



How RBX Active & StoreAutomator Partner For Success

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Getting To Know RBX Active

Beginning their journey over a decade ago, RBX Active's founders had a vision and mission to take a children's activewear sub-brand and evolve it into a well-recognized, full-blown active lifestyle brand. Inspired by the desire to provide communities with the information and tools they need to live happier and healthier lives, RBX Active now produces and sells fashionable, practical, and inclusive fitness essentials and accessories for a wide range of consumers.

"Our company mission is essentially to make fitness and a healthy lifestyle accessible to everyone. We do that by providing quality activewear and related products at affordable prices that allow everyone to Live Life Active!"

-Adam Hanan, Director of Retail and E-commerce - RBX Active



Identifying New Challenges

RBX Active's mission of making its brand more accessible to a broader demographic has been met without a certain level of operational and logistics challenges. As an athletic apparel brand with a quickly expanding assortment of products, scaling into a multichannel selling format requires the right tools and solutions.

"We are always trying to streamline operations and efficiency while we continue to push growth," says Adam H.

"The use of technology and automation is always a huge help in this area. As well as flexible reporting tools to give us better visibility into trends and what is working vs. what isn't."



Finding the Right Solution



There is no shortage of multichannel solutions available to businesses today, but without the right functionality and support, the value of these paid solutions quickly diminishes.

After being disappointed by the lack of support, personalized onboarding approach, and overall business results experienced when dealing with some of the larger multichannel solutions providers, RBX Active decided to reach out to StoreAutomator.

Utilizing a highly scalable and flexible multichannel management solution, StoreAutomator presented RBX Active with exactly what they needed to scale their eCommerce presence the way "they" wanted to and for a sustainable price.

"We knew we wanted a multichannel management platform, but competitive offerings were either too expensive, too complicated, or lacked features," says Adam H.





""Store Automator gave us the functionality we wanted at a fixed cost we could handle and that would allow us to grow,"

Adam Hanan, Director of Retail and E-commerce - RBX Active

Getting Long-Term Business Results

StoreAutomator is specifically designed to help brands like RBX Active build and execute a multichannel selling strategy that brings real, long-term results. By simplifying product data and order management processes, streamlining listing creation across multiple marketplaces, automating dropship fulfillment, and providing real-time business data and analytics, StoreAutomator gives organizations everything they need to continuously scale their operations.

"With online sales increasing significantly across the board and specifically in our industry, we didn't miss a beat even though we were right in the middle of our transition," says Adam H.





“We save at least 30 hours a week by using StoreAutomator which saves us thousands of dollars a month!”. Overall, StoreAutomator is excellent value and a fantastic partner!”

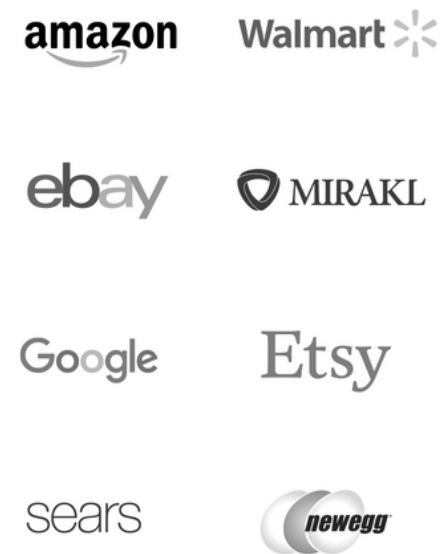
says Adam H.



RBX Active is only one of the many brands that can attribute part of their success to the multichannel visibility, control, automation, and efficiency that StoreAutomator facilitates. If you'd like more information on how StoreAutomator can help improve your multichannel strategy and execution, request a free demo today.

hello@storeautomator.com

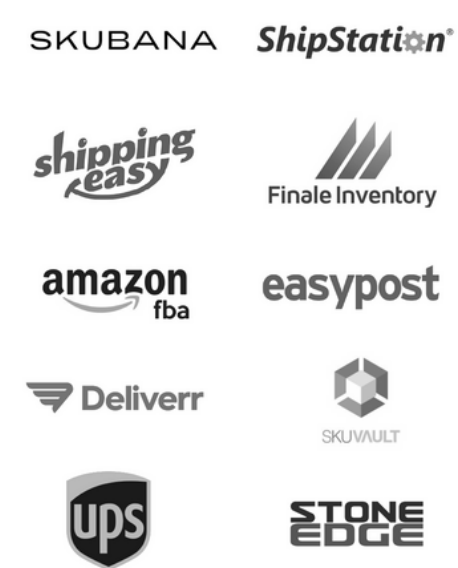
Marketplaces



Shopping Carts



Service Integrations



Feed Integrations

