

Sophia's Style

Moving *in* Style to a Complete Solution

Company Overview

Belinda and Jacob North looked in vain for an online clothing store with boutique-type offerings for their baby girl. When they couldn't find one, they decided to fill this unique niche with a store of their own. In 2003, Sophia's Style was born. It started as a true "Mom-and-Pop" operation located in their home and selling exclusively on eBay. In just four short years, they've expanded to a multi-channel enterprise, moved their operations into a warehouse and seen their profits skyrocket. Along with daughter Sophia, the business continues to grow and feel the effects that success brings. Fun and sometimes whimsical, Sophia's Style features hair accessories, girls clothing, birthday dresses and flower girl dresses, all at affordable prices.



SOPHIA'S STYLE .com

URL: www.sophiasstyle.com
Industry: Boutique baby clothes

“I've worked with every product ChannelAdvisor has released over the last few years. As a result, we've consistently increased sales 50 percent every month over the previous year. I can say truthfully that ChannelAdvisor is our No. 1 sales driver.”

- Jacob North
 Co-owner, Sophia's Style

ChannelAdvisor Solutions:

Product: Premium Marketplaces, Paid Search, Comparison Shopping, Stores

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

When the Norths started selling boutique clothing on eBay, they worked with various software vendors, but still struggled to manage inventory. They knew they wanted to expand beyond eBay, sell from their own website and eventually add multiple e-commerce channels. But due to their size at the time, they couldn't justify a large investment in software.

"When we chose ChannelAdvisor in 2005, our initial investment seemed significant," said Jacob North, co-owner, Sophia's Style. "But when sales shot up hundreds of percentage points within 4-6 weeks, it became a non-issue."

"Suddenly the day-to-day tasks like launching new items over multiple sites and dealing with feedback became automated," he continued. "And we were free to tackle bigger challenges like sourcing new inventory and finding other product lines, instead of being bogged down with glitches and problems."

Relying on newfound efficiencies, they began growing by leaps and bounds. After gaining extraordinary results from their website on Stores, Sophia's Style realised a need to diversify more, but wanted to retain their profit margins and avoid adding costly headcount. The next frontier? ChannelAdvisor's integrated Paid Search solution.

Solution

Early this year, the Norths decided to enter ChannelAdvisor's Guided Search Program. Designed to offer an effortless introduction into the paid search marketplace, the CAGuided program provides 30-day personalised setup and product training on ChannelAdvisor's Paid Search solution, to help get campaigns setup, running and optimised quickly before the retailer takes over the reins.

One of Sophia's Style's major accomplishments during the CAGuided Program was more budget control. By implementing an account structure that broke down individual campaigns into product categories, North was able to control the budget for individual themes of girls' clothing. After completing "test tasks," he quickly learned to manage large numbers of keywords, test campaigns with broad keywords and move them out to specific campaigns. He also mastered Paid Search's flexible solutions that enabled him to create and test unique ad creative, and adjust bids automatically to confidently launch high performing campaigns.

ChannelAdvisor's hands-on services team jump started North's paid search efforts and prepared him to initiate profitable campaigns on Google and Yahoo! on his own. By the end of the program, Sophia's Style doubled its creation and launch of keywords, decreased its cost vs. revenue ratio by almost 60 percent, and improved its average rank from fifth position to first or second.

Results

After successfully completing the CAGuided Program, paid search has increased to 33 percent of Sophia's Style's overall sales. "This was the easiest transition to new software that I've ever experienced," said North. "We saw some exciting results with Search within the first couple of weeks. I would highly encourage any retailer who's serious about paid search to participate."

So what's next on the horizon? Sophia's Style has recently expanded to Amazon.com and is on the verge of going live with ChannelAdvisor's Comparison Shopping. In just one year with the help of ChannelAdvisor solutions, Sophia's Style has completely changed the way it markets products with eBay now comprising only 35 percent of total sales.

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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