

ChannelAdvisor Brand Analytics

Online Retail Performance for Multichannel Brands

How Can Brands Be More Successful on Online Retail Channels?

As a brand selling online through a network of retailers, it's easy to feel that performance is beyond the realm of your control. But there's a lot that brands can do to maximize the outcomes of these channels in terms of sales, margins, and brand perception.

At ChannelAdvisor, we believe that **successful brands are the ones who proactively seek to optimize the performance of their indirect online channels.**

But with extensive distribution networks, brands need to focus on the areas that matter. We call these the Four Pillars of E-Commerce Performance:



Assortment
and Stocks



Prices and
Promotions



Search and
Digital Shelf



Content
and Reviews

ChannelAdvisor Brand Analytics: Aligning Organizations for Performance

Brand Analytics brings together years of online retail expertise and a suite of tools for all levels of the organization to stay laser-focused on the data points that matter.



The Executive Scorecard lets top management visualize how local teams execute against each pillar in their respective regions and devise an informed strategy. It is highly customizable.



The Online Dashboard allows local teams and account managers to access the granular data and visualizations they need to manage the day-to-day of their retailer relationships.



Exports and Extracts can be downloaded and shared across the organization to track period-over-period performance and benchmark retailers and product lines.



Email Notifications are directly tied to our high-frequency monitoring capabilities to alert teams and account managers of revenue-impacting events that ought to be addressed immediately.

Want to discuss how this could help drive your performance?

[Book a demo](#) of ChannelAdvisor Brand Analytics today!

KEY CHARACTERISTICS

High Frequency

Brand Analytics inspects retailer PDPs multiple times per day to measure prices, stock levels, new reviews...

Proven Framework

Brand Analytics tracks KPIs that are highly correlated to how your brand performs in an online retail environment.

Shared Success Model

Brand Analytics subscriptions come with a dedicated Customer Success Manager who can guide you across your online retail performance journey.

Fast and Accurate Setup

We use a great mix of expertise and AI technology to ensure we build accurate dashboards in record times.

Worldwide Coverage

Brand Analytics is compatible with over 3000 retail sites across the world, ensuring all regions can work with the same solution.