

The 2025 Reality:

# Why Sellers Struggle with Multichannel

Growth today means selling on Amazon, Walmart, eBay, TikTok Shop, SHEIN, Temu, and Shopify — all at once. But instead of scaling, sellers are stuck with legacy tools that slow them down.

## Inventory chaos

1 in 3 orders fails because old platforms can't sync stock in real time. Overselling costs retailers \$1.75T a year in lost sales.

## Slow to market

Expansion drags 30–40% longer with manual feeds and onboarding. Sellers lose months — and momentum.

## Compliance risks

82% of sellers fear suspensions from late shipments, mismatched attributes, or outdated policies. Legacy tools leave them exposed.

## Blind decisions

Sales, ads, and fulfillment live in silos. Sellers crunch spreadsheets while competitors scale with intelligence.

## High costs, low ROI

Enterprise SaaS locks sellers into 3–5× higher contracts, while basic connectors move data without fueling growth.

## Introducing UniCon: The Agentic Multichannel Engine

UniCon allows you to connect your catalog — from marketplaces, carts, CSVs, or directly in UniCon — and drive cross-channel listing, adapting products into compliant, conversion-ready formats for Walmart, eBay, TikTok Shop, SHEIN, Temu, and more.

With UniCon:

- ✓ Launch SKUs 2× faster than legacy platforms
- ✓ Cut costs by 50–70% vs. legacy platforms charging 3–5× more
- ✓ Error-free, compliant listings across every channel
- ✓ 24/7 expert support + reinstatement coverage

Get Exclusive Event Deal

First 20 sellers enjoy 6 months free to sync and sell from Amazon into Walmart & TikTok Shop with full WFS, MCF, and ShipStation support

# What Sellers Get With UniCon

## Seller Reality

## Why Legacy Platforms Fail

## The UniCon Way

### Marketplace Listing Without Rework

Feed-based tools only push data. Every change needs manual edits → delays, errors, non-compliance.

With UniCon as your source of truth, cross listing from Amazon to Walmart and other channels becomes seamless — map once, adapt everywhere.

### Operational Precision That Scales

Connectors can't sync in real time. Overselling, delayed orders, and split fulfillment cost sellers. Agencies add overhead but not automation.

Real-time inventory sync, automated order routing (WFS, MCF, ShipStation), role-based controls.

### Agentic Workflows Powered by MCP

Legacy SaaS forces endless clicks & rigid UIs. Service shops stretch onboarding by 30–40%.

Natural-language prompts trigger agent-led tasks. "List my new arrivals with 10% discount on TikTok & Walmart" → UniCon executes.

### Strategic Listing Optimization

Legacy connectors stop at data transfer. No SEO, no channel compliance. Sellers juggle spreadsheets & agencies for copy fixes.

SEO-driven, channel-specific content: Amazon backend keywords, Walmart GTIN mapping, Etsy tags, TikTok mobile-first copy.

### Integrated Performance Advertising

Separate dashboards, disconnected reporting. Ad spend wasted, attribution unclear. Enterprise SaaS charges 3–5× more to "add ads."

Native ad strategies in one dashboard: Amazon Ads, Walmart Connect, TikTok Spark/Creators, Etsy Ads, eBay Promoted Listings.

### Always-On Compliance & Support

Legacy platforms don't protect sellers. Account suspensions wipe revenue overnight, with no reinstatement help.

24/7 account health monitoring, reinstatement guidance, catalog optimization, expert support built-in.

Explore the benefits of UniCon for your business growth!

[Talk to our experts](#)

