



Optiseller Scaling Service sees top UK décor supplier achieve 740% increase in sales

Arthouse are one of the UK's leading interior décor experts, they also export to over 70 countries worldwide. Their mission is to make it easy for you to transform the space around you wherever you are.

THE PROBLEM

Arthouse had been successful on Amazon, and wanted to focus on developing their store on eBay during 2021. Their listings were not performing on eBay and struggled with creating listings manually, as well as understanding what was limiting their performance.

THE SOLUTION

Arthouse worked with Optiseller's Scaling team to **boost the health of their eBay store and saw a significant increase in sales**. The advice from the Optiseller Scaling team helped Arthouse identify item specifics and title structures as focal points for improvement.

The Optiseller Scaling team worked with Arthouse to build a **technical data strategy to set up their eBay store for growth** followed by tactical levers to increase visibility and drive conversion. The primary aim was to increase their overall sales performance on eBay using organic means and improving the core listing capabilities.

To make the necessary changes, Arthouse used a range of Optiseller tools including Aspect Finder+ and the eBay Store Performance Dashboard. Optiseller provided expert guidance on how to use promoted listings as well as seller hub promotions after stage one of the work on listings.

After 4 months of participating in scaling, Arthouse saw:

- ▶ **740%** increase in overall sales and **418%** increase in units sold
- ▶ **100%** increase in the number of completed item specifics
- ▶ **42%** of listings meeting the recommended title length and keyword optimised
- ▶ **62%** growth in average sales price of listings sold



"Optiseller's Scaling service has really helped drive our growth on eBay. New listings are performing so much better than our old ones, and this is certainly in part to the skilled guidance provided by the Optiseller Scaling Team. The knowledge we have gained through Scaling has not just helped us on eBay but has made us optimise our other marketplaces in a similar fashion."

Ormond Howlett, Arthouse