

ShipBob + Shopify Plus

Unlock global fulfillment at scale. ADVENTURE ADVENTURE MIGHTY 36 Salmon bites PetL Pet ah Co.

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Introduction

If you have a Shopify Plus store, you've likely been able to scale your ecommerce website sales and have explored other channels and growth opportunities.

But with opportunity comes complexity — especially in fulfillment and shipping. Whether you keep fulfillment in-house or outsource it, you need scalability and partners that help you keep up in changing times.

As an official Shopify Plus Certified App Partner, ShipBob is the leading fulfillment solution trusted by hundreds of Shopify Plus merchants, shipping millions of orders through an extensive global fulfillment network.

With industry-leading technology and fulfillment services endorsed by Shopify, ShipBob's platform simply and seamlessly connects with all the ecommerce tools you already use, gives Shopify Plus stores an edge with extensive back-end supply chain solutions, and provides a multitude of other expansion opportunities.

Read on to discover how ShipBob works with Shopify Plus to help brands manage their omnichannel, global fulfillment, and hear from Shopify Plus customers on how ShipBob's solutions equip them to scale with flexibility and cultivate best-in-class brand experiences.

The Shopify Plus Certified App program is designed to meet the advanced requirements of the world's fastest growing brands. We're happy to welcome ShipBob to the program, bringing their insight and experience in fulfillment to the Plus merchant community.



Loren Padelford, GM of Revenue at <u>Shopify Plus</u>



Which ShipBob solution is right for you?

No matter how you fulfill orders, your business can leverage ShipBob's solutions to achieve more accurate, efficient, and affordable fulfillment, using a fully outsource model, in-house fulfillment tools if you have a warehouse (called Merchant Plus), or a blended approach.



Outsource fulfillment Keep fulf

If you're looking to take a handsoff 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.



Keep fulfillment in-house

If you have your own warehouse, you can implement the warehouse management system (WMS) ShipBob built and uses in our 30+ fulfillment centers.

Hybrid fulfillment

Have a warehouse but want to optimize costs for your best-sellers, 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).

Features and capabilities	Outsourced fulfillment to ShipBob	Merchant Plus (WMS) by ShipBob
Turnkey integration 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		
ShipBob's global fulfillment center network (US, Canada, UK, EU, Australia)		
DDP & DDU international shipping from any location	✓	✓
Advance analytics and reporting tools	✓	✓
Omnichannel & marketplace integrations (eg. Amazon FBM, Amazon FBA prep)		
B2B & EDI capabilities for both retail and distribution & dropshipping		
Customization and branded unboxing capabilities		
White-glove onboarding and support		
A dedicated Merchant Success Manager		

Want to learn more?

Explore each solution to discover which is right for you.

Outsource Fulfillment to ShipBob Get Merchant Plus for My Warehouse

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Onboarding and Integrated Tech Stack

Seamlessly integrate ShipBob, Shopify Plus, and other tools with tailored support.

White-glove implementation

ShipBob's Implementation Specialists are subject matter experts, and make it quick and simple to get your Shopify Plus store (and other channels) connected to ShipBob.

As your dedicated point-person all throughout onboarding, your Implementation Specialist will walk you through how to integrate your store(s), set up products, automated tracking uploads, and inventory quantity sync, and go live with shipping (whether it's virtually if you outsource fulfillment, or in-person to install our WMS in your warehouse).

Additional check-ins after you start shipping help ensure you're set up for success, so that you can feel confident in your new solution.

The onboarding process has been really smooth. The dedicated account support from our **Implementation** Specialist and the rest of the team has been fantastic. The turnaround times, from the orders being received, to going out of the door, have been at the level exactly as was promised. The transition to ShipBob has been very easy.



