

# Fulfillment Optimization for High End DTC Brands



 Lateral

Learn the most common fulfillment mistakes and discover the secrets behind the world's fastest growing DTC ecommerce brands.



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# The DTC Fulfillment Optimization Guide

Discover the Logistics Secrets of The Fastest Growing Ecommerce Brands



## Why Fulfillment Matters

Congratulations, you've got a great product in high demand. You've won half of the battle.

Now you need to get it into the hands of your customers, on time and on budget.

Your fulfillment process is either going to make your customers sing your praises or make them rage-tweet about late deliveries.

### FUN FACT

Source [↗](#)

87% of customers will come back for more if you get their orders to them on time. On the flip side, delayed deliveries send 53% of them packing, never to be seen again.<sup>1</sup>

### Impact of Delivery Time on Customer Retention

Repeat customers after on time delivery



87%

Lost customers after delayed delivery



53%

Yikes.

So, how do you get on the right side of this data and make sure you delight your customers with every order? Let's get into that now...

# The 3 Mistakes Growing DTC Ecommerce Brands Make

## Mistake #1

### Sticking with Expensive, Inflexible Traditional Fulfillment Solutions

Many brands get stuck with outdated 3PL providers that are expensive and don't offer the flexibility needed to adapt to modern ecommerce demands.

These rigid solutions not only drain your budget but also leave you with limited options to scale your operations effectively.

Thankfully, there's a better way to solve this problem once and for all which we will reveal shortly.

