

COMPARISON SHOPPING

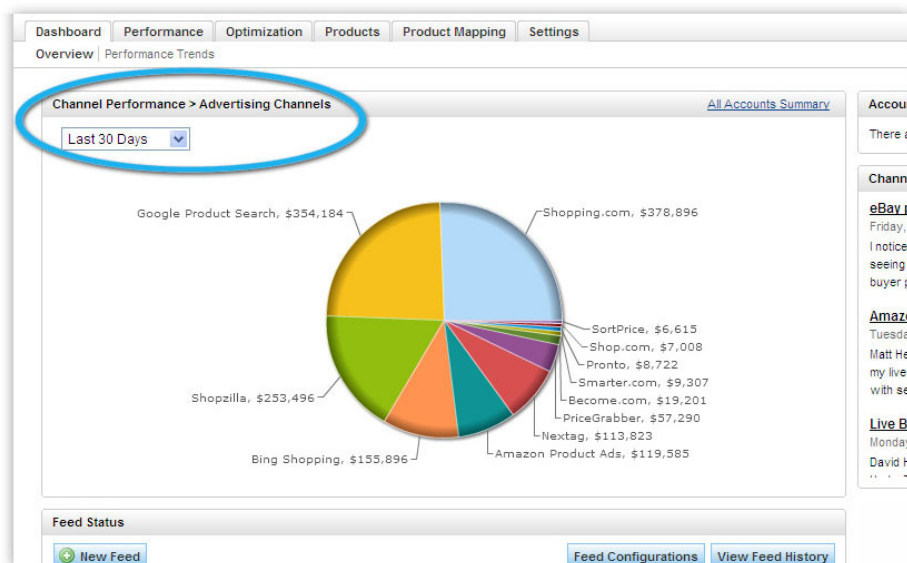
Whether it's Shopzilla, NexTag, Ciao or Google Product Search, ChannelAdvisor supports more than 130 individual comparison shopping engines to make your products visible to as many shoppers as possible, as efficiently as possible. Send just one product inventory feed to ChannelAdvisor and gain the ability to optimise your product listings based on the unique characteristics of each engine.

Make performance-driven decisions for all comparison shopping engines down to the product level. Use the dashboard to ensure your products are in all the right places so you can sell more.

COMPARISON SHOPPING GIVES RETAILERS THE ABILITY TO:

- ✓ Optimise data elements in the feed to improve findability, visibility, and traffic quality
- ✓ Manage costs and uncover revenue increasing opportunities
- ✓ Monitor multiple data feeds (which feed was sent, how many products did it include, which categories are mapped correctly, etc.)
- ✓ Track buyer behaviour to better understand all clicks that contribute to a conversion





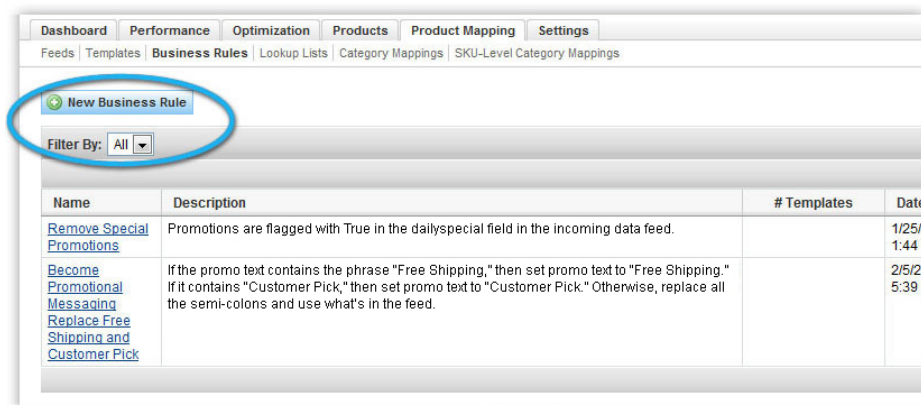
FEED MANAGEMENT

Managing your comparison shopping program and priorities through your IT department can be difficult and ultimately delay profits. ChannelAdvisor's Comparison Shopping solution allows access to more than 130 comparison shopping engines. A single interface gives you a 360-degree view of your data feeds from scheduled promotion feeds, to site-by-site category mapping, to successful syndication. ChannelAdvisor's Comparison Shopping solution helps you see your program from all angles, so you can take the appropriate actions that reduce costs and increase profits.

