



LESS DOWNLOAD, MORE ACTION

**How Maars Drinkware saved their Amazon team
35 hours a week of manual reporting
and improved in-stock rates 20%**

Summary

Maars Drinkware sells reusable drinkware in a variety of styles and sizes through Amazon. Like all sellers they need data on sales, traffic, inventory, and ads in order to track and understand business performance. The company manually downloaded and transformed Seller Central reports, which was time-consuming and limited the amount of data they could manage every week.

The company spent thousands of dollars writing scripts and maintaining programs to process the data, which loaded very slowly. By switching to Reason Automation, they saved over \$60,000 per year while eliminating the time spent on data download. Combining DTC sales data from their website with daily ASIN-level Amazon data, Maars' new forecasts improved manufacturer order accuracy. Within twelve months, Maars' Amazon instock rates improved from 70% to 90%.

Contents

Interview with Maars Managing Partner, Peter Liew - 2

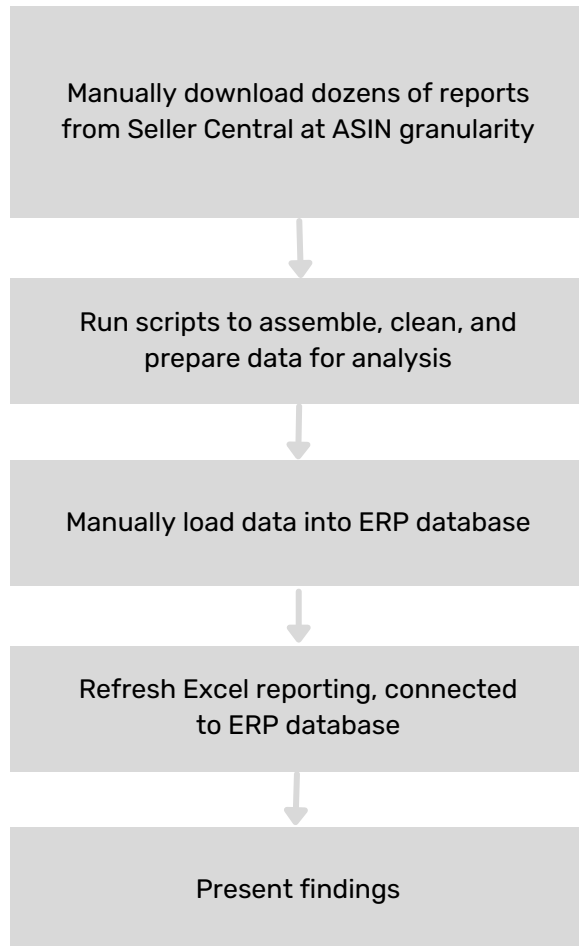
Maars' data solution - 4

Business results - 6

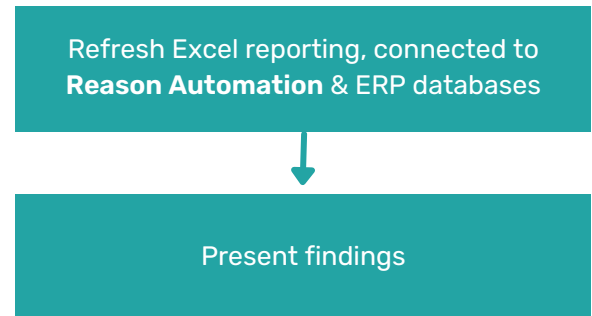
: : REASON []
AUTOMATION

THE EVOLUTION OF MAARS' WEEKLY REPORTING PROCESS

Original process



With Reason Automation



BUSINESS RESULTS

Pipeline setup savings

Developing their original in-house solution took months and cost Maars \$8,000 paid to overseas software developers. Seller onboarding for Reason Automation takes two weeks and costs \$200.

	Original solution	Reason
Database setup	\$5,000	\$200
Script programming	\$3,000	
Total	\$8,000	\$200

	Original solution	Reason
Amazon data extraction	\$2,300/month	\$579/month
Database maintenance	\$3,100/month	
Script maintenance	\$500/month	
Total	\$5,900/month	\$579/month

Analytics team efficiency

Maars maintained their original pipeline by having one analyst dedicate 15 hours/week to downloading reports, a developer dedicate 20 hours/week to database maintenance, and contracting developers 10 hours/month for script maintenance. Reason manages everything for one flat fee.

Team performance improvements

By spending less time downloading, preparing, and transforming data Maars could begin weekly business reviews a full two days earlier, letting them respond faster to evolving business conditions like the COVID-19 pandemic.

