

# 2012 Online Retailer

## Sales Primer

The years go by and the records keep getting broken. This was particularly true for the year 2011 holiday season. Last year's holiday season saw a total of US\$ 37.17 billion in sales! This is a 15% increase on last year's November to December 31<sup>st</sup> sales of US\$32.35 billion. Here are ways and means to ensure that you get your rightful share of this booming market frenzy for holiday shopping in 2012. If trends and analysis are anything to go by, you are assured of an ongoing, booming market. Forrester reports that the total money spent in US alone for online shopping should touch 278.9 billion by 2015! There is no better time than now to start planning on your strategies and making sure you are ready for the coming 2012.



Visit our website [www.channelsale.com](http://www.channelsale.com) to view a demo and learn more about our services.  
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# Important dates for online shopping spikes

The trend is on. People who are facing higher gas bills increasingly prefer to shop with clicks rather than reach the mall. As we analyze the 2011 holiday season, we see that the sales have increased by 15% as against 12% increase in the 2009- 2010 period. In keeping with the last year's peak sales performance days, these are the top holiday buying days.

The six top holiday spending days in 2011 for (non travel related goods) excluding large corporate purchases and auctions:

Source – Comscore Inc

Date	Spending in Millions (\$)	Year 2010	Year 2011	% Change
Nov 24 <sup>th</sup>	Thanksgiving Day	\$407	\$479	18 %
Nov 25 <sup>th</sup>	Black Friday	\$648	\$816	26%
Nov 26 <sup>th</sup> - 27 <sup>th</sup>	Thanksgiving	\$886	\$1031	16%
Nov 28 <sup>h</sup>	Cyber Monday	\$1028	\$1251	22%
Dec 12 <sup>th</sup>	Green Monday	\$954	\$1133	19%
Dec 16 <sup>th</sup>	Free Shipping Day	\$942	\$1072	14%



# Top Tips for ensuring record sales in 2012

## Analyze 2011 holiday season sales

While you are in the pre festive season period, check out your last year's performance and derive the lessons – what worked, what didn't and then plan the direction ahead for this year's campaign. Evaluate your total revenue, cost and conversion rates, and identify the channel that brought you maximum conversions at the lowest spend. Also check out star selling products and exclude the lemons from this year's inventory.

## Use Calculus Reports and keep a tab on performance

Use ChannelSale's powerful analytical engine to give you online real-time information of which channels performed and how right up to the SKU level. This will help you amend your marketing spends and efforts on the fly and focus on channels that deliver sales.

## Be an early bird in making your promotion plans for 2012

Starting your promotions early and being ready is the right thing to do. You can then synchronize your data feed to multiple channels in time with their special offers and discounts.

## Avoid higher click rates by monitoring performance

Ensure that your product data feed includes all the products and eliminate or remove the non performing products to save your click costs. Also do a review of all your product feeds to ensure that all the essential product attributes are listed and highlighted as required, and they are placed in the best category for each channel.



# Checklist of sales strategies for season 2012

## Enlarge your reach by including more channels

Now is a good time to expand your reach by adding more performing channels to your marketing plan. This will enhance your visibility and help you get the much sought after sales traction during the holiday season.

## Review your status across channels you use

Ensure that your product feeds are live, relevant and error free across channels

## Keep your feeds live and avoid stock outs at all costs

During the season, it is a good idea to ensure that fresh feeds are sent out daily and you are never in a situation of a mark out.

## Employ Unique Identifiers such as UPC, MPN, or ISBN

Many channels are now insisting on the use of unique identifiers. These give you the benefit of enhancing your search rankings, increasing visibility and making your products easier to identify and reach for shoppers.

## Entice potential buyers with free shipping, free return shipping, coupons and special promotions

Promotions, free shipping, free return shipping offers and discount coupons are an ideal way to promote sales, increase your total revenue and keep ahead of the season average.



### **Include Seasonal content**

Make sure your product feed is ready by adding relevant season messaging. Check out last year's top performing keywords and use them to ramp up sales.

