

Multichannel E-Commerce  
Guide for:

Home &  
Garden  
Retailers



# Multichannel E-Commerce Guide for Home and Garden Retailers

The Home & Garden Industry consists of a broad range of categories that includes patio furniture, window treatments, appliances, plants and even pet supplies. These categories are near and dear to the hearts of most consumers yet extremely competitive. Retailers in this space have to work continuously to ensure that their products are seen and available online to capture as many shoppers as possible.

Expanding Home & Garden offerings online has proven successful in reaching the masses and has helped some of the best in the industry reach their maximum potential in the e-commerce world. The following success stories tell how retailers such as Brookstone, Value Pet Supplies and Plow & Hearth have increased product visibility, reached new audiences and boosted revenue through multichannel e-commerce.



# Brookstone: Maximises Exposure of Specialty Offerings with Shopping Feed Management by ChannelAdvisor

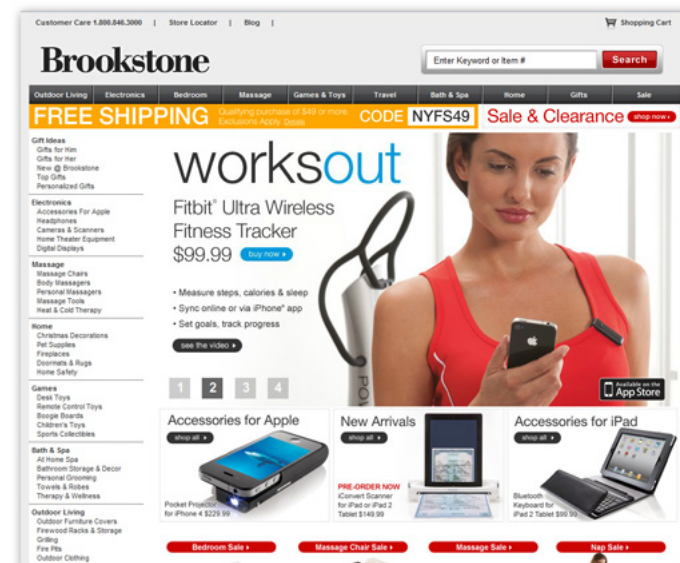


## BACKGROUND

- Retailer of specialty items for the home, health, travel, office, outdoors and automobile
- Looking for a solution to help make more informed e-commerce decisions and to align profitability margins
- Needed technology partner to help with time-consuming tasks and to grow comparison shopping feed revenue

## SOLUTIONS

- ChannelAdvisor Managed Comparison Shopping
- ChannelAdvisor Managed Marketplaces



## IMPLEMENTATION

- ChannelAdvisor's Managed Services team took a hands-on approach to ignite Brookstone's comparison shopping strategy:
  - Gathering data to better understand company's priorities and goals
  - Increasing the number of campaigns, ad groups, categories and keywords to intensify results and profits

## RESULTS

- ChannelAdvisor's expert solution and Managed Services team doubled Brookstone's exposure on the comparison shopping channel, optimising Brookstone's inventory feeds and sending to seven different engines to drive new revenue opportunities

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“ChannelAdvisor has allowed us to transform our comparison shopping program from primarily a customer acquisition effort into a lucrative channel that consistently delivers profits.”

- John Lucey, Internet Marketing Manager, Brookstone



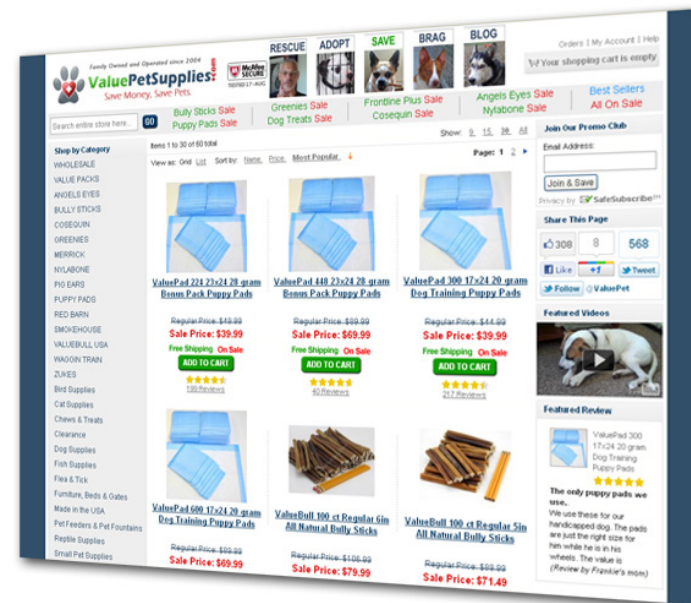
# ValuePetSupplies.com: Doubles Success on Marketplaces

## BACKGROUND

- Family owned and operated pet supply store
- In business for more than 25 years; started selling online in 2007
- Needed support with marketplaces and paid search campaigns
- Looking for a partner to supply one solution to manage all online channels

