



Shipping Solutions for Health, Beauty, and Wellness Brands

Why ShipBob is your best option for
direct-to-consumer fulfillment

Featuring brands from the following industries:

Cosmetics

Health foods

Meal replacements

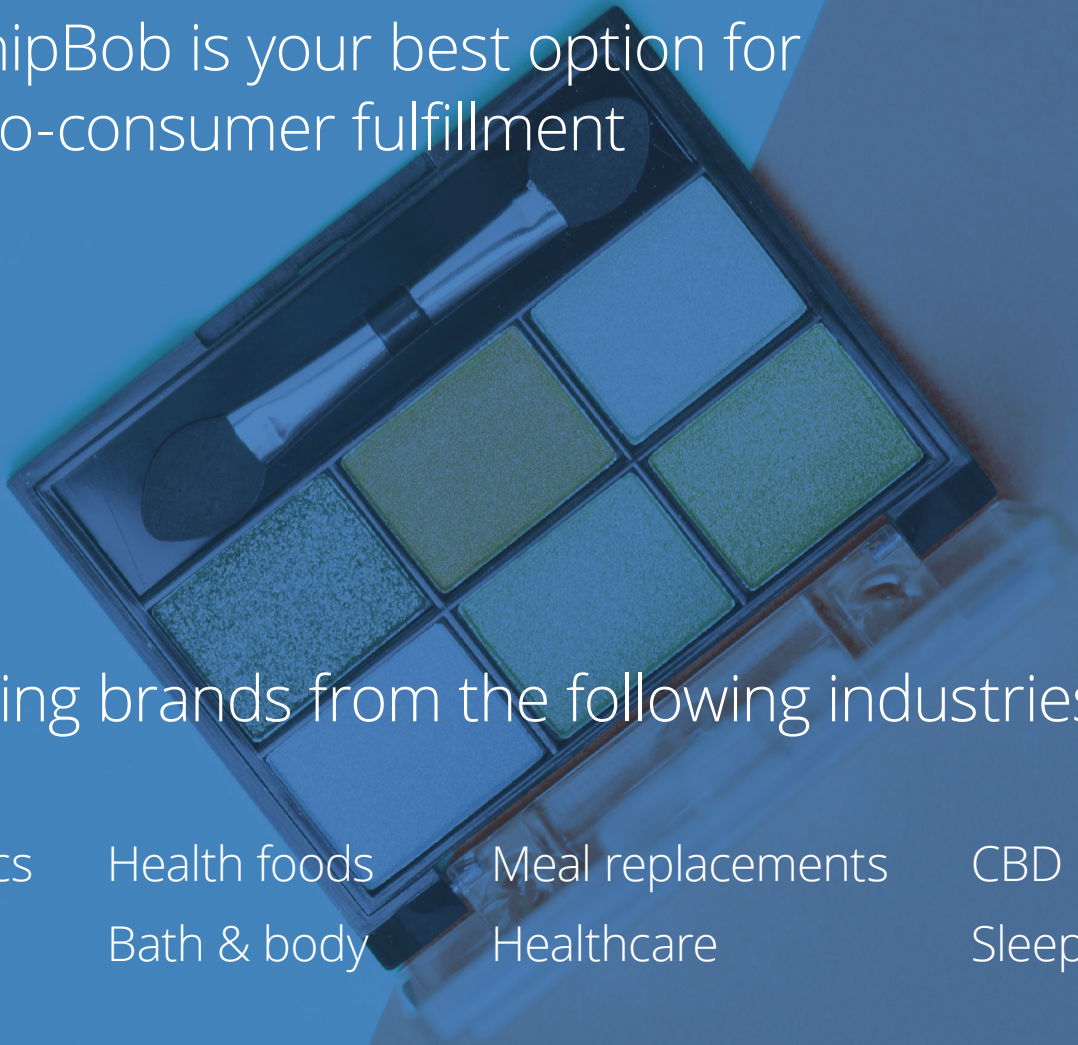
CBD

Fitness

Bath & body

Healthcare

Sleep



Introduction

Direct-to-consumer (DTC) brands in the health, beauty, and wellness market are taking the ecommerce world by storm, and the market continues to grow worldwide:

- US ecommerce sales in the health, beauty, and wellness category is forecasted to reach [\\$86 billion by 2022](#).
- By 2024, the global beauty market is predicted to reach [\\$750 billion](#), up from \$432.7 billion in 2016.
- CBD products alone are expected to reach [\\$20 billion by 2024](#).
- The global digital health market, including personalized medicine, is expected to reach [\\$418 billion by 2020](#).
- [More than half of US consumers](#) online said they are likely to try beauty and self-care products from DTC brands in the future.

