

Launching You
Into the Next Era
of E-Commerce.

Buckle Up!

AUTUMN RELEASE 2015

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Launching You Into the Next Era of E-Commerce. Buckle Up.

Lately, things have been changing pretty fast in the world of e-commerce. Marketplaces are booming. Search engines are evolving. And other major players are joining the scene and stepping up their game.

These developments don't reflect the usual level of industry changes. They are signs of seismic shifts to the e-commerce landscape and will affect how consumers and retailers of the future will transact.

The next era of e-commerce is upon us. It's an era in which marketplaces are multiplying overnight, and quick, smooth access is vital. It's an era in which intelligent, data-driven analytics are not just nice to have, but essential for success. And it's an era in which product-based advertising has evolved and begun to blur the traditional boundary lines of e-commerce.

But worry not. The 2015 ChannelAdvisor Autumn Release is your official launching pad into the future. Our newest tools, insights and functionality will not only guide you through the changes of today, but prepare you for the e-commerce innovations of tomorrow.

Are you ready for a new era of e-commerce? Buckle up.

A New Era of Marketplaces

- Expand your global footprint to include marketplaces in **Latin America** and **Europe**
- Reach a broader set of emerging marketplaces enabled by the **Access ChannelAdvisor** program
- Use mapping suggestions from the **Sears Categorizer** to automatically list products under the correct category

A New Era of Analytics

- Allow data-driven insights of **ECOMpass Benchmarking** to give you perspective on your performance, the performance of your competitors and your future direction
- Leverage intelligent **FBA Analytics** to gauge the cost and performance of your FBA products

A New Era of Product Advertising

- Own the Amazon search results page with **Amazon Sponsored Products**
- Get full support for **Facebook's dynamic product ads**, including ad previews, performance comparison and reporting
- Optimize your digital marketing by leveraging the experience of our **Managed Services** team

A New Era of Marketplaces

As we like to say, marketplaces are eating the e-commerce world. But these days, more marketplaces are joining the feast every day.

Entering new marketplaces means access to new geographies and millions of potential customers, but with so many options, retailers need help. They either need to know exactly which ones are worth pursuing, or they need the kind of access and flexibility that allows them to quickly connect their products to multiple new channels with ease.

In addition to support for eBay Poland and eBay Belgium, the 2015 Autumn Release includes several other options to help you grow your customer base on the marketplaces of tomorrow.

Amazon Mexico

Are you ready to add another exciting stamp to your cross-border trade (CBT) passport?

Amazon has expanded its global reach even further with the introduction of the Amazon Mexico marketplace. Using ChannelAdvisor's centralized inventory and order management, retailers can easily broaden their North American footprint.

With the growing popularity of e-commerce in Mexico, and the region's proximity to the massive US market, Amazon's expansion south was inevitable. The e-commerce market in Mexico grew 50% in 2013 and 32% in 2014, and its double-digit growth is expected to continue in 2015 with an expected 30% increase.¹

ChannelAdvisor has a long history with Amazon marketplaces and has developed many features over the years to help thousands of customers sell better and more efficiently. From technology that transforms and maps your data to Amazon's specifications to insights that help you plan and execute your Amazon strategies better, ChannelAdvisor is your preferred Amazon partner for Amazon success.



With its capital investments, catalog breadth and e-commerce expertise, Amazon Mexico will certainly provide a giant boost to Mexico's growing e-commerce market. Partnering with the marketplace powerhouse is a good strategy.

¹ <http://www.emarketer.com/Article/Despite-Double-Digit-Growth-Ecommerce-Grabs-Small-Share-of-Mexicos-Retail-Sales/1011924>

Cdiscount

How about a trip to France? Well, maybe not for you exactly, but we can send your products there via the Cdiscount marketplace.

