



be seen.



# The Faucet Depot: Multichannel Strategy Doubles Revenue without Affecting Resources

## COMPANY OVERVIEW

The Faucet Depot's goal is to offer top quality faucets at the lowest possible price along with exceptional customer service. As the Internet's premier distributor of brand name plumbing faucets and accessories for the home or business, The Faucet Depot exerts a strong commitment to serving consumers. From working with manufacturers to lower costs, to investing in computer systems, to improving service levels, The Faucet Depot is always looking for ways to enhance the customer experience. Initially serving the U.S., The Faucet Depot has sold faucets throughout the world to customers in Canada, Japan, Finland, Europe, The Virgin Islands and South America, to name a few. Whether it's one faucet for a guest bath or several for an entire home, The Faucet Depot can help.



## SITUATION

When The Faucet Depot started looking for a solution to manage its paid search campaigns, it was virtually new to the scene. The marketing team dabbled in in-house development, posting only part of its product catalog and bidding on about 100 keywords. But they quickly discovered it involved a time-consuming process that devoured their resources.

"We wanted to grow our business, but we didn't want to increase our head count," said Tim Archer, The Faucet Depot's division manager. "We decided to look for a business partner that could identify the opportunities and the pitfalls of paid search marketing and help us set achievable goals." After a comprehensive review of the marketplace, Archer chose ChannelAdvisor because it had a proven track record for partnering with online retailers to help them manage and build their e-commerce initiatives.

## SOLUTION

The Faucet Depot launched ChannelAdvisor's Paid Search solution, ChannelAdvisor's integrated paid search solution, and opted for ChannelAdvisor's Managed Services offering to allow ChannelAdvisor's experts to completely run all campaigns.

Location: Commerce, CA  
 URL: [www.faucetdepot.com](http://www.faucetdepot.com)  
 Industry: Plumbing Faucets and Accessories for Home and Business

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- Tim Archer  
 Division Manager  
 Faucet Depot

This approach involved regular strategy sessions for the ChannelAdvisor professional services team and The Faucet Depot team to work together to expand The Faucet Depot's online presence on paid search engines, merchandise its product portfolio and mature its online business.

The ChannelAdvisor professional services team began by analyzing the company's products, reviewing current marketing campaigns and ensuring that key messages were integrated across all channels. Then, they provided counsel on site architecture and online sales processes. "ChannelAdvisor helped us determine what works and what doesn't and define measurable targets," said Archer. "They were always there to implement our ideas. Through our ongoing dialog, we felt like they were a part of our team."

Paid Search's Search Marketing Analytics feature enabled The Faucet Depot team to take a 360-degree look at its campaign efforts and view performance from every perspective. Using Paid Search's Keyword Term Generator, ChannelAdvisor expanded The Faucet Depot's dictionary of words and took advantage of long-tail search strings. This helped The Faucet Depot to bid on more keywords cost effectively, reach a larger audience and accumulate more traffic.

## RESULTS

Just one year after adopting ChannelAdvisor solutions, The Faucet Depot has increased paid search revenue by more than 200 percent, boosted its return on ad spend by 74 percent, and broadened its keyword dictionary to more than 13,000 words. Plus, The Faucet Depot has been able to expand its online catalog from 8,000 to 12,000 SKUs.

"The surge in revenue speaks loudly about the effects ChannelAdvisor has had on our business," said Archer. "We were looking for a cost effective way to grow our business without negatively impacting internal resources. ChannelAdvisor's product management expertise combined with their reporting and automation have been the keys to our e-commerce success," he added.

# ChannelAdvisor Solutions

## Paid Search

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

## Marketplaces

## Comparison Shopping

## Webstores

## Rich Media