ShipBob

Fulfillment Strategies for **Brands Scaling to $100M+**

A must-have fulfillment guide for scaling ecommerce brands.

PetLabCo. Hero. THE ADVENTURE CHALLENGE 100 THIEVES TB12

Spikeball dossier touchland MUDDY BITES Chamberlain Coffee

Introduction

Especially in the past few years, the path to success in the ecommerce industry isn't linear. Each brand has their own unique journey.

Maybe you were like Hero Cosmetics, who started with one SKU with one retail partner. That success opened up doors to other retail partners, which pushed them to sell online and that quickly became a viral sensation, selling out everywhere. As a result, they added more and more products to give customers additional options. Like wildfire, their brand took off and their hottest product became the leader in the vertical. After dominating the market, they were acquired by the manufacturing giant, Church & Dwight, for $630 million.

Or maybe you were like The Adventure Challenge, who had a strong product but faced roadblocks to get funding and had multiple failed crowdfunding initiatives. Once they started getting traction through paid social channels, their organic user-generated content skyrocketed and they began selling tens of thousands of orders every month – domestically and internationally — all the way to surpassing $80 million in annual revenue in a few short years.

The commonality with these two examples? They needed an all-encompassing fulfillment partner to help navigate the exponential growth in their business — and that's where ShipBob came in.

There are dozens of ways ecommerce brands can grow to be a household name, generate tens or hundreds of millions of dollars in revenue, or even be sold for an impressive exit. Whether you've reached that point or aspire to get there, ShipBob understands the needs of quickly growing brands like yours.

In this guide, we go deeper into the logistics and fulfillment nuances that mid-market and enterprise brands should consider to scale a global, multichannel business, and how ShipBob helps you achieve that vision.

Top Fulfillment Solutions **For Mid-Market Brands**

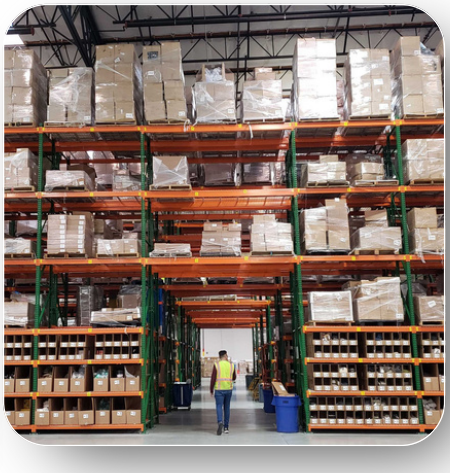
No matter how you fulfill orders, your business can leverage ShipBob's solutions to achieve more accurate, efficient, and affordable fulfillment, using a fully outsourced model, a warehouse management system (WMS) for in-house fulfillment, or a hybrid approach:

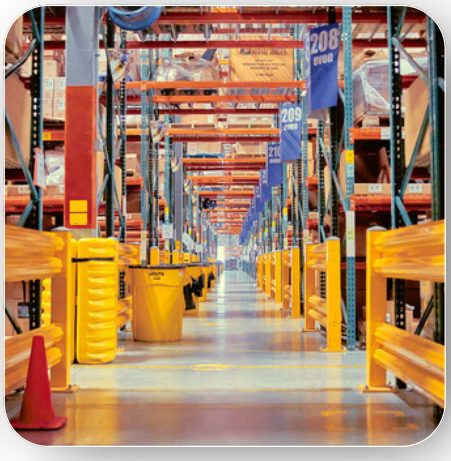
1. **Outsource fulfillment:** If you're looking to take a hands-off approach to fulfillment, ShipBob can store your inventory and pick, pack, and ship orders for you from any of our fulfillment centers in the US, Canada, the UK, the EU, and Australia.

2. **Keep fulfillment in house with Merchant Plus:** If you have your own warehouse, you can implement the ShipBob WMS to power your entire global fulfillment network.

3. **Turn to a hybrid fulfillment model:** Have a warehouse but want to optimize costs for your best-sellers, unlock additional scale, or cater to a region that you're not located near? Use ShipBob's Merchant Plus solution as the WMS for your warehouse, and put your best-selling SKUs (or all inventory) in any of ShipBob's 3PL warehouses (in other regions or countries to reduce transit times and shipping costs) to have ShipBob fulfill them.







Top Fulfillment Solutions **For Mid-Market Brands**

Features and capabilities you unlock	Outsourced fulfillment to ShipBob	Merchant Plus (WMS) by ShipBob
Turnkey integrations with all major ecommerce platforms (like Shopify Plus)	✓	✓
API & 40+ integrations in the ShipBob App Store with tools like Netsuite, Klaviyo, Gorgias, and more	✓	✓
The ShipBob dashboard (real-time inventory, order, shipment, and returns management software)	✓	✓
Standalone warehouse management system (WMS) for *your* own warehouse, including features like cluster picking, batch picking, and pick to cart		✓
ShipBob's global fulfillment center network (US, Canada, UK, EU, Australia)	✓	✓
Advanced analytics and reporting tools	✓	✓

Top Fulfillment Solutions **For Mid-Market Brands**

Features and capabilities you unlock	Outsourced fulfillment to ShipBob	Merchant Plus (WMS) by ShipBob
Omnichannel & marketplace integrations (e.g., Amazon FBM, Amazon FBA prep)	✓	✓
B2B & EDI capabilities for both retail distribution & dropshipping	✓	✓
Customization and branded unboxing capabilities	✓	✓
White-glove onboarding and support	✓	✓
A dedicated Merchant Success Manager	✓	✓

Want to learn more?

Click the links below to explore each solution, and discover which is right for your business.

Outsource Fulfillment to ShipBob

Get Merchant Plus for My Warehouse

Table of **Contents**

1.	**Working with a True Partner**	7
2.	**Speeding Up Shipping for a Better Customer Experience**	10
3.	**Optimizing Fulfillment with Distributed Inventory**	14
4.	**Centralizing Fulfillment for All Sales Channels**	17
5.	**Personalizing the DTC Experience Through Customization**	21
6.	**Expanding Globally with Ease**	24
7.	**Connecting Your Tech Stack with Integrations and APIs**	26
8.	**Conclusion**	30

1 Working with A **True Partner**

When it comes to adopting comprehensive fulfillment solutions, it's all hands on deck.

