

# The winning fulfillment & ecommerce tech stack



ONE DROP



CERTIFIED APP

# Introduction

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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 Shopify Plus

Selling online today has no shortage of challenges. Not only do you need amazing email copy, website design, and Instagram ads, but also the warehousing and shipping logistics to match.

As consumer expectations shift, direct-to-consumer brands are expected to have the same operations and fulfillment at their disposal as global retail giants.

The shipping, receiving, and returns processes are critical parts of the end-to-end customer experience and the key to being an amazing long-term brand.

But you want to spend your time talking to customers, refining your products, and building your brand — not shipping orders. How do you achieve this as fulfillment becomes more time-consuming as you grow?

Brands with Shopify Plus stores partner with ShipBob to get hours back in their day and to focus on why they started their company — all while growing revenue, offering a premium customer experience, and ultimately scaling seamlessly.

**ShipBob is an official Shopify Plus Certified App Partner** that helps brands with Shopify Plus stores optimize for time and cost, use delivery to beat customer expectations, and own more of the customer relationship while providing an Amazon-like fulfillment experience across the globe.

Hear from ShipBob and Shopify Plus customers on how this tech stack gives them the flexibility to simplify and manage the entire fulfillment process, while scaling and cultivating a best-in-class brand experience.

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# Technology & Ease of Use

## Automate fulfillment and stay in the loop

Shopify Plus and ShipBob are fully integrated to provide the flexibility needed to quickly get started, sync your store, import SKUs and orders, send your inventory, and manage shipments.

ShipBob's technology powers its fulfillment network with a proprietary warehouse management system used at each facility, so orders are automatically sent to be picked, packed, and shipped. You can even see how long it takes to receive and stow inventory, gain visibility into order status and inventory counts, and much more.

Unlike most 3PLs that lack sophisticated, intuitive tools and use outdated methods, 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 orders it, even as well sell hundreds of orders a day.



**Doug Kern**  
VP, Ecommerce of One Drop

**ONE DROP**



ShipBob was the obvious solution for us. They align very well with Shopify and don't have older, archaic technology like other 3PLs. Our team has all the tools we need to manage orders, payments, shipments, and more. The seamless integration between the two systems has made it very easy to do everything from manage inventory to create prepaid orders.



**Greg MacDonald**  
CEO of Bathorium and Customer Success  
Manager at Shopify Plus



“I handed all of my inventory over to ShipBob, and it just worked! It was kind of like magic — my orders were imported into ShipBob from my Shopify Plus store and started getting fulfilled right away. I didn't have to do anything. Since then, we've grown 115% and experienced 2.5 times more order volume — all fulfilled by ShipBob.



**Noel Churchill**  
Owner and CEO of Rainbow



# Transparency & Data Analytics

Gain deep insights and unparalleled visibility

ShipBob's technology helps you make informed decisions with advanced analytics and reports available on on-demand. ShipBob is very transparent, displaying actual performance compared to their SLA commitments, as well as actual transit times, fulfillment speeds, and order accuracy rates for greater accountability.

You can see the granular stage an order is in (e.g., if it's being picked, packed, in transit, etc.), track your costs with a detailed line item of every fee, view average cart value and shipping cost by shipping method, and [much more](#).

“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



“ShipBob's pricing structure is simple without any add-on charges. With most 3PLs, you will see a lot of hidden fees when you do your homework. ShipBob doesn't play games — the pricing is clear and easy to understand.



**Matt Dryfhout**

Founder and CEO of BAKblade



**BAKBLADE**  
Body Grooming Co.





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



# Inventory Management

## Improve forecasting to prevent stockouts

ShipBob's tools make it easy to view the status of inventory and quantity on hand across locations, alert you when it's time to proactively replenish stock, bundle your products, and even separate inventory by lot number and expiration date.

ShipBob provides the tools to help you understand SKU velocity, the impact promotions have on stock levels, how to prioritize inventory replenishment for each item, how much you're spending on warehousing, and more.



“We roll out new products and designs on our website 1-3 times a month and send new inventory to ShipBob each week. It's really easy to create new SKUs and restock existing ones using ShipBob's technology, which is especially important with high inventory turnover.”



**Carl Protsch**  
Co-Founder of FLEO Shorts



“ShipBob's inventory management functionality lets us track inventory change and velocity over time. We've been able to get through our heaviest seasons while staying ahead of production using ShipBob's inventory forecasting tools — even as our order volume more than quadrupled in less than a year.”



