



How Sneakers Seekers grew sales by 20% with autoMCF™

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Founder & CEO
Sneakers Seekers

Stoyan Doynov, founder and CEO of Sneakers Seekers, is a self-described “sneakerhead.” His love for sneakers ultimately led him to open his own business, and in 2008, Sneakers Seekers was born.



Sneakers Seekers delivers brand-name athletic shoes at great prices. The company specializes in sneakers and professional athletic footwear, as well as limited-edition, lifestyle, retro, and hard-to-find sneakers and shoes.

The company has been selling on Amazon and eBay since its beginning, but it wasn't until they moved most of their overstock inventory to FBA that things really took off. “We were able to operate with less people, carry more inventory, and see greater velocity on our items once our listings became ‘Fulfilled by Amazon’,” says Doynov. “Moreover, our web-store www.sneakersseekers.com is hosted by Amazon and fully integrated with FBA, which is an additional bonus.”

THE CHALLENGE

The company's eBay listings still required **manual inventory updates**, and the **multi-channel fulfillment** process was also manual. Sneakers Seekers needed a solution to help automate the work, but the options they found were limited.

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Doynov felt his company shouldn't have to pay a percentage of sales to a solution provider, especially when inventory and orders were already automated on his Amazon and Webstore channels. “It's not worth twice the commission for just partial automation.” On top of that, few solutions offered the integrations they needed, with FBA integration not yet adopted by the service providers he found.

THE SOLUTION

After browsing the Amazon forums for help from other sellers, Doynov found out about AutoMCF, and was excited at the prospect of a simple, affordable, web-based service to automate the company's business needs. Now they could automate the connection of eBay to FBA and move more products through that outlet, with less work.

On top of that, AutoMCF would help Sneaker Seekers automate new channels, so they could sell on Rakuten Shopping, Sears, and Newegg as well. After all, more channels mean more potential customers and more sales. They could list the 40% of their products that were slow movers / old styles and see if they might fare better.

THE PAYOFF

1. The new channels now account for 20% of sales, or an extra \$104,000 in the last 6 months.
2. Inventory management allows for selling on these channels without adding staff.

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3. Slow sellers have increased velocity on the new channels, producing better inventory turns.
4. Sneaker Seekers can keep prices a little higher, rather than fighting for lowest price with all the other Amazon sellers.

“The online market is becoming more and more competitive. AutoMCF is giving us a competitive edge. It saves time, lowers costs, and gives us more flexibility and options.”



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