The entire ShipBob team is dedicated to helping you find all solutions that are relevant to your business and onboarding seamlessly. With deeply experienced sales, engineering, implementation, operations, data analytics, and partnerships and integrations teams, ShipBob offers white-glove service to meet your needs.

Your dedicated ShipBob team

👨‍💻 Implementation

A Sr. Implementation Specialist will be assigned to your account to help you navigate the onboarding process. This individual will help you set up your ShipBob dashboard, lead training sessions tailored to your brand and your needs, and create materials specifically for you.

Additionally, your Implementation Specialist will walk you through how to integrate your store(s), set up products, and go live with shipping (whether it's virtually if you outsource fulfillment, or in-person to install our WMS in your warehouse). In your first 60-90 days as a ShipBob merchant, your Sr. Implementation Specialist will be available to educate and empower you to confidently use our dashboard and features.

💬 Ongoing support

ShipBob's Merchant Care team is your go-to team for day-to-day support, requests, troubleshooting, and resolution. Your account will be assigned a Merchant Care pod, full of support reps who are familiar with your specific needs.

🤝 Account management

ShipBob will match you with a dedicated Merchant Success Manager (MSM) who will provide strategic guidance on how to improve your operations across all logistics and supply chain operations.

Your MSM works to uncover what success means to you and creates a roadmap based on that criteria. They'll continuously create a dynamic plan to focus on factors that drive your success and business efficiencies, such as:

- Forecasting and planning
- Splitting inventory amongst fulfillment centers for ideal distribution
- Packaging optimization in order to reduce dimensional weight
- And more!

MSMs will meet with you and your team for weekly check-ins to gauge how your business is doing and what tweaks can be made in order to maximize your fulfillment experience. Quarterly Business Reviews (QBRs) are held with your MSM to further strategize and optimize your fulfillment.

💼 Executive Sponsor

Furthermore, a member of ShipBob's senior executive team will serve as an Executive Sponsor who is invested in and across your account.

"ShipBob saves us a lot of time by saving us a lot of headaches. Whenever an issue comes up, the resolution is quick, and we appreciate how they make things right. Having Evan, our dedicated Account Manager is such an amazing help to us. He's been so great and is always there for us. It's such a pleasure working with him and having a direct contact on the team."

- Ines Guien, Vice President of Operations at Dossier

Influencing the product roadmap

Another benefit of working with ShipBob is being able to provide feedback to directly impact our product roadmap. With more engineers on staff than any other 3PL, ShipBob moves fast to roll out new features, integrations, and enhancements that serve the needs of our customers.

ShipBob even hosts in-person events, allowing customers to interact with each other and share best practices, while getting full access to ShipBob's larger team across functions.







"I always wanted a truly global fulfillment partner — I had been trying to find this solution for years. ShipBob shared their roadmap, which included international expansion, and we decided to consolidate all of our US business to ShipBob first, and then do the same with the other countries. I recently attended one of ShipBob's Product Advisory Council events, where a UK fulfillment center came up as a beneficial location, and I can't believe how fast it happened. I'm over the moon that they kept their promises and executed so quickly."

- *Wes Brown, Head of Operations at Black Claw LLC*

2 Speeding Up Shipping **For a Better Customer Experience**

ShipBob works with a diverse mix of global, national, and regional carriers to offer standard and expedited shipping options.

2-Day Express Shipping

🚚 100% coverage across the continental U.S.

ShipBob's 2-Day Express Shipping is available for all supported ecommerce platform integrations and provides 100% coverage for 2-Day Express across the continental United States, even from a single fulfillment center.

We also provide you with the data you need to understand your optimal fulfillment location(s) to reduce shipping costs and transit times across our network based on your historical orders.

Our proprietary algorithm for this popular ship option chooses the cheapest method available using a combination of carriers and services to provide high on-time delivery rates for 2-day orders, while being much more cost-effective than air shipping.

We are committed to providing the industry-leading on-time delivery rate for 2-day shipping — so much so that we publicly share our average 2-day shipping performance across our entire network.



🎖️ Shipping badges and estimated delivery dates (pre-checkout)

ShipBob gives you the option to apply Prime-like badging on your Shopify store to convert more customers. With 2-day shipping badges and estimated delivery dates shown on product pages, you're able to communicate the promise of fast shipping while building trust with shoppers.

As a preferred fulfillment partner of companies like Walmart, we can even help you get approved quickly on new channels and use 2-day badges to appear higher in search results.



"We were excited to roll out 2-day shipping options for our customers so that we could keep up with Amazon, but found that not as many as we expected were taking advantage of this offer. We worked with ShipBob and introduced a Prime-like badge showcasing 2-day shipping on our product pages and immediately saw a 230% increase in customers using 2-day shipping!

Because of the badge, customers know how fast they can get a product — even before they add it to their cart — and we love that. I really, deeply appreciate the way ShipBob listens to our feedback and genuinely learns about merchants' needs. They work quickly to deliver solutions that save us hours each week. ShipBob has done so much to help us."

