

EvoGear.com

Online Retailer Exceeds Revenue Goals Every Month with Paid Search

Company Overview

In 2001 Bryce Phillips founded Evogear.com, looking to support his love of outdoors and travel. Evogear.com specializes in closeout ski gear including skis, snowboards, ski boots, ski binding, poles, winter apparel, bags, backpacks and more. After four years of selling online and a monumental revenue year in 2005, Evo Seattle was launched and houses the 6,000 sq. ft. retail floor, gallery, tune-up shop and headquarters for Evogear.com. Evogear.com is a great resource whether you want the hottest new outerwear, a great price on a snowboard or the latest pair of skis.



Location: Seattle, WA
URL: www.evogear.com
Industry: Retail

“ We have exceeded our revenue goals each month since we started using Paid Search and stayed below our targeted effective revenue share.”

ChannelAdvisor Solutions:

Product: Paid Search

ChannelAdvisor Complete® 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.

Designed exclusively for online retailers, Paid Search enables retailers to manage, automate and maximize campaigns across top search engines – including Google, Yahoo! MSN and Ask.com – without adding costly resources or missing ROI targets.

- Nathan Decker
 Senior eCommerce Marketing
 Manager, Evogear.com

Situation

In 2002, Evogear.com launched their website and knew one of the fastest ways to bring traffic to their site was through paid search marketing.

Advertising their products heavily with Google Adwords provided them with the exposure they were looking for. But Evogear.com soon learned that to expand their keyword list and to include other search engines would take large resources and increased costs.

Nathan Decker, Senior eCommerce Marketing Manager of Evogear.com, knew their paid search marketing efforts needed help. "Managing our paid search campaigns became too large for us to handle efficiently and effectively so we decided to find a solution."

Solution

Decker selected Paid Search from ChannelAdvisor to manage, automate and optimize their paid search marketing efforts.

"With Paid Search we are able to manage multiple search engines through the same platform allowing us to scale our business as it grows," he said. "Prior to using ChannelAdvisor our paid search strategy was time intensive and ineffective and we weren't able to expand into multiple channels due to time constraints."

Paid Search's Search Marketing Analytics provides robust reporting that allows Evogear.com to optimize campaigns based on the profitability of individual keywords, enabling Evogear.com to view campaign performance by order, products sold or revenue generated.

"We have exceeded our revenue goals each month since we started using Paid Search and stayed below our targeted Effective Revenue Share," says Decker.

Results

"After partnering with ChannelAdvisor, we have seen an overall increase in our sales and have been able to cut the management time involved in our day to day operations," he said. "The Automated Bid Management Tool has eliminated much of the daily strategy workload and allows us to focus on our overall success."

Paid Search's Automated Bid Manager allows Evogear.com to create bidding rules and alerts that will automatically adjust their bid strategies based on performance and inventory.

FOR MORE INFORMATION 0203 014 2700 | www.channeladvisor.co.uk | ukteam@channeladvisor.com



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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