France is an extremely lucrative e-commerce destination, with online sales expected to reach nearly \$70 billion by the end of 2015, and Cdiscount — the number one e-commerce website in the country — is a great way to tap into the French market.²

Cdiscount offers a wide product range that spans a number of verticals, from toys to sporting goods, jewelry to homeware, and is a leader in the industry with its high-tech and home products. The marketplace is constantly focused on building both product selection and categories.

Convenient Payment and Shipping Options

Cdiscount's unique payment model makes it an attractive shopping destination for French shoppers. The marketplace allows consumers to pay for an item in full or break it down into four installments. Cdiscount supports all four of the installments, directly accepting the order and paying the seller the full amount up front. The marketplace then takes care of getting the installments paid by the customer, so everything is taken care of with no hassle to the seller.

Cdiscount also offers a fulfillment program for sellers looking for logistics assistance in France.



As you expand your business, having a scalable, automated and multichannel platform provider is essential for long-term success. Let ChannelAdvisor take your centralized inventory, optimize it and get your products ready for a European trip.

² <http://ecommercenews.eu/ecommerce-france-will-grow-e62-4bn-2015/>

Access ChannelAdvisor

Part of what makes ChannelAdvisor’s platform the best in the industry is the broad network of channels that we connect to, from the biggies like Amazon and eBay to new ones like Jet, Zalando and more.

We’ve recently launched a new program that allows all manner of e-commerce channels to integrate with the ChannelAdvisor platform: **Access ChannelAdvisor**.

Access ChannelAdvisor gives ChannelAdvisor customers access to more channels of demand more quickly than ever before. The channels that are part of Access ChannelAdvisor each have different audiences, different niche segments and different followings around the globe — all of which combine to create new sources of demand for your products.

Contact us to find out more about the current partners participating in Access ChannelAdvisor:

- **Bluefly:** Bluefly is the one-stop destination for stylish living. Founded in 1998, Bluefly has established itself as the ultimate resource for the best of fashion, home and beauty offering the most coveted designers and trends at enviable prices. With 2,000+ brands selling on its site, Bluefly is looking for more brands to provide its 3.2 million monthly visitors.
- **Choxi:** Formerly known as Nomorerack.com, Choxi is number 66 on the Internet Retailer Top 500 Retailers index and is focused on offering its customers deals on everything from apparel to jewelry to electronics. With 2 million+ active customers, Choxi has experienced explosive growth through its deal format model and is rapidly expanding its focus to new categories.
- **Flubit:** Make your products available to a highly qualified subset of the 5 million UK buyers that regularly use Flubit. When a shopper finds a product they wish to purchase, they send the link to Flubit and Flubit searches for a better offer. The program has led to one in every three offers converting to an order, and 60% of Flubit’s shoppers returning to buy again.
- **GAME:** Game, the UK’s number one game retailer has extended from being a high-street retailer to become a big player in the world of e-commerce. Launched just six months ago, the Game marketplace has already established itself to be a standout success. According to Game, the platform was set up to provide gamers with a wider choice of gaming-related products. The marketplace now partners with over 100 approved sellers and has over 115,000 items currently listed.



- **Iguama:** Iguama aims to satisfy the demand for US brands in Latin America with a marketplace that handles everything for sellers from finding shoppers to shipping to regional payment options. The company does not profit from the products it sells—only from membership fees shoppers pay to join the Club—and uses all commissions to reduce international costs and make its prices more competitive.



