



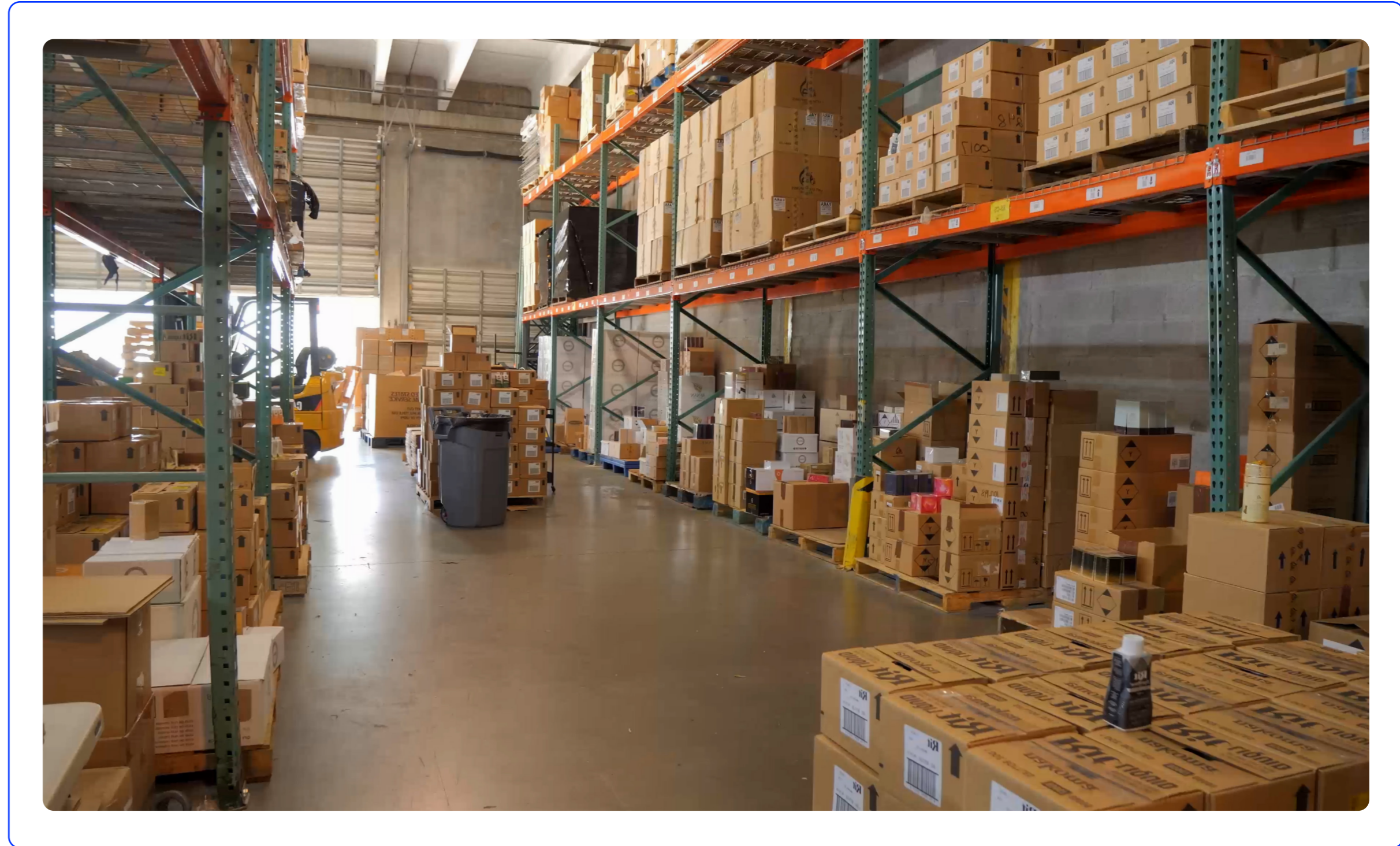
“In order to success in e-commerce, you need better technology. You need better softwares like Sellercloud. Since we started with Sellercloud, our business grew six times.”

- Tony Hurtado, Vice President, Shoppex Corp

A Sellercloud case study with Shoppex Corp

sellercloud.com

How Sellercloud helped Shoppex sell on multiple channels and grow its revenue from \$2 million to \$12 million.



