

Selling on Amazon - A Case Study About Save Your Do

Who they are

Save Your Do™ was founded in 2011 by film and television actress Nicole Ari Parker (best known for her roles in *Boogie Nights* and *Soul Food*). Parker sought to resolve a common problem she noticed – women avoiding their fitness routines in fear that they would ruin their expensive salon hairstyles. Save Your Do GymWrap is the fashionable way to protect your hairstyle. Save Your Do GymWraps are great for multiple uses including: exercising, dancing, sports, walking, and house or yardwork. The patented “Edge Control Technology” wicks away moisture, keeps edges intact, prevents swelling and allows the heat to escape, so women can live an active lifestyle and not sweat out their hair.



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Before

Save Your Do launched through the Nexternal eCommerce platform in February 2012 and experienced immediate success, selling thousands of units within its first few days. Since then, Gymwraps have continued to sell rapidly, and the company has expanded into additional hair care and wellness products. Save Your Do has also established partnerships with several large online retail channels, such as Walmart.com, Drugstore.com, and Walgreens.com, which have helped continue to drive the company’s total sales volume upward.

Challenge

Save Your Do President, Jill Osur, had her eye on Amazon for some time, recognizing it as a unique sales channel with great potential. Aware of its official status as the world’s largest online retailer, where many shoppers now begin their online research, Osur was optimistic that Amazon would provide an opportunity to introduce the GymWrap to an even broader audience who hadn’t heard of the GymWrap, but shared the need for it. Save Your Do was also hoping for a smooth setup process which wouldn’t require things like hefty startup or listing fees, exhaustive approvals, or the need for purchasing and learning new Amazon-specific technology, which are sometimes required when working with large retail platforms. Finally, they wanted a way to track, process, and manage Amazon orders which wasn’t going to add extra steps to their existing order fulfillment procedures.

Continued on next page →

Process

Ella DeMarchi, an Account Manager with Save Your Do, was tasked with the setup process. She watched Nexternal's short Amazon integration video, and reviewed Nexternal's help desk questions. She says it was "easy to follow the steps", set up a Save Your Do account in Amazon Seller Central, provide some credentials to sync her Amazon account with Nexternal, and submit products into the Amazon Marketplace. Once products were set up on Amazon, DeMarchi entered the corresponding Amazon numbers into her Nexternal order to sync Amazon and Nexternal products together, and adjusted shipping in Nexternal and Amazon.

Result

Save Your Do was very pleased with the ease with which they were able to set up their Amazon account, and even more pleased when they landed their first Amazon orders, just a few hours later! The orders automatically synced over into the Nexternal system, where Save Your Do staff could see them, clearly marked with a small "A" alongside the other regular online orders. Save Your Do's fulfillment warehouse batch processes shipments for all of the company's Amazon and website orders together, so everything has a very cohesive flow. Shipping tracking numbers are automatically pushed back into Amazon once the orders are processed, so there are no extra steps or manual procedures for Save Your Do staff. Save Your Do can see the orders of both channels via Nexternal's dashboard and sales reporting, but can still easily segment their Amazon orders for independent analysis. DeMarchi loves Nexternal's built-in "Amazon Order Status" area, which she says has been crucial in keeping up with customer service as order volume increases. Now, Save Your Do has a steady stream of orders regularly funneling through Amazon, and they see it as a wonderful new sales channel. "We are really happy with it," says President Jill Osur, "Over 20% of our online orders have been coming from Amazon lately. The ROI is definitely there." Osur says they plan to make Amazon a more important part of their overall strategy in the near future.

The screenshot shows the Save Your Do™ Gymwrap website. The header includes the logo, navigation links (about save your do, testimonials, FAQs, giving back), and a 'BUY NOW' button. The main content area features a 'GymWraps' category with a 'Featured Products' section. The featured product is the 'Special - Healthy Hair - Healthy You! Gift Pack with Narrow GymWrap', priced at \$54.95 (down from \$67.95). Below it is the 'Full Triangle Gymwrap' for \$29.95. A shopping cart on the right is currently empty. The footer of the website is not visible in the screenshot.