Kidstuff doubled profitability with Cart Marketplace Management

Case Study

The company

Established in 1969, Kidstuff is a toy store specializing in educational toys that inspire individuality and reward curiosity. The company embraced the internet in the late 1990s and maintained success with several websites over the next several decades.

The challenge

While the brand experienced online success for years, sales started to drop — so the company began offering its products directly through marketplaces including eBay, Amazon and Walmart. However, this presented new problems; selling on multiple sites meant they had to track inventory from three different places. Kidstuff needed a marketplaces solution that would not only help them generate more revenue, but also provide an easier way to manage inventory.

The solution

Cart Marketplace Management supercharged Kidstuff's ability to manage multiple listings across eBay, Amazon and Walmart, enhancing their efficiency and helping them scale. With Cart.com, the brand was able to:

- Effortlessly transfer Kidstuff's data from one database to another

- Provide easy reporting and integration with DesktopShipper to make important decisions in real time

- Use the bundling feature to create one listing per item that was shared across marketplaces

- Streamline the business with automatic tracking and inventory management

The result

In the past four years, Kidstuff has experienced accelerated growth online. Cart Marketplace Management increased their productivity and efficiency across the entire company.
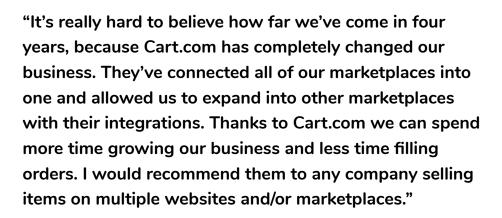
While other companies faltered during the 2020 pandemic, Kidstuff doubled orders and easily handled increased demand

New streamlined processes meant Kidstuff didn't have to hire more personnel

Increased listing efficiency meant more time to focus on scaling the business

"It's really hard to believe how far we've come in four years, because Cart.com has completely changed our business. They've connected all of our marketplaces into one and allowed us to expand into other marketplaces with their integrations. Thanks to Cart.com we can spend more time growing our business and less time filling orders. I would recommend them to any company selling items on multiple websites and/or marketplaces."

Jen Thomas
General Manager of Kidstuff's parent company Zenvesco

Kidstuff
EST. 1969

Grow your brand on Amazon, Walmart, eBay and beyond with Cart Marketplace Management

Learn more