

# A guide to selecting your shipping partner

One of the most critical cogs in any online business is shipping and logistics. We've teamed up with our partners at Sendle to get their tips for selecting the right shipping partners for your business.



## The importance of building an effective shipping strategy

Merchants know that high shipping costs are the primary reason for shopping cart abandonment. So, while free shipping can be a great promotion tool, it can also be the fastest way to bleed margins and make running your business unsustainable. It's important that merchants pick the right shipping provider for their business that also aligns with their shipping strategy.

To devise your shipping strategy, firstly understand where your business sits as per the factors below:

- Product weight and volume
- Business and category margins
- Customer location

Once you have identified where your business sits using these key factors, you can evaluate shipping providers based on a range of parameters.

**WORLDFIRST**

# The criteria to selecting the best shipping partner

It's important to take a holistic approach when evaluating shipping partners to ensure you pick the supplier who aligns to your business, customers and brand.



## Product handling

Not all carriers can provide all types of handling services. Depending on your product mix you may need a freight provider, fragile goods carrier or even an expensive white glove solution. It's important to pick a carrier that is best suited to handle your goods.



## Target market

If your customers are based domestically and internationally, you are better off working with carriers that provide both kinds of services reliably. Picking separate carriers to serve individual segments of your market can significantly impact your efficiency and affect your purchasing power with each of them.



## Transit times

Depending on what and where you sell, customer expectations around transit time can vary significantly. It's important to pay attention to carrier transit times (SLAs) and how they perform within those times. This is one of the least frequently asked questions, but critical in understanding how carriers will perform in fulfilling their service.



## Shipping cost

Picking a shipping provider that makes economic sense to your business and revenue model is perhaps the most important aspect of selecting a carrier.

Comparing quotes from carriers and negotiating (where possible) are great ways to optimise shipping costs.



## Service ratings

Some carriers can overstate their performance and it's always a good idea to research your shortlisted shipping providers on local review sites. Reviewing customer feedback and comments is a great way to get a sense of where potential issues can arise in their network and performance.

