

# SIMPLIFY OPERATIONS

Hi, we're Cart.com – the commerce company helping brands grow. How do we do it? With tools, technology and expertise to help our customers:



**ATTRACT NEW CUSTOMERS**



**CONVERT MORE SALES**



**SIMPLIFY OPERATIONS**




Here's a closer look at how we've helped growing brands **SIMPLIFY OPERATIONS.**



## J&M Golf streamlined operations and scaled their business

Serving the golf industry since 1987, J&M Golf is a family owned and operated golf wholesale business, known for a vast selection of over 6,000 products, outstanding in-stock status and same day shipping. J&M Golf was looking for a communicative ecommerce partner to help them manage their growing multiple-marketplace business, and found a perfect fit in Cart.com—who proved to be, in their words, as beneficial as hiring a new employee.

### With Cart Multichannel Management, J&M Golf achieved:





-  Reliable customer service and support
-  Automation that keeps them competitive on Amazon and eBay
-  Simple shipping and ease of use



## A medical device company cut customer service costs by 50%

A medical device company that produces compact, lightweight and travel-approved oxygen therapy devices needed help expanding its customer support team to keep up with demand. Using Cart Customer Engagement, the company saw an immediate impact on the support team, expanding the brand's customer service capabilities and helping with essential cost savings.

### With Cart Customer Engagement, the company:

-  Yielded 50% lower call cost per minute
-  Optimized qualified caller conversion
-  Triggered the fail-safe backup to avoid lost calls and wasted media budget
-  Provided weekly key findings from calls to drive additional KPI improvements on average speed of answer (ASA), abandon rate and hold times






**Kidstuff**  
— 1948 —  
for a brighter child

## Kidstuff increased efficiency, productivity and profitability

Kidstuff, a toy store specializing in educational toys, needed a marketplace solution that would not only help them generate more revenue, but also provide an easier way to manage inventory across Amazon, Walmart, eBay and beyond. Cart Multichannel Management (MCM) supercharged Kidstuff's ability to manage multiple listings across channels, enhancing its efficiency and helping the business scale. Over the past four years, Kidstuff has experienced accelerated growth online, and increased productivity and efficiency across the entire company.

### With Cart Multichannel Management, Kidstuff was able to:

-  Streamline processes to avoid hiring additional personnel
-  Spend more time focused on scaling the business
-  Double orders while other businesses were stalling in the 2020 pandemic



**LUCIRA**<sup>™</sup>  
HEALTH

## Lucira Health got at-home COVID-19 tests into customers' hands fast

Lucira Health, a provider of at-home medical test kits, had thousands of COVID-19 home test kits ready for distribution pre- and post-2021 travel surges, but needed a strategic network for nationwide fulfillment to get tests into the hands of consumers. Leveraging Cart.com's deep knowledge and expertise in fulfillment, operations and Amazon's complex policies and programs, Lucira was able to achieve nationwide 2-5 day shipping for all consumers during a time of scarcity and supply chain issues

### With Cart Marketplace Services, Lucira Health achieved:

- 95%** revenue growth in the New Zealand market
- 10,000%** increase in stock limits in a matter of weeks
-  Potential listing suppression issues resolved in < 24 hours
-  Decrease in customer delivery wait times from 30 days to 2 days or less



The commerce company  
helping brands grow.