Reason Automation's database reduced analyst time spent waiting for queries by 95%. This saved each analyst 25-30 hours per year--most of a work week previously spent waiting.

Forecast improvements

The speed and granularity of Reason Automation's data helped Maars build better forecasting and ordering systems. Combining direct-to-customer sales data from their website with daily ASIN-level sales data, Maars' new forecasts improved manufacturer order accuracy.

Within twelve months, Maars' Amazon instock rates improved from 70% to 90% with their ability to ship more often.



Interview with Peter Liew

Managing Partner, Maars Drinkware

Maars offers premium-quality reusable drinkware in a variety of styles, colors, sizes, and materials. They sell directly to customers on Amazon, and wholesale to businesses via their website at www.saveacup.com.

What was your primary Amazon data challenge?

Our processes were very manual. They consisted of downloading and uploading reports from Seller Central and our ERP, so there was always a lag because we had to wait for our data person to finish the reports before they could be accessed. We had someone specifically devoted to that, and that's a big chunk of what they were doing. They were probably spending a good two to three hours daily, so it was probably close to 10-20 hours per week that this person was spending on this data collection task. And that's despite the fact that this person had really good scripts to clean the data.

Another challenge is that this method limited the reports we could look at. Because we approached the process manually, we had to prioritize which data we would grab while leaving lower-priority data by the wayside because we just didn't have the time to gather it all. This limited the creativity of our analysts.

What solutions did you try?

We evaluated tools such as ManagebyStats and Sellics. At the time, the portals offered very basic sales reporting that only showed summary views without an easy way to drill down into ASIN-level granularity. This made period-over-period comparisons, and performance over time comparisons difficult to assess.

Furthermore, reporting was locked into their user interfaces. To perform complex analyses such as combining Amazon with our ERP and DTC channels, we needed to export data which incrementally wasn't that different from working directly out of Seller Central. We also tried Grow.com, which had a lot of the capabilities we were looking for, but they weren't specific to Amazon data. Also, their data was built off of an API that limited the datasets we wanted.

All in all, other software options didn't have the flexibility we were looking for to create our own reporting system. We have specific reports we want to build and ways we want to review the data, and so we needed a provider that gives us that flexibility.

Reason Automation is that provider.

"We have specific reports we want to build and ways we want to review the data."

How did Reason Automation help solve your problem?

Reason Automation was exactly the solution we were looking for. They helped our company in three key ways:

1. They gave us open access to our data.

This is important because it allowed us to feed the data into tools we were using, such as Microsoft Excel. This also allowed us to connect and combine multiple tables of data into reports, giving us control over how we managed our business in a way that other platforms couldn't.

2. They helped us free up labor for more important tasks.

Reason's solution replaced all of the manual processes we were using. We were spending 10-20 hours of valuable work time on maintaining this system, and we were able to redirect that labor to growing our business and solving more difficult data problems.

3. They saved us thousands of dollars.

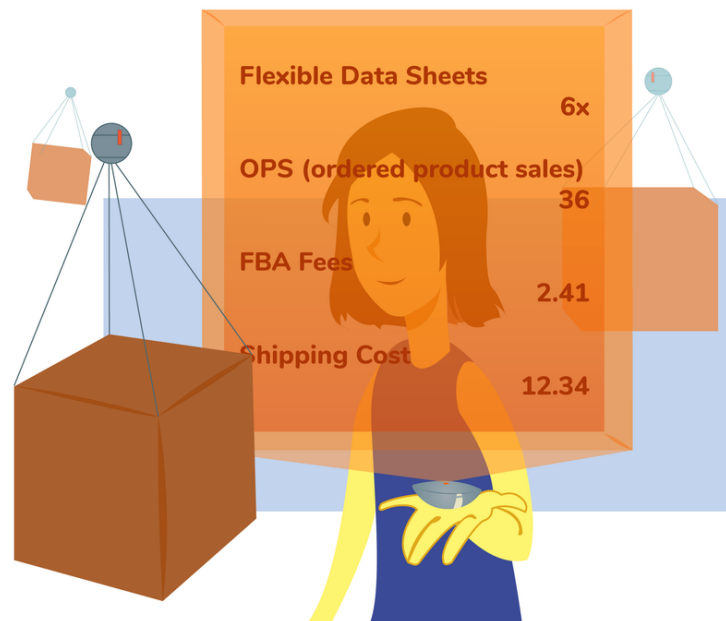
We were spending lots of money on writing scripts, setting up databases, and maintaining the whole system. Reason's solution did all of that work for us at a monthly price that was far lower than we were spending to do it all ourselves.