- *Larissa Jeanniton, Operations at The Wrap Life*

Inventory Placement

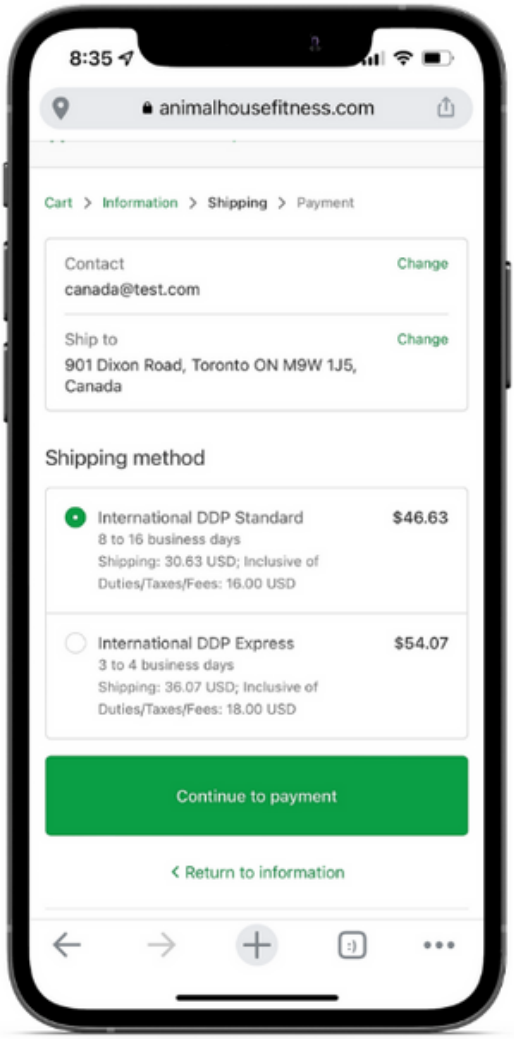
ShipBob's Inventory Placement program automatically distributes and balances your inventory across our fulfillment network to the most optimal locations, using ideal SKU distribution analytics and cross-docking in the United States. This way, you don't have to worry about sending your inventory to numerous fulfillment centers or keeping inventory balanced across multiple locations.

Through this program, you'll reduce the zones traveled from ShipBob warehouses to your end customers, improving delivery speed for your customers while reducing your shipping costs. You can even leverage ground shipping from different regions of the continental US to offer 2-day shipping for DTC, making it even cheaper and faster.

International DDP Shipping

With ShipBob's Delivered Duties Paid (DDP) shipping solution, you can simplify cross-border shipping and convert more international shoppers by optimizing checkout and delivery for the appropriate duties, taxes, and fees (even allowing you to break out duties from shipping at checkout on Shopify stores).

ShipBob's DDP solution enables you to prevent long delivery times and surprise fees for international consumers, providing a frictionless, loyalty-building experience.



FreightBob

In addition to offering fast shipping for your end customers, ShipBob is dedicated to offering fast freight times for you. FreightBob is ShipBob's end-to-end managed freight and inventory distribution program that works alongside Flexport's Flow Direct LCL shipping program to ship freight from China to the US via weekly sailings, only reserved for ShipBob merchants.

FreightBob enables merchants to reduce time-in-transit, lower freight costs, and distribute inventory more strategically across ShipBob fulfillment centers in the US. With FreightBob, your inventory arrives in the US in 10-20 days, as opposed to the traditional 30 or more.



"Our sales for BFCM exceeded expectations — so we were lucky that we had FreightBob to deliver extra inventory so quickly, including the ocean freight portion that they orchestrated with Flexport. We were super well-stocked for the rest of the year and then into the start of this year, without any of the inventory issues that have plagued us in the past."

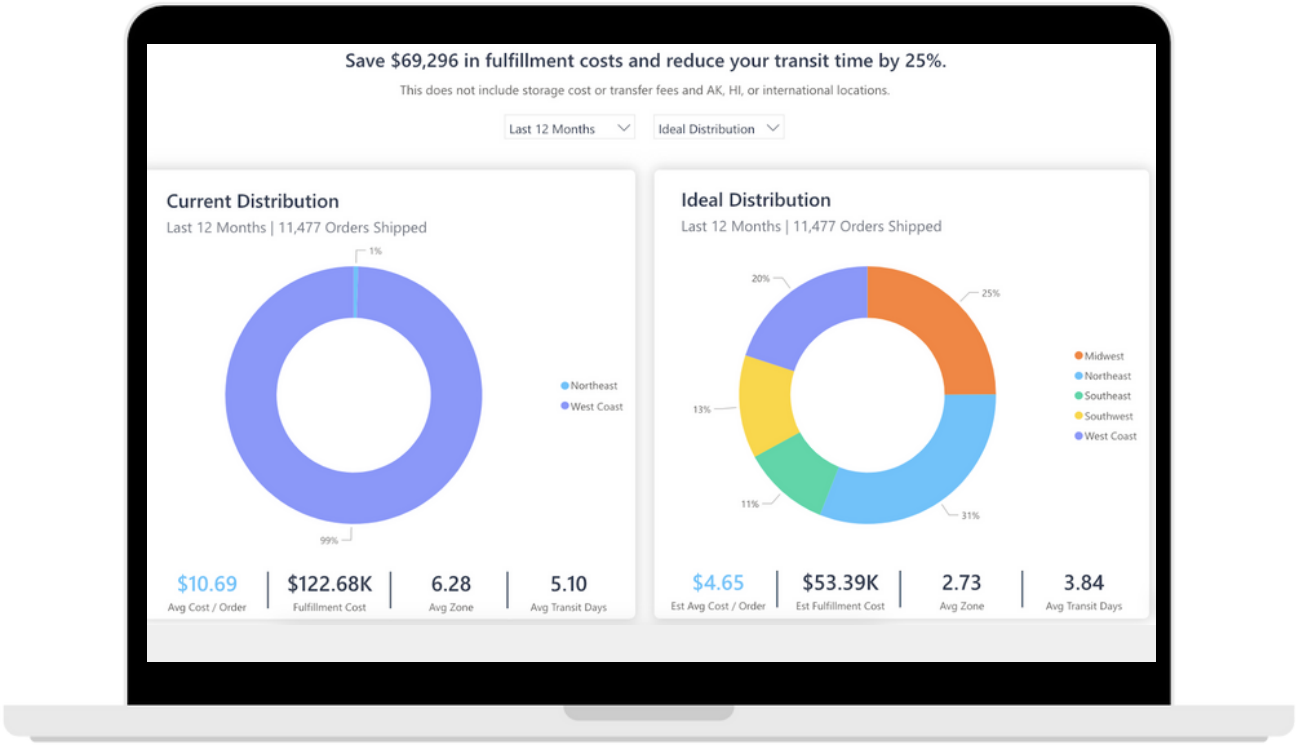
- *Nathan Garrison, Co-Founder and CEO of Sharkbanz*

3 Optimizing Fulfillment with **Distributed Inventory**

With dozens of fulfillment centers across the globe (and new locations continuously being added), ShipBob gives you the ability to store inventory in multiple fulfillment centers so you can ship each order out from the warehouse that is closest to each customer, while spreading risk in case of carrier delays and other supply chain disruptions.