Sara Moradi, Co-Founder of iVYVERDURE

App Store and connected partner ecosystem

In addition to <u>Shopify Plus</u>, ShipBob also works with your favorite Shopify Plus apps, like <u>Klaviyo</u>, <u>Gorgias</u>, <u>Linnworks</u>, <u>Cin7</u>, and <u>dozens more</u>, ranging from returns management platforms to inventory and shipping tools. Tools like <u>Recharge</u>, <u>Ecocart</u>, and <u>Ordergroove</u> also push directly from Shopify Plus to ShipBob to pass through important data.

ShipBob's App Store has dozens of pre-built integrations to save you the trouble and cost of designing custom connections, and make ShipBob's fulfillment solution an affordable and seamless addition to any Shopify Plus tech stack.

ShipBob partners include:

LINNWORKS

gorgias

recharge

klaviyo"

▼ EcoCart



and more!



We host our website on Shopify Plus, and use Gorgias for customer service, both of which integrate directly with ShipBob. ShipBob's Gorgias integration is particularly helpful, because seeing what's happening in our warehouses gives us an extra layer of information when we're answering customer service questions.



Custom integrations with a robust Developer API

For more customized solutions that require more than a turnkey integration, such as ERPs like Netsuite, Acumatica, or <u>Brightpearl</u>, ShipBob has an inhouse Integrations Solutions team that can build a custom integration for you.

If you have a preferred developer, you can use <u>ShipBob's REST API</u> to interface with any relevant tools for which ShipBob does not have a direct integration, including ERPs, certain marketplaces, custom-built websites, and other various apps. Our team can consult with your developers to speed up the process, getting your custom integration up and running faster.

Unlike traditional businesses seeking out fulfillment relationships, we needed a tech-forward fulfillment platform — not a typical pick-and-pack warehouse. When we came across ShipBob's <u>Developer APIs</u>, it was game over.

We built an integration directly into ShipBob, so our clients would have a seamless experience. The level of automation makes the process really seamless for us.



Ben Jablow, VP, Alliances at <u>Postal</u>

I'm proud of our tech partnerships. In addition to ShipBob, we're primarily on Shopify Plus and use several apps for other features. ShipBob's software directly integrates with Shopify, so our orders are automatically processed and forwarded to the fulfillment center closest to each order's destination. Our award-winning customer service program also has its own tech stack. We use:

- Gorgias as our website's helpdesk
- Recharge for our subscription box service
- <u>Simplr</u> to provide 24/7 customer support for our ecommerce customers.

ShipBob integrates with Gorgias, too, which streamlines our shipping-related inquiries and processes, and makes it much easier to manage our tech stack as a whole (and fulfill one-off and subscription orders). Because of these tools, we haven't needed to grow our customer support team despite our growth as a company, while still providing top-notch customer service.





2 Inventory and Warehousing

Manage inventory, from inbound freight to last-mile.

We have a Shopify Plus store but do not use Shopify to track inventory. In terms of tracking inventory, we use ShipBob for everything — to be able to track each bottle of perfume, what we have left. and what we've shipped, while getting a lot more information on each order.



Ines Guien, VP of of Operations at Dossier

Real-time inventory visibility

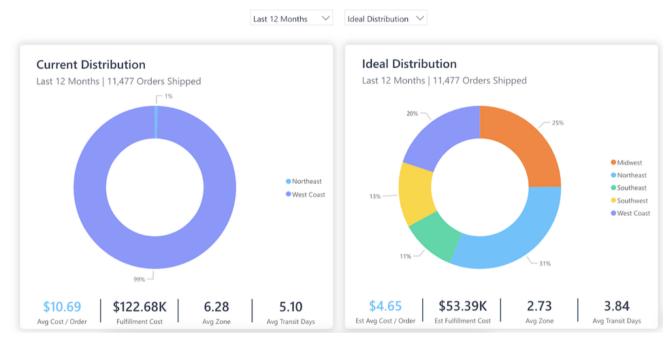
ShipBob lets you view the status of inventory and quantity on-hand across locations (and historical levels), alerts you when it's time to proactively replenish stock, makes it easy to bundle your products (and have individual units deducted for real-time stock counts), and enables you to separate inventory by lot number (for expiration dates or unique manufacturing batches).

