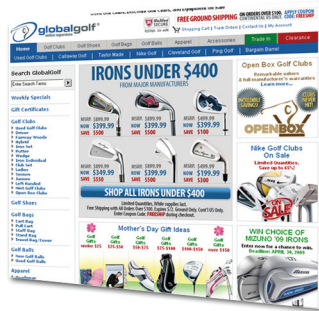


## Global Golf

## Aces Search Marketing with Full Service Solution

### Company Overview

Since 2001, Global Golf has been offering huge values on close-out and pre-owned golf equipment to golfers of all abilities. Comprised of current and former PGA professionals, national award-winning merchandisers and even a former touring professional, their staff's specialised knowledge of the game and the industry qualify them to recognise great golf deals that Global Golf passes along to its customers. This expertise has helped distinguish GlobalGolf.com as the leading seller of pre-owned golf clubs on eBay. From used golf clubs, new golf clubs, golf apparel and golf equipment, Global Golf showcases exclusive specials from all the top brands including Callaway, Taylor Made, Cleveland, Nike, Mizuno, MacGregor, Ping, Nicklaus, Titleist and much more.



**Location:** Raleigh, NC  
**URL:** [www.globalgolf.com](http://www.globalgolf.com)  
**Industry:** New and used golf clubs and accessories

“We continually challenge ChannelAdvisor and they meet our expectations or exceed them every time. They keep a sharp eye on the search marketing engines and are always proactive with suggestions.”

- Mitesh Patel  
 Vice President and CTO of  
 E-Commerce, Global Golf

### ChannelAdvisor Solutions:

**Product:** Premium Marketplaces, Stores, 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.

ChannelAdvisor Stores make it easy for single channel retailers to up sell products from eBay stores to 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. Best of all, it's free to Premium Marketplaces customers.

A powerful part of the ChannelAdvisor Complete 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. Get more products in the right places and reach over 140 million buyers with ease.

# Situation

In the past, Global Golf had experienced tremendous success on other e-commerce marketplaces with eBay and their own website using ChannelAdvisor Premium Marketplaces and ChannelAdvisor Stores. But the formula behind search engine marketing was proving tough to crack. They started by experimenting in-house with a handful of keywords, but the results were hard to manage and weren't on par with Global Golf's high standards.

Global Golf wanted to expand their keyword base, but they found it difficult to identify the terms that delivered high returns. Their busy marketing staff was small and they couldn't figure out how to support a desirable level of search marketing revenue with the appropriate amount of paid search budget. They needed to find the best combinations of cost-effective keywords, ads and landing pages to keep campaign costs down, increase conversions and create reliable selling power. Despite their best efforts, they couldn't unravel the search marketing mystery.

"We were growing so rapidly, we couldn't spare the manpower in-house," said Mitesh Patel, Global Golf's Vice President and CTO of E-Commerce. "We needed a partner that could help us increase our revenues and stay within our paid search budget. Because their strengths go beyond their software, we knew we could trust ChannelAdvisor for the answers."

# Solution

When Global Golf approached ChannelAdvisor for help, their dedicated professional services team welcomed a challenge. They started off by reviewing Global Golf's account history, their customers and their competitors, and then used Paid Search, ChannelAdvisor's integrated paid search solution to devise a full service approach to scale their search marketing campaigns efficiently and generate new sales.

ChannelAdvisor's services team developed a project plan that included rigorous testing of campaign elements, including keywords, ad copy, bid strategies and associated landing pages, and closely monitored performance. They used the insights they gained to gradually increase the number of campaigns, ad groups, categories and keywords and identify the optimal ratio of ad groups to keywords.

Through a combination of interactive sessions and regular performance reviews, the Paid Search professional services team was able to define best practices to automate Global Golf's bid rules, stay within their desired metrics and build a high performing base of keywords. By continually refining the process and revisiting the exploration phases when conditions changed, Global Golf steadily improved their search marketing results, while consistently maintaining their profitability goals.

# Results

Since the beginning of 2007 when they started with Paid Search, Global Golf has doubled their search marketing spend and grown their daily average revenue over eight times. In addition, their keyword base has expanded by 333 percent.

Global Golf and ChannelAdvisor's relationship has been truly collaborative with each side setting the bar higher. Through regularly scheduled account reviews and strategy sessions, they review past accomplishments and set new goals for the future. "We continually challenge ChannelAdvisor and they meet our expectations or exceed them every time," said Patel. "They keep a sharp eye on the search marketing engines and are always proactive with suggestions."

"We trust ChannelAdvisor to do their homework," he continued. "Before they took us on, they immersed themselves in our world, studied our customers and understood our motivations. Their practical approach laid the foundation for a better solution."

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)