

Infopia Case Study: AmeriMax Advance

Since 2004, when AmeriMax Advance started, they have grown steadily—selling optical drives, power adaptors, batteries, and other computer products. Over that time, they have built a sizable eBay customer base. They now have over 99% positive feedback from more than 31,000 buyers. Their Detailed Seller Ratings also average almost 4.7. But this eBay reputation is just one component of their online success. In the past year, AmeriMax Advance has grown online revenue exponentially, as well as positioned themselves for further expansion.



Location: Menham, New Jersey

Website: www.amadvance.com

Market Segment: Consumer Electronics

Technology Needs: Automation
Inventory Management
Order Management
Selling Channel Diversification

What They Have Experienced: 148% month over month growth
60% more time to manage business
46% of revenue from new channels

The Situation

Last year AmeriMax reached a plateau in terms of their ability to sell online. They were wasting too much time listing products on eBay—time that could be spent improving product sourcing and efficiencies that would lead to better profit margins. While eBay's tool, Turbo Lister, took AmeriMax Advance to a certain point, it could not help them grow or scale business any further.

Unsatisfied with the stagnant revenue numbers they were starting to see, AmeriMax Advance decided to look for new technology to help them grow. They knew they needed technology and eCommerce expertise, preferably from the same company, that would help them automate and better manage their online selling

efforts. AmeriMax Advance also knew they wanted to diversify their online selling channels, so they could expand revenue possibilities and protect themselves from the ups and downs of any one online selling channel.

Finding the Right Solution

AmeriMax Advance began their search for new technology and eCommerce expertise by researching who was an eBay Certified Solution Provider. They found a few possibilities, but were disappointed at eCommerce features and general lack of expertise available to help their business.

AmeriMax discovered, through their search, that you definitely get what you pay for. Many solutions they looked at catered to entry-level eCommerce or eBay-specific businesses. Only one, however, had the advanced feature set and service necessary to grow business. AmeriMax Advance found that Infopia's eCommerce platform, Marketplace Manager, could help them get better access to more online buyers and automate many business processes. The eCommerce expert assistance Infopia provides also helped AmeriMax Advance reach their decision. But even after making their decision, AmeriMax Advance was skeptical. That soon changed as they implemented Infopia's technology and took advantage of Infopia's eCommerce expertise to realize results.

Revvng Up an eCommerce Growth Engine

The results AmeriMax Advance is seeing from their partnership with Infopia keep getting better. They were initially excited to see 140% increase in revenue, but that growth wasn't contained to one month. In successive months they grew, 161%, 152%, and 140%. This was month-over-month growth they weren't expecting. So far, AmeriMax Advance has experienced over 500% revenue growth since joining Infopia.

This growth came through the 60% more time AmeriMax Advance had to grow their business due to automation and, consequently, the ability to effectively sell in other channels besides eBay. While they've grown their eBay business—increasing revenue, getting almost 24% better ASP, and converting 29% more listings—they've been able to simultaneously expand by selling on their website, Amazon Seller Central, and other channels. Where they sold 100% on eBay previously, 46% now comes from other channels. AmeriMax Advance's ability to automate business processes, get website assistance, and expand to other online marketplaces has changed their current and future revenue outlook.

What's Next?

AmeriMax Advance has definitely seen positive results because of their partnership with Infopia. The robust technology and expert assistance they've taken advantage of has propelled their business forward. On the horizon, AmeriMax Advance anticipates expanding product lines and ramping up website sales even further.

To find out more about how Infopia can grow your online business, call 888.337.6352 or visit www.infopia.com.

WHAT THEY'RE SAYING

"We don't recommend Infopia to our competitors! The revenue growth we've experienced and the service that's been there every step of the way has been incredible. I feel that they really care about our business and its success."

~ Sarah, Co-Owner, AmeriMax Advance



More eCommerce Results

24% Higher eBay ASP
29% More eBay Listings
500% Total Revenue Growth