

## The Insole Store: Stepping Into Accelerated Growth



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**Tyler McCracken**  
Founder, TheInsoleStore.com

### Background

When Tyler McCracken purchased TheInsoleStore.com (originally an eBay store) back in May 2011, it was relatively small but the potential for growth was big. Three years later, The Insole Store is a thriving one-stop online shop for insoles with revenues that have soared a whopping 1,000% since the acquisition.

Aside from free same-day shipping and 24x7x365 customer service, part of this growth is attributed to the breadth and depth of inventory on hand – which has afforded the company a competitive advantage.

“We carry every style and every size, from small infants to large men,” said McCracken. “We’re here to cater to our customer’s needs, even if that means some inventory sits for years before being purchased.”

## The Opportunity

Diversifying into third-party store channels, or marketplaces, is a significant area of opportunity according to McCracken. Because 30-40% of The Insole Store's inventory is not even on the marketplaces yet due to time and resource constraints, there is a large amount of untapped potential sales.

In mid-2013, after working with other data feed management vendors and seeing little results The Insole Store chose GoDataFeed to manage its inventory feeds to the top three marketplaces – Amazon, eBay and Rakuten.

“We were looking for a feed service that was not complicated to use, offered reliable support and didn't require too much intervention from external consultants,” said McCracken. “For the value, GoDataFeed met all these requirements – customer support is top notch and the product is easy and intuitive to use.”

## Results

According to McCracken, in less than a year, “sales have increased 100% on a monthly basis” just by switching to GoDataFeed. “We're very excited about the results and have big plans to expand into footwear”, said McCracken. “We've set up another site, Orthoticsandals.com and will be diversifying into additional channels like Google Product Listing Ads, Bing Product Ads and others.”