

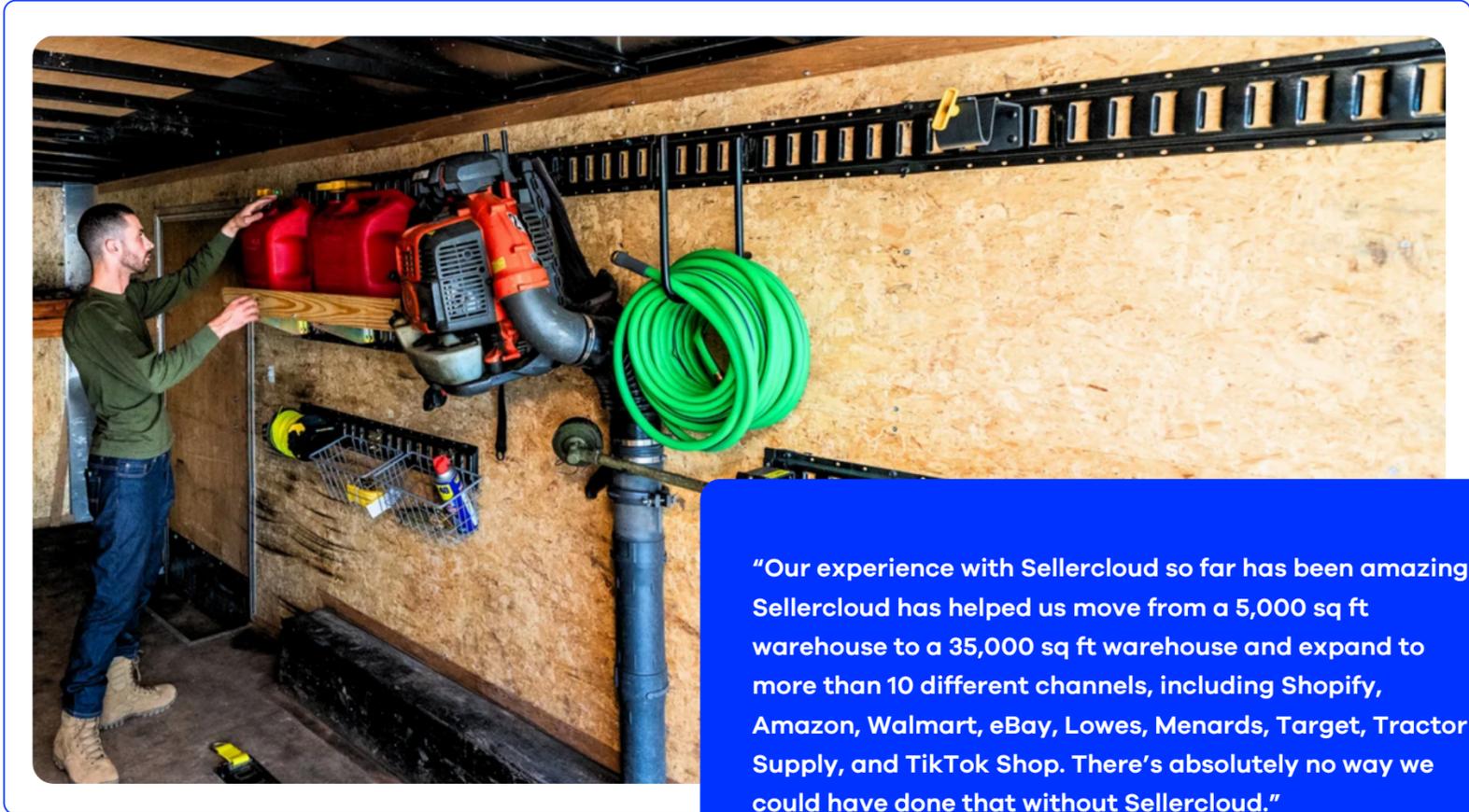


# Sellercloud: a full suite of e-commerce solutions for unparalleled e-commerce growth

A Sellercloud case study with DC Cargo

[sellercloud.com](https://sellercloud.com)

