

# Chess House Checkmates the Competition with Help from Amazon and GoDataFeed

“Our higher quality feeds helped us increase revenue by 10%, achieve conversions as high as 6%, all while lowering our Cost Per Acquisition.”

- **Company:** The Chess House, chesshouse.com
- **Powered By:** Amazon Product Ads
- **Shopping Cart:** Volusion



## Introduction

The Chess House, a fixture in the US chess community since 1972, experienced steady growth thanks to a strong local presence and loyal catalog subscribers. The new challenge for its owner, Raphael Neff, was finding the right tools to reach a new generation of chess players online.

“Finding the bridge from my store to the major comparison shopping engines was critical for our growth,” Neff says. “GoDataFeed is the bridge between our products and Amazon. We wouldn’t be driving so much revenue if we didn’t have that connection.”

After optimizing his feed campaigns, Neff achieved better performance from his product listings, gaining wider visibility for his store. Comparison shopping engines now account for 10% of total revenue and CPA has come down to as little as 10%.



- 10% REVENUE FROM SHOPPING ENGINES
- 10% COST PER ACQUISITION
- 6% CONVERSION RATES

## Situation

The Chess House was spending too much time and resources processing data feeds.

Bogged down by spreadsheets and manual submissions, Neff knew he needed a more effective method of delivering product data to the major CSEs.

“We were largely reliant on a process where I was manually updating our inventory from spreadsheets,” says Neff. “We were only doing a couple of engines because it was just too time consuming”

“The software is very intuitive. I love how easy it is to set up and configure. I know I can rely on it to connect my store to the shopping engines.”

## Solution

Neff found that working with GoDataFeed both streamlined his data feed management and optimized his product data – making his campaigns more effective. “GoDataFeed helped us

achieve better data quality,” Neff says, “Which brought us higher-quality traffic and lowered our CPA.”

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Through GoDataFeed, Neff was able to leverage Volusion's robust inventory data and get better results from his product listings.

At least 10% of The Chess House's total revenue now comes from CSEs and

Neff sees even more room for growth. Key performance indicators saw improvements as well; CPAs came down as conversion rates went up.

“By using GoDataFeed we cut down data management time and the quality of our product feeds is much higher,” Neff says. “GoDataFeed helped us increase revenue significantly.”