



ShipRush E-commerce Shipping Tips for Saving Time and Money

The Basics:

- Always use weight and dimensions to get accurate cost estimates
- Use minimal packaging
- Whenever possible use padded envelopes or Mylar bags
- Always use First Class mail if a pound or less
- Don't insure packages that are worth less than \$150
- Calculate shipping costs as part of your cost of goods.
- Avoid loss: Use self-adhesive labels and include a packing slip
- Use the right method of delivery for your needs: Air vs. Ground, overnight vs 3-day, etc.
- Offering customers free or flat rate shipping can prevent shopping cart abandonment by 60 percent.

Advanced Tips:

Use a USB digital postal shipping scale

The best scale for e-commerce shipping is a USB digital postal shipping scale. More accurate and specifically designed for package and parcel shipping, a USB digital postal scale allows you to directly connect to industry specific programs and software (e.g., a shipping platform) to eliminate the extra steps of reading and entering into your computer weight outputs from your scale. The result: faster, easier, more accurate weight measurements.

Purchase and print postage online

Printing postage saves time by allowing SMB shippers to avoid the post office, yet still take advantage of different carriers and rates available based on the specific package you are planning to ship, for example flat rate boxes, to save money.

Consider setting up business accounts with your carriers

Once you have decided on the carriers you want to use, consider setting up business accounts with those carriers. The carrier can't love you if you don't do business with them directly! Business accounts offer a variety of services including discounts, better expense tracking and a whole host of online tools to more efficiently manage the shipping aspects of your business. Business accounts make sense if you typically ship ten or more shipments/week with a given carrier.



Use a cloud-based shipping solution

Cloud-based shipping services make the fulfillment process easier. You can manage your business from any device, any location. Other benefits of a paid third party application is that more information is automatically inputted which means less typing on your end and more accuracy. It gives you a central place to compare shipping rates for each package, print shipping labels, send customer confirmations and track shipments. You should also receive better shipping rates working with your carriers because the shipping service negotiates rates similar to what you would get with a high volume business, only with more carrier options.

Compare total costs for every shipment

E-commerce companies can save money by comparing total rates and delivery times for every shipment. Between late December and early February each year, UPS, Fed Ex and USPS increase their parcel rates: the 2017 increase will be roughly 3.9 to 4.9 percent. But these increases do not include the once-a-month changes in fuel surcharges or other annual rate changes, such as surcharges for residential or extended area delivery. These fees can increase the costs of a shipment by 10-30 percent. Using a shipping solution that enables you to automatically compare the total cost of each shipment across all your carriers will help you control your costs.

Streamline your shipping operations with automation rules

If you ship more than 20 shipments / month, using a best-in-class shipping service that enables you to pre-program shipping actions based on automation rules will save you time and ensure you ship the smartest way for each shipment. Examples include "Rate shop these three carriers and ship using the cheapest service that gets it there within 3 days" and "If SKU starts with WIDGET, set the weight to 4 pounds and box size to 12 x 8 x 10."