

GolfEtail Makes “The Best Investment Ever”

*Switch to ChannelAdvisor Doubled Sales;
Halved Incoming E-mails*



When “Good Enough” is Not Enough

Marc Ducey, co-owner of golfEtail has long known that auction management software is essential for building a successful volume business on eBay. And while Ducey had been “fairly satisfied” with the auction management system that his company had been using, a series of technical issues pushed him over the edge. “We tried to resolve the problems,” he said. “But the vendor was unresponsive to our needs. We just couldn’t get where we needed to go.”

Ducey decided to switch to ChannelAdvisor Merchant. He felt strongly that it was ultimately the right choice for golfEtail, but he also feared that the transition would bring his business to a screeching halt. So Ducey opted to use ChannelAdvisor’s Managed Activation service, a step-by-step process that eliminates the stress and inconvenience usually associated with an application transition. The idea is that ChannelAdvisor does the heavy lifting – the account set-up, ad template creation, SKU construction, data mapping, data export and more – leaving the merchant to focus on day-to-day business.

“We didn’t want to miss a single beat,” said Ducey. “And, in the end, the transition went better and smoother than we could have imagined.”

Through the Roof

One of Ducey’s biggest concerns was maintaining golfEtail’s business during the transition. In fact, Ducey was astounded to see business increase by 20% in just the first week with golfEtail’s

GMS shooting up to over \$100,000. “We thought we’d get a blip for a couple of weeks though the transition and then it would be a matter of building the business back up,” said Ducey. “But in fact, our business went through the roof. In just a little over two months, our sales doubled.”

While business boomed, the amount of effort required to maintain golfEtail shrank. The number of incoming e-mails alone was cut in half. Ducey attributes some of this boon to ChannelAdvisor Merchant’s automatic e-mail features. “It is just a very efficient system,” he said.

Ducey can’t pinpoint any one single thing that caused sales to skyrocket. Instead, he points to a constellation of features such as items specifics and second chance offers that are working together to boost sales. The automated second chance offers alone brought in about 10 percent of golfEtail’s sales – sales that required zero effort and zero expense and would have otherwise never been realized.

“The Managed Activation team simply did a fantastic job,” said Ducey. “Initially we thought of this service as a need expense, but in retrospect this was the best investment we’ve ever made in our business.”

Beyond automation, in 2005 ChannelAdvisor helped golfEtail pick up additional market share by promoting its products through channels like shopping.com.

“We blew out our goals for 2005,” said Ducey. “Looking ahead to 2006, we are going to continue on our path to take a multi-pronged marketing strategy to grow, grow, grow. There is a lot of room for optimism!”

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Marc Ducey
Co-owner

Company

A PowerSeller with a four-year track record on eBay, golfEtail is an online retailer of golf equipment and more. GolfEtail maintains an amazing 99.99% feedback rating on eBay.

Challenge

GolfEtail was eager to switch to ChannelAdvisor Merchant. The problem? Ducey feared that the business would lose momentum and even stall out during the transition.

Solution

By using ChannelAdvisor’s Managed Activation service, golfEtail did not lose out on a single minute of eBay action. Instead, just a week after the transition, sales jumped by 20 percent and in a little over two months time, sales doubled.

If you should require additional information, please contact sales@channeladvisor.com or call 866.264.8594.