

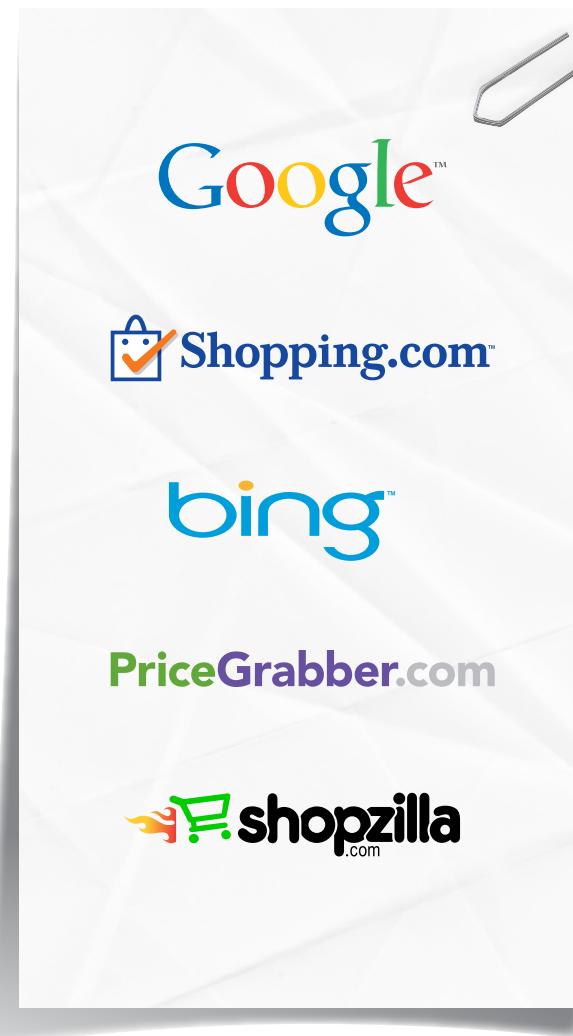
## COMPARISON SHOPPING

Whether it's Shopping.com, PriceGrabber or Google Product Search, ChannelAdvisor supports more than 100 individual comparison shopping engines to make your products visible to as many shoppers as possible, as efficiently as possible. Send just ONE product inventory feed to ChannelAdvisor and gain the ability to optimize your product listings based on the unique characteristics of each engine.

Make performance-driven decisions for all comparison shopping engines down to the product level. Use the dashboard to ensure your products are in all the right places so you can sell more.

### COMPARISON SHOPPING GIVES RETAILERS THE ABILITY TO:

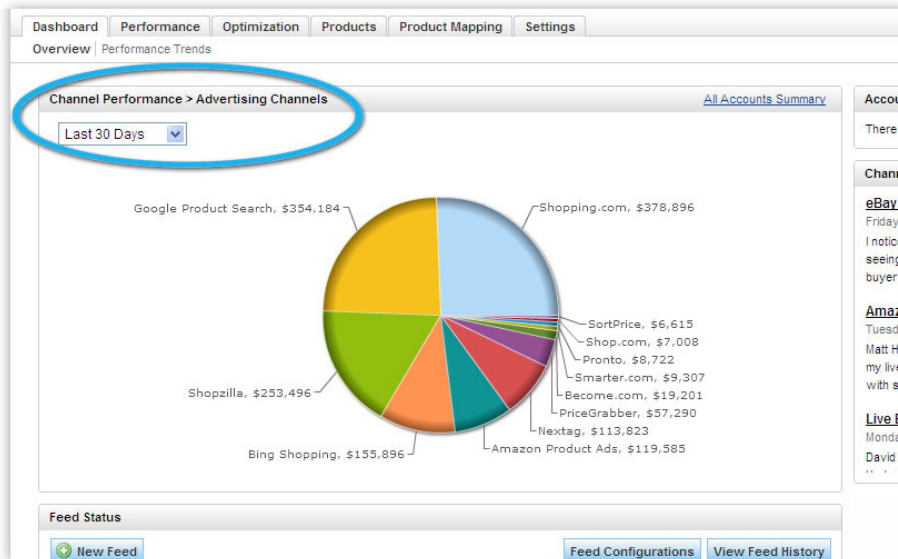
- ✓ Optimize data elements in the feed to improve findability, visibility, and traffic quality
- ✓ Manage costs and uncover revenue-increasing opportunities
- ✓ Monitor multiple data feeds (which feed was sent, how many products did it include, which categories are mapped correctly, etc.)
- ✓ Track buyer behavior to better understand all clicks that contribute to a conversion



