



Crocs: Making an international footprint



**ACHIEVED OVER \$1 BILLION
IN ANNUAL REVENUE IN 2014**



EXPANDED TO OVER 90 COUNTRIES



**GREW BUSINESS IN AUSTRALIA
AND JAPAN**

crocs™
COME AS YOU ARE™

Location: Niwot, CO

URL: www.crocs.com

Industry: Apparel

Have you ever thought about taking your online business global? Are you intimidated by the many different hurdles that can prevent you from meeting your goals? Crocs needed a solution provider to help grow its international business and expand to new markets. With ChannelAdvisor, Crocs got the solution it was looking for.

COMPANY OVERVIEW

Crocs, Inc. is a world leader in innovative casual footwear for men, women and children. Since its inception in 2002, Crocs has sold more than 200 million pairs of shoes in more than 90 countries around the world. Crocs offers several distinct shoe collections with more than 300 four-season footwear styles. All Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight and odor-resistant qualities that Crocs fans know and love. The company sells through brick-and-mortar retail sites as well as online.

CHALLENGE

As Crocs sought global expansion, the company looked for a global e-commerce solution provider to help manage its marketplace and digital marketing campaigns. Crocs wanted a provider that could help it establish an international presence through various e-commerce channels.

“We wanted a global partner to grow our marketplace presence as well as our product syndication for digital marketing integrations,” said Harvey Bierman, Crocs vice president of e-commerce technology and operations.

SOLUTION

After going through the evaluation process to find a solution provider, Crocs concluded that ChannelAdvisor offered the best fit for its goals. Crocs discovered it could grow its global e-commerce business with the technology and services that ChannelAdvisor provided.

“ChannelAdvisor was able to service our needs in the US and in other markets as well, including Japan,” said Bierman. “During the selection process of our feeds and marketing integration vendor, ChannelAdvisor showed that it had the technology, industry experience and client management that we value.”

Using ChannelAdvisor Marketplaces and Digital Marketing, Crocs could upload its product data to the ChannelAdvisor platform and match it to the format of each marketplace and digital marketing site where it wanted to increase the visibility its products visible.

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RESULTS

Since working with ChannelAdvisor, Crocs has substantially increased its revenue and expanded its global online presence. The company made more than \$1 billion in annual revenue in 2014 and is selling in more than 90 countries all over the world.

“Since the internet makes the world so much smaller, it’s really about evolving the customer experience as their expectations have changed so dramatically,” said Bierman. “ChannelAdvisor was able to help us meet these needs. It was important for us to have different e-commerce directors around the world and a single point of contact to engage with us about account management or sales optimization. That’s what led us to ChannelAdvisor.”