- **Mirakl:** Imagine the real endless aisle. That’s effectively what Mirakl provides—the technology and expertise to help branded manufacturers and retailers launch their own marketplaces. Mirakl’s ambition is to be the catalyst of a marketplace revolution that will transform the traditional e-commerce landscape.
- **ricardo.ch AG:** With 2.3 million users and 15 million daily pageviews, ricardo.ch AG bills itself as the leading online marketplace in Switzerland. The company turns over about \$680 million a year on behalf of several thousand merchants. Ricardo.ch AG is where Swiss shoppers go for the largest range of used and new offers from private and professional sellers.
- **Tanga:** Tanga makes shopping fun by helping its devoted customers find new and exciting products at no-brainer prices. In the summer of 2015, Tanga converted its flourishing daily deal site to become the leading marketplace for delivering personalized deal discovery to a massive pool of “dealaholics” and impulse buyers. Tanga connects customers to things they want and can’t live without through targeted campaigns and promotional events that give its wide variety of products maximum exposure and gets them into the most shopping carts.
- **Wish:** Wish is the leading mobile commerce platform in North America and Europe with over 100 million global users and 1 million daily active users. Selected by Google as the Best Shopping Application of 2014, Wish creates a relevant, entertaining, and personalized browsing experience for each individual consumer through understanding consumer behavior and preferences. This translates into effective product exposure and better sales conversions for merchants.

Categorizer for Sears

Just mentioning the words “product classification” can put anyone to sleep. Or try visualizing the daunting process of manually going line by line through each of your products. Feeling tired? It doesn’t have to be that way. Stop draining your company resources on such antiquated processes.



You need a proven solution to classify your marketplace products with the correct keyword or ID automatically — reducing time and minimizing human error!

ChannelAdvisor’s Categorizer has been extremely successful at helping retailers on marketplaces like Amazon and eBay identify and associate their products with specific lists of browsable classification values. Or, to put it in layman’s terms: automatically mapping products to the right category. The feature is so popular that we’ve extended the functionality to include the burgeoning Sears marketplace.

You’ve got too many products to worry about. Let them sort themselves out. Literally.

A New Era of Analytics

One of the buzzwords you hear constantly in e-commerce these days is “Big Data.” Well, with the largest and most comprehensive subset of commerce data of any e-commerce provider, we’ve got tons of insights that you can now put to use.

And with new, innovative technology and upgraded dashboards, our latest round of FBA analytics will have you packing and shipping like the smartest guy in the room.

ECOMpass Benchmarking

Ever wondered “Is it just me?” in relation to your performance on a marketplace? Do you know if you’re growing faster or slower than others in your category? Do you know what channels are best for products like yours?

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, the idea of “Big Data” is just an empty buzzword.



ECOMpass
Benchmarking

Reveal the Competitive Landscape

ECOMpass Benchmarking is an industry-first suite of customizable dashboards that gives you unparalleled insight into how your performance compares to other retailers and brands. Leverage the power of the \$6 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 just like you.

For a limited time, ECOMpass Benchmarking is included with existing ChannelAdvisor subscriptions. Our algorithm examines the listing details of those retailers 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 ECOMpass Benchmarking, you can now determine your relative strength on each marketplace. Compare your growth to the overall marketplace's growth. Or, compare your growth to that of competing sellers to determine if you are gaining or losing share. Check your top categories for further insights and compare your mix of channels to that of competing sellers. You'll identify sites that represent good channel expansion options.

ECOMpass Benchmarking can be used to inform decisions both small ("How fast am I growing in this category?") and large ("Is now the time to expand overseas?").

Get your bearings. Chart your course. ECOMpass Benchmarking.

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

ECOMpass Benchmarking Dashboards

Marketplace Mix

Analyze how your sales break down across marketplaces compared to the sales of other 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 to sales of other competing sellers in 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 marketplace growth as well as to that of competing sellers. Use this view to understand if you are 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 to the competition.

Fulfillment by Amazon (FBA) Product Cost Calculations

As you know, selling on Amazon is competitive. And repricing on Amazon is a delicate balance of lowering prices to compete while also maintaining enough margin to make a profit. In addition to the product cost, many sellers also try to include marketplace fees in their bottom line, so they can adequately price their product to cover these costs.

Amazon seller fees, however, are only part of the equation when a seller chooses to use the Amazon Fulfillment by Amazon (FBA) program for their pick, pack and ship operations. While FBA has many advantages, including access to Prime buyers, pricing for these products must account for the additional fees that are incurred.