ShipBob has:

- Real-time inventory data to optimize SKU placement across our network to reduce transit times and shipping costs
- Replenishment notifications to avoid stockouts
- Transparent and full breakdowns of storage costs and other billing
- Visualizations showing current vs. ideal inventory distribution of which locations can help you reduce average shipping costs, transit times, and shipping zones



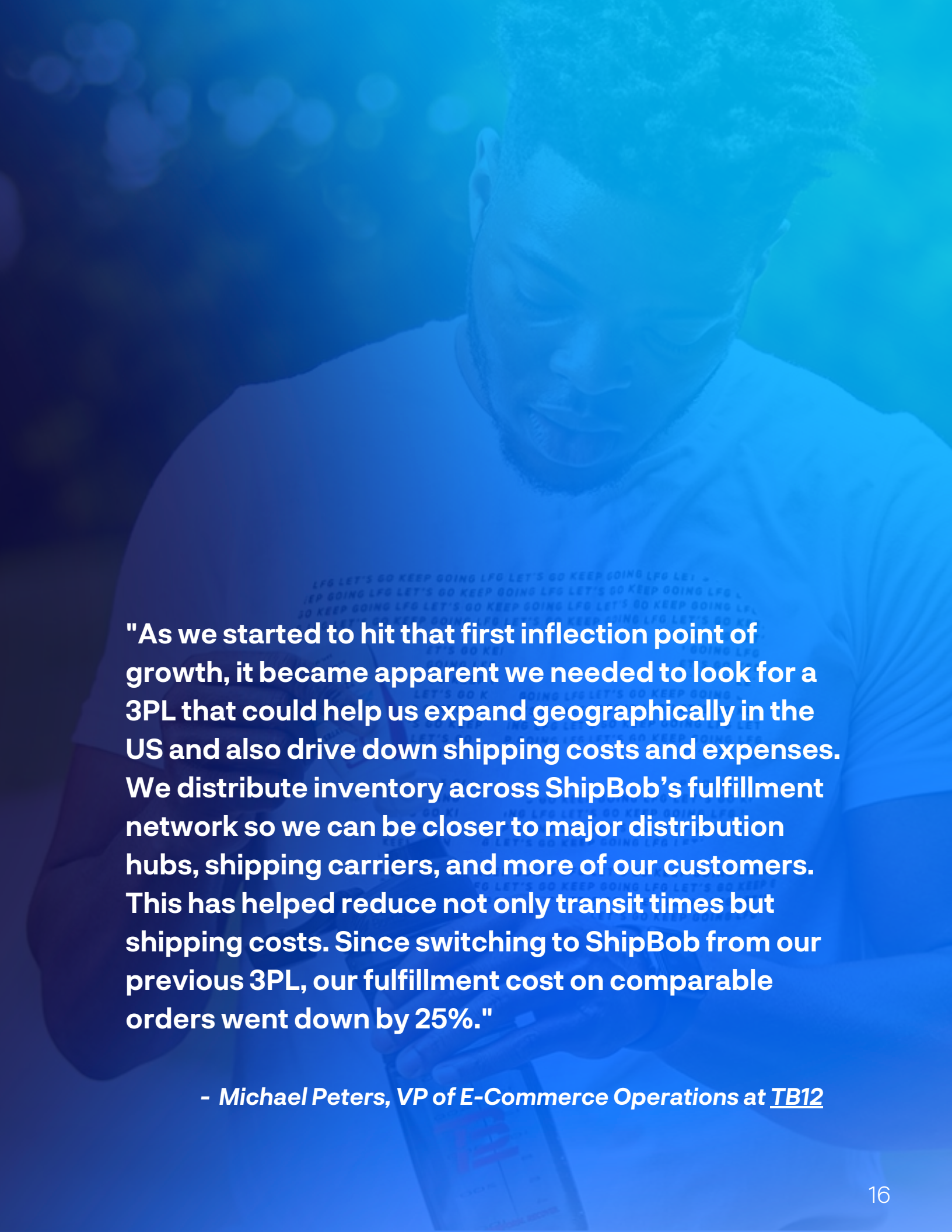
ShipBob's dashboard is designed to empower you with data, so you can gain a better understanding of your business and make informed decisions with advanced analytics. You can use these metrics to identify opportunities for optimization, cost-savings, and expansion.

For full transparency, we also showcase our actual SLA performance for every shipment, with badges for on-time, late, and unavailable orders.



"The network and team that ShipBob has are incredible. We're able to leverage a vast network of domestic fulfillment centers. The ability to touch base with the team and use a data-driven approach for identifying areas of improvement and where we might benefit from expanding our use of the ShipBob fulfillment center locations has saved us time and allowed us to provide better experiences for our customers."

- *Stephanie Lee, COO of PetLab Co.*



"As we started to hit that first inflection point of growth, it became apparent we needed to look for a 3PL that could help us expand geographically in the US and also drive down shipping costs and expenses. We distribute inventory across ShipBob's fulfillment network so we can be closer to major distribution hubs, shipping carriers, and more of our customers. This has helped reduce not only transit times but shipping costs. Since switching to ShipBob from our previous 3PL, our fulfillment cost on comparable orders went down by 25%."

