



# Top Fulfilment Solutions for The Iconic



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# Introduction

The Iconic is without a doubt Australia's leading online destination for fashion and footwear, and over the years, has totally dominated customer expectations with premium support and delivery services that suit the modern shopper.

Customers love shopping on The Iconic so much that their online offering has more than doubled in the last few years, and they've also been known to lead seasonal fashion trends from yoga tights to kaftans.

**It's amazing.** We get it. Shoppers and businesses alike love this forward-thinking fashion marketplace, and everyone is looking to replicate their success everywhere you turn.

**There's a catch though. And we're talking about fulfilment.**

The Iconic is an Australian based company, and there are only a few integrations make fulfilment seamless.

In this eBook, you'll find out why selling on The Iconic is an eCommerce must, how fulfilment within the Seller Centre can be time-consuming, and you'll see how to uncover a variety of integrations and solutions that can help you save time, increase sales and maintain a high seller rating.

# Online store, Marketplace, or Both?

*91% of customers will leave a retail site if they're not offered free shipping, with 43% of these shoppers hopping over to a marketplace to complete the purchase.*



Marketplaces like Amazon are becoming the leading destination for shoppers by offering thousands of products at competitive prices. Majority of the most successful marketing places also swear by an amazing customer experience from cart to door.

**As business owners, we want to be where most of our customers are.**

This means most of the time we're trying to decide if we should build our own online store hosted on a solution like Shopify, or list our products on a well-known, high performing marketplace.

But what if we told you it doesn't need to be either/or?

There's no doubt that online stores have taken control of the largest portion of consumers with 94% of people opting to shop online instead of waiting in a line in a physical store.



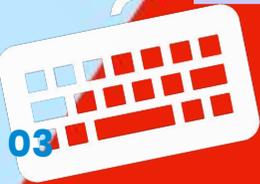
**On top of that, 35% of online shoppers purchase something at least weekly from their favourite digital destination.**

It seems like everyone is happy to shop online more frequently, so why do 60% of people prefer to shop on marketplaces instead of retailer websites?

The truth is, choosing to sell on a branded website or a popular marketplace is no longer the decision we should be making.

In a technology-driven retail landscape, we should be asking ourselves *which marketplaces are relevant, and how can we create seamless multichannel and omnichannel experiences?*

Marketplaces sound amazing, right? But before you rush to sign up for your account on The Iconic's Seller Centre, read a bit more about the fulfilment process and the solutions to some of the biggest shipping challenges for The Iconic.



# The Iconic Fulfilment Process Explained

The Iconic is one of the top destinations for customers and retailers, and the team there have done a standout job of creating one of the leading fashion and apparel marketplaces in Australia.

The front end is perfect. They've got an incredibly valuable customer proposition, and they're leading Australia when it comes to eCommerce technology and the customer experience.

The downside? The Iconic's fulfilment process leaves much to be desired and is one of the biggest pain points for sellers. Take a look at the step by step process below:

## THE PROCESS, STEP BY STEP

1. Receive an email notification for new orders (depending on your shopping cart)
2. New orders come in as pending
3. Cancel any orders that can't be fulfilled
4. Pack order
5. Find delivery quote
6. Book courier
7. Enter Tracking Number
8. Update status to READY TO SHIP
9. Courier picks up the order
10. Update status to SHIPPED

***If your 'unable to fulfil' rate is above 1% for 2 consecutive days, your brand listings will be deactivated.***



That process leaves out all the steps you need to go through to update your inventory management platforms, the time it takes you to manually enter address details into your courier service portal, as well as the time it takes you to add new order details into The Iconic.

So even though, as a retailer, you'll be able to expand your brand to new markets and increase sales, you're also exposing yourself to:

### **Inaccurate inventory levels**

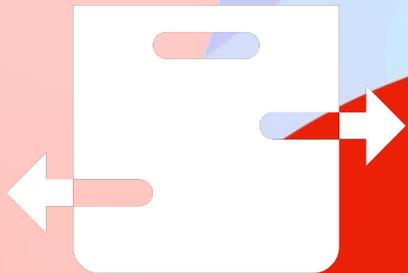
There are no native solutions within the Iconic's seller centre to help you update inventory levels in other sales channels. Sellers need to remember to update inventory as soon as an item is marked as shipped, otherwise run the risk of losing track of item levels.

### **The risk of failing to fulfil orders the same day**

If your 'unable to fulfil' rate is above 1% for two days straight, your brand listings will be deactivated.

### **A declining seller rating**

**The Iconic and its customers hate failed or late deliveries.** 43% of shoppers will take to social media about their late delivery woes, and 54% of shoppers state that shipping defines if they'll purchase from a seller or not (read more about customer expectations [here](#)). Don't forget: customers shop *and* tell.



# Integrations That Take The Headache Out of Fulfilment

Whether you're a power seller or casually selling products in your time off, there are a range of integrations that help make managing stock and fulfilling orders much easier than if you were doing it on your own.

There are a range of solutions out there, so it really depends on your specific business needs, and how deep you need the integration to go.

## **Shopify**

Shopify is the biggest website builder in Australia and offers a range of business solutions for new and enterprise sized merchants.

If you're just starting, Shopify offers out of the box solutions for:

- Building an online presence with a web address
- Building your brand by helping you create a logo and a business name
- Setting up your store in a flash with their range of themes

If you're already growing and scaling, offers you a central place to manage house your inventory, it can offer you great marketing opportunities through Facebook Ads and SEO, and it's the perfect opportunity to increase sales by branching out to a new channel.