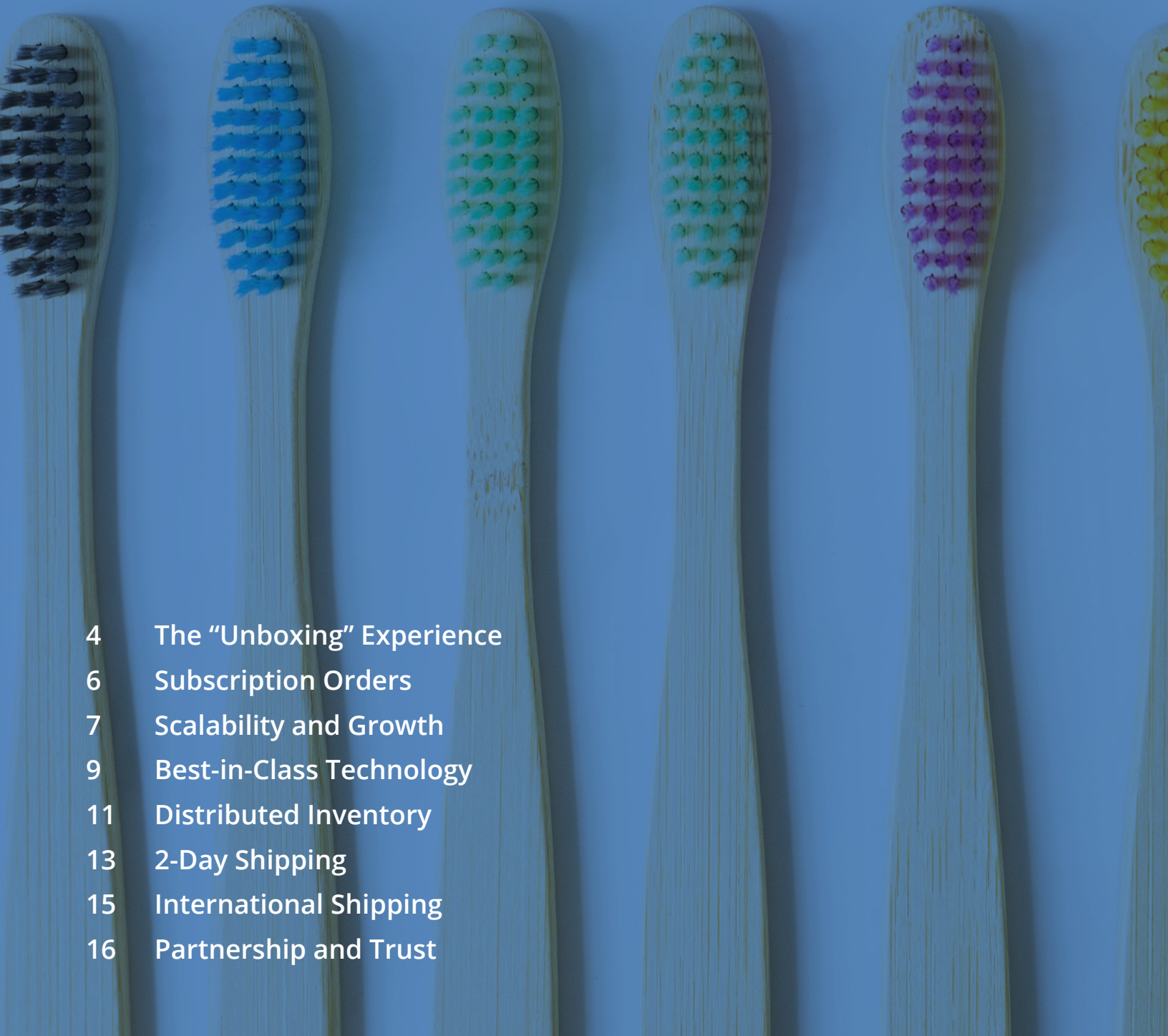
With so much growth and competition, those who wish to find success need to stand out — this includes turning their logistics strategy into a revenue driver. That's where ShipBob comes in.

From unique packaging to fast and affordable shipping, ShipBob's fulfillment solution is ideal for fast-growing health, beauty, and wellness brands.