You can track key <u>data and analytics</u> like average shipping cost per shipping method, average storage cost per unit, and more over time through ShipBob's dashboard, and use it to optimize inventory management, replenishment, and storage — whether the inventory is inside your four walls or not.

ShipBob also provides insights to help you strategically distribute inventory to lower shipping time and costs. By calculating your ideal inventory allocation (based on where your orders are actually shipping to) and comparing it to your current distribution across ShipBob's network, you can visualize the most efficient distribution, and toggle between different locations to see which make the most sense for your business.



This does not include storage cost or transfer fees and AK, HI, or international locations.



One of the biggest things I've learned is how truly vital it is to have a system for inventory tracking and real-time warehouse visibility. Without a way to have virtual visibility of what's in the warehouse, we'd be in trouble, especially with so many remote team members in other states. ShipBob's software allows for all of us to "virtually see" our warehouse without having to physically be there. Because of that, we've been able to reduce our product speed-to-market, catch and remediate quality control issues, and intercept orders.



End-to-end managed freight

If you're looking to ship LCL freight from China to the US, you can leverage ShipBob's managed freight solution, <u>FreightBob</u>.

This end-to-end managed freight and inventory distribution program, is powered in part by Flexport's Flow Direct solution to help you reduce time-in-transit, lower freight costs, gain greater visibility, and even cross-dock inventory for more seamless allocation across ShipBob's fulfillment centers.

Some of our biggest worries about shipping in bulk from China to the US was the delivery time and dealing with customs — but through FreightBob, it exceeded our projections for delivery time. Once we got a timeline quote, we didn't even dig very deeply into other providers.

FreightBob was about 30-40% faster than anything else we've heard. From a pricing standpoint, I was looking at the total price that we were going to pay per unit, including shipping — altogether, it was still substantially cheaper than any of the quotes that we had received.





The first shipment that we had with FreightBob...I mean, it was amazing. We beat the average freight time it's taken to move something from Asia to our warehouse in LA by at least 50% — and it was easier and cost us less money. What's not to love about that?

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.

We were in a tough spot, and I don't think we would have been able to fulfill all of our retail orders across every single SKU throughout the entire BFCM holiday period without it. It came at a really clutch moment!



Nathan Garrison, Co-Founder and CEO of Sharkbanz

SHARKBANZ

3 Omnichannel Fulfillment

Fulfill your everything orders through a single platform.

DTC channels

In addition to fulfilling orders placed on your Shopify Plus store, ShipBob can be your one-stop shop to fulfill orders for all of your owned DTC channels, including social media channels like Instagram and Facebook. Using one platform, ShipBob can pick, pack, and ship your everything orders — or help you do it yourself.

Logistics is something you never think about until it stops working, and we've never come to that point with ShipBob. Everything just works. We are super happy with ShipBob and very impressed by how well they pump out hundreds of thousands of orders for our ecommerce store.



Sergio Tache, CEO of <u>Dossier</u>



Online marketplaces

ShipBob fulfills orders for online marketplaces like Amazon and Walmart, and facilitates dropshipping for orders placed on these and other retailers' websites (including Target, Ulta, Chewy, and more).

In addition to direct integrations with Amazon and Walmart Marketplace to streamline fulfillment, ShipBob also offers FBM and FBA prep services for Amazon sellers, as well as 2-day shipping and badging on Walmart to increase conversions.

Selling on marketplaces is challenging enough, and ShipBob's ability to service both D2C and B2B has enabled us to build more consistent procedures and practices across our different sales channels.

Along with Chewy, we're also fulfilling orders through Amazon, as they are the two biggest online pet sales channels in the US.

We utilize ShipBob's EDI solution that is connected to our 3rd party EDI platform SPS Commerce for our Chewy orders, and when we don't ship directly to Amazon, we rely on ShipBob's direct integration with Amazon for FBA orders. We're even exploring additional channels that ShipBob supports, such as Walmart.com.