# FEED MANAGEMENT

## FEED MANAGEMENT

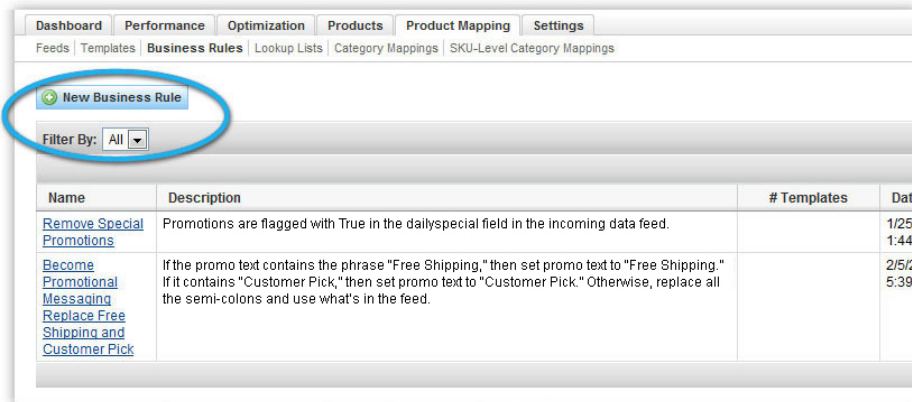
Managing your comparison shopping program and priorities through your IT department can be difficult and ultimately delay profits. ChannelAdvisor's Comparison Shopping solution allows access to more than 100 comparison shopping engines. A single interface gives you a 360-degree view of your data feeds from scheduled promotion feeds, to site-by-site category mapping, to successful syndication. ChannelAdvisor's Comparison Shopping helps you see your program from all angles, so you can take the appropriate actions that reduce costs and increase profits.



## FEED MANAGEMENT FEATURES AND BENEFITS

| Feature                                          | Benefit                                                                                                                           |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 360-Degree View                                  | Allows you to view your summary performance data across all of your individual comparison shopping engines through one interface. |
| Centralized Data Feed Status                     | Provides instant access to data feed status across individual channels to monitor high-level progress.                            |
| Incoming and Outgoing Data Feed View             | Alerts you on a daily basis on sent and received feed statuses so you can tackle problems early.                                  |
| Multiple Site Syndication                        | Provides easy, simultaneous publishing through one data feed to the full spectrum of comparison shopping engines.                 |
| Product-Level Category Mapping                   | Provides more control and improved relevancy down to a granular level.                                                            |
| Data Mapping to Taxonomy of Each Shopping Engine | Saves time and improves relevancy across all engines.                                                                             |
| Category Blocking                                | Reduces costs by preventing the sending of product data in underperforming categories.                                            |
| Product Feed Scheduling                          | Provides more control over product changes, postings and autonomy from IT.                                                        |

# FEED CONTENT & PERFORMANCE OPTIMIZATION



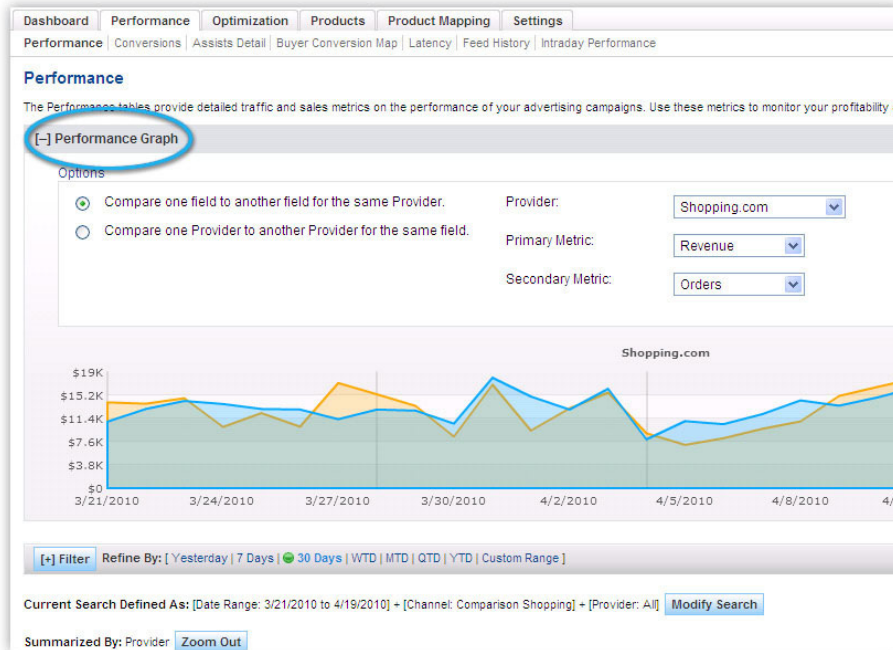
## FEED CONTENT & PERFORMANCE OPTIMIZATION

ChannelAdvisor's exclusive Merchandising Engine lets you automatically translate data to improve your site-by-site relevancy, enhance your brand's value proposition and increase the quality of traffic. Include or exclude products with the click of a button, re-write your titles and descriptions or build business rules that dynamically generate unique content for each product on each shopping engine. Once your products are live on each engine, continue optimizing your feeds by looking at each product's performance compared to your goals.

