



channeladvisor®

CATALYST

Multi-Channel eCommerce Strategies

Welcome to our annual
ChannelAdvisor
Catalyst Conference!

March 19-21, 2007
Pinehurst, North Carolina



The **best and most informative event of the year** for online retailers!

www.channeladvisor.com/catalyst



eCommerce Trends

Scot Wingo

President and CEO

ChannelAdvisor Corporation

The ChannelAdvisor logo, consisting of the word "channeladvisor" in a blue sans-serif font with a registered trademark symbol, is centered within a white circle that has a thin green border.

Agenda



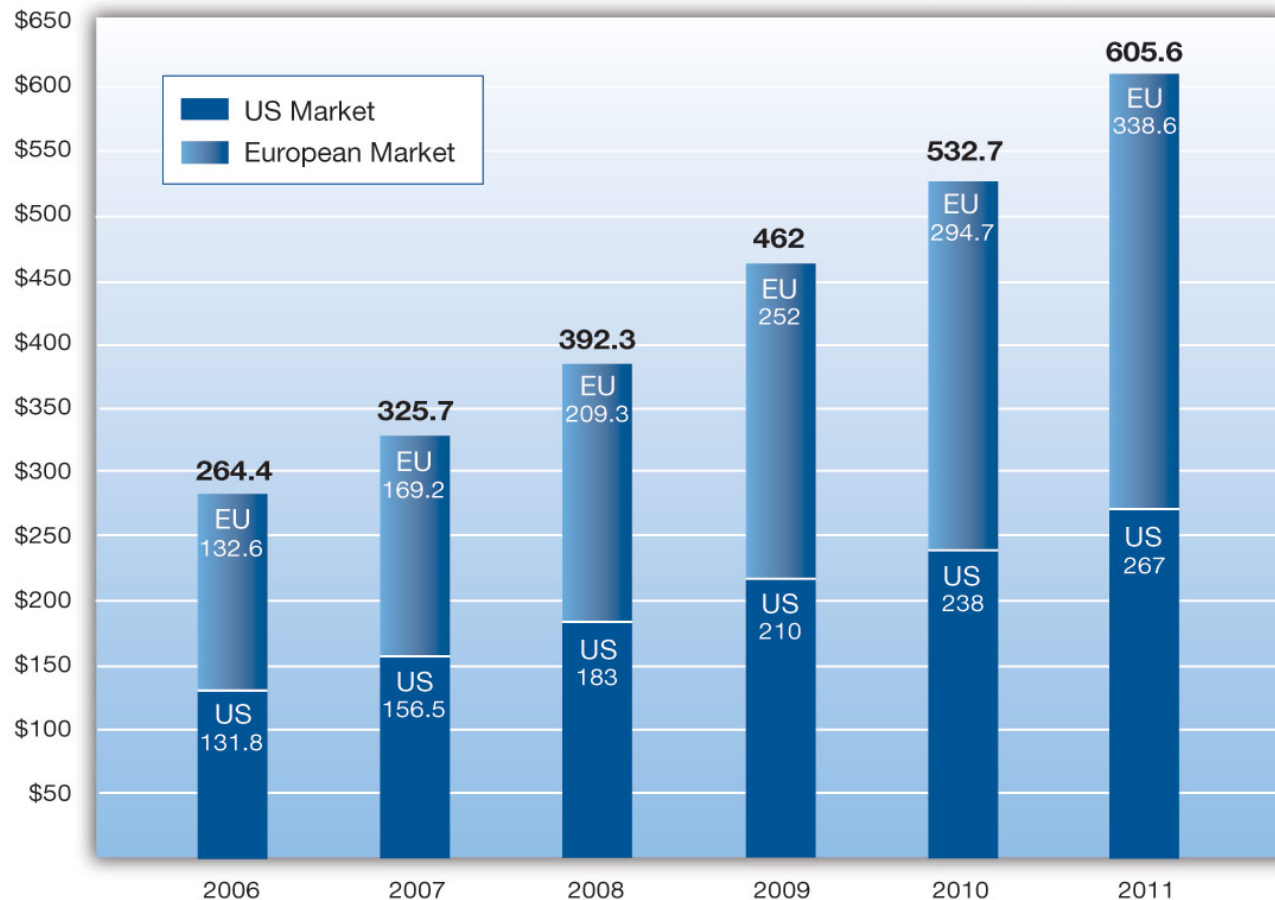
- Macro ecommerce trends
- Ecommerce channel trends
 - Search
 - Comparison Shopping Engines
 - Marketplaces
- ChannelAdvisor Update
 - Products
 - Services

Ecommerce – Growing Rapidly



US and EU Online General Merchandise Market for the next 5 years in \$ billions.

*Euros have been converted to US Dollars.

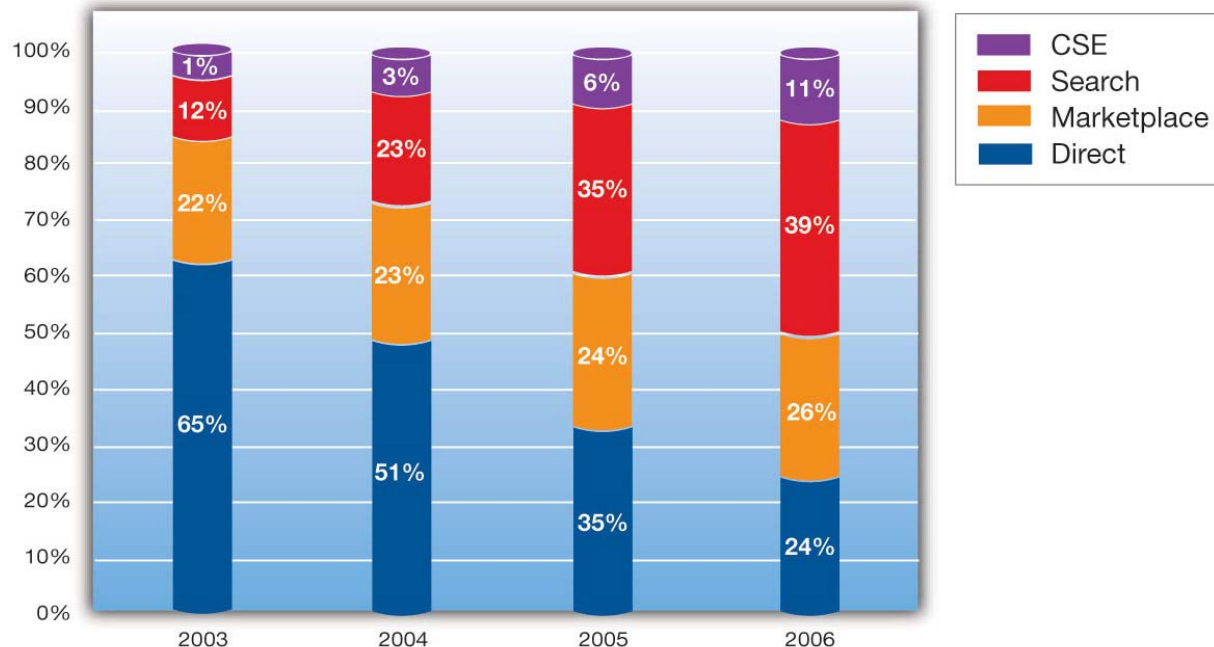


- Forrester Research, October 2006 “US eCommerce Five-year forecast and data overview.” ChannelAdvisor excludes food, travel, grocery, beverage and event tickets.

