



Tactical Case Study

SplitSmart™ by Tactical

ZULAY ✕ KITCHEN

How One Seller Cut Costs,
Avoided Placement Fees,
and Reached FBA Faster

└ The Challenge

When placement fees increased in early 2025, one 9-figure Amazon brand wanted to find a faster, more predictable way to replenish inventory.

Instead of routing through multiple warehouses, they used **SplitSmart™ by Tactical**, our flat-rate FBA replenishment service designed to simplify transfers across multiple Amazon fulfillment centers.

In 2024, this seller spent \$1.7M on placement fees and trucking. By using SplitSmart™ by Tactical in 2025, they will save over \$500K.

└ The Process

- Containers are shipped either directly from China or cross-dock in the US
- Containers are received at a SplitSmart™ hub and split across five Amazon FC destinations.
- One flat rate per pallet, no secondary handling, no hidden placement fees.

└ The Results

- **8–10 day time-to-shelf**, versus 14+ days with AWD.
- **Simplified oversight** from factory to FBA with full visibility.
- **No placement fees**
- **Complete customer support** from start to finish

└ The Takeaway

Hybrid freight and fulfillment models are becoming the standard for efficient sellers. By coordinating prep and distribution at origin, brands can reduce dwell time, avoid inbound congestion, and regain control of landed cost.

Find out if SplitSmart™ by Tactical is a good fit for your business. [Book a call here.](#)