

Channable checklist

Improve your campaign process and performance by embracing automation

Welcome to our Marketplace Checklist! In today's ever-changing marketplace landscape, even the most savvy marketers face numerous challenges in navigating the complexities of online marketplaces. Overcoming these hurdles is essential for success, especially when managing multiple accounts or marketplaces simultaneously.

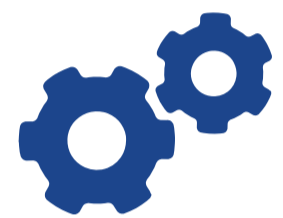
We've created this checklist to identify the main pain points that marketers encounter today and to help you assess whether you experience any of these as well. Simply read through each point below.

Do you recognize yourself or your team facing one or more of these challenges?

If so, it's time to take action! Book a demo with us to discover how our solution can revolutionize your approach to the marketplace landscape. Let's unlock your full potential together.



We're facing the challenge of adapting to the **constantly shifting requirements for marketplace listings** and retail media campaigns. This causes issues including interruptions in campaign progress, **inconsistent performance across platforms**, and inability to keep up with consumers shopping experience expectations.



We struggle **with using multiple platforms** to manage our marketplace campaigns which creates significant challenges, particularly when dealing with various channels. These challenges include inconsistent data synchronization, **time wasting, reporting discrepancies** and **misjudged decisions** that ultimately lead to missed opportunities.



Our marketplace **campaign ROI falls short of our expectations** because of inefficient product feed optimization, lack of real-time performance insights, and challenges in adapting strategies to dynamic market conditions. Consequently, **our competitive edge is weakened**.



We find that **analyzing data is difficult**, requiring manual effort which slows down responses to real-time information. Our inconsistent data management creates uncertainties surrounding our data-driven decisions, leading to **a lack of a clear business strategy**.



We face the **challenge of only having 1-2 team members fully trained** across all platforms utilized for marketplace campaigns. This adds to the risk of significant bottlenecks if these key members leave including the potential for **delays in campaign execution**, loss of knowledge, and increased workload for remaining team members.



Do you recognize yourself or your team facing one or more of these challenges?

It's time to take action! Book a demo with us to discover how Channable offers a practical solution for achieving success in marketplace campaigns and connections.

[Book a Demo](#)