

Customer Success Story: BESTSELLER

Vuuh is the intelligence layer between enterprise product data and Amazon's catalog.

Vuuh enables enterprise fashion brands to automate Amazon Vendor listing onboarding with **97%+ submission success** - already proven at **BESTSELLER** and trusted by Amazon.

Executive Summary

BESTSELLER - one of Europes biggest fashion companies - partnered with Vuuh to replace manual Amazon product onboarding with a fully automated Vendor Central API integration. Hundreds of thousands of products are now processed automatically through Amazon's APIs — reducing manual work, improving catalog quality, and ensuring products are available before Amazon's buying deadlines, with 97%+ submission success and 50 - 60% faster product onboarding and reducing manual work with over 60%.

Vuuh Solution

A fully managed Amazon Vendor integration platform that automatically:

- Transforms enterprise product data into Amazon-compliant structures
- Creates and updates Catalog Items and Listings
- Synchronizes product changes continuously
- Processes large assortments through parallel API processing
- Monitors every submission in real time
- Produces complete operational reporting

The Business Challenge

Manual operations

Traditional Excel-based product submissions are resource-intensive, slow and difficult to scale.

Catalog complexity

Amazon's catalog contains historical data, product conflicts and marketplace-specific requirements.

Commercial risk

Products that miss Amazon's buying deadline cannot be purchased — resulting in lost seasonal sales.

97%+

Product submission success

50 - 60%

Reduction in product onboarding time

Significantly reduced

Manual work

Fully automated

Processing

Preferred Integration
Partner

Amazon relationship

Why Enterprise Fashion Brands Choose Vuuh



Enterprise Proven

Successfully implemented for one of Europe's largest fashion companies.



Built for Amazon

Purpose-built around Amazon Vendor Central APIs, catalog architecture and enterprise product workflows.



Built for Fashion

Designed to manage large assortments with complex variants, seasonal collections and continuous updates.



Trusted by Amazon

Vuuh is recognized as an Amazon Preferred Partner for Vendor integrations.



With the integration of the API, we are saving a tremendous amount of time and manual workflows. A process that previously took 3 - 4 weeks has been reduced by 50 - 60%. It gives us greater flexibility and strengthens our relationship with our business partner.

Aylin Nauroth

CBO Operations / Team Lead — BESTSELLER Germany

From Product Data to Amazon

ERP / PIM



Vuuh



Amazon Vendor Central API



Amazon Catalog



Listings



Available for Purchase

Why It Matters

Every product successfully created before Amazon's buying deadline represents additional assortment available for Amazon to purchase - and additional sales opportunities for both the vendor and Amazon. Vuuh helps enterprise brands maximize that opportunity through automation, data quality and deep Amazon expertise.

READY TO ACCELERATE YOUR AMAZON VENDOR CENTRAL INTEGRATION?

Book a 30-minute Amazon Integration Assessment.

[Book a meeting →](#)