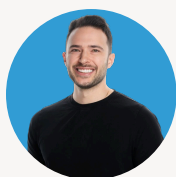




Be Amazing's Playbook for Financial Clarity



There's no better story told than the numbers from your books...This should be your guide and your bible for making data-driven decisions."



Russell Saks

CEO & Co-Founder, Be Amazing

Highlights



Challenge

- **Traditional accounting software** not designed for ecommerce created significant operational bottlenecks
- **Lengthy book closing process** severely limiting real-time decision-making
- **Frequent miscategorizations** required constant manual review
- **Couldn't properly track inventory** with fluctuating raw material costs
- **Limited real-time visibility** into critical metrics



Solution

- **Implemented Finaloop's ecommerce accounting platform**
- **Real-time financial data** eliminated waiting periods
- **Automated categorization** handled transaction classification
- **Advanced inventory management** provided full visibility
- **Multi-channel reporting** aggregated data from Shopify, Amazon, wholesale, and TikTok into unified dashboards with SKU-level analysis



Results

25+ days

Faster financial close each month

54%

Increase in revenue YoY

20+ hours

Saved a month in financial admin

Meet Be Amazing

Be Amazing (also known as BEAM) is a fast-growing supplements and wellness brand with a deeply personal mission. After co-founder Mike Yewdell was diagnosed with a rare form of cancer at 27, his tight-knit group of friends came together and founded BEAM—inspired by the chemotherapy treatment that saved his life.

The company began during the early days of the pandemic, growing into a thriving multi-channel ecommerce brand. Today, Be Amazing operates across Shopify, Amazon, wholesale, and TikTok, offering high-quality supplements. With a story rooted in resilience, the brand grew quickly—and so did the complexity of its operations.

Russell Saks, the CEO of Be Amazing knew they needed more financial clarity to scale the growing brand and was struggling to find a setup that could keep up.

“

When you have a super fast-growing business, it's difficult to make extremely data-driven decisions in real time when you're playing catch up.”



The Challenge

Before Finaloop, Be Amazing's finance setup was a familiar patchwork setup:

- Fractional CFO
- Bookkeeper
- Quickbooks + Google Sheets
- Quarterly reviews

It was cumbersome and slow, especially for a fast-scaling DTC brand handling high transaction volume.

The monthly close process often dragged on.



It would always take longer than we hoped. Fifteen days would be a really good month.”

By the time reports were ready, the data was already stale.

Recurring misclassifications only made things worse. **“The same vendor we're working with every single month, some months would end up in one category, other months in a totally different category,”** he explained. Each close required extensive manual review, eating up valuable time.

Inventory tracking was also a major challenge. Be Amazing stored products across Amazon, 3PLs, and an overstock warehouse, all with fluctuating component costs. **“We're constantly trying to backtrack and figure out what the weighted average costs look like of these products,”** Russell said.

All of this slowed decision-making. **“When you have a super fast-growing business and want to make extremely data-driven decisions, it's difficult to do that in real time when you're playing catch up.”**

The Solution

Russell was skeptical when he first heard about Finaloop. **“It almost sounded too good to be true,”** he said. But recommendations from peers in the ecommerce space pushed him to give it a try.

Once he did, he never looked back.

He found Finaloop’s built-in features far more logical for ecommerce than his previous setup. Previously, basic accounting functions had to be tracked outside the platform. **“That makes absolutely no sense,”** he said. **“Finaloop just comes ready to use out of the box.”**

Russell now reviews financials weekly, enabling him to monitor capital allocation and track goal progress. He especially values Finaloop’s unified view across channels—Shopify, Amazon, TikTok Shop, wholesale, and more—giving his team a complete financial picture.

“

I don't know how I could live without it at this point," he said. "Inventory before was a mess because we're trying to aggregate data from different sources, [With Finaloop], you're getting the full picture - from purchase order to COGS. The ability to go back and say, hang on a second, last year we were paying this, what was the reason? Oh, it was because component A was significantly cheaper than it is today."

The Results

Finaloop quickly replaced the patchwork.

- Book close times went from 15+ days to zero
- Financials became fully automated and always up-to-date
- InventoryIQ gave his team clarity from PO to landed cost
- Unified dashboards pulled in data from all channels—Shopify, Amazon, wholesale, TikTok, and more

Eliminated book closing delays

Monthly book closing went from 15+ days to real-time access, enabling weekly financial reviews instead of waiting for outdated reports.

