



be seen.



K2 Motor: Speeds Up Online Revenue by 272% with ChannelAdvisor

BACKGROUND

- Online retailer of motor parts and accessories
- Spending too much time on product listings and not enough time on business development and customer service
- Needed reliable solution to streamline the expansion of its e-commerce presence on eBay

SOLUTION

- ChannelAdvisor Marketplaces

IMPLEMENTATION

- ChannelAdvisor's expert technology eased the selling process on eBay
- ChannelAdvisor's Marketplaces solution eliminates time consuming tasks by automating:
 - Inventory management
 - Order fulfillment
- ChannelAdvisor's Cross-Channel Dashboard provides in-depth analytics:
 - Allowing K2 Motor to strategically tracking all orders in one place
 - Providing detailed, filterable reports for performance-based decision making

RESULTS

Since launching with ChannelAdvisor, K2 has experienced a 272% increase in online revenue. ChannelAdvisor's Marketplaces solution helps K2 automate its eBay listing process, enabling the company to spend more time and budget on development initiatives and marketing strategies.

“Working with ChannelAdvisor has allowed us to develop more strategic e-commerce and marketing strategies. The automation features simplify the product listing process so we can now focus on business development and customer service. We also find the reporting capabilities very helpful. We can monitor which products are selling best and then adjust our offerings accordingly.”

- Jacky Lau
Executive Director
K2 Motor