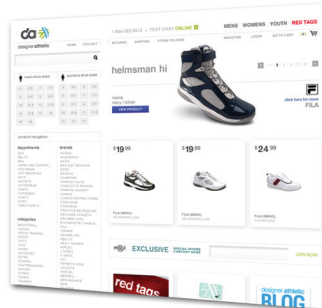


Designer Athletic

Speeds to multi-channel profits in *record* time

Company Overview

George Trantras, President of Designer Athletic, became fascinated with the Internet after selling golf clubs on eBay. He soon moved on to clothes and shoes and Designer Athletic became a reality in 2003. Offering name-brand footwear and designer fashions that are guaranteed authentic – from Nike, Adidas, Asics, Kenneth Cole, Timberland, Puma and more – Designer Athletic carries a selection of over 50,000 pairs of shoes at all times and changes their selection weekly. What makes them truly unique is that they stock all of their shoes and provide outstanding customer service.



Location: Durham, NC

URL: www.designerathletic.com

Industry: Name brand footwear and designer fashions

“ChannelAdvisor has brought marketplaces to us that we would never have been able to tap on our own. The best thing about ChannelAdvisor is how they look for profitable opportunities and help us make the most of them.”

ChannelAdvisor Solutions:

Product: Premium Marketplaces, 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.

- George Trantras
President, Designer Athletic

Situation

When Designer Athletic debuted on eBay, it achieved Titanium Powerseller status within three months – the fastest of any other retailer, according to eBay – with sales increasing by over 100 percent each year. But like many current retailers, Designer Athletic's growth on eBay began to slow. In 2006, Trantas had invested in StoreAdvisor, resulting in a thriving website that contributed 10 percent to overall sales, but he wanted more.

Trantas turned to ChannelAdvisor, his industry partner since inception, for help to learn how he could diversify his efforts and leverage the Designer Athletic brand across more e-commerce channels.

"ChannelAdvisor knew my inventory, my goals, and has been an important partner since the beginning," said Trantas. "After looking at several of their competitors, I chose ChannelAdvisor because they offered us more than software; they offered a relationship that I could count on to help us be successful."

Solution

ChannelAdvisor's services team assessed Designer Athletic's options and recommended expansion to the Amazon marketplace. Amazon.com was already attracting more product variety, offering higher returns for retailers, and providing new customer acquisitions that were ripe for repeat business.

Because he considered ChannelAdvisor a business collaborator, Trantas decided he could depend on Amazon.com as an additional revenue source. "With Amazon.com, I was relying on ChannelAdvisor to take me to the next business stage that felt right for me," he said.

ChannelAdvisor followed Trantas through the application process and Designer Athletic quickly went live on Amazon.com in January, 2007. In just three months, it more than doubled its Amazon.com sales. What's more, the extra brand recognition brought more traffic to the Designer Athletic website.

Besides increased profits, the most important aspect of expanding across e-commerce channels with ChannelAdvisor has been Designer Athletic's increased efficiency. "ChannelAdvisor has allowed us to grow the business without growing people. People are hard to find and train and when we hire them, we train them on ChannelAdvisor to save money and to save time," Trantas said. "We've grown the company tenfold since we started, with ChannelAdvisor there all the way, and we've only grown people twofold."

Results

Designer Athletic's performance on Amazon now amounts to almost 10 percent of sales. Confident after his experience on Amazon.com, Trantas has taken his business a step farther with ChannelAdvisor's ShoppingAdvisor solution for comparison shopping and became one of the first customers to launch on Buy.com. So what's in the future for Designer Athletic?

"With ChannelAdvisor, future challenges are never really an issue for us because they're always on the scene," said Trantas. "ChannelAdvisor has brought marketplaces to us that we would never have been able to tap on our own. The best thing about ChannelAdvisor is how they look for profitable opportunities and help us make the most of them," he added.

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