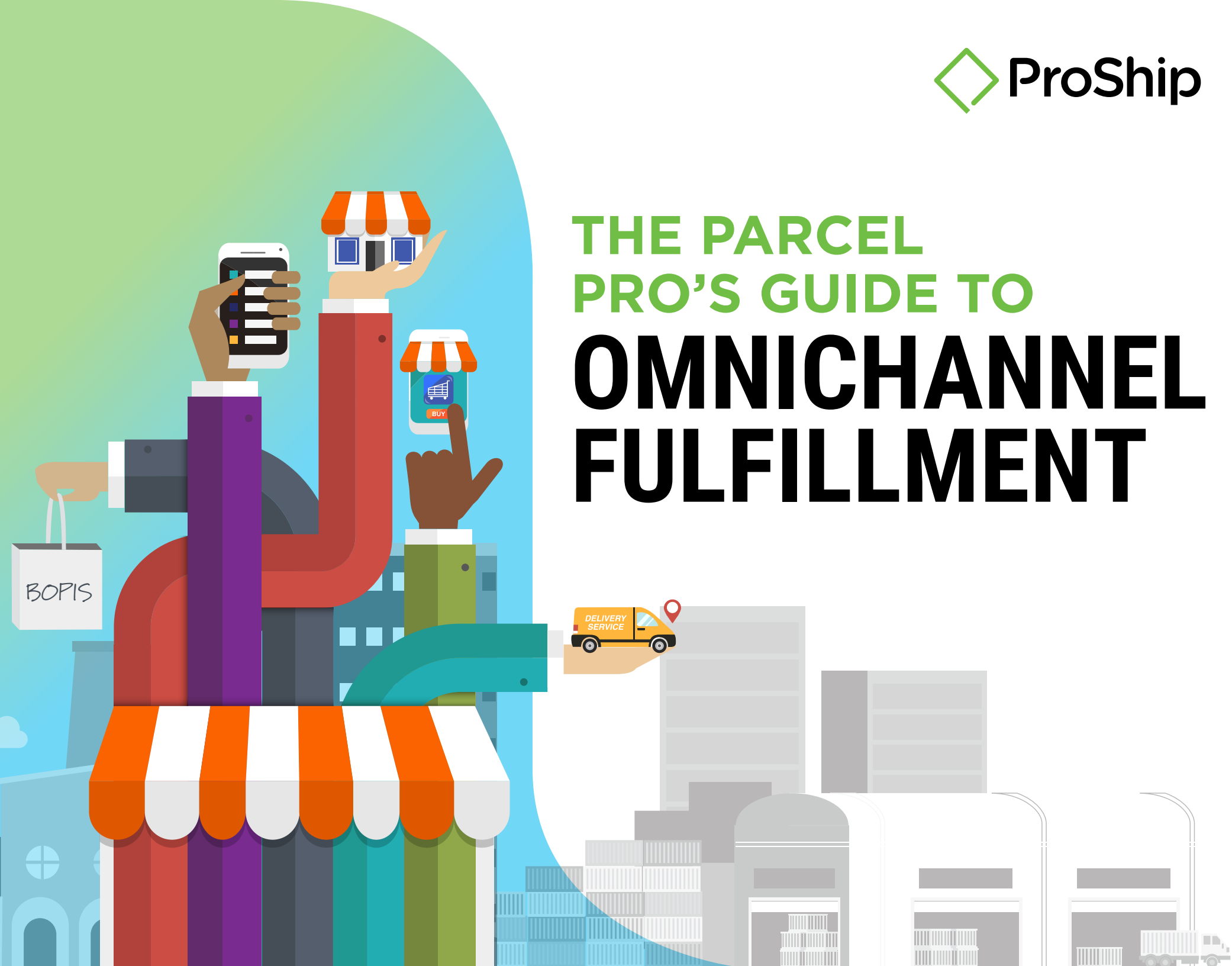
