

Grapevinehill

Doubles Sales Volume By Going Multi-Channel

Company Overview

A Titanium PowerSeller, Grapevinehill is an online retailer of discounted name-brand footwear. Grapevinehill purchases footwear and apparel - mostly closeouts - from major name-brand manufacturers and offers it to their customers at great low prices. Deals are usually one of a kind. The company often will have more than one of the same item, but when it's gone, it's usually gone forever.



URL: www.grapevinehill.com

Industry: Retail

ChannelAdvisor Solutions:

Product: Premium Marketplaces, Premium Stores, 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 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.

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.

“We’ve been able to eliminate manually intensive parts of the process and streamline our overhead. Having a partner to identify upcoming e-commerce trends and work on the challenges together is really huge.”

- Mark Fitzgerald
Partner, Grapevinehill

Situation

To offer customers the best product, best price and best service, Grapevinehill needed to operate on the slimmest of margins with a value proposition that hinged on efficiency. That leaves very little cushion for error. "We buy discontinued styles directly from manufacturers at bulk rates," said Mark Fitzgerald, a Grapevinehill partner. "Then we price aggressively (30-60 percent off regular retail rates) because we want to offer customers the very best value. As a result, our margins are slim."

Grapevinehill knew from the start that it wanted to be a multi-channel business. Fitzgerald was faced with a dilemma: push the limits of his personal knowledge and build his own system or find the technology and the expertise he could depend on to help his business grow. He started looking for a platform that would help Grapevinehill accomplish feats that would demand a lot of extra work and expertise from most systems. He found the answer in ChannelAdvisor.

"Choosing ChannelAdvisor represented a best-in-class solution – we wanted to put that piece of the business in the hands of somebody who would focus on that 100 percent and let us focus on selling shoes," Fitzgerald added.

Solution

Grapevinehill uses Premium Marketplaces to list about 12,000 products on eBay and Amazon - with most offered through its ChannelAdvisor e-commerce store. Harder-to-move inventory goes to eBay. "Nine out of ten people come to our site through eBay," said Fitzgerald. "The cross promotion has been phenomenal."

And because the interface on both eBay and its ChannelAdvisor Store is the same, Grapevinehill customers have the same experience no matter how they shop. "Customers find that consistency to be comforting and one of our main goals has always been to build customer confidence," said Fitzgerald. "It's the little things in Premium Marketplaces such as the automated customer service emails and the smooth checkout process that add to that solid customer experience."

In addition, Grapevinehill leverages Shopping to manage comparison shopping sites including NexTag, Google Product Search, PriceGrabber.com, Shopping.com and Shopzilla – to gain the efficiencies of a completely integrated back end.

"ChannelAdvisor helps us keep a handle on our inventory on all the marketplaces and get immediate feedback on how we're doing. We know what are margins are, our close rates and our sell-through rates on every marketplace. In addition, the dashboard gives us the ability to export reports instantly with real-time results to keep us really nimble," said Fitzgerald. "It's easy to manage and we have grown rapidly as a result."

Fitzgerald's proven history with ChannelAdvisor brightens his outlook on the future. One of the opportunities Grapevinehill is contemplating is how to build social networking into its marketing campaigns so it can reach a broader audience. "We like how ChannelAdvisor stays on the cutting edge of the e-commerce industry. Everything we've done with ChannelAdvisor has been wildly successful," he said. "They often bring us lucrative new opportunities, and each time, the results have gone well above and beyond our expectations."

Results

Within just six months of launching ChannelAdvisor, Grapevinehill tripled its volume. Three years later, Grapevinehill revenues have doubled once again. Not only has Grapevinehill gained the efficiencies of having all its sales channels managed by the same solution, but Premium Marketplaces accurate inventory, well structured customer care and other features have enabled Grapevinehill to maintain a phenomenal 99.9% positive feedback – even while the company experiences rapid growth.

"The benefits of using ChannelAdvisor are very quantifiable. Without them, we wouldn't be able to continue to grow our business and be smart about what we do. By integrating Premium Marketplaces into our daily workflow, we've been able to eliminate manually intensive parts of the process and streamline our overhead," said Fitzgerald. "Having a partner to identify upcoming e-commerce trends and work on the challenges together is really huge."

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