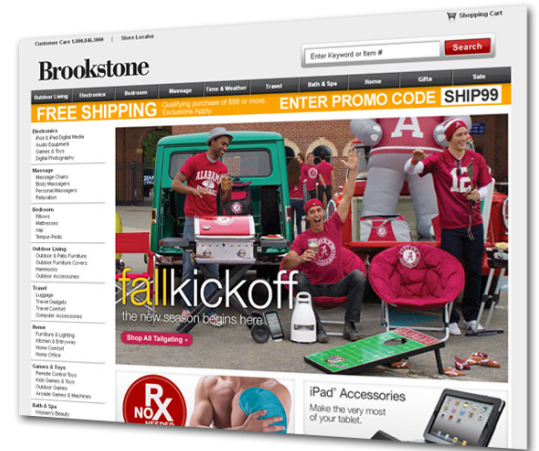


Brookstone: Full Service Innovation Affords Enhanced CSE Visibility

COMPANY OVERVIEW

In 1965, Brookstone introduced itself to the world in a small classified ad in Popular Mechanics Magazine as a seller of “hard-to-find tools.” The first catalog consisted of 24 black-and-white pages, with detailed, no-nonsense information on features, capabilities, measurements and materials to help customers make their buying decisions. Today, Brookstone operates a multifaceted direct marketing business that includes a growing catalog operation and an ever-expanding e-commerce division offering specialty items for the home, health, travel, office, outdoors and automobile. The website www.Brookstone.com generates an increasing share of revenue while also serving as one of the company’s primary marketing vehicles.



SITUATION

In early 2007, John Lucey, Brookstone’s internet marketing manager, began investigating various comparison shopping engine solutions on behalf of his marketing team. Brookstone was using another provider’s comparison shopping solution but Lucey wasn’t seeing the returns he anxiously anticipated.

Lucey’s immediate goal was to make more informed decisions about which products to place on the different comparison sites and use key performance metrics to align comparison shopping profitability targets. His long-term objective was to find a solution partner with a solid track record that could handle the time-consuming details and help Brookstone grow its comparison shopping business at a mutually agreeable pace.

“We looked at several critical factors during our partner selection process including strong technology, industry knowledge and a clear definition of services,” said Lucey. “After evaluating many companies that only send data feeds to comparison shopping sites, we found ChannelAdvisor’s approach was the one that best solved our challenges and offered a true, full-service solution.”

Location: Merrimack, NH
 URL: www.brookstone.com
 Industry: Innovations for Home and Life

“ChannelAdvisor has allowed us to transform our comparison shopping program from primarily a customer acquisition effort into a lucrative channel that consistently delivers profits.”

- John Lucey
 Internet Marketing Manager
 Brookstone

SOLUTION

In March 2007, Brookstone chose ChannelAdvisor's Comparison Shopping solution along with ChannelAdvisor's Managed Services to drive its comparison shopping campaigns. Soon afterwards, Lucey's intuition was validated. ChannelAdvisor's Services team took a hands-on approach and began gathering historical data and research on Brookstone's customers and competitors to better understand the company's business priorities and goals. ChannelAdvisor's team proactively tested campaign elements to find the best combinations for guaranteed selling power.

The resulting insights enabled the team to increase the number of campaigns, ad groups, categories and keywords to intensify results on comparison shopping engines, keep costs down and boost profits up. Over the ensuing months, the ChannelAdvisor Managed Services team scheduled regular interactive sessions with Brookstone's marketing team to review successes, analyze opportunities for improvement and define measurable goals. Finally, the ongoing feedback was combined with best practices and supporting analytics to efficiently scale Brookstone's comparison shopping business across more engines, while at the same time decrease its marketplace expenses – yielding a stronger ROI.

“ChannelAdvisor's Services team took the time to make tedious adjustments that turned things around for us quickly,” said Lucey. “They offered timely suggestions for targeted promotions to ensure we didn't miss out on profitable selling opportunities. Plus, they made it easy to expand to other channels while still enabling us to meet or exceed profitability goals,” he added.

RESULTS

Just six months later, Brookstone added seven more comparison shopping engines to its portfolio – growing from seven engines to 14 – opening up teeming pathways to new revenue. The Comparison Shopping solution broadened Brookstone's comparison shopping presence and empowered the company to exceed its growth goals. Most importantly, it's solidified a relationship with an industry leading business partner.

“The real advantage of the ChannelAdvisor solution is the breadth and depth of its full service approach,” said Lucey. “It's empowered us to vastly expand our impact on comparison shopping engines without compromising our profitability goals. And it's allowed us to transform our comparison shopping program from primarily a customer acquisition effort into a lucrative channel that consistently delivers profits,” he added.

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

ChannelAdvisor Solutions

Marketplaces

With ChannelAdvisor's Marketplaces solution, retailers have an incredibly effective tool for harnessing the clout of sites like Amazon, Buy.com and eBay – 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