

E-COMMERCE SHOP "LESS IS ALWAYS MORE" MULTICHANNEL SUCCESS WITH CART.COM



SellerActive
Marketplace Management by Cart.com

Setting Sail: The Story of Less Is Always More in E-commerce

Meet Jeff, the owner of Less Is Always More, a thriving marine electronics e-commerce business selling across major platforms like Walmart, Amazon, eBay, and their own website. Faced with frequent downtime and reliability issues with his repricing tool, Jeff and his team turned to SellerActive by Cart.com for a solution.

"I opened up to selling on Walmart. Before I was kind of moving away from doing that but SellerActive and Cart.com made it easier to handle those orders." - Jeff, Owner of Less Is Always More

Since making the switch, Jeff enjoys uninterrupted repricing capabilities and seamlessly manages a vast inventory of over 50,000 SKUs with SellerActive by Cart.com's bulk inventory features. Overcoming initial hesitation, Cart.com has empowered Jeff's team to confidently expand to Walmart, streamlining order management and providing prompt support whenever needed through live chat.

Navigating Challenges: The Marine Electronics E-commerce Industry

Before switching to SellerActive by Cart.com, Jeff encountered significant issues with his previous repricing solution. The tool's servers and repricing functions failed regularly, resulting in multiple notices of downtime each week. Despite reaching out to the support team, Jeff's team found no effective resolutions to these persistent issues. Consequently, this frequent downtime adversely impacted Less Is Always More's marketplace performance. Despite the challenges, Jeff hesitated to make a switch due to familiarity with the product.

"The previous company we used for repricing would always fail. Many times during the week we got notices that a server went down etc." - Jeff, Owner

Additionally, like many sellers, Jeff's team relies on Excel to manage ad hoc changes and to support interconnected business workflows across their various tools. However, he faced a major obstacle when attempting to expand to Walmart: the inability to keep inventory synchronized across multiple channels while still leveraging the flexibility Excel provides his team. This limitation hindered Jeff's plans for marketplace expansion and posed a significant barrier to growth.

Key challenges included:

- Hesitation to expand on new marketplaces like Walmart
- Unreliable repricing feature resulting in frequent downtime
- Ineffective support team unable to resolve issues
- Inability to easily upload files directly to Walmart's platform for bulk operations

Overcoming Rough Seas: Cart.com's Solutions

Cart.com facilitated a seamless transition for Jeff and his team from their previous service provider to a new multichannel management platform. With Cart.com, the Less Is Always More team now enjoys uninterrupted repricing functionality and ensures inventory accuracy across their 50,000+ SKUs. This strategic advantage keeps Less Is Always More competitive and enhances its ability to secure Buy Boxes on various marketplaces.

"I was scared to change because I was so used to the other company I was with, but everyone at Cart.com was very helpful in switching over and I wasn't concerned." -Jeff, Owner

Through Cart.com's integration with Walmart's platform, Jeff now has the flexibility to choose between streamlined in-app workflows or downloading Excel templates. This empowers him to seamlessly combine external data for bulk operations and reflect changes across Walmart and other marketplaces simultaneously. This integration enables smooth operations and empowers Jeff to expand his presence on new marketplaces while retaining or improving his team's preferred workflows, instilling them with confidence for future growth.

"Anytime we have an issue, support is always there to help at a speedy pace." -

Jeff, Owner

Moreover, Jeff praises Cart.com's responsive support team, which has consistently provided rapid assistance through live chat whenever he encountered challenges. This exceptional support ensures that Jeff and his team receive timely resolutions to any issues, further enhancing their experience with SellerActive by Cart.com.

Key solutions provided by SellerActive and Cart.com include:

- Uninterrupted repricing function, ensuring continuous marketplace competitiveness
- Seamless integration between Excel and Walmart via Cart.com, facilitating efficient inventory management
- Responsive support team available through live chat for prompt assistance
- Assisted onboarding process to facilitate a smooth transition to Cart.com's platform

Empowering Success: The Impact of Cart.com

The implementation of SellerActive by Cart.com has yielded significant improvements for Less Is Always More, resulting in tangible benefits across various aspects of Jeff's business operations.

"Inventory is always up to date which helps us sell more to our customers." - Jeff, Owner

Quantifying the impact of SellerActive by Cart.com reveals the following key outcomes:

Increased Marketplace Performance: By leveraging uninterrupted repricing capabilities, Less Is Always More has experienced enhanced marketplace performance. The elimination of downtime previously associated with the repricing tool has led to improved visibility and competitiveness, ultimately resulting in higher sales volumes and revenue generation.

Enhanced Inventory Management Efficiency: With bulk inventory features, Jeff has successfully maintained accuracy and consistency across his extensive inventory of over 50,000 SKUs. This streamlined inventory management process has minimized errors and discrepancies, resulting in improved operational efficiency and reduced overhead costs

associated with inventory management.

Facilitated Expansion to Walmart Marketplace: Seamless integration with Walmart's platform has empowered Jeff to overcome the roadblock of uploading files directly, facilitating his expansion to Walmart marketplace. This expansion has opened up new revenue streams and diversified Less Is Always More's sales channels, contributing to overall business growth and market penetration.

Improved Customer Support Experience: The responsive and knowledgeable support team has significantly enhanced Jeff's overall customer support experience. Quick resolutions to issues and proactive assistance via live chat have minimized downtime and disruptions, ensuring seamless operations and maximizing customer satisfaction.

Expanding Horizons: Achievements with SellerActive by Cart.com

The successful integration of Cart.com's solutions into Less Is Always More's e-commerce operations marks a transformative milestone in Jeff's journey towards sustainable growth and success in the competitive marketplace landscape. Through the identification and resolution of key challenges, SellerActive by Cart.com has not only addressed immediate concerns but also laid the foundation for long-term prosperity and expansion.

The journey from encountering reliability issues with the previous repricing tool to embracing a comprehensive multichannel management platform underscores the significance of adaptive innovation and strategic decision-making in driving business resilience and agility. By leveraging Cart.com's robust features and responsive support infrastructure, Jeff has not only overcome existing obstacles but has also positioned Less Is Always More for continued growth and market leadership.

Looking ahead, the partnership between Less Is Always More and Cart.com is poised to further strengthen, fueled by a shared commitment to excellence and a relentless pursuit of customer satisfaction. As Jeff continues to explore new opportunities and avenues for growth, Cart.com remains a trusted ally, empowering him to navigate challenges with confidence and capitalize on emerging trends in the ever-evolving e-commerce landscape.

In conclusion, the success story of Less Is Always More exemplifies the transformative impact of innovative solutions and collaborative partnerships in driving business success and unlocking new possibilities for growth. With Cart.com by his side, Jeff is well-equipped to

embark on the next phase of his entrepreneurial journey, poised for even greater achievements and milestones on the horizon.

About SellerActive by Cart.com

[SellerActive](#), powered by Cart.com, is a leading multichannel management platform founded in 2011. Our platform enables e-commerce businesses to effortlessly expand their product reach across numerous channels, including Amazon, Walmart, TikTok, eBay, and more. With features such as centralized product catalog creation, automated repricing technology capturing the Buy Box up to 72% of the time, and streamlined inventory syncing and order routing. Whether you're seeking managed services or a DIY approach, SellerActive by Cart.com offers top-rated support and proven success in online sales channels and marketplaces. New customers have achieved an average sales growth of 22% in the first 60-days, without expanding their workforce. Unlock the full potential of your online business with SellerActive and Cart.com.