

## GoDataFeed and CSEs Keep Online Business Booming for Pacific Stereo



“We are happy with the service GoDataFeed has provided over the last five years and how our feed management has been streamlined.”



**Muaad Lamén**  
Director of UX, Pacific Stereo

### Background

Established in California in 1991, Pacific Stereo began as a high-end mobile audio shop. After nearly twenty years of building a solid reputation in the industry, the retail chain began selling online on the encouragement of its manufacturers.

Not many specialty dealers sell online due to the increased competition, yet PacificStereo.com was born in 2008 and, like its audio systems, is still “booming” six years later.

In 2009, GoDataFeed began working with Pacific Stereo to enable their multi-channel online selling strategy, increasing their presence and broadening their reach. Five years later, the relationship continues strong.

## Expanding Presence with Feeds

Pacific Stereo differentiates itself by catering to the high-end mobile audio/video consumer, but also serves a wide range of enthusiasts. To expand its presence online, Pacific Stereo adapted a multi-channel selling strategy with a focus on comparison shopping engines (CSEs).

Muaad Lamén, Director of UX at Pacific Stereo, recalls the period when CSE feeds were managed in-house.

“We had a big problem handling feeds, and needed a far more efficient method to help us manage them,” said Lamén. “As we were evaluating different feed management vendors, the main factor that made GoDataFeed stand out for us was ease of use. Unlike competitors, the feed setup process is broken down nicely, and the feed validation process works well.”

## Results

Five years later, GoDataFeed continues to provide feed management services to enable PacificStereo.com’s multi-channel strategy.

“We are happy with the service GoDataFeed has provided over the last five years and how our feed management has been streamlined,” said Lamén. “It’s been a roller coaster ride managing our presence on the CSEs, and we’re constantly negotiating the best channel mix to keep up with the business.”

Currently, the store is syndicating its product feeds to ten channels including Amazon Product Ads, Bing, Google Shopping, Nextag and Shopzilla. Lamén estimates that between 30-40% of revenue growth is coming from Google Shopping alone.

“More recently we have returned to the larger CSEs and are seeing good results,” said Lamén. “We look forward to continuing our partnership with GoDataFeed and taking advantage of any new features and functionality that will enable us to improve these results and optimize our feed campaigns.”