Online Ecommerce Channels Growing in Importance

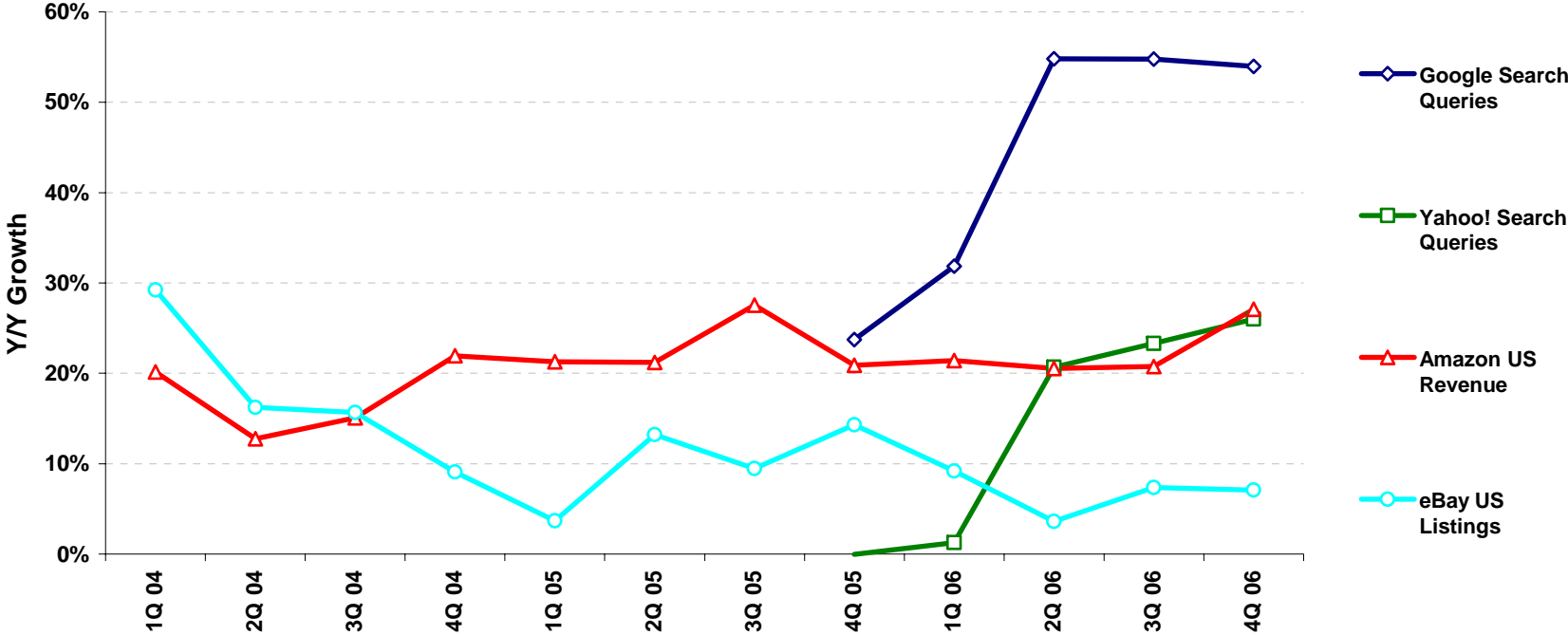


- More consumers shopping online via search, comparison shopping engines, marketplaces.
- Today up to 75% of sales for an internet retailer is driven by online channels.



- **FBR Research based on publicly available Gross Merchandise Volume (GMV) Information. Also corroborated by ChannelAdvisor's real-world data.**

Internet Quarterly Growth Trends: 2004 - 2006




Source: Deutsche Bank Securities estimates, Comscore QSearch, Company Reports

eCommerce Channel Trends – Summary



- Opportunities
 - Multi-ecommerce channel trend is a *catalyst* for growth
 - Diversify!
 - New payment options
 - Innovative ecommerce platform offerings allow you to focus on channels
- Challenges
 - Diversify!
 - If you are eBay only, you are missing 75% of the pie
 - Fraud is increasing



10:15am – 11:00am	<p><u>A View from Wall Street</u> <i>Moderator:</i> Scot Wingo, President and CEO, ChannelAdvisor <i>Panelists:</i> Jeetil Patel, Vice President, Deutsche Bank Securities, Inc. Justin Post, Senior Research Analyst, Merrill Lynch Anthony Noto, Analyst, Goldman Sachs</p>
11:00am – Noon	<p><u>Fraud: The 'Big Bad Wolf' of the Internet</u> <i>Moderator:</i> Rob Chesnut, VP of Trust and Safety, eBay <i>Panelists:</i> Jeffrey E. Grass, President and CEO, buySAFE Doug Schwegman, Director of Customer and Market Intelligence, CyberSource Corporation Greg Pierson, Founder and CEO, iovation, Inc.</p>
3:00pm – 4:00pm	<p><u>Alternative Payment Options: Can They Really Drive More Sales?</u> <i>Moderator:</i> Steven Davis, Sr. Vice President, Partner Services, GSI Commerce <i>Panelists:</i> Vince Talbert, Vice President of Marketing, i4 Commerce Andrew Manson, Strategic Partner Manager, Google Dickson Chu, Senior Director, Global Merchant Services PayPal Inc.</p>
9:00am – 10:00am	<p><u>"Build vs. Buy" – eCommerce Platform, Fulfillment, Call Center, Marketing</u> <i>Moderator:</i> David Spitz, Vice President of Product Management and Client Services, ChannelAdvisor Corporation <i>Panelists:</i> Michael Marston, Vice President of E-commerce and Product Management, Art.com Alex LePage, Director of Marketing, Toysrus.com / Babiesrus.com</p>