- Michael Peters, VP of E-Commerce Operations at TB12

4 Centralizing Fulfillment For All Sales Channels

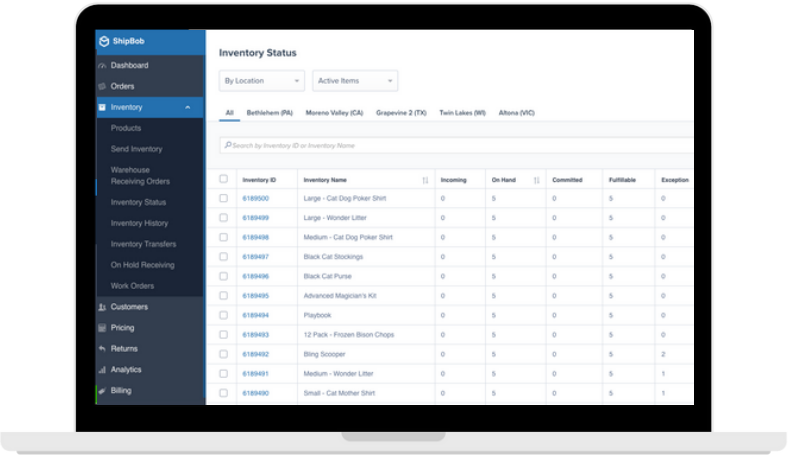
Today's consumers want to be able to find what they're looking for, no matter where they shop. ShipBob helps streamline fulfillment across your sales channels — all under one roof.

DTC Fulfillment

💻 Your ecommerce website

ShipBob provides best-in-class logistics and fulfillment for ecommerce businesses selling DTC. Our intuitive software integrates directly with your commerce platform (e.g., Shopify Plus, BigCommerce, and more) and all your favorite tools (e.g., Gorgias, Linnworks, Klaviyo, Netsuite and more), and automatically processes orders and updates inventory levels in real-time.

From there, pickers and packers can fulfill orders as they are placed, and tracking info is sent back via your store. ShipBob even makes it easy to bundle products and fulfill your bundles, having each picked unit get deducted from the individual SKU's available inventory count for real-time, accurate inventory levels.



🛍️ Online marketplaces

Leverage online marketplaces that are well-established and highly trusted, like Amazon and Walmart, to expand your reach to millions of new customers. ShipBob has direct integrations with these top marketplaces, making the order and fulfillment process a breeze.

EDI-compliant B2B fulfillment

ShipBob has integrations with EDI providers such as SPS Commerce, LogicBroker, and Cymbio. These partners, paired with ShipBob's ability to continuously add new retailers (going from zero to 75 in a year) let you:

- Comply with retailer requirements and prevent chargebacks.
- Onboard new retailers in a matter of weeks instead of months.
- Provide all stakeholders with end-to-end visibility.
- Avoid manual, paper-based B2B transactions that take days to process, and replace manual operations with more accurate, automated processes.
- Connect with retailers and automate order management and third-party shipping.

With so many unique retailer requirements to adhere to, EDI can be complicated. That's why we have transparent EDI pricing that is easy to understand:

- No one-time or monthly EDI integration fees.
- No hidden compliance or hourly fees.
- No monthly platform or technology fees.

"EDI compliance is hard to wrap your head around, as the various APIs and work streams are complicated. For the first time, they're stocking our kits in their physical stores for a more wholesale/B2B approach rather than solely online for retail dropshipping. Being EDI compliant makes ShipBob even more of a powerhouse. As they continue to expand their retail partnerships, there won't be an order they can't fulfill."

- Jordan Rondel, Co-owner of The Caker

Retail distribution

ShipBob's retail distribution solution automates fulfillment of B2B orders from wholesale and retail partners, and ships your inventory to retailers that can either fulfill orders for their end customers or place your inventory in their brick-and-mortar storefront locations.

Retail dropshipping

With ShipBob's retail dropshipping solution, you sell your products directly on retailers' online stores, and ShipBob fulfills and ships those orders to the end consumer.



"ShipBob's B2B Fulfillment Suite powers retail dropshipping and retail distribution for other retailers that we're hoping to partner with in the future, including Target and Walmart, so we're excited to keep expanding our retail partnerships with ShipBob. Retail is looking like it will be a huge focus for us in the coming years, and we're hoping that with ShipBob's help, it will continue to be a larger and larger part of our business."

