



Say hello to your all-in-one omnichannel e-commerce sales platform.

A Sellercloud Case Study

If there's one thing Doodah Deals knows well, it's changing inventory and the importance of knowing what's in the warehouse.

Founded in 1977 and based in Wichita, KS, Doodah has pivoted from a purely business-to-business (B2B) model to incorporating more and more business-to-consumer (B2C) operations over time as consumer demands change.

Doodah needed a solution that would help them not only stay on top of inventory and tracking, but also facilitate growth while doing so. Sellercloud enabled them to do just that.

The Challenge

As a daily deal platform that focuses on closeouts and specially discounted items, both the number and type of SKUs are in constant flux. "We own, ship, and warehouse all of our own inventory, so we have to know what's on our shelves and have to be able to accurately communicate that to the sites we're selling that inventory on," Cale Ostby, Director of E-Commerce at Doodah Deals, says.

"Our business model allows us to increase our margins and reduce the amount of inventory our partners have to hold on to for us, but it also creates logistical and operations challenges we're constantly having to readjust and monitor"



Industry:
Daily Deals

Founded:
1977

Headquarters:
Wichita, KS

Company Size:
25 Employees

Website:
www.doodahdeals.com

The advertisement features a split background: the left side is orange with a sun icon, and the right side is blue with snowflake icons. The Doodah Deals logo is at the top center. Text on the left reads 'Portable Air Conditioners & Dehumidifiers' followed by 'save up to 40% off retail!'. On the right, three portable air conditioning units are displayed: a black one on the left, a silver one in the middle, and a black one on the right.

The Solution

For Ostby and the Doodah Deals team, the number one priority in a partner like Sellercloud was finding a one-stop shop solution for their unique and complex business model and constantly changing inventory.

"We tried a couple of platforms before we tried Sellercloud, but none of them could handle Walmart in particular; we needed that," Ostby says.

Ostby went on to speak more about the expansion and growth they saw once they had implemented Sellercloud. "The ease of connection to APIs has allowed us to expand our availability of selling channels with little to no effort."



The Results

Switching to Sellercloud has revolutionized Doodah Deal's efficiency by saving labor hours, significantly decreasing the time it took to maintain listings across different sales channels. The same holds true for order accuracy and, from that, the reduced number of customer complaints the customer service team encounters.

"We're never having to cancel because of inaccurate inventory anymore. We can 'set it and forget it,' and once something is sold out, it's sold out, no matter where we have it listed online."

-Cale Ostby,
Director of E-Commerce

Doodah Deals is in the process of incorporating a new ERP (enterprise resource planning) software they'll be able to incorporate Sellercloud into, which will simplify their accounting and fulfillment systems, help them keep track of orders and inventory, and make better, smarter business decisions - all in real time. "We're so excited for that," Ostby said. "We can't wait."



410 Monmouth Ave Suite 502,
Lakewood, NJ 08701, United States
(888) 315-6652

sales@sellercloud.com
www.sellercloud.com