



BEYOND FULFILLMENT:


How J. Queen New
York unifies marketing
and 3PL logistics

An e-commerce promotional strategy is informed by a range of factors. Major retail holidays, trend forecasting, and brand positioning are all major considerations when formulating what offers to present to your customers. But there's one area that often gets overlooked; the impact these activities have on your fulfillment operation.



J. QUEEN
NEW YORK





Spotlighting a product on your home page or discounting a specific SKU can translate to hundreds of additional orders being placed. A fulfillment provider needs to be in close communication with the promotional arm of your business to prepare itself for changes in sales patterns. Otherwise, brands may fall victim to costly stockouts and shipping delays.

The solution? Taking advantage of the capabilities—and partners—of a nationwide 3PL.

Discover how J. Queen New York leveraged Ryder E-commerce and their close partnership with Made By DAS to build a responsive D2C fulfillment and promotional strategy.

J. Queen New York: **Timeless bedding essentials**

Launched in 2009 as a one-stop shop for upscale bedding and bath products, J. Queen New York takes inspiration from styles around the world to curate a range of collections for the master bedroom or the dorm room.

J. Queen New York started as a predominantly wholesale brand supplying major homeware retailers that boast nationwide storefront and fulfillment networks. With the onset of the COVID-19 pandemic, J. Queen New York pivoted to direct-to-consumer (D2C) sales to better reach customers shopping online from home. This demanded a shift in fulfillment strategy, putting them on a path to searching for a 3PL partner equipped to handle both wholesale fulfillment and direct customer orders.

Finding a tech-focused 3PL

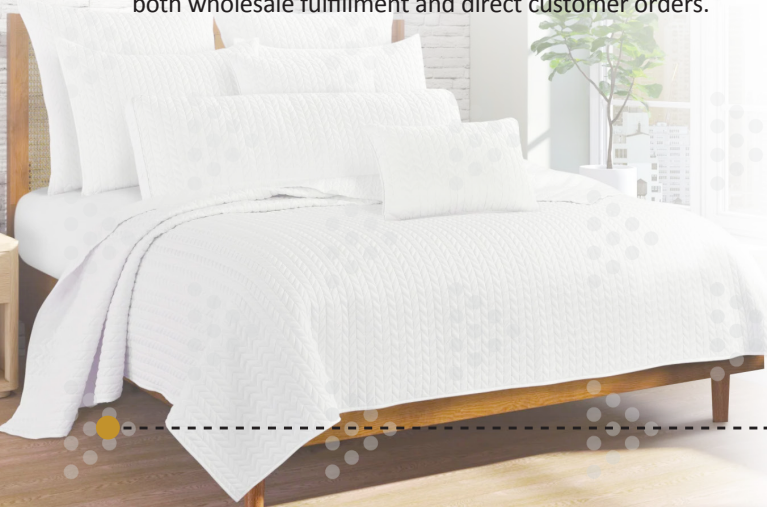
Ryder E-commerce entered J. Queen New York's radar six years ago, when they were on the lookout for a new distribution center. Although they didn't proceed with Ryder E-commerce at that time, the brand stayed in close contact with their sales team throughout the fulfillment challenges they were facing.

"Ryder E-commerce's pricing was just a little bit higher than what we could afford at that time, but we were really impressed by their services," says John Cassella, Senior Director of Operations. "When the time came to find another 3PL, Brian Weinstein (VP of Business Development) was the first person I called."

J. Queen New York was initially looking for a Savannah-based facility to give better proximity to their customer base on the East Coast. However, the supply chain crisis resulting from the COVID-19 pandemic saw their focus shift to the West Coast, where they had more ready access to incoming inventory. Thanks to Ryder E-commerce's nationwide network of fulfillment centers, J. Queen New York was equipped with a strategic location in the Chino Hills campus, where they could leverage dedicated wholesale distribution as well as D2C expertise.

