

Heritage brand Beldray sees sales increase by 56% using Optiseller's eBay Scaling Programme

Beldray has been recognised through generations as the number one UK brand for housewares. And to this day, their mission has been to deliver dependable products at competitive prices to customers.

THE PROBLEM

Beldray participated in Optiseller's three month eBay scaling programme focused on growing their business on the marketplace. The goal of the programme was to ensure that their products are optimised for success and get the most visibility and greatest chance of conversion. Beldray had a series of set calls with Optiseller's Customer Success team which focused on eBay best practice.

THE SOLUTION

Beldray were really engaged throughout the course of the three months in improving the level of their eBay store.

Optiseller took Beldray back to basics and focused on delivering consultative advice. The programme focused around categorisation mapping, item specifics, title structures, GTINs, promotional activity and eBay search. The aim was to significantly enhance their search visibility on the marketplace and off site.

After the 3 months programme Beldray saw:

- ▶ **25%** increase in the number of completed item specifics
- ▶ **10%** increase in title length and quality
- ▶ **10%** increase in GTINs across their product listings

In terms of business performance, the results were phenomenal:

- ▶ **56%** increase in GMV YoY
- ▶ **49%** increase in orders YoY
- ▶ Had their **highest AOV** of the financial year during the programme
- ▶ Twice beat their **highest GMV** of the financial year during the programme

"Taking part in the Optiseller Scaling Programme has been an invaluable experience for our eBay account. It allowed us to focus on our listing data and improve organic visibility in the lead up to our peak trading period. Chris' knowledge of the eBay platform, combined with the Optiseller dashboard helped us realise exactly what our listings were lacking. Optiseller highlighted subtle but effective changes to improve sales which was so beneficial for us. The support and enthusiasm from the Optiseller team was brilliant!"

Eva Navarro, E-commerce Marketing Advisor

