



DIME Beauty Sees 232% Increase in Daily Units Shipped and 14% Reduction in Labor Costs with Deposco

Customer Success Story

Challenges

An ingredient-first brand that creates luxurious skincare and beauty products that are clean, effective, and approachable, [DIME Beauty](#) was experiencing explosive growth across multiple sales channels. With direct-to-consumer ecommerce generating nearly one million orders in 2024, plus a rapidly expanding Amazon presence and Ulta wholesale business adding 1,087 stores in 2025, their existing fulfillment systems couldn't keep pace with demand.

Adding to the complexity, DIME Beauty's manufacturing operation is located in the same building as their fulfillment center. Having no traditional inbound operations created unique challenges for inventory management and warehouse coordination, as products moved directly from production to fulfillment.



0.5 Days

Average time
to first scan



14%

Reduction in
indirect labor costs



232%

Increase in daily picking
and shipping capacity



“We had a warehouse management system but no [order management system](#),” explains David Luna, Senior Manager of Fulfillment at DIME Beauty. “We were printing individual orders with pack slips and manually separating them with shipping labels, which was incredibly time-consuming.”

This manual approach created several critical problems for the brand. Order visibility was limited throughout the fulfillment process. In addition, customers would receive premature automatic shipping notifications before their orders had actually been scanned by carriers.

During [peak seasons](#) like Black Friday, the situation became even more challenging. “We would have to perform a 100% inventory count before packing orders for Friday, Saturday, and Sunday, which consumed many hours every Monday,” says Luna. They face increasing difficulty in delivering products within their committed 36-hour service-level agreement. A modern [WMS](#) would help them scale efficiently while improving the customer experience.

Deposco arranged an offsite meeting with actual users who had just implemented the system. They didn't lead the witness; they allowed me to lead the conversation, getting my questions answered transparently without anyone standing over my shoulder. It was a true peer-to-peer relationship that showed their confidence in their solution.”

David Luna
Senior Manager of Fulfillment
DIME Beauty

Solution

After evaluating several options, including Logiwa, Sellomate, SnapFulfil, Manhattan, RF Smart, and Fishbowl, DIME Beauty selected Deposco's unified platform with end-to-end [WMS and OMS](#) capabilities. What set us apart was our transparency during the selection process.

The implementation began in January 2024, just after their peak Black Friday season. Despite continuing high order volumes for their popular serums, moisturizers, and skincare tools, our team demonstrated ultimate flexibility in meeting DIME's needs. “The Deposco team is very nimble and understanding,” notes Luna. “When we needed to pause in the middle of implementation due to order volume, they maneuvered around our needs.”

The platform integrated with their [Shopify](#) storefront, and DIME Beauty is now implementing additional FBA integration for their [Amazon](#) business. The solution includes these powerful integrations along with inventory management capabilities, cycle counting, and performance dashboards that have transformed their operations across their approximately 90 SKUs of clean beauty products.

Explore Our 150+ Pre-Built Integrations

See how Deposco integrates with marketplaces like Shopify and Amazon – Plus all your existing supply chain systems with rapid go-live and seamless performance. [Explore Bright Socket](#)





Our customers now receive accurate shipping notifications. Once they get that notification, the order is actually coming that day, with only a few exceptions. Deposco has helped us virtually eliminate 'Where-Is-My-Orders' and we haven't had to display the 'please be patient, orders being processed' message on our website since implementation."

Results

Since implementing Deposco, DIME Beauty has achieved remarkable improvements in efficiency and customer satisfaction. Their average time to first scan dropped from multiple days to same-day shipping. Orders are picked, packed, and shipped within hours—dramatically improving the experience for customers eager to receive their products.

Productivity gains have been equally impressive. From processing 10,275 units daily prior to implementing Deposco's OMS, DIME Beauty now handles over 34,150 units per day. They've achieved this remarkable growth in capacity while maintaining inventory accuracy of 99.5% or higher.

The unified platform also solved DIME's inventory challenges, particularly with product bundles. "Without Deposco, our inventory master would never be accurate across channels," says Luna. "Shopify would double-decrement bundles but not update overall stock levels, leading to [overselling](#). Now with real-time master inventory updates, we can even set buffer levels, like pushing only 96% of stock to Shopify, which helps prevent stockouts."

Labor efficiency has improved substantially as well, with a 14% reduction in indirect labor costs since implementation. The team now tracks Cost Per Unit at about 24 cents per pick, giving them much more visibility into operational performance.



The new system has also enabled specialized pick waves for priority customers. “We’ve created priority waves for first-time customers who receive overnight shipping, and for orders over certain value thresholds,” Luna notes. “This helps us maintain our brand promise of exceptional service alongside our exceptional products.”

Leveraging analytics within the platform, DIME Beauty now displays team dashboard metrics on a large monitor daily, fostering healthy competition, motivation, and higher team morale. “They see the value in how many orders we can get out now with Deposco,” Luna notes. “We’ve implemented a quarterly incentive program for top performers, and we haven’t lost a single team member in the last year.”

Looking ahead, DIME Beauty plans to expand their B2B avenues and potentially open a secondary site or partner with a 3PL on the east coast to leverage faster shipping times. With Deposco as their partner, they’re confident in their ability to scale operations while maintaining their commitment to delivering exceptional customer service.



Deposco is strategic for our business. I love their quarterly releases and updates that they provide for free. It’s important because it shows they’re nimble and adaptive to customers’ needs. Unlike many WMS providers who charge for each new feature, Deposco continues guiding us to where we need to be as the industry changes over time—just like a GPS for growth.”



Get In Touch

Speak to a Supply Chain Expert Today!

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