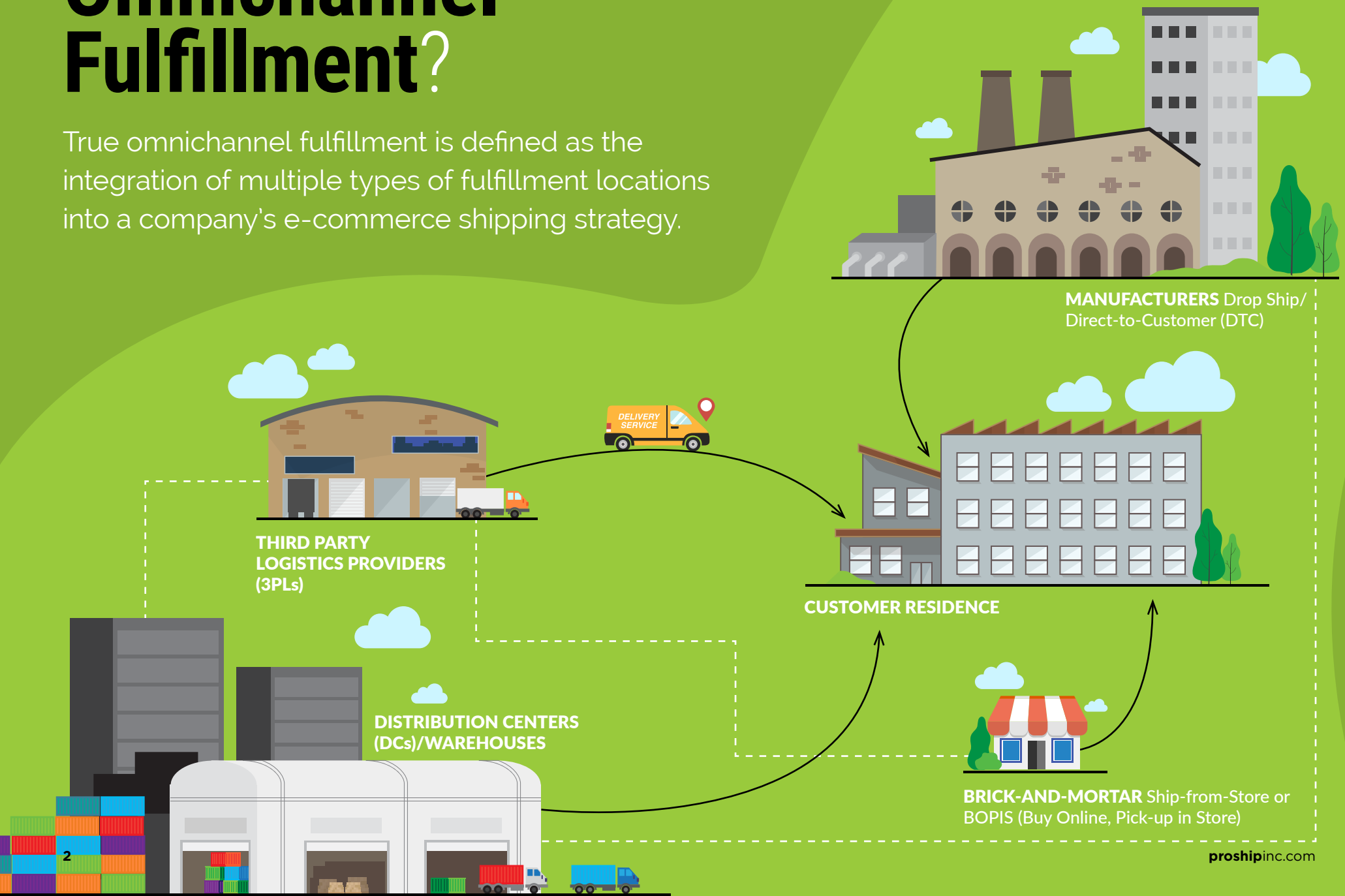
ProShip

