



## ePestHero monthly sales increase from \$30K to \$300K

### ABOUT ePestHero

Joe and Sarah Jonovich own ePestHero, which sells pest control products to both professional pest control operators and “do-it-yourselfers.”

The duo also employs a University of Florida graduate entomologist to ensure they carry only the most professional products possible. The ePestHero team has two years of eCommerce experience, and over 20 years of pest management experience.

ePestHero signed on with Feedvisor in January 2016, after trying out another repricer. Following the advice of their success manager, they transitioned from mostly FBM, to 100% FBA, and eventually settled on a hybrid FBA/FBM strategy. From the beginning, they saw the repricer increased the prices on many of their items, driving more profits home.

15%

increase in average  
Buy Box share

10X

increase in  
monthly sales

### Challenge: Staying Competitive

ePestHero started off as a classic small garage business, and for a while, manual repricing suited the company’s needs. Yet as the business grew along with shipping demands, they found it would be necessary to update prices manually on a daily basis — a time-draining and unmanageable task.

Competitors with automatic repricing capabilities had the advantage, and ePestHero couldn’t afford to fall behind. They knew they needed an automatic repricer, and tried a \$10 software, but couldn’t even get it to function properly. It was time for a change.

### Solution: Profit-Boosting Automatic Repricing

After researching various other repricers, ePestHero decided to go with Feedvisor.

“I said to my wife, let’s start with the Ferrari. If it gets Ferrari results, we’ll roll with it.”

During the first month of using Feedvisor, Joe and Sarah were impressed that not only did sales increase, but the price also went up for a handful of items — while keeping the same Buy Box share. From the beginning, Feedvisor paid for itself.

“If it was up to our gut instinct, we would just lower the price — but Feedvisor makes decisions that are better for our overall bottom line.”



*“Since joining nine months ago, Feedvisor has paid for itself. I’m amazed by how steep our growth curve is.”*

Joe and Sarah Jonovich  
Owners of ePestHero

In addition, Joe and Sarah were able to gain visibility into their business through Feedvisor’s dashboard and actionable reports:

The Replenishment Report, which allows them to make more accurate inventory management decisions in a simplified way, is a tool they rely on regularly.

They plan to make use of Feedvisor’s Excess Inventory Report, which will bring to their attention inventory that will take over 150 days to liquidate. Sarah and Joe are also eager to use Feedvisor’s Non-Competitive Report to identify items that have no Buy Box share and aren’t selling.

*“Feedvisor has made my life so much easier through automation. I no longer have to constantly check and re-check my items and pricing. The dashboard reports save me a ton of time, especially when it comes to inventory management, ordering and restocking.”*

In addition, Feedvisor’s success team enabled them to find creative solutions to fit their unique business needs. Joe, Sarah, and their Feedvisor success manager had originally chosen to use FBA to support scalability. As ePestHero grew, they reassessed and decided to go back to using FBM for scouting purposes. Today, they have a small warehouse containing items that aren’t competitive, and set them at floor price. If a product doesn’t cycle and just tanks, they stop replenishing, use FBM, and sell out quickly.

## REQUEST A DEMO!

Want to accelerate your online business growth? Find out how Feedvisor can help with a personalized demo from one of our expert consultants.

**CONTACT US**  
**1.917.338.4800**



## Conclusion

ePestHero’s big breakthrough came after making the switch to Feedvisor. Automatic repricing gave them peace of mind, knowing that none of their products would fall through the cracks (as would sometimes happen when repricing manually). The right repricer allowed them to think big, run a lean operation, and keep overhead costs low. At the end of the day, this translated into a better bottom line and faster growth. Best of all, automated repricing gave back Joe and Sarah valuable hours to spend more time with their family.