

One Platform, 20,000 SKUs:

Mac Duggal Gains Multichannel Control with StoreAutomator and Saves 780 Hours Annually



MAC DUGGAL

The Client Snapshot

Detail Client Industry	Description Mac Duggal High-End Women's Apparel (Special Occasion & Everyday Dresses)
Retail Channels	Top Retailers (Nordstrom, Saks, Bloomingdale's, Macy's), macduggal.com, and International Boutiques.
Key Challenge	Manually managing over 20,000 SKUs across multiple complex marketplaces, leading to slow onboarding and data errors.
Solution	StoreAutomator's centralized feed management and deep integration expertise.

The Challenge: Buried by Product Complexity

Mac Duggal's strength lies in the **breadth of its product catalog**, featuring high-end special occasion and everyday dresses. However, this diversity presented a massive challenge to its small, three-person product onboarding team.

The brand's operational setup relied on **manual spreadsheets and templates** to upload products to each major retailer and marketplace. This process created three critical pain points:

- **Time-Consuming Onboarding:** Manual processes made the time it took to list new products extremely long.
- **Inefficient Double Work:** Data was duplicated across systems, meaning any work done for one marketplace couldn't be efficiently leveraged for another.
- **Difficult System Connections:** The team encountered difficulties and experienced slow progress in connecting new sales channels directly to their ERP, necessitating ongoing, additional development work.

As the company prepared to add a second major marketplace, the decision was made to invest in a unified feed management solution to manage their minimum **20,000 SKUs** more efficiently.

The Solution: A Centralized, Expert Multichannel Ecommerce Partner

Mac Duggal Brand selected **StoreAutomator** due to its specific market knowledge and collaborative approach.

What Made StoreAutomator Stand Out:

- **Mirakl Marketplace Expertise:** StoreAutomator already had a strong connection and working knowledge of the Mirakl marketplace model, which was essential for connecting with the brand's department store partners.
- **Best-in-Class API Partnership:** Both the internal Systems Analyst and ERP Account Manager identified StoreAutomator as the best partner for API integration work, which is critical for complex ERP syncing.
- **Fair and Aligned Pricing Model.**

The onboarding process took a couple of months, but once implemented, the team immediately saw results in listing consistency and a reduction in the effort required to onboard new products.

The Impact: Efficiency, Consistency, and Accelerated Expansion

Since adopting StoreAutomator, Mac Duggal has fundamentally transformed its daily ecommerce workflow, turning product complexity into a manageable competitive advantage.

Core Operational Movements



Metric	BEFORE Store Automator	WITH Store Automator	Improvement
Time Saved (weekly)	Hours spent on manual processes.	12-15 hours/week saved	Up to 780 hours per year.
Marketplace Expansion	Months to onboard a new domestic channel.	New channels onboarded in 1-2 Weeks (vs. months)	
Data Management	Data is scattered across spreadsheets and platforms	Single central place for marketplace management	
New Channel Launch Time	Months to onboard a new domestic channel.	New channels onboarded in 1-2 Weeks (vs. months)	

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StoreAutomator has become one of our best partners for responsiveness and collaboration. They made a complex integration process manageable.

Mac Duggal Brand Management

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Key Workflow Benefits

Centralized Management: StoreAutomator provides a single source of truth for all marketplace management.

Efficient Onboarding: The team can now manage products at both the SKU level and the channel level, sharing overall product information and making replacements or additions by channel as needed, which reduces duplication of work and unifies product data.

Streamlined Order Processing: The operations team now has a uniform workflow for order processing, with clear error reports and visibility to quickly organize and flag issues.

Price Management: Price management in one place is also key. While the primary gain is in workflow efficiency rather than direct sales attribution, the accelerated onboarding enabled the brand to launch new channels more quickly, potentially resulting in an additional month of sales from a new marketplace within the year.

Future Outlook

With a reliable and efficient foundation in place, the brand has already capitalized on its new capability, successfully adding multiple additional domestic marketplaces in a fraction of the time it took previously. The ability to launch new channels in 1-2 weeks positions Mac Duggal Brand for rapid, controlled future growth.

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