Automated complex reconciliations

Amazon reconciliation, previously a time-consuming manual process, now happens automatically. **"Amazon's already categorized and reconciled. That alone used to take forever,"** Russell said.



Enhanced inventory visibility and planning

Multi-channel inventory data revealed seasonal flavor patterns occurring 3 months earlier than expected, enabling better inventory planning and marketing timing.

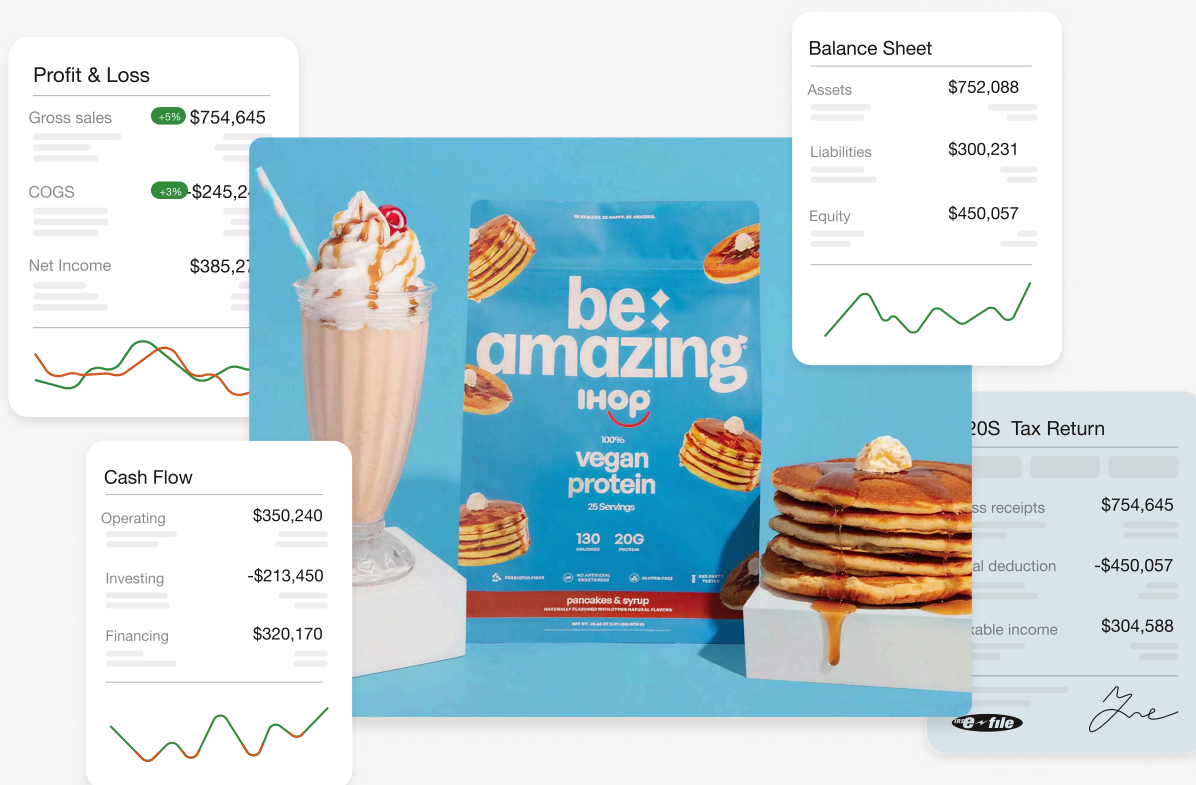
"We're able to pinpoint exactly where those inflection points are happening so we can plan for the next year," Russell explained.

Improved marketing optimization

Real-time visibility across their fastest-growing channel (TikTok) and other platforms enables immediate optimization. The team can now plan marketing campaigns 30-60-90 days ahead based on historical seasonal data.

Smarter capital allocation decisions

Weekly financial reviews support strategic decision-making. **"Part of my job is capital allocation—figuring out the most effective uses for our capital and the timeliness of deploying that capital."** Now that he has financial visibility, he can make smarter, data-driven decisions and allocate the capital to the right places.





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