# Beyond Integration:

# Services That Scale

List of Services & Impact	Amazon	Walmart	TikTok Shop
<b>Product Upload &amp; Optimization</b>  3× faster listing time, 40% fewer listing errors  60% more impressions, 25–35% higher CTR	Competitor & keyword research via, PPC reports, brand analytics, and Helium 10  Title, bullet points, and description optimized with high-converting keywords  Accurate category mapping and attribute compliance for higher discoverability  SEO-focused copy with brand tone and marketplace guidelines  Market trend research for product visibility	SEO-compliant titles and product specs per Walmart’s guidelines  GTIN compliance, structured category and attribute alignment  Backend meta fields filled to match Walmart’s search algorithm  Brand-focused, keyword-rich descriptions tailored for buyer behavior  Precision-driven attribute mapping and content compliance audits	SEO-optimized titles and mobile-first, short-form product descriptions  Emphasis on punchy specs and value hooks suited for scroll behavior  SKU-level category mapping and attribute compliance  Asset-driven product setup: linking videos, thumbnails, and banners  Consistent formatting to meet TikTok Shop’s dynamic content standards
<b>Advertising Strategy</b>  3–5× ROAS 20–30% lower ACoS	Sponsored Products, Sponsored Brands, Sponsored Display Ads.  Keyword bid adjustments, negative keywords, ROAS-based scaling.  Seasonal campaigns for key events (Black Friday, Prime Day).	Sponsored Products Ads with initial testing and scaling.  Bidding adjustments based on CTR, conversions, and cost efficiency.  Competitor targeting and keyword expansion.	In-Feed Ads, Spark Ads, and Creator Collabs.  Influencer partnership management.  Continuous testing of creatives and CTA hooks.
<b>Creatives for Brand Storefronts &amp; PDPs</b>  35% more time-on-store  15–20% higher AOV  10% more conversions, lower bounce/returns	Storytelling modules explaining product USPs and brand trust factors.  Amazon Brand Store built with clear navigation, category mapping, and CTAs.  Mobile-first design with traffic monitoring for continuous improvements.	Walmart Rich Media content: 360-degree images, comparison charts, videos.  Brand Shop with custom modules, featured collections, and seasonal promotions.  Compliance checks for Walmart’s listing guidelines.	TikTok Shop with clear collections and trending sections.  Cohesive visuals and CTAs to boost trust and impulse purchases.
<b>Image &amp; Video Enhancement</b>  20–40% higher CTR  Up to 70% more conversions	Pure white main images, infographics, lifestyle visuals.  Retouching, shadow addition, size chart integration.  Short videos for product demos, unboxings, or usage guides.	High-res main and lifestyle images.  How-to videos and promotional clips integrated within listings.	Short-form vertical videos: demos, unboxings, trending sounds.  User-Generated Content (UGC) for social proof.  Captions, stickers, and overlays optimized for mobile engagement.
<b>Account Management &amp; Growth</b>  20–30% more repeat buyers  Stronger brand loyalty	Ongoing audits, account health monitoring  Product + ad performance oversight  Full-spectrum account support	360° account management  Account Reinstatement  DSP to 3P migration guidance	Affiliate Program: <ul style="list-style-type: none"><li>• List products in the TikTok Affiliate Creator Marketplace</li><li>• Niche creator discovery</li><li>• Commission setup</li><li>• Monthly refresh pool</li><li>• ROI tracking</li></ul>

Book your free brand audit with CedCommerce experts.

Book your slot

# Proof in Action: Seller Success

## David

### Challenge

Critical order sync issues jeopardizing eligibility for Amazon Seller Fulfillment Prime (required 99.9% accuracy).

### Solution

Fully automated high-volume order management built for scale + advanced pricing and promotional strategies to sustain profitability.

### Outcome

- GMV: \$102M+
- Managing 15,000+ orders/day
- Zero operational errors at scale



### Challenge

Needed to migrate 50,000 products from Shopify to Amazon, with complex attribute mapping — transitioning away from a legacy platform. All while supporting 4 Shopify stores across 3 marketplaces.

### Solution

Designed a multi-store integration and migration plan with custom attribute handling via Shopify Metafields for 3 marketplaces. Offered a 2-week trial on post-pay terms. All in a cost-effective budget.

### Outcome

- GMV: \$12M+
- Listed 100K+ products within just two weeks
- Supporting 4 Shopify stores across 3 marketplaces



### Challenge

Wanted to migrate 10,000+ luxury SKUs to Walmart while scaling the luxury category for Walmart customers and automating catalog updates.

### Solution

Efficient integration from Shopify to Walmart with real-time order sync and automated weekly catalog update for 2000+ products/week.

### Outcome

- GMV: \$47.8 M in just three months
- Listed 10K+ products in a week
- Whopping 55% GMV growth



### Challenge

Struggled with low revenue, weak listings performance, poor Buy Box visibility, and inefficient ad spend on Walmart.

### Solution

Optimized listings to maximize visibility, deployed competitive pricing to secure Buy Box, revamped PPC for best ROIs, and built a robust growth roadmap for Walmart success from scratch.

### Outcome

- \$4K to \$1.4M GMV growth in just 3 months
- 55,748 units sold | 57,431 orders in just 3 months
- ROAS peaked at 11.05x | TACoS at 8.39% at a highly efficient ad spend



### Challenge

Disconnected tools, siloed operations, and no unified support across 4 marketplaces: Amazon, Walmart, SHEIN, and Temu. Tool fatigue and disrupted live sales due to inefficient agency partner tools.

### Solution

Replaced all tools with CedCommerce's unified managed services, with one expert POC across all platforms.

### Outcome

- GMV: \$10M+ (Annual)
- Listed 6000+ SKUs across 4 channels
- Complete multichannel consolidation under one roof



### Challenge

Required Walmart marketplace onboarding within just 3 weeks, with 400+ SKUs and enterprise-level catalog quality demands.

### Solution

Delivered custom metafield mapping, quick and accurate product listing, and enhanced product imagery including 360° views, with 24/7 live support.

### Outcome

- GMV: \$2.5B
- 400+ SKUs live on Day 1
- Onboarding, account setup, and growth roadmap within 3 weeks

# Seller Success Partner Spotlight Edition



Rebag



FrogShop



Elegant Comfort



Expand faster.  
Operate smarter.  
Scale stronger.

Try the UniCon experience