

Sellerdeck X Qatalys Venture Studio

Scaling Growth Enablement for the
UK's #3 Ecommerce Platform



ABOUT SELLERDECK

NAME : Sellerdeck

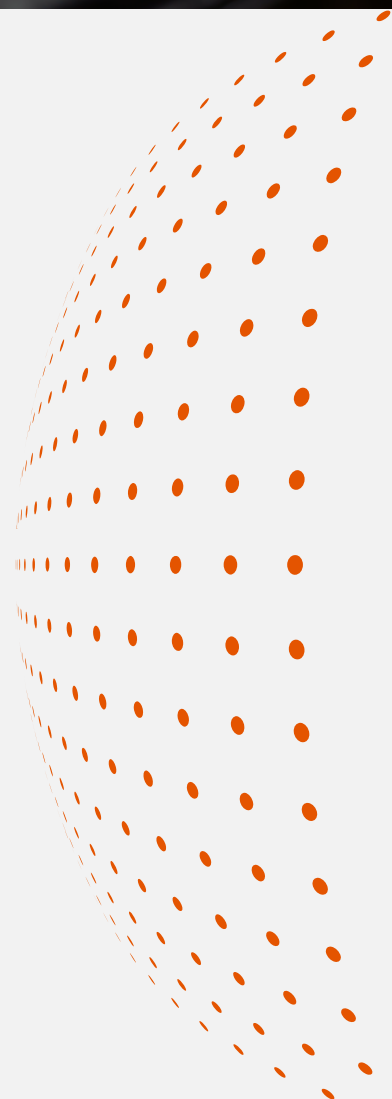
INDUSTRY : Ecommerce SaaS

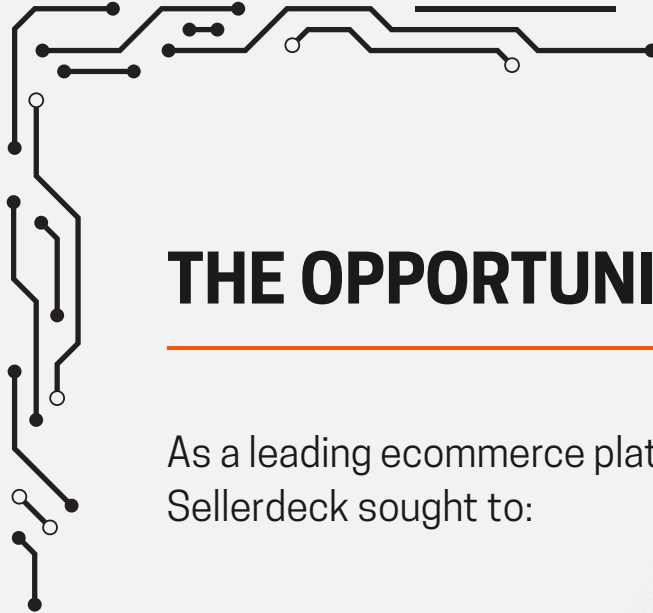
STAGE AT

ENGAGEMENT : Established Enterprise

Sellerdeck is the UK's third-largest ecommerce platform, powering over 700 online stores across a wide range of industries.

Known for its robust infrastructure and merchant-centric approach, Sellerdeck serves a dynamic client base of growing ecommerce brands looking to scale.





THE OPPORTUNITY

As a leading ecommerce platform, Sellerdeck sought to:



Deliver more value to existing merchants through strategic growth guidance



Boost conversion and upsell opportunities in their services pipeline



Strengthen client relationships with data-backed insights and performance reports



Build a scalable engine for pre-sales and growth enablement across sectors





THE QVS PARTNERSHIP

Qatalys Venture Studio's growth services acted as an embedded digital growth partner to Sellerdeck - providing white-labeled, research-led marketing audits tailored to each merchant's business model and market landscape.

Over the past 6 months, we have delivered 50+ bespoke growth audits across diverse ecommerce categories, helping Sellerdeck become more consultative, data-driven, and proactive in merchant support.

