



Office Product brand Consolidates and Saves on its tech stack

Case Study: Durable office goods supplier with \$50M+ in annual Amazon revenue

The Problem

- Brand felt there was more opportunity to grow their Amazon business but did not have the right insights or control to do so with existing SaaS partners who used human-based resources to manage the business.
- The business was too complex to manage across multiple partners and external touchpoints. It lacked an easily accessible way to analyze the business cohesively. It was also expensive.
- Brand was also spending too much time handling routine tasks like shortage disputes and bidding adjustments with manual efforts.

The Solution

Simplifying the tech stack with...

CommercelIQ's integrated retail ecommerce platform

Key Feature - Single Source of Truth: By letting CommercelIQ manage sales operations, supply chain analytics, shortages, chargebacks, retail media, and the digital shelf with one platform, the brand could understand their business and see where opportunities existed to grow sales and profit.

Key Feature - AI Automation: The brand gained access to real-time, AI-driven automations like hourly bidding adjustments, 100% shortage dispute coverage, and many more, all happening without a need for human intervention, freeing up the team's time and energy for more strategic tasks.



Brand saves Time and Money by automating with one source of truth

The Result

After switching to CommercelQ...

\$400K Saved brand under new contract with **CommercelQ** by consolidating multiple SaaS partners into one.

45% Increase in profit recovered from **shortages**, all automated, within first 3 months vs. prior period.

+16% **Share of Voice** growth in under 2 months vs prior period.