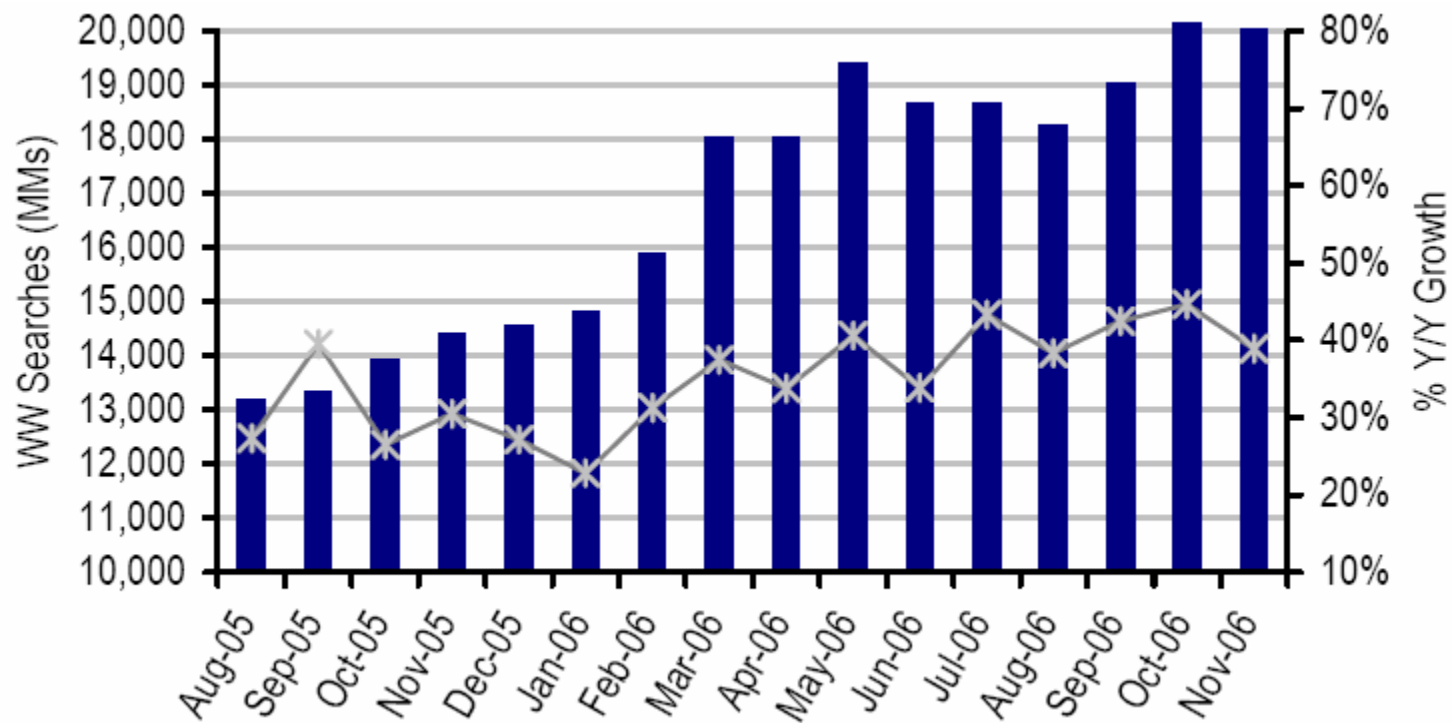
Search



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S E A R C H

A horizontal bar composed of five rectangular segments. From left to right, the colors are blue, red, blue, blue, and blue.

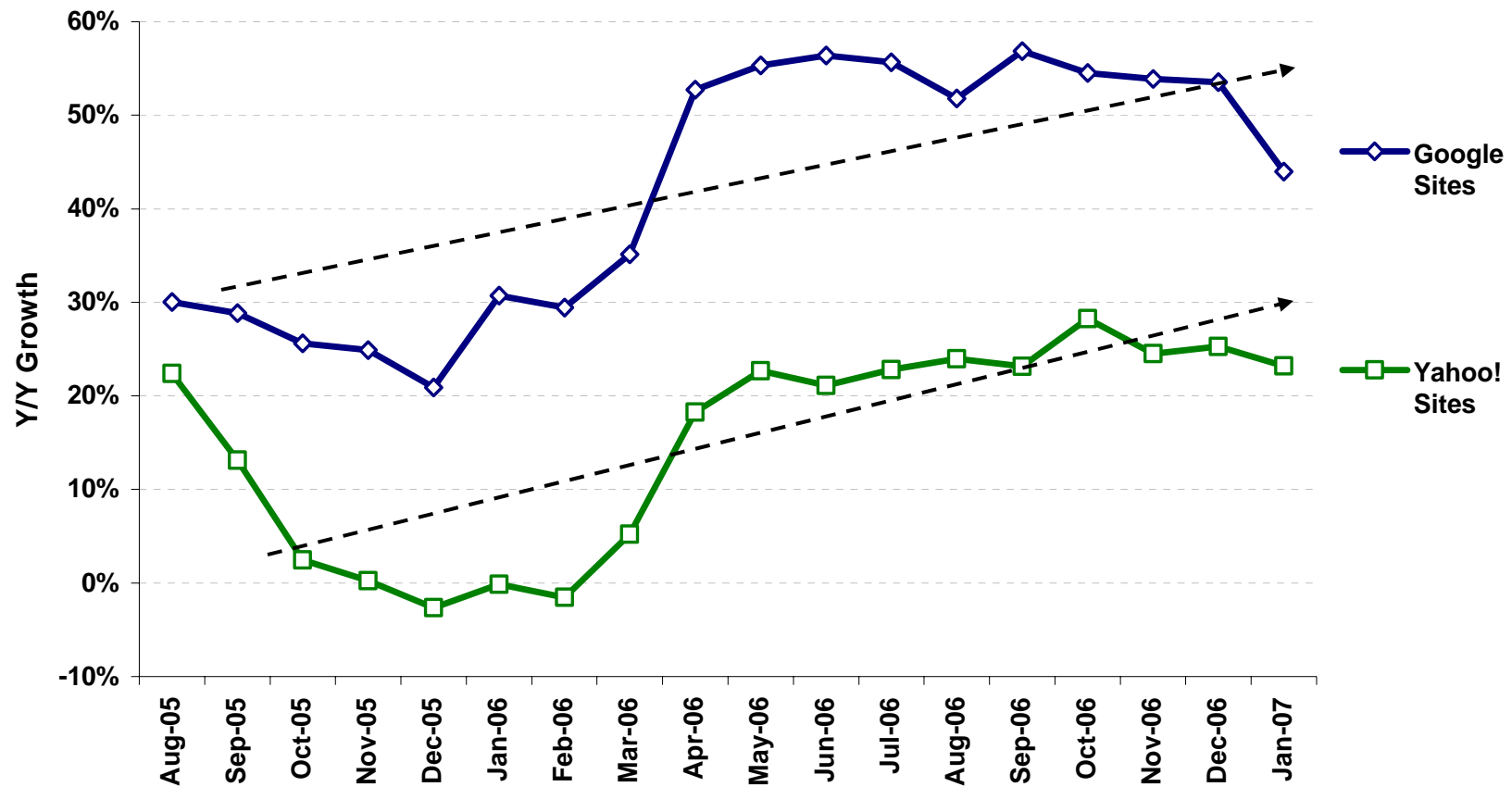
Search – Consumer Adoption (Global)



