

A black and white photograph of a woman with voluminous curly hair, smiling as she looks at a laptop screen. She is wearing a light-colored, ribbed turtleneck sweater. The background is softly blurred, showing what appears to be an office or home workspace with a window and some plants.

**cut 60% purchase  
abandon rates with  
elevated delivery**

# Discount Retailer Introduces Local Delivery Nationwide

case study

## Challenge

A popular, nationwide discount retailer with nearly 1,000 stores in 47 states needed an advanced solution that could offer same day and scheduled delivery options to fulfill customer purchases of big and heavy inventory.

## Solution

The retailer implemented PICKUP's integrated API solution, Fusion Formula (formerly known as Enterprise), to provide same day and scheduled delivery of its full assortment of goods, including big, heavy and high-value items. PICKUP built the first fully managed omni-delivery program for the retailer's product offerings, allowing them to cater to customers' needs by also including an advanced e-commerce integration. It also created an offering that can continue to scale as the retailer grows to offer nationwide coverage of its last mile delivery service.

## Benefits

Through its partnership with PICKUP, the retailer elevated customers' delivery experiences with improved fulfillment resulting in a significant increase in ecommerce growth. In the big and heavy category alone, the retailer saw a 300% increase in revenue. With PICKUP, the retailer can now ship from store and ensure two-day delivery to 90% of its customers across the country, even for big and heavy items.

The retailer experienced 130% sales growth in e-commerce and omnichannel during Q4 2020, and its partnership with PICKUP was a key part of its success. Working with PICKUP, the company improved its e-commerce fulfillment times through same day and scheduled delivery.

**In 2020, the home became the center of everything – and PICKUP helped this retailer answer the call.**

As COVID-19 relegated consumers to the confines of their homes, it also forced retailers to temporarily shutter or limit capacity in their physical storefronts. Both consumers and retailers found themselves at a crossroads.

