



Orvis: Fly Fishing Online Retailer Reels in 16% Growth on Comparison Shopping Engines

COMPANY OVERVIEW

For more than 150 years, the Orvis Company name has been synonymous with quality and service. Charles Orvis started his company as a small manufacturer of fine bamboo fly rods. Today, along with world-famous fly fishing gear, Orvis offers distinctive clothing, home furnishings, gifts and dog products. Orvis is the nation's oldest mail order business and the longest-running fly fishing company in the United States. Orvis has more than 44 retail stores in the U.S. and the U.K., and more than 500 Orvis dealers worldwide who sell and service the Orvis product line.

SITUATION

In 2000, Orvis recognized the need to use comparison shopping sites to increase visibility and revenue for its online retail store. Like most companies, Orvis launched its products on comparison shopping sites by maintaining and managing its own product data feeds. As time passed, it became clear to Orvis that managing the many different requirements of each of these shopping sites was too cumbersome and costly to handle without assistance.

Orvis was pushing thousands of products to over 13 shopping sites such as Google Product Search, Nextag, Yahoo!, Shopping.com and Shopzilla. Each shopping site had its own unique and frequently changing requirements for shipping costs, shipping mechanisms, shipping timing, content, character limits, ordering and more.

After several years, Brad Wolansky, director of e-commerce for Orvis, realized that the task of managing comparison shopping channels had become too big to handle efficiently in-house. Orvis needed to rebuild its in-house solution or find an outsourced solution.

“Trying to manage each of the various data feeds through our internal processes was not a long-term solution,” said Wolansky. “We realized quickly that if we were going to be successful in this channel, we needed to find a solution that would give us the power to hit a home run.”



Location: Manchester, VT
 URL: www.orvis.com
 Industry: Fishing Gear, Clothing, Furniture, Gifts, Dog Products

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- Brad Wolansky
 Director of E-Commerce
 Orvis

SOLUTION

In 2005, Orvis began its quest for a comparison shopping solution. After a long and exhaustive search, the company chose Comparison Shopping to manage and expand its comparison shopping efforts. “At Orvis, we are very action-oriented and accustomed to getting things done,” Wolansky said. “After evaluating the major players, we realized that ChannelAdvisor was the perfect partner to help us lower our costs, increase our profitability and manage more engines than we able to manage on our own.”

“We partnered with ChannelAdvisor because they offered the best solution at a cost-effective price,” Wolansky continued. “They presented the ideal cost model and made us feel like having a successful relationship was important to them.”

RESULTS

Just months after ChannelAdvisor took over its shopping channels, Orvis’ profits jumped by 16%. In addition, the company achieved a 30% increase in new buyers – the most of any other online initiative.

“We were very happy with the quick results we saw with ChannelAdvisor,” Wolansky said. “We attribute much of the upsurge to the removal of non-profitable products and the addition of new sales channels that have incrementally increased our comparison shopping sales by 25% each week. Without ChannelAdvisor we would not have pulled those products and we wouldn’t have added these additional channels so easily.”

“During the last six months, our new customers have grown at a minimum rate of 57% each month over last year. That’s been a huge improvement,” Wolansky added.

Due to the overwhelming success with ChannelAdvisor’s Comparison Shopping a solution, Orvis has since launched on ChannelAdvisor’s Rich Media solution. Check back for future updates on Orvis’ success.

ChannelAdvisor Solutions

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.

Rich Media

If you know you’re going to be seen, you want to look your best. ChannelAdvisor’s Rich Media solutions make that a snap, with time- and money-saving applications that offer innovative options for organizing and displaying retail products – zooms, color swatching, product configurators and more.

Marketplaces

Paid Search

Webstores