US Search Query Trends: Aug '05 – Jan '07



Search matters due to (1) Consumer intent, (2) Explosive growth, and (3) Scale

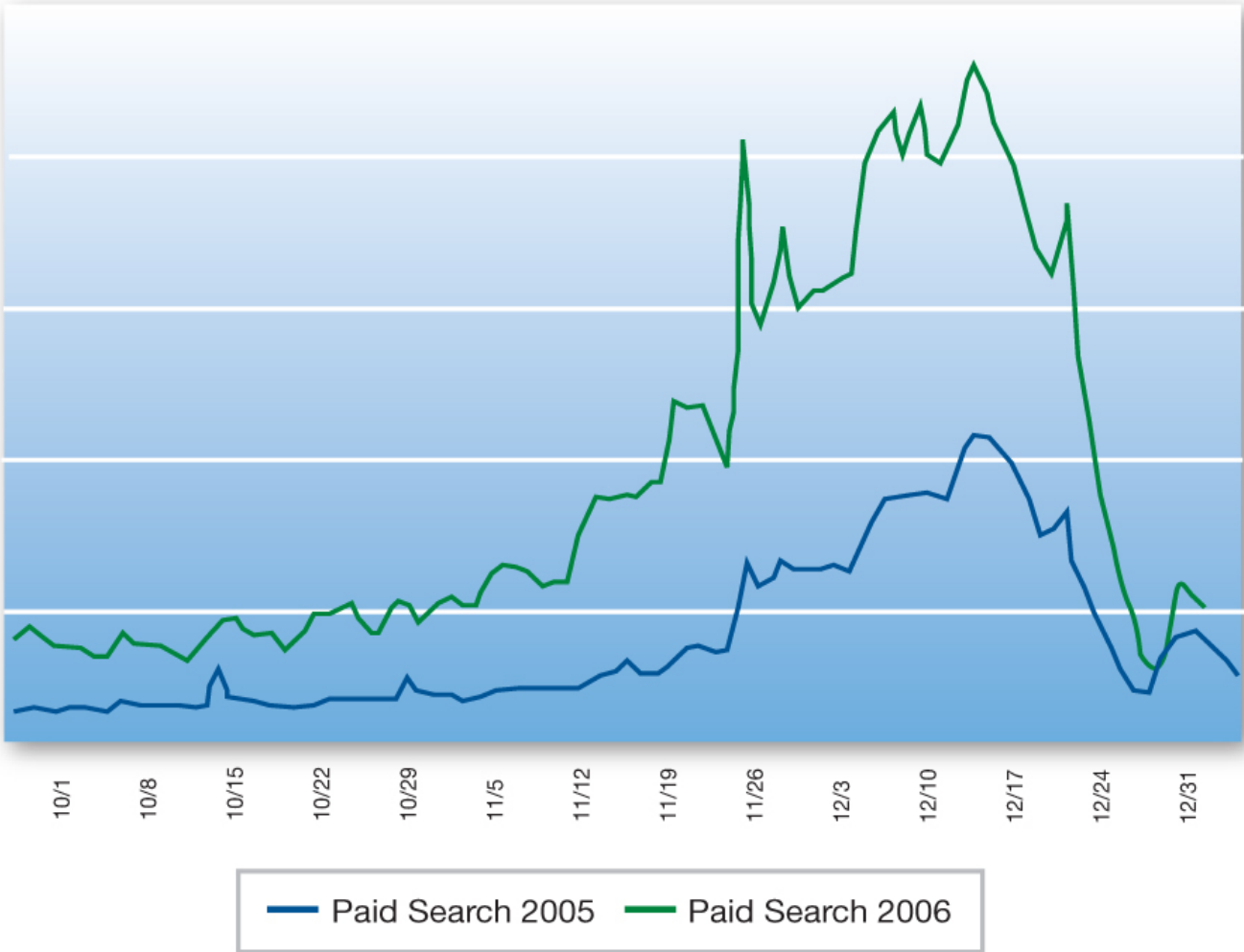


Source: Deutsche Bank Securities estimates, ComScore US QSearch

ChannelAdvisor Paid Search GMV Trends 2005 vs. 2006



Paid Search GMV by Day



Google Checkout: Changing the Game?



- Search Engine Selling – NOT Search Engine Marketing
- Free processing AND
- Google Checkout Increases your CTR, thus your quality score

A screenshot of a Microsoft Internet Explorer browser window showing a Google search for "taylor made r7". The browser title is "taylor made r7 - Google Search - Microsoft Internet Explorer provided by ChannelAdvisor Corporation". The address bar shows the search URL. The search results page displays several sponsored links and product search results for TaylorMade R7 golf clubs. The sponsored links include "Taylor Made R7" from RaysGolfShop.com, GolfSmith.com, and DiscountGolfWorld.com. The product search results list items like "Taylor Made R7 Quad TP 8.5Å° with Diamana shaft LOOK!!" for \$149.99 on eBay, "Taylor Made R7 Draw Rescue Fairway Woods" for \$129.99 at Edwin Watts Golf, and "Taylor Made r7 TP Fairway Wood w/graphite shaft" for \$399.95 at Golf Circuit. The page also features a "TaylorMade Golf" link with a description of their products and a "TaylorMade Golf - Drivers - r7 425 - Overview" link. The right sidebar contains more sponsored links for "Taylor Made r7 CGB MAX", "Taylor Made Drivers", "TaylorMade Golf", "Taylor Made R7", and "Taylor Made R7 Drivers".

Search – Summary



- Opportunities
 - Consumers continue increasing adoption of search as a way to research and buy products
 - Don't believe the naysayers, search still works.
 - Google Checkout
 - New payment types?
 - New countries?
 - Yahoo! Panama
 - Will it stop the loss of search share?
 - Yahoo!+PayPal counter to Google Checkout?
 - MSN AdCenter
 - Will Vista move the needle here?
- Challenges
 - Is Google too far ahead?

An event agenda for channeladvisor CATALYST Multi-Channel eCommerce Strategies. The agenda is presented in a table format with three rows of sessions. Each row includes a time slot, a session title, and the names of the moderator and panelists. The logos for Forrester, msn, and Google are displayed on the left side of the agenda. The first session is moderated by Shar VanBoskirk and features panelists Josh Greene, Karen Shea, and Gerry McGoldrick. The second session is presented by Stacey Harris. The third session is a keynote by Alex Rubin.

Time	Session Title	Moderator	Panelists
9:00am – 10:00am	What's Next for Search Marketing?	Shar VanBoskirk, Senior Analyst, Forrester Research	Josh Greene, Director, Online Marketing & Business Development, Discovery Communications, Inc. Karen Shea, Marketing Manager, Pottery Barn Gerry McGoldrick, Vice President, Interactive Marketing Services, GSI Interactive
10:15am – 11:00am	Microsoft adCenter - One Year Later	Presenter: Stacey Harris, Agency Marketing Manager, Microsoft	
11:00am – Noon	Keynote: The Evolving Market of Online Retail	Alex Rubin, Strategic Partner Development, Google	

Comparison Shopping Engines



channeladvisor® COMPARISON SHOPPING



Comparison Shopping Engine Share Data

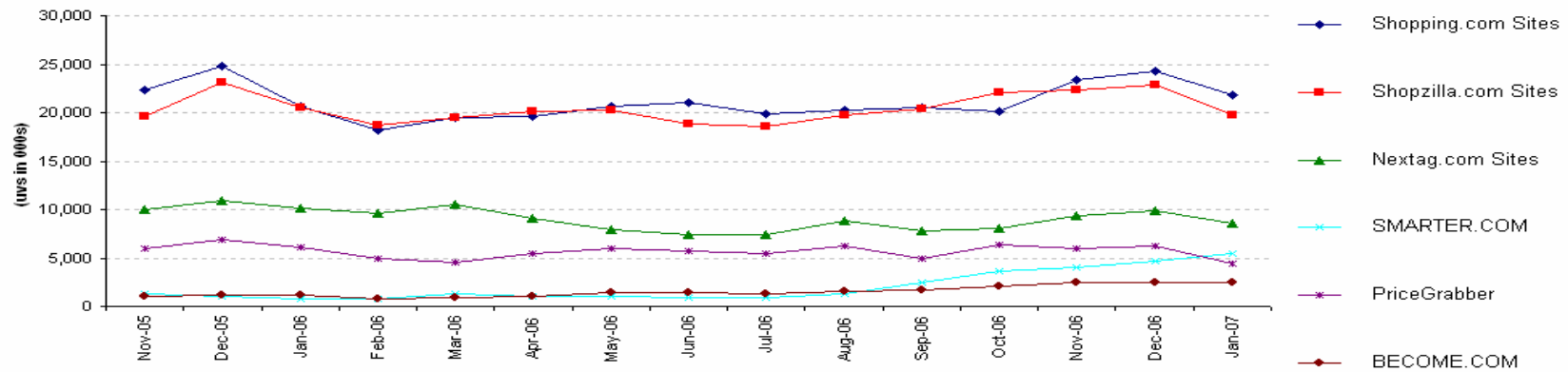


Rank	Site	Oct	Nov	Dec	Share
	Total Audience	173,258	173,686	174,199	
	Comparison Shopping	62,607	66,976	69,148	40%
1	Shopping.com Sites	20,143	23,384	24,335	35%
2	Shopzilla.com Sites	22,087	22,387	22,902	33%
3	Yahoo! Shopping	15,514	19,210	20,804	30%
4	SHOPLOCAL.COM	8,775	14,224	12,926	19%
5	Nextag.com Sites	7,992	9,305	9,851	14%
6	AOL Shopping	6,026	7,446	9,540	14%
7	MSN Shopping	9,037	9,417	9,410	14%
8	Froogle	4,936	5,311	6,385	9%
9	Mezi Media Sites	7,375	6,695	6,339	9%
10	PriceGrabber	6,383	5,980	6,211	9%
11	Shop.com Sites	3,334	4,440	5,189	8%
12	CNET Reviews	2,506	3,014	3,501	5%
13	BEST-PRICE.COM	3,274	2,895	3,065	4%
14	BECOME.COM	2,126	2,488	2,432	4%