**Ryan Casas**  
COO of iloveplum





“ We have access to live inventory management, knowing exactly how many units we have in each location. It not only helps with our overall process in managing and making sure our inventory levels are balanced but also for tax purposes at the end of the year. ShipBob simplified the entire process for our accountants and for us.



**Matt Dryfhout**  
Founder and CEO of BAKblade



# Multiple Fulfillment Centers

## Reduce costs and speed up deliveries

ShipBob has fulfillment centers across the globe, allowing brands to store product near their customers to reduce the shipping zones and costs associated with sending orders to far destinations.

ShipBob aggregates transit times, shipping methods, and shipping destinations to help you optimize your costs. 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.



“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 also don't need to hire people to manage shipments in-house or lease and manage our own warehouse. With ShipBob, I stay up-to-date with what's shipped and physical inventory levels, and analyze reports to understand my company's performance.”



**Matt Dryfhout**  
Founder and CEO of BAKblade



**BAKBLADE**  
Body Grooming Co.

“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 Ecommerce Operations at TB12





“We sell flammable goods that need to be shipped via ground, so ShipBob has been a great ally as they have fulfillment centers all over the US, facilitating a 2-3 day delivery time for any customer in the US. This is helpful especially when weather challenges happen; being able to have different locations to ship from allows for a more seamless supply chain.



**Andrea Lisbona**  
Founder & CEO of Touchland



## 2-Day Express Shipping

Increase conversions with fast, affordable delivery

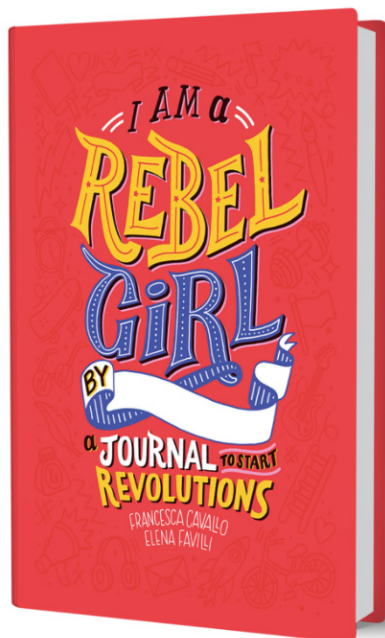
ShipBob's 2-Day Express Shipping Program leverages ground shipping as an inexpensive alternative to expedited air shipping using ShipBob's fulfillment network and integration with Shopify Plus.

When a customer enters their shipping destination, ShipBob's tech dynamically verifies the delivery zip code and the inventory on-hand at each fulfillment center to display the guaranteed "2-Day Express" option.

“Because of Amazon, our customers expect 2-day shipping and we couldn't find other 3PLs that can provide that. If they do, you are going to pay a lot for it. 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 of My Calm Blanket

CALM



“It's paramount for people to feel confident that they will receive their products in the shortest amount of time possible. We'd hate to see our customers go somewhere else because we don't offer 2-day shipping, so during our third holiday season with ShipBob, we used their 2-Day Express program.



**Francesca Cavallo**  
Co-Author of Rebel Girls and  
Co-Founder of Timbuktu Labs



TIMBUKTU LABS

“Our customers who live within ShipBob’s 2-Day Express coverage zone have been taking advantage of fast delivery times. Offering this shipping option has increased our average order value in these zones by 97% — from \$75 to \$148.



**Ryan Casas**  
COO of iloveplum

| **iloveplum**

# International Shipping & Global Locations

## Expand into new markets affordably

ShipBob's fulfillment centers are located in all regions of the US and even in other countries to reduce the distance between where inventory is stored and where your customers reside. ShipBob's geographic footprint lets you have a strong presence in the US and expand into other markets, while reducing cross-border shipping challenges such as high customs and duties, slow delivery times, and expensive shipping.

ShipBob ships orders to all of the countries that major shipping carriers deliver to, with affordable rates to give you international fulfillment capabilities.



As we expand our online presence into Canada, we knew we needed a trusted fulfillment partner with a physical presence in Canada. We have seen that Canadian customers order more when they know the order ships from within Canada. From our history through the years with ShipBob, it was a no-brainer to expand into other markets with them, knowing that they have done their due diligence to meet the ShipBob standard.



