



**swifter**  
Powered by elasticrun

# How 2-hour and same-day fulfilment drove significant sales growth for a leading wellness brand



## Executive Summary

A leading wellness brand with a strong presence in personal care, nutrition, and children's health was looking to strengthen its quick-commerce fulfillment. To enable rapid, brand-owned delivery, it leveraged ElasticRun's SwiftER platform to meet the customers' need for speed.

Built on convenience and trust, their D2C engine had scaled rapidly. But customer expectations were evolving just as fast. Despite strong demand, delays in delivery were hurting conversion rates. The brand recognized that their customers weren't just buying health, beauty, and nutrition products but were also buying time, trust, and reliability.

Through SwiftER, the brand activated 2-hour and same-day deliveries across three major metros (Mumbai, Bangalore, and Delhi) and laid the foundation for scalable, city-level expansion. Within weeks, the business saw marked improvements in revenue growth, NPS and repeat purchases. The brand scaled to 6X orders via SwiftER platform in just 3 months.

## About The Brand

The brand is a category-defining D2C wellness company with a strong presence across men's health, women's care, and kids' nutrition. With bestsellers like hair regrowth kits, high-performance sunscreens, and vitamin-packed gummies flying off the shelves, the brand faced growing pressure to meet the rising customer expectations around delivery speed. It needed a solution that could enable rapid fulfillment, without losing control of the last-mile experience.

## Objectives

The brand's primary objective was to increase conversions, without compromising on customer experience. They didn't want to just rely on third-party marketplaces, but wanted to own the last-mile experience. It sought brand-owned quick-commerce fulfillment which was customer-first and future-ready.

### Revenue Growth

Expand into new markets with the right customer promise to improve conversions

### Speed to Market

Speed up fulfilment to reduce order-to-delivery times

### Drive Repeat Purchases

Drive repeat business by meeting the customers' need for speed



### Gain a Competitive Edge

Drive faster market share gains through quick-commerce fulfilment

### Strengthen Brand Loyalty

Improve NPS by owning customer relationships

## Solution

In collaboration with ElasticRun, the brand adopted SwiftER - a plug and play quick commerce network platform designed to meet the specific needs of fast-paced, high volume delivery operations. This plug and play quick commerce network connected the brand to a vast array of dark stores and local distribution hubs, ensuring that inventory was always close to the customer. The deployment included :

**SKU and Quantity Selection:** The brand identified the SKUs and quantities it planned to store with ElasticRun. This selection was based on market demand and customer purchase patterns, ensuring that the most popular products were prioritized.

**Accurate and Timely Delivery:** Once orders were processed, they were assigned for delivery using optimized routes and real-time tracking. The result was a highly accurate, on-time delivery process that consistently met customer expectations.



## Conclusion

The brand's strategic collaboration with ElasticRun to adopt the SwiftER platform went beyond meeting customer expectations. It transformed delivery into a competitive edge, giving every product the fast, reliable fulfilment experience its customers had been waiting for. In doing so, it proved that quick-commerce experience doesn't have to come at the cost of customer ownership. Today, the brand is able to fuel scalable growth, drive repeat purchases and deliver swiftly with SwiftER's plug and play quick-commerce fulfilment network.



## About Swifter

SwiftER is a plug and play, white label quick commerce fulfilment network for D2C brands. SwiftER empowers D2C brands to take control of their customer relationships and meet the customers' need for speed. With swifter deliveries, brands can boost sales and make rapid fulfilment their competitive advantage.

With ElasticRun's SwiftER network, brands can offer 2-hour delivery, same-day delivery, and same-day returns, enhancing the end-to-end customer experience. SwiftER is already live and operational across major cities including Mumbai, Bangalore, Delhi, Pune, Hyderabad, and Kolkata.

# Say Hello to the Official Home of SwiftER

Supercharge your brand growth with



2 Hr Delivery



Same Day Delivery



Same Day Returns