Industry

Beauty, Luxury Goods



Founded

2020



Headquarters:

Miami, FL



Company Size

11-50 employees

Before Sellercloud

SHOPPEX

Shoppex Corp was founded just a few years ago by a pair of engineers and their wives at home in Miami. **“We started at the beginning with many different categories,”** says Tony Hurtado, Vice President of Shoppex Corp. The company sold everything from groceries to beauty and personal care products.

Eventually, Shoppex found its niche in brand-name perfumes, and the business really started to take off. Just three months later, Shoppex had moved out of

The challenge

Early on, Shoppex’s growth was so great that they knew they needed an [e-commerce solution](#) to handle everything, but many options didn’t suit their needs.

“We had software, but very simple software that helped us at the moment to

its home and into an 800 sq ft warehouse.

In addition to its online business, Shoppex has wholesale customers and sells some products in Latin America and internationally.



do operational things,” explained Hurtado. It lacked the more advanced features that became increasingly important to their business. Shoppex needed reporting to help them make informed decisions, customization to build the solutions they needed, and an integrated [WMS \(Warehouse Management System\)](#).



Most importantly, the software they were using was preventing Shoppex from expanding. **“We were growing too fast and the software wasn’t working anymore,”** says Hurtado. Shoppex wanted

The solution

Now that Shoppex had gained experience and knew what their business needed, they would find a new solution that would work best for them and allow them to grow—not one they had to adapt to. Sellercloud stood out as the best solution. **“We chose Sellercloud because it was the only one that had everything we wanted,”** said Hurtado. One of the key things that drew Shoppex to Sellercloud was that it was a multichannel solution and enabled them to sell on many more marketplaces,

to expand to other marketplaces, and it wasn’t possible with the solution they were working with. Shoppex needed an e-commerce solution designed to enable growth.

something that other solutions couldn’t. Hurtado was impressed with how many channels Sellercloud could offer them. **“When we want to start selling in another channel, Sellercloud already has it,”** he said. It enabled them to expand their Amazon operations to Canada, Mexico, Brazil, and UAE, as well as to [eBay](#), [Etsy](#), [Walmart](#), and [TikTok Shop](#).

Shoppex also benefited greatly from Sellercloud’s [reporting features](#). **“The**

thing that I like most about Sellercloud is the reports,” says Hurtado, who checks Sellercloud’s reports every morning to plan the decisions he needs to make for the rest of the day, something they couldn’t do before. This has helped immensely with [inventory](#) management, as they always know what to order.

Shoppex is also a big user of Skustack, Sellercloud’s WMS. It has been a game changer in terms of efficiency. **“We can grow in revenue in our business, but we can keep our labor at the same level,”** said Hurtado, highlighting how the workload has increased, but labor costs have remained the same. Shoppex hasn’t needed to hire new employees because they are so much more efficient with Skustack.

Hurtado also commented on how easy Skustack is for his employees to use. **“They**



start in the morning to prepare a picklist, and they don’t have to think anything about the process really. Skustack gives them all the tools that they need to start the day,” Hurtado explained. With Skustack, Shoppex’s employees could



find whatever they needed to pick on the warehouse floor.

Usability was also a significant reason Shoppex adopted Sellercloud as its e-commerce solution. **“The interface is very easy to use,”** said Hurtado. This is great for anyone new to the business, as it means less time is lost learning how to use it.

Lastly, Hurtado has been delighted with Sellercloud’s [customization](#), which most e-commerce solutions do not provide. Any time Shoppex needed something new to enhance their e-commerce operations, all they had to do was call Sellercloud, and they would get working on it.