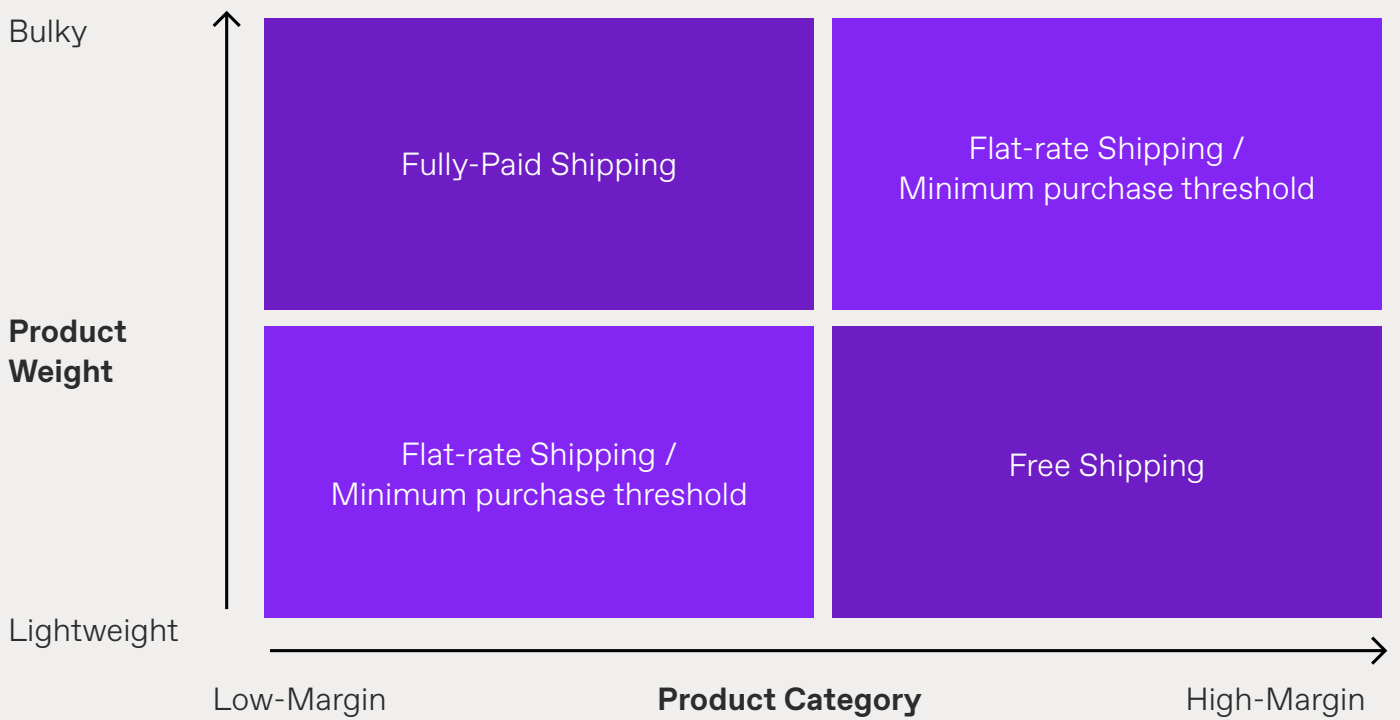


## Tracking and integrations

Your carrier's ability to plug into shopping carts and eCommerce marketplaces can save you hundreds or thousands of dollars in overheads, in addition to reducing the burden of shopping around for the right third-party solution that ticks all boxes. Carriers that fail to have integrations with major eCommerce solutions or free tracking capabilities risk falling behind.

With the rise of global eCommerce behemoths, free shipping has started becoming the new base expectation amongst buyers and this puts additional pressure on small and medium businesses, and makes picking the correct shipping strategy even more critical.

A quick and easy way to check if your shipping strategy is in line with your business is to try and plot your business as per the quadrant below:



Free shipping, particularly in the U.S. and Australia, can be very hard to implement unless you have multiple revenue streams to offset shipping losses. This means most merchants will need to closely evaluate their free shipping strategy and see if it's right for their business.



# About Sendle

Sendle is Australia's top-rated courier company\* that provides door-to-door parcel delivery service to tens of thousands of Aussie businesses. Sendle is packed with features like:

- Flat rate pricing starting \$5.75 (domestic) and 14.95 (international)
- Free door pick-up
- Free loss insurance up to \$1500
- Free integrations to shopping carts like Shopify and eBay
- Free tracking

Sign up

Sign up with Sendle through WorldFirst to receive preferential rates.

Sendle is proud to be Australia's first **100% carbon neutral** delivery service and is a **certified B Corporation**.

\* As per [www.ProductReview.com.au](http://www.ProductReview.com.au)

# Currency Solutions for Your Business

WorldFirst open local currency receiving accounts for the countries you're selling in, meaning you'll be able to receive better exchange rates when repatriating your international marketplace and platform revenue and make transfers at times that suit you.

**Sign up** for a free online sellers account now or **visit our website** for more information.



[worldfirst.com/au](http://worldfirst.com/au)

Sign up for a free online sellers account now or visit our website for more information.

These are the views and opinions of the author and should not be relied upon as advice. The Company gives no guarantee as to the correctness or completeness of any scenario analysis or performance estimates contained herein. THESE SCENARIOS SHOULD NOT BE USED TO PREDICT FUTURE RETURNS. The company will not be liable for any loss as a result of reliance on information contained in this document. Investing in any hedging strategies involves a certain amount of risk. Please ensure that you fully understand the risks involved before investing in any strategies contained herein. If you are unsure about the risks involved, please seek independent advice from your financial advisor. This document contains opinions and estimates and should not be construed as advice. Our opinions and estimates are subject to change without any obligation on the Company to notify you. The Company makes no representations as to the suitability of any products. The Company is not accountable for any information derived from 3rd party sources.

Company and Regulatory Information: World First Pty Ltd is regulated in Australia by ASIC (AFS Licence number 331945). ACN 132 368 971. Member of Financial Ombudsman Service (membership number 13405). Risk disclaimer: Foreign exchange trading, whether or not made in accordance with a recommendation, may result in losses as well as profits. Prior to entering into any transaction you should carefully consider your financial situation, in conjunction with your advisor, to fully understand the risks involved and ensure that the products you choose are suitable to your situation.

**WORLD  
FIRST**