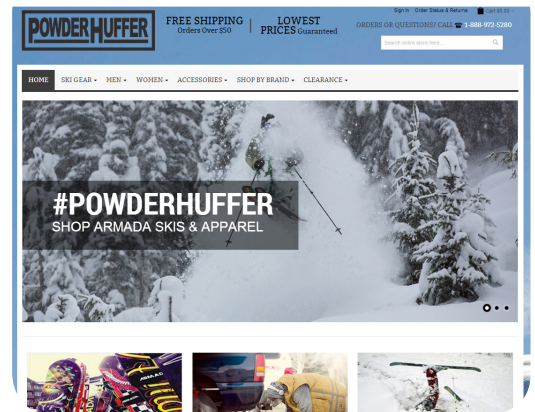


PowderHuffer.com Skis Its Way to More Sales on Amazon

“GoDataFeed has played a vital role in our results...sales for 2014 YTD have already surpassed all of 2013.”



Background

Christon Horstman, owner of PowderHuffer.com started his online store to expand the reach of his freestyle ski shop in Park City, Utah. Five years later, Horstman is now enjoying more sales on PowderHuffer.com than in store.

PowderHuffer began using GoDataFeed to automate syncing between its ecommerce platform, Magento, and Amazon marketplace. After researching different providers, Horstman chose GoDataFeed for the competitive pricing – but has since stayed because of the service.

“Despite being a self-service tool, GoDataFeed feels like a full-service shop compared to other fully-managed data feed vendors,” said Horstman. “The initial setup was much easier and quicker than I

expected, and the service I have received since has been very good.”

Results

As for results, sales for PowderHuffer.com have gone up significantly. The Amazon channel is now responsible for approximately 40% of the online business, whereas in 2013 it was very minimal.

“GoDataFeed has played a vital role in our results,” says Horstman. “Sales for 2014 YTD have already surpassed all of 2013.”

Horstman is looking forward to expanding his use of GoDataFeed for PowderHuffer.com. “Now that we have a lot more products listed and they are actively syncing, we want to take advantage of other feeds,” he said.