THE PARCEL PRO'S GUIDE TO OMNICHANNEL FULFILLMENT



What is true **Omnichannel Fulfillment**?

True omnichannel fulfillment is defined as the integration of multiple types of fulfillment locations into a company's e-commerce shipping strategy.



Statistics on today's **Retail/e-Commerce Landscape**

Global retail e-commerce sales

In 2024, global e-commerce retail sales **reached an estimated $6T**. Projections indicate a **31% growth** over the coming years, **reaching nearly $8T** by 2028.[1]

Stats about online shopping

70% of the US population shops online[1]

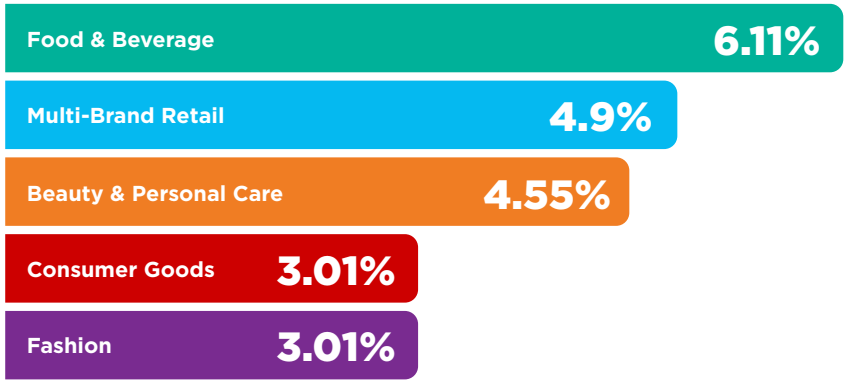
20% of all retail sales happen online[2]

2.77 billion people are expected to shop online in 2025[2]

Stats about mobile commerce

- There are approximately **1.65 billion** mobile shoppers globally. [1]
- Mobile commerce is booming, driving **over 60%** of global online sales, worth about **$2.51 trillion** in 2025.[1]
- The share of mobile commerce (m-commerce) sales in total e-commerce sales has **nearly doubled** since 2021 ($2.4T to $4T).[3]

Top 5 average e-commerce conversion rates by product category[4]



[1] Statista [2] Speed Commerce [3] Sellers Commerce [4] Oberlo

The Benefits of **Omnichannel Fulfillment**?

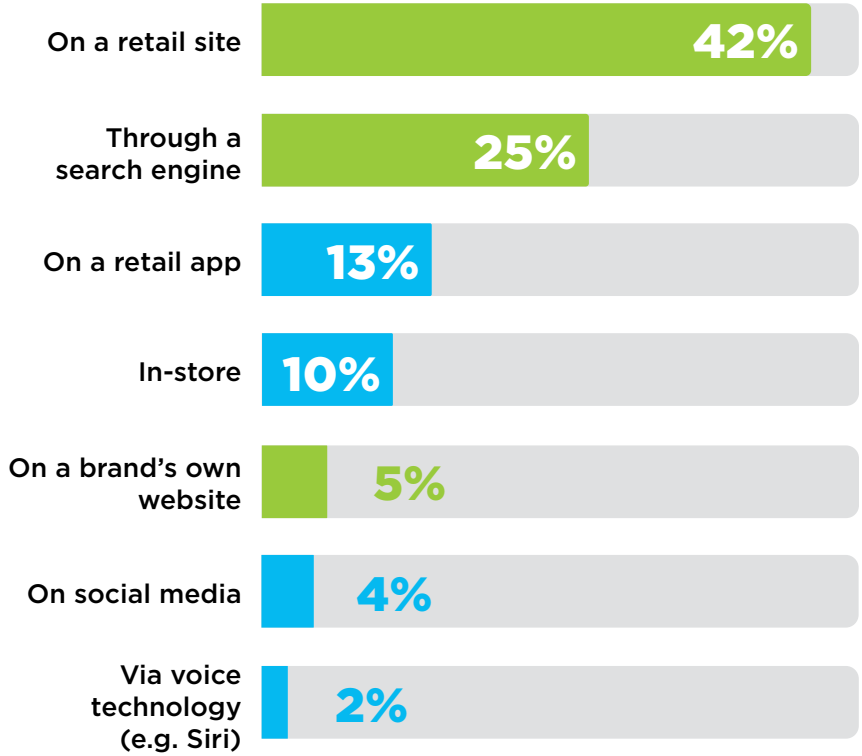
Learn how omnichannel fulfillment boosts customer experience.