Thanks to Reason Automation, we have access to all of the data we need, we're not spending too much money on obtaining it, and we can focus our energy on what really matters to us: growing our business.

What data do you use?

We look at Amazon data on sales, traffic, inventory, and ads. We use this data to track business performance and try to better understand how the business was performing overall. That data is essential to managing our business.

Since onboarding to Reason Automation we've started looking at other customer data for any lessons we can apply to our other channels.



MAARS' AMAZON DATA ARCHITECTURE

Using Reason Automation, Maars receives a database with all of the following reports, updated automatically, ready to connect to Excel.

Sales management

Sales and Traffic by SKU
Sales and Traffic by Child ASIN
Customer returns

Inventory

Inventory age (FBA)
Inventory All Listings
Received inventory
Restock inventory
Returns - FBA Inventory

Financial

Transactions - standard orders
Transactions - invoiced

Sponsored Products

SP Campaigns
SP Advertised Products
SP Purchased Products
SP Search Terms (manual targeting)
SP Targeting (automated targeting)

Sponsored Display

SD Advertised Products
SD Campaigns
SD Targeting

Sponsored Brands

SB Campaigns
SB Keywords
SB Targeting & Search Terms

Sponsored Brands Video

SB Video Campaigns
SB Video targeting & search terms

Customer behavior

Alternate Purchases
Item Comparisons
Market Basket Analysis
Repeat Purchase Behavior

Demographics

Demographics: Age
Demographics: Household Income
Demographics: Education
Demographics: Gender
Demographics: Marital Status

[Design your own database](#)

Over 400 brands like Maars trust Reason to deliver their critical Amazon data.

Data and connections "just work"

Reason Automation has been a fantastic data partner. They are attentive, professional, nimble, and put their customers first. When working with a data pipeline and automation provider, what's most important to us is that the data and connections "just work." Reason Automation has hit the mark there and also been helpful when we've needed custom work or help troubleshooting a metric issue from Amazon's tables. I have and will continue to highly recommend them to others.

Tyler Wallis, [Trustpilot Review](#)

Eliminated 80% of manual hours

Speed matters in business - and Reason gives us a fast complete picture of a Seller's business on Amazon. We can now assess the history of a new client in hours thanks to Reason. With their help we get years of ASIN-level financial data, pre-structured for relational analysis before we ever see it. Setup takes an hour and updates happen automatically. We've eliminated 80% of manual reporting hours, connecting Reason's database solution into BI report templates.

Stefan Haney, Principal, [Vantage International](#)

Seemingly always available

Reason Automation has been a key partner in the growth and development of our custom data needs. They are highly knowledgeable, seemingly always available, and provide a level of support and follow-through that exceeds the competition. During times of internal transition, they have gone above and beyond to ensure consistency, reliability, and integrity with our client facing reports, allowing us to not misstep from a client service standpoint. They are willing to work on tight timeframes should the use-case require, which has led to some big customer wins that would not have been possible without their work. Strongly recommend to anyone looking for a solutions partner.

Nate Hogle, [Trustpilot Review](#)

Leaders in this space

The Reason Automation team are committed to fulfilling the need of every company/brand selling on Amazon - streamlining critical performance metrics across all platforms. They take exceptional pride in data quality, accuracy and completeness to ensure our project to integrate 8+ markets across Vendor Central, Seller Central, and Amazon Advertising was completed successfully. Real time support matched with expert knowledge makes RA the leaders in this space for sure.

Charles Pich, Managing Director, [Startcube](#)

MORE FROM REASON AUTOMATION

Detailed technical references

Our data dictionary includes details about every column & field in every table, including data types and descriptions to help you plan your analysis.

[DATA DICTIONARY](#)

Example dashboard

We structure your data to make dashboard creation fast and easy in any program. See what's possible in our demo Power BI sales dashboard.

[DEMO DASHBOARD](#)

Hear from our CEO

Andrew sat down with The Digital Shelf Institute to talk about what data is critical for your business and how Reason democratizes data for any brand.

[PODCAST EPISODE](#)

World-class support

Our customer success team provides 5-star service, underpinned by our growing library of data references in our Customer Help Center.

[HELP CENTER](#)

Also for Vendors

We have the most robust Vendor Central data pipeline available: sales, traffic, inventory, purchase orders, chargebacks, invoices, shipments, and more.

[VENDOR CENTRAL](#)