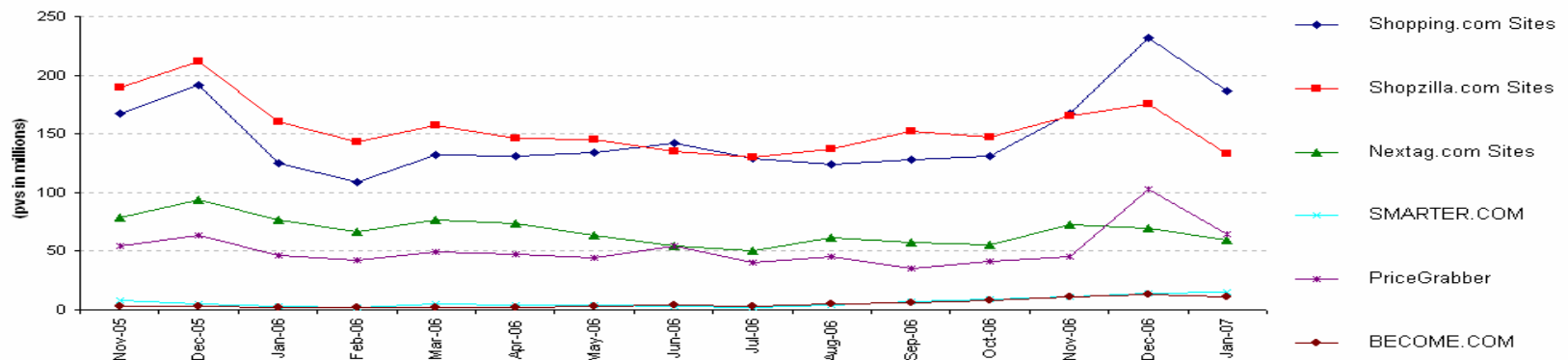
Comparison Shopping Traffic Trends: Nov '05 – Jan '07



Unique Visitors



Page Views

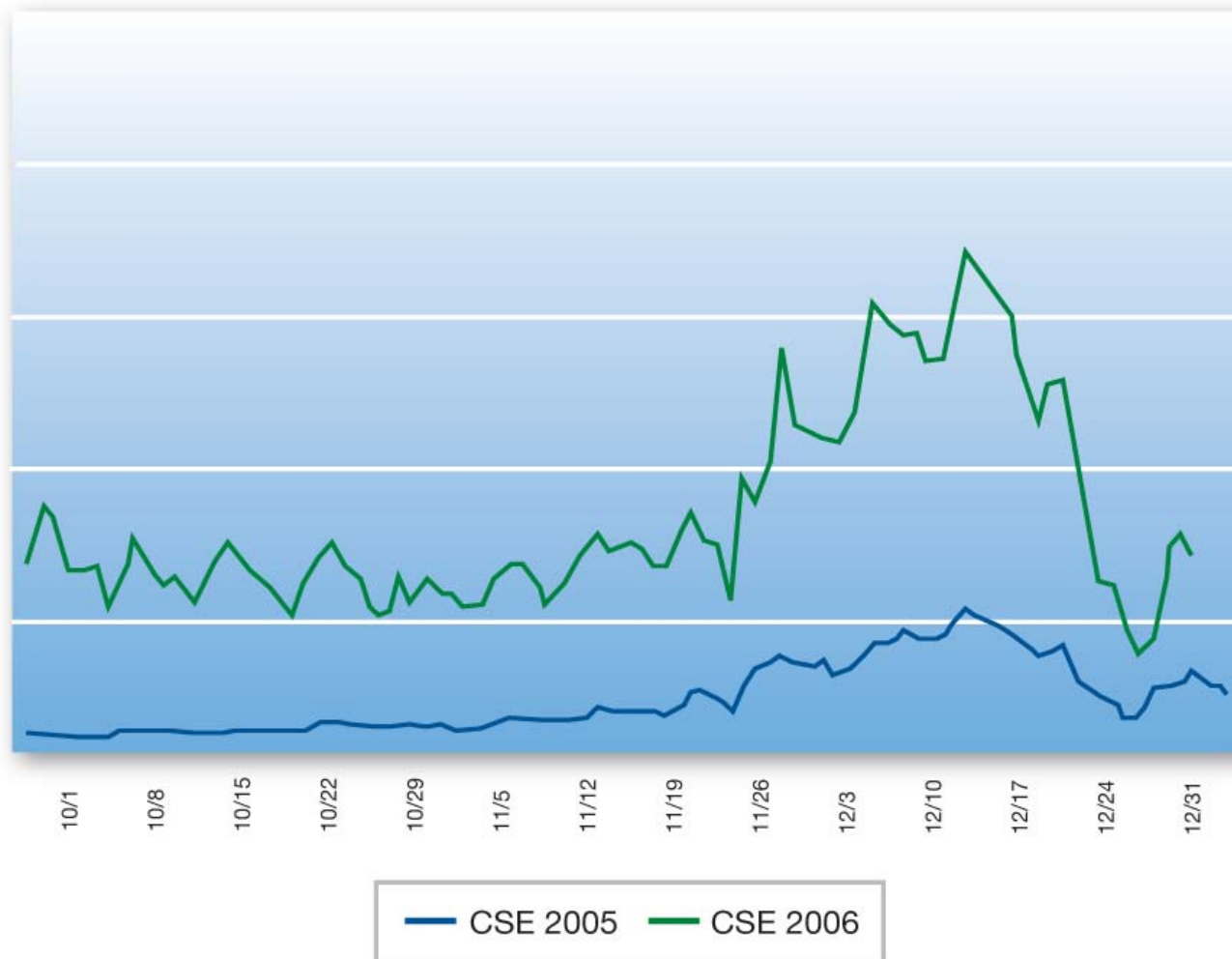


Source: Comscore Media Metrix, Deutsche

ChannelAdvisor Comparison Shopping GMV Trends 2005 vs. 2006



CSE GMV by Day



CSE Changing Models— Shopping.com Introduced a Cart



The screenshot shows a price comparison page for an "InSTEP Schwinn Free Wheeler Double - SC906 Jogger Stroller". The browser window title is "Compare Prices on InSTEP Schwinn Free Wheeler Double - SC906 Jogger Stroller - Microsoft Internet Explorer provided by ChannelA". The address bar shows the URL: "http://www4.shopping.com/xPC-InSTEP_Schwinn_Free_Wheeler_Double_SC906".

Store	Stock Status	Price	Shipping	Total Price	Buy It Button
Albee	In stock	+ No Tax NC	+ Free Shipping	= \$264.00	Buy It
WAGON Depot	Stock info not available	Price: \$251.95	+ No Tax NC + Free Shipping	= \$251.95	Buy It
Save at The Comfort Store	In stock	Price: \$309.00	+ No Tax NC + Free Shipping	= \$309.00	Buy It
HAPPY MOTHERS	In stock	Price: \$329.95	+ No Tax NC + Free Shipping	= \$329.95	Buy It
comfort channel	In stock	Price: \$339.99	+ No Tax NC + Free Shipping	= \$339.99	Buy It
Healthcheck Systems	Stock info not available	Price: \$275.00	+ No Tax NC * Shipping not available		Buy It

The "Buy It" button for the HAPPY MOTHERS listing is circled in red.

2007 – Next Wave of CSE Innovation?