Being an omnichannel brand is critical for us, so we can reach more pet lovers from more places. We're glad that ShipBob helps us keep up with demand from all the places we reach our customers.



Stephanie Lee, COO at PetLab Co.

PetLabCo.

Wholesale and B2B fulfillment for retail distribution

Getting your products on retailers' shelves is a huge growth lever for brands with successful Shopify Plus stores — and with ShipBob, you can take that step with ease.

ShipBob's <u>retail distribution solution</u> supports B2B fulfillment for dozens of major retailers (including Macy's, Target, Nordstrom, and more) with new retailer integrations continuously underway, and complies with each retailer's unique EDI requirements to help remove the complexities of B2B.

Neiman Marcus is one of our biggest stockers and we're about to do an exclusive flavor with them for the holidays. 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. The fact that we'll be able to click a button and start selling with a retailer like Macy's will be cool.



4 Fast Shipping

Increase conversion with fast, affordable delivery.

Reliable operations

When you partner with ShipBob, you can trust that your daily operations are optimized for efficiency. ShipBob gets orders out the door and into customer's hands faster with standard and expedited shipping to/from every country, as well as same-day shipping for orders imported by noon local time of the facility fulfilling the order.

ShipBob works with a variety of carriers for diversified options and backups, optimized routes, costs, and services, and a smoother last-mile for your deliveries.





ShipBob is consistent and reliable. I know if an order is imported before noon, it will be fulfilled the same day. I don't have to play the guessing game with ShipBob. I also appreciate that if they make a mistake, I can reach out to support and it's not an excuse, but them owning up to it, apologizing, and taking care of it immediately.

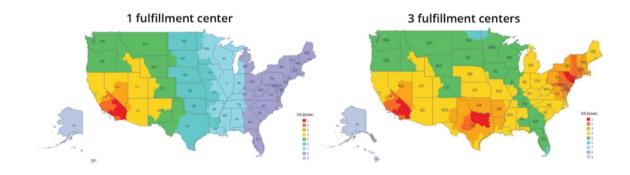


Torii Rowe, COO & Co-Founder of MANSSION

Distributed inventory

ShipBob has a network of fulfillment centers across the US (in addition to Canada, the United Kingdom, the European Union, and Australia), allowing brands to store products closer to key ecommerce markets to reduce the shipping zones and costs associated with sending orders to far destinations.

In addition to aggregating transit times, shipping methods, and shipping destinations to optimize for cost, ShipBob's algorithm automatically selects the fulfillment center with available inventory that's closest to the end customer for the most efficient and cost-effective delivery.





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 <u>TB12</u>

2-day shipping & badging

With ShipBob, you get 2-day shipping coverage across 100% of the continental US, even from just one fulfillment center, while allowing you to still own your brand, data, and entire customer experience (ShipBob can also cross-dock freight at one of our warehouses, and distribute it to others for more efficient inventory placement and to enable 2-day shipping via ground).

With ShipBob's 2-Day Express ship option, you can have 2-day shipping badges and estimated delivery dates dynamically displayed on your Shopify Plus store's product pages at no additional cost. In a world where quick shipping is table stakes, displaying 2-day badges pre-checkout can increase conversions, and help build customer trust and confidence.



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.



Larissa Jeanniton,Operations at The Wrap Life

WRAP LIFE

Carbon-neutral shipping

As a carbon-neutral fulfillment platform, ShipBob offsets our carbon footprint (across our entire global fulfillment network). You can also use tools like <u>EcoCart</u> to easily offset carbon emissions from your actual deliveries to achieve carbon-neutral shipping.



Our business is built on sustainability and we aim to provide our customers with carbon-neutral products from our natural sources to their front door. That is why we work with ShipBob to offset carbon emissions from our ecommerce supply chain.



