



# How Million Dollar Baby Co. Attained Double-Digit Growth Across its DTC Sales Channels

**15%**

Reduction in freight costs

**4x**

Business growth



“Before Freight Club, it was impossible to sell bulky items through our own online channels.

Now we’re able to own that consumer experience, and tell our story ourselves.”



**Daniel Rivera,**

Business Intelligence Senior Manager,  
Million Dollar Baby Co.

Million Dollar Baby Co. has designed, manufactured, and distributed high-end baby furniture for over 30 years.

The business has annual revenue of around \$35M and employs 130+ people.

## Highlights

### Challenges

- Striving to constantly improve the customer experience
- Burdened by shipping inefficiencies
- Looking to shift more sales to DTC channels
- Being squeezed out by carriers

### Solution

- Managing entire shipping program from a single platform
- Simplifying quoting and reducing freight costs
- Using API to connect systems and improve efficiency
- Leveraging data to support profitability and faster scale

### Results

- 4x business growth
- Double-digit DTC sales growth
- Sustained 15% reduction in shipping costs

# Challenges

## Shipping inefficiencies putting brakes on scale

Delivering a ‘wow customer experience every time’ is central to Million Dollar Baby Co.’s brand identity and longstanding success.

**“We’re a customer-centric business constantly striving to improve every step of the customer experience,” says Business Intelligence Senior Manager, Daniel Rivera.**

But one critical customer touchpoint caused the business a constant headache: its shipping program.

The process of moving products from its warehouse and 3PL to specialist retailers, online marketplaces, and direct to consumers was loaded with inefficiencies—and impeding company growth.

Standard parcels went through traditional carriers like UPS and FedEx, while bulkier furniture was shipped with different LTL carriers. Quoting and booking those carriers was a huge burden on the lean team’s time.

**“Each carrier has a different rulebook,” explains Daniel. “A lot of times, we were quoting the same shipments with five different carriers, each with different portals, different requirements and different SOPs. Our team had to be on top of so many different processes—and it just didn’t make sense.”**

Even after dedicating so much internal resource to the task, Million Dollar Baby Co. was finding it increasingly hard to find competitive pricing.

“Sometimes it felt as if we were being squeezed out by carriers who didn’t want to handle large, bulky products anymore,” says Daniel. “We were a small fish swimming in a really big pond that had giants habitating the same space, like your Amazon and Walmart-size shippers of the world.”

Managing shipments created further inefficiencies and redundant work.

“Our front office teams were juggling huge stacks of paperwork, consolidating them into pdfs, then handling bunches of emails between the carrier, ourselves and our warehouse teams,” says Daniel.

Weighed down by so much manual work, Million Dollar Baby Co. could only process a limited number of orders each day. The only way to accelerate fulfillment was to increase headcount, which meant higher business costs.

**Million Dollar Baby Co. was at a crossroads.** Moving forward, they wanted to shift more sales to their DTC (direct to consumer) channel.

But with the complexity and inefficiency surrounding shipping, it just wasn’t possible. They urgently needed to find a proven partner to lift the weight of shipping off their shoulders.

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# Solution

## Tailored shipping solutions provide a launchpad for faster growth

Million Dollar Baby Co. implemented Freight Club, an all-in-one shipping platform to effortlessly quote, book, track, and manage shipments.

Freight Club reduces shipping costs and improves visibility of the shipping process by monitoring and analyzing the performance of multiple carriers on one dashboard.

With the new platform in place, frustrating quoting inefficiencies instantly disappeared.

Million Dollar Baby Co. simply enters shipment details once, then compares the speed, price, and performance of a wide range of carriers on one screen.

Freight Club provides an extended network of national, regional and specialty carriers to choose from, which helps Million Dollar Baby Co. find the right carrier for each shipment.

**“We can easily decide if we want fast, top-of-the-line shipping or more value options where it’s a lower price point with longer lead times,” says Daniel. “This lets us customize the shipping experience to the needs of different customers.”**

Million Dollar Baby Co.’s struggle to find competitive pricing also evaporated.

