

ProtoGolf

Enhancing Shopping Experience Nets 300% Increase in Conversions

Company Overview

ProtoGolf was founded in 2004 when President Hunter Goodson was just 16 years old and quickly shot to PowerSeller status. Since then, the company has vastly expanded its line of golf clubs, apparel and accessories to offer the latest golf innovations. Originally an eBay only seller, ProtoGolf has added more distribution centers as it has branched out to Amazon.com and other popular comparison shopping and international sites. Now a junior in college at SMU, Goodson has taken his proto or “first of its kind” selling strategy to new heights, sourcing products that are changing the way golf is played. Whether you are looking for a simple putter to save a few strokes or a sophisticated GPS device to obtain more distance, ProtoGolf is your online resource for brand new, cutting edge golf products.



Location: Cincinnati, OH
URL: www.protogolf.com
Industry: Golf clubs, apparel and accessories

“Premium Stores has taken our business to the next level by giving us a state-of-the-art website and an easy upgrade path that grows with our business. Our Web store expresses our brand stronger than ever and adds a large measure of peace of mind.”

- Hunter Goodson
 President, ProtoGolf

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.

Situation

ProtoGolf had been extraordinarily successful on several online channels, including eBay, Amazon and comparison shopping engines. Now President Hunter Goodson wanted to integrate the same success into his online store. He knew consumers were gravitating to sites with engaging online conveniences and that keeping up with the competition required staying on top of technology. But he didn't want to introduce new tools that would be time-consuming to implement and difficult to migrate with his growing business.

"I wanted to capture a bigger market share of customers from all over the Internet, including the search engines, and offer them an easy, yet feature-rich buying experience," said Goodson. "And I wanted tools that were flexible enough to keep up with consumer demands as needs change."

ChannelAdvisor's Premium Marketplaces solution had saved Goodson time and money during expansions to other online marketplaces. He turned to his trusted business partner for advice. He was quickly sold on Premium Stores' ability to offer the same merchandising visibility, campaign efficiencies and ease of use all integrated with his e-commerce store.

Solution

Premium Stores controlled the technological implementation of his website and gave him the freedom to either develop the creative aspects himself, utilize ChannelAdvisor Design Services or contract with a third party. He chose to use the third-party design firm Diztinct.

"We were impressed with the way that we can make the Premium Stores system fit our designs rather than the majority of restricted e-commerce platforms that force us to fit their systems," said Jeff Dyksen, CEO of Diztinct.com. "This allowed us to be highly creative and innovative with the new store."

Site launch was quick and easy and Goodson was able to provide more information to consumers on what they were buying. Optimized HTML, title tags, description tags and keyword tags provided search engine visibility and a dynamic search map brought buyers quicker to what they were searching for. Handy conveniences like customer accounts, real-time inventory information, a running shopping cart display and one-page checkout streamlined fulfillment and shortened purchase times. By up selling products at checkout, Goodson was able to leverage impulse buyers. And stored customer information allowed him to monitor order history and design targeted promotions on other channels. Finally, he could offer the storefront features his customers were craving.

Behind the scenes, Goodson used the unified ChannelAdvisor dashboard interface to automatically manage inventory and update shipping status and tracking numbers in his storefront and other marketplace accounts. Integrated support for Google Analytics allowed him to see exactly what was working, track customer pathways and drill down on specific product pages to correct problems. Using flexible Premium Stores tools, he could change strategy on a moment's without having to go through an extensive redesign process.

"I was amazed at how quickly we got up to speed on Premium Stores and how easy it was to use," said Goodson. "We were online and taking orders with our new Web store within a day without any business interruption and with virtually 100 percent uptime. Now that it's up and running, I practically never have to be concerned about it."

Results

Three weeks after relaunching protogolf.com, Goodson has seen a 30 percent increase in store traffic, handled fewer customer service problems and realized an overall 300 percent leap in conversions. "Clearly, customers are coming to our site, getting to what they're searching for quicker and buying more often," said Goodson.

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



Kean House, 6 Kean Street
London WC2B 4AS

© 2009 ChannelAdvisor Corporation
All rights reserved.

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