



be seen.

FC Organizational Products LLC: Organizes E-Commerce Strategy with ChannelAdvisor Platform

BACKGROUND

- Online retailer of organizational products
- Relies on ChannelAdvisor Digital Marketing
- Needed solution to expand e-commerce presence on various marketplaces

SOLUTION

- ChannelAdvisor Marketplaces

IMPLEMENTATION

- ChannelAdvisor's expert Services team transferred knowledge, expertise and best practices throughout setup to ensure success on the marketplaces channel going forward
- ChannelAdvisor Marketplaces eliminated time-consuming tasks:
 - Automating inventory management and order fulfillment
- ChannelAdvisor's Cross-Channel Dashboard enabled multichannel management:
 - Strategically tracking all channels in one place
 - Providing detailed, filterable reports for performance-based analysis

RESULTS

With ChannelAdvisor's full platform:

- FC Organizational Products broadened its online reach, capitalized on additional shoppers, increased sales and gained an advantage over competitors with an effective and strong e-commerce strategy

“ ChannelAdvisor has proven to be the best solution provider for us by offering consistent and knowledgeable guidance with our e-commerce activities. I am confident that working with ChannelAdvisor on an additional channel will better our overall e-commerce business.”

- Jared Lee
Director of E-Commerce
FC Organizational Products