

BEAUTY BRIDGE

From Amazon Seller to Launching the Premiere Beauty Marketplace

AT A GLANCE

Brands switching from channel sales to their own marketplaces experience huge savings and long-term, sustainable growth. Beauty Bridge chose Store Automator to help drive its vision.

KEY TAKEAWAYS

The new, hybrid marketplace removed any inventory risk for Beauty Bridge. The multi-vendor option allowed brands to interact directly with customers and product availability jumped to over 99% in-stock, removing friction in the supply chain.

**5X**

number of suppliers

**500% +**

growth in 2 years



discovery@storeautomator.com

www.storeautomator.com

973-542-2213

THE CHALLENGE

Beauty Bridge, a prestige beauty brand, needed to move away from Amazon after the major retailer began to cannibalize its business. Beauty Bridge needed a partner to help design and manage a marketplace with a curated collection of diverse product catalogs from multiple vendors. across multiple sales channels without increasing costs and resources.

THE SOLUTION

StoreAutomator and Beauty Bridge focused on centralizing the ecommerce operation, allowing them to manage every touchpoint in one platform.

By teaming up with StoreAutomator, Beauty Bridge quickly scaled its partners while automating listing generation across multiple marketplaces and streamlined fulfillment through dropship automation. This level of automation was a game-changer and took the stress and frustration away from building new growth opportunities.

IN THEIR WORDS

1

Built to Scale

"Partnering with StoreAutomator allows Beauty Bridge to easily add new suppliers and brands in an automated fashion, saving time and money."

2

Streamlined Process

"Creating and managing listings became a breeze thanks to StoreAutomator's ability to manage and automate processes."

3

A True Partnership

"The key to success was both teams working in unison towards the vision. Beauty Bridge relied on StoreAutomator's collective expertise to help both in the initial onboarding and successful launch."