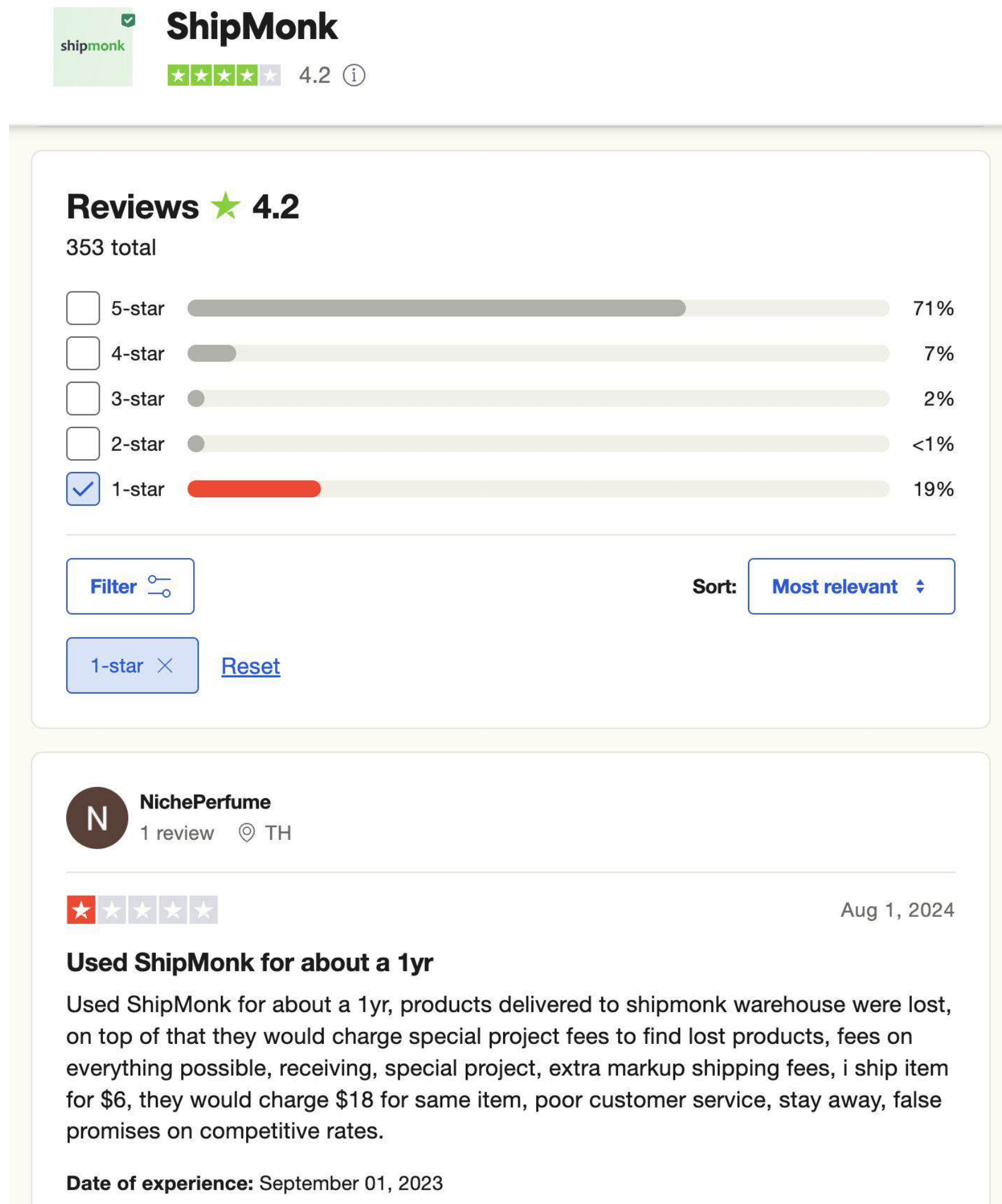


(Steinbuch, 2022)

## Mistake #2

### Letting Slow Delivery Times Damage Your Brand

In the world of ecommerce, speed is everything. Customers expect fast deliveries as the standard.



If your products take too long to arrive, you're not just losing a sale – you're potentially losing a customer for life. Not to mention all their friends, family and coworkers.

Delayed shipping times can severely damage your brand's reputation, leading to higher churn rates and fewer repeat customers.<sup>1</sup>

ShipMonk Reviews. (2024, September 3). Trustpilot. <https://www.trustpilot.com/review/shipmonk.com?stars=1>

## Mistake #3

### Ignoring Unconventional (Lateral) Thinking

In a world of copycats, thinking outside the box, or thinking laterally as we like to call it, is arguably the most powerful competitive advantage of all and the easiest way to stand out.

This goes for your fulfillment process as well as your branding, packaging, product development and beyond. Fortunately, for those brands bold enough to think different, there's a smarter, faster, cheaper way to fulfill your orders.

While many are unaware of this secret, it's already being used by the fastest growing DTC brands in the world like Allbirds, IQBAR and Glossier..

Drum roll, please.

# The **Secret Weapon** of Fast-Growing DTC Ecommerce Brands

**Ready for the insider scoop?**

Here's how Section 321 Fulfillment works:

- 1 Your customers place their orders.
- 2 We whisk those products to our super close-to-the-border warehouses in Mexico.
- 3 By using this little hack, we avoid pricey taxes and tariffs. You save money and look like a logistics genius.
- 4 The packages then waltz back into the U.S. duty-free and land at your customers' doors in 1 to 3 days.



Brands like **IQBAR**, **Allbirds**, and **Glossier** are already winning with Section 321. **IQBAR**, on track to hit **\$50 million in sales** by 2024, is cutting shipping costs through Section 321 while scaling rapidly across retail giants like Walmart and Costco (Nosh.com, Modern Retail).

**Allbirds**, the eco-friendly footwear powerhouse with revenues well above **\$100 million**, uses Section 321 to maintain fast, affordable shipping while staying true to their sustainable mission (GetPodcast).

And **Glossier**, the DTC beauty brand pulling in over **\$100 million in annual sales**, relies on Section 321 to optimize cross-border logistics, reducing costs and delivering their products quickly across the U.S. (GetPodcast).

Of course, this is all easier said than done. Let's breakdown how to actually implement this so that you can enjoy the benefits of streamlined logistics and happier customers.



## Getting Started with **Section 321 Fulfillment**

Getting started with Section 321 Fulfillment can be simple, especially with the right partner. Here's how:



### **Assess Your Products**

Ensure each shipment is valued under \$800 to qualify for duty-free entry.



### **Find a Border Warehouse**

Partner with a warehouse near the U.S. border in Mexico or Canada that can handle your goods.



