

Razor Motor Streamlines Product Listings, Grows GMV over 750%



- Within one month of using ChannelAdvisor, Razor Motor increased GMV over 475%
- Over seven months, Razor Motor grew GMV over 750%
- During a two-month period, Razor Motor experienced over \$500K in GMV per month

Location: California, United States

URL: <https://www.ebay.com/str/razormotor>

Industry: Automotive

COMPANY OVERVIEW

Located in Southern California, the RazorMotor eBay store emerged in 2018 as an affordable, high-quality supplier for body shops and do-it-yourself auto repair customers in the US. RazorMotor quickly pulled away from its competitors in a market saturated with overpriced, substandard automotive lighting products. Today, with safety as its top priority, the online seller refuses to compromise on quality and affordability.

“Our goal is to bring together our 15 years of well-connected manufacturer experience with the highest quality products to provide today’s empowered consumer the best possible prices,” explained Paul J., Operation Manager at Razor Motor Inc.

To achieve its business goals and deliver on its promise to its customers, Razor Motor knew its team had to operate like a well-oiled machine with minimal lift and inventory challenges. It turned to ChannelAdvisor for a reliable and robust platform capable of helping the eBay seller increase value for automotive consumers.

THE CHALLENGE

Razor Motor expanded its diverse portfolio to include a successful e-commerce business based in California. Its e-commerce division is dedicated to high-demand automotive parts such as headlights for popular pickup truck brands. With 900 to 1,500 SKUs listed on eBay and Amazon respectively, the online seller needed a centralised solution to effectively manage its product data and save time and resources while exceeding the expectations of today’s empowered consumer.

“When we tried to manage all those different channels at the same time, there was a lot of duplication,” explained Paul.



THE SOLUTION

In October 2018, Razor Motor joined thousands of brands and retailers worldwide who rely on ChannelAdvisor to optimise their product and order management, creating efficiencies and strengthening strategies at every level of their marketing, selling, and fulfilment processes.

“Before, we were doing everything manually so we would have to grab all the data from multiple places, put it into a system, and then manipulate the data,” said Paul. “That would take an entire day, but with ChannelAdvisor, our staff can focus on other critical areas of our business. ChannelAdvisor makes it more streamlined where we can conveniently manage all marketplaces in one place.”

Automation has kept Razor Motor’s shipping center operating on all cylinders with noticeable speed and fulfilment savings through the eBay Order Consolidator. By reducing processing times, the online seller consistently delivers on its fulfilment promise to new and repeat customers. Razor Motor benefits from ChannelAdvisor’s strategic partner ecosystem as it utilises ShipStation for printing labels. Additionally, the multichannel retailer found a powerful and convenient way to list products with the eBay Categoriser, enabling its business to grow quickly.

THE RESULTS

Through ChannelAdvisor’s integration with eBay, Razor Motor saw immediate results:

- Within one month of using ChannelAdvisor, Razor Motor increased GMV over 475%
- Over seven months, Razor Motor grew GMV over 750%
- Shortly after implementing the ChannelAdvisor platform, Razor Motor saw record GMV of \$500K during a two-month period

The online retailer is now recognised as a Top Rated Seller on eBay, as well as a power user of eBay’s Order Consolidator and the eBay Categorizer. Confident in its optimised and highly competitive operations on eBay and Amazon, Razor Motor is now strategically planning to expand its marketplace reach.

“We want to hit one million in GMV by the end of the year,” said Paul, adding that Razor Motor is focused on increasing its SKU count on eBay with plans to expand to Walmart. “Without ChannelAdvisor, it would be slower growth and much longer to process orders on eBay.”

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