FEED MANAGEMENT FEATURES AND BENEFITS

Feature	Benefit
360-Degree View	Allows you to view your summary performance data across all of your individual comparison shopping engines through one interface.
Centralised Data Feed Status	Provides instant access to data feed status across individual channels to monitor high-level progress.
Incoming and Outgoing Data Feed View	Alerts you on a daily basis on sent and received feed statuses so you can tackle problems early.
Multiple Site Syndication	Provides easy, simultaneous publishing through one data feed to the full spectrum of comparison shopping engines.
Product-Level Category Mapping	Provides more control and improved relevancy down to a granular level.
Data Mapping to taxonomy of each Shopping Engine	Saves time and improves relevancy across all engines.
Category Blocking	Reduces costs by preventing the sending of product data in underperforming categories.
Product Feed Scheduling	Provides more control over product changes, postings and autonomy from IT.

FEED CONTENT & PERFORMANCE OPTIMISATION



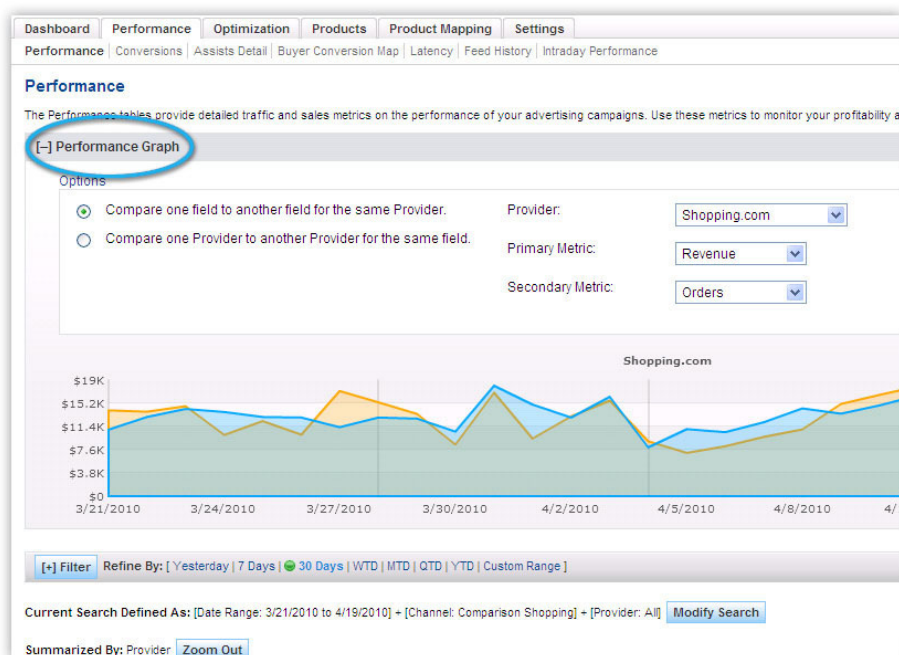
FEED CONTENT & PERFORMANCE OPTIMISATION

ChannelAdvisor's exclusive Merchandising Engine lets you automatically translate data to improve your site-by-site relevancy, enhance your brand's value proposition and increase the quality of traffic. Include or exclude products with the click of a button, re-write your titles and descriptions and build business rules that dynamically generate unique content for each product on each shopping engine. Once your products are live on each engine, continue optimising your feeds by looking at each product's performance compared to your goals.

FEED CONTENT & PERFORMANCE OPTIMISATION FEATURES AND BENEFITS

Feature	Benefit
Automatic Campaign Adjustments	Lets you define business rules that automatically translate data elements to improve relevancy, value proposition and traffic quality.
Product-Level Performance Optimisation	Track product-level success by revenue, costs, margin, and return on ad spend at each comparison shopping engine.
Product Filtering	Simplifies site-by-site cost management processes by allowing users to identify and take action on under-performing product ads.
Content Augmentation	Easily enhance your product information and associated attributes to improve your product listings based on the specific requirements of each individual comparison shopping engine.
Top-Performing Keyword Identifier	Identifies which keywords are driving natural traffic to your webstore so you can incorporate them across comparison shopping engines to increase search relevancy.
Bid Management	Adjust bids on the fly - individually or in bulk to meet your return on ad spend goals.
Lookup List Management	Use lookup lists to improve relevancy and data translations without IT assistance.

