

# SHIPPING SOLUTIONS FOR ECOMMERCE



## CHOOSING YOUR PACKAGING

When choosing what material to use for your products, it's important to consider the following:



**PACKAGING SIZE**



**PACKAGING WEIGHT**



**PACKAGING DURABILITY**  
Will it maintain its integrity in bad weather (ie rain/snow)



**ORIGIN COUNTRY**



**PRODUCT FRAGILITY**



**PRODUCT SHAPE**



**ECO-FRIENDLY PACKAGING OPTIONS**

- Recycled cardboard and paper
- Biodegradable packing peanuts
- Air pillows made of recycled materials



## SHIPPING METHODS

Some of the standard shipping methods include:



**STANDARD DELIVERY**



**SAME-DAY DELIVERY**



**TIMED DELIVERY**  
FROM 9 AM TO 1030 AM TO END-OF-DAY



**FREE IN-STORE PICKUP**  
This only works if your eCommerce store has some in-store locations for pickup



**LTL FREIGHT CARRIERS**



## SHIPPING RATES

For eCommerce businesses, finding the best prices for shipping is essential. Consider some of the following options and whether or not they may be right for your business:



**LIVEFLAT RATE SHIPPING**

Charge the same amount for shipping regardless of order value

**TABLE RATE SHIPPING**

Rate of shipping can vary based on how close a customer is to a warehouse, how much their order subtotal is, what product they're ordering, and other factors

**LIVE RATES FROM A CARRIER**

- Get different rates real-time from multiple carriers
- Customers ordering lightweight packages who are located near your warehouse receive cheaper shipping

**FREE SHIPPING**

- A 2018 Pitney Bowes Global eCommerce study said 97% of consumers will leave an online retail site if fast and free shipping isn't offered
- Consider your margins for shipping costs
  - ✓ Only offer shipping offer a certain amount of spending
  - ✓ 66% of consumers often expect to spend at least \$25 for shipping

## INTERNATIONAL SHIPPING CONSIDERATIONS

International shipping can be complex, especially when having to take into account duties and extra expenses. To determine if international shipping is right for you, consider the following:



**DETERMINE IF INTERNATIONAL SHIPPING IS RIGHT FOR YOUR PRODUCT**

- Is there an international demand?
- Will there need to be changes to the products packaging due to language or legal requirements?
- Is the product suitable for international shipping?

**SOME PRODUCTS PROHIBITED FROM INTERNATIONAL SHIPPING INCLUDE:**



**AEROSOLS**



**CIGARETTES**



**AMMUNITION**



**EXPLOSIVES**



**NAIL POLISH**



**PERFUMES**



**CUSTOMS, TARIFFS AND DUTIES**

- Using an incorrect code for tariffs can lead to your shipment being delayed or having to pay higher duties and taxes
- Consider the rate exchange between the two countries currencies

- Duties and taxes have different payment methods available



**DELIVERED DUTY PAID**

Seller is responsible for paying all the duties and taxes



**DELIVERED DUTY UNPAID**

Customer must pay duties and taxes

## FINDING A SHIPPING CARRIER

With shipping being the backbone of an eCommerce site, making sure you're using the right carrier for you is one of the most important decisions to make as a company. Consider some of the following points when selecting a carrier:



**USE A REPUTABLE CARRIER**

**WILL YOU BE SHIPPING INTERNATIONALLY?**

**WEIGHT RESTRICTIONS**

- Some carriers will only ship packages up to a certain weight
- Most carriers add a surcharge for over sized or over weight shipments

**DOES THE CARRIER WORK WITH YOUR SHIPPING RATES?**

E.g. If you use live rates for shipping, does your carrier offer live rates?

## INSURANCE AND TRACKING

Insurance and tracking are relatively inexpensive, but can offer a great deal of security to you and your customers.



Shipping insurance can cover if a package is lost or damaged



Send tracking information to customer within a confirmation email or as a separate shipping email