### **Setup Customs Compliance**

Work with a customs broker or a provider with in-house expertise to ensure your shipments meet all U.S. regulations.



### **Optimize Your Shipping Process**

Once your operations are set up, streamline your shipping process to ensure fast delivery times for your customers.

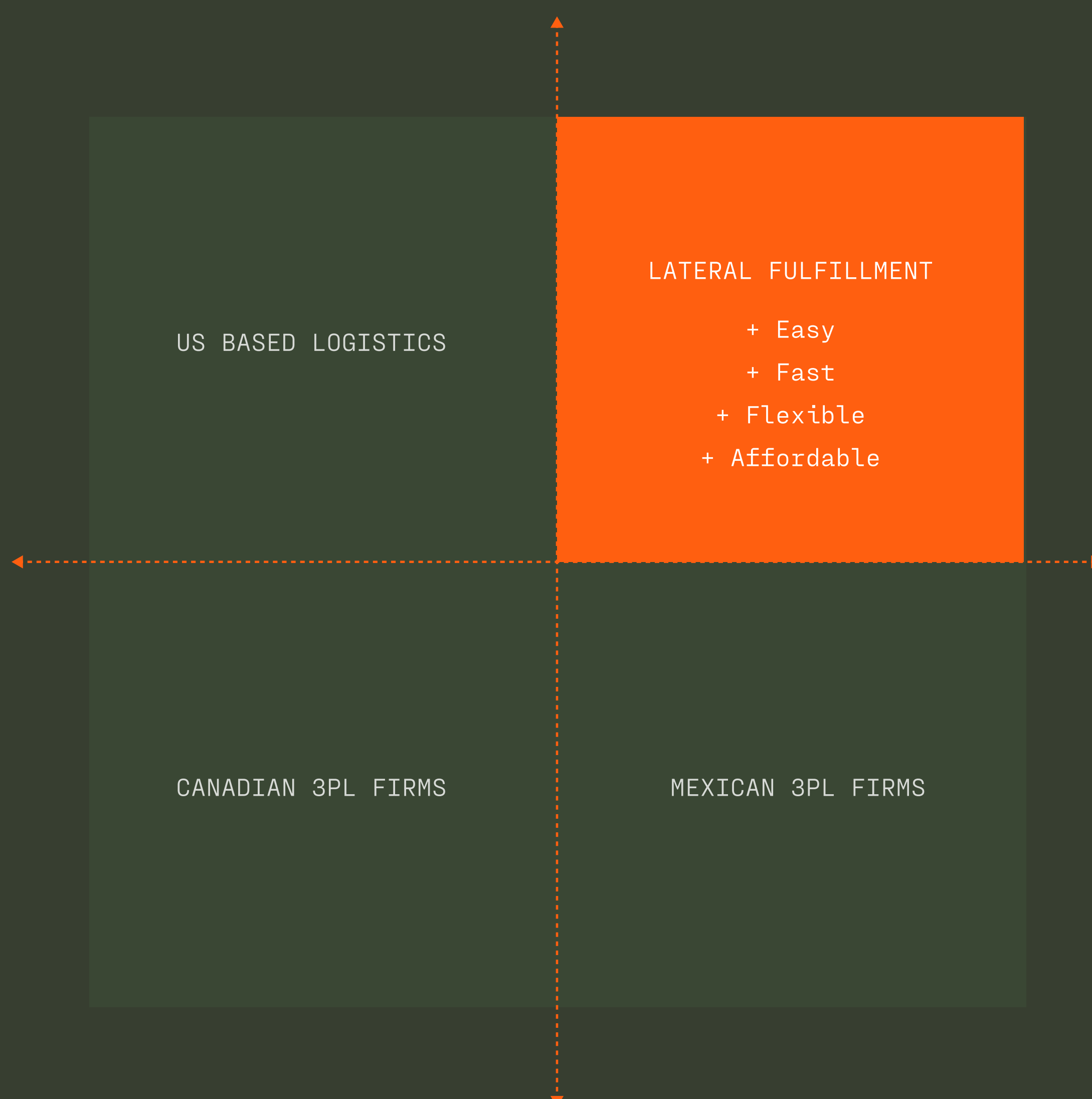
# Why Choose Lateral Fulfillment for Section 321?