Whether it's a bundle of personal care essentials or a healthy, portable snack, we're inspired by how these brands are changing people's everyday lives.

These companies partner with ShipBob so they can spend less time on operations and more time on developing amazing products.

Learn why more health, beauty, and wellness brands are choosing ShipBob over other fulfillment companies, and the success they've experienced.



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ShipBob's Featured Customers from the Industry

We're fortunate to have partnered with a wide range of health, beauty, and wellness brands. From CBD oils to digital health products, here are the brands featured in this guide:

Beauty: creating confidence, inside and out

TERI MIYAHIRA 

CBD & Sleep: helping people sleep more and feel better

Health Foods: inspiring people to eat healthier

Personal Care: improving the self-care routine

Digital Health: designing accessible health solutions



The “Unboxing” Experience

Enrich brand identity one shipment at a time

ShipBob helps you offer the fastest, most cost-effective shipping options to meet your customers’ expectations. We partner with you to help maintain superior brand quality, even when it’s done outside of your four walls.

From using branded boxes or free plain packaging, to kitting and shipping marketing flyers and inserts, ShipBob helps create the customer experience that gives a competitive edge. By putting the extra care into every order, we do our best to ensure your customers are nothing but delighted when their products arrive.

“ShipBob 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.



Matt Dryfhout
Founder and CEO of BAKblade



“I reached out to ShipBob about additional inclusions for my orders like stickers from noissue. I can maintain my brand experience so it doesn’t end on my store — it lasts through the unboxing experience.



Tracey Wallace
Founder of Doris Sleep

Doris



“We want to offer a custom experience for our customers and we can't do that at a reasonable cost with Amazon. The flexibility to offer various combinations of products to our customers that we don't get on Amazon has been really beneficial through ShipBob. This way, our customers can get various combinations of our products that best fit into their lifestyle. ShipBob worked with us to develop technical capabilities so we can have any combination of our product offerings placed into our variously sized custom, branded boxes.



Pablo Gabatto
Business Operations Manager at Ample Foods

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Subscription Orders

Lock in more revenue and consistently deliver recurring orders

Through a subscription model, you can ship products to your customers on a regular, predetermined basis. If you need shipments to go out at the same time (e.g., each month or quarter), ShipBob is here to help.

With our easy integrations, merchants can seamlessly connect their online store to ShipBob's technology and leverage subscription apps (e.g., ReCharge, Bold Subscriptions) or ShipBob's open API to have ShipBob fulfill subscription orders automatically and reliably.



When we were launching our diabetes subscription service, we knew we needed a fulfillment partner who offered a tight Shopify Plus integration. Unlike most 3PLs that lack sophisticated, intuitive tools, ShipBob's technology is modern. Their software even makes it easy to bundle products made up of multiple SKUs from our inventory, so it is packaged exactly as the customer ordered it.



Doug Kern
VP, Ecommerce of One Drop

ONE DROP

ShipBob has an easy integration with Shopify. It's been very simple for us to manage subscription orders, which have become a big part of our business. We've made a huge push toward incorporating Ample Foods into people's daily diets and routine. Thankfully, ShipBob partners with a lot of the tools we use like ReCharge.



Pablo Gabatto
Business Operations Manager
at Ample Foods

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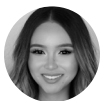
Scalability and Growth

Focus on business growth by delegating fulfillment

With ShipBob, it's possible to do less while focusing more time on what matters. Health, beauty, and wellness brands need a fulfillment company that can scale with them as they grow year over year and tackle new challenges.

No matter what level of growth your business is in, ShipBob partners with you every step of the way. We provide the tools, technology, warehouses, staff, and expertise to help you simplify and expedite fulfillment. From quickly ramping up your order volume, to expanding into new locations, you don't have to worry about outgrowing ShipBob anytime soon.

Utilizing a 3PL to get my time back meant that I could focus on all the other aspects of my business that actually drive sales, like marketing and product development. That's a huge part of how I was able to build a six-figure revenue business within 11 months.



Teri Miyahira
Founder of Teri Miyahira Beauty | **TERI MIYAHIRA**



ShipBob offered us the best solution and was tailored toward our needs as an early startup business on its way to growing. ShipBob was the solution that would help us scale globally while allowing our signature brand to shine.



Tamarin Obowitz
Co-Founder of Baja Bae

BAJA BAE

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We were shipping a dozen orders per day, and now we ship hundreds per day. ShipBob has allowed us to scale up and become successful — we have gone from \$70,000 in sales in 2018 to over \$7 million in sales.



