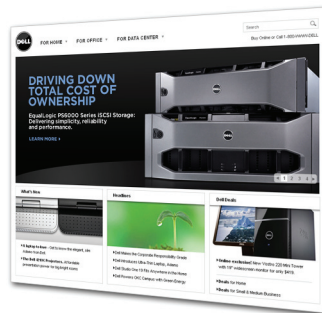


Dell

Boosts Q4 Comparison Shopping Results

Company Overview

Dell's climb to market leadership is the result of a persistent focus on delivering the best possible customer buying experience. The leading U.S. computer manufacturer, Dell also offers a wide variety of gaming products, computer accessories, electronics, software and peripherals. Since its founding in 1984, Dell has revolutionised the industry and made computing more accessible to consumers around the globe through a customer-focused business strategy that values speed, adaptability and metrics-based decision-making. Dell's target market includes businesses, institutional organizations and individual consumers. Nearly one out of every five standards-based computer systems sold in the world today is a Dell, contributing to its No. 34 placement on the Fortune 500.



URL: www.dell.com

Industry: Computers & accessories

“ChannelAdvisor offered an experienced team with the flexibility and the know-how to target new demographics, adjust promotions quickly and maximise profitability all within a narrow timeframe.”

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.

- Jey Iyempandi
Online Advertising Manager, Dell

Situation

Prior to September 2007, Dell used a simple, no-frills CSE management tool that allowed its marketing team to send basic product feeds to Comparison Shopping Engines (CSEs), but provided limited visibility, little control and virtually no data feed optimization. The only strategic option at its disposal was to turn a feed on or off, leaving many questions unanswered and opening up plenty of room for improvement.

Dell's previous CSE program sent outgoing data feeds to approximately 20 CSEs. In the process of evaluating the CSE program, Jey Iyempandi, Online Advertising Manager, determined that Dell needed more control over the variables that affect product listings and started looking for a new solution. With an already complex program in place, Dell's goal of transitioning to a new CSE solution one month prior to the holiday season was ambitious. "We had limited visibility and flexibility to manage our feeds as we were receiving only aggregate site reporting," said Jason De Vos, Online Advertising Consultant. "We were barely scratching the surface of useable data. It was crucial that we began tracking the individual factors that influence profitability on a daily basis and have the ability to make changes quickly."

ChannelAdvisor's results with other Fortune 500 companies caught Iyempandi's attention. He was mainly impressed with ChannelAdvisor's ability to maximise profitability across a large array of products as well as ChannelAdvisor's expert ability to manage the retailer's complete CSE marketing efforts.

Solution

Dell chose ChannelAdvisor's Comparison Shopping solution, paired with CAManaged™ professional services to outsource its comparison shopping program. This combination meant that Dell's marketing team could concentrate on merchandising and product promotion strategy while ChannelAdvisor provided the implementation and strategic guidance to ensure that CSE campaigns would be successful.

Comparison Shopping's Merchandising Engine™ allowed ChannelAdvisor's professional services team to define specific rules for data feed optimization that provided improved relevancy and better results. The team continually evaluated individual product performance on each CSE, tracking key metrics such as cost per order, return on ad spend (RoAS) and profit margin. Actively reviewing these metrics enabled ChannelAdvisor to add or remove products and promotions from individual CSEs as soon as they impacted profitability.

The effort to deploy successful merchandising rules for such a large retailer demanded tremendous power and flexibility from the Comparison Shopping solution. "Previously, we sent data feeds to the CSEs and only received very basic reporting in return," said De Vos. "The reports didn't provide the insight to assess the success or failure of our program. With Comparison Shopping, we gained a new level of flexibility that enabled us to better control our comparison shopping engine program and the results."

Results

After a successful transition to Comparison Shopping, Dell started sending more than 40 different feeds to comparison shopping engines just in time for the holiday shopping season. During the first 30 days, Dell was able to expand its comparison shopping footprint while increasing marketing efficiency. ChannelAdvisor's efforts produced extraordinary success. Year-over-year fourth quarter sales through the CSE channel grew substantially with the addition of new sites more than doubling traffic over the previous year.

"ChannelAdvisor helped us increase our revenue through the CSE channel – without sacrificing efficiency," said Iyempandi.

"ChannelAdvisor offered an experienced team with the flexibility and the know-how to target new demographics, adjust promotions quickly and maximise profitability all within a narrow timeframe. Superior technology and industry expertise are what drove the value for us," 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