



“The ease of connection to APIs has allowed us to expand our availability of selling channels with little to no effort.”

A Sellercloud case study with Doodah Deals

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How Doodah Deals was able to automate complex processes that required constant monitoring and adjustments, allowing management to focus on overall growth



**Industry**

General Merchandise  
Consumer Goods



**Founded**

1977



**Headquarters:**

Wichita, KS



**Company Size**

25 Employees



## Introduction

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, Kansas, Doodah Deals has pivoted from a purely business-to-business (B2B) model

## 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**

to incorporating more and more business-to-consumer (B2C) operations over time as consumer demands change.

Doodah Deals 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.

**of inventory our partners have to hold on to for us,"** said Cale. **"It also creates logistical and operations challenges we're constantly having to readjust and monitor."**



## 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 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.



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