

## SHOPZILLA, INC.

### QUICK FACTS

Shopzilla, Inc. manages a premier portfolio of online shopping brands in the US and Europe, consisting of Bizrate, Beso, Shopzilla, TaDa, PrixMoinsCher, and SparDeinGeld.

Shopzilla connects shoppers with over 100 million products from tens of thousands of retailers with its unique portfolio of engaging and informative websites. Reaching a global audience of over 40 million shoppers each month through both its destination websites and affiliate network, Shopzilla is a leading source of sales and consumer feedback for online merchants and retail advertisers.

With offices in Los Angeles, San Diego, and London, the company operates sites and business services in the United States, the United Kingdom, France and Germany.



**Fetch scales with the exponential growth of retail on the Web, and they do it in a cost-effective, reliable, and timely way.”**

*Jody Mulkey, CIO & SVP, Shopzilla*

## SHOPZILLA, INC. SCALES UP WITH FETCH

### FETCH FOR SHOPZILLA, INC.

Shopzilla, Inc. chose Fetch for Content Aggregation to help it keep pace with the explosive growth of retail data on the Web. Now, it can represent new retailers on its sites within days - not weeks - and it can achieve virtually unlimited scale.

### CHALLENGE

In order to provide a rich and comprehensive shopping experience for consumers, Shopzilla continually incorporates hot new retailers, brands and products into its online offering. Shopzilla was initially getting this information through outsourced custom-built crawlers, with new scripts being created for every website it needed to access. This activity took significant time – 2 weeks on average for every crawler – and scale was limited to about 100 sites. Shopzilla needed the ability to access and aggregate data from thousands of sites with millions of products in a timely fashion, and they needed the content structured in a way they could consume it and keep up with it.

### SOLUTION

Shopzilla identified the Fetch Live Access platform as a potential solution and put it to the test. Fetch quickly demonstrated that Live Access could exceed extremely aggressive timing and cost goals. Based on the positive results of the pilot, Shopzilla expanded and now uses Fetch to acquire real-time product and pricing information from new retailers it identifies as valuable for its shoppers. “Fetch helps us bring millions of products to our clients, ensuring the ideal comparison shopping experience,” said Jody Mulkey, CIO and SVP at Shopzilla. “Fetch scales with the exponential growth of retail on the Web, and they do it in a cost-effective, reliable and timely way.”

### RESULTS

Fetch reduced the time it takes for Shopzilla to represent new retailers on its sites from weeks to days, with virtually unlimited scale. The Fetch Live Access Platform helps Shopzilla continually monitor and update content from thousands of sites with millions of products. “Fetch has been a great partner since 2008,” Mulkey said. “They continually identify new ways to help us access, aggregate and normalize content faster and more cost-effectively.”