ColorRite

SINCE 1988

3 min read

FeedStation Creates Over 600,000 Amazon Listings In Less Than 7 Days

ColorRite rapidly launches on Amazon, going on to achieve $3.4 million in revenue

Executive Summary

Company: ColorRite

Established: 1988

Product: Aftermarket Vehicle Touch-up Paint

Industry: B2B & B2C Retail

Challenge: Launching on Amazon With Complex Listings At Mass Scale

Success: 600,000 Listings Generated in Under 7 Days With No Downtime

With a marketplace presence spanning decades, ColorRite specializes in aftermarket touchup paint for vehicles. In its 32nd year of operation, ColorRite had an important goal: launching its products on Amazon. But accomplishing this objective would not be a simple feat.

ColorRite's Amazon Specifications Create Complexity

Using ColorRite's database to create Amazon listings presented a challenge.

ColorRite has a wide-breadth of paint colors. When selling into the automotive market, it was critical that its Amazon listings reflect which paint colors suited which vehicles—by year, make, and model. Combining ColorRite's plethora of options with potential vehicles meant hundreds of thousands of listings.

While ColorRite's specifications weren't easy to meet, Amazon knew an organization that was up to the task - enter, FeedStation.

ColorRite Finds a Solution with FeedStation

Amazon referred ColorRite to FeedStation because of FeedStation's unique ability to handle complex listings and mass scale.

"FeedStation is fully capable of handling complex orders," explains Michael Linnane, CEO of FeedStation. "Our platform makes the process easy on our clients, leveraging technology that was built for speed and flexibility. We use the data formats our clients already rely on, reducing headaches for busy organizations."

FeedStation created listings with fitment information that mapped each ColorRite shade to the appropriate vehicles. In addition, FeedStation ensured ColorRite's listings included custom images displaying a color swatch matching the shade viable by customers.

FeedStation

www.feedstation.net

ColorRite Finds a Solution

Accurate listings weren't the only way FeedStation positioned ColorRite for revenue success. With FeedStation's expertise in ACES datasets, ColorRite was also able to capitalize on Amazon's Part Finder. Located at the top of an Amazon page, this feature indicates whether a product will fit a customer's vehicle. For listings with a positive match, data indicates an increase in sales by 32%.

"At FeedStation, we step into this gap to give forward-thinking organizations solutions that are equal to their marketplace challenges."

- Michael Linnane, CEO of FeedStation

ColorRite Rapidly Launches on Amazon

After several iterations with ColorRite, FeedStation's proprietary software prepared, generated, and deployed around 600,000 listings for ColorRite in less than 7 days. Since its launch in 2014, ColorRite's Amazon presence has generated more than 117,000 orders and $3.4 million in revenue.

A testimony to the success of the Amazon launch, ColorRite continued to partner with the FeedStation team to create thousands of Shopify listings, build a proprietary technology that uses Shopify's tagging system, and help a ColorRite brand gain 50 hours a week in operational efficiency.

As ColorRite continues to drive revenue through ecommerce, FeedStation anticipates using its vast capabilities to further its client's success.

Need to launch on Amazon—fast? We'll use the data you already have to create the listings you need.

Schedule a Demo Today