Andrew Hardy
COO of Nature's Ultra

NATURES  ULTRA



Best-in-Class Technology

Connect your store in minutes and gain new insights

ShipBob's proprietary technology integrates directly with your online store and powers our fulfillment centers to automatically pick, pack, and ship orders. Use lot numbers to store inventory by expiration date, view the status of inventory on hand, know when to proactively replenish stock, see the status of all orders, and send tracking info back to customers.

We take a data-driven approach to help you optimize for shipping costs, transit times, inventory velocity, and much more. By owning our entire tech stack, we're able to streamline and create the best experience for you and your customers.



ShipBob's analytics dashboard has a lot of valuable reports that show our top-selling states, order revenue and costs, units sold, sales by SKU, days of inventory, SKU velocity, sales vs. inventory distributions showing where our customers are and where we're shipping from, and more.



Andrew Hardy
COO of Nature's Ultra

NATURES  ULTRA


We needed a platform that would integrate easily with our Shopify store and offer a way to view and manage inventory. I hadn't come across anybody else who did what ShipBob does. I'm always impressed by the technology, which not too many other people have. I can see the technology continuously evolving and getting better.



Sarah Chalos
Co-Founder and President
of I Heart Keenwah

I HEART
KEENWAH



A top-down view of an open suitcase. On the left, a beige sweater and a pair of blue denim jeans are neatly folded. On the right, three bottles of AMPLE meal shakes are packed vertically. The bottles have labels with the AMPLE logo and various product names like 'Keto Meal Shake' and 'Optimal Nutrition, Simplified'. The entire scene is overlaid with a semi-transparent blue filter.

We strive to be very data-driven and constantly use metrics that are so important to our business. ShipBob has grown tremendously in the analytics area, giving us access to different views of our business. Their analytics tool has been great to have. We can see inventory reconciliations and easily view SKU velocity, transit time, and inventory distribution recommendations. ShipBob helps us offer these new flavor combinations to our customers with hardly any extra effort on our part.



Pablo Gabatto
Business Operations Manager at Ample Foods | **AMPLE**

Distributed Inventory

Reduce costs and transit times by shipping from multiple regions

Your customers are geographically dispersed. If you're only shipping from one fulfillment center, some orders may be shipping from Zone 1 to Zone 8. Utilizing multiple fulfillment centers in different regions can reduce transit times for customers and shipping costs for you.

With ShipBob's US network, you can store inventory on both coasts, in the Midwest, and in the South. We own and operate all of our fulfillment centers, and you can expand into new locations as you grow. Our technology automatically routes each order to the fulfillment center that's closest to the shipping destination for the most efficient delivery.

There is a cost benefit to having several fulfillment centers, as orders can be shipped from warehouses that are closer to customers and delivered very quickly. We have access to live inventory management, knowing exactly how many units we have in each location.



Matt Dryfhout

Founder and CEO of BAKblade



BAKBLADE



We now save a lot of money and ship faster based on distributed inventory. So far, we are shipping out of two of ShipBob's fulfillment centers. We use the locations that optimize and reduce the distance traveled to get our products into our customers' hands faster.



Lindsay Louise

Fulfillment & Retail Manager at Synchro

SYNCHRO



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We just expanded into ShipBob's Pennsylvania facility and are also using ShipBob's fulfillment center in Moreno Valley, California. Storing inventory in different regions is key to reducing costs and transit times. From expanding into a second ShipBob fulfillment center, we are excited to be able to offer 65% of our customers with 2-day shipping, up from 32% by only having a single West Coast facility. Soon, this will be 100%. Not only is this better for our customers but we also gain a 13% savings to our bottom line.



Pablo Gabatto
Business Operations Manager at Ample Foods



2-Day Shipping

Convert shoppers and build loyalty with fast, affordable delivery

Shoppers want fast and affordable delivery. By offering free 2-day shipping, you can improve conversion rates and increase average order value. ShipBob's 2-Day Express program helps bring in new customers and drive more repeat purchases.

When a customer enters their shipping destination at checkout, ShipBob's technology checks the zip code and ordered items at the nearest fulfillment center in real-time. If they're within the zones of coverage, the guaranteed "2-Day Express" option will display to customers.



ShipBob helps us deliver on our customer expectations, and they are continually evolving and getting our products into our customers' hands faster and faster. We've seen a spike in conversions since applying ShipBob's 2-Day Express Program, which lets us stay ahead of the competition.



