

Optiseller Strategy Helps Top Whisky Barrel Seller Boost Online Sales

Whisky Barrels Direct started as an eco-friendly venture to find new uses for old whisky barrels. It soon became a leading manufacturer and supplier, with an enviable position as one of eBay's top sellers in its category.

THE PROBLEM

After a year trading successfully on eBay, Whisky Barrels Direct was facing several challenges:

- ▶ The company was being demoted in eBay rankings and had lost its leading position
- ▶ Negative customer feedback linked to delivery issues was affecting eBay sales
- ▶ The eBay marketplace fees had risen substantially in a few months

THE SOLUTION

Optiseller's consultancy work included the following:

- ▶ Improving the product listings to enhance the visibility of the company on eBay and help users find the right products
- ▶ Tightening up the T&C to comply with eBay policies and minimise the impact of third party issues, such as the deliveries
- ▶ Setting up Optiseller's data analysis and listing optimisation software to help Whisky Barrels Direct manage its site
- ▶ Securing a rebate from eBay for the excess fees paid by the company



"I am absolutely delighted with Optiseller, and I now feel we have a solid base to work from. It is also fantastic having the Optiseller tool to measure and monitor our performance in real-time and deal with any issues as they arise and before they cost us time, money and loss of reputation."

Patrick Keir, MD