**shopify**

## Fulfilment

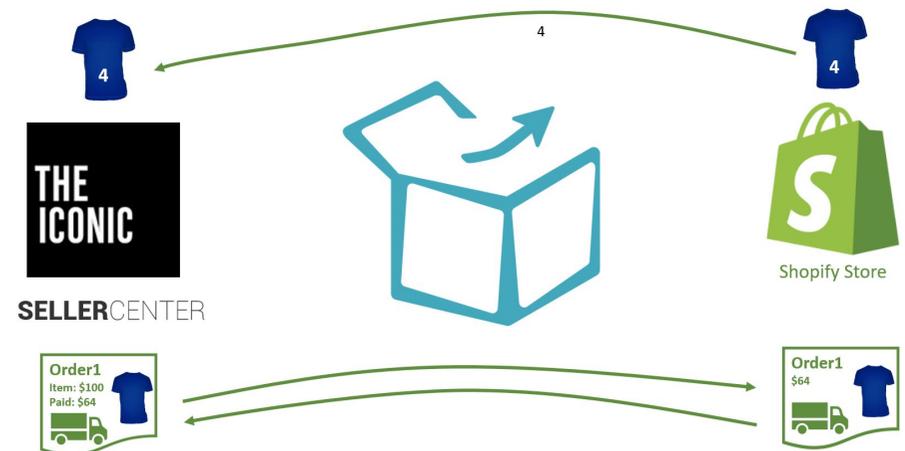
There is one challenge when it comes to fulfilling Iconic orders through Shopify. We're talking about manual order management and fulfilment. If you use Shopify as your main source of truth, you'll need to manually update inventory levels in Shopify, and copy and paste shipping and tracking information into both platforms.

This is a nightmare for new business owners looking to grow and reduce manual data entry, but don't stress. Shippit has a solution to the fulfilment issues between Shopify and The Iconic:

### Shippit recommends IDAConnect

If you're currently fulfilling orders manually through Shopify and the Iconic, then you're most likely experiencing some issues keeping track of inventory numbers. [IDAConnect](#) is a new generation app that can seamlessly connect Shopify and The Iconic so you don't have to manually update inventory numbers or tracking information manually ever again.

**Read more about it in our case study featuring one of Australia's fastest growing natural healthcare brand KOHLE.**





## Cin7

Manage stock better than ever by integrating your Iconic store with [Cin7](#). If you're an omnichannel or multichannel seller, you'll need a solution to help you bring together all the data and insights on your inventory. Cin7 offers this for your Iconic store as well as:

- Download orders automatically and match products by SKU
- Get automatic stock level updates so customers have updated information
- Let customers know when Iconic orders are on their way

## TradeGecko

Put the power of cloud-based inventory and order management software behind your sales channels with TradeGecko. If you read our blog post about the new app that can help you slash 80% of fulfilment time from orders made on your Iconic store, then you'll know that fulfilling orders on the popular marketplace can be fiddly.

TradeGecko can streamline multichannel selling and make it easier for you to keep track of how your products and channels are performing, including:

### Sync inventory

Update inventory levels on channels including Shopify, WooCommerce, Etsy, Magento and Amazon in real-time

### Forecast sales

Pool inventory and sales performance from The Iconic and all your other sales channels into one location.

### Order fulfilment

If you use a 3PL or need to fulfil from your warehouse, sales orders from The Iconic will automatically sync with TradeGecko.



## Shippit

Once you've figured out how to manage multi and omnichannel inventory, it's time to consider solutions that help you ship easily.

### Shipping service-level agreements with The Iconic

The Iconic offers metro\* customers the opportunity to receive their items:

- Today - within 3-5 hours
- Tonight - between 6pm and 10pm
- Tomorrow - anytime between 9am and 5pm
- Within 2 business days - anytime between 9am and 5pm
- On Saturday - anytime between 9am and 5pm
- On Saturday afternoon - between 1pm and 6pm



*\*Rural customers can receive their items within 4 business days*

When customers select one of these delivery time slots, you need to make sure you not only fulfil the order the same day it's registered, but you need to make sure you have access to courier services that cater to these delivery times.

If you don't meet these times your seller rating will suffer and you won't be promoting when The Iconic has special events and discounts.

Integrating your store with Shippit will give you access to discount shipping rates for a range of courier services, and you'll be able to bring your own accounts for couriers including:

- Australia Post
  - CouriersPlease
  - DHL
  - Bonds
  - Fastway
  - Seko
  - Allied Express
  - StarTrack
  - TNT
  - Toll
- See our other courier services [here](#).

## CSV upload

There are only a handful of integrations with The Iconic that make life easier, so if you're struggling with a high volume of sales and are being bogged down by manual fulfilment, there is a way you can bulk book and track shipped orders.

Simply add your orders to our CSV template and you can book the fastest or cheapest courier for every order. Your customers will be automatically notified of their shipping details and all you'll need to do is mark the order as shipped in The Iconic.

Want to see how much time you can save with this option? [Try it out for free here](#), no strings!



THE ICONIC

### **IDAConnect x Shippit x Shopify x The Iconic**

IDAConnect is a connector app that reduces 80% of administration time when selling on Shopify and The Iconic, making it super easy, while also offering you the benefits of using Shippit's fulfilment and shipping features.

You can read more about this app [here](#), or [get in touch with our team to start integrating Shippit and IDAConnect with your store.](#)

# The Wrap

There's no doubt you need to be on The Iconic if you sell fashion or footwear items (even beauty products are starting to kick off!).

Before you create your account, you need to decide on the best way to fulfil your orders otherwise you run the risk of having your account suspended while also building a list of disgruntled customers.

We recommend:

- **Researching into the best inventory management platforms that can help you automate product levels on all your channels**
- **Choose a shipping solution like Shippit that seamlessly integrates with your cart and The Iconic so you can spend less time on manual fulfilment**

Already convinced about Shippit? [Get in touch](#) with our team to see how we can take the time out of fulfilling orders from any sales channel.

