

REVEEL CUSTOMER STORY

GhostBed Rests Easily With Shipping Intelligence from Reveel

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When shipping bulky products like mattresses, understanding every dollar spent on logistics isn't a luxury, it's a necessity. For GhostBed, a leading online mattress retailer with over 200 SKUs in its catalog, small inefficiencies can quickly snowball into major cost increases. That's why the company turned to shipping intelligence leader Reveel for a smarter way to manage its shipping logistics and expenses.

TURNING CARRIER DATA INTO STRATEGIC INSIGHTS

GhostBed doesn't rely on a direct order feed or warehouse integration to gain access to its data. With Reveel, they can leverage raw carrier data, including shipping invoices, reference fields, and tracking details which Reveel's technology then transforms into detailed, SKU-level insights. Detail on surcharges, weights, average discounts, zones, transit times and more can be tied directly to individual products, enabling a level of analysis the company had never experienced before.

This deep level of granularity gives GhostBed an edge over the competition. Executives can immediately spot which products are driving up costs due to oversize fees or additional handling charges being levied by carriers. Just

as importantly, GhostBed can identify which SKUs are selling and profitable - and which aren't - allowing the company to make product-level decisions that will have real financial impact. And those decisions can now be based on accurate, real-time data.

EXECUTIVE-LEVEL INTELLIGENCE

The insights delivered by Reveel aren't just used by analysts, they've become a part of strategic decision-making for the company, at the highest level. GhostBed's leadership uses Reveel's reporting to evaluate performance across the entire product line on a monthly basis.

For example, when something unusual happens - such as an SKU suddenly dropping



from the data - the team will see it right away and investigate further, so the error can be corrected or strategy evolved. Real-time visibility enables real-time action.

PREDICTABLE COSTS, SMARTER STRATEGY

Shipping costs in the mattress business can be volatile. But with a clear understanding of what to expect, GhostBed is no longer scared of surprise charges. Because of the availability of accurate shipping data, the team already

knows what fees they'd have to incur, and where they can potentially reduce waste to offset or balance them.

By aligning their shipping functions with product strategy, GhostBed has turned a previously time-intensive and costly logistical challenge into a competitive advantage - one grounded in data, not guesswork.

To learn more about how Reveel's Shipping Intelligence Platform can help your organization to gain control over its shipping logistics and expenses, click [here](#).



Reveel is the leading Shipping Intelligence™ Platform that enables companies to level the playing field with FedEx and UPS. With over 17 years of parcel agreement management expertise and \$400M+ in savings for its clients, the company provides actionable insights to help customers make smarter business decisions and have peace of mind. Reveel helps shippers leverage the power of data science and peer comparison data to capture significant ROI and improve their competitive advantage.

Sign up for a [free Reveel account](#) today to see how you can leverage automation to synthesize your data, ship more for less, and reduce the time needed to identify issues and action items.

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