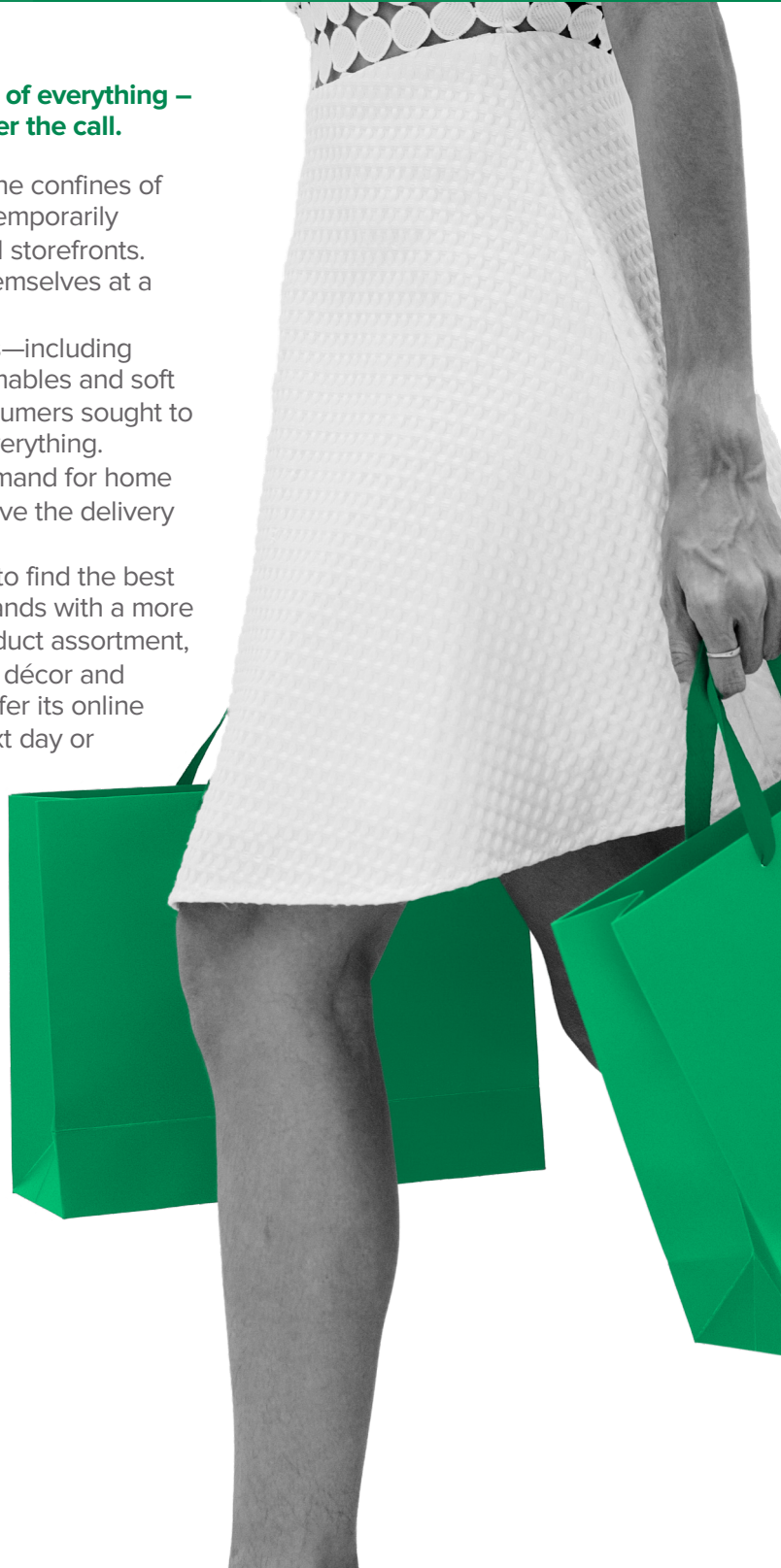
Consumer demand for home essentials—including furniture, seasonal decorations, consumables and soft and hard home goods—soared as consumers sought to make their homes the new center of everything.

Consequently, there was increased demand for home essential retailers to dramatically improve the delivery experience.

A nationwide discount retailer needed to find the best way to meet these new customer demands with a more convenient option to deliver its full product assortment, from furniture and mattresses, to home décor and consumables. The retailer wanted to offer its online shopper options such as same day, next day or scheduled deliveries. PICKUP provided the most advanced solution for a best-in-class, customer-friendly delivery experience.

**Creating a curated delivery experience**

Prior to the onset of the pandemic, the retailer utilized PICKUP's delivery services on a limited basis in its physical stores through PICKUP's referral program for preferred vendors. As customers made purchases of big and heavy items, they would receive a referral card to schedule their delivery directly with PICKUP of purchased items from the retailer's store.



However, this was an additional step for the customer, rather than a direct extension of the retailer’s last mile delivery and fulfillment offerings. As the pandemic continued, the company recognized the need to provide a seamless delivery experience to fulfill ecommerce orders of its full assortment of products.

Prior to partnering with PICKUP, the company did not have the capacity to directly provide its customers a “buy online, deliver from store” same day or scheduled delivery offering. The only option was to buy

online and deliver from warehouse—a process that could take days or even weeks. To increase customer satisfaction and provide immediate gratification, the retailer expanded its relationship with PICKUP, just in time for the busy holiday season.