- Aaron Patterson, COO of The Adventure Challenge

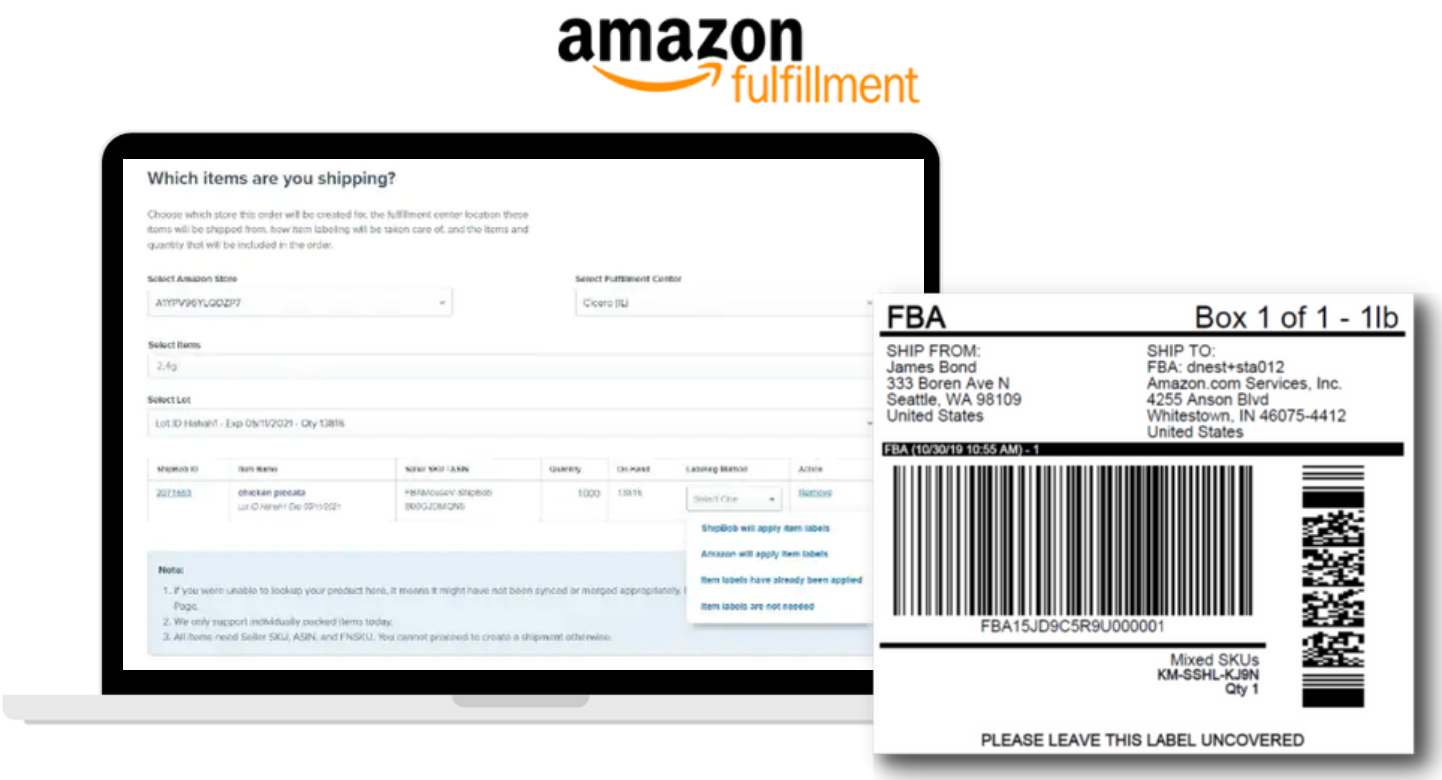
💰 Value-added services

Dealing with retailers that require new or additional labeling? Looking to package multiple products together for a promotional special? Need help processing returns from retail dropshipping orders? Let ShipBob take the burden off of you through value-added services such as:

- Kitting
- Labeling
- Packaging
- Re-boxing
- Returns processing
- Retail display assembly

⚙️ Automated FBA Prep

ShipBob's Automated FBA Prep solution syncs order and shipping label information between ShipBob and Amazon, providing significant time savings of up to 2 days and reduces the chance of errors associated with manual FBA prep. This more error-proof way of sending inventory to Amazon avoids complicated workflows and maintains 100% compliance.



5 Personalizing the DTC **Experience Through Customization**

Creating an unforgettable unboxing experience can help your brand stand out from the competition and leave a lasting impression — and with ShipBob's Customization Suite, it's easy and scalable.

Branded packaging

We make it easy for you to incorporate your custom packaging (both custom boxes and poly mailers) for various order combinations and sizes. It's as simple as paying a small fee to store each packing type as a SKU and adding your packaging preferences for each product (in addition to other options such as if the item is fragile, HAZMAT, a lot product, etc.).



ShipBob chooses the most optimal packaging for each order using our proprietary box algorithm, triple Cubiscan process (inputting product dimensions and weights of each SKU), and your SKU-level packaging preferences.

"We use noissue for our eco-friendly mailers that are 100% compostable, and ShipBob ships orders out for us in our custom branded packaging. Our subscription option has become popular among customers, where they subscribe and save money. We rely on a great post-purchase experience for this."

- Manuel de la Cruz, CEO at Boie

Kitting

Customize how your inventory is prepared for customers and expedite fulfillment with ready-to-ship kits.

From constructing a branded box and placing multiple SKUs in a kit, to adding stickers, labels, and barcodes to items, we support a variety of kitting actions.

In ShipBob's dashboard, you'll find an easy-to-use kitting request form, as well as a transparent price estimator, allowing you to duplicate and edit prior requests.



Marketing inserts

Make receiving a package from your brand feel like receiving a gift (or incentive to buy again) by including marketing inserts for your customers.

Use inserts as an opportunity to offer future purchase discount codes, or even to say 'thank you' from the heart. ShipBob's Rules Engine even lets you create light automation, such as "Add an insert to each order" or "Insert holiday promotion if the order date is before December 20."



Customizable gift notes

Make the unboxing experience even more memorable when you let your customers add their own heartfelt gift notes to their recipients when checking out.

Gift notes print when orders are packed, and can display your brand logo as well.



Custom sender labels

Custom sender labels drive brand recognition from the moment your order reaches your customer's door by adding your brand's name as the "from" recipient on the shipping label on the outside of every box — at no additional cost to you.



"Each week there's a new email introducing new features. It's cool. We just implemented custom sender labels so our brand name shows up on the shipping label to further reinforce brand recognition before they even open the package. And the customer service at ShipBob is exceptional. It's been a symbiotic relationship. We've grown alongside ShipBob. It's been a nice, mutually beneficial relationship."

