

Innovative channel management

Online marketplaces are becoming a favored starting point as consumers begin their shopping journey. A recent survey by Amazon.com and Pymnts.com of 2,000 online shoppers revealed that 64% of respondents start searching for a product on an online marketplace. The next most popular places to start a product search were respondents' favorite websites, followed by search engines and social media sites.

To stand out among the crowd in marketplaces, retailer's need digital marketing tools that drive consumers to those sites and ultimately to their own website. A logical place for retailers to acquire these tools is through digital marketing agencies that make it possible for consumers to discover a retailer by serving up the right content and marketing message at the right time, freeing the retailer to focus on its core business.

"Agencies are in the best position to deliver a platform that helps retailers manage their products on third-party sites more effectively and help them develop and implement marketing strategies for these channels," says Thomas L. Smith, chief financial officer for MerchantAdvantage, a provider of data feed management technology. "Our goal is to provide agencies an engine that powers their merchant clients' marketing strategies."

MerchantAdvantage's platform enables e-retailers and agencies to customize, monitor and analyze data feeds to any online marketplace, as well as other third-party sites such as comparison shopping engines, social media sites, affiliate networks and mobile commerce platforms. The platform supports product feeds, which can be updated and remapped automatically through an administrative dashboard, to multiple third-party sites at once. Some MerchantAdvantage clients support data feeds to more than 50 marketplaces and third-party sites.

Product feeds can be customized to specific marketplaces to help the retailer cater to a shopper's brand and product preferences. A product feed on Amazon.com, for example, can be different from one on Google Shopping. Product feeds can be upgraded with



additional content, product views and videos to deepen the level of information available about the item.

"It's not enough to just send a product description, picture and price in the data feed," says Smith. "Digital product feeds need to be enhanced with options for how the information is presented to optimize performance in each channel. The automation our platform provides allows agencies to manage more clients more effectively."

Product performance can be tracked on each third-party site to identify performance metrics. These types of insights enable retailers and agencies to create automated rules to manage their product feed, such as not showing products that fail to meet certain sales thresholds. Feeds can also be instructed to automatically pull out-of-stock products.

"Reporting tools that give a 360 degree view of product performance help retailers and agencies develop more powerful marketing strategies for marketplaces and third-party sites," Smith says.

As part of its services for digital marketing agencies, MerchantAdvantage helps agencies with marketing communications to position the capabilities of its platform as a value-added service for retailers. More than 30 agencies use MerchantAdvantage's platform, including BrightCloud, ROI Revolution and Merkle RKG.

"We provide the technology, training and marketing communications to help agencies leverage our platform as a way to differentiate themselves from e-commerce software providers that offer channel management applications, but don't specialize in it," says Smith. "Our platform is a tool that helps merchants sell more on marketplaces and agencies grow their business."



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merchant
advantage

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TO GROW BUSINESS**

*Amp up your ecommerce services with
SMARTER EFFICIENCIES, ROBUST REPORTING AND INTELLIGENT ANALYTICS*

Committed partner. NEVER A COMPETITOR.

**ANALYTICS DRIVEN
AUTOMATION**

Automated Import **WITHOUT** daytime scheduling



**CUSTOM REAL TIME
ALERTS and NOTIFICATIONS**

**INTELLIGENT FEED
PAUSING** BASED ON IMPORT
OR DATA ERRORS

AUTO REPORT GENERATION

*Automated Product Categorization
for all major*

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**WHITE LABEL OPTIONS FOR BOTH
INTERFACE
& REPORTING MODULES**

Contract-backed. NO DOWNTIME RELIABILITY.

EASY. SMART. AUTOMATED.

We offer a cloud-based
platform to manage
your product feeds.

MerchantAdvantage



2015 rank in category: 6

CLIENTS

TOP 1000 RETAILERS

2015: 17
2014: 18
Growth: -1

TOP 500 RETAILERS

2015: 12
2014: 12
Growth: 0

SECOND 500 RETAILERS

2015: 5
2014: 6
Growth: -1

SALES

TOP 1000 RETAILERS BY RANGE OF WEB SALES

\$10 million or less: 4
\$11-50 million: 8
\$51-100 million: 2
\$101-500 million: 2
\$501 million or more: 1

TOP 1000 RETAILER WEB SALES

2015: \$1,404,336,570
2014: \$1,176,606,345
Growth: 19.35%
Average: \$82,608,034
Median: NA

TOP 1000 CLIENTS

Web only: 4
Chain retailer: 7
Manufacturer: 3
Catalog/Call center: 3

PRODUCT CATEGORY

PRIMARY CATEGORY

Sporting Goods

Top 1000 retailers: 5
Top 500 retailers: 4

Second 500 retailers: 1

Customers: Moosejaw, Jenson USA,
Callaway Golf Interactive,
Icon Health & Fitness, eSportsOnline.com



SECONDARY CATEGORY

Apparel/Accessories

Top 1000 retailers: 3
Top 500 retailers: 0
Second 500 retailers: 3

Customers: WhatSheBuys, BootBay.com,
Massey's Outfitters



PRODUCTS/ SERVICES

Channel management with
Chanalytics, customize,
optimize, submit, adjust,
monitor, and analyze data
feeds to third-party partners
and online marketing
channels

Entry level pricing: Lite
product, \$295/mo.; Pro
product, \$695 for usage-
based contract

CORPORATE

Primary URL: MerchantAdvantage.com
Year launched: 2005
1170 Kane Concourse, Suite 402
Bay Harbor Islands, FL 33154
United States
305-895-9466

MANAGEMENT

Marshall Hudes, CEO
Tamara Walters, VP, Operations & Sales
Eshaan Jayalath, Director, IT

Source: Internet Retailer 2016 Leading Vendors to the Top 1000. Category leaders are ranked on the total number of clients named by retailers in the 2015 editions of the Top 500 Guide and Second 500 Guide, which collectively make up the Top 1000. Customer names are listed in order of their rank in the 2015 Top 1000.