Product Cost + Shipping + Selling on Amazon Fees + FBA Fees = Total Cost

In addition to allowing you to set up different repricing rules for your FBA products, you can also choose to automatically include the FBA fees in your product floor limit price. This ensures that as you lower your price to compete, you maintain enough margin to make the sale profitable.

ChannelAdvisor works constantly to improve the functionality of our integration with the popular FBA program. That's why we've created a feature that will allow you to calculate your total product costs easier and more accurately.

ChannelAdvisor's product cost calculations at a glance:

- ChannelAdvisor collects and calculates the Amazon-estimated FBA and referral fee for each of your products
- Seller has the option to include one or both fees in their Repricer calculations when determining the pricing limit
- Repricer will run and automatically build these costs into your bottom line
- Seller can preview the impact of including the fees in the Repricer Preview

Why it's important for retailers:

- Consider all estimated costs to preserve margin while constructing repricing strategies
- Understand which products are making money on Amazon
- Source and sell the most profitable products while using Amazon FBA services

FBA Inventory Velocity Reporting

Managing the inventory for the top selling products you have in Amazon FBA is essential to maintaining sales. Inform your reordering decisions with the Inventory Velocity report, which provides information on recent sales, identifying the SKUs that are selling fast and at risk of selling out.

You can use the report to identify high velocity SKUs — both seller-managed and those held in a FBA distribution center — and view an estimate of how long the existing quantity will last. The report will also highlight slow moving products that may need additional promotion or discounting.



A New Era of Product Advertising

Product-based advertising is nothing new, but like everything else in e-commerce, it's growing and changing. It's on marketplaces. It's on social networks. And if you want to be a retailer of the future, it needs to be on your current to-do list.

With the 2015 Autumn Release, ChannelAdvisor customers receive support for Amazon's popular advertising program: **Amazon Sponsored Products**.

Amazon Sponsored Products

As an Amazon seller, what are you doing to make sure your products stand out from the millions of other products? What could you do to make your listings rise above the rest?

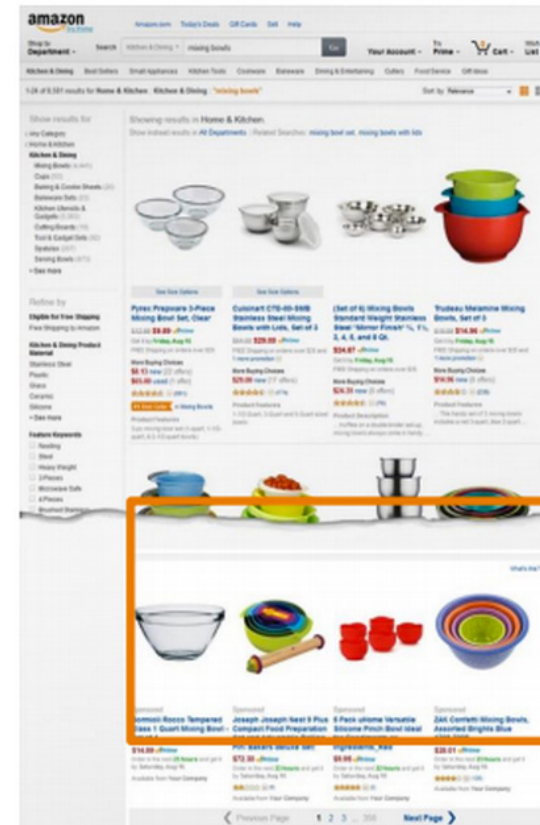
Well, **Amazon Sponsored Products** provide opportunities to stand out, and now you can closely integrate your advertising strategy with your listing strategy through ChannelAdvisor.

Sponsored Products is a program that allows sellers to promote their product listings on the Amazon search results page. These ads are based on keywords that match shoppers' search queries.

