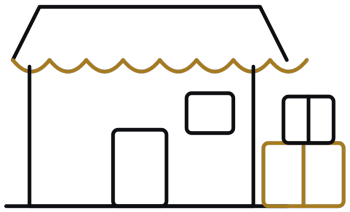
apicem retail / Healthcare distribution business, USA

Amazon and Walmart, run like the main channel



Day-to-day marketplace administration, catalog and inventory sync, and website support.

IN SHORT

PROBLEM	**Marketplace sales were outgrowing the time the team could give them.**
WHAT WE DID	**Dedicated marketplace specialists running Amazon, Walmart and the website.**
RESULT	**Current listings, synced inventory and fewer stockouts on every channel.**

THE CLIENT

A US healthcare distribution business selling medical supplies to clinics and consumers through its own website, Amazon and Walmart.

THE CHALLENGE

Fast-growing channels with nobody minding them.

Marketplace orders were growing, but the listings behind them were drifting out of date. Product content was inconsistent, variations were broken and account health warnings went unanswered.

Inventory was updated by hand, so items sold out on one channel while sitting in stock for another, and the website needed attention the team could not give.

What was at stake

- Lost sales from stockouts and suppressed listings.
- Account health risks on Amazon and Walmart.
- A growing channel without an owner.

AT A GLANCE

CLIENT
Healthcare distribution business, USA

SERVICES
Marketplace management, website support

ENGAGEMENT
Dedicated marketplace team

TEAM
Marketplace specialists

TECH STACK
Amazon Seller Central, Walmart Seller Center, Shopify, Helium 10

OUR APPROACH

01 Audit
Reviewed listings, content, account health and inventory across channels.

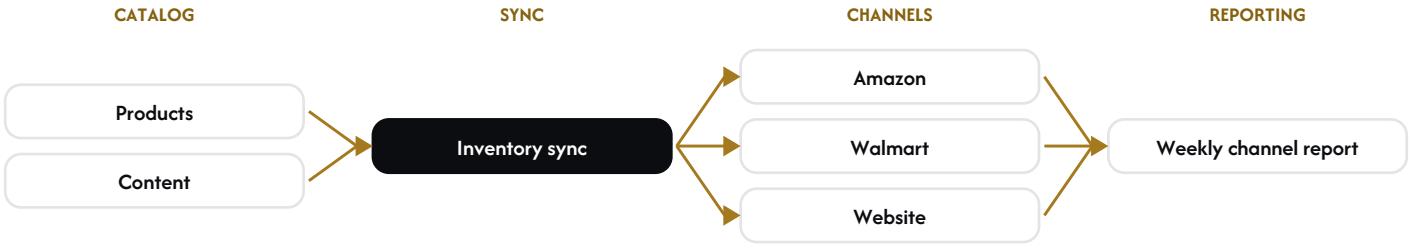
02 Fix
Restructured the catalog, refreshed content and set up inventory sync.

03 Run
Took over daily administration with weekly channel reporting.

THE SOLUTION

Every channel current, every day.

Our marketplace team owns Amazon and Walmart day to day: listings and content stay current, inventory stays in sync with the website, and account health is watched so issues are fixed before they cost sales.



- Daily Amazon and Walmart administration.
- A restructured catalog with clean variations.
- Inventory sync across all channels.
- Weekly sales, stock and listing reports.

TECH STACK

Amazon Seller Central	Listings, orders and account health.
Walmart Seller Center	Walmart listings and performance.
Shopify	The company website and inventory source.
Helium 10	Keyword research and listing optimization.

BEFORE AND AFTER

BEFORE

Listings out of date. Inventory updated by hand. Account warnings unanswered.

AFTER

Listings current. Inventory in sync. Account health watched daily.

RESULTS

2
marketplaces run day to day

1,000+
listings maintained

98%
in-stock rate across channels

More sales
Fewer stockouts and suppressed listings.

Healthy accounts
Issues fixed before they become penalties.

An owned channel
Marketplaces get the attention they need.

Are your marketplaces getting the attention they earn?

Book your free marketplace audit
30 minutes with a principal, no obligation

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