Comparison Shopping Engines - Summary



- Opportunities
 - Forrester – 75% of online shoppers influenced by CSE
 - ChannelAdvisor – some customers see CSE as large as 40% of GMV
 - Economics still ‘work’, niche sites highly effective
 - Next wave of innovation coming
- Challenges
 - Increased fragmentation
 - Brand recognition
 - Retailers “put off” by CPC model and increasing rate-cards
 - ROI management is complex due to most engines not sharing cost data/allowing bidding
 - Positional/landscape awareness non-existent

Site Name	Q4 Conversion Rate
BobVila.com	8.78%
FindGift.com	5.28%
Gifts.com	3.47%
SortPrice	3.14%
Google Base/Froogle	2.81%
Become.com	1.70%
Nextag	1.53%
PriceGrabber	1.49%
Yahoo! Shopping	1.33%
Smarter.com	1.29%

4:00pm – 5:00pm [The Future of Comparison Shopping](#)

Moderator: *Brian Smith, Analyst, ComparisonEngines.com*

Panelists: *Cynthia Kwon, Strategic Partner Development, Google*
Trent Scofield, Director, U.S. Sales & Client Services, Shopping.com
Nathan Decker, Senior Manager of eCommerce, Evogear.com
Lisa Bari, Partner Marketing Manager, Art.com

Marketplaces



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M A R K E T P L A C E S

A decorative horizontal bar consisting of five rectangular segments. The first segment on the left is orange, and the remaining four segments are blue.

Marketplace Trends



- Amazon
 - 25% of units are from third parties
 - Renewed interest in mid-tier sellers on the SellerCentral platform
- Overstock
 - \$800m retailer with 60% third-party business
- eBay – substantial activity/changes
 - eBay Express
 - PayPal
 - Feedback 2.0
 - Challenges...

ebay express Shopping Cart | Wish List | Your Account | Customer Service

What makes eBay Express special? Find out!

DREAM KITCHENS TO GO
Get it brand new. Drop it in your cart. No bidding. No waiting.
Guaranteed Delivery. DO try this at home.

Apparel & Accessories | Books | Computers & Electronics | Consumer Electronics | Home & Garden | Jewelry & Watches | Sporting Goods | Valentine's Day | More Categories

Home | About eBay Express | Sell on eBay Express | eBay | Contact an eBay Express | Customer Service | Pulse

ebay.co.uk home | pay | register | site map

Buy Sell My eBay Community Help

Start new search Search

Advanced Search

Hello! Sign in or register

Home > Community > Feedback Forum > Feedback Profile

Feedback Profile

gowingstore (223543)

Member since 29-Sep-04 in United Kingdom

Contact member View items for sale View seller's Shop More options

Feedback Score: **223543**
Positive Feedback: **99.4%**

Members who left a positive: 224752
Members who left a negative: 1249

All positive Feedback: 311649

[Find out what these numbers mean](#)

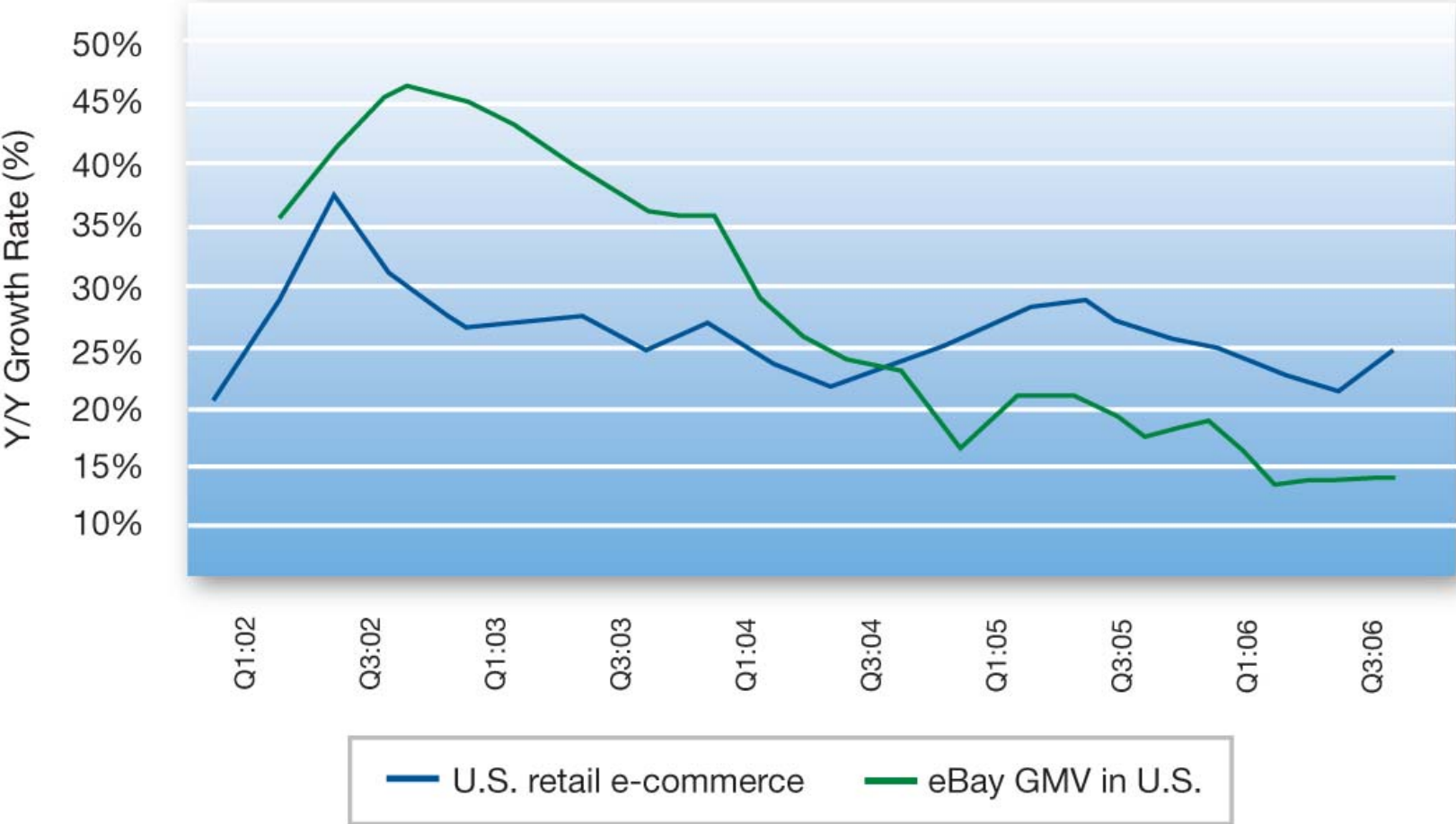
Recent Feedback Ratings (last 12 months)

	1 month	6 months	12 months
Positive	12607	84721	165339
Neutral	90	610	1159
Negative	101	472	750

Detailed Seller Ratings (since March 2007)