- Anouk Rondel, Co-owner of The Caker

6 Expanding Globally **with Ease**

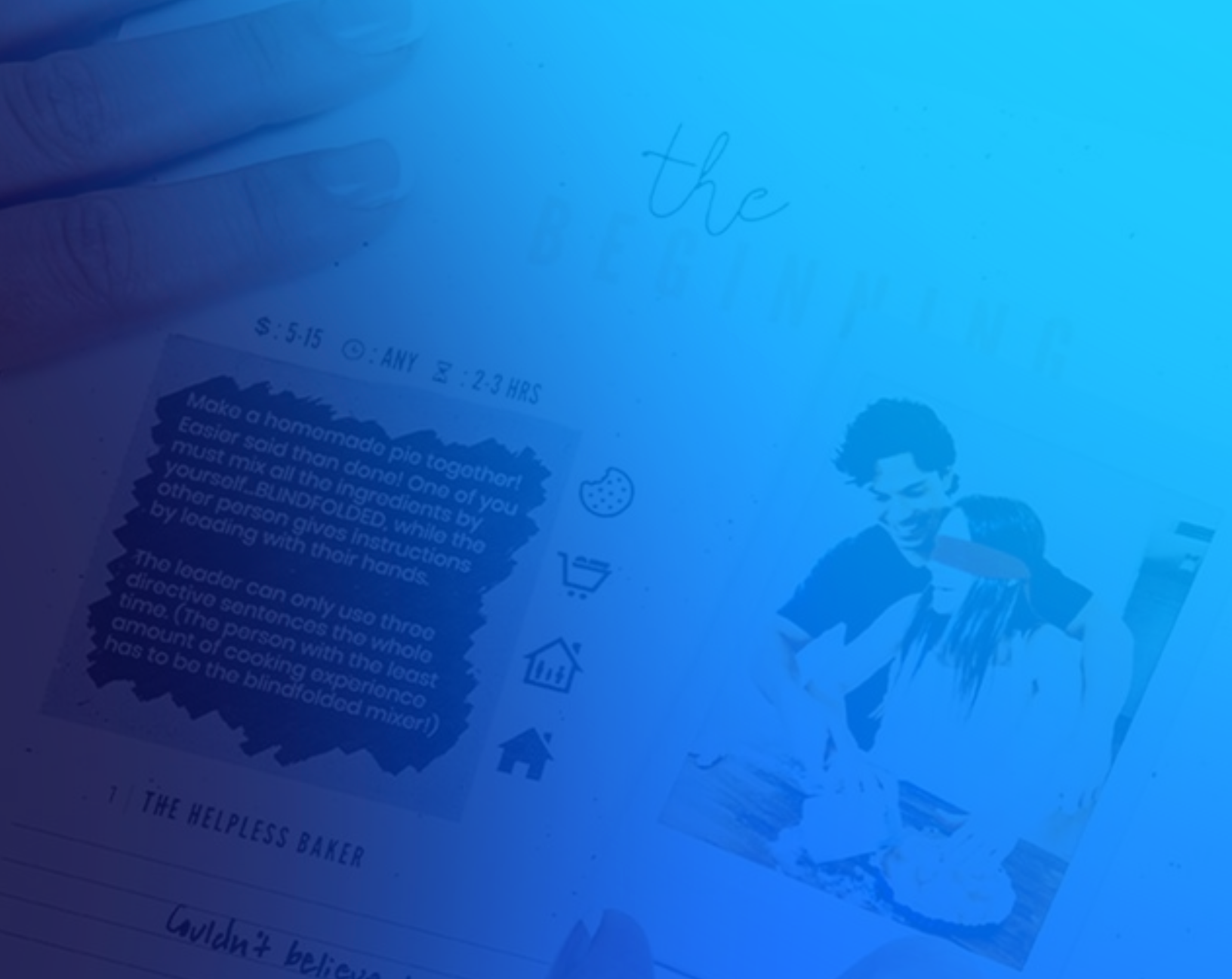
With a global presence on three continents, ShipBob allows you to operate on a truly global scale. Reach customers in 200+ countries from any ShipBob fulfillment center in the United States, Canada, Australia, Ireland, Poland, and the United Kingdom (even if you have your own warehouse by routing orders to certain destinations to ShipBob).

ShipBob's ever-expanding fulfillment network enables you to localize your shipping strategy to create better customer experiences and drive repeat sales. This also allows you to speed up transit times and benefit from in-country delivery to avoid duties and import taxes.

You can start with ShipBob in a single country, and move into other countries when ready, working closely with our global expansion team and partners (and not paying any implementation fees when expanding).

Please be aware of these in-country fulfillment requirements:

- **To sell within the US,** you need an Employer Identification Number (EIN) and an LLC registration is recommended
- **To sell within the UK,** you need unique Value-Added Tax (VAT) and/or Economic Operators Registration and Identification (EORI) registration numbers
- **To sell within the EU,** you need unique VAT, EORI, and Union One-Stop Shop (OSS) registration numbers
- **To sell within Australia,** you need an Australia Business Number (ABN) and Goods and Services Tax (GST) registration
- **To sell within Canada,** you need to register for your Goods and Services Tax (GST) and Non-Resident Importer (NRI)



"While we're based in the US, a quarter of our sales are international. It looks like international sales will overtake US sales in a few short years — so we are definitely using ShipBob's international fulfillment centers! We've found that there is consistent demand for our products abroad, and ShipBob's ever-expanding global fulfillment network enables us to tap into that demand much more cost-effectively. With new locations being added all the time, ShipBob will help us service customers in more and more countries around the world over time."

- Aaron Patterson, COO of The Adventure Challenge

7 Connecting Your Tech Stack **with Integrations and APIs**

ShipBob can connect to your essential platforms, either by using a simple pre-built connector, or a custom integration using our powerful Developer API.

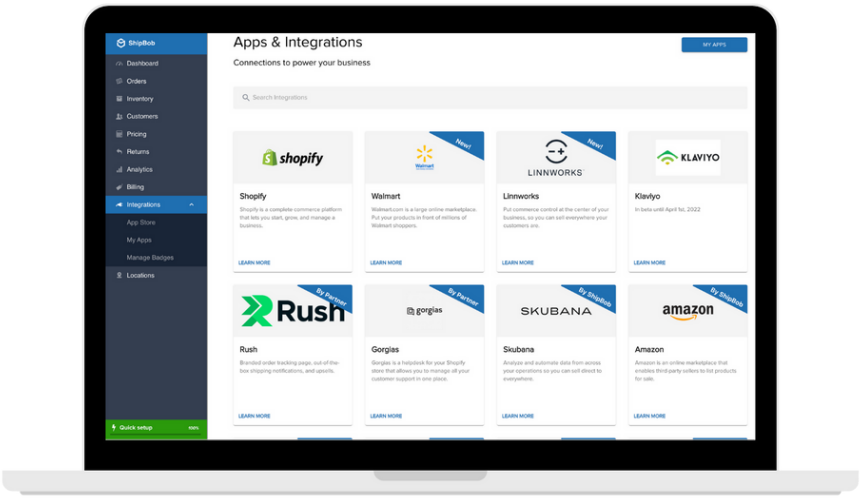
App Store

The ShipBob App Store is full of integrations that are generally very quick to install and start using out-of-the-box.

