



Camper increased US distribution and wholesale sales by over 30% in four months

Within four months of using Cymbio's platform, Camper connected to leading retailers in the US, generating **31%** growth in revenue and projects **50%** wholesale revenue growth within the next six months.

About Camper

Camper was founded in 1975 in Mallorca, Spain as a contemporary, casual shoe brand.

It is a family-run business dedicated to creating original footwear concepts. Today, the brand has more than **400 stores** and is available in over **40 countries**.



Challenge

To continue to drive growth, the executive team at Camper wanted to capitalize on growing its presence in the US market by leveraging drop ship with select retail partners.

Camper's team recognized the need for not only a strong technology partner, but an overall trusted partner who has the ability to support multiple retailers and different processes under the same platform.



Solution

Camper chose Cymbio as its partner to power all integrations to drop ship partners in addition to handling all processes related to drop ship. Through Cymbio's one-to-many integration, Camper gained access to multiple drop ship platforms and retail partners, allowing them to launch new assortments in just weeks.

Once the Camper team finalized commercial terms with retailers, Cymbio handled all processes including product uploads, imagery adjustments, automatic inventory updates and order management. For every order placed with a drop ship partner, Cymbio automatically captured the order to send to Camper, ensuring all retailer SLAs were met while also eliminating all manual processes. Camper's team was able to focus on making commercial decisions to drive the business rather than dealing with the details required to drop ship with large retail partners such as Macy's and Urban Outfitters.

Results

Camper was able to:

Save 60 work hours monthly to support drop ship business

Avoid 6-9 months of work by eliminating the need for custom integrations to each retailer

x 4 Expand assortments and visibility with leading retailer

Increase wholesale revenue by

over 30%
in 4 month



"We were excited to partner with Cymbio when we learned how they could help us scale our drop ship business. Having worked with the team over the past six months has surpassed our expectations. Connecting with retailers is fast, simple and efficient. We have a true partner for both our tech and commercial teams. After seeing these strong results we are eager to leverage Cymbio's capabilities to drive further growth in 2020"

Pere Fiol Noguera, Head of Business Technology