



The Family Bunch Launches Website and Brand with System.

The Family Bunch was founded in an effort to bring toys to market that are educational and make it easy for the family to play together. With this mission in mind, founders created an online brand around that concept to grow their unique foothold in the fast-changing toy industry.

Highlights:

- The Family Bunch expands beyond selling exclusively on Amazon to their own eCommerce site with System
- Best-in-class integrations make it easy to track inventory in real time
- Marketing integrations make segmentation and email a breeze

“System has set us up for the future, no matter which direction we go.”

Holly Arthur, Owner



Challenges

When the company launched their brand with the help of Amazon's FBA (Fulfillment by Amazon), that model made it quick and easy to enable consumer sales in their marketplace.

But, things quickly went awry when they were unable to track inventory in real time and an Amazon PPC campaign resulted in oversold inventory and a less than stellar rating.

In addition to those challenges, the marketing team at The Family Bunch wanted to send targeted messages regarding new products to past customers via email but Amazon offered no email integrations and as a result, no targeting.

Overall, the team knew they were quickly outgrowing Amazon FBA due to the lack of marketing automation tools and high expense associated with their paid advertising campaigns.

Solution

The Family Bunch team had reviewed other solutions, including Shopify, which was ruled out due to the fact System offered more true integrations versus widgets, which can be trickier to manage.

System also provided The Family Bunch with a CMS (Content Management System) to build their own website as well as the standard eCommerce tools needed to support a smooth consumer launch, such as payment gateways and real-time inventory tracking.

System also improved their marketing efforts through its integrations with ESPs like MailChimp and Google Ads for PPC (Pay Per Click) campaigns. These robust integrations made it easy for The Family Bunch to launch affordable PPC campaigns and segment customers for targeted email campaigns.



System Dallas
6900 North Dallas Parkway
Plano, Tx 75024

1-877-467-9788
info@system.com
www.system.com

© Copyright 2018
System Inc.