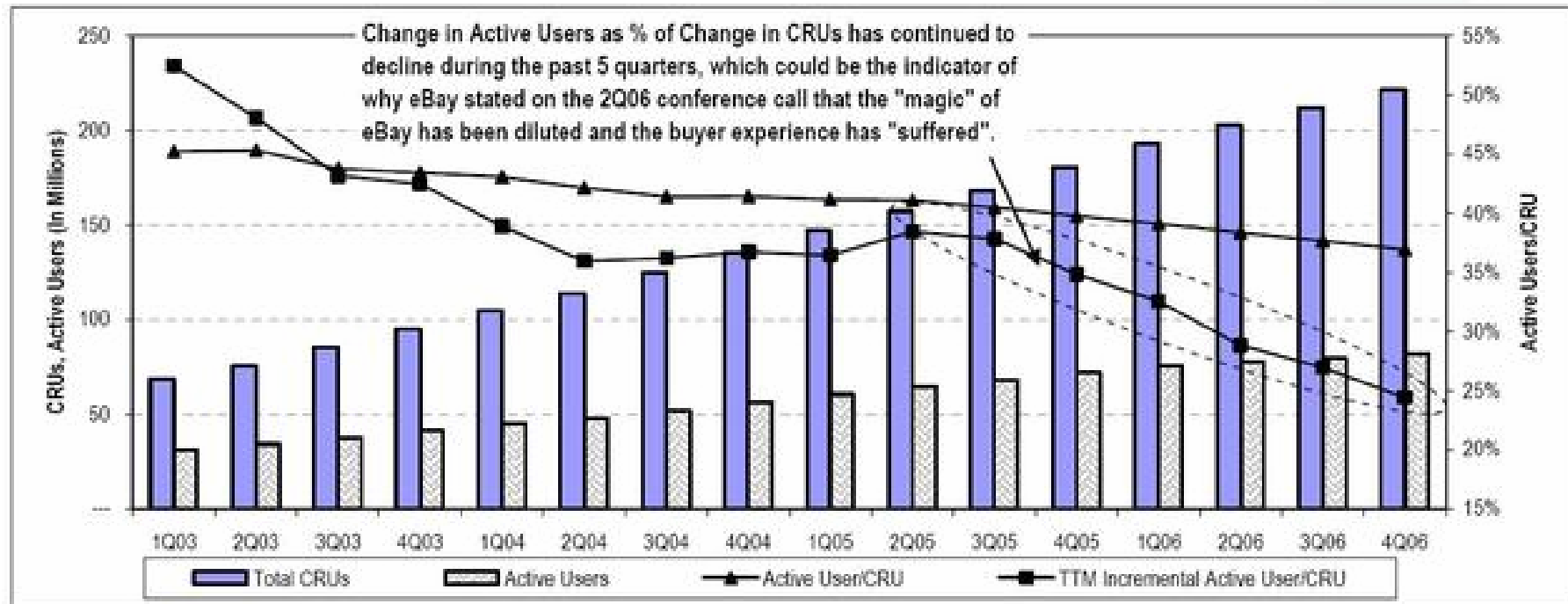
Criteria	Average rating	Number of ratings
Item as described	★★★★★	117
Communication	★★★★★	117
Dispatch time	★★★★★	115
Postage and packaging charges	★★★★★	117

eBay Challenge: GMV Growth vs. eCommerce



Source: eBay Inc., Census Bureau of the US Dept. of Commerce, and Cantor Fitzgerald & Co.

eBay Challenge: The Buyer



Source: eBay, Bear Stearns & Co., Inc.

eBay – Leading Categories vs. Laggards



(listings in millions)	Y/Y Growth							
	FY03	FY04	FY05	FY06	2004	2005	2006	CAGR
Outperformers								
Motors Parts and accessories	23	35	45	55	51%	28%	21%	33%
DVDs & Movies	11	17	24	23	60%	35%	-1%	29%
Business & Industrial	7	11	12	14	66%	12%	13%	28%
Clothing, Shoes & Accessories	59	80	99	115	36%	23%	16%	25%
Tickets	2	2	3	3	28%	24%	16%	22%
Music	14	20	26	25	39%	33%	-6%	20%
Musical Instruments	6	7	8	10	27%	17%	16%	20%
Motors	2	2	2	3	17%	15%	24%	18%
Jewelry & Watches	34	45	51	55	34%	13%	8%	18%
Cell Phones	0	3	13	18		326%	45%	45%
Camera & Photo	1	7	10	12	420%	50%	23%	36%
Health and Beauty	0	11	18	22		67%	23%	43%
Baby	0	0	2	4			45%	45%
Laggards								
Coins	9	10	11	12	16%	12%	10%	12%
Video Games	0	8	11	12		35%	12%	nm
Travel	1	1	1	1	22%	10%	2%	11%
Gift Certificates	0	0	0	0		90%	10%	nm
Art	9	10	12	12	14%	13%	3%	10%
Crafts	0	12	17	19		47%	10%	nm
Computers and Consumer Electronics	44	39	38	45	-10%	-3%	17%	1%
Specialty Services	0	0	0	0	-8%	172%	8%	nm
Home & Garden	33	36	37	41	7%	3%	12%	8%
Sports and Sports Memorabilia	53	60	64	66	12%	6%	4%	7%
Antiques	9	11	11	11	14%	-1%	2%	5%
Stamps	8	9	9	9	4%	3%	2%	3%
Dolls & Bears	8	9	9	9	7%	2%	-1%	3%
Toys & Hobbies	42	42	43	44	1%	2%	2%	2%
Collectibles	92	98	100	96	7%	1%	-4%	1%
Books	29	33	32	30	12%	-4%	-4%	1%
Pottery & Glass	17	17	17	16	-2%	-1%	-5%	-3%
Real Estate	0	0	0	0	-57%	28%	25%	-11%
Everything Else	18	13	11	13	-32%	-11%	13%	-12%
Entertainment Memorabilia	39	29	16	14	-25%	-45%	-14%	-30%
Top Categories	158	240	310	354	52%	29%	14%	31%
Secondary Categories	413	436	440	454	6%	1%	3%	3%
Total	570	676	751	809	19%	11%	8%	12%

US Listings growth primarily concentrated in 12 categories (20%+ CAGR)

Secondary categories only generate single digit annual growth from '04-'06

Source: Company reports, Deutsche Bank Securities estimates

Marketplaces Summary



- Opportunities
 - eBay making significant improvements in the buyer experience
 - Select eBay categories growing rapidly
 - Amazon focusing on mid-tier retailers
 - Overstock opening their doors
- Challenges
 - eBay growing slower than ecommerce
 - Diversification
 - Navigating eBay changes coming out
 - S+H
 - Feedback 2.0
 - Etc.



1:30pm – 2:45pm	<i>Keynote: The Power of Three: Commerce, Payments, Communication Presenter: <i>Bill Cobb, President, eBay North America</i> Panelists: <i>Todd Rath, COO and CMO, RockBottomGolf</i> <i>Herman Sperling, Harman International Industries</i> <i>Belinda North, Owner, Sophia's Style Boutique</i></i>
8:00am – 9:00am	<i>Overstock.com: "Will You Be a Part of the Big O?" Presenter: <i>Jason Lindsey, President & COO, Overstock.com</i></i>

