

CASE STUDY

Turning Viral Demand into Profitable Fulfillment With Reveel and Deposco

BACKGROUND

When a leading direct-to-consumer health and wellness company had a product go viral on TikTok, orders jumped to 1,600 a day. The VP of Operations needed more than carrier-level reporting. They needed to see, by SKU, where orders were going, what each shipment truly cost across zones, surcharges, service levels, and dimensional weight, and whether the existing fulfillment strategy protected margins at scale.

With Reveel's Shipping Intelligence Platform and the embedded Analytics Hub configurable business intelligence integrated with Deposco's suite of supply chain solutions, the customer moved from aggregated shipping metrics to SKU-level cost intelligence that operations, finance, and fulfillment can act on in real time. **"With Reveel, we've accelerated fulfillment, secured significant shipping savings, and finally aligned ops and finance around the true impact of parcel spend, the optimization of the fulfillment operation and the impact that both have on online sales, bottom and top-line results and even the satisfaction of today's omnichannel customers,"** said the VP of Operations.

CHALLENGES

The wellness company already had strong carrier discounts and used Reveel to manage core parcel costs. Rapid growth introduced new questions that the carrier invoice alone could not answer. Could the product be shipped coast to coast without eroding margins? Which zones, services, and surcharges were driving SKU-level costs? Were any products quietly being shipped at a loss?

Additionally, how could operations and finance share one version of the truth fast enough to inform pricing, promotions, and carrier strategy? Traditional workflows surfaced anomalies only after invoices arrived, and aggregated savings could hide SKU-level loss leaders. The team needed proactive visibility that connected SKU to order, shipment, and invoice, with controls to stop margin leaks before they scaled.

Just as importantly, they also envisioned a fully integrated solution that would enable the fulfillment team to create intuitive dashboards capable not only of giving it parcel shipping intelligence across carriers and service levels – from ground to overnight – but also put operational imperatives like inventory management, demand forecasts and other imperatives at their fingertips. Such insights



would enable the company to see in real time the total cost per package of each shipment.

The company had already embraced the best-in-class solutions of [Deposco](#) and the company's Bright Suite of omnichannel fulfillment supply chain applications, including its [warehouse management](#) (WMS) and [order management systems](#) (OMS). With Depostco, they saw significant gains in everything from the onboarding of new carriers to the throughput rates for its picking operations, the optimization of warehouse staffing, and order accuracy.

Together, Reveel and Deposco saw an opportunity to raise the bar even higher by integrating their solutions to give customers a comprehensive offering that seamlessly brings all relevant data from the parcel and fulfillment operations into immediately accessible and easily manipulated dashboards that are equally useful for shippers, fulfillment professionals, and operational and financial teams.

SOLUTION

Drawn on the combined outputs of Reveel's Shipping Intelligence Platform, including Analytics Hub to do everything from parcel audit and cost analysis to modeling and simulation to determine in advance how carriers' constantly evolving policies – from new rules, fees and accessorial charges – impact costs.

The result of combining this intelligence with the deep insights delivered by Deposco's WMS and OMS in one seamless, integrated solution, was the availability to access and use mission-critical data for decision making in real time, not just in the supply chain but across numerous business functions, teams, enterprise resource planning (ERP) and other systems of record. Some of these now actionable data outputs and capabilities include:

- The ability to make decisions SKU-level intelligence;
- Where specific products and SKUs are being sent in real time;
- Sophisticated modeling and simulation for “what-if” scenarios related to shipping practices, carrier negotiations, and operational and financial decision making;
- Full parcel audit and real-time updates on carriers' performance across service levels and zones;

- The detection of outliers, including disparate accessorial charges, and other examples of margin-related risk;
- In the moment accruals data and GL coding;
- The optimization of carriers' service levels;
- The cost-per-parcel at any given moment and combined total landed cost of each order across the fulfillment operation;
- What is in each package;
- How orders can be effectively bundled;
- Where it makes sense for marketing teams to double down on their efforts; and
- Deep insights on operational imperatives such as the location of new brick-and-mortar stores and distribution centers.

“As an omnichannel retailer serving consumers and business-to-business customers, the visibility and control we have gained as a result of the Deposco Reveel integration is an absolute game changer.”

RESULTS

The team shifted from aggregate views to actionable insight, seeing the exact cost to ship the product by zone and service and adjusting packaging, lanes, or promotions to keep costs in check. They moved from reactive corrections to preventive controls, with automated checks that exposed repeat surcharge drivers at the SKU-level.

Operations, finance, and fulfillment also began working from the same dashboards, linking SKU economics to pricing, marketing, and inventory moves. Negotiations were backed by simulations and SKU-level cost proof, which enabled them to diversify by zone or service where it paid and to validate each change against margin and customer experience.

The team also gained a far more holistic view of its warehouse operations and parcel shipping strategies – enabling it to analyze its own fulfillment operations at a level of detail not previously possible.

“Traditionally, parcel shipping-related costs were never viewed in the context of the larger fulfillment operation and how shipping strategies play out on the warehouse floor and ultimately in the boardroom. As an omnichannel retailer serving consumers and business-to-business customers, the visibility and control we have gained as a result of the Deposco Reveel integration is an absolute game changer.”

IMPACT FOR PROSPECTIVE BUYERS

You can protect margins at the SKU-level by knowing, in real time, which products, lanes, and services erode profit and fixing them before they scale. You can speed up decisions across the organization by giving finance, operations, and fulfillment a single, trustworthy view for pricing, promotions, and carrier mix. You can turn growth into profitability, so viral demand becomes a controlled, instrumented advantage. You can negotiate with evidence by modeling GRIs and carrier proposals against your actual shipments and by deploying multi carrier strategies only where they lift customer experience and margin. You can optimize your warehouse operations – including storage, order picking and packaging. You can provide operations and financial leadership with unprecedented visibility into the online sales that play a singular role in omnichannel retailers’ profitability.

CONCLUSION

The journey shows what modern parcel management looks like. Clear SKU economics, automated controls, finance grade accuracy, and negotiation-ready analytics, all in one platform that is fully integrated in the very fulfillment operations and warehouse management processes that increasingly define success within e-commerce and omnichannel retail.

To learn more about Reveel’s integration with Deposco visit reveelgroup.com/partner-program/deposco/.



Reveel is the leading Shipping Intelligence™ Platform that enables companies to level the playing field with their carriers across all modes of transportation. With over 18 years of parcel agreement management expertise and over \$8Bn spend under management, 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.

Request a demo 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.

[Get a Demo](#)



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