REPORTING & ANALYTICS



REPORTING & ANALYTICS

Dynamic trending charts allow you to compare shopping engine performance or compare success metrics. Product-level performance reporting enables you to track success by revenue, cost, margin and ROAS for each comparison shopping engine. Multichannel Assists allow you to credit value to all product listings that contribute to a conversion. Gain clearer insight into consumer behaviour by tracing buyers' interactions with your product listings and ads and their search paths across channels.

REPORTING & ANALYTICS FEATURES AND BENEFITS

Feature	Benefit
Cross-Channel Dashboard	View data by date, week, month or quarter comparing sales and trends across all comparison shopping engines.
Cross-Channel Performance Reporting	Uses your own tags to track sales volume and integrate information into internal systems or analytics.
Multichannel Assists Tracking	Credits value to all clicks that contribute to a conversion - whether the buyer initiated a search on a comparison shopping or search engine.
Performance Graphs	Compare shopping engine vs. shopping engine performance or compare success metric vs. success metric for improved visibility into performance.
Buyer Conversion Map	Traces buyer interaction with ads and their search path across channels for a better understanding of the shoppers clicks prior to purchase.

SERVICES OVERVIEW

ChannelAdvisor's Services team is comprised of e-commerce experts who have helped thousands of retailers sell more online. Our experts will ensure that you avoid learning-curve mistakes and costly rework, and give you the peace of mind that your e-commerce strategy is on the right track every step of the way.

MANAGED SERVICES

Let ChannelAdvisor experts completely manage your comparison shopping programs using our industry-leading software and many years of expertise. You will have a designated team responsible for the following:

- Proper inventory feed setup during implementation
- Baseline tracking, category mapping, promotional updates
- Product data enhancements
- Removal of poor-performing products
- Weekly status call and report delivery
- Quarterly account planning

SELF-MANAGED SERVICES

For retailers that have a firm understanding of e-commerce but need some guidance to jumpstart their implementation, we offer two self-managed offerings. Customised to fit retailers of any size or level of expertise, these self-managed offerings enable you to work with our experts to launch faster, push product feeds live quicker and start generating revenue sooner.

Launch Plus - For savvier retailers that simply need some initial direction to launch their products

- Receive hands-on assistance during feed configuration and launch process including:
 - Category mapping
 - Follow-the-trainer feed launch approach
- Receive application training for a month

Guided - For self-sufficient retailers that want extra strategy and launch guidance

- Receive hands-on assistance during feed configuration and launch process including:
 - Category mapping
 - Follow-the-trainer feed launch approach
- Receive application training for a month
- Participate in five monthly consultation calls to evaluate account performance and discuss new profitability strategies to deploy

Current customers using Comparison Shopping Services include Crocs, Online Golf, Lenovo, JD Williams, Toys R Us and many more.



ABOUT CHANNELADVISOR

ChannelAdvisor is a global e-commerce platform provider that helps retailers sell more online through channels such as marketplaces, paid search and comparison shopping, and with webstores and rich media solutions. Widely respected as a trusted advisor for more than 3,000 top e-commerce brands, ChannelAdvisor calms the chaos of online selling by enabling retailers to submit one inventory feed to the ChannelAdvisor platform where it is translated to fit the specifications of hundreds of e-commerce channels and distributed accordingly. In 2011, ChannelAdvisor managed more than GBP 1.9 billion in annual gross merchandise value (GMV) on behalf of retailers of all sizes including Joe Browns, Republic Retail, Speedo, Dell and JD Williams. ChannelAdvisor's European headquarters are located in London, United Kingdom, with additional offices in Ireland and Germany; global headquarters are in North Carolina, USA and other offices are located in New York, Seattle and in Australia. For further information, visit www.channeladvisor.co.uk.

© 2012 ChannelAdvisor Corporation All rights reserved.