## SOLUTIONS

- ChannelAdvisor Marketplaces
- ChannelAdvisor Comparison Shopping



## IMPLEMENTATION

- ChannelAdvisor's reporting tools helped ValuePetSupplies.com analyse data coming in and feeds going out to implement the best strategies
- Using ChannelAdvisor's solutions, ValuePetSupplies.com improved its ROI by creating business rules to decrease spending and increase average order value

## RESULTS

- ValuePetSupplies.com's eBay sales thrived with ChannelAdvisor's Marketplaces solution and produced 15-20% of the company's revenue
- With the ChannelAdvisor Comparison Shopping solution, ValuePetSupplies.com increased conversions and saw about a third of its revenue generated through this channel

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“ Not only did ChannelAdvisor double our success on multiple marketplaces, but the advice I got from one experienced trainer helped me create a single campaign that produced well over \$70,000 in just six months. Overall, ChannelAdvisor has really transformed our business.”

- Nick Carter, Director of Sales and Marketing, ValuePetSupplies.com

# Plow & Hearth: Increases Revenue by 126% with ChannelAdvisor Shopping Feed Management

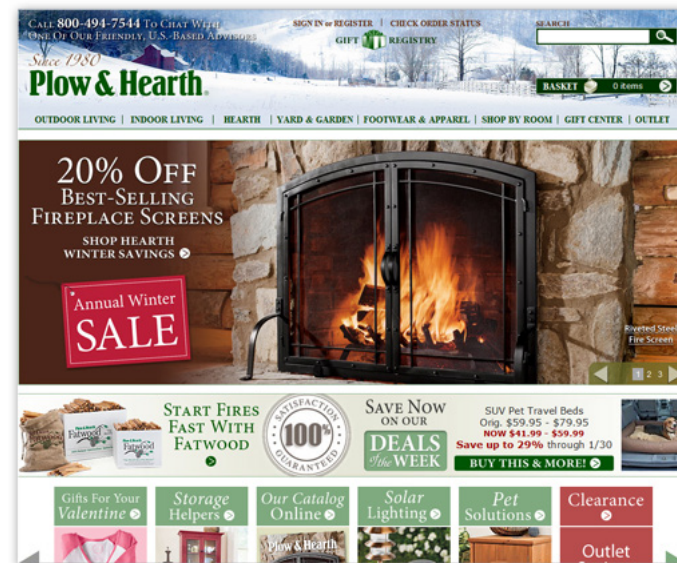


## BACKGROUND

- Leading retailer of products for home, hearth, yard and garden
- Company's family of brands include: HearthSong, MagicCabin, Wind & Weather, ProblemSolvers and WinterthurStore
- Looking for efficient ways to maintain a strong presence across online channels
- Needed assistance ramping up and remaining current on comparison shopping engines

## SOLUTIONS

- ChannelAdvisor Managed Comparison Shopping
- ChannelAdvisor Rich Media



## IMPLEMENTATION

- ChannelAdvisor's Comparison Shopping solution increased visibility on multiple shopping engines:
  - Producing website traffic and conversions, keeping data feeds up-to-date, managing bids and measuring performance across all engines and all brands
- ChannelAdvisor's Managed Services team took over all aspects of shopping feed management:
  - Offering proper inventory data feed setup (for 54 feeds), baseline tracking, category mapping, promotional updates, product data enhancements, profitability and budget management, weekly status calls and quarterly strategy planning
- ChannelAdvisor's Rich Media solution brings to life Plow & Hearth's interactive online catalogue to offer shoppers a more in-store shopping experience

## RESULTS

- ChannelAdvisor increased the company's overall fourth quarter revenue 87% over the previous year
- The Plow & Hearth brand alone increased revenue by 126% year-over-year using ChannelAdvisor's Comparison Shopping solution and Managed Services

“We were extremely impressed with ChannelAdvisor's level of service, speed to market despite all our brands and handling of each brand's multiple feeds during the holiday season in which all this transpired. Even now, after the launch and being in market, I continue to be pleasantly surprised by ChannelAdvisor's responsiveness, proactive strategic recommendations and industry knowledge.”

- Jessica Baines  
Senior Online Marketing Manager  
Plow & Hearth



## Summing it Up

The proven success of these four retailers shows that an e-commerce software solution and experienced managers can make all the difference for any online Home & Garden business. The e-commerce industry is ever-changing and the guidance of an expert platform provider is essential for maintaining a dominant presence and remaining competitive online. Let ChannelAdvisor ignite your e-commerce strategy and help you grow your Home & Garden business to reach its full potential.

Soon, we hope you'll be calling ChannelAdvisor home!

Trust us. **Be Seen.**

**To learn more:**

Call UK 0203 014 2700 • US 866.264.8594 • AU 1300 887 239

Visit [www.channeladvisor.co.uk](http://www.channeladvisor.co.uk)

Email [ukteam@channeladvisor.com](mailto:ukteam@channeladvisor.com)

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