## Sellercloud helped DC Cargo scale their operations by more than seven times



*"Our experience with Sellercloud so far has been amazing. Sellercloud has helped us move from a 5,000 sq ft warehouse to a 35,000 sq ft warehouse and expand to more than 10 different channels, including Shopify, Amazon, Walmart, eBay, Lowes, Menards, Target, Tractor Supply, and TikTok Shop. There's absolutely no way we could have done that without Sellercloud."*

Director of Operations,  
DC Cargo



**Industry**

Consumer Goods



**Founded**

2012



**Headquarters:**

Wall Township, NJ



**Company Size**

17 Employees

## Introduction



With more than 6,000 5-star reviews online, one thing is certain about DC Cargo: it took hard work and many, many hours to get there. Beginning as a small company in the dropshipping space but soon pivoting to manufacturing and designing in-house innovations, DC Cargo is a New Jersey-based provider of high quality tie-down equipment that's been operating for over 12 years now.

DC Cargo's Director of Operations shares some of his insights on scaling a growing company and what's needed to do so in the case study below.

## Before Sellercloud

In 2012, the company noticed a trend in the cargo and tie-down product category: many brands were beginning to manufacture their own innovative products and sell them on their online stores. DC Cargo was no different; they began thinking critically about changes to existing product lines and listening to customers about the types of iterations they'd like to see.

**"There was a clear point at which we shifted from researching what products [from other suppliers] we should bring into our product catalog to doing more research and development in-house. Moving to manufacturing our own products was a monumental moment for us that brought layers of complexity and change to our inventory tracking and warehousing systems," he said.**

## The challenge



At the time, DC Cargo was utilizing Cin7 as their warehouse management system.

**"Things were messy [with Cin7]," he mentioned. "We couldn't really rely on the data we were seeing on our screens because nothing could be scanned in or out. Inventory wasn't current, and we couldn't truly sell how we wanted. We couldn't batch or sell in multiples we wanted, for example. We knew we needed something else if we really wanted to grow, so we started looking."**

It was at that point that the Director Operations sent out a shared document to the entire company asking for feedback on what they'd like to see change with their next set of tools and software.

On that list were items like: automated emails, being able to search for an order by email address, control of data and pricing, the speed of the software itself, records of historical stock levels, and good customer service.



“I had heard great things about Sellercloud from colleagues, got the approval to move forward with integration from upper management, and then never looked back.”

## The solution

The Director of Operations was more than clear in lauding Sellercloud as the all-in-one omnichannel e-commerce solution to nearly each and every item on that list.

**“I had heard great things about Sellercloud from colleagues, got the approval to move forward with integration from upper management, and then never looked back,” he stated.**

Over the next several months the Director of Operations and his team would move all warehouse management, shipping, and inventory management to Sellercloud. DC Cargo employees now use Sellercloud, Shipbridge, and Skustack for nearly all product-related operations.



## After Sellercloud

“Our experience with Sellercloud so far has been amazing,” he said. “Sellercloud has helped us move from a 5,000 sq ft warehouse to a 35,000 sq ft warehouse and expand to more than 10 different channels, including Shopify, Amazon, Walmart, eBay, Lowe’s, Menards, Target, Tractor Supply, and TikTok Shop. There’s absolutely no way we could have done that without Sellercloud.”

Not only that, he went as far as saying that DC Cargo hasn’t oversold a single time since integrating with Sellercloud, something that was a common occurrence previously.



He also praised the meteoric rise in efficiency across the company: “Because of Sellercloud, all of our employees now know the exact location of every single item in our catalog. Because of that, we were actually able to downsize our team as we were growing.”

When asked how impactful Sellercloud was in helping DC Cargo become the company it is today, he simply responded with, “One thousand percent and without any doubt at all, Sellercloud helped us get here.”



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