Omnichannel fulfillment is key to delivering the seamless, flexible experience today's consumers expect. Shoppers engaged across three or more channels show **250% higher engagement**[1] and are **nearly 20% more likely**[1] to buy when options like curbside pickup are available. These experiences drive results—omnichannel customers **deliver 30% higher lifetime ROI**[1] and **boost average sales revenue by 9%**[1].

Beyond the sale, omnichannel strategies deepen loyalty. Features like real-time inventory, BOPIS, and cross-channel returns simplify the path to purchase and keep customers coming back. Retailers who get it right **retain 90% more customers**[1] than single-channel competitors, proving that convenience and consistency are now core to long-term success.

Path to Purchase for U.S. Shoppers - From Discovery to Buying

Consumers can make purchases more ways than ever before, heightening delivery expectations via omnichannel fullfillment. Here is where consumers research, compare and ultimately make a purchase[2].



[1] Capital One Shopping 2 Hopstack

1 Delivery Preferences

Redefining Delivery: Why **Flexibility**, **Reliability**, and **Localized Fulfillment** Now Drive Customer Loyalty

Since 2022, consumer expectations around delivery have evolved. While speed once dominated the conversation, today's shoppers are placing greater value on flexibility—options like delivery time windows, secure pickup locations, and the ability to make last-minute changes. This shift signals a broader demand for control and convenience, reshaping what it means to offer a great delivery experience.

In addition to flexibility, reliability and sustainability have become key to a great delivery experience. Shoppers expect their orders to arrive on time and without issues, making consistency just as important as speed. On the sustainability front, reducing the distance between inventory and the customer—through localized fulfillment hubs and smart inventory placement—minimizes emissions while also enabling faster, more dependable deliveries. This approach aligns operational efficiency with consumer values, reinforcing trust and loyalty at every touchpoint.

When thinking about delivery preferences...

90% 90% of consumers **are willing to wait two or three days for delivery**—especially if it lets them avoid shipping costs[1]

90% 90% of consumers **are likely to abandon shopping carts** with high shipping costs[1]

Emphasis on reliability.

- *Consumers might be willing to trade off slightly slower delivery speeds for more assurance that packages will arrive on time within the promised delivery window.*[1]

Demand for flexibility.

- *Consumers place importance on flexible delivery options and return policies.*[1]

Interest in sustainability.

- *More than one-third of consumers are willing to pay an additional one or two dollars for more sustainable shipping.*[1]

[1] McKinsey & Company

2 Shifts in Inventory Management

The key to a winning omnichannel retail strategy? Bring your inventory closer to the customers.

Retailers are doubling down on omnichannel transformation, with 2025 poised to be a pivotal year. **A third of retail executives report plans to invest heavily in technologies that enhance efficiency**[1]—from real-time inventory visibility to unified customer profiles and flexible fulfillment models. These investments aren't just about speed; they're about enabling smarter, more localized strategies that shift from broad-scale distribution to responsive, micro-targeted service—what many now refer to as "mass to micro" capabilities.

This evolution is reflected in growing confidence around micro-fulfillment. In fact, **64% of executives anticipate a significant increase in automated micro-fulfillment centers over the next five years.**[2] These smaller, strategically placed hubs support the rising demand for fast, flexible delivery while reducing strain on traditional supply chains. As omnichannel expectations rise, these centers will play a crucial role in helping retailers meet customers where they are—faster, smarter, and closer to home.

