



TRANSFORMING SMALL BRANDS INTO GLOBAL ENTERPRISES: **UNDERCOVER BOOTS GROWS WITH DHL**

Since the beginning of her journey in 2014, entrepreneur Mary Quintero launched Undercover with the purpose of merging footwear and culture to create a unique and innovative brand – all while leaving a positive “bootprint” with a donations program to philanthropic causes. To launch internationally, she chose a dynamic all-women team, began an extensive digital marketing campaign, and partnered with DHL Express as her exclusive shipping partner. Undercover has emerged as a worldwide e-commerce powerhouse, now shipping rain boots and accessories to more than 70 countries worldwide.

Since partnering with DHL in 2016, Undercover’s domestic and international sales have increased 400% percent. Customers appreciate DHL’s flexible On Demand Delivery options as well as Delivered Duty Paid (DDP) service, which avoids the delay of collecting duties and taxes from the recipient at the time of delivery. Mary attributes Undercover’s current average shopping cart growth of 20% to the alliance with DHL and customer satisfaction.

Mary also credits the consultancy support her small business received from DHL as critical to its success. “DHL helped me grow as an entrepreneur. At DHL-sponsored workshops, I learned about international commerce, how to get products imported into other countries, and how to reduce shipping costs.”

“Undercover is one of the many examples of how DHL can help micro-entrepreneurs go global overnight, providing them with an international platform to connect with more than 220 countries and territories,” said Mike Parra, CEO of DHL Express Americas. “Along with Mary’s business savvy and passion for customers, I’m confident that with DHL’s support, Undercover is well on its way to becoming a leading, global brand.”

In the early months of the pandemic, Undercover recognized the need to pivot its previous brand message ‘From boring to fun’ to ‘Fashion that Protects,’ which was well received by fans. Thanks to this reinvention, Undercover, with the support of DHL, saw its sales triple in volume. “With our brick-and-mortar store shuttered, our DHL Courier continued to pick up orders... from my house. DHL kept all our shipments moving seamlessly as if there was no pandemic.”



UNDERCOVER BOOTS & DHL

400%

increase in domestic and international sales after partnering in 2016

3X

online sales after pandemic shutdowns

20%
increase

in average shopping cart attributed to DHL

Grew global customer base from

12 to 70
countries

DHL Express – Excellence. Simply delivered.