



eBags: Comparison Shopping Success Leads eBags to eBay

COMPANY OVERVIEW

Number 114 on the 2011 Internet Retailer Top 500 Guide, eBags is the world's leading online provider of fashion and functional luggage, handbags, business cases, backpacks and accessories for all lifestyles. eBags' profile includes 520 brands and 36,000 products from well-known names including Samsonite, Vera Bradley, Kate Spade, Fossil and Nike. To date, the company has sold 7.6 million bags worldwide.

SITUATION

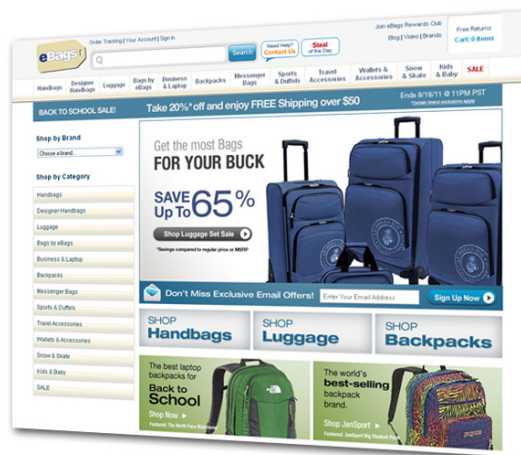
In 2005, eBags realised that the ever-growing comparison shopping landscape was quickly becoming too difficult to manage manually. The company needed to customise its data feed for each engine, and the IT team could not dedicate its resources as other e-commerce projects took precedence. In addition, the company planned to launch a comparison shopping engine program internationally. eBags quickly realised automation was an absolute necessity.

Data management was the key issue. "Having the time to manage multiple data feeds was one thing, but getting top results out of each and every feed was a different story," said Thomas Bengel, marketing manager for eBags. "Our goal is to get the greatest return possible out of every shopping site we utilise, but simple tasks, like managing the editing of product titles and descriptions to increase relevancy, proved to be too cumbersome."

Further, eBags was beginning to recognise untapped potential to sell more on marketplaces like eBay. "This was risky on our end because we weren't familiar with the eBay platform and how to be successful, but we knew there was an opportunity there," continued Bengel.

SOLUTION

eBags chose to take advantage of ChannelAdvisor's Comparison Shopping solution coupled with ChannelAdvisor's Managed Services. The managed services program provides larger retailers with a fully outsourced solution that includes quick launch, ongoing weekly reviews and on-demand support. This solution quickly freed eBags' IT resources as the ChannelAdvisor team took over day-to-day merchandising of the company's products on the comparison shopping engines. eBags shifted from managing multiple product feeds to uploading just one feed to ChannelAdvisor's platform, which then distributed eBags' products across all comparison shopping engines.



Location: Greenwood Village, CO
 URL: www.ebags.com
 Industry: Luggage, Handbags, Backpacks & Accessories

“ Seeing such positive results so quickly has exceeded our expectations. Our partnership with ChannelAdvisor has enabled us to expand to new online channels, resulting in more revenue, increased exposure and new customers. ”

- Thomas Bengel
 Marketing Manager
 eBags Inc.

Through the flexibility of Comparison Shopping's Merchandising Engine feature, eBags gained more than just time savings. Like many online retailers, eBags experienced difficulty in the past providing shopping engines with data that wasn't available in its product feed. Prior to launch, ChannelAdvisor's account strategists identified areas for improvement then used the Merchandising Engine feature to implement customised business rules, effectively improving product feed performance on each shopping site. In addition, eBags was able to provide a schedule of promotional campaigns to ChannelAdvisor in advance, which were then scheduled to be automatically included in the eBags data feed for future campaigns.

Once eBag's comparison shopping program was up-and-running, it quickly exceeded expectations, prompting ChannelAdvisor to reach out to discuss an opportunity to expand eBag's multichannel strategy and get in front of new shoppers on marketplaces like eBay. Expanding to a new channel can sometimes be unnerving, but with a launch guided by ChannelAdvisor's Services team, coupled with ChannelAdvisor's Inventory Management system, the transition was logical and easy. EBags was soon listing hundreds of products--all tracked and distributed by the Inventory Management system to prevent overselling--and gaining exposure to an entirely new audience on eBay.

Using ChannelAdvisor's dashboard within the platform, eBags can view a quick snapshot of its success across both comparison shopping engines and marketplaces. Specifically, the company can immediately obtain information on dips in traffic or revenue, return on ad spend (ROAS) at the product level, current feed status in addition to category and product performance by channel.

RESULTS

By implementing ChannelAdvisor's Comparison Shopping solution, eBags took its comparison shopping strategy to the next level, reaching several key metrics almost instantly. "Seeing such positive results so quickly has exceeded our expectations. Our partnership with ChannelAdvisor has enabled us to expand to new online channels, resulting in more revenue, increased exposure and new customers," Bengé said.

Additionally, since launching its eBay strategy, eBags was able to obtain "top-rated seller" status within just months with the direction of ChannelAdvisor. "eBay has unique integration, management and service requirements," asserted Bengé. "ChannelAdvisor helped us implement a solid eBay relationship and has helped us manage those nuances, creating early success."

As part of that early success, eBags reported a record-breaking Christmas season. The company shattered its Black Friday record with 66 percent growth and realised a 53 percent increase in Cyber Monday sales.

Due to its overwhelming success with ChannelAdvisor's Marketplaces and Comparison Shopping solutions, eBags has since launched ChannelAdvisor's Paid Search solution. Check back for future updates on eBags' 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.

✓ Paid Search

Our Paid Search solution takes the basics of this essential channel and enhances them specifically for retailers. Meaning? It's now not only possible, but also practical and very cost-effective, to manage, automate and maximise the visibility of campaigns across all the top search engines – including Google, Bing and Yahoo!

✓ 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.

■ Webstores

■ Rich Media