

# Visible Reduces Skincare Brand's Spend & Transit Time with Optimized Parcel Strategy

## Visible's multicarrier solution saves anti-aging company \$1M, eliminates hidden fees and speeds up DTC deliveries

### CHALLENGE

Visible's client is an innovative anti-aging skincare company that ships small, lightweight parcels directly to consumers all over the country. Their transportation spend had far exceeded their budget, primarily because of the new surcharges and rate increases their carriers implemented during the pandemic when volumes hit peak levels. Transportation costs began skyrocketing for many shippers, and carrier fees and surcharges—which remain in place—were not clearly communicated to the customer ahead of time, resulting in costly surprises.

The shipper's goal was to implement a parcel strategy that would not only lower their transportation spend but also improve their ability to plan and budget by eliminating surprise fees and surcharges (studies have shown that about **35%** of shippers' shipping spend is dedicated to surcharges).

### SOLUTION

#### Parcel Audit & Analysis

Visible's initial customer parcel audit revealed that the shipper had been using primarily FedEx and UPS—best suited for shipping larger packages—to ship its small, lightweight packages. Using its proprietary software, Visible performed an analysis to identify which carrier, service and pricing options would result in the best parcel strategy for its customer.

#### Adding USPS into the Mix

From its analysis, Visible determined that an effective way to strengthen its customer's shipping strategy would be to introduce the U.S. Postal Service into the shipper's carrier mix. Because other major national carriers impose a host of surcharges that shippers must pay in addition to their base shipping rate, shifting volume to USPS would deliver immediate savings (see Carrier Surcharge Comparison table on right).

#### Carrier Surcharge Comparison

Common Carrier Surcharges	National Carriers	USPS
Residential Surcharge	\$\$	-
Fuel Surcharge	\$\$	-
Ongoing Peak Surcharge	\$\$	-
Delivery Area Surcharge	\$\$	-
Extended Delivery Area Surcharge	\$\$	-

Contact our team for a free parcel audit today:  
877.901.4027 | [Sales@VisibleSCM.com](mailto:Sales@VisibleSCM.com)



## VOLUME SHIFT TO USPS DELIVERS SAVINGS + SERVICE

By implementing USPS into the carrier mix, Visible was able to slash its client's soaring surcharge spend and provide access to exclusive USPS pricing. As an Approved Reseller, Visible is **one of only four** companies authorized to sell USPS rates at below published pricing. The carrier pricing comparison below demonstrates Visible's ability to reduce a potential client's transportation spend and transit time by shifting volume to the Postal Service.

### Carrier Pricing Comparison

#### Shipment Details

- **Package Dimensions:** 6" x 6" x 4"
- **Weight:** 2 lbs.
- **Origin:** Salt Lake City, UT (84116)
- **Destination:** Rocky Ford, CO (81067)
- **Zone:** 4

**50% per shipment savings with USPS**

Carrier Charges	National Carrier Ground Service		Net Charge	USPS Priority Mail
	Published Pricing	Discount %		
Base Charge*	\$11.33	34%	\$7.50	\$8.24
Residential Delivery	\$4.45	25%	\$3.34	-
Extended Delivery Area	\$5.90	25%	\$4.43	-
Fuel (8%)	\$1.22	0%	\$1.22	-
Transit Time	1-5 Days	1-5 Days	1-5 Days	1-3 Days
<b>Total Charges</b>	<b>\$22.90</b>	<b>28%</b>	<b>\$16.49</b>	<b>\$8.24</b>

\*Minimum rate applied

In this example, even though the shipper had discounts in place with another national carrier, shipping with USPS proved to be a more cost-effective solution. The shipper could realize even greater savings—**52.6%** per shipment—by taking advantage of USPS Cubic Pricing. USPS also provides free daily package pickup, a wider area of service than other providers and no extra charge for Saturday deliveries.

## RESULTS

- ✓ Annual transportation savings of \$1M
- ✓ Elimination of hidden fees & soaring surcharges
- ✓ Reduced transit time
- ✓ Improved ability to plan & budget

## SHIP SMARTER WITH VISIBLE + USPS

Consumers who shifted from in-store to online shopping during the pandemic are expected to continue this behavior, and retailers like Visible's skincare client must have an effective strategy in place to support growing demand and volume.

When shippers' volumes were capped by carriers during the 2020 peak season, often referred to as "Shipageddon," the Postal Service stepped in to deliver. A multicarrier strategy that includes the rates, expertise and flexibility of Visible and USPS not only makes retailers more competitive, but also improves their ability to mitigate future risk, ensuring they are equipped to continue meeting client expectations—no matter what measures other carriers take.

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