

CASE STUDY: FREIGHTPOP LOGISTICS

How Our Custom-Developed Apps for FreightPOP, Integrated with Shopify, WooCommerce, Magento, & BigCommerce, Helped Merchants Optimize Shipping Costs ?



Introduction

FreightPOP is a leading logistics software designed to optimize and simplify shipping for businesses of all sizes. Integrating with over 300 carriers, it provides companies with a seamless shipping experience, helping them manage rates, shipments, and returns efficiently.

Project Overview

FreightPOP sought to expand its client base to include businesses on major eCommerce platforms like Shopify, WooCommerce, and BigCommerce. The goal was to make FreightPOP's shipping solutions more accessible to eCommerce businesses, enabling them to easily manage shipping rates and apply pricing adjustments such as markups and discounts.

The Challenge

FreightPOP needed a solution that would allow businesses using various eCommerce platforms to seamlessly manage shipping rates. Additionally, the client wanted to offer flexibility for businesses to apply shipping cost markups or discounts on special products or categories during promotional periods. This required developing platform-specific solutions that catered to different needs while maintaining consistency across platforms.



Client Expectations

FreightPOP wanted to provide eCommerce Merchants with an easy-to-use system that allowed them to:

- ✓ Apply markups or discounts on shipping rates for special cases (e.g., certain products or categories).
- ✓ Seamlessly integrate shipping rate management tools into eCommerce platforms like Shopify, WooCommerce, and BigCommerce.
- ✓ Expand its customer base by providing tailored solutions to eCommerce companies on these platforms.

Approach

To meet these requirements, we developed custom Plugins and Apps for FreightPOP that integrated directly with Shopify, WooCommerce, and BigCommerce. These solutions included key features such as:

✔ Markup functionality

Businesses could easily add markups to shipping costs for specific products or categories, ensuring profitability during certain periods.

✔ Discount functionality

Users could apply dynamic shipping discounts during promotional events, making it easier to attract customers with competitive shipping rates.

✔ Real-time rate comparison and selection

The app displayed the lowest available rates with the fastest delivery times, allowing customers to choose the best option at checkout.

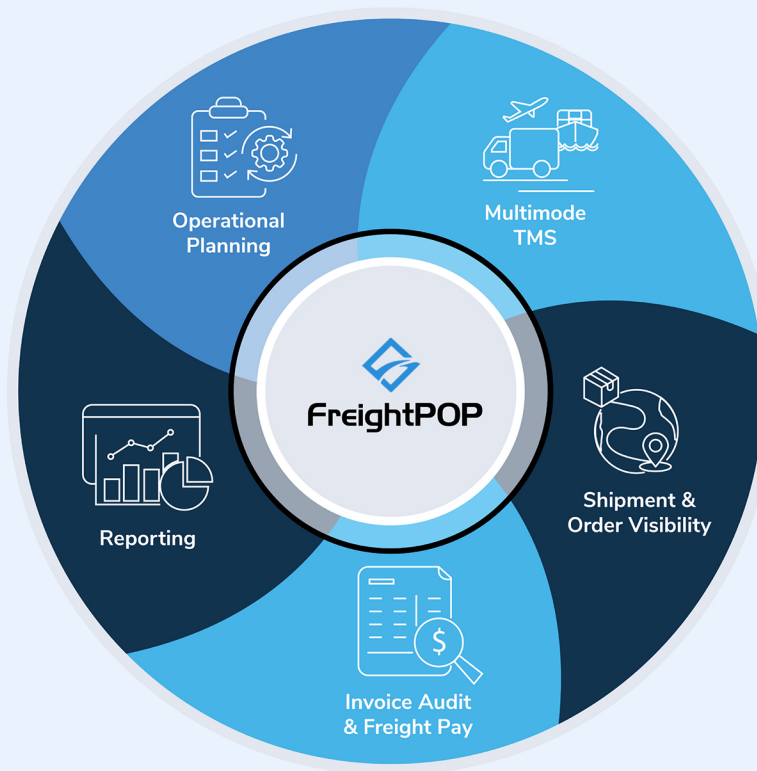


By building these Plugins and Apps, we enabled FreightPOP to offer its clients a flexible, user-friendly tool to manage shipping rates more effectively. This expanded FreightPOP's appeal to eCommerce businesses, helping them streamline their shipping processes and control costs.



How We Helped FreightPOP Grow

Our work helped FreightPOP significantly expand its client base by making their shipping solutions accessible to eCommerce companies on platforms like Shopify, WooCommerce, and BigCommerce. The ease of managing shipping rates—whether by applying markups or offering discounts—allowed FreightPOP to attract businesses looking to optimize their shipping operations.



With the ability to mark up shipping costs on select products or apply discounts for specific categories, FreightPOP's clients could better tailor their shipping strategies to their business needs. This flexibility was instrumental in helping FreightPOP grow, as it addressed a key pain point for eCommerce companies managing shipping costs across multiple product types and categories.

Platforms and Technologies Used



Magento



Shopify



BigCommerce



WooCommerce

Tangible Results

✓ 25% reduction in cart abandonment rates

The ability to offer the best shipping options helped increase checkout completion.

✓ Expanded client base

FreightPOP was able to attract more eCommerce businesses by offering flexible shipping solutions across multiple platforms.

✓ 10% decrease in shipping times

Customers could select faster, more efficient shipping options, improving delivery times.

✓ Enhanced profit margins

Businesses gained more control over shipping costs, leading to better financial performance.

Client's Perspective

The custom Plugins and Apps provided an essential tool for FreightPOP's clients, enabling them to easily manage shipping rates, apply markups, and offer discounts for specific products or categories. This flexibility and ease of use made FreightPOP an attractive option for eCommerce companies, driving growth and client satisfaction.

Insights and Lessons Learned

Understand your audience

Researching the needs of eCommerce businesses on different platforms was key to developing tailored solutions that met their specific requirements.

Focus on flexibility and user experience

Providing options for businesses to easily mark up costs or offer discounts on shipping made the solution more adaptable and user-friendly.

Scalability is essential

Building with scalability in mind ensured that FreightPOP's Plugins and Apps could accommodate the growth of their clients.

Mastering platform-specific APIs


In-depth knowledge of Shopify, WooCommerce, and BigCommerce APIs was critical in delivering effective, integrated solutions that worked seamlessly across platforms.




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