

An Easy Ride: Pushys Launches to Amazon and Catch



10-15% INCREASE
IN EBAY SALES



>40,000 LIVE LISTINGS
ON MARKETPLACES

PUSHYS

Location: Salisbury, QLD, AU
URL: www.pushys.com.au
Industry: Sporting Goods

COMPANY OVERVIEW

Pushys.com.au was established in 2011 as an online offshoot of Australia's largest cycling retailer, Pushys Bike Warehouse, based in Fyshwick, ACT. Pushys sells in all major bike categories including road bikes, mountain bikes, electric bikes and BMX, as well as scooters, skate and virtually every cycling accessory available.

The company's primary goal is to provide customers with the broadest range of products and brands at the best price possible with unparalleled customer service.

Pushys growth strategy centers on building and sustaining a strong competitive advantage by focusing on delivering the best possible online customer service, as well as an extremely short dispatch and delivery turnaround.

Pushys employs 30 full-time staff members at its dedicated e-commerce distribution centre in Queensland, including customer service/sales support functions and all administrative/web management roles.

To meet customer demand, the company knows it must keep pace with the changing e-commerce landscape and quickly adapt as it scales its operation.

A ChannelAdvisor customer since 2007, Pushys currently uses the ChannelAdvisor platform to support its marketplaces operations on eBay, Amazon and Catch in Australia, as well as Trade Me in New Zealand.

CHALLENGE

Since its foray into online retail in 2011, Pushys had experienced solid growth via its online store and selling through eBay, partnering with ChannelAdvisor Marketplaces. In 2013, the company identified further scope for growth, launching to Trade Me, turning again to ChannelAdvisor to manage its listings. Flash forward a few years, and with Catch and Amazon entering the marketplace scene, Pushys knew it needed to expand its marketplace strategy.

"We strongly believe that people should be able to buy where they want to buy from, when they want to buy it, and how they want to buy," says Glen Navratil, Director of Pushys. "We would rather be on most platforms with our offering in order to maintain our competitive edge."

For Pushys, it was about expanding to multiple marketplaces with thousands of SKUs while ensuring the Pushys customer experience was on brand.

SOLUTION

After previously experiencing ChannelAdvisor Marketplaces with eBay and Trade Me, Navratil knew that partnering with ChannelAdvisor again as the company grew was the right strategy. "We have a lot of experience with ChannelAdvisor and we knew the platform. We just knew that it would be the most effective way to manage our launch to other marketplaces," Navratil says. "With Catch and Amazon coming in, we knew it would also be the most cost-effective way to expand."

SOLUTION (CONTINUED)

With years of marketplace experience under its belt, it also knows that it's a quickly changing landscape. "We know that each marketplace has its own challenges and idiosyncrasies. Nothing stays the same with these guys for too long!" Navratil explains. The company needed a solution provider that could help it stay agile as the e-commerce market evolved.

“ Everything we do has to be automated. With ChannelAdvisor, we can see everything in one place. We were able to connect to every main marketplace, and then let the rest take care of itself while we focus on running the rest of the business. ”

— Glen Navratil, Director, Pushys

RESULTS

One of the most immediate results Pushys saw was the ease of launching to the new marketplaces seamlessly. "The benefit was the ability to launch with the full catalogue in one go. The ChannelAdvisor solution allowed us to list on Amazon and Catch with all our listings in a short period of time." At the moment, Pushys has over 25,000 listings on eBay and almost 20,000 listings on Amazon Australia.

"Automation is key," Navratil explains. "Everything we do has to be automated. With ChannelAdvisor, we can see everything in one place and it integrates seamlessly with our back end ERP system. We were able to connect to every main marketplace, and then let the rest take care of itself while we focus on running the rest of the business."

With the differences between each marketplace, Pushys knows that it isn't a matter of just listing and hoping for the best. "Each platform has its limitations. ChannelAdvisor helps us handle the differences between each marketplace while ensuring a seamless experience," says Navratil. "For us, it means that we know everything works and we can always get great support. All updates and changes are dealt with really quickly."

The multi-marketplace approach is working well for Pushys, with its eBay figures up 10-15% year-on-year and quick success on other marketplaces including Catch.

What's Navratil's advice to other retailers? "At the end of the day, if you have a large volume of listings or high number of orders you just have to use some sort of API connection. You can't manage a business of this nature without a platform like ChannelAdvisor."