



PlanToys uses Shopify Collective to generate 18% of orders in a single month

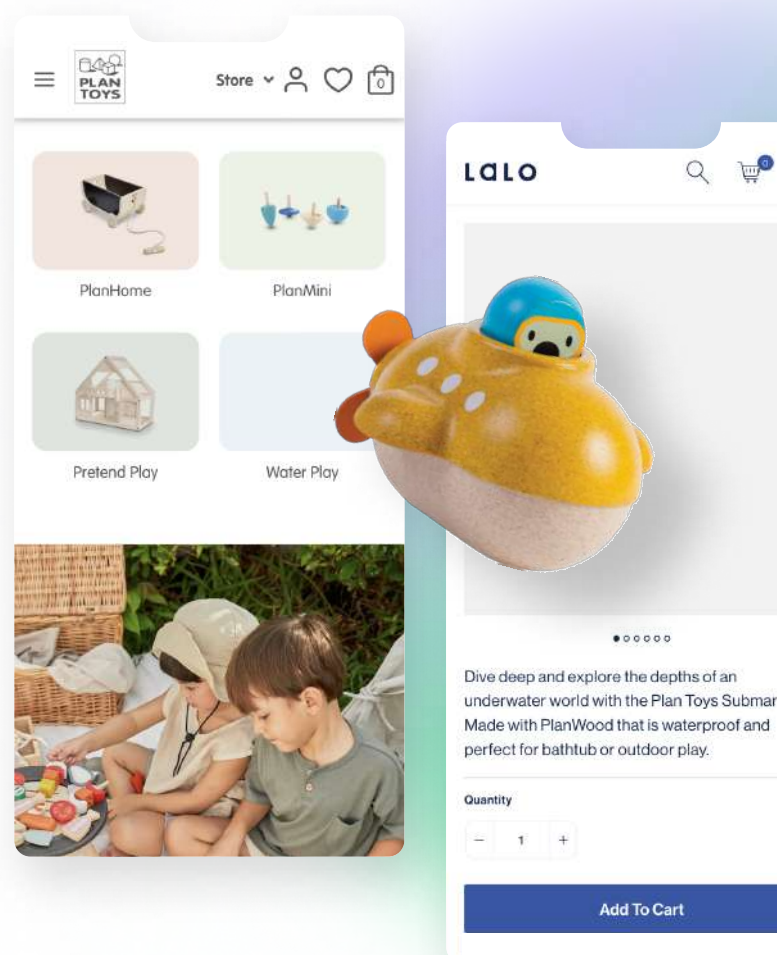
PlanToys® was established in 1981, creating high-quality children's products using environmentally sustainable materials and manufacturing processes.

Challenge

A key part of PlanToys' strategy had always been to distribute products through ecommerce retailers. Before Shopify Collective, they used several different software platforms to connect with partners, share product and pricing details, track inventory, and fulfill orders.

Rudy Valenta, Vice President of Americas at PlanToys, explained that while these platforms offered basic functionality, they lacked the ability to let PlanToys automate product imports, sync data, and track inventory. This work had to be done manually, taking up valuable time and energy, and increasing the risk of mistakes.

Product details, images, and pricing had to be shared with retailers through spreadsheets. This often meant that partners did not upload all of the images and information that best showcased the products.



Discover the solution and results

Solution

Shopify Collective allows Rudy to **automate and streamline processes, reduce administrative workload, and centralize back-office activities**. Collective lets businesses on Shopify discover and connect with complementary brands, sync new products, and post them on their website in a matter of minutes.

Rudy uses Shopify Collective to connect and partner with Lalo, a baby-and-toddler retailer on Shopify.

“If you're already using Shopify, and your partner is too, you don't have to teach a new platform. There aren't any fears about whether the integration is going to work.”



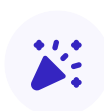
Rudy Valenta, PlanToys

Results

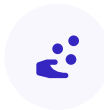
With Collective's integrated technology, PlanToys easily syncs product details, images, and pricing to Lalo's store. All Lalo has to do is import and activate them. The new products instantly appear on Lalo's website for customers to purchase.

“Because Collective is built into Shopify, both parties already use it. Our product data is very clean because it's coming from the data we're using for our website. That really is the true beauty of it.”

18% ↑



PlanToys's November 2022 orders generated by Shopify Collective



4.5% of total revenue with \$0 additional CAC

With Collective's live inventory integration and order tracking, there's less risk of human error. As orders come in through Lalo's store, PlanToys processes and fulfills them without additional administrative workload.

Shopify Collective generated 18% of PlanToys's November 2022 orders and 4.5% of revenue, with no additional customer acquisition costs (CAC).

“Shopify Collective is a no-brainer. It automates all the important work. It's native to Shopify, so you don't have to buy and learn new software, and there are no costs associated with it.”