Lateral is the world's **only** fulfillment partner with in-house customs brokerage and section 321 freight fulfillment capabilities allowing for fast, affordable and flexible fulfillment.

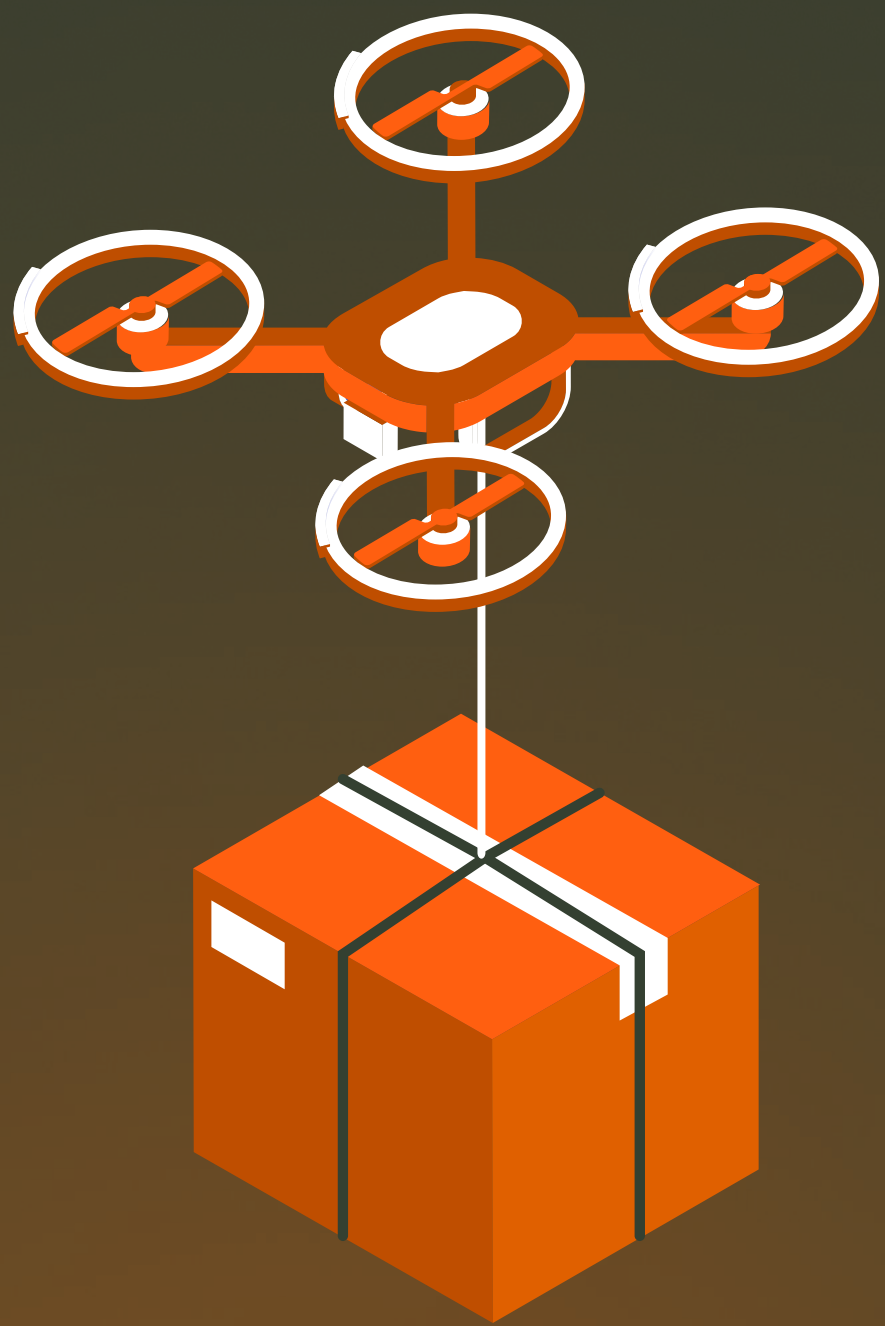
Here's how it works:

- **In-House Customs Expertise with IMMEX:** We're the only 3PL with both in-house customs brokerage under the IMMEX program and Section 321 capabilities, ensuring seamless compliance and maximum savings.
- **Strategically Located Warehouses:** Our border warehouses are ready to facilitate fast, duty-free shipments back into the U.S.
- **Tech-Enabled Operations:** We offer a scalable, tech-driven system to keep your fulfillment process efficient from order to delivery.

