



MIDLAND RADIO CLIENT SUCCESS STORY

Inventory Audit Strategy Helps Recover \$528K in Amazon Reimbursement Fees

OVERVIEW

Established in 1959, Midland Radio is a global leader in two-way radio and weather radio technology. Serving the off-road, agriculture, camping, RV, fish and hunt, ski and snowboard, business, and emergency preparation communities, Midland Radio provides reliable communication for every adventure.

Midland Radio partnered with Channel Key to help manage and scale the brand's fast-paced growth on Amazon. With the company generating an 8-figure sales volume on the platform, Channel Key suspected the likelihood of missed revenue due to Amazon-related inventory errors.

Channel Key connected Midland Radio with Seller Investigators, an all-in-one audit and recovery solution helping over 1,000 FBA Sellers recover

over \$1 million per month in reimbursements for lost & damaged inventory and shortages.

Together, Channel Key and Seller Investigators developed a comprehensive marketplace strategy to identify and recover money owed to Midland Radio, hold Amazon accountable for inventory mismanagement, and improve overall profitability for the company.



APPROACH

- **Conduct an Amazon Inventory Audit**
Connect Midland Radio with Seller Investigators to perform an initial audit to determine the scope of lost revenue.
- **File Cases with Amazon**
File cases in compliance with Amazon's TOS while running weekly audits to identify new reimbursement potential.
- **Expedite the Recovery Process**
Utilize the Packing List Generator to free up resources and fast-track the reimbursement process.
- **Prevent Mistaken FBA Fee Increases**
Leverage the Free Weight and Dimensions tool to enable alerts for FBA fee increases due to dimensional weight updates.

RESULTS



\$528K

Total Reimbursement Fees Recovered



3,963

Inventory Units Identified as Missed, Lost, or Damaged



596

Reimbursement Cases Filed with Amazon

CONCLUSION

Midland Radio was not positioned to allocate internal resources to hold Amazon accountable for inventory leakage. Under Channel Key's guidance, Seller Investigators performed a free audit that included the maximum lookback period allowed by Amazon – 9 months for Missing Inbound Shipments and 18 months for Lost/Damaged in the Warehouse.

Seller Investigators immediately identified losses totaling \$153,319. After launching a full-scope investigation, Seller Investigators filed 596 individual cases addressing nearly 4,000 missing, lost, or damaged units. In total, Channel Key's partnership with Seller Investigators helped recover \$528,540 in reimbursement fees for Midland Radio.