



## Case Study: Billionbuck

### Business Challenge

Long-time eBay Australia seller Heng Lee has been selling on eBay.AU since 1999 with a focus on digital cameras and accessories. However, like many eBay sellers, Lee tries to keep up on trends and varies his product mix accordingly.

*"I grew from a Bronze PowerSeller to a Platinum seller in only 3 months."*

In 2001, eBay.AU contacted Heng to see if he would be interested in a pilot program with Marketworks. Up until that point, Heng had been using eBay's Sell Your Item form to list his products one at a time.

Immediately Heng saw the advantages of using Marketworks and his business began to scale. Not only did his business grow, but as a result of all the automated features of Marketworks, he was also able to reduce staff and run a more profitable business.

### Results With Marketworks

Marketworks feature functionality combined with Heng Lee's outstanding business model has resulted in Billionbuck becoming a Platinum PowerSeller in only a few short months. With feedback of nearly 10,000 and a positive feedback rating of 99.8% the Marketworks and Billionbuck combination has proven very successful.

Some additional features enjoyed by Lee include:

- **Cross-sell at Checkout** – Marketwork's unique checkout technology allows buyers to add featured items to their eBay purchase from a Billionbuck's inventory resulting in added sales and no additional eBay fees
- **Inventory Updates** – Whenever Billionbuck needs to make a change to an inventory item (which can be very frequent) he does it in one place and that change is pushed out to all new listings saving significant time
- **P&L Reporting** – For the first time, Billionbuck is able to generate accurate transactional reports to better track performance by item
- **Storefront Promotions** – Billionbuck has been able to grow their storefront sales by offering a variety of compelling promotional offers. The Marketworks promotional codes permit Lee to easily offer special promotions like free shipping or buy one get one free

With Marketworks, Billionbuck has been able to develop a profitable multi-channel business with eBay and their own storefront. And Heng Lee is very excited about further automating his business as Lee believes he is currently only using 50% of the Marketworks technology.

*"I can't live without the automation provided by Marketworks."*

**Heng Lee**  
**Billionbuck**  
(eBay ID: billionbuck)

### Company Background

Shortly after eBay launched their site in Australia, Heng Lee started an eBay business under seller id billionbuck. It was 1999 and Heng thought of it more as a hobby than an actual business.

In 2001, Heng got serious about selling online and became a Marketworks customer that same year. While eBay still represents his largest sales channel, Heng Lee is doing more and more business through his Marketworks storefront.

### Previous Solution Used

eBay's Sell Your Item tool

### Why Marketworks?

After a brief pilot period, Heng Lee switched to Marketworks to automate his eBay business. Specifically Lee likes our:

- Automated listing and re-listing features that enable him to program his entire listing strategy
- Automatic email notifications that cut down on customer emails
- Ability to increase average transaction value by automatically cross-selling items from sellers inventory at checkout

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Marketworks received eBay's 2005 Star Developer Award for launching more items to eBay than any other provider.