

Brookstone

Full Service Innovation Affords Enhanced CSE Visibility

Company Overview

In 1965, Brookstone introduced itself to the world in a small classified ad in Popular Mechanics Magazine as a seller of “hard-to-find tools”. The first catalogue consisted of 24 black-and-white pages, with detailed, no-nonsense information on features, capabilities, measurements and materials to help customers make their buying decisions. Today, Brookstone operates a multifaceted direct marketing business that includes a growing catalogue operation and an ever-expanding e-commerce division offering specialty items for the home, health, travel, office, outdoors and automobile. The website www.Brookstone.com generates an increasing share of revenue while also serving as one of the company’s primary marketing vehicles.



Brookstone

URL: www.brookstone.com
Industry: Innovations for home and life

“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

ChannelAdvisor Solutions:

Product: Comparison Shopping

ChannelAdvisor combines on-demand software, integrated technology and best practices to help retailers manage the complexities of selling across multiple e-commerce channels – more efficiently and more profitably – all through a single interface.

A powerful part of the ChannelAdvisor solution, Comparison Shopping puts control back in retailers’ hands, giving them the freedom to market every product – easily and effectively – across the comparison shopping landscape. By enabling them to achieve unsurpassed relevancy and generate maximum returns, Comparison Shopping helps retailers isolate the most compelling campaign strategies.

Situation

In early 2007, John Lucey, Brookstone's Internet Marketing Manager, began investigating various comparison shopping engine solutions on behalf of his marketing team. Brookstone had been using another provider's comparison shopping solution but Lucey wasn't seeing the returns he anxiously anticipated.

Lucey's immediate goal was to make more informed decisions about which products to place on the different comparison sites and use key performance metrics to align comparison shopping profitability targets. His long-term objective was to find a solution partner with a solid track record that could handle the time consuming details and help Brookstone grow its comparison shopping business at a mutually agreeable pace.

"We looked at several critical factors during our partner selection process including strong technology, industry knowledge and a clear definition of services," said Lucey. "After evaluating many companies who only send data feeds to comparison shopping sites, we found ChannelAdvisor's approach was the one that best solved our challenges and offered a true full service solution."

Solution

In March 2007, Brookstone chose ChannelAdvisor's Comparison Shopping for their technology solution along with a ChannelAdvisor's full service team to manage their comparison shopping campaigns. Soon afterwards, Lucey's intuition was validated. ChannelAdvisor's professional services team took a hands-on approach and began gathering historical data and research on Brookstone's customers and competitors to better understand their business priorities and goals. They proactively tested campaign elements to find the best combinations for guaranteed selling power.

The resulting insights enabled the team to increase the number of campaigns, ad groups, categories and keywords to intensify results on comparison shopping engines, keep costs down and boost profits up. Over the ensuing months, the ChannelAdvisor services team scheduled regular interactive sessions with Brookstone's marketing team to review successes, analyse opportunities for improvement and define measurable goals. Finally, the ongoing feedback was combined with best practices and supporting analytics to efficiently scale Brookstone's comparison shopping business across more engines, while at the same time decrease its marketplace expenses – yielding a stronger ROI.

"ChannelAdvisor's services team took the time to make tedious adjustments that turned things around for us quickly," said Lucey. "They offered timely suggestions for targeted promotions to ensure we didn't miss out on profitable selling opportunities. Plus, they made it easy to expand to other channels while still allowing us to meet or exceed profitability goals," he added.

Results

Just six months later, Brookstone has added seven more comparison shopping engines to their portfolio – growing from seven engines to 14 – opening up teeming pathways to new revenue. The Comparison Shopping solution has broadened Brookstone's comparison shopping presence and empowered the company to exceed its growth goals. Most importantly, it's solidified a relationship with an industry leading business partner.

"The real advantage of the ChannelAdvisor solution is the breadth and depth of its full service approach," said Lucey. "It's empowered us to vastly expand our impact on comparison shopping engines without compromising our profitability goals. And it's allowed us to transform our comparison shopping program from primarily a customer acquisition effort into a lucrative channel that consistently delivers profits," he added.

FOR MORE INFORMATION

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ABOUT CHANNELADVISOR 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. The ChannelAdvisor platform empowers retailers to distribute their products across multiple online marketplaces, comparison shopping sites and search engines. With application features such as keyword generation, to in-depth reporting, to our merchandising engine, retailers gain the tools they need to easily fine tune and analyse their marketing efforts to drive more shoppers to their products. Rich media offerings and storefront applications enable retailers to provide an engaging online shopping experience that represents their brand and is optimised to convert shoppers into customers. In 2008, ChannelAdvisor managed over \$2.6 billion in gross merchandise value (GMV) on behalf of leading retailers around the world including Vodafone, Brother, HP, B&Q, and Schuh. www.channeladvisor.co.uk