[1] Deloitte [2] iVendRetail [3] Smart Robotics

69% of online shoppers will abandon their purchase if the item is out of stock.[2]

20% Combined market share for same-day and instant delivery.[3]

3 Decreased Shipping Costs

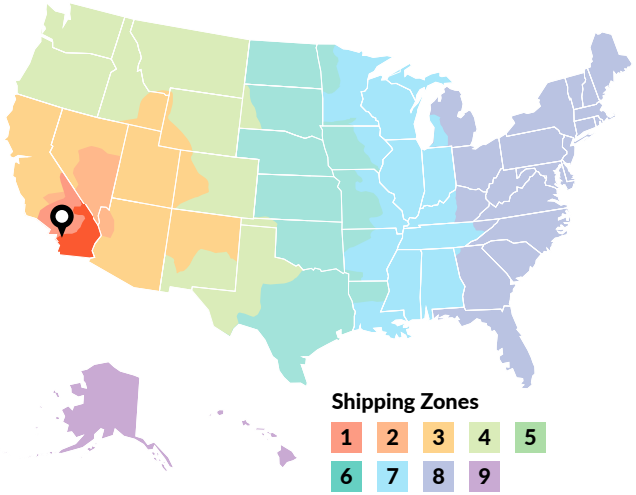
Omnichannel fulfillment reduces package transit times and saves money on shipping costs.

To understand how omnichannel fulfillment can affect your overall transportation budget, look closer at the fulfillment options within your inventory locations.

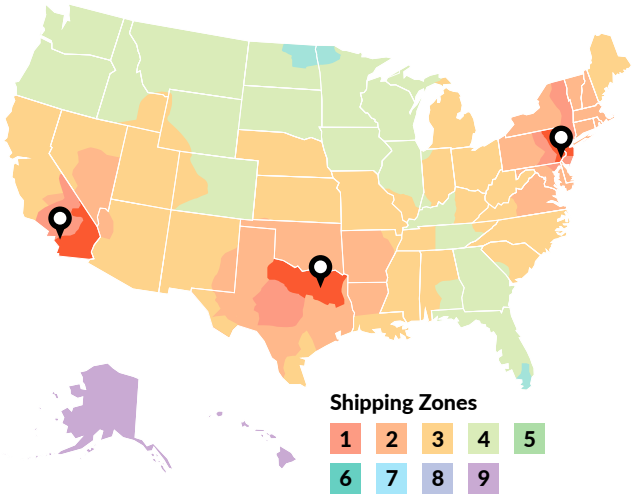
Instead of outsourcing fulfillment, where costs could include labor, leases, equipment, upcharges, etc., utilizing your own inventory locations, like a store or fulfillment center, can bring inventory closer to customers, significantly reducing shipping costs with a shorter time in transit. Since US shipping carriers use shipping zones to measure time in transit – traveling anywhere from Zone 1 to Zone 8, the further it travels (and the more it weighs), the higher the shipping cost[1].

Shipping orders to e-commerce customers can account for **up to 75%** of total fulfillment spend.[1]

1 fulfillment center *(Carson, California)* [2]



3 fulfillment centers *(Carson, California, Fort Worth, Texas and Philadelphia, Pennslyvania)* [2]



Shipping Zones [2]

	1	2	3	4	5	6	7	8	9
1	$6.12	$7.44	$7.98	$7.78	$8.07	$8.51	$8.92	$9.06	$11.47
2	$6.88	$6.96	$7.91	$8.53	$9.54	$11.11	$11.89	$13.12	$15.87
3	$7.60	$9.01	$10.30	$10.92	$11.85	$12.94	$13.98	$15.68	$19.14

Weight in pounds (lbs)

[1] Staci Americas [2] McKinsey

"The addition of fulfillment centers sounds costly and I don't even know where to start!"

We hear you! Planning for fulfillment via new distribution centers is a monumental task. But as the stats on page 7 show, implementing a multi-location solution for inventory can save significant amounts of money in the long run.

