

## CASE STUDY

# The Horny Stoner

On this featured NSFW customer story by ShipHero AfterDark, we deep-dive into our customer (not like that): The Horny Stoner, a brand that caters to empowered babes that aren't afraid to express their individuality, or as Founder and CEO Ana Dee affectionately refers to them... Bud Sluts, discreetly providing novelty items from peace pipes to dildos, from grinders to butt plugs, and just about everything that goes in between.

## Ana Dee's Journey

Ana Dee takes immense pride in authentically sharing her entrepreneurial journey, proving to up-and-comers that anything is possible. Working as a dancer at a local strip club, Ana Dee saved up \$2,000 ("no regrets!") to start the foundation for her brand. Her businesses took off rapidly, and she went from using a spare room in her house to owning and operating a North Carolina warehouse, powered by ShipHero WMS.

Since the Horny Stoner has long been satisfied with ShipHero's all-in-one package (or so she tells us), we just had to tie her down for an interview and study her case. Without a taxi cab in sight, Ana Dee confessed all the juicy details about how she started her successful business and why she chose ShipHero to fulfill her customer's desires, and packages. ;)~



## Rapid Growth Led to Fulfillment Backlog

"I refer to my empire as 'The Mothership.' Alien Outfitters is my first brand, which led to the birth of my two new sister stores, The Horny Stoner and Blades For Babes. We sell a wide range of clothing/accessories, adult toys and tobacco products, and fashionable knives within our online web stores..."

After shipping orders out of my upstairs rec room for three years, I ended up renting container units at a local fulfillment center. And within six months, we were busting at the seams and slowing down the fulfillment process with the number of orders we had. I knew in my gut it was time to handle the fulfillment ourselves. I am very hands-on with my customers' entire unboxing experience\*. I knew I had to get my own warehouse to truly keep our customer experience sustainable by having more control over our fulfillment process. Not only that, but I wanted to provide employment opportunities that diverse individuals don't have."

## The Horny Stoner Gets Fulfillment Superpowers

“Pre-ShipHero was honestly a shipping sh\*t storm... Groovepacker was the system we used to ensure the correct items were picked. The process lagged, the backend was a mess, but it was the only option I could afford at the time. As far as label printing, Shipstation provided a lot for the price point. Still, as we grew, it lacked the automation our stores required, such as combining orders, removing drop-ship items, and packing slip customization. I grew more and more frustrated when the bulk of my time was manually doing things that the platforms couldn't execute.



**Ana Dee**  
Founder

### Onboarding Made Easy

“When searching for a fulfillment partner, it's imperative to hop on a call and really see what the process looks like. As we got quotes from other companies, we noticed the lack of excitement they had or the lack of resources we needed.

We saw that ShipHero cost a pretty penny for a small business, but let's face it, you get what you pay for. ShipHero had in-depth videos that trained us before we even had the hardware in our hands.”

### Pick & Pack Perfection

“The advantage with ShipHero, hands down, is the accuracy for pulling and packing orders. There is a zero chance you will pull the wrong product in an order. Shipping the correct products removes human error, saves money, and creates happy returning customers. The speed of the barcode readers allows us to move efficiently, getting an order fulfilled within 60 seconds.

Thus far, the only disadvantage is that I haven't dove into the system's other capabilities, such as creating kits for our products and getting our returns portal set up.”

## How Can ShipHero Work For You?

To find out more about ShipHero's shipping software on steroids, contact us today to set up a demo or email us at [hello@shiphero.com](mailto:hello@shiphero.com).

