

## Comparison Shopping Key Questions to Ask Providers

### Company

1. How long have you been in this business?
2. How many clients have you sold? What is your churn rate, and why?
3. What size or types of clients fall into your “sweet spot”?
4. What peripheral or support services do you offer (e.g., ecommerce, SEO/PPC services, consulting, training)?
5. What is your SLA for support issues?

### Products/Services

1. Would you describe your service as a single comparison shopping network targeted at certain shoppers or technology to feed a client’s products into multiple comparison networks?
2. If your service is a Comparison Shopping Engine (CSE), is it offered as technology plus professional services or technology alone with all the functionality I need built in?
3. If your service is a single comparison shopping network, what differentiates your network from the others? How many searches take place monthly? What are your demographics?
4. Do you provide featured products where I can pay to be featured at the top?
5. How can I get rated high, fast? Can you use ratings from other CSEs as a starting point?
6. How can I integrate your leads into my analytics, CRM and eCommerce systems?
7. Do you have a management console?
  - a. What can I manage with it?
  - b. Does it include reporting and a dashboard? Please describe your reporting capabilities and how your solution can determine effectiveness of my CPCs. Please provide a list of standard reports.
8. What ROI should I expect from using your engine? In how long?
9. Which of the following services do you provide?
  - a. Data feed management, data optimization, reporting, opening new sites, competitive analysis, other?
10. How much effort is involved in this launch? What internal resources will I need to provide? How long will it take?
11. What type of testing and training do you provide to use your solution?
12. What skills does my organization (or hired third party) need to implement this platform?
13. Into how many CSEs do you provide integration? What if there’s a niche CSE that’s important to my business that you don’t have? Am I on my own with that one?
14. What happens when I discontinue using your service? Do I own and control my data feeds? What about past metrics?

### Features

1. What key features are included in your solution?
  - a. What features are currently missing? On your roadmap? Does management love?
2. What is your product’s competitive advantage over other packages? Why?
  - a. Price? Dashboard? Ease of use? Flexibility? Don’t say “all of the above”.
1. What does your dashboard include? How customizable is it? Can I integrate it with other systems I’m using?
3. How can you integrate into my web analytics?
4. Does your platform publish and support APIs for integration with other systems, such as SEM, CRM, lead scoring/analytics, order entry, help-desk/trouble ticketing and customer management? If not, how do I integrate?
5. At what volume of transactions (e.g., number of feeds, clicks, orders, transactions) do your more sophisticated functions start to yield return on the significant investment in time it will take to launch them?

### Pricing

1. Do you price by feed, percentage of total spend, flat rate, free, other?
2. Is there any cost based on the number of users accessing the data?
3. How do you charge for annual support? What about maintenance?

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