



be seen.



Clickinks.com: Extends Online Exposure and Increases Conversions with ChannelAdvisor Digital Marketing

BACKGROUND

- Online retailer of printer ink, toner cartridges and office supplies
- Needed reliable solution to increase visibility and sales

SOLUTION

- ChannelAdvisor Managed Digital Marketing

IMPLEMENTATION

- ChannelAdvisor Digital Marketing helped Clickinks successfully position its business in front of a vast number of new customers
- ChannelAdvisor's Managed Services team thoroughly optimizes all product feeds and manages cost-per-click bidding to ensure an optimal ROI
- ChannelAdvisor's expert knowledge of each comparison shopping engine keeps Clickinks up-to-date on all the latest trends and best practices

RESULTS

- Clickinks new customer orders have increased substantially due to improved visibility and consistent monitoring
- ChannelAdvisor's powerful technology automates the marketing process from start to finish, allowing Clickinks to take advantage of online opportunities for additional revenue

“ Working with ChannelAdvisor allows us to accomplish much more than we ever could on our own. The Services team and our Account Manager are always on top of things to make sure our campaigns are working for us and driving new customers to our website.”

- Danielle Bernhard
Marketing Manager
Clickinks.com