Here are 4 tips when thinking about using this strategy:

1. Focus on agile fulfillment centers

Using a physical store as a means for fulfillment makes sense, since brands can capitalize on the existing inventory and close proximity to consumers, generating a positive CX.

2. Focus on where your customers are

Fulfillment center locations in populous regions help lower time in transit and sequentially, decrease shipping costs.

3. Focus on the data

Take a closer look at where your shipments are going—look at zones and zip codes to evaluate the best place for a fulfillment location.

4. Focus on the possibilities!

Calculate shipping costs for different warehouse locations throughout the country—does a central location work better or on one coast? Are you better off with one fulfillment center or two? Run the numbers against the additional transportation and warehousing costs from the new fulfillment locations.

Pain Points of **Omnichannel Fulfillment**

This strategy has a lot of upside, but there are things to keep in mind when building an omnichannel fulfillment program for your business.

Stores just aren't set up for shipping.

A Ship-From-Store location can't be spun up in a day. This requires careful planning and preparation that includes several things: the right technology, space in the store, and adjusted duties for store associates who plan to execute the shipping. Research needs to be done here as well to decipher which stores (or all?) should be set up as fulfillment locations and which carriers are available in those areas.

Brands looking to launch an omnichannel fulfillment strategy must optimize the process to keep it effective. A carrier diversification model goes hand in hand with omnichannel fulfillment to secure carrier coverage and options for fulfillment locations around the country.

Inventory visibility is crucial across your technology stack

With so many locations, inventory accuracy and visibility are key. A software system, like an OMS, that streamlines all aspects of the life cycle of an order, from managing inventory sources including stores, warehouses, third-party logistics (3PL) providers, to order processing, will make all the difference in the success of an omnichannel fulfillment program.

When brands leverage this technology and seamlessly integrate with the advanced functionality of a multi-carrier shipping software, compelling benefits, like the ability to rate shop the costs of multiple shipping methods across carriers and services and real-time processing of complex business rules, are found to guarantee a successful omnichannel fulfillment operation.

The secret to omnichannel success: **Shipping Software**

Omnichannel fulfillment strategies are no longer just an option for those wanting to compete in the e-commerce industry—they are a necessity.

The flexibility to utilize any inventory source to bring the product closer to the customer shortens delivery times and saves brands thousands (if not more!) on transportation costs. However, omnichannel initiatives are only possible with a true multi-carrier approach utilizing technology that can optimize the entire process.

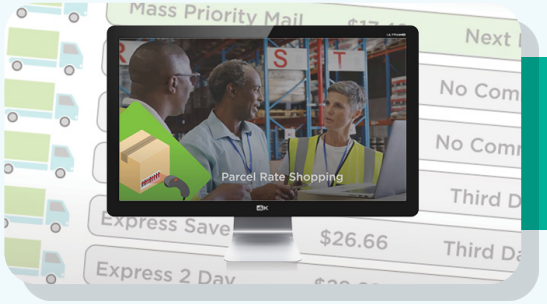
Key ProShip features that *supercharge* your speed and cost reduction efforts.

Advanced Date Shopping: ProShip's Advanced Date Shopping Feature includes 9 data sets to maximize the ability for planning for delivery by a specific target date. This solution makes certain that external factors do not get in the way of fulfilling shipment promises—no matter the distance from a fulfillment center.

Automated Business Rules: The advanced functionality of the ProShip solution can handle complex customer specific business rules, whether algorithmic or prescriptive, at any fulfillment location with the flexibility to easily adapt as your needs change.

Rate Shopping: ProShip has the most advanced rate shopping functionality on the market, allowing brands to select the most cost and time efficient method of transit, while only offering carriers that match that inventory location's capabilities.

Carrier Rationalization Strategies: The next evolution of carrier diversification is carrier rationalization—filling your carrier portfolio with those that help you achieve optimum efficiency for your unique customer base. With a system that makes onboarding carriers simple and cost-effective, shippers have the flexibility to add and remove carriers as needed.



