



Case Study: Fruitridge Tools

"Marketworks' auction templates write hundreds of ads for us."

Business Challenge

Fruitridge Tools, LLC sells automotive, electrical and mechanical tools and supplies to a variety of audiences, from Do-it-Yourselfers to experienced trade professionals. Garrett Spitzer leads Fruitridge Tools and has sold on eBay since 1998 via eBay's Seller Assistant Pro and later Andale.

Having outgrown other tools, Spitzer sought a high volume solution that could manage a very wide, yet shallow set of inventory and support thousands of new customers per month.

Results With Marketworks

Spitzer chose Marketworks because of its ability to manage one set of inventory centrally, yet flexibly sell it on eBay, eBay Stores, and the Fruitridge Tools website. In addition, he knew that advanced features such as up-sell during checkout, flexible shipping profiles, and listing automation would enable rapid growth without additional staff.

Fruitridge Tools began using Marketworks in November of 2003 and has since reaped several benefits, including:

- **Highly automated listing:** Spitzer's team has set up approximately 30 auction templates that are leveraged across a huge variety of product. If they adjust a template, the change ripples through hundreds of items.
- **Strong cross-selling success:** Cross selling features in Marketworks have coaxed approximately one-third of FR Tools' buyers to buy more than one item.
- **Flexible shipping profiles:** [Expand on this]
- **Shipping integration:** FR Tools has built a seamless integration with Fedex via Marketworks' API.
- **Compelling promotions:** Promotion codes in Marketworks allows Spitzers' team to offer promotions such as free shipping.

Since using Marketworks, FR Tools' gross merchandise value has more than tripled. Spitzer sees strong growth potential on his storefront (designed by Marketworks), on other channels like Overstock, and via proactive online marketing. According to Spitzer, "We look forward to partnering with Marketworks for multi-channel success."



www.frtools.com

marketworks
commerce without limits

Get Started

Contact sales@marketworks.com

"Marketworks offered us rapid growth without the need to add personnel."

Garrett Spitzer,
Fruitridge Automotive

(eBay IDs: *frwoodworking,*
fruitridgeautomotive)

Company Background

Based in Falconer, NY, Fruitridge Tools LLC sells automotive and industrial tools and supplies under two eBay IDs to serve different audiences. FRWoodworking enjoys a shooting star rating (over 10,000 feedback), and 100% positive feedback.

Previous Solution Used

Andale

Why Marketworks?

Fruitridge Tools switched to Marketworks because of the following advantages:

- Marketworks' solution is built for very high volume sellers
- Central inventory system allowed the business to flexibly manage sales across multiple channels
- Automation advantages enabled rapid growth without adding staff

Marketworks, Inc.
www.marketworks.com

marketworks