Fannar Jónsson, Quality and Environment Manager at Blue Lagoon Skincare

Our goal was simple: offset carbon emissions. We can now share accurate data with our customers regarding the success of our reforestation initiatives, thanks to ShipBob.



Michael Klein, Co-Founder at Herbaly



Global Expansion

Simplify cross-border with your own 'easy button' for international expansion.

DDP shipping

In addition to typical Delivered Duty Unpaid (DDU) shipping, ShipBob offers a Delivered Duty Paid (DDP) solution powered by <u>FlavorCloud</u>, an easy-to-use app that calculates and charges the appropriate duties and taxes during the checkout process, to make international shipping simpler, create a more transparent transaction for customers on your Shopify Plus store, and encourage conversion, delivery, and repeat purchases.

Using this solution, ShipBob customers can grow their customer base globally, and ship to more than 200 countries while bypassing the complexities of cross-border duties and streamlining customs clearance.

We implemented ShipBob's DDP shipping solution to test out international shipping from a US fulfillment center. This way, we are able to assess certain regions before expanding into global fulfillment centers there. Now, we can test all global markets and customers will receive their orders in a timely manner with no hidden fees. Our favorite aspect of ShipBob's DDP shipping solution is being able to ship our products around the world to those who really need them. DDP shipping allows us to serve everyone immediately!



Paul Jackson, Co-Founder of Animalhouse Fitness



Domestic fulfillment in new countries

ShipBob's global fulfillment center network includes dozens of locations across the US, Canada, the UK, the EU, and Australia. Fulfilling orders in numerous countries (for eligible products) reduces shipping times, costs, and issues at customs that can occur when shipping internationally, allowing you to sell overseas from your Shopify Plus store with less hassle.

Before we had in-country fulfillment in the United States, we could see how many people would abandon their carts after they saw the shipping costs. Cart abandonment has dramatically decreased, and our conversion rate has improved.

Since joining ShipBob, international fulfillment has been incredibly easy, where beforehand it was frustrating. We have a small team – so for a business that is shipping globally, logistics can get quite difficult. ShipBob has been a great partner in streamlining final mile logistics and has allowed us to continue to scale.



Support and Scalability

Gain an industry expert, loyal partner, and creativeproblem solver.

Partnership and support

A ShipBob Merchant Success Manager will be assigned to your account and act as a trusted, strategic business partner, providing proactive recommendations for optimizing your shipping strategy, fulfillment locations, packaging dimensions, and more to match your company's goals.

ShipBob also provides quick hands-on assistance and a team of fulfillment experts that work fast to get any issues resolved. Whether it involves filing claims on your behalf, working with carriers directly to reimburse any damages in transit, or even upgrading orders to a faster shipping method for free to ensure SLAs are met, ShipBob's Merchant Care team will go the extra mile to facilitate smoother operations.

ShipBob's Merchant Care team is also available for day-to-day questions that come up, with a pod of support reps who know your account.



Ispoke to 12 different fulfillment companies of all shapes and sizes — but our conversation with our ShipBob representative was by far the best. He was extremely responsive, made sure to close the loop with us on all the questions we had. ShipBob was able to provide us with the bespoke solution that we were looking for, and a sense of partnership we just couldn't find anywhere else.



Adelina Zotta,Co-Founder of NutriPaw



One of the reasons we chose ShipBob was we wanted a partner that would be more approachable. We wanted to actually be able to talk to a live person for support, and have an account manager — and with ShipBob, we do! Our current Merchant Success Manager is awesome — she's always proactively reaching out to us to see how she can help grow our business.



Juliana Brasil,
Director of Operations
at Food Huggers

Free up time to focus on growth

You can rely on ShipBob's fulfillment solutions and technology to make your picking, packing and shipping more efficient, freeing up time for you to focus on the projects that only you can do. As you grow into new markets, channels, and countries, ShipBob provides the capabilities and capacity needed to keep fulfillment as simple as possible, even at scale.

ShipBob's advanced software helps us quickly understand shipping costs and how to improve shipping times and costs by being closer to where our customers are.