[WATCH] Learn how ProShip rate shops 3 ways in this 1 minute video

WATCH NOW

A Smart Way to Manage Your **Ship-From-Store**

Meet Parcel Config App, the flexible, browser-based ProShip server management tool.

Rolling out shipping capabilities across hundreds—or even thousands—of retail locations requires thoughtful coordination and smart tools. ProShip's Parcel Config App empowers logistics teams to centrally control ship-from-store functionality directly through a user-friendly console.

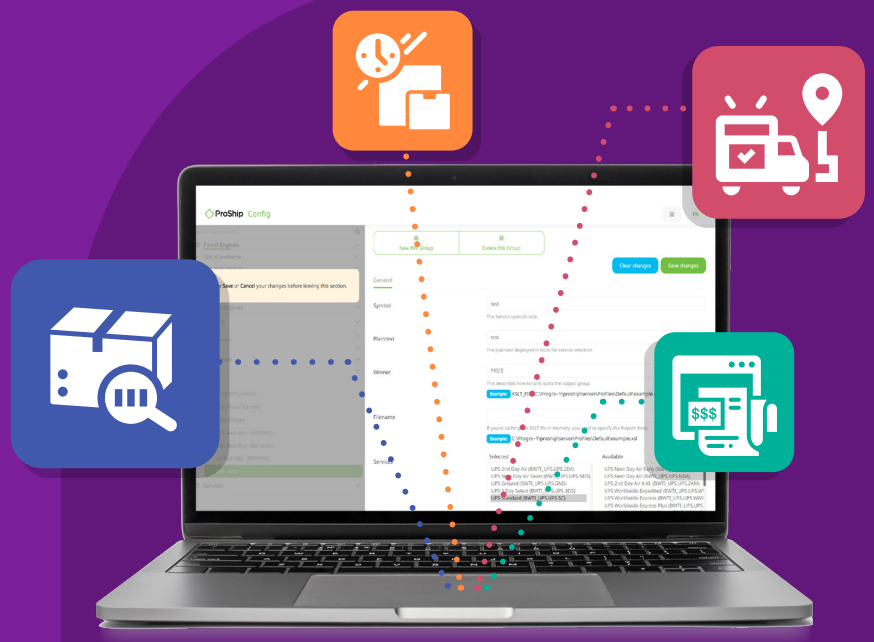
From registering locations with major carriers to enabling or disabling store shipping permissions, everything can be managed in one place—without needing to loop in IT. This streamlines setup, simplifies administration, and keeps operations running smoothly at scale.

When asked how quickly they expected to receive delivery of an online purchase...

65% nearly two-thirds of global shoppers said within 24 hours.[1]

40% expecting delivery in less than two hours.[2]

[1] Statista [2] Shopify



What ProShip Parcel Config App can do:

Search Shippers Quickly search a list of shippers to locate specific store information.

Add/Remove Shippers Add and ship from new stores locations, or remove stores that have closed or no longer fulfill orders.

View Shipper/Carrier Information Easily indentify any discrepancies across servers.

Register a carrier and set up a shipper Carriers supported for FedEx web services, UPS and USPS.

Environment and Server Navigation Navigate across servers from one browser to manage shippers.

Proof of parcel success:
ProShip for Omnichannel

ProShip multi-carrier shipping software is a single software solution that achieves a wide variety of complex shipping strategies thanks to its robust feature set. Read on to learn how this ProShip customer has implemented successful omnichannel fulfillment programs using ProShip multi-carrier shipping software.

ProShip x ULTA BEAUTY

Learn how ProShip's scalable solution is growing Ulta Beauty's Ship-from-Store strategy.

Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skincare products and salon services. The retailer boasts more than 1,275 locations across the country and sells more than 25,000 products under 600 brands. In 2018, Ulta Beauty experienced rapid e-commerce growth and needed a solution that was scalable and flexible enough to meet increased needs. The company sought a shipping solution to seamlessly integrate with Manhattan WMS, IBM Sterling and SAP to deliver orders to guests swiftly. Additionally, in late 2020, Ulta Beauty had plans to implement a ship-from-store strategy to improve delivery speeds to customers.

