

PLAZA SURF AND SPORTS:

Increased GMV 183% week over week using the Algorithmic Repricer for eBay

COMPANY OVERVIEW

With established brick and mortar locations and a growing e-commerce presence, Plaza Surf and Sports offers clothes and equipment for sporting and recreational activities. In addition to its four physical locations, the company also sells on six online marketplaces. Plaza Surf and Sports found that its largest marketplace sales came from Amazon, but knew it needed to continue to diversify, so in December 2016 the company started to sell on eBay.

SITUATION

As sales from eBay started to build, Plaza Surf and Sports President Mike Ferraro wanted to find ways to become more visible on the marketplace. He was looking to not only increase traffic to new listings, but drive overall sales. And, more important, drive volume of new sales.

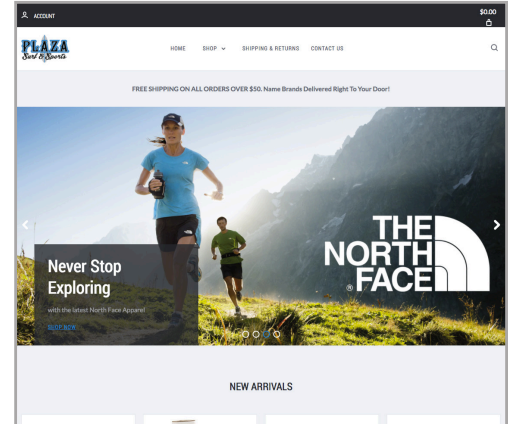
“The most important thing to me is to get that first sale. With a new marketplace we hope to gain new customers so that we can find ways to bring them back to buy more,” said Ferraro.

SOLUTION

Ferraro had two primary goals - get that coveted first sale with a new customer and boost overall sales volume. To achieve both goals, he needed to find ways for his products to stand out in a sea of listings. Plaza Surf and Sports has nearly 30,000 SKUs itself, so how can these products get the visibility they need?

Enter ChannelAdvisor’s Algorithmic Repricer for eBay. Using the repricer Ferraro was able to competitively price his items on eBay, which helped improve product visibility. “I interact with the Repricer all the time. It’s a great tool that allows us to get the lowest price, giving us more visibility to get customers in for that first sale,” said Ferraro.

Since Ferraro has nearly 30,000 SKUs, repricing items manually is not an option. The repricer completes an otherwise impossible task of keeping items competitively priced, and therefore more prominently displayed on eBay.



LOCATION: Montauk, NY

URL: plazasurfandsports.com

INDUSTRY: Sports/Outdoor Equipment

Our biggest hurdle with a new marketplace is getting that initial sale. Thanks to the Algorithmic Repricer for eBay we have been able to gain new clients and increase profit.

– Mike Ferraro
President
Plaza Surf and Sports

RESULTS

"The repricer helped us tremendously to push products. Week over week, we've seen a 183% increase in GMV, a 255% increase in quantity sold and a 95% increase in profit," stated Ferraro. The results provided Ferraro proof that it is important to implement algorithmic repricer technology.

"The Algorithmic Repricer for eBay is helping us grow our business," concluded Ferraro.

LEARN MORE

ChannelAdvisor's Algorithmic Repricer for eBay helps sellers capture more buyers without sacrificing revenue. To learn more visit ChannelAdvisor.com.

CHANNELADVISOR SOLUTIONS

MARKETPLACES

Reach ready-made audiences on global marketplaces such as Amazon, eBay, Best Buy, La Redoute, MercadoLivre, Newegg, Rakuten.com Shopping, Sears, Tesco and more. ChannelAdvisor Marketplaces enables automated delivery of product data to every destination, trouble-free management and the capability to expand internationally.

DIGITAL MARKETING

RICH MEDIA

WEBSTORES AMPLIFIER

WHERE TO BUY

