



SHIRTBANC

SUCCESS STORY | MAY 2023

How a Small Online Retail Store Garnered Almost \$7 Million in Revenue

Founded: 2012

Headquarters: Orange, CA

Industry: Apparel &

Accessories Retail, Retail

ShirtBANC:

The Online Retailer

Exceptionally Aware of

What Consumers Want

ShirtBANC is an international fashion retailer based in Orange, CA.

Established in 2012, this family-owned business with a product corpus consisting mainly of blank and printed apparel also offer dynamic, stylish, and trendy selections for women, kids, and men in t-shirts, hoodies, tank tops, shorts, etc.

ShirtBANC has achieved impressive financial success, with a **revenue of close to \$7 million**, by selling products that appeal to consumers' tastes.

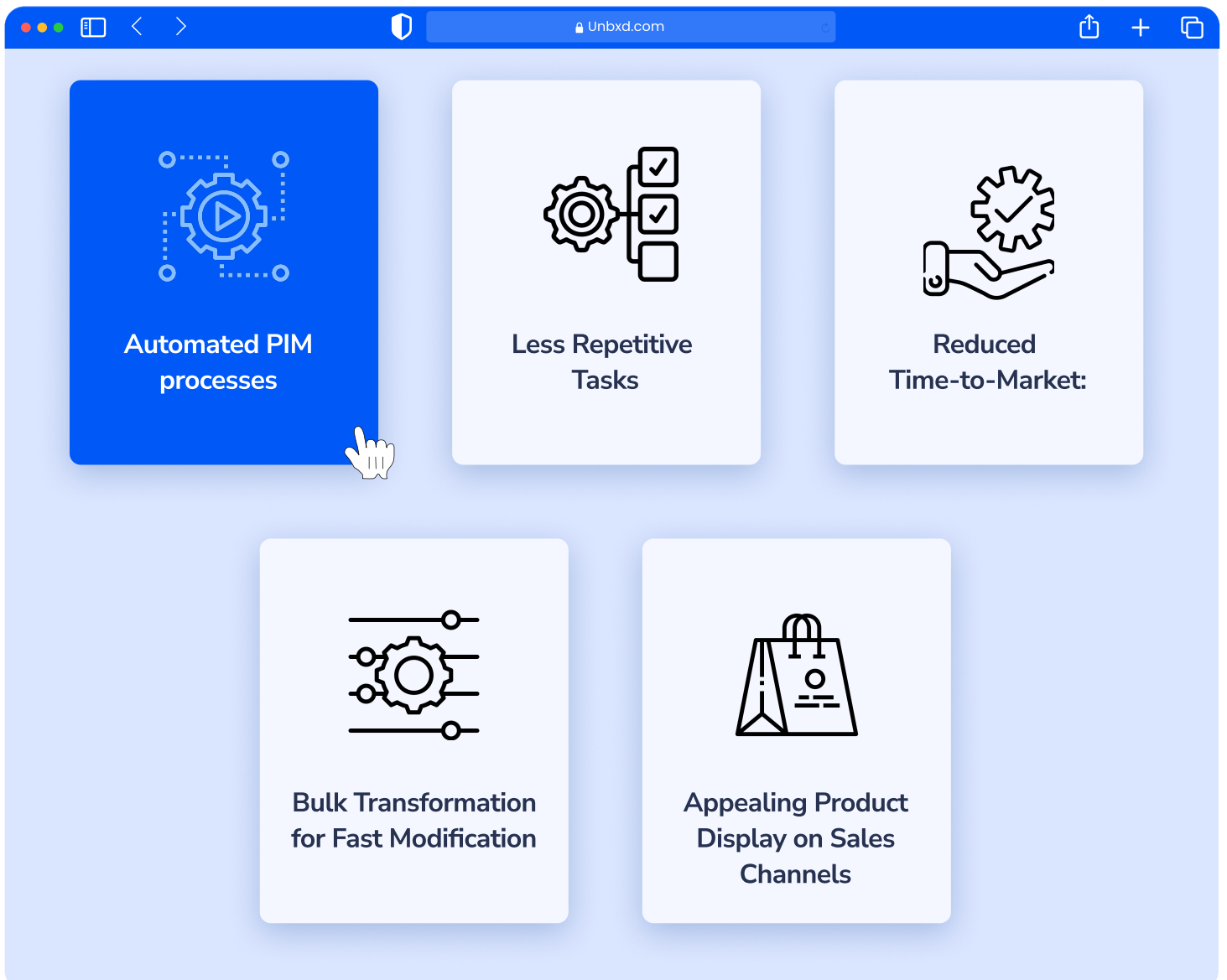
Its online store is reputed for its wide-ranging collection of regular clothing.

