

Case study 01 · Wholesale e-commerce

17% more wholesale revenue from a catalogue stylists can actually shop

Professional hair extension brand · United States · sells to licensed stylists only

Stylists can now find and reorder what they need in three clicks, at the right price every time, and they are ordering more often.

Business impact

+17%

Wholesale revenue in the first 90 days

First revenue lift within 6 weeks

+9%

Average order value

+23%

New stylist accounts

100%

Of prices matching the brand's price list

Before and after

	Before	After
Stylist reorder rate	31%	38%
Orders with a pricing error	4%	0%
Stylists who find a product in three clicks or fewer	52%	81%

The problem

Stylists could not find the colour and length they wanted to reorder, so they ordered less or bought elsewhere. Prices lived in two spreadsheets that disagreed, which meant margin given away by mistake every month.

What we changed

- One catalogue that matches how stylists order: type, then colour, then length.
- One source for prices, so what a stylist sees is always what the brand set.
- Live products updated in place, so no ads, links or saved carts broke.