

# How LynnCo Helped e.l.f. Beauty Mitigate Cost Increases in 6 Months

## Company Background

e.l.f. Beauty is creating a different kind of beauty company by building brands that disrupt norms, shape culture, and connect communities through positivity, inclusivity, and accessibility. Known for its superpowers, e.l.f. delivers premium quality beauty products at extraordinary prices with universal appeal that are clean, vegan, cruelty free and fair trade certified.

## Objective

Since e.l.f. Beauty did not have its own transportation department, the supply chain team was looking for a strategic partner to help manage and optimize less-than-truckload and truckload freight shipping. As a small to midsize company that was expanding, e.l.f. needed a managed transportation partner to help negotiate lane rates. This partner would uncover creative solutions to optimize their supply chain and logistics processes with the utmost transparency and support.

## Top Concerns:



Lacked its own transportation department



Needed to generate cost savings over the incumbent



Lacked the ability in-house to negotiate lane rates effectively



Needed an attentive and transparent managed transportation partner



Wanted to identify opportunities to improve service to customers

## The Results



Mitigated cost increases, leading to costs being flat to slightly down through the first two quarters



Gained better control of outbound transportation spend



Implemented better and more consistent solutions for customers



Increased the number of on-time shipments

“I was looking at what was going to be material cost increases, year over year. In our first year with LynnCo, we were able to instead hold costs flat to just slightly down year over year, which is terrific.”

— Robert Sobol, AVP, Supply Chain, e.l.f. Beauty

# The Core Challenges

Prior to partnering with LynnCo, e.l.f. lacked its own transportation department and was searching for an attentive and transparent LTL partner. Feeling like a small fish in a big pond, the e.l.f. supply chain team was looking for a managed transportation provider that would find creative solutions and go out of their way to negotiate lane rates. What they needed was a nimble and scrappy team of dedicated transportation managers. So they reached out to LynnCo.

## LynnCo's Managed Transportation Solution

During the initial stages of the partnership, LynnCo's Managed Transportation team assessed and vetted necessary volumes and lanes to negotiate bids, achieving better rates. Since joining the e.l.f. supply chain team, LynnCo has helped e.l.f. bid large programs for shipments hauling unwieldy end caps and display units for retail stores across the country.

Through in-depth market analyses for both truckload and LTL, LynnCo has helped e.l.f. better plan for their annual budgets. And, as always, transparency was at the forefront of these analyses. With a detailed explanation of which lanes e.l.f. was a winner on and which lanes they would lose on, LynnCo's transportation managers prioritized honest communication down to the transaction and lane level. **These custom and timely analyses played a crucial role in enabling e.l.f. to mitigate cost increases year over year.**

Additionally, LynnCo's transportation managers dove into where e.l.f. was having problems at certain customer distribution centers. For example, if a carrier fell down, LynnCo's managers were transparent with the e.l.f. team and informed them about what happened. Then, they immediately worked to rectify the situation, such as replacing the carrier in that lane.

LynnCo's partnership with e.l.f. is just getting started. LynnCo helps e.l.f. evaluate customer pick-up proposals from retailers by comparing them to expected delivered freight costs, ensuring e.l.f. maintains its expected margins without entering into unfavorable agreements.

“One thing that sets LynnCo apart is that they are staffed with experienced professionals with many years of operations and supply chain experience. They bring that expertise to bear in projects and programs that deliver value and meet or exceed expectations. If the analytics produce a result where the ‘juice just isn't worth the squeeze,’ they're transparent about it and won't try to sell a project where the return just isn't there. With the transparency and trust they've earned with me, **LynnCo is far more than a consulting partner; they are a trusted business advisor.**”

**Robert Sobol,**  
AVP, Supply Chain, e.l.f. Beauty