**“Freight Club gives us more muscle and ensures we’re not getting pushed out of the market,” says Daniel. “They level the playing field and offer us great rates regardless of volume.”**

## Personalized partnership and analytical acumen

Another differentiator that Daniel appreciates is how Freight Club takes time to get under the skin of the business—and devises customized solutions to their freight challenges.

The starting point for this personalized approach was integrating Freight Club’s API. This connects all Million Dollar Baby Co.’s disparate systems for easier order management and enables deeper insights.

**“With better connectivity, Freight Club’s data experts began to leverage data and technology in ways we’d never been able to do before,” says Daniel.**

In one example, Freight Club used its expertise to analyze all of Million Dollar Baby Co.’s SKUs. They identified which products were likely to attract accessorial fees, how much prices would jump during peak season, and which products would be cheaper to ship via LTL instead of parcel.

Million Dollar Baby Co. used the data to make their catalog more profitable. They adjusted pricing on products facing peak season charges and lowered shipping costs on products they could switch to LTL.

## **Customized solutions that enable scale**

Freight Club delivered other tailored solutions, built off the back of getting to know the business so well. Specifically, they:

- Created a portal for their buying group, Brixy, which enables orders to seamlessly feed into their business process
- Provided custom API integration for their 3PL, Unis. Unis now handles its own shipping requirements through Freight Club, which improves operational efficiency
- Negotiated drop trailer programs with UPS to ensure quick turnaround in key markets

## **Saving time, money, and the planet**

Automation technology provided by Freight Club—including automated labeling and shipment tracking—is making the business more efficient and profitable.

Million Dollar Baby Co. also benefits from Freight Club’s carbon offsetting program, where they partner with the organization One Tree Planted to offset the carbon from shipments at no cost to customers.

As well as leveraging the program as a marketing hook on their website, Million Dollar Baby Co. is now working directly with One Tree Planted to implement carbon offsetting across its supply chain.

## Power of partnership

Freight Club has quickly become Million Dollar Baby Co.'s go-to partner to solve all their logistics challenges.

"Freight Club is my favorite partner to work with, because you get full transparency," says Daniel. "Their communication is incredible and their willingness to hear feedback and immediately put strategies in place that are tailored to our business is so valuable for us."

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## Results

### 4x business growth—and double-digit increase in DTC sales

Million Dollar Baby Co. is more profitable and efficient with Freight Club—and consistently delivers more 'wow' moments for its customers.

**The business has grown more than 4x** since implementing Freight Club. Automations, combined with seamless connectivity between systems, means they handle more orders, without having to make expensive new hires.

"Being able to scale and manage more shipments without increasing headcount has been huge," says Daniel. "As well as the immediate impact to payroll, it allows the team to shift their focus and spend more time on the customer experience. We can also attack any failure points quickly, because of the time-savings on the front end."



Million Dollar Baby Co. gets more done, with less people, in its warehouse, too. In fact, **they've reduced the number of people managing shipments from 3FTEs to just 1!**

"That's thanks to our partnership with Freight Club and being able to automate so many tasks and scale their technology to our business needs," says Daniel.

**Profitability is improved, too**, thanks to a sustained reduction in freight costs.

"We saw 40-50% freight savings instantaneously after shifting over to Freight Club's platform," says Daniel. "As we've grown and our volumes increase, we still see consistent savings of 15% or more compared to going to carriers independently."

With more flexibility, better pricing, and more control, Million Dollar Baby Co. can finally shift more sales to its Direct to Consumer (DTC) channel.

"Bringing Freight Club on board has opened up that possibility and our **DTC channel has grown in double digits year over year**," he says. "Before, it was impossible to sell bulky items through our own online channels. Now, we're able to own that consumer experience, and tell our story ourselves."

Daniel recommends Freight Club to any eCommerce business looking to increase direct sales and scale with less friction and overheads.

"With Freight Club, you're getting a partner that is going to service you and create a solution that makes sense for your business model," he says. "They're gonna give you competitive pricing and optimize your whole supply chain."

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**Simplify your shipping program  
and scale your business with  
Freight Club**

**SCHEDULE A CONSULTATION**