Matt Dryfhout
Founder and CEO of BAKblade



BAKBLADE

We place considerable expectations and pressure on shipping so we can get close to what Amazon does. With ShipBob, 100% of our orders are going out via 2-day shipping. We see that people are far more likely to order and keep ordering from us when 2-Day Express shipping is an option.



Andrew Hardy
COO of Nature's Ultra

NATURES ULTRA



“Our customers expect 2-day shipping and we couldn't find other 3PLs that can provide that. Without ShipBob, it would cost more than \$100 per order to ship our heavy orders that fast. The cost of offering free 2-day shipping through ShipBob is more than covered and offset by all of the additional orders and revenue we've gotten as a result. We've seen an 18% reduction in cart abandonment.

Founder
My Calm Blanket

| CALM



International Shipping

Expand into new markets with ease

Whether you're based in the United States and trying to get better international rates, or from another country and want to save on US shipping costs, ShipBob has you covered. In addition to having a strong presence throughout the US market, we can also improve your global reach.

We ship orders to all countries where the major shipping carriers can deliver to, and we negotiate bulk discount rates with carriers to provide simple and affordable international fulfillment capabilities.

“As we've grown internationally and in our general order volume, we've seen satisfaction go up. ShipBob was a key player and significant partner in helping manage what became unmanageable when we were shipping orders out ourselves.”



Matt Dryfhout

Founder and CEO of BAKblade



BAKBLADE



“We partnered with ShipBob to scale up operations in the US. Speeding up deliveries and keeping them affordable for customers is a top concern for us. With ShipBob, we can assign a shipping cost to each order by pinpointing the product weight and destination zip code. We've seen a reduction of 70% on shipping costs in the US, which keeps conversions high.”



Greg MacDonald

CEO of Bathorium and Customer Success Manager at Shopify Plus



Partnership and Trust

Think of us as an extension of your team

ShipBob's mission is to help ecommerce businesses be more successful online. We're more than a 3PL — we're a trusted partner that acts as an extension of your brand. We go beyond fulfillment by giving you the technology, tools, and support you need to help your business.

The ShipBob merchant care team is here to support you every step of the way, from initial setup to any inquiries that may arise down the road. Larger volume customers are given access to a dedicated account manager at no additional cost.

“We loved our implementation experience. Our Onboarding Specialist and Account Manager have been so accessible, invested, open, and hands on. They are awesome and on top of it — I've known what's going on every step of the way.”



Lindsay Louise
Fulfillment & Retail Manager at Synchro | SYNCHRO



“Some of the reports that ShipBob provides show their dedication to transparency — things like actual transit times and whether they're hitting their service-level agreements. They are really committed to their customers and keeping themselves accountable.”



Pablo Gabatto
Business Operations Manager
at Ample Foods

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Other fulfillment providers had a 'This is how it's done, so take it or leave it!' attitude. ShipBob's dedication to continuously enhancing their offering by getting feedback from the customer community, as well as their customer service, is unparalleled to other 3PLs. ShipBob involves their customers in everything they're creating and are constantly evolving, which I appreciate. They have made scaling our business at such a rapid rate feasible and sustainable.



Sarah Ribner
Co-Founder of PiperWai

PiperWai



Conclusion

From meal replacements for people on the go, to health treatments that are cost-effective and accessible, it's no surprise that the health, beauty, and wellness industry is one of the fastest-growing verticals online.

Ecommerce has opened the doors for new brands entering this market, but the competition is growing. To stand out in this space and prevent customers from going elsewhere, it's crucial to offer an end-to-end customer experience and have the right fulfillment strategy in place.

Logistics is no longer a cost center but an investment in driving revenue, reducing cart abandonment, and driving lifelong customers.

Many brands have experienced the impact that partnering with a 3PL can make on their business. From offering affordable, fast shipping to creating an "unboxing" experience, you'll wonder why you didn't start outsourcing fulfillment sooner.

Don't waste another minute, partner with ShipBob today. [Request a pricing quote here.](#)



Partner with ShipBob

ShipBob offers simple, fast, and affordable fulfillment for ecommerce businesses. With a network of fulfillment centers across the US, ShipBob lets you split inventory across locations to reduce shipping costs and time in transit.

ShipBob's software seamlessly integrates with the leading ecommerce platforms and marketplaces to automatically fulfill orders as they are placed online. Learn more at shipbob.com.

See how ShipBob can work for your business.

[Check out ShipBob's software and network of fulfillment centers.](#)