

Orvis

Fly Fishing and Beyond

Online retailer increases its profits on comparison shopping engines by 16%

Company Overview

For over 150 years, the Orvis Company name has been synonymous with quality and service. Charles Orvis started his company as a small manufacturer of fine bamboo fly rods. Today, along with their world-famous fly fishing gear, Orvis offers distinctive clothing, home furnishings, gifts and dog products. Orvis is the nation's oldest mail order business and the longest-running fly fishing company in the United States. Orvis has more than 44 retail stores in the U.S. and the U.K., and more than 500 Orvis dealers worldwide who sell and service the Orvis product line.



URL: www.orvis.com
Industry: Fishing gear, clothing, furniture, gifts, dog products

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- Brad Wolansky
 Director of E-Commerce, Orvis

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.

Situation

In 2000, Orvis recognised the need to use comparison shopping sites to increase visibility and revenue for their online retail store. Like most companies, Orvis launched their products on comparison shopping sites by maintaining and managing their own product data feeds. As time passed, it became clear to Orvis that managing the many different requirements of each of these shopping sites was too cumbersome and costly to handle without assistance.

Orvis was pushing thousands of products to over 13 shopping sites including Google Base, Nextag, Yahoo! Shopping.com, Shopzilla. Each shopping site had its own unique and frequently changing requirements for shipping costs, shipping mechanisms, shipping timing, content, character limits, ordering and more.

After several years, Brad Wolansky, Director of E-Commerce for Orvis, realised that the task of managing comparison shopping channels had become too big to handle efficiently in-house. They needed to rebuild their in-house solution or find a company to whom they could outsource.

“Trying to manage each of the various data feeds through our internal processes was not a long-term solution,” said Brad Wolansky, Director of E-Commerce for Orvis. “We realised quickly that if we were going to be successful in this channel, we needed to find a solution that would give us the power to hit a home run.”

Solution

In 2005, Orvis began their quest for a comparison shopping solution. After a long and exhaustive search, they chose Comparison Shopping to manage and expand their comparison shopping efforts. “At Orvis, we are very action-oriented and accustomed to getting things done,” Wolansky said. “After evaluating the major players, we realised that ChannelAdvisor was the perfect partner to help us lower our costs, increase our profitability and manage more engines than we able to manage on our own.”

“We partnered with ChannelAdvisor because they offered the best solution at a cost effective price,” Wolansky continued. “They presented the ideal cost model and made us feel like having a successful relationship was important to them.”

Results

Just months after ChannelAdvisor took over their shopping channels, Orvis’ profits jumped by 16 percent. In addition, they achieved a 30 percent increase in new buyers – the most of any other online initiative.

“We were very happy with the quick results we saw with ChannelAdvisor.” Wolansky said. “We attribute much of the upsurge to the removal of non-profitable products and the addition of new sales channels that have incrementally increased our comparison shopping sales by 25 percent each week. Without ChannelAdvisor we would not have pulled those products and we wouldn’t have added these additional channels so easily.”

“During the last six months, our new customers have grown at a minimum rate of 57 percent each month over last year. That’s been a huge improvement,” Wolansky added.

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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