

Brand Your Shipping

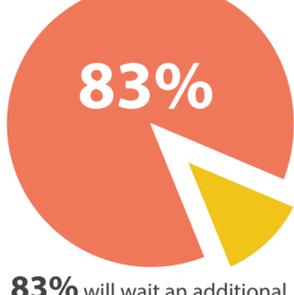
How branding beyond checkout brings customers back.

SHIPPING

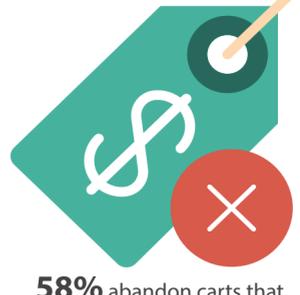
Give your customer the best shipping options at checkout.



93% likely to add more items to cart if shipping is free.



83% will wait an additional 2 days for free shipping.



58% abandon carts that contain shipping charges.



TIPS

- Offer free shipping and other competitive options
- Promote free shipping over discounts of similar value
- Give your customer estimated delivery times at checkout

PACKAGING

Design your shipping materials for a branded experience.



- Branded **boxes** & tape
- Unboxing experience



- Logo on **shipping label**
- Custom label messages



- Logo on **packing slip**
- Special offers, return policy



Packaging Inserts

- Discounts, promotions, coupons
- Product samples & small gifts
- 'Thank you' cards and personal notes
- Product reviews and social sharing



TIPS

- Add your logo to your shipping labels & packing slips
- Get branded shipping boxes & packing tape
- Include fun, free items inside your packaging

EMAIL & MOBILE

Create engaging shipping confirmation emails.



Tracking emails have an open rate of **over 100%**.



2x the click rate with order status tracking links.



65% open emails, 25% place orders, 51% research products on mobile.



35% lower click rates in emails that don't address the buyer by name or say "thank you."



TIPS

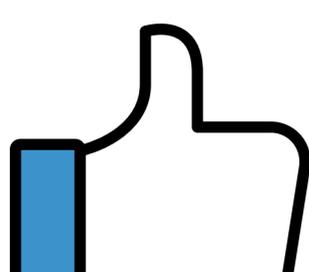
- Include tracking links in all shipping confirmation emails
- Use HTML to design your email & make mobile friendly
- Personalize email and say "thank you"

SOCIAL MEDIA

Promote your brand with social media.



E-commerce orders from social media in 2015 rose **202%**.



68% of adults who visit social media pages become a fan.



55% higher click rates with emails that include social links.



21% consumers complain on social if unhappy with purchase.

Social Sites That Help Make Purchase Decisions



74% online shoppers use Facebook; 20% to research products.



26% online shoppers use Pinterest; 10% to research products.



TIPS

- Promote social media channels in confirmation emails
- Offer promo-codes and offers on social media
- Boost posts and advertisements on peak traffic days

TRACKING

Create a uniquely branded package tracking experience.



OVER 125 MILLION tracking requests made DAILY for USPS, FedEx and UPS.



Per order shipped, the average user visits the Tracking Page 3.5 times. Every time is an opportunity to connect them with your brand, store, link to social media, offer a voucher for reorders and much more.

Take ownership of your tracking page to continue your customers' branded experience. With a click-rate over 100% on tracking links, bring them back to your brand, not the carrier's. **HOW?**



GET SHIPSTATION

Sign up for a free trial at **ShipStation.com** that comes with discounted USPS postage, branded tracking pages, automation features and more.



CUSTOMIZE

Upload your logo, pick your colors, enter your social media links, and more all from ShipStation to reflect your unique brand.



SHARE

Enable your tracking page to go live and your customers will be sent to your branded page rather than the carrier's. You'll look like a million bucks!

About ShipStation

ShipStation manages your orders, carriers, inventory, and branding in one easy-to-navigate dashboard. Create automation rules to save time and money while customizing your views with the information that matters to your workflow. Put your brand front and center with our branded tracking page, packing slips, labels, and emails. We strive to bring every online merchant a little bit of shipping nirvana.

ShipStation.com

Sources:

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- Experian, "Transactional Email Report."
- FedEx, "Corporate Fact Sheet"
- USPS, "Just one day in the life of the U.S. Postal Service... by the numbers."
- UPS, "UPS Fact Sheet"
- UPS, "UPS Pulse of the Online Shopper."