From One Carrier to a Strategic Mix: How Rue Gilt Groupe Runs Flash-Sale Shipping on ProShip

RUE GILT GROUPE

> **ProShip has been foundational to our fulfillment operations at Rue Gilt Groupe, giving us the multi-carrier flexibility and label automation we need to run high-volume flash-sale shipping efficiently, creating meaningful transportation savings by letting us optimize carrier mix without re-architecting our systems every time.**

- JEFF FAULCONER, SENIOR DIRECTOR OF ENTERPRISE SOLUTIONS, RUE GILT GROUPE

WHY PROSHIP

- **Multi-carrier flexibility to optimize carrier mix without re-architecting the underlying systems**
- **Label automation for high-volume flash-sale shipping**
- **Stability through peak and year-round**
- **Business-owned execution that allows shippers to shift carrier control from engineering to the business (carrier volume balancing)**
- **Fast carrier onboarding, with minimal lift from the shipper's team**

CHALLENGE

Rue Gilt Groupe runs two off-price flash-sale brands, Rue La La and Gilt, from a single fulfillment operation in Kentucky. Flash-sale retail means demand arrives in sharp, unpredictable spikes across merchandise from apparel to high-value designer goods. Delivering those orders reliably is the promise the business makes to its members, and until 2020 the company kept it with essentially one carrier. A single-carrier operation cannot adapt when a carrier raises rates, runs short on capacity, or underperforms, and the COVID-era market brought all three. Rue Gilt Groupe needed multi-carrier flexibility without re-architecting its Manhattan WMOS and homegrown order management stack or routing every change through engineering.

8+ years on ProShip with no major issues, in-year or at peak



Millions in efficiency savings over eight years (Rue Gilt Groupe's estimate)

5 carriers on one platform, up from a single carrier

SOLUTION

During COVID, with ProShip's guidance, Rue Gilt Groupe moved from a single carrier to a multi-carrier network: FedEx as the national anchor, plus USPS, DHL, and OnTrac. ProShip's rate shopping and business rules route each package to the right carrier automatically, so the company optimizes its carrier mix without changing the rest of its systems.

The bigger shift was who controls that mix. With carrier volume balancing, the business can move volume between carriers, or turn an underperforming carrier off, on its own, without an engineering ticket. Rue Gilt Groupe credits this with efficiencies in cost and team time, freeing its technical staff for more strategic work.

ProShip sits between the company's Manhattan WMOS, integrated through its API and SDK, and its homegrown order management system, and has stayed stable across eight years and every peak. When Rue Gilt Groupe wanted in-station rate shopping, its WMOS vendor returned an expensive quote and a long timeline. After a conversation with ProShip, the teams tested ProShip's Shipping Studio instead, co-engineered it on the warehouse floor, and delivered it at a fraction of the cost.

BENEFITS

- **Moved from a single carrier to a multi-carrier network during COVID**
- **Rue Gilt Groupe credits ProShip with millions in efficiency savings over eight years**
- **Adds new carriers quickly, without a heavy engineering project**
- **Carrier volume balancing lets the business rebalance or drop a carrier without engineering**
- **One of the most stable platforms in their stack, no major issues in-year or at peak**
- **In-station rate shopping on Shipping Studio at a fraction of the WMOS vendor's quote**
- **A platform Rue Gilt Groupe continues to expand**

ProShip