



# Big Pet Food Brand solves suppressed listings en masse

*Case Study: Brand with over \$100 million in annual Amazon revenue*

## The Problem

- Amazon regularly suppressed the brand's SKU listings, eating into sales and brand presence on Amazon
- Suppressed listings take up to 14 days to discover and resolve
- The brand did not have the time or resources to spend on fixing suppressed listings faster, leaving lost revenue on the table

## The Solution

### Automate ticket filings with...

CommercelIQ's integrated retail ecommerce platform

**Key Feature - Ecommerce Sales Automation:** By leveraging AI and automation, the brand was able to do the following:

- Automatically file tickets within hours of listings getting suppressed on Amazon.
- Quickly identify if legitimate suppressions where the result of inventory or compliance issues, allowing them to address the problem
- Leverage a single source of truth for ecommerce sales operations, performance, and forecasting



# Pet Food Brand stems revenue leakage with automated ticketing

## The Result

### In less than three months...

**\$428K** Of Revenue leakage prevented by flagging, ticketing unavailable SKUs

**37%** Of all filed tickets resolved immediately, preventing sales leakage. The remainder yielded actionable insights as to the cause.

**40+** Cases identified where brand had insufficient inventory on hand to meet demand, allowing for strategic course corrections

On March 10, 2023, Amazon suppressed over a dozen listings at once. The brand was able to:

- Submit tickets for all suppressed listings **immediately**
- **Identify 80% of those as errors** on Amazon's end
- **Get those listings unsuppressed** that same day, preventing significant leakage