Besides this, they also maintain a robust presence in online marketplaces such as Amazon, Walmart, Facebook, eBay, etc.

Customers prefer ShirtBANC for its extensive collection, affordable price range, and timely fulfillment of orders.

Unbxd PIM

Benefits Unlocked



ShirtBANC's Challenges

Supercharging multichannel eCommerce with first-rate digital assets, inventory, and catalog management

Migrating Product Data

ShirtBANC needed to migrate their product data from an old PIM system (Zentail PIM) into a new one without facing any data integrity and security issues.

Advanced Search Capabilities and Integration

ShirtBANC required custom advanced search capabilities to easily find and search products on the go. They also needed seamless integration with sales channels like Walmart, Amazon, Shopify, and eBay.

Image Size Optimization

To ensure a consistent look for their online store and faster page loading, ShirtBANC also needed to reduce the size of large images.

Multi-Channel Inventory Management

Next, ShirtBANC wanted to fetch orders from Amazon and synchronize inventory across all channels to fine-tune their multichannel sales strategy.

Efficient Workflow Management

To streamline their daily catalog onboarding, automated enrichment and transformation, along with distribution to all necessary channels and marketplaces, ShirtBANC needed an efficient workflow management system.

Netcore Unbx

PIM Solutions

Modernizing ShirtBANC's eCommerce operations for a stylized brand experience

Installing Marketplace Connectors

To kickstart their collaboration, Unbx PIM installed marketplace connectors for Shopify, Walmart, and Amazon in ShirtBANC's PIM system.

Facilitating Partial Search of SKUs

Unbx PIM implemented features to improve search capabilities. ShirtBANC now benefits from partial search functionality for Stock Keeping Units (SKUs) and Titles on the Product Listing Page.

Additionally, product images were resized directly from the PIM platform to enhance them visually, specifically on ShirtBANC's Walmart channel.

Facilitate Image Size Optimization

Unbx PIM DAM system automatically handled image guidelines from various channels and marketplaces. It also offered bulk image transformations, eliminating the need for third-party tools and photographers.

Efficient Multichannel Inventory Management

Unbx PIM system facilitated fetching orders from marketplaces and executed inventory sync by updating the latest inventory across marketplaces and channels. This enabled ShirtBANC to establish a comprehensive multi-channel inventory management system, resulting in faster order fulfillment.

Modifying Product Data

Unbx PIM enabled ShirtBANC to modify their product data in large batches, simplifying and expediting the time-to-market strategy.

These enhancements brought greater automation and ease to ShirtBANC's eCommerce operations.

Automating Workflow Modules

Finally, ShirtBANC leveraged various workflow modules provided by Unbx PIM. These modules automated vital aspects of the workflow, reducing manual effort and improving efficiency across the board.

Key Results

Acceleration and Ease:

A Winning Combination for eCommerce Success



Resource Optimization



Improved Product Visibility



Overcoming Listing Barriers



Import and Export Became a Breeze



At a glance

Partnering with Unbxd PIM resulted in a reduced manual workload, an accelerated time-to-market with more room for immediate modification, and seamless product data import and distribution to multiple marketplaces with a single button click.

“With Unbxd PIM, we have experienced improved data accuracy and consistency, resulting in enhanced customer satisfaction. The seamless integration with our sales channels has allowed us to expand our reach and increase our online visibility. The efficient workflow automation has saved us valuable time and resources, enabling us to focus on strategic initiatives and maximizing sales.”



Julio Rangel - Founder, ShirtBANC,
shirtbanc.com



Netcore Unbxd PIM

The integration of AI technology in the next-generation PIM is ushering in a new era of e-commerce. This advanced solution streamlines the product information management process and equips sellers with powerful tools to optimize their catalog content.

With the ability to generate all-around publishing-ready product content for multiple platforms, including Amazon, Walmart, and popular social media outlets such as Google, Facebook, and Instagram, this cutting-edge PIM is revolutionizing how businesses manage and promote their products online.

See how we can help transform your catalog management and shopper experience.



About Unbxd

Unbxd is an AI powered product discovery and catalog management platform which helps brands exponentially scale online with relevant and personalized customer experiences.

SHIRTBANC

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