“ Because of their growing volume of D2C orders, it was really important to J. Queen that Ryder E-commerce could achieve same-day shipping to avoid endless order inquiries or requests for tracking information. Currently, over 95% of orders placed before 2 p.m. are shipped the same day, helping to ensure a seamless customer experience. ”

Brian Weinstein,
*VP of Business Development,
Ryder E-commerce*



Wanted: A better e-commerce marketing strategy

Brands pivoting to D2C e-commerce face a variety of challenges and opportunities in their journey to establishing a robust direct sales channel. While selling direct means bigger profit margins and a larger pool of potential customers, it also requires businesses like J. Queen New York to 'go it alone' and formulate their own sales and marketing plan.

"Most of us here at J. Queen are not from the dotcom world, so we'd been working with an agency to manage e-commerce marketing on our behalf," says Sonia Bachleda, E-commerce Director at J. Queen New York. "However, we had little transparency over how funds were being allocated to different campaigns and what they were achieving. We decided to part ways and look for a more customer-facing agency partner."

Help in these efforts came from an unexpected source - their own 3PL. The Ryder E-commerce Partnership Program is a complimentary service designed to connect customers with other best-in-class products and services in the e-commerce space, ensuring businesses can continue refining their brand experience outside of fulfillment.

"We weren't aware of the concept of partnerships during our 3PL search until Brian mentioned it to us during the sales process," says Cassella.

"We were impressed with the concept and how Ryder E-commerce went the extra mile to qualify a client's needs for third-party solutions. When we started having issues with our marketing agency, we were immediately introduced to Marco De Paulis who recommended Made By DAS as an agency partner based on our unique challenges and pain points."

John Casella,
Senior Director of Operations,
J. Queen New York

Made By DAS specializes in transforming data and consumer insights into predictable growth-models that scale through unique customer acquisition and retention strategies.

"The purpose of the partnerships team is to ensure that customers have all of their needs supported, whether they are related to fulfillment or another aspect of running an e-commerce business," says De Paulis. "With their focus on marketing efficiency and unlocking sustainable growth, Made by DAS was a natural fit for J. Queen."



Connecting the dots: Promotions and offers powered by responsive fulfillment

In retail and e-commerce, your fulfillment and marketing strategies must be in lockstep to avoid bottlenecks and missing lucrative sales opportunities.

For Made By DAS, robust offer formulation and testing means thinking in quarters, rather than weeks or months. Knowing how a new promotion may impact the fulfillment side of J. Queen New York's operation is essential for effective preparation for sales peaks, ensuring customers still receive their orders quickly and smoothly.

"If you're aiming for robust D2C growth, it's essential to have scalability and security on the fulfillment side." Says Amlan DAS, CEO of Made By DAS. "If a sudden spike in order volumes overwhelms your 3PL partner, you're looking at significant delays to fulfillment as well as poor customer experiences."

This holistic approach pioneered by Made By DAS and Ryder E-commerce has made it possible for J. Queen New York to implement a variety of compelling promotions, including product bundles and thematic offers for occasions such as Back to School and Moving House.

As a result of these efforts, J. Queen New York has experienced YTD growth of

25% in e-commerce revenue and
30% in e-commerce order volume

"One of J. Queen's biggest goals was to move more of their basic units, which carry bigger profit margins," says Das. "Product bundling has enabled them to avoid clearance sales and massive discounts by repositioning the value proposition of these items. This wouldn't have been possible without the responsiveness of the Ryder E-commerce team."



Leveraging a best-in-class partner network for future growth

Armed with robust fulfillment and marketing strategies, J. Queen New York can now turn its attention to other facets of the e-commerce experience - thanks to the ongoing support of the Ryder E-commerce partner network.

"We have a quarterly call with the Ryder E-commerce partnerships team to discuss ideas for new customer outreach, and what solutions could help support that," says Cassella. "Our next goal is to expand into international shipping, which means a big shift in our shipping strategy. They have already introduced us to Global-e to facilitate this, which will help to elevate our brand."

Going forward, Ryder E-commerce has put J. Queen New York in a strong position to grow its D2C channel while maintaining a superior brand experience that reflects its luxury aesthetic. With Made By DAS continuing to support its reach into new consumer segments, J. Queen New York is prepped for sustainable growth within a competitive market.

"Being part of an ecosystem where e-commerce solutions collaborate means we can give our customers the best possible support and guidance." Says De Paulis. **"Our partnership program means that Ryder E-commerce is far more than a 3PL; it's a major growth enabler."**