ShipBob's App Store has 40+ integrations that help with:

- Ecommerce platforms and marketplaces
- Inventory and order management tools
- Shipment tracking
- Returns and exchange management
- Customer support
- Email/SMS communication tools
- Custom packaging and inserts

Many other tools like Recharge, Ecocart, and Ordergroove push directly from your ecommerce platform to ShipBob to pass through important data, not requiring a direct integration (from automating recurring, subscription orders, to offsetting carbon emissions).



Partner network

In addition to integrations, ShipBob has a well-vetted network of recommended partners across various industries, from funding options and marketing agencies, to freight and custom packaging suppliers, if you ever need a recommendation.



“As we’ve grown, we’ve incorporated other ecommerce partners into our tech stack. Our online store is powered by Shopify, we use Skubana for order management, and rely on Gorgias for customer service and support. All of these partners integrate with ShipBob, which makes things so much simpler for streamlined ecommerce and logistics workflows. At the end of the day, we choose partners because they’re the best at what they do, and ShipBob is no exception.”

- Juliana Brasil, Director of Operations at Food Huggers

Developer API

If we do not natively integrate with a particular tool and you need something bespoke, ShipBob offers a couple different ways to build a fully custom integration, either through middleware or a custom build using ShipBob's open Developer API.

⚙️ Middleware

Middleware refers to a platform that sits in the middle of ShipBob and a different platform (such as an ERP, or an ecommerce platform or marketplace for which we do not have a direct integration) to connect them with ShipBob. Oftentimes, a middleware solution can connect to multiple apps or platforms and transfer data to and from those platforms (and can be customized to fit more specific requirements).

There are two types of middleware that ShipBob integrates with:

- **Order management software (OMS) + inventory management software (IMS)** tools like ShipStation, Order Desk, and Linnworks.
- **iPaaS (integration platform as a service)** tools like Zapier or Celigo for semi-custom flows that are a bit more technical.

⚒️ Custom builds

If you have your own developers in-house, they can use our Developer API documentation to build any custom integrations (or can help you find a developer).

"ShipBob has an open API that allowed our tech-savvy company to operate exactly how we wanted. We provide a personalized product that requires unique configurations, so we couldn't rely on an out-of-the-box solution like Shopify and what other 3PLs offered. ShipBob's API lets us build custom logic since we ship personalized products with lots of variations in the kits we send. We can write a few lines of code instead of creating a manual kit for each possible order combination as we'd have to do in a tool like Shopify."

- Oded Harth, CEO & Co-Founder of MDacne

ERP integrations

If you use an ERP like Netsuite, Acumatica, or Brightpearl, ShipBob has an in-house Integrations Solutions team that can build a custom integration for you.

In fact, hundreds of brands already use ERPs through ShipBob for the following main use cases:

- Getting “one source of truth” for the back end (especially driven by accounting) — for example, consolidating data to have 1 routing tool across 5+ sales channels, and into 2 separate 3PLs.
- Automating business tasks across dozens of tools and stakeholders (AP/AR, suppliers, distributors, sales channels, etc.).

ShipBob can contract a dev shop, or you can bring on a developer to build a custom integration, while consulting with you to:

- Ensure customizability.
- Offer a spectrum of options based on budget, technical acumen, and time to roll out (anywhere from several days to a couple months).
- Reduce onboarding complexity by not needing to take more than 2-6 weeks.

"We move very fast at Hero. We’re a young team and everyone has a “get it done” attitude. For us, one of the biggest benefits of working with ShipBob is that the platform is self-serve. We can set things up and get going immediately. We can spin up new marketplaces, Shopify stores, and custom integrations without a hitch."

- Dwight Lee, Co-Founder and COO of Hero Cosmetics

8 Conclusion

Operating a large, fast-growing brand can be overwhelming; there are numerous factors at play that can cause roadblocks to growth. With ShipBob as your fulfillment partner, you're able to centralize and optimize logistics — with best-in-class technology, a vast geographic footprint, continuous enhancements as requested by brands like yours, and an industry-leading team — for seamless scalability.

ShipBob is a proven provider for thousands of today's most popular ecommerce brands. To learn more about how ShipBob's WMS and dashboard, fulfillment centers, operations, and account management help streamline fulfillment for mid-market businesses, request a quote here to speak with a fulfillment expert.

Already working with a 3PL? Download our step-by-step guide for how to switch fulfillment partners here.

"If someone is going to treat your products like their own, that's the most you can hope for in a fulfillment partner. ShipBob does exactly that. The customer experience and brand consistency is really important to us, so to receive that level of support from ShipBob means so much to us. Because we don't operate our own warehouse and fulfillment centers, we need to trust a 3PL team that is going to be invested in delivering our products to the best of their ability."

- Stephanie Lee, COO of PetLab

About ShipBob

ShipBob is the leading global omnifulfillment platform designed for businesses of all sizes – ranging from small ecommerce businesses to enterprise brands – to provide them access to best-in-class supply chain capabilities. With over 35 fulfillment centers across the United States, Canada, Europe, and Australia, ShipBob supports over 7,000 ecommerce brands.

The ShipBob platform provides merchants with a single view of their business and customers across all of their sales channels, and enables them to manage products, inventory, orders, and shipments, and leverage analytics and reporting to run their business effectively.

ShipBob integrates with major ecommerce software platforms, enabling merchants to optimize fulfillment operations in their own facilities with ShipBob's Merchant Plus solution or outsource it completely to have their orders picked, packed, and shipped for them.

By providing real-time data and analytics, comprehensive support, and dozens of tech and retail partnerships, ShipBob enables ecommerce businesses to build a scalable, affordable fulfillment strategy and allows you to fulfill your everything orders with seamless omnichannel connectivity.

Learn more by visiting shipbob.com.