## **Top Tips and tricks to ensure booming sales**

### **Keep a close track on your feeds**

Keep an eye on your sales performance by using Calculus reports and ensure that the feeds are being processed properly and your accounts are well funded.

### **Manage Merchant's ratings**

Keep your merchant ratings as high as possible because many online shoppers will take the cue from where to buy depending on the merchant ratings of the store. Make sure you are proactive in your sales process to ensure customer delight and react instantly to any negative customer reviews.

### **Remove slow moving or non performing items**

Check your product feeds to identify products that are costing you by way of clicks but are not giving you sales revenues. Remove such items and any other non season based items to ensure that you get the maximum bang for your buck.



# Extend your reach this season

This is the ideal time to expand your reach and extend your digital presence. Include popular channels such as Nextag, Amazon Product Ads, Become, TheFind, Pronto, Kelkoo as well as popular marketplaces like Amazon, Ebay, Sears, Newegg, Buy.com

## Marketplaces

### Amazon

In order to keep your Order Defect Rate and Seller performance in good standing, it is very important that you ensure that you submit only the most fresh, up to date product feeds and update your stock status every day. Your images should meet the Amazon specifications of the recommended 500X500 pixels and the jpeg or gif photo of your product should have a white or clear background. Amazon Search Terms Use up to 5 specific and strategic search terms to improve your Amazon visibility. These are typically terms that buyers use while searching for your product. While inputting the search terms, omit to mention the brand name and the manufacturer terms as Amazon will automatically pick up that information from your product feed. You can also take advantage of Amazon's Product Features, and include bullet points that highlight product details.

### Sears

Sears is one of the most trusted retail brands in America and it stands 7th in the Internet Retailers Top 500 guide, 2011. The Sears platform offers an effective cost per acquisition online sales engine that connects you to millions of Sears's shoppers.



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# Make your presence felt this season

## Pay Per Click Channels

**Amazon Product Ads** – is one of the internet sites that offer the highest conversion rate per click. Amazon Product Ads directly take the shopper to your website. They have a good starter offer of free limited time \$75/- free in clicks for select categories.

**Nextag** – This is a sure shot platform for many online retailers and it is the preferred choice for PPC campaigns.

**Become** – This fast growing channel offers great promotions for the festive season, and it offers incentives for installing their ROI tracker as well as free logo placement and promos for new and existing online merchants.

**Pronto** – Pronto's unique micro-sites that are dedicated to a particular product category offer you a value for money means of listing your products. The micro sites include ones such ProntoStyle, ProntoTech.com, ProntoHome.com, ProntoKids and BabyPronto, etc.

**FindGift** – This dedicated gift giving channel offers you a variety of gifting ideas, and the products to match. This is a great place to promote your products that are good as gifting ideas.



## Free Shopping Channels

**Google Product Search** – is the web's #1 shopping channel. Submit your optimized product feeds to this high potential channel on a daily basis for maximum visibility and conversion.

**Bing Shopping** – This channel helps you reach nearly 83 million potential customers for free! The channel is consistently ranked amongst the top in conversion rates.

**TheFind.com** – This platform connects online shoppers to 500,000 online retailers and it clocks an estimated 48 million searches every month! Success is dependent on the joining of its upfront program and submitting only optimized, and updated feeds.

To find more Comparison Shopping Engines and Marketplaces visit [www.ChannelSale.com](http://www.ChannelSale.com)

**ChannelSale.com** – ChannelSale.com offers you a single platform to optimize, manage and monitor your product feeds to multiple Marketplaces and Comparison Shopping Engines and it enables you to boost your conversion ratio.

Our robust program and support will help you optimize your feeds for different channels with minimum effort and expense. The site enables you to plan and launch highly effective campaigns to boost your holiday sales and its analytical engine – ChannelSale Calculus Reports enables you to check which channels are contributing what to your total sales revenues.

With 200+ Marketplaces and Comparison shopping engines to choose from, you have literally unlimited potential to increase your sales and boost your bottom-line. As the most economical of the multi channel platforms, ChannelSale helps you conserve your expenditure, even as you improve your turnover.



Start reaching more online customers –

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