

GolfEtail

Smoother Customer Experience
 Yields 110% More Traffic, 53%
 More Revenue

Company Overview

GolfEtail offers outstanding values on the top brands in golf. The company was founded in 2001 when a few golfing buddies wanted to pass along the great deals they found. Over the years, the founders expanded their selection with a broader product line, a West coast distribution center and more employees to continue offering unique deals and a great customer experience. GolfEtail boasts more than 50 years of combined experience in the golf industry, including retail, manufacturing, and wholesale channels. The company is quick to identify emerging and hot product trends while focusing a trained eye on overstocked inventories, liquidation sales, close-out items, demo products and more.



Location: Springfield, MA
URL: www.golftail.com
Industry: Discount golf equipment, apparel and accessories

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ChannelAdvisor Solutions:

Product: Premium Marketplaces, Premium Stores

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.

A powerful part of the ChannelAdvisor platform, Premium Stores creates a smooth buying experience and serves as the hub of your brand’s selling efforts. Premium Stores is built to be the most powerful store on the market, making it easy to create the compelling customer environment your brand deserves.

- Marc Ducey
 Co-founder, GolfEtail.com

Situation

GolfEtail's website sales have been steadily increasing since it began doing business with ChannelAdvisor almost seven years ago. And like most retailers, Marc Ducey, co-founder of GolfEtail, was busy scrutinizing the competition. While others were beefing up their online presences, Ducey sensed a gap in GolfEtail's customer experience between the home page and checkout.

"I noticed the sales flow was broken," he said. "It was obvious that customers weren't getting a consistent branding experience throughout the purchase process. I really wanted to take our website to the next level and offer customers a more unified look and feel," he said.

When ChannelAdvisor announced the release of Premium Stores, GolfEtail signed up to be one of the first customers to use the new application. Ducey had a long-running relationship with ChannelAdvisor and GolfEtail's specific business needs would be met. In addition to more streamlined back-end capabilities, he insisted on more design flexibility, a smoother customer experience and increased search engine visibility that would ultimately increase GolfEtail's sales.

Solution

The first obstacle GolfEtail tackled was the sales funnel, with checkout being a primary target. Premium Stores allowed Ducey to drive its customers to conversion with a fully-branded look and feel from the moment the customer landed on GolfEtail's home page to the end of the purchase process.

In addition, GolfEtail took advantage of Premium Stores' built-in search engine optimization. Dynamic sitemaps, standards-compliant HTML, title tags, meta description tags and meta keyword tags increased GolfEtail's visibility on search engines. Ducey heavily used Google Analytics to trace the paths customers were taking so it became easy to identify the changes that were working.

Ducey was amazed with the high quality, professional image that Premium Stores gave GolfEtail's storefront. Items are now dynamically featured on the home page and cycling weekly deals keep the content fresh. Flat-rate shipping increases checkout speed and adds an extra enticement to purchases. "The process of transitioning to Premium Stores helped me see that it isn't always big changes, but lots of little things that make a huge difference," Ducey said. "Better images, featured products, dressing up our blog area – taken all together, the changes gave us a more sleek, professional look."

GolfEtail's design partner, Diztinct, Inc., echoes Ducey's sentiments. "When e-commerce retailers look to improve the customer experience, retention and conversions, design flexibility and professionalism are becoming more important," said Jeff Dyksen, CEO of Diztinct. "We identified improvements we could make to every part of the GolfEtail site. From there, it really was a combination of subtle changes. Premium Stores gives us the freedom to completely customize the customer experience. Now the site maintains consistency from home page to order confirmation," he added.

Results

Since launching its new Premium Stores storefront, GolfEtail has seen outstanding results across the board:

YTD GolfEtail Premium Stores Site Results			
Conversions	+32%	Search engine traffic	+110%
Visits	+38%	Transactions	+75%
Page views	+58%	Purchases	+103%
Pages/visit	+15%	Revenue	+53%

The combination of these improvements is what makes Premium Stores worth every penny, says Ducey. "Premium Stores brought a quicker checkout, fantastic natural search visibility, and a freshness that gave our site a better look and feel. The impact was huge. But it all boils down to more purchases," he adds. "That's largely due to the higher degree of confidence Premium Stores gave customers on our site. When customers feel comfortable, it makes buying decisions easier."

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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 analyze 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 optimized 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 GSI Commerce, Brookstone, Abebooks and Motorola. www.channeladvisor.com