



# Audio Out: 40% of Sales Driven by Natural Search Within First Week of Premium Store Launch



## Company Overview

Located in Hebden Bridge, West Yorkshire, Audio Out is a leading UK supplier of iPod and iPhone headphones, earphones, speaker docks and audio accessories. More than just an online retailer, Audio Out considers itself a “Sound Liberator,” delivering the coolest range of products with fast, friendly service. Audio Out believes in total customer care, stating, “no transaction is complete until the customer is completely satisfied.” As a pure-play online retailer, Audio Out sells across multiple e-commerce channels including its own website and the leading UK and European marketplaces such as eBay, Amazon and Pixmania.

## Situation

In 2008, Audio Out was already a successful online seller of audio products across several online channels. With a sophisticated warehousing and distribution system in place and a solid background in the retail industry, Audio Out was ready for growth. However, as an ambitious company in an extremely competitive market, the company found the seller tools provided by the likes of eBay and Amazon did not provide a scalable, integrated solution that would ensure rapid growth and guarantee that Audio Out would still be able to offer the high levels of customer service its customers had come to expect.

Audio Out was also keen to partner with a company that could offer detailed strategy and advice to help develop new marketplaces and territories, as well as make introductions to key players in the e-commerce industry to further expand its business.



**Location:** Hebden Bridge,  
West Yorkshire. UK  
**URL:** [www.audioout.co.uk](http://www.audioout.co.uk)  
**Industry:** iPod/iPhone/Audio accessories

“We are delighted with our new Premium Store and very excited to head into the busy Christmas trading period with such a powerful sales solution.”

- Ruairaidh Wiggin  
Managing Director  
Audio Out

# Solution

After meeting ChannelAdvisor UK representatives at the eBay Live! event in Chicago, Audio Out quickly implemented ChannelAdvisor's Premium Marketplaces solution. The solution enabled Audio Out to sell seamlessly across multiple eBay territories as well as Amazon.co.uk, Pixmania and its own website. Using the Premium Marketplaces solution, Audio Out effectively managed its inventory across multiple sales channels whilst ensuring products received maximum visibility and met margins. The solution also helped Audio Out save time by reducing listing time and by centralising reporting, as well as enhancing its reputation by preventing feedback-damaging overselling. With solid technology powering its listings, Audio Out increased the number of SKUs managed and gained the confidence to take part in eBay's high-traffic, high-volume "Deal of the Day" program.

Audio Out later expanded into foreign-language territories with the help of ChannelAdvisor's translation partners – again all seamlessly managed through the Premium Marketplaces solution.

As its reputation and brand grew, Audio Out wanted to reduce its reliance on Marketplaces to drive new and repeat business. ChannelAdvisor's Premium Store product offered Audio Out a professional, bespoke and fully integrated solution managed from within the familiar ChannelAdvisor environment. Working closely with ChannelAdvisor's UK-based implementation team and design partners, Audio Out built a high-specification online store that matched its requirements and further enhanced its position and brand.

# Results

Upon launching the Premium Stores solution, Audio Out's sales exceeded in one week what it had sold in the previous two months on its own store, giving the company the confidence to further expand its marketing activities into Paid Search.

Ruaraidh Wiggin, Audio Out's managing director said, "We are delighted with our new Premium Webstore and very excited to head into the busy Christmas trading period with such a powerful sales solution."

"Not only does our new store look totally sleek and professional, it is incredibly search-engine friendly. Within one week of launch, approximately 40% of our sales via our Premium Webstore came from natural search. It's great to have all of our channels managed under one roof – it allows us to focus more time on developing our product range and our customer experience – and we are happy to report in this respect we are exceeding all expectations."

## ChannelAdvisor Solutions **Premium Marketplaces, Premium Webstores**

ChannelAdvisor helps the world sell online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers.

A powerful part of the ChannelAdvisor platform, Premium Marketplaces helps retailers sell more and spend less on sites like Amazon, Buy.com, eBay, Pixmania and Trading Post. By allowing online retailers to focus on growing their business, Premium Marketplaces automates the tedious tasks of e-commerce from product distribution to post-sale. Now online retailers can get more products in the right places and reach over 140 million buyers with ease.

Further, ChannelAdvisor's Premium Webstores solution makes it easy for singlechannel retailers to up-sell products from eBay stores on their own websites and cross-promote products over multiple marketplaces by merging across-the-board efficiencies with the ability to extend their brand to a broader audience.