### PICKUP’s Solution Optimizes Delivery Fulfillment

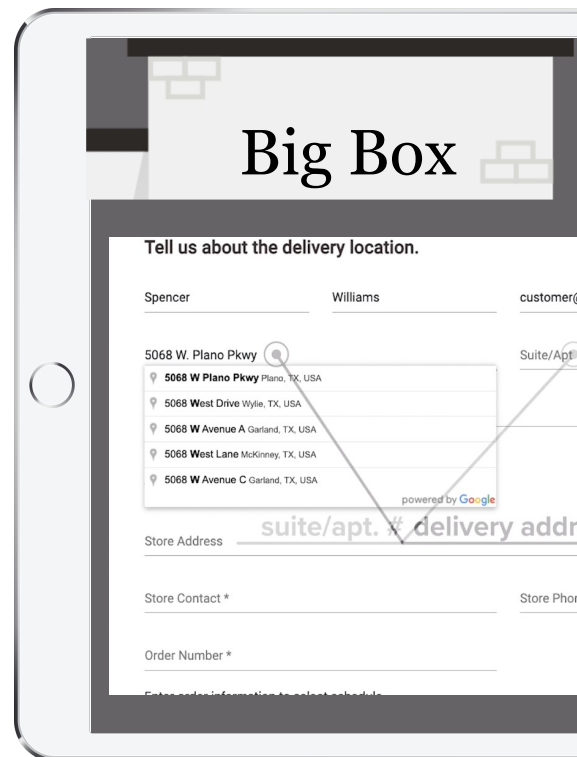
After an exhaustive review of potential fulfillment partners, the retailer selected PICKUP’s integrated API solution, Fusion Formula (formerly known as Enterprise), to offer same day and scheduled delivery of its full assortment of goods to its customers via its e-commerce website. The implementation took place in July 2020.

Through this partnership, shoppers can now take advantage of the retailer’s “buy anywhere, deliver anywhere” (BADA) model to receive orders with convenience and consistency. As well, PICKUP’s Perfect Delivery™ algorithm helps the retailer optimize its delivery experience success with business intelligence, including delivery quality, tracking on-time performance and Net Promoter Score.



Our Instacart and PICKUP delivery services accelerated over the quarter, making a significant contribution to our overall e-commerce driven growth.

-National Discount Retailer, President & CEO



PICKUP Delivery Pros quickly fulfilled the retailer's vision of creating a fast, flexible and friendly experience for shoppers. This fully vetted and trustworthy delivery team, along with live customer and field support teams, gives the retailer and its customers a high degree of confidence. PICKUP complements its Good Guy services through a partner network of providers, including Postmates, that specialize in small parcel items.

### Growth in e-commerce and basket size

Through its partnership with PICKUP, the retailer has seen a significant increase in its overall e-commerce growth and has gained the ability to ship from store and ensure two-day delivery to 90% of its customers across the country. These achievements contributed to the retailer's #1 ranking in *Total Retail's 2020 Top Omnichannel Retailers Report*.

### What's Next for 2021

Looking ahead to the 2021 holiday sales season and beyond, the retailer plans to build on the success it witnessed within its e-commerce category in 2020 by expanding its partnership with PICKUP and the areas served by its enhanced fulfillment options. PICKUP Fusion Formula will allow the retailer to serve more rural and tertiary markets, in addition to every major city in the United States, where PICKUP is already located. No matter where the retailer expands, PICKUP Fusion Formula solution and Delivery Pros are ready to answer the call.



- 130% growth in e-commerce and omnichannel sales during Q4 2020 compared to Q4 2019, contributing close to 300 basis points to the company's YoY comps.
- Strong KPIs across the business in Q4, with site traffic up close to 40% and conversions more than doubling.
- Improved delivery times through two-day shipping, same day delivery and curbside pickup.

## About PICKUP

PICKUP is one of the nation's fastest growing enterprise-grade, last-mile delivery providers. The company's fully vetted delivery pros deliver a broad assortment of big, heavy, and high value items directly to customers' locations. PICKUP partners with leading retailers and commercial businesses to transform their omni-channel delivery experience. PICKUP successfully achieved the SOC 2 Type 2 certification that securely processes customer data. The company's people and technology enable delivery pros to consistently provide elevated delivery experiences. PICKUP currently operates in over 85 service areas and reaches 150 million people, with plans for aggressive expansion. To learn more about PICKUP, visit [pickupdelivers.com](https://pickupdelivers.com).

