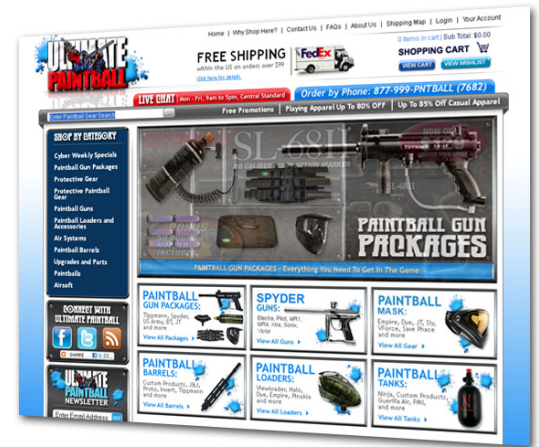




Ultimate Paintball: Aims Automation Solution and Hits New Amazon Targets

COMPANY OVERVIEW

Taking a favorite sport and building it into a million-dollar playground is just a dream for most people. For Ultimate Paintball, the dream is a daily reality. In 2002, they started selling paintball equipment and accessories on eBay. In just four years, they moved their business into warehouse facilities and started hitting new sales records every year. With more space to order in bulk quantities, they've been able to add more items to their catalog and lower their prices to better compete and earn more customer loyalty. Shipping most orders within the same business day, Ultimate Paintball distinguishes itself with outstanding service and knowledgeable customer representatives who can help customers with buying decisions because they still find time to play the sport regularly.



SITUATION

Taking the step from a single to a multichannel e-commerce retailer was more like a giant leap for Ultimate Paintball. When the company was a small operation, it considered branching out from eBay to Amazon.com with in-house tools. Back then, they manually printed out labels for each individual sale. With just two employees, it was all they could do to pack and ship an average of 30 orders per day before five o'clock.

Adding to the inconvenience, the company was using a vendor's e-commerce inventory management software and suffering from performance that was unreliable and customer service that was unsatisfactory at best. Ultimate Paintball found that it wasn't versatile enough to help the company tackle the more complicated tasks of listing products on Amazon.

"We desperately wanted to expand onto other channels. We tried it before, but our software just couldn't handle it," said Steve McCarty, president of Ultimate Paintball. "We needed to invest in resources that would help us manage our growing business efficiently without hiring more people. In the end, ChannelAdvisor rescued us."

Location: Bonne Terre, MO
 URL: www.ultimatepaintball.com
 Industry: Paintball Equipment, Parts and Accessories

“ChannelAdvisor has helped us take a new direction with Amazon and made the conversion painless. Now, we're able to diversify our efforts, trim our costs and improve our revenue, leaving more time for overall strategy.”

- Steve McCarty
 President
 Ultimate Paintball

SOLUTION

In December, with the help of ChannelAdvisor's Marketplaces solution, Ultimate Paintball decided it was time to venture again onto Amazon. ChannelAdvisor facilitated the application process, so the transition went smoothly and Ultimate Paintball's products appeared quickly. Right away, ChannelAdvisor's remarkable automation capabilities were evident. Ultimate Paintball was able to take advantage of dynamic ad creation and order fulfillment, helping reduce listing time, complete sales faster and improve cash flow.

With cross-channel inventory integration, Ultimate Paintball could track inventory allocated to eBay and Amazon, all with one user-friendly interface. The tiresome task of packing and shipping was reduced to a minimum. By seamlessly integrating Marketplaces with its back-office systems, Ultimate Paintball could consolidate fulfillment processes and add automated shipping software.

ChannelAdvisor's Marketplaces solution has completely automated the listing process, helping Ultimate Paintball list more products on eBay and incur fewer costs. With products now in front of a diverse, new audience, Ultimate Paintball has discovered a reservoir of motivated buyers they can sell to at higher prices, translating into higher margins.

RESULTS

During the first quarter of the year, Ultimate Paintball's sales increased by 20 percent. The company was able to tap newer markets, garner higher returns and suffer fewer abandoned carts. Ultimate Paintball attributed much of its success to Amazon and Marketplaces' automation.

"With ChannelAdvisor and integrated shipping software, completing orders is a breeze – just a matter of pressing a couple of buttons," said McCarty. "ChannelAdvisor has saved us literally hours and hours of time. Now, we can list our entire inventory, without paying extra fees, and fill as many as 100-200 orders a day."

"ChannelAdvisor has helped us take a new direction with Amazon and made the conversion painless," said McCarty. "Now, we're able to diversify our efforts, trim our costs and improve our revenue, leaving more time for overall strategy." Or playing more paintball, should the urge strike.

Due to the overwhelming success with ChannelAdvisor's Marketplaces solution, Ultimate Paintball has since launched on ChannelAdvisor's Paid Search, Comparison Shopping, and Webstores solutions. Check back for future updates on Ultimate Paintball's success.

ChannelAdvisor Solutions

✓ Marketplaces

With ChannelAdvisor's Marketplaces solution, retailers have an incredibly effective tool for harnessing the clout of sites like Amazon, Buy.com and eBay – one that covers everything from the automated delivery of accurate product data to each marketplace, to best practices for helping products stand out in a crowd, to the trouble-free management of online sales.

✓ 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!

✓ 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.

✓ Webstores

Our Webstores solution brings the power of the ChannelAdvisor platform to the one place where all eyes are on a single retailer. We make it easy to create a web presence that's both an effective sales channel – driving conversions and extending brand reach – and that increases efficiencies across all channels, by smoothly upselling products from an eBay store, for instance, and cross-promoting products across multiple marketplaces.

Rich Media