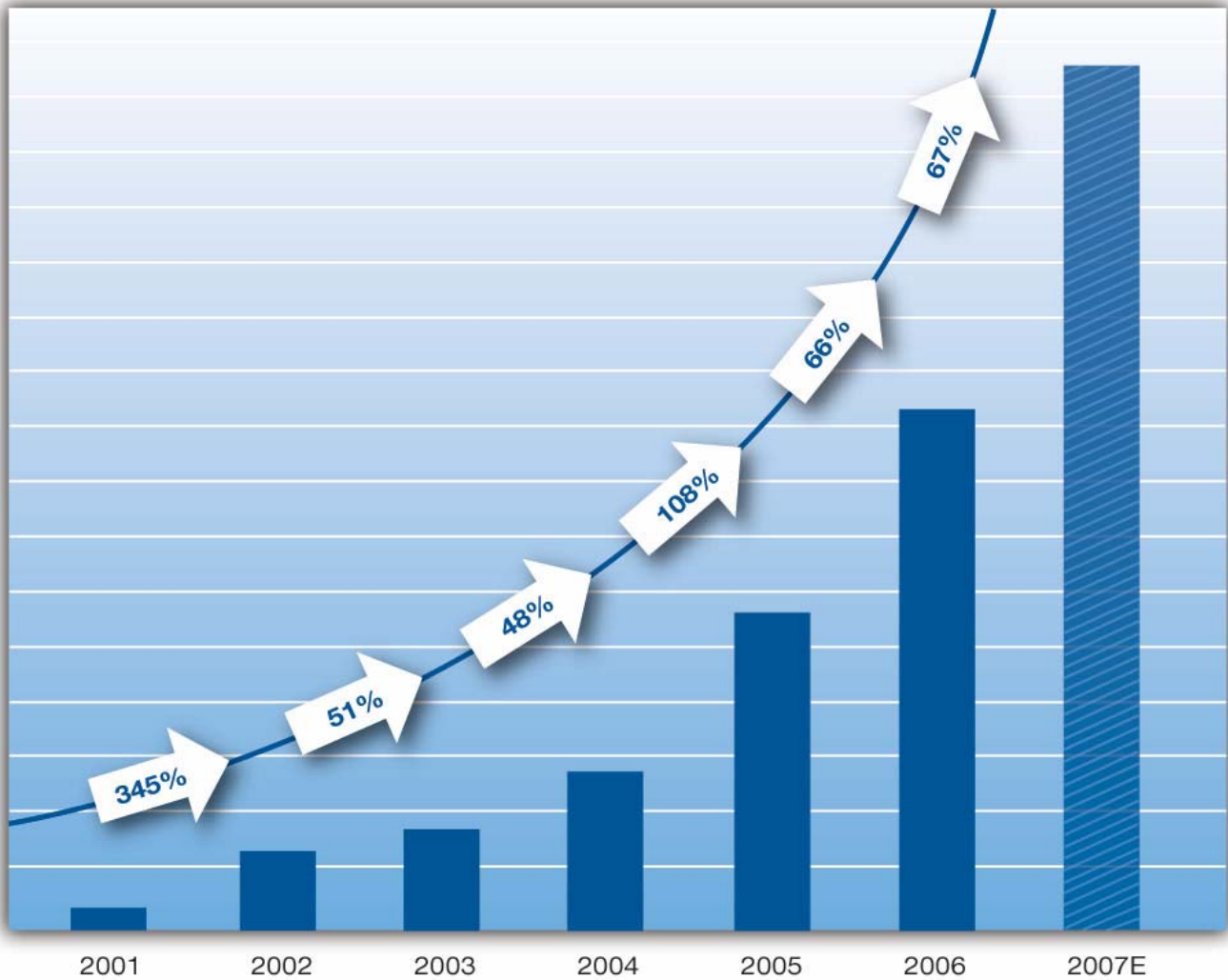
ChannelAdvisor Update



channeladvisor[®]
C O M P L E T E
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Many Channels. *One* Advisor.

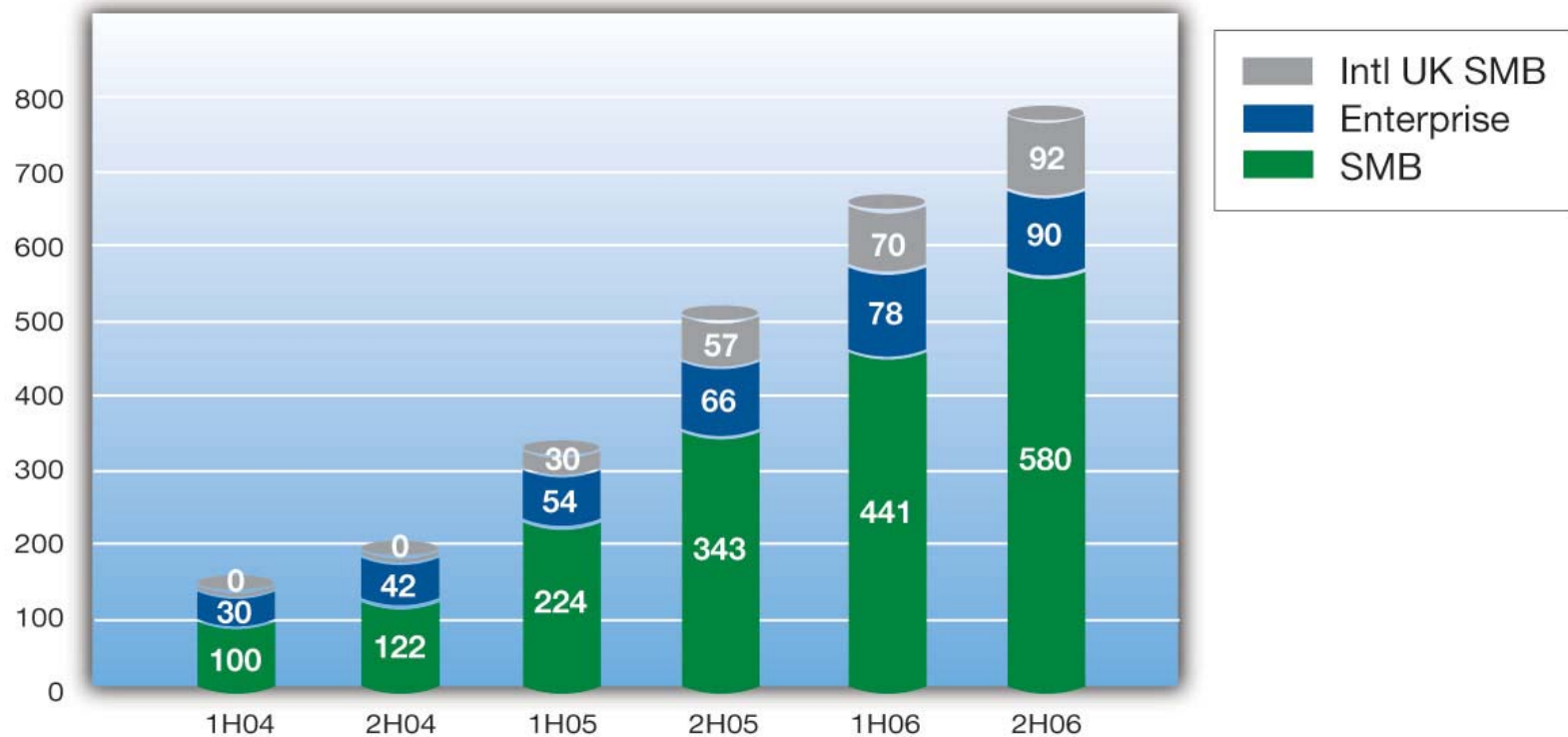
ChannelAdvisor Growth Trends



Three Tiered Growth Strategy



1. Add new customers
2. Help customers grow transaction volume on existing channels
3. Enable new channels for each customer



ChannelAdvisor Update – Products and Services



- Products
 - Marketplaces
 - Overstock shopping 1.0
 - Amazon 2.0
 - Search
 - SearchAdvisor 1.0 launched
 - Comparison Shopping Engines (CSE)
 - Announcing ShoppingAdvisor
 - Beta launches 4/2
 - Ecommerce - Connectors
 - Introducing ChannelAdvisor Developer Network
- Services
 - Ramped account management/technical support teams and processes
 - Strategy and Support Center 2.0, Live Chat



- Ability for retailer to merchandise products using custom business rules
- SKU-level performance information such as clicks, conversions, and marketing costs across multiple channels
- Set performance targets to automatically remove non-performing SKUs
- Dashboard to monitor the success of all CSE campaigns
- Support for over 30 of the top CSEs across the US, UK and AU



- Focused on looking further out for innovative solutions to retailer's challenges
- Two initial offerings:



- More coming...

Q+A



- Resources:
 - eBay Strategies – <http://ebaystrategies.blogs.com>
 - CSE Strategies – <http://www.csestrategies.com>
 - ChannelAdvisor Blog – <http://blog.channeladvisor.com>
 - Round tables and CA Demo Room



Thank You



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CEO, Co-founder

ChannelAdvisor Corporation

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