**Matt Dryfhout**  
Founder and CEO of BAKblade



**BAKBLADE**  
Body Grooming Co.

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 comfortably 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 helps keep conversions high.



**Greg MacDonald**  
CEO of Bathorium and Customer Success  
Manager at Shopify Plus



BATHORIUM



# Dedicated Account Management

Receive a partner that supports you every step of the way

A Merchant Success Manager will be assigned to your account and act as a trusted, strategic business partner, providing proactive recommendations and working fast to get any issues resolved.

ShipBob provides quick hands-on assistance and a team of fulfillment experts. There is also customer support available and on-site account managers in every fulfillment center.

I can talk directly to my account manager who personally makes sure that everything is running smoothly. This level of support is something that no other 3PLs could match, especially at our volume and scale. The speed at which the ShipBob team works when any issues arise has proven to be another valuable aspect of our partnership.



**Greg MacDonald**  
CEO of Bathorium and Customer Success  
Manager at Shopify Plus



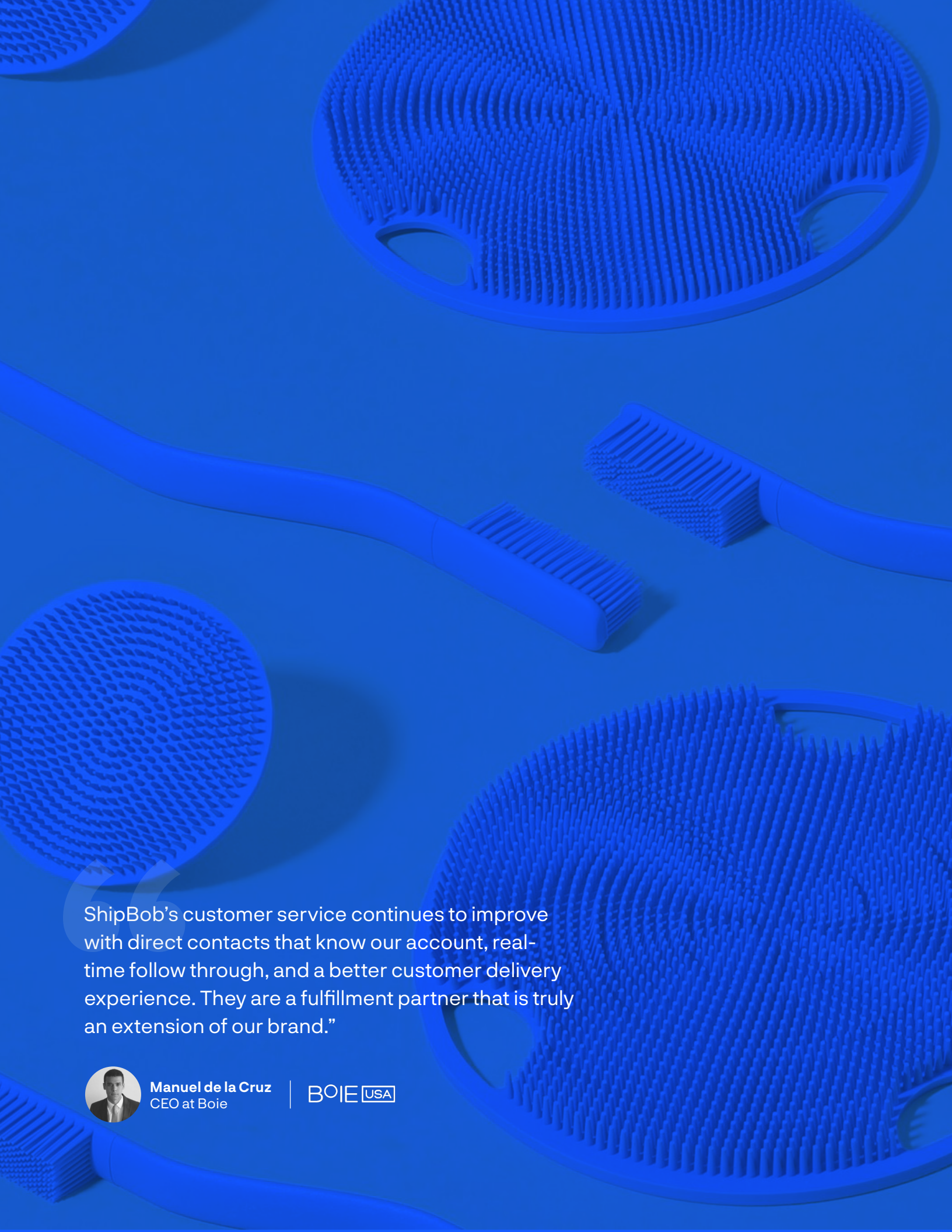
We loved our implementation experience, and our Onboarding Specialist and Account Manager have been so accessible, invested, open, and hands on. They are awesome and on top of it — I've known what's going on every step of the way.