ChannelAdvisor provides full support for Amazon Sponsored Products on Amazon.com with tools and reports that provide complete visibility into product-level performance, control over the success of your campaigns and actionable insights that drive iterative success. For ChannelAdvisor Marketplaces customers, Sponsored Products can be set up and used immediately.

Sponsored Products at a glance:

- Results based on keywords
- Listings keep buyers on Amazon
- Retailers must own Buy Box for ad to display
- Cost per click, auction-based pricing model



Why Use Amazon Sponsored Products with ChannelAdvisor?

From an e-commerce perspective, Amazon Sponsored Products are unique in that they're a hybrid between selling on a marketplace and bidding as you would for paid search. Given our expertise in both third-party marketplaces and digital marketing, we've built a depth of support for Sponsored Products that delivers optimal flexibility, visibility and control.

With ChannelAdvisor's Sponsored Products support you can:

- Manage your Amazon listings and advertising programs in one location
- Automatically sync to import all your current Amazon campaigns, saving valuable time
- Receive Advertising Insights that provide recommendations about the best products to advertise
- Target the best products to advertise using ChannelAdvisor's proprietary Smart Select technology to identify products by core attributes (e.g., brand, ASIN, listing date) as well as Amazon-specific data points (e.g., Buy Box attainment, sales rank, FBA status)
- Enjoy centralized campaign management, which allows you to view all performance metrics for your cost per click entities — campaigns, ad groups, ads and keywords — from the same interface, helping you manage to your budgets and goals
- Strategically choose either automatic or manual keyword targeting options (automatic helps you get started quickly and provides actionable feedback on Amazon-selected keywords based on customer searches while manual provides for more customization and finessing of bids and keywords in your campaigns)
- View advanced performance metrics such as product-level reporting, conversion rate, CPC, advertising cost of sales and more
- Use bulk operations to activate, pause or archive campaigns as well as perform bulk management of keyword bids and advertised products



Facebook Updates

You’ve been waiting for a decade to fully leverage the massive popularity of social giant Facebook — a site that recently had one billion users logged in within a single day (that’s billion with a “b”).³ Until recently, it was tough to monetize that popularity, if not impossible.

Facebook dynamic product ads, however, have proved successful for many retailers since their introduction. And with the ChannelAdvisor Autumn Release, you’re now able to fully manage your product ads like never before. That includes managing the functionality of your campaigns from both the ad and ad group level, as well as previewing the ad while it’s being created.

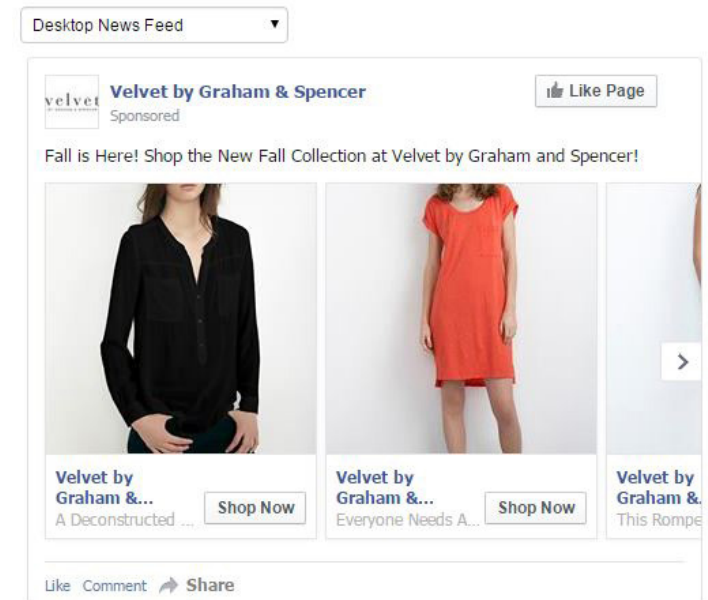
Cross-Sell and Upsell Your Customers

Want to develop repeat customers? You can now target recent purchasers of your products and show them complementary items to the ones they purchased. And you will have control of how you define the related products. For example, let’s say someone adds a purse to their cart. You can show them ads for other purses if you’d like. Or, you can mix it up and show them shoes instead, since they might be looking for a matching outfit. It’s all up to you.

