

CASE STUDY

From Startup to
Global Marketplaces —
9 Years of Trusted Support

How EMOTIV helped MyFitment navigate rapid growth, marketplace shifts and evolving business needs with flexible, adaptive and dedicated support.



9+ Years

of trusted partnership



Dedicated Support

Across multiple marketplaces



A Journey of Growth

Built for long-term success



THE CHALLENGE

Growing fast, needed the right support

As a startup, MyFitment was scaling quickly and the support demand started to overwhelm the internal team. They needed additional manpower and a reliable partner who could adapt to their evolving needs.



EMOTIV'S SOLUTION

Flexible, skilled and always there

Through a trusted connection with Andrew Rowson, MyFitment partnered with EMOTIV for dedicated support. The team stepped in when they needed it most - and continued to evolve with their business.



THE JOURNEY

Adapting to change, at every step



Startup

(2011)

MyFitment was founded



Amazon

(2011 - 2022)

Heavy focus on Amazon marketplace



eBay

(2022 - 2026)

Joined eBay VIP programs and shifted focus



Acquisition

Became part of eBay and quickly adapted to the new direction



KEY VALUE AREAS



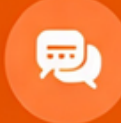
Adaptability:

Handled changing priorities, platforms and processes with ease.



Dedicated Team:

Learned quickly, even without formal training manuals.



Reliable Communication:

Support through Intercom and Slack, always responsive and proactive.



The adaptbilty of the team really helped ease the burden for me. They've always been very good people, and I absolutely wish them the best in their future.

- Shae Heilman
Founder, MyFitment



Need a reliable eCommerce support partner?
Let's build your success story together.

connect
with us