Explore further. View the **ProShip x Ulta Beauty** Case Study to learn more.

VIEW CASE STUDY >

30% of the National Retail Federation's (NRF) Top 100 Retailers 2024 List are ProShip Customers

TJX macy's PETSMART WILLIAMS SONOMA ACE Hardware KOHL'S ULTA BEAUTY

ProShip x petco

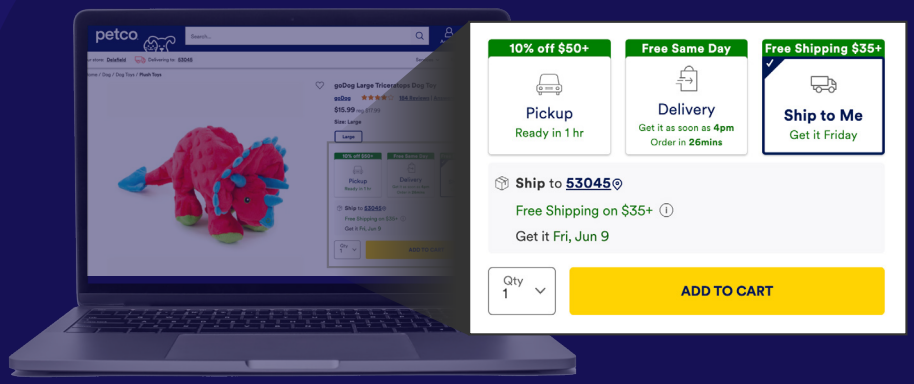
How Petco implemented a successful omnichannel fulfillment program with ProShip.

Leading pet specialty retailer, Petco, was looking for a more cost and time efficient shipping solution that could level-up their customer experience with more affordable and faster shipping options. Because they rely on a network of stores as mini distribution centers, they needed robust functionality with access to a variety of shipping carriers and services.

ProShip's advanced shipping solution utilized rate shopping, a broad carrier portfolio and advanced date shopping functionality to provide ship-from-store capabilities at 300 locations, supplying Petco with a solution that can meet the evolving speed and spending needs of online shoppers.

Get the details. View the **ProShip x Petco** Case Study to learn more.

VIEW CASE STUDY >



ProShip Feature: Visibility to exact product delivery date provides "frictionless fulfillment"

75% of shoppers expect their purchases to be delivered within two days or less, thus transparency about the delivery timeline is vital. Displaying the delivery timeline provides much-needed clarity to the shopper. However, only 9% of retailers show order dates per destination code on the product listings pages.

- **300** Ship-from-Store locations live
- **10** Carriers
- **7** Distribution Centers

Ready to boost your omnichannel fulfillment strategy with multi-carrier **shipping software**?

ProShip is the fastest and most trusted multi-carrier shipping software that enables you to make complex shipping challenges simple and cost effective. **Discover** how ProShip can supercharge your shipping strategy today.

I WANT TO LEARN MORE ›

Click here to schedule a discovery call with a ProShip parcel expert or view more shipping content!

ProShip
The last shipping software you'll ever need.

About ProShip, Inc.
ProShip's suite of leading multi-carrier shipping software solutions empower businesses of all sizes to simplify parcel and LTL workflows, automate shipping tasks, and take complete control of their shipping strategy. As a premier logistics provider exclusively dedicated to shipping software solutions, ProShip is committed to delivering powerful shipping software today and into the future. Trusted by leading brands, ProShip is the last shipping software you'll ever need. Visit www.proshipinc.com to learn more.

ProShipinc.com

Learn more **800.353.7774**
or sales@proshipinc.com

ProShip, Inc., 400 N. Executive Drive, Suite 210, Brookfield, WI 53005
800.353.7774 | 414.302.2929 | sales@proshipinc.com

© 2025 ProShip, Inc. All rights reserved.