



## The Benefits of Free Shipping

Want to know the most common reason behind abandoned shopping carts? Shipping costs.

Customers hate when shipping costs get tacked onto their purchases (especially when those prices seem super high), and the stats prove that most end up leaving their shopping carts altogether once an unexpected fee appears.

But the shipping process and the options associated with delivery timing are essential elements to e-commerce. It's the only way to get purchased items to the people who bought them in the first place - and while those customers might not enjoy paying to facilitate shipping, the costs are kind of unavoidable.

Unless of course, your business makes a move into the free shipping game, which does two things really well: encourages customers to spend more money AND makes everybody happy.

## Customer Appreciation Equals Loyalty

People want to buy from stores that serve their needs best; the companies that are able to provide, end up with customers that feel satisfied and valued which in turn lends itself to buyer loyalty and great word of mouth.

In a recent study that polled shoppers on the topic of buying online, 58% of people said that they'd like to see more free or discounted shipping options made available by retailers.

Not more shipping options in general. Not even clearer return policies. But the ability to buy goods without an extra cost attached to get those items delivered.

By moving inventory closer to your customers that ability to offer discounted or free shipping rates grows higher. Forget package redesigns and better options from your carrier, it's all about location. The closer your products are to a buyer = lower cost to you and them!



## Increase Order Value

The biggest source of encouragement to buy online comes from free shipping, according to over 90% of shoppers. We already know that buying products from the comfort of home is WAY more convenient than running out to the store, but

imagine how attractive it becomes when saving time also coincides with saving money!

Bigger spends happen when fewer fees are involved, in fact, it's been proven that customers will spend up to 30% more when they know that free shipping is available. And why wouldn't they? Instead of trying to pinch their pennies on favourite products in order to afford the shipping rates, they can use that money towards more of the stuff they actually need (and all in one large purchase).

## Campaigns That Increase Order Value

- Free shipping on orders over \$50, \$100, \$150
- Discounted shipping for orders placed before certain time (specific date, midnight, etc.)
- Shipping promo codes that offer discounts for loyal customers
- Buy two and get the third item shipped for free



## One Step Ahead of the Competition

A store located in Canada that's trying to attract customers in the US won't have an easy time accomplishing that goal if international shipping costs are huge. That's actually one of the biggest turn-offs for customers abroad!

If you really want to stay ahead of the game then your free shipping options should go further than just domestic purchases. While it might not be a common (see: easy) practice yet, the smart players are doing what they can to make free international shipping happen, so as to better set themselves apart from their competition.

But breaking your bank on those big fees yourself isn't the right answer; again, the ability to ship out of country for free is made through your inventory location options and those options are easily available through order fulfillment providers.

ShippingTree stores your goods locally which means products that need to be shipped beyond the reaches of your location are actually closer to the consumers that want to buy them (and that helps keep costs a lot lower for everyone involved).



## How to Make It Happen

If you really want to see your business succeed in the free/discounted shipping game then you'll need to invest in the right provider (and that's especially true for small and medium sized businesses working within smaller budgets).

The team at ShippingTree helps make things easier by taking care of freight and customs negotiations while giving your business access to a network of secure warehouses scattered throughout the US and Canada (coming soon)!

Customers can order more of what they want from your store without worrying about high prices and you can ship the products for free without losing any money.

*Source for stats: <https://www.pressroom.ups.com/pressroom/ContentDetailsViewer.page?ContentId=1433180166893-264>*