## FEED CONTENT & PERFORMANCE OPTIMIZATION FEATURES AND BENEFITS

| Feature                                | Benefit                                                                                                                                                                              |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Automatic Campaign Adjustments         | Lets you define business rules that automatically translate data elements to improve relevancy, value proposition and traffic quality.                                               |
| Product-Level Performance Optimization | Track product-level success by revenue, costs, margin, and return on ad spend at each comparison shopping engine.                                                                    |
| Product Filtering                      | Simplifies site-by-site cost management processes by allowing users to identify and take action on underperforming product ads.                                                      |
| Content Augmentation                   | Easily enhance your product information and associated attributes to improve your product listings based on the specific requirements of each individual comparison shopping engine. |
| Top-Performing Keyword Identifier      | Identifies which keywords are driving natural traffic to your webstore so you can incorporate them across comparison shopping engines to increase search relevancy.                  |
| Bid Management                         | Adjust bids on the fly - individually or in bulk to meet your return on ad spend goals.                                                                                              |
| Lookup List Management                 | Use lookup lists to improve relevancy and data translations without IT assistance.                                                                                                   |

# REPORTING & ANALYTICS



## REPORTING & ANALYTICS

Dynamic trending charts allow you to compare shopping engine performance or compare success metrics. Product-level performance reporting enables you to track success by revenue, cost, margin and ROAS for each comparison shopping engine. Multichannel Assists allow you to credit value to all product listings that contribute to a conversion. Gain clearer insight into consumer behavior by tracing buyers' interactions with your product listings and ads and their search paths across channels.

## REPORTING & ANALYTICS FEATURES AND BENEFITS

| Feature                             | Benefit                                                                                                                                        |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Cross-Channel Dashboard             | View data by date, week, month or quarter comparing sales and trends across all comparison shopping engines.                                   |
| Cross-Channel Performance Reporting | Uses your own tags to track sales volume and integrate information into internal systems or analytics.                                         |
| Multichannel Assists Tracking       | Credits value to all clicks that contribute to a conversion -- whether the buyer initiated a search on a comparison shopping or search engine. |
| Performance Graphs                  | Compare shopping engine vs. shopping engine performance or compare success metric vs. success metric for improved visibility into performance. |
| Buyer Conversion Map                | Traces buyer interaction with ads and their search path across channels for a better understanding of the shoppers clicks prior to purchase.   |

# SERVICES OVERVIEW

ChannelAdvisor's Comparison Shopping Services team is comprised of online marketing experts who have helped hundreds of retailers sell more online. Our experts will ensure that you avoid learning-curve mistakes and costly rework, and rest assured that you're on the right track every step of the way.

## SERVICE OFFERINGS

### Managed Solution

Let ChannelAdvisor Comparison Shopping experts manage your product data feeds using our industry-leading technology and many years of expertise. You will have a designated team responsible for the following:

- Proper inventory data feed setup during implementation
- Baseline tracking, category mapping, promotional updates
- Product data enhancements
- Removal of poor-performing products
- Weekly status call and report delivery
- Quarterly account planning

Large Computer Manufacturer in first 30 days:

- Feed count increased 225%
- Revenue up 74% year/year
- Margins up 43% year/year

### Launch Plus Solution

For savvier retailers that simply need some initial direction to launch their products, this service offering will assist with the following:

- Accelerate launch time frame
- Apply industry best practices to optimize your data feeds
- Receive hands-on platform training

Quicker time to revenue:

- On average feeds are launched 245% faster than standard launch process

## ADD-ON SERVICE OFFERINGS

### Strategy as a Service

With ChannelAdvisor's Strategy as a Service, we advise professional online retail marketers on how to set up specific tests, implement best practices to achieve desired goals and deploy timing of these initiatives based on seasonality. This offering gives you the flexibility to request a specific amount of strategy consultation when you need it most.

### Why use us?

- Bring focus to your campaigns
- Help you find untapped revenue potential
- Provide pathways to improved metrics

Current customers using Comparison Shopping Services include Brookstone, Dell, Lenovo, Musician's Friend, Orvis, Shoes.com, Skechers and many more.

**Brookstone**<sup>®</sup>

**lenovo**<sup>™</sup>



**ORVIS**<sup>®</sup>

## ABOUT CHANNELADVISOR

ChannelAdvisor is a global e-commerce platform provider that helps retailers sell more online through channels such as marketplaces, paid search and comparison shopping, and with webstores and rich media solutions. Widely respected as a trusted advisor for more than 3,000 top e-commerce brands, ChannelAdvisor calms the chaos of online selling by enabling retailers to submit one inventory feed to the ChannelAdvisor platform where it is translated to fit the specifications of hundreds of e-commerce channels and distributed accordingly. In 2011, ChannelAdvisor managed more than \$3 billion in gross merchandise value (GMV) on behalf of retailers of all sizes including Dell, Brookstone, Under Armour and more than 30 percent of the Internet Retailer Top 500 online retailers. ChannelAdvisor is headquartered in Research Triangle Park, NC with offices in New York, Seattle, Australia, Ireland, Germany and the United Kingdom. For further information, visit [www.channeladvisor.com](http://www.channeladvisor.com).