## Lateral Fulfillment vs. Other Logistics Firms



## Next Steps



### Ready to see how Section 321 Fulfillment can transform your business?

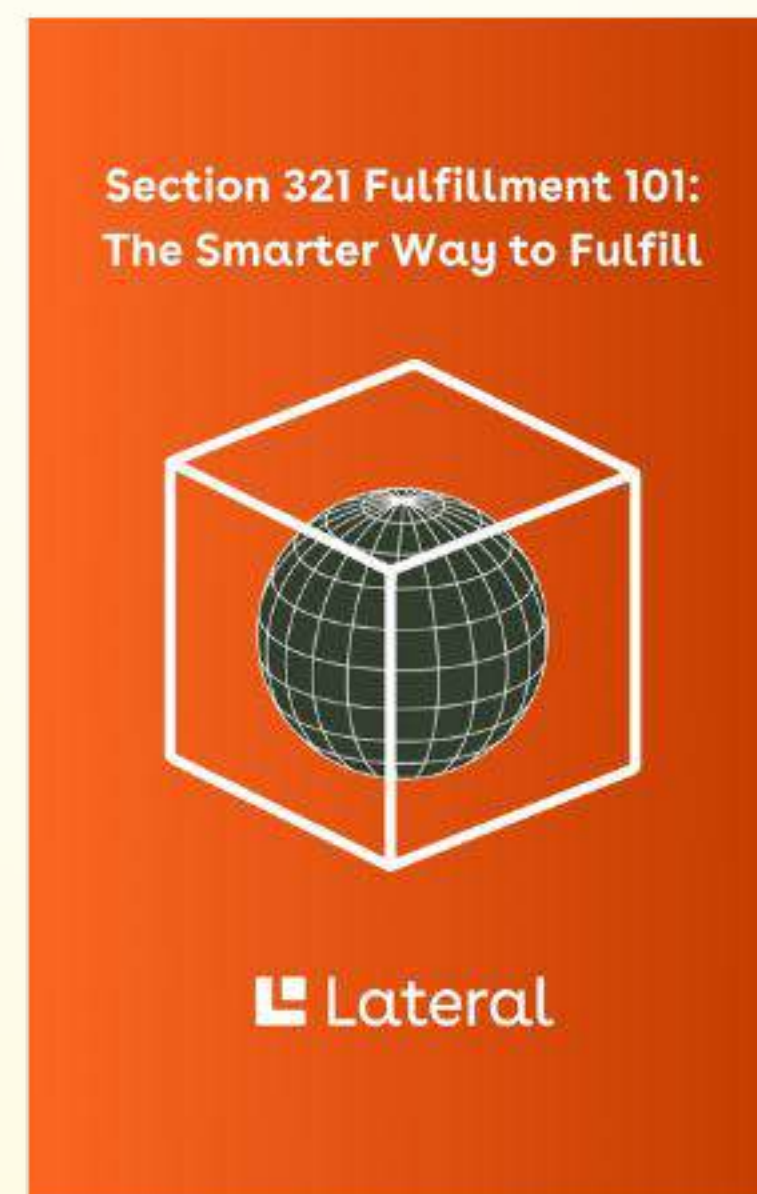
Discover how we can help you streamline logistics and save on costs.

[Schedule Free Consultation](#)

### Discover the Smarter Way to Fulfill in Section 321 Fulfillment 101:

Learn to boost customer satisfaction and bottom line profits with Section 321 Fulfillment.

[Get Access Now](#)



Lateral Fulfillment is built to help you save on logistics costs, streamline your fulfillment, and keep your customers happy, all without the hassle.