



Tiergluck24 Sees 43% Increase in German Account Revenue

ABOUT

Tiergluck24 is a Germany-based Amazon reseller whose primary category is pet supplies (the company's name approximately translates to "pet happiness"). In addition, the company has recently started to expand to selling supplements and stationery. Its owner, Joerg Pohl, started the company in May 2013, and has continued to invest in its growth since then.

After trying various repricers that drove down his prices (and profits), Joerg joined Feedvisor in July 2015. Since then, Tiergluck24 has seen significant increases in revenue in its UK and German accounts. Throughout Joerg's years with Feedvisor, he gained trust in the algorithmic solution to make his business better.

43%

increase in revenue
(German account)

122%

increase in revenue
(UK account)

Challenge: Growing a Business in an Oversaturated Market

As a growing Seller-Fulfilled Prime (SFP) business, Joerg was pressed for time. He had to manage logistics flawlessly in order to maintain SFP privileges, but pricing manually or using rules took a lot of energy and focus.

Joerg needed to find software to automate his pricing strategy. With so many options on the market, he tried as many free trials as he could. Eventually, he discovered Feedvisor and was intrigued by the self-learning algorithms. The simplicity of setting a floor and ceiling price, as opposed to configuring rules, greatly appealed to him. He decided to give Feedvisor a chance.

Solution: A Smart, Automated Algorithmic Repricer

Tiergluck24 saw the algorithm lived up to its promise: It kept prices high and grew their profits while dramatically reducing time spent on repricing. The solution ended up being a perfect fit for what Joerg describes as his innate "set-it-and-forget-it" attitude.

Joerg was also impressed with the Feedvisor onboarding process. His technical account manager set up the dashboard and clearly explained how the repricer works. She was patient with his questions



“Feedvisor’s machine-learning algorithms protect my margins and get me the ideal Buy Box share.”

Joerg Pohl
Owner of Tiergluck24

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and acted as a true guide. Moreover, Feedvisor’s holistic solution made it a great business partner to support growth. After Joerg’s onboarding was successfully completed, he was introduced to his personal success manager who regularly schedules conversations with him to discuss various aspects of his business. At one point, his success manager noticed an issue in his account and got it fixed before it could become a more serious problem. Joerg trusts the success management process, and considers it one of the best parts of Feedvisor’s solution.

“My setup was as smooth as can be.”



Conclusion

Years after joining Feedvisor, Joerg continues to receive regular guidance and updates from his success manager. He has peace of mind knowing that the dashboard provides all the data he needs to make smart business decisions, and the algorithmic repricing runs automatically to enable his growth.

“There is still so much I can gain by utilizing everything Feedvisor has to offer.”