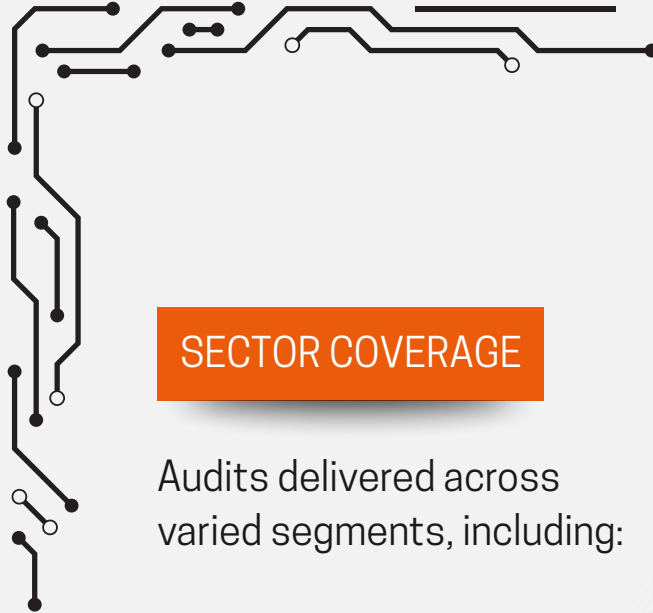
STRATEGIC ENABLEMENT

Equipped Sellerdeck's teams with actionable audit reports to strengthen sales conversations, upsell growth services, and enhance client trust.

RESEARCH-LED INSIGHTS

Each audit includes a holistic digital performance review - covering SEO, UX, CRO, technical SEO, and market opportunity mapping.



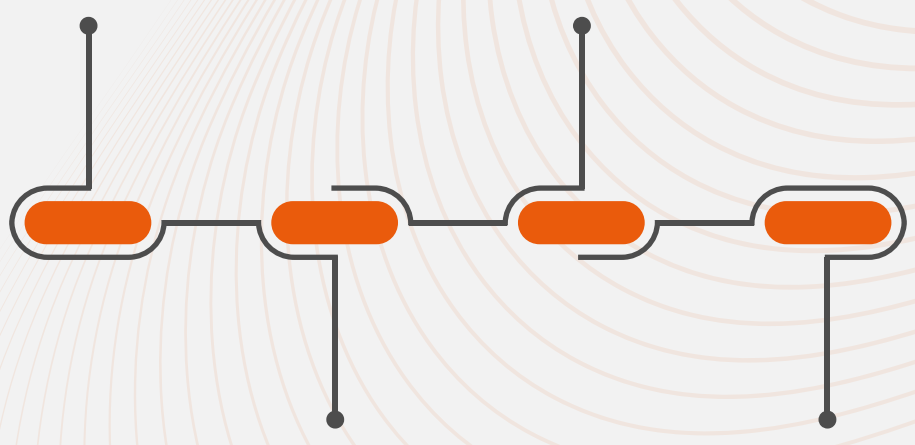


SECTOR COVERAGE

Audits delivered across varied segments, including:

Retail Ecommerce: Power Discount, GiftsDirect2U

Industrial: KJN Aluminium, Floor Heating Warehouse



Niche Products: VIP Numbers, Dannells

Sports & Entertainment: WHUFC





WHAT WE'VE DELIVERED

DIGITAL GROWTH AUDITS

50+ white-labeled reports integrated into Sellerdeck's sales and merchant success process.

SEO AND PERFORMANCE

Organic visibility audits, crawl/index analysis, and structured data enhancements.

UX AND CONVERSION

UI/UX evaluation with funnel optimization recommendations.

GMC AND FEED READINESS

Google Merchant Center checks and feed health improvements.

COMPETITOR BENCHMARKING

Gap analysis and market performance mapping for focused growth.





IMPACT SO FAR

- ✓ Enabled Sellerdeck to lead more consultative sales conversations through audit-driven insights
- ✓ Unlocked upsell potential via insight-driven growth recommendations
- ✓ Equipped ecommerce merchants with actionable performance insights
- ✓ Positioned Sellerdeck as a proactive partner for digital success

WHY THIS APPROACH WORKS



Qatalys Growth Services acted as an extension of Sellerdeck's team – enabling strategic marketing capabilities without additional overhead. Our audits unlocked opportunity, built trust, and drove broader adoption.





READY TO SCALE WITH US?

If you're looking to supercharge your platform's value proposition, Qatalys Venture Studio helps you go beyond tech – into real, measurable growth enablement.

TALK TO OUR TEAM