

## 3PL Fulfillment Optimization and Procurement

### Case Study

# Shipware Helps Pura Vida Significantly Reduce Fulfillment Costs While Improving Customer Experience

## Client

Pura Vida Bracelets sells artisanal, handcrafted string bracelets and jewelry. The company experienced massive year-over-year growth—supporting 800+ artisans around the world—and creating a need for significant shipping and fulfillment operations. Pura Vida sells direct-to-consumer (DTC) via website sales and one flagship store that opened in 2021.

## Challenge

Due to their rapid growth, Pura Vida faced increased order fulfillment costs. The team engaged Shipware, an SIB company, to help lower distribution costs, improve service levels to increase customer acquisition and retention rates, and ultimately increase profitability.

Pura Vida leverages a 3PL partner for retail and DTC product fulfillment services, amassing a significant spend. The team wanted to assess their existing 3PL relationship, including a review of the fulfillment process and freight carriers being leveraged for both consumer and retail distribution.

*"I couldn't be happier with the work Shipware did for us. Their team's depth of knowledge uncovered opportunities that delivered results beyond expectations. Not only will we save millions, but the strategies Shipware implemented will elevate our entire business for years to come."*

**Paul Goodman**  
Founder & CFO  
Pura Vida Bracelets



# Solution

## Stage 1

Assemble an in-house team of consultants with expertise in 3PL optimization, modal optimization, and data analytics to perform a comprehensive review of Pura Vida's incumbent 3PL. We assessed both the 3PL's performance metrics and service agreement terms which included:

- Benchmark current 3PL warehousing and fulfillment rates against industry best-in-class solutions.
- Benchmark 3PL freight solution and rates structure against best-in-class options.
- Review Pura Vida's current fulfillment solution, service level agreement (SLA) structure, and the 3PL's performance against Pura Vida's targets.

## Stage 2

After the initial assessment, the Shipware team evaluated various 3PL optimization opportunities. This stage included:

- Gathering requirements with the Pura Vida team and identifying key resources to leverage for a modernized solution.
- Leveraging other 3PL solutions and vendors.
- Modeling other small parcel freight solutions with financial impact analyses.



After modeling various scenarios, we found that the biggest opportunity for improvement was to remain with the incumbent 3PL while securing carrier direct relationships for the distribution of DTC orders. We recommended using USPS First Class flats for most of their DTC order volume.

We also had to address some operational challenges prior to implementation. To accelerate the transition, Shipware helped Pura Vida streamline their USPS technology integration and improve the package tracking consumer experience. Our optimization strategy for USPS First Class Flats solution included:

- Working with Pura Vida stakeholders to develop an improved order packaging solution.
- Developing and implementing a highly effective order-tracking solution.
- Defining updated fulfillment workflow requirements.
- Implementing technology enhancements to support the solution.

# Results

50%+ Savings on direct-to-consumer (DTC) parcel freight costs—a multimillion-dollar annual cost savings.

## Other benefits include:

- Pura Vida and their online buyers have enjoyed significant improvements to the overall customer experience via new and improved branded packaging and a comprehensive order-tracking solution.
- Shipware helped cut their DTC fulfillment freight costs in half while implementing enhancements that will ultimately increase customer satisfaction, retention, and profitability.



shipware.com  
(858) 879-2020

## About Shipware

Shipware, an [SIB company](#), empowers businesses to combat rapidly rising transportation costs by securing best-in-class shipping and fulfillment rates. Our carrier pricing benchmarks, insider knowledge, contract negotiation and audit & pay services level the playing field between you and your carriers. Spend smarter and maximize your profit margin by rightsizing your shipping costs with Shipware.

Follow Us 