GetDevDone
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CASE STUDY | EUROPEAN ELECTRONICS RETAILER

Driving Marketplace Growth with Shopify + Amazon Integration
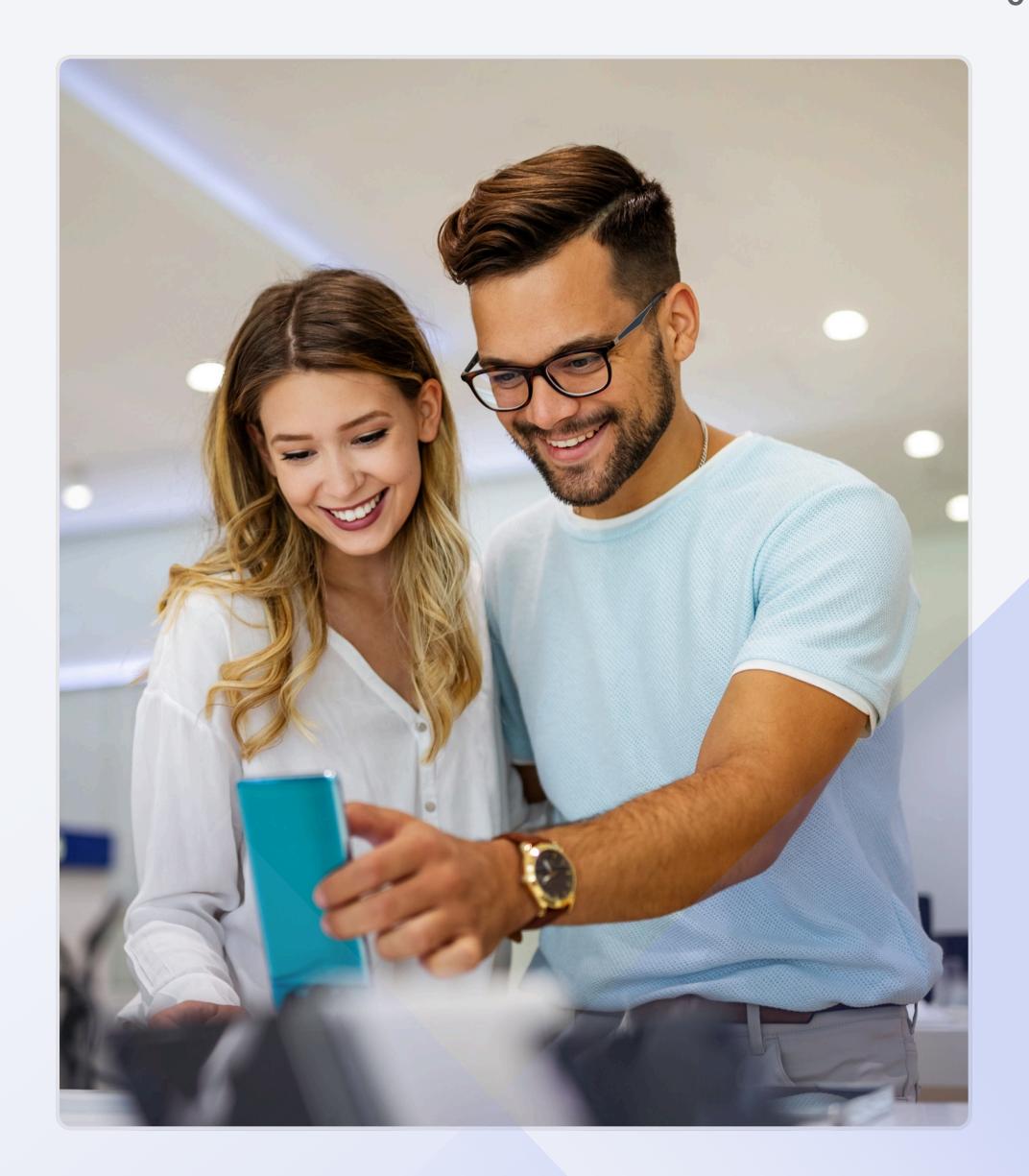
+18%
Buy Box win rate

↓2%
Cancellations cut

40%
Stockouts reduced

Executive summary

A mid-sized German electronics retailer with pan-European ambitions was constrained by operational inefficiencies. Outdated syncs between Shopify, Amazon, and ERP caused overselling, cancellations, and customer frustration. Seller performance was flagged, and leadership feared losing Buy Box eligibility — a revenue-critical KPI.

In partnership with their agency, GetDevDone designed a commerce integration strategy under white-label, creating centralized inventory orchestration, predictive forecasting, and compliance-ready reporting. Within a quarter, the client cut cancellations by 80%, regained Amazon trust, and unlocked capacity for cross-marketplace expansion.

Strategic challenges

- Overselling and cancellations: 12% of Amazon orders canceled, damaging reputation and triggering negative reviews.

- Reputation risk: Buy Box eligibility threatened, putting a major sales channel at risk.

- Operational waste: 15–20 hours/week lost to manual reconciliation.

- Lack of visibility: leadership unable to forecast demand, leading to overstocks and stockouts.

Business impact delivered

- **Cancellations cut from 12% → 2%** → restored seller score, preserving Buy Box eligibility.

- **Buy Box win rate improved +18%** → higher marketplace visibility, directly boosting sales.

- **15–20 staff hours/week saved** → operations team reallocated to growth and expansion instead of firefighting.

- **Stockouts reduced 40%** → improved customer satisfaction and retention.

- **Board-level visibility** → unified Snowflake dashboards gave executives forward-looking transparency across Shopify and Amazon.

Strategic opportunities unlocked

- **Resilience:** Automated 2-minute synchronization reduced leakage and risk.

- **Scalability:** Infrastructure supports expansion to Zalando and Walmart under same governance.

- **Compliance:** PCI DSS + GDPR audit-ready operations strengthen credibility.

- **Future edge:** Digital twins pilot simulates demand shocks and logistics disruptions before they occur.

> "We now have full trust in our stock data. Before, we were firefighting every week. Now, I can see in one dashboard how inventory, sales, and forecasting align — and plan ahead instead of cleaning up."
>
> — **COO, European Electronics Retailer**