One Account to Rule Them All

No more logging in and out of your account inefficiently. Once you set up your account with Facebook, you can do everything within the ChannelAdvisor platform.

And the best part? As a ChannelAdvisor user you will be able to view and analyze your results from Facebook right alongside your other product ads and channels. You don’t need to outsource this feed to this agency, or that feed to that provider. With ChannelAdvisor, it’s all under one roof.



You’re now able to fully manage your product ads like never before. That includes managing the functionality of your campaigns from both the ad and ad group level, as well as previewing the ad while it’s being created.

³ <https://www.facebook.com/zuck/posts/10102329188394581?pnref=story>

A New Era of ChannelAdvisor's Managed Services

Wish your e-commerce team was smarter? More experienced? More connected? More knowledgeable?

We can help with that.

With ChannelAdvisor Managed Services, we complement our industry-leading software solutions with strategic guidance from some of the most dedicated experts in the business. For our managed clients, it's like having a whole team of e-commerce gurus in their corner, dispensing knowledge, creating efficiencies and ultimately providing them with a leg up on their competition.

Some of the recent advantages our Services team brought to our managed clients include front-end management for Google's local inventory ads, as well as optimization for both Bing Shopping Campaigns (BSC) and Yahoo Gemini Product Ads:

Google Local Inventory Ads

Local inventory ads increase visibility for your local stores and inventory. Like Google's Product Listing Ads (PLAs), local inventory ads are a great way for retailers to take even more ownership over the Google results page. Our digital marketing team has years of Google experience optimizing Shopping campaigns and can use that knowledge to provide full front-end management of your campaigns, including the "4C's":

- *Content* — A more detailed and organized product feed
- *Campaign Structure* — Product groups that are built out on a granular level
- *Correct Bidding* — Competitive bids that allow your ads to show up in search results
- *Cross-Channel Analytics* — Insights from other e-commerce channels to give yourself perspective

Our Managed Services team can segment your products (e.g., local, online or both) for the most effective campaign structure. We can also manage them alongside your traditional PLAs to ensure that they're getting the attention they deserve. Lastly, local inventory ads are an important way to get your products seen on mobile devices, so our team can make sure that your mobile bidding is adjusted accordingly.

Yahoo Gemini Product Ads & Bing Shopping Campaigns

While these two search engines are separate entities now, retailers can and should take advantage of the primary advertising programs offered by both. They provide additional digital marketing exposure for your products, and the advertising competition isn't as cutthroat as on, say, Google.

The ChannelAdvisor platform can support your separate product feeds for both Yahoo Gemini and Bing. From there, our experts can work their magic and give you the proper campaign structure, bidding and cross-channel analytics to be successful.

When you sign up for Managed Services, let us handle the nitty-gritty and the big picture. Just think of our in-house experts as trusted members of your team who are using their years of experience, their connections and their vast e-commerce knowledge to help you succeed.

The New Era of E-Commerce is Upon Us.

You might want to have a seat. Things are starting to speed up.

Successful online retailers and brands don't just make adjustments to today's industry shifts. They take steps to ensure that they're agile enough to adapt to whatever changes tomorrow. This requires quicker, smoother access to more online channels, industry-leading analytics and intelligent solutions for the future of product-based advertising.

The ChannelAdvisor 2015 Autumn Release aims to provide you with the technology and resources you need to help you grow alongside a quickly evolving industry.

The future of e-commerce is happening with or without you. So take a seat, strap in and call ChannelAdvisor to make sure you're part of the future and not a relic of the past.

Contact us today at 866-264-8594 or info@channeladvisor.com.

Trust us. **Be Seen.**

To learn more:

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