rule-based repricer detects a price change in products you carry,it looks at the business rules you've created and strategically adjusts your price.
Velocity Repricing	Product prices are adjusted automatically based on your goals — whether you want to extract more margin on fast-selling products or lower prices when sales are slow.
Pricing Flexibility	Set SKU-level maximum and minimum prices to meet your business requirements. Use repricing techniques individually or in combination.
Amazon Pricing Console	Discover pricing opportunities and gain deep insights into product performance on Amazon including pricing trends and Buy Box performance. Monitor the competitive environment.

Benefits:

- Win the top spot: on Amazon, eBay and Walmart with our Algorithmic Repricer
- Kick start sales with our Velocity Repricer, which automatically adjusts pricing of your stale inventory until it begins to sell
- Maximise profit margin by aligning pricing to your profitability goals
- Preview capabilities enables to check how your repricing rules will compare to other retailers BEFORE you set your strategy
- Gain Amazon insight including pricing trends, Buy Box competition, and your competitors

How we can help

- **Best-in-class technology**: Cloud-based platform with a wide range of tools and automation capabilities to help you connect and manage your marketplaces strategy.

- **Professional & consulting services**: You choose what we help you with each month. Our teams can support you with strategy refinement, training, ChannelAdvisor account optimisation and much more to ensure maximum performance.

- **Managed Services**: Our services combine the strengths of our technology with our unmatched industry expertise to help you act more strategically across your marketplaces selling and advertising efforts.

Interested in learning more?

To find out more about ChannelAdvisor Marketplaces and how we can help you grow your business, email us at contact@channeladvisor.com or give us a call at +61 3 9034 3400.

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