Andrea

Lisbona.

Founder & CEO

of Touchland



Data analytics to optimize operations

ShipBob's technology is designed to empower you with data, so you can gain a better understanding of your business and make informed decisions with advanced analytics.

ShipBob's dashboard provides realtime visibility into metrics such as:

- Fulfillment time
- Order accuracy
- Transit times
- Average fulfillment cost

You can use these metrics to identify opportunities for optimization, costsavings, and expansion.

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

When I found ShipBob, I was so taken back by how thorough everything was. I'm obsessed with the dashboard – everything I need to know is there. If I want to know shipping analytics or shipping prices, it's all right there and so transparent.

I love ShipBob's analytics tool. I like being able to look at the last seven days of shipping costs. It's so nice to see exactly what the average shipping cost is and make sure the number that my Shopify store has customers paying matches what's in the ShipBob dashboard.

Having those kinds of metrics on hand at any point is incredible. I've never experienced that before. As I grow my business, I've realized how important little details like analytics and insights are. If I can't go in and see that information like I can in ShipBob, it's going to hinder my ability to grow the business.

Ultimately, we left our old small fulfillment center because everything ShipBob offered blew them out of the water.



Nichole Jacklyne,Founder of
Slime by <u>Nichole Jacklyne</u>



Unboxing Experiences

Delight customers with a uniquely branded postpurchase experience.

Branded packaging

At the moment of unboxing, you have your customer's full focus. (What else has a 100% open rate?) So why not showcase your brand through an instagram-worthy packaging?

ShipBob lets you ship orders in custom boxes and poly mailers, with your logo on shipping labels for a cohesive branded unboxing experience.

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









Gift notes

ShipBob's gift note feature gives your customers the ability to add their own heartfelt notes to their recipients when checking out. Gift notes print when orders are packed, and can even display your brand's logo on the gift note if desired.

If you want to send a note from your brand to a customer, you can also add custom notes for individual customers by editing orders before they are packed. Whether sent or received, these custom sentiments make the unboxing experience even more memorable for your customers.

DTC is our bread and butter, and with ShipBob we can offer 2-day shipping, gift notes, and other aspects of the modern delivery experience that consumers want.



Aaron Patterson,COO of <u>The Adventure</u>
<u>Challenge</u>



Custom inserts

As an additional promotional opportunity, you can surprise customers with marketing inserts such as discount codes for future purchases, special offers, or even just a personalized message.

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."



We've been doubling our growth year over year, and a major contributor has been fantastic delivery that increases satisfaction with the post-purchase experience.

ShipBob also offers the option to customize packaging and tell a story through our products when shipping to our customers, giving us more control over our business and brand.





Conclusion

To reach the next echelon of scale, you need a logistics solution that you won't outgrow.

ShipBob is certified by Shopify as an official app partner, meaning your ecommerce business can trust ShipBob's fulfillment solutions to scale with brands like yours — no matter how or when you do it.

With DTC and B2B retail dropshipping and distribution capabilities, tailored implementation and support, and turnkey integrations with best-in-class tools all powered by ShipBob's deep integration with Shopify Plus, ShipBob's fulfillment solutions help you tackle the biggest challenges of growth with ease.

To learn more about how ShipBob's dashboard, fulfillment centers, operations, and account management help streamline fulfillment for Shopify Plus stores, <u>request a quote here</u> to speak with a fulfillment expert about making the transition.





About ShipBob

ShipBob is a global omnifulfillment platform that supports over 7,000 ecommerce brands with a global network of 30+ fulfillment centers across the US, Canada, United Kingdom, European Union, and Australia.

ShipBob integrates with major ecommerce software platforms, enabling merchants to optimize fulfillment operations in their own facilities with ShipBob's Merchant Plus program, 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.

Want to learn more?

Want pricing or to chat with ShipBob to see if we're the right fit? Get in touch and we'll reach out shortly.

Speak to a Fulfillment Expert