After Sellercloud

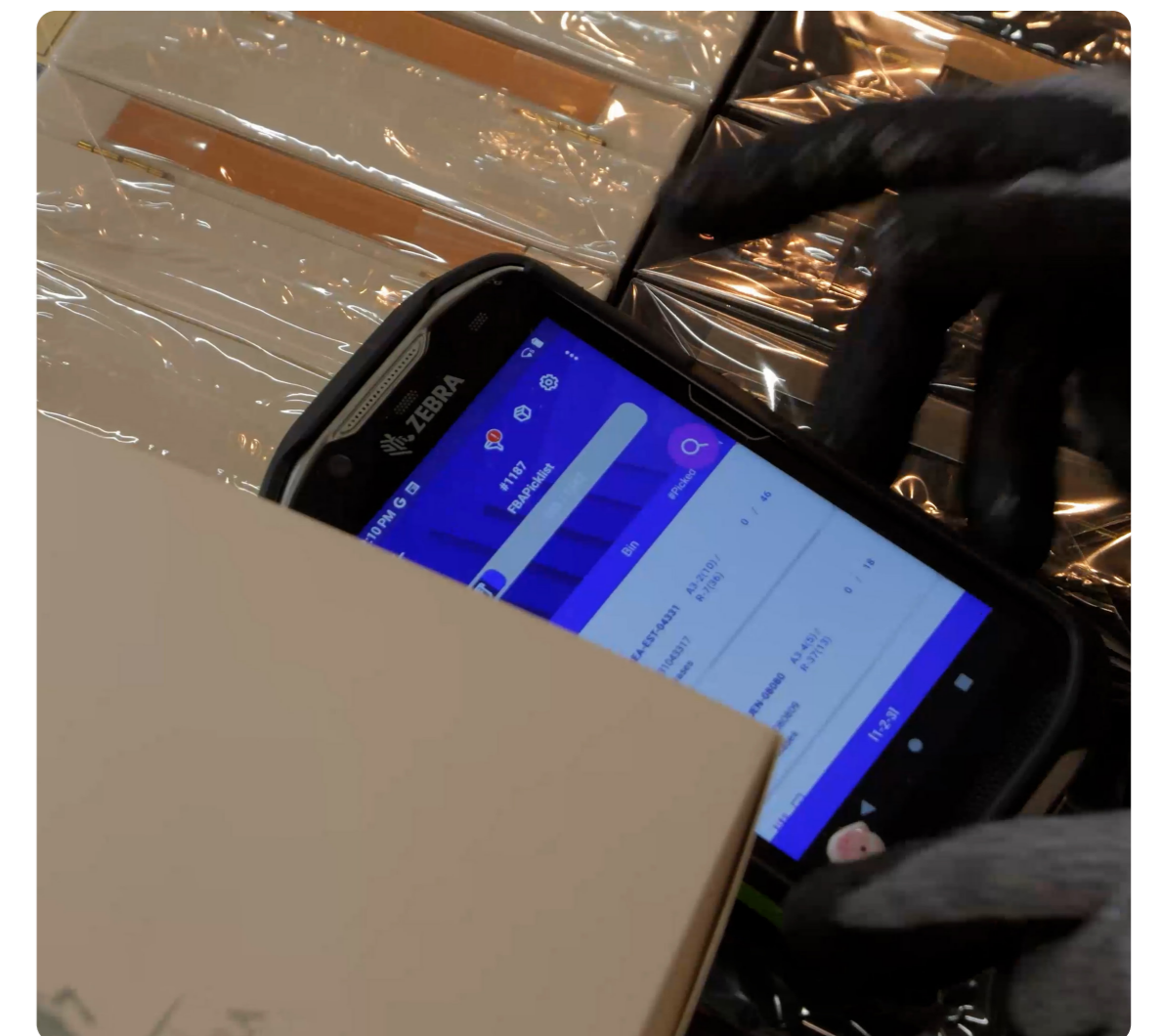
Sellercloud has helped Shoppex grow enormously in just a short time. Before working with Sellercloud, Shoppex was operating out of an 800 sq ft warehouse. Fast forward to today, they’re now operating out of a 5,000 sq ft warehouse. **“Since we started with Sellercloud, our business grew six times,”** said Hurtado, explaining how Shoppex’s revenue went from \$2 million in sales to almost \$12 million in one year.

Hurtado also complimented Sellercloud’s [customer support](#). **“I think the Sellercloud support is one of the best that I have in my life,”** he said. **“When I call support, there is always someone to help us.”** He also admires their system knowledge and always feels comfortable calling them because he knows they will solve his problems.

For Shoppex, Sellercloud is an e-commerce solution that empowers them to maximize growth. Hurtado explains that while you can grow a lot in this industry, you must have a system to help you get to the next level and manage

your operations. **“Sellercloud was a game changer for us because they are with us in all this growth,”** he said. Because of this, Hurtado confidently believes they’ll still be with Sellercloud when Shoppex reaches \$50 million in revenue and beyond.

Hurtado ends by explaining that he believes that e-commerce is the future and that having a solid system like Sellercloud is the only way to succeed. **“To succeed in e-commerce, you need better technology. You need better software like Sellercloud,”** he said.





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