



cpg.io:

More than a 3PL. Creating Business Partnerships.

John Holby and his partners saw the problem. Brands were losing control.

Faced with booming ecommerce sales, major consumer packaged good marketers were under pressure to grow online sales – but few had any experience with the complexities of multi-channel, on-line marketing.

Traditional 3PLs could offer distribution, but had little capability to help data-hungry marketers with data and listing management and analytics. Third-party sellers could handle listing management – but often at the expense of the brand image and equity ... which had often been built over many years into multi-million dollar assets.

“A lot of brands were getting fed up with some third-party sellers. It’s like the Wild West out there. Some call it ‘marketplace mayhem,’” John said.

He said marketers, used to having a lot of control over the merchandising of their products at traditional retail outlets, were finding they often had little control over third-party sellers and their misuse of brand images, logos, listing copy and even MAP pricing.

So he decided to give marketers back power over their brands. He and his partners started cpg.io.



Customer Profile

Products: Grocery and dry goods

Fulfillment: Cross-docking; pick, pack and ship

Channels: Amazon, eBay, Wal-Mart, Target, Rakuten and many others

Etail customer since: 2014



The Goal

Offer consumer package goods manufacturers a **complete solution** for optimizing online sales including multi-channel distribution, data and listing management, and analytics.



The Result

Currently working with more than 700 brands. Sales since implementing the Etail platform **up 240%**.

Key Features Used by cpg.io

- ✓ Catalog Management
- ✓ Inventory Management
 - Inventory Replenishment
- ✓ Listing Creation
- ✓ Order Management
- ✓ Integrated Dynamic Repricing
- ✓ Sales Channel Integration
- ✓ Supply Chain Automation
- ✓ Demand Forecasting/ Planning
 - Business Intelligence
 - Integrated Financials

“We help marketers get their products optimized for online sales,” John said. “We are a one-stop shop to handle distribution and streamline listings with the right images, right copy and right pricing.”

Today, cpq.io works with more than 700 brands and 1,000 suppliers including blue-chip brands from companies like SC Johnson, McCormick, Tyson, Georgia Pacific, Traditional Medicinals and O’Ceder.

They distribute more than 150,000 items, mostly through cross-docking, but they also keep 5,000 “high velocity” SKUs in their warehouses for pick-and-pack fulfillment. Through their partnership with Tyson, cpq.io also was one of the first ecommerce companies to distribute temperature controlled and refrigerated items online.

Using the Etail platform, they offer brand marketers a quick path to distribution on dozens of online marketplaces and integration with the brand’s direct-to-consumer websites. Then they partner with the brands to manage and optimize listings, protect brand equity, analyze results and create strategies for online growth.

“We’re like a super 3PL,” John said. **“But we don’t just hold product and fulfill orders, we look at our relationships with brands as partners.”**

Call **855-840-8400** or visit **etailsolutions.com/3pl** to learn more.

In His Own Words

John Holby, CEO of cpq.io, on the Value Delivered By Etail Solutions

First Class Functionality

“Etail has been a great partner. They are flexible enough to meet the needs and changes of a rapidly growing company while delivering first class functionality. Much of what we do is built on Etail and they have the ability to scale up as we do.”

Growing Together

“We like to think we are growing with you guys. We brought lot of special requests to Etail which later became part of the product. The company is agile and customer focused.”

Tools to Help Customers

“Over the years Etail has stepped up to give us a lot more tools we can use to help our customers. We’ve been very happy with the partnership.”

