Stackline Opens New Office in Minneapolis as it Marks the Launch of Analytics and Advertising Services for Top Online Retailers

Stackline brings new machine learning-backed data analysis tools and seasoned retail leadership to consumer brands building omnichannel e-commerce strategies across the largest online retail platforms in the US.

SEATTLE ([PRWEB](#)) August 22, 2019 -- Stackline, a pioneering e-commerce data analytics and services provider for hundreds of the world's largest brands, today announced the launch of analytics tools and advertising services for additional top-tier US ecommerce marketplaces, including Target. The multi-platform offering coincides with the opening of the company's first expansion office in Minneapolis, Minnesota, to be led by Amazon and Best Buy veteran, Tom Wollan.

These latest moves from Stackline address rapid changes in the e-retail environment for consumer brands. Stackline is now the only e-commerce analytics and services provider with end-to-end performance data and marketing services for brands building multichannel online retail strategies. Following closely on the heels of a software release that includes industry-first profitability metrics, Stackline's latest launch will bring all major e-commerce metrics from major e-retail platforms into one unified dashboard for brands.

"Like our hundreds of category-leading clients, Stackline has been working constantly to adapt and lead in this fast-changing retail environment. We've created a world-class solution to support and guide world-class brands as they pursue growth and profitability across their retail channels," said Tom Wollan, Managing Director of Stackline's Minneapolis office. "This expansion of our services and geographic footprint positions us as first-responders in our industry. We're now at the next epicenter of retailer innovation and evolution."

With performance tracking for multiple e-retailers available in a single data management system, brands are now able to discover tactical vulnerabilities, respond to changing market dynamics, and seize on opportunities more quickly than ever before. Stackline's consulting team, which will straddle the Seattle and Minneapolis offices, applies profitability and cost modeling to help brands tune their sales and marketing mix across channels to maximize returns.

"For the first time our clients have the ability to see their performance on multiple e-commerce channels as well as relative to key competitors and their overall category, down to the SKU level. Our teams then help them convert that insight into decisions that move the needle for their business," said Wollan.

Stackline has helped hundreds of brands increase their profitability and market share on Amazon. In 2018, brands under Stackline's management grew retail sales by 42%, outpacing competitors' gains by 44%. As a Target first-mover and Amazon analytics and services leader, Stackline will now offer brands tailored growth-driving strategies across the top e-commerce platforms in the U.S.

"We've had to be dynamic and open to change during our hyper growth," said Michael Lagoni, founder & CEO of Stackline. "We've staked our business on our ability to increase our clients' insight and decrease the time they spend hunting for it. Our expansion to Minneapolis and our launch of performance management software for more of the major e-retail platforms gives us the tools and proximity we need to accelerate our clients' growth."

Brands face increasing competition across their retail and marketing channels, and Stackline's full suite of e-commerce data and services is designed to help them mitigate portfolio risks while quickly capitalizing on changing market tailwinds and consumer preference. With price tracking, inventory management tools, advertising performance metrics, automated ad management tools, content scoring and optimization, and profitability reporting, Stackline is uniquely equipped to help brands maximize returns in a complex multichannel ecosystem.

About Stackline
Founded by industry veterans, Stackline is a retail intelligence and software company that helps more than 500 of the world's most dynamic brands manage and grow their e-commerce businesses. Proprietary algorithms collect and analyze sales, advertising, content, and marketing metrics to provide clients unmatched visibility into their online retail channels, and teams of experts build and execute tailored strategies to accelerate growth.

Contact Information
Kelly Stephenson
Stackline
http://https://www.stackline.com
+1 (541) 729-5019

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