**Lindsay Louise**  
Fulfillment & Retail Manager at Synchro

SYNCHRO





ShipBob's customer service continues to improve with direct contacts that know our account, real-time follow through, and a better customer delivery experience. They are a fulfillment partner that is truly an extension of our brand."



**Manuel de la Cruz**  
CEO at Boie





# End-to-End Consumer Experience

## Maintain brand identity throughout the unboxing process

ShipBob helps you offer the fastest, most cost-effective shipping options to meet your customers' expectations. As soon as an order ships, tracking info is pushed back to your Shopify Plus store in real-time and sent to your customers.

ShipBob's operations fulfill orders to maintain the quality you strive for, even when orders are fulfilled outside of your four walls. From free plain packaging to custom branded boxes, ShipBob works with you to provide the experience you want.



“Operationally, having the right partner to work through our pain points is a big deal for us, and ShipBob helps us with all of them. In my eyes, ShipBob is competing against the Amazons of the world. Not only are they very cost-competitive and quick, they actually care.



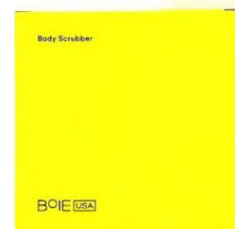
**Carl Protsch**  
Co-Founder of FLEO Shorts



“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



Hey!  
This is a 100%  
compostable  
bag delivered  
by Boie USA.



# Scalability & Growth

## Focus on the right tasks and leave shipping to the experts

Ecommerce brands experiencing rapid growth need a fulfillment company that can scale with them as they grow each year and tackle new challenges.

Get time back to focus on the projects that only you can do — developing new products, strengthening your brand, and securing new partners. ShipBob can help with both direct-to-consumer and wholesale orders.

“Since moving to ShipBob we’ve grown 30% year over year, which is a testament to their scalability, service, and technology. I feel really fortunate to have found ShipBob when we did. ShipBob should be top of mind for ecommerce companies experiencing growth, so they can focus on brand and design instead of packing boxes. I know ShipBob can remain a partner of ours as we grow even more — from expanding into additional fulfillment centers and distributing our inventory across the country to utilizing more of their capabilities — all while maintaining that partner feel.



**Carl Protsch**  
Co-Founder of FLEO Shorts

**FLEO**




“The benefits are tremendous. We could not be growing our business in the way that we are right now without ShipBob. They have ultimately allowed us to focus more on creative marketing and other aspects of the business while maintaining control of the customer experience and make it as strong as possible.



**Susanne Goethals**  
CEO of Creepy Co.

**CREEPY CO.**



“We experienced 4x our normal volume this past December, which was our second holiday season with ShipBob. This would have been completely unmanageable for both our old 3PL and us. ShipBob does it seamlessly.”



**Michael Peters**  
VP of Ecommerce Operations at TB12



# Conclusion

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To grow your brand, you must offer an end-to-end shipping experience and have the right fulfillment strategy in place.

Logistics is no longer a cost center but a revenue-generator that can help increase your average order value, reduce cart abandonment, and drive lifelong customers.

Top up-and-coming brands have discovered the winning combination of Shopify Plus and ShipBob — a solution that will help them grow for years to come.

From “buy” to unboxing, this tech stack holds the power to be the ultimate back office for direct-to-consumer brands while cultivating deeper relationships and brand loyalty with customers.

To learn more about how ShipBob’s dashboard, fulfillment centers, operations, and account management help streamline fulfillment for Shopify Plus stores, [fill out this form](#) to speak with a fulfillment expert about making the transition.



# About ShipBob

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ShipBob is a tech-enabled 3PL that offers simple, fast, and affordable fulfillment for ecommerce businesses. With a network of fulfillment centers across the globe (with new locations continuously underway), ShipBob lets you split inventory across locations to reduce shipping costs and transit times.

Visit [ShipBob.com](https://ShipBob.com) to learn more or to [request a pricing quote](#).