



# Dell: Boosts Q4 Comparison Shopping Results

## COMPANY OVERVIEW

Dell's climb to market leadership is the result of a persistent focus on delivering the best possible customer buying experience. The leading U.S. computer manufacturer, Dell also offers a wide variety of gaming products, computer accessories, electronics, software and peripherals. Since its founding in 1984, Dell has revolutionised the industry and made computing more accessible to consumers around the globe through a customer-focused business strategy that values speed, adaptability and metrics-based decision-making. Dell's target market includes businesses, institutional organisations and individual consumers. Nearly one out of every five standards-based computer systems sold in the world today is a Dell, contributing to its No. 34 placement on the Fortune 500.



## SITUATION

Prior to September 2007, Dell used a simple, no-frills management tool that allowed its marketing team to send basic product feeds to comparison shopping engines (CSEs), but provided limited visibility, little control and virtually no data feed optimisation. The only strategic option at its disposal was to turn a feed on or off, leaving many questions unanswered and opening up plenty of room for improvement.

Dell's previous comparison shopping program sent outgoing data feeds to approximately 20 CSEs. In the process of evaluating the CSE program, Jey Iyempandi, Dell's online advertising manager, determined that Dell needed more control over the variables that affect product listings and started looking for a new solution. With an already complex program in place, Dell's goal of transitioning to a new CSE solution one month prior Christmas was ambitious. "We had limited visibility and flexibility to manage our feeds as we were receiving only aggregate site reporting," said Jason De Vos, Online Advertising Consultant. "We were barely scratching the surface of useable data. It was crucial that we began tracking the individual factors that influence profitability on a daily basis and have the ability to make changes quickly."

ChannelAdvisor's results with other Fortune 500 companies caught Iyempandi's attention. He was mainly impressed with ChannelAdvisor's ability to maximise profitability across a large array of products as well as ChannelAdvisor's expert ability to manage the retailer's complete CSE marketing efforts.

URL: [www.dell.com](http://www.dell.com)  
Industry: Computers & Accessories

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- Jey Iyempandi  
Online Advertising Manager  
Dell

## SOLUTION

Dell chose ChannelAdvisor's Managed Comparison Shopping to outsource its comparison shopping program. This combination meant that Dell's marketing team could concentrate on merchandising and product promotion strategy while ChannelAdvisor provided the implementation and strategic guidance to ensure that CSE campaigns would be successful.

Comparison Shopping's Merchandising Engine allowed ChannelAdvisor's professional services team to define specific rules for data feed optimisation that provided improved relevancy and better results. The team continually evaluated individual product performance on each CSE, tracking key metrics such as cost per order, return on ad spend (RoAS) and profit margin. Actively reviewing these metrics enabled ChannelAdvisor to add or remove products and promotions from individual comparison shopping engines as soon as they impacted profitability.

The effort to deploy successful merchandising rules for such a large retailer demanded tremendous power and flexibility from the Comparison Shopping solution. "Previously, we sent data feeds to the CSEs and only received very basic reporting in return," said De Vos. "The reports didn't provide the insight to assess the success or failure of our program. With Comparison Shopping, we gained a new level of flexibility that enabled us to better control our comparison shopping engine program and the results."

## RESULTS

After a successful transition to ChannelAdvisor's Comparison Shopping solution, Dell started sending more than 40 different feeds to comparison shopping engines just in time for the Christmas season. During the first 30 days, Dell was able to expand its comparison shopping footprint while increasing marketing efficiency. ChannelAdvisor's efforts produced extraordinary success. Year-over-year fourth quarter sales through the CSE channel grew substantially with the addition of new sites more than doubling traffic over the previous year.

"ChannelAdvisor helped us increase our revenue through the CSE channel – without sacrificing efficiency," said Iyempandi. "ChannelAdvisor offered an experienced team with the flexibility and the know-how to target new demographics, adjust promotions quickly and maximise profitability all within a narrow timeframe. Superior technology and industry expertise are what drove the value for us," he added.

Due to the overwhelming success with ChannelAdvisor's Comparison Shopping solution, Dell has since launched on ChannelAdvisor's Marketplaces solution. Check back for future updates on Dell's success.

# ChannelAdvisor Solutions

## ✓ Marketplaces

With ChannelAdvisor's Marketplaces solution, retailers have an incredibly effective tool for harnessing the clout of sites like Amazon, eBay and Pixmania – one that covers everything from the automated delivery of accurate product data to each marketplace, to best practices for helping products stand out in a crowd, to the trouble-free management of online sales.

## ✓ Comparison Shopping

Comparison shopping sites exist to let consumers see the big picture. Our Comparison Shopping solution enables retailers to do the same – offering the ability to get a good look at the entire landscape, market products across multiple sites easily and effectively, and focus in on the most persuasive campaign strategies. All of which means more control, more relevancy and more opportunities for sales.

## ☐ Paid Search

## ☐ Webstores

## ☐ Rich Media