



How This ShipStation User
Saves \$12,000 a Month on
Shipping With String.

IÖBAR

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About String

Optimizing order fulfillment costs is tricky. Carrier rates and surcharges change frequently, it's hard to know what carrier and service option is the best for every combination of package and delivery address, and finding the smallest package size for every order to minimize cubic weight is time consuming.

Today, you have two options to solve this problem. Spend a bunch of time manually selecting the right package and rate shopping between carriers for every order. Or, set up basic automation rules to save time fulfilling orders but give up some expense leakage.

String exists so you don't have to compromise time or money.

Our fulfillment optimization software plugs in to your existing fulfillment platform like ShipStation, Ship Hero, and Extensiv to automatically determine the best package and the cheapest carrier option for every order you ship.

String is used by eCommerce companies around the US to save thousands on order fulfillment every month.

Learn more at www.meetstring.com or email tyler@meetstring.com for a free shipping cost analysis test.



The Problem

IQBAR Had Less Time to Fulfill Every Order

Because IQBAR had more orders coming in everyday, they had less time to fulfill each order. IQBAR uses ShipStation and was unable to find an automated solution for choosing the least cost shipping method for every order. The operations team was left with a choice, take longer to get orders to customers or sacrifice shipping label cost on each order to get them out quicker.

Will Nitze
Founder & CEO

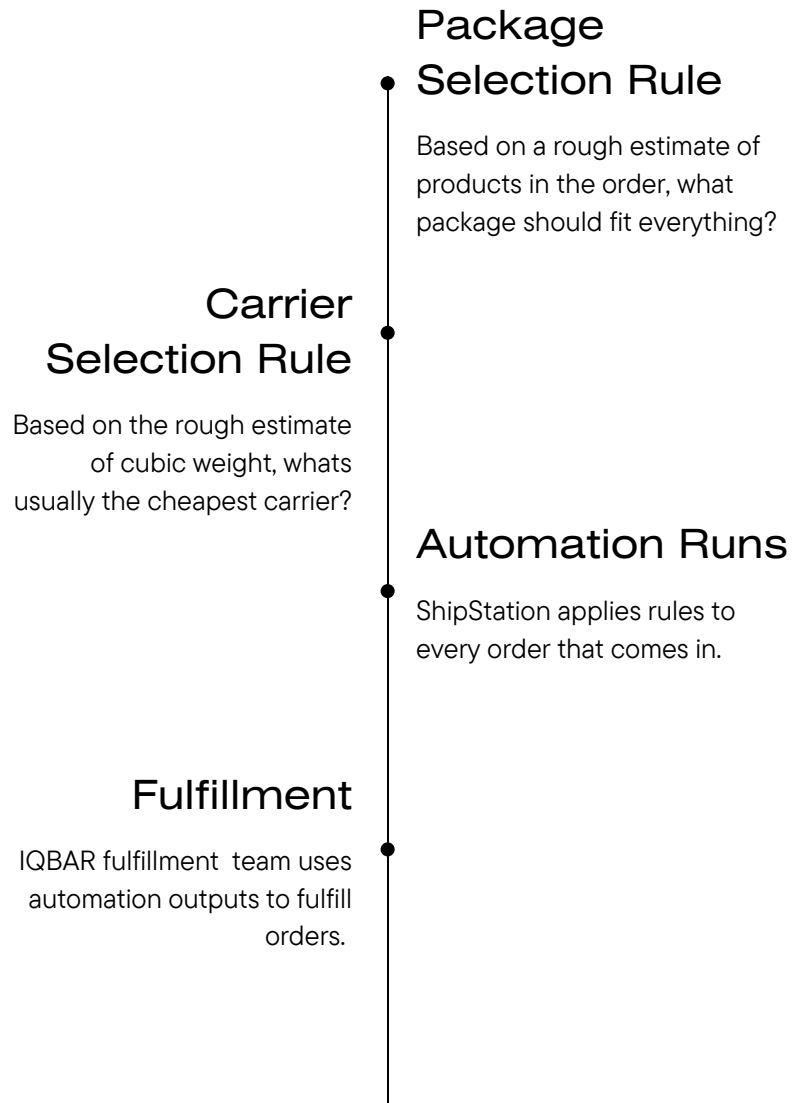
“Because ShipStation has no way of solving for minimal shipping box selection and the cheapest fulfillment option, we at first went order-by-order ensuring weights and dimensions were optimal and that we selected the lowest-cost carrier. We quickly realized this was never going to be sustainable as we scaled, though.”



What IQBAR Did Before String

“As we scaled, we outgrew our manual process and implemented a set of automation rules based on educated guesses about which carrier would be cheapest according to variables like weight and dimensions. We knew this would result in mis-allocated orders and substantial expense ‘leakage,’ but the alternative was going order-by-order to compare rates, which we just didn’t have the bandwidth to do anymore.”

Will Nitze
Founder & CEO



Known cost leakage from
IQBAR team

Why IQBAR was Interested in String

“String solved both our A) incorrect weights and dimensions problem, and B) expense leakage issue. Within the first week, we quickly realized we were saving over \$1/order and a ton of stress/heartache!”

Will Nitze
Founder & CEO



String's Impact on IQBAR

Metric	Before	After	% change
Avg. Shipping Label Cost	\$10.07	\$8.69	13.7%
Time to Fulfill Order	5 minutes	2 minutes	60%

Net Impact

String saves IQBAR over \$12,000 a month by automatically finding the optimal package size and selecting the least cost carrier for every order. Instead of choosing between getting orders out the door fast or cost effectively, the IQBAR team now does both.

What IQBAR Loves About String

“String is super set-in-and-forget-it in nature. We don’t ever really have to worry about it working – it just works, and actively saves us money on a daily basis. What’s particularly cool is that it’s dynamic. As rate cards shift, the algorithm immediately adapts.”

Will Nitze
Founder & CEO



How You Can Save up to 15% on Fulfillment With String

Do you use a platform like ShipStation, Ship Hero, or Extensiv and want to start saving time and money on fulfillment?

String offers a free shipping cost analysis to see how much money you can save by integrating our software.

Contact tyler@meetstring.com to request a free shipping cost analysis and see how much you can save!

Email

tyler@meetstring.com

Website

www.meetstring.com

