



# Pet Brand recovers millions from Amazon with automation

*Case Study: Pet food supplier with over \$250 million in revenue on Amazon*

## The Problem

- Shortages, even if they would eventually get approved, can be too time-consuming to handle manually
- This leaves money on the table
- Vendor did not dispute shortages on Amazon, and a large number of potential tickets were never filed.

## The Solution

### Automate ticket filings with...

CommercelIQ's **integrated retail ecommerce platform**

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

- Dispute ALL shortages with automation as they occur after Amazon Smart Match with no manual input needed
- Leverage a single source of truth for shortage claims, disputes approvals, resolution rates, and more tracking
- Use Root Cause Analysis to prevent problems from recurring



# Brand was able to find and fix source of many shortages

## The Result

### For 9 months...

**\$1.67M**

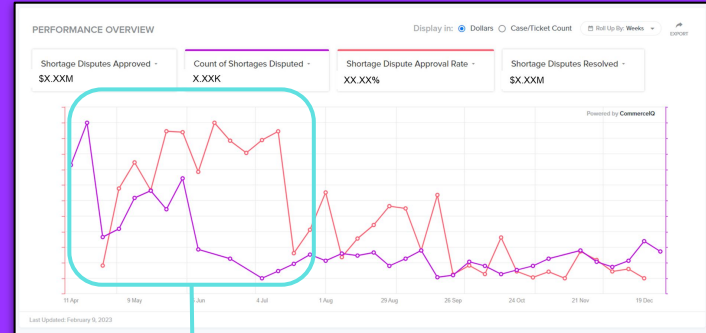
Of **Revenue Recovered** in just phase 1 of the dispute process alone

**51.8%**

**Approval Rate** over 9 months that was especially high right after activation as it permanently resolved low hanging fruit

**~1200**

**Shortages Disputed** with large surge within first two months of CommercelQ activation to catch older shortages



Brand was able to identify the root cause of shortages and prevent them from happening as well as recover revenue for many outstanding shortages during the initial burst of automation.