GrowByData

GrowByData helps retailer get back on Amazon and regrow sales after suspension

SUMMARY

As experts in the fraternity/sorority market, Greek Gear has been providing college students and graduates with high-quality merchandise since 1999. When complications led to 80% of their listings being dropped from Amazon, and a subsequent dramatic loss of revenue, Greek Gear turned to GrowByData for help.

In less than three months, GrowByData has:

- **Nearly doubled Greek Gear's Amazon inventory**

- **Rescued Greek Gear's remaining 5,000 products from the brink of deletion**

- **Replaced thousands of images that were non-compliant with Amazon specifications**

CHALLENGES

With the boom of sales platforms like Amazon, Greek Gear was eager to expand their reach. However, like with many sellers, they found the nuances of listing on Amazon unclear, and did not have enough time or support.

After only one notice from Amazon in January, Greek Gear's account was abruptly revoked. While eventually reinstated, the damage was done — Greek Gear had to delete 25 THOUSAND products, and lost approximately 75% of their Amazon revenue.

The biggest challenge to rebuilding their catalog? The enormous amount of time it would take, and difficulty working with Amazon's very specific requirements.

> "A major challenge was that we didn't know what items were wrong or what in particular was wrong."

Joseph Tantillo,
President, CEO, and Founder of Express Design Group

CUSTOMER PROFILE

greek GEAR.com

Greek Gear, part of the Express Design Group, is a U.S. industry leader in apparel and other merchandise for fraternities and sororities. Founded in 1999 by Phi Kappa Tau alum from William Patterson College, but envisioned during their college years, Greek Gear exploded during the "dot com bust" of the early 2000s as other companies foundered. Today, Greek Gear is considered THE resource for all fraternity and sorority needs.
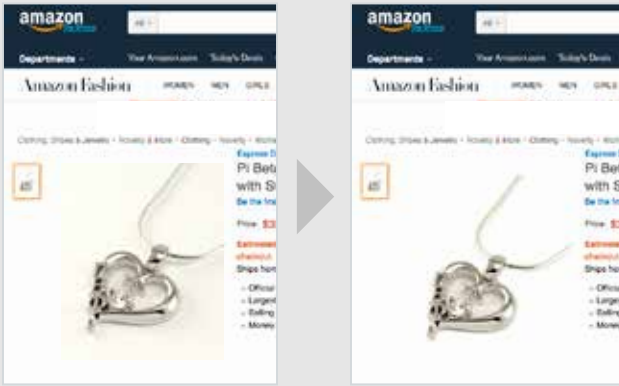
GrowByData replaced thousands of images that were not compliant with Amazon's strict rules against non-white backgrounds

GREEK GEAR ORDERS PER MONTH

growth with GrowByData

500 orders per month

after suspension

250 orders per month

Jan 2016   Feb 2016   Mar 2016   Apr 2016

HOW GROWBYDATA IS HELPING

Greek Gear needed a plan of action immediately. GrowByData took a dual-pointed approach:

1. Ensuring the quality of current listings

GrowByData rescued Greek Gear's 5,000 remaining products from the brink of deletion and brought them back within Amazon's strict listing guidelines.
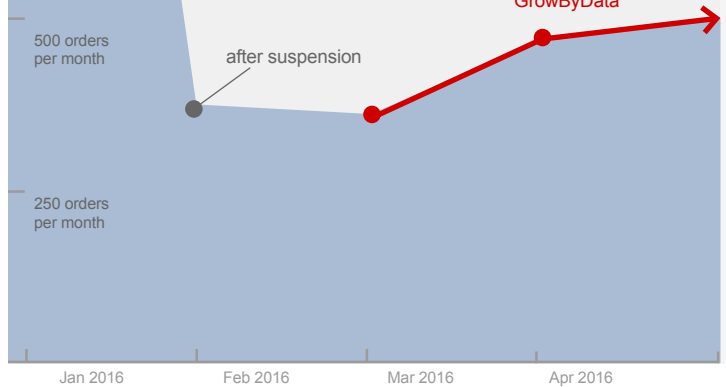
- **Images** not within Amazon specifications were identified and reloaded.

- **Categorization issues** were resolved that were preventing products from being viewed by buyers.

- **Data quality issues** like size, colors, and other listing attributes were fixed.

2. Loading top sellers quickly and accurately

GrowByData prepared and uploaded data for thousands of products, including previous top-sellers, returning Greek Gear's Amazon listings to approximately 25% of their previous inventory.

- **Data Automation** – Using proprietary technology, GrowByData has been able to automate data loading, making the process even faster and more accurate.

- **Manual Analysis and Review** – GrowByData's analysts carefully review the data at every stage of preparation, and assist Greek Gear leadership with any emerging Amazon questions.

RESULTS

Due to their account suspension, Greek Gear's Amazon sales dropped to a dramatic low in March 2016 – moving only 417 units. But after two months of GrowByData's help, **Greek Gear's Amazon sales increased by 64%.**

As a result of GrowByData's approach, all of Greek Gear's Amazon listings are being brought into full compliance and suppressed listings are being rescued. Greek Gear is now on-track to a recovery of their previous Amazon inventory and sales.

"Knowing there is someone working on this while I am busy running my business is huge. They know what they are doing so I do not have to relearn – or take a chance again by doing something wrong.

I couldn't be happier. So flexible – such a great point person who I just enjoy working with. A breath of fresh air at all the pain they took away from me."

Joseph Tantillo,
President, CEO, and Founder of Express Design Group