



STOREAUTOMATOR CASE STUDY

Empowering A Big Brand to Pass the Savings On To Its Customers

AT A GLANCE

An athletic apparel brand with a quickly expanding assortment of products, scaling into a multichannel selling format requires the right tools and solutions. Using StoreAutomator, RBX Active, saves time and sells more.

KEY TAKEAWAYS

"We save at least 30 hours a week by using StoreAutomator which saves us thousands of dollars a month! Overall, StoreAutomator is an excellent value and a fantastic partner!"

Adam H.
Director of Ecommerce



30

hours saved each week



10% +

growth in year 1



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THE CHALLENGE

RBX Active, a leading athletic apparel brand, already had notable brand recognition and reach. What it didn't have was a reliable e-commerce solution to handle the demand. RBX was frustrated with its existing platform's limitations and continuously disappointed by the lack of customer support and resources. As a result, the business saw dismal results and incurred unnecessary expenses.

THE SOLUTION

Utilizing a highly scalable and flexible multichannel management solution, StoreAutomator presented RBX Active with precisely what it needed to scale its eCommerce operations at a sustainable price.

StoreAutomator empowered RBX to simplify product information and order management processes, streamline listing creation across marketplaces, automate fulfillment, and gain insight with real-time analytics. As a result, RBX continued delighting customers while increasing sales and productivity and decreasing expenses.

IN THEIR WORDS



Centralized Commerce Management

"We knew we wanted a multichannel management platform, but competitive offerings were either too expensive, too complicated, or lacked features."



Streamlined Onboarding & Support

"With online sales increasing significantly across the board and specifically in our industry, we didn't miss a beat even though we were right in the middle of our transition."



Affordable Pricing Without Fees

"StoreAutomator gave us the functionality we wanted at a fixed cost we could handle, and that would allow us to grow."