Ultimate Paintball: Aims Automation Solution and Hits New Amazon Targets

COMPANY OVERVIEW

Taking a favorite sport and building it into a million-dollar playground is just a dream for most people. For Ultimate Paintball, the dream is a daily reality. In 2002, they started selling paintball equipment and accessories on eBay. In just four years, they moved their business into warehouse facilities and started hitting new sales records every year. With more space to order in bulk quantities, they’ve been able to add more items to their catalog and lower their prices to better compete and earn more customer loyalty. Shipping most orders within the same business day, Ultimate Paintball distinguishes itself with outstanding service and knowledgeable customer representatives who can help customers with buying decisions because they still find time to play the sport regularly.

SITUATION

Taking the step from a single to a multichannel e-commerce retailer was more like a giant leap for Ultimate Paintball. When the company was a small operation, it considered branching out from eBay to Amazon.com with in-house tools. Back then, they manually printed out labels for each individual sale. With just two employees, it was all they could do to pack and ship an average of 30 orders per day before five o’clock.

Adding to the inconvenience, the company was using a vendor’s e-commerce inventory management software and suffering from performance that was unreliable and customer service that was unsatisfactory at best. Ultimate Paintball found that it wasn’t versatile enough to help the company tackle the more complicated tasks of listing products on Amazon.

“We desperately wanted to expand onto other channels. We tried it before, but our software just couldn’t handle it,” said Steve McCarty, president of Ultimate Paintball. “We needed to invest in resources that would help us manage our growing business efficiently without hiring more people. In the end, ChannelAdvisor rescued us.”

Location: Bonne Terre, MO
URL: www.ultimatepaintball.com
Industry: Paintball Equipment, Parts and Accessories

“ChannelAdvisor has helped us take a new direction with Amazon and made the conversion painless. Now, we’re able to diversify our efforts, trim our costs and improve our revenue, leaving more time for overall strategy.”

- Steve McCarty
President
Ultimate Paintball
SOLUTION

In December, with the help of ChannelAdvisor Marketplaces, Ultimate Paintball decided it was time to venture again onto Amazon. ChannelAdvisor facilitated the application process, so the transition went smoothly and Ultimate Paintball’s products appeared quickly. Right away, ChannelAdvisor’s remarkable automation capabilities were evident. Ultimate Paintball was able to take advantage of dynamic ad creation and order fulfillment, helping reduce listing time, complete sales faster and improve cash flow.

With cross-channel inventory integration, Ultimate Paintball could track inventory allocated to eBay and Amazon, all with one user-friendly interface. The tiresome task of packing and shipping was reduced to a minimum. By seamlessly integrating Marketplaces with its back-office systems, Ultimate Paintball could consolidate fulfillment processes and add automated shipping software.

ChannelAdvisor Marketplaces has completely automated the listing process, helping Ultimate Paintball list more products on eBay and incur fewer costs. With products now in front of a diverse, new audience, Ultimate Paintball has discovered a reservoir of motivated buyers they can sell to at higher prices, translating into higher margins.

RESULTS

During the first quarter of the year, Ultimate Paintball’s sales increased by 20%. The company was able to tap newer markets, garner higher returns and suffer fewer abandoned carts. Ultimate Paintball attributed much of its success to Amazon and ChannelAdvisor’s automation functionality.

“With ChannelAdvisor and integrated shipping software, completing orders is a breeze – just a matter of pressing a couple of buttons,” said McCarty.

“ChannelAdvisor has saved us literally hours and hours of time. Now, we can list our entire inventory, without paying extra fees, and fill as many as 100-200 orders a day.”

“ChannelAdvisor has helped us take a new direction with Amazon and made the conversion painless,” said McCarty. “Now, we’re able to diversify our efforts, trim our costs and improve our revenue, leaving more time for overall strategy.” Or playing more paintball, should the urge strike.

Due to the overwhelming success with ChannelAdvisor’s Marketplaces solution, Ultimate Paintball has since launched on ChannelAdvisor Digital Marketing. Check back for future updates on Ultimate Paintball’s success.

ChannelAdvisor Solutions

Digital Marketing

Ensure your products are front and center across the internet by bringing all the elements of digital marketing under one umbrella. ChannelAdvisor Digital Marketing increases your visibility on global, local and mobile search engine results pages through Google Product Listing Ads, paid search and comparison shopping engines; keeps consumers engaged through retargeting and affiliate networks; and introduces your products on social media sites such as Pinterest and Facebook.

Marketplaces

Reach ready-made audiences on global marketplaces such as Amazon, eBay, Best Buy, La Redoute, MercadoLibre, Newegg, Rakuten.com Shopping, Sears, Tesco and more. ChannelAdvisor Marketplaces enables automated delivery of product data to every destination, trouble-free management and the capability to expand internationally.

Rich Media

Webstores Amplifier