

## Frontgate

A multi-channel presence *succeeds* in multiplying profits

### Company Overview

When Frontgate launched in 1991, the vision was not only to market a broad range of functional, high-quality products for the home and garden, but to create a level of service that exceeds industry standards. After the first Frontgate catalog was mailed to 300,000 upscale American households, their growth took off. In 1996, Frontgate was recognized by Inc. magazine as one of the nation’s 500 fastest growing companies. Since then, it has been joined by subsidiary titles including Grandin Road, the Outdoor Sourcebook and Splash Pool & Spa, who have established themselves as some of the most respected and emerging names in direct marketing. Even though each catalog has a different focus, the mission remains the same: “To reward our customers with long-term value and product satisfaction for every purchase.”



## FRONTGATE

**Location:** West Chester, Ohio  
**URL:** [www.frontgate.com](http://www.frontgate.com)  
**Industry:** Home and garden products

“ChannelAdvisor showed us we could expand our programs without having to increase our bandwidth and that was an important consideration for us. We found a business partner that could take us to the next level by increasing our bottom line.”

- Jason Calcitrai  
 E-Commerce Manager, Frontgate

#### 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.

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

When Frontgate began offering their product catalog on comparison shopping sites, they started small with an in-house solution that was tedious. Each site required a different logon and had unique and frequently changing requirements for content. What's more, new comparison shopping sites were appearing on average every two months and offered limited insights into how to improve performance. The e-commerce team at Frontgate experienced initial success on comparison shopping sites, but they wanted to broaden their efforts and take their program to the next level.

Frontgate began looking for a partner with the comparison shopping expertise to help them gain visibility into their efforts so they could optimize their data feeds efficiently, without having to depend on additional resources in-house.

# Solution

Frontgate's dilemma prompted them to opt for the ChannelAdvisor's full service Comparison Shopping solution. "We knew what sites we wanted our products selling on," said Jason Calcitrai, E-Commerce Manager at Frontgate. "But we were hesitant without a committed partner who could help us dig deeper into the insights we needed to be more successful."

ChannelAdvisor's services team studied Frontgate's products and competitors. They were able to make recommendations that could bolster revenue and gain visibility over the full spectrum of comparison shopping sites. After helping the Frontgate team contact the right people and initiate relationships at each site, ChannelAdvisor got busy optimizing and launching their product feeds.

"When we first started with ChannelAdvisor, we didn't have the reporting tools to understand how to do it efficiently," said Calcitrai. "We asked ChannelAdvisor our questions upfront and they mapped out a course that felt right for us. We leveraged their relationships with the top comparison shopping sites to get the best results."

"With ChannelAdvisor we learned that not all engines are alike," said Calcitrai. "All we provided was one data feed and they did all the work, making sure our products were performing and our categories were mapped properly on every site."

# Results

Frontgate's comparison shopping presence expanded from just three sites to the eight highest performing channels and their revenue soon reflected the results. After implementing Comparison Shopping in early 2007, Frontgate's revenues increased over 50 percent between the first two quarters alone.

"These numbers were particularly significant because many retailers' sales tend to slump in the second quarter," said Calcitrai. "But this year, we not only remained constant, we experienced a steep incline. We were very pleased." And Frontgate is on course to carry that same trend to year's end.

Even while expanding their comparison shopping efforts, one of Frontgate's biggest achievements was in efficiency. "That was a huge hurdle," continued Calcitrai. "ChannelAdvisor showed us we could expand our programs without having to increase our bandwidth and that was an important consideration for us. We found a business partner that could take us to the next level by increasing our bottom line."

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