



January 18, 2016

Dear DTC Symposium Attendees,

Visitors to the tasting room are a captive audience. They come to visit for many reasons. Some are there to learn or discover something new, many come to try other wines from a producer that they already admire, and still others return again and again to relive a cherished experience, while keeping up to date with the winery's latest vintages. No matter the reason, your time with your visitors, guests & club members is extremely valuable to your long term relationship with that person. So how do you continue to connect with that individual after they have left your tasting room & are suddenly once again confronted with endless options for enjoying someone else's wines?

E-Commerce & Club Membership is often the answer. Sending regular offers or email exclusives to your visitors & club members allows your winery to stay "top of mind" and keep your label in the forefront of the purchasing habits of your fans, however the challenges of getting your wines in the hands of your customers can sometimes derail those efforts.

The attached report commissioned by FedEx– "Right on Time" featuring research by Internet Retailer, offers real world advice & best practices of several e-tailers. But how can you apply some of the initiatives being taken by many of the large e-tailers in this report? You might be surprised at how many of these concepts can be scaled according to your size & market focus.

A core concept behind successful ecommerce programs is "free shipping" – or in the wine world – including shipping in the purchase price. It is no secret that including the costs of shipping in your sale encourages more business – but the question then becomes at what level can I offer to include shipping with the price of my wine? A great way to calculate this impact is by factoring the cost of shipping per bottle & how it impacts the profitability of your overall sale. When we look at shipping based on the impact to your net revenue per bottle, it becomes very clear that offering FedEx Ground shipping on a case of wine makes good sense in many situations. Depending on your cost model, the impact on your Net Revenue per bottle can decrease significantly when a 2 pack is converted to a 6 pack – or even a case order.

Another key concept that is discussed in "Right on Time" is the use of drop-shipping and although traditional drop shipping might not fit the classic winery distribution model, it does open up the idea of zone jumping to achieve a shorter transit point & lower cost per bottle when shipping out club & heat hold orders. Many wineries hold their packages throughout the summer & begin shipping their orders in the fall. This consolidation of inventory suggests a unique opportunity for you & maybe even some of your winery neighbors to get together & send all of your east coast orders out on one trailer to deliver directly to a strategically located FedEx Ground parcel Terminal closer to your destination point. Not only can you

potentially reduce your average shipping zone and ultimate cost per bottle, but your packages will go through less handling & sorting before reaching their final destination.

What about retailers like Target & Belk, who are using their stores as web fulfillment hubs? What can we learn from them? A winery may not have as many pick up points as a major retailer – but what if you offered more convenient pick up options for your prospective club members? One of the biggest costs associated with wine shipping is the return of undeliverable packages. The Adult Signature requirement makes wine deliveries challenging. If unsuccessful, not only are you losing out on the shipping & return costs, but the experience & hassle associated with these events may push your customer toward other options. You may find that offering free shipping or providing added discounts to your customer when they choose to have their wine delivered to a FedEx Office location will reduce those return costs & provide your winery with the means to fund those added incentives which may also drive higher & more frequent sales.

The key is to stay connected with your customers and to turn your off-site communications and special offers in to opportunities for them to enjoy more of your wine more often. By offering options designed to encourage the purchase of more wine - more often - you may cultivate & grow that special bond which can turn a casual wine drinker into a lifelong club member.

Sincerely,

The FedEx Wine Team

Please note: As always, the terms of shipping are governed by the FedEx Service Guide, FedEx Alcohol Shipping Agreement and any applicable Rate Agreement. The shipper is responsible for knowing and complying with all applicable laws and regulations in both the origin and destination states. The shipper is also responsible for determining whether it and the consignee meet all applicable requirements and whether such a shipment may be legally transported by common carrier.

Original Research by

**internetRETAILER**<sup>®</sup>

# Right on Time

Practical advice and best practices on how successful e-retailers achieve fast fulfillment, on-time shipping and superior customer service.



EXECUTIVE SUMMARY

# Delivering the goods



**David K. Payton,**  
Vice President of  
Global Parcel Marketing,  
FedEx

**Everyone likes options.** For e-retailers, offering options—such as delivery speed and methods for returns—is key when appealing to today’s savvy online shopper.

Smart e-retailers are leveraging their infrastructure to speed delivery times and save money, and offering a range of shipping choices to meet the needs of a variety of shoppers. In many cases, nothing beats free. According to a 2014 FedEx and Internet Retailer study, 49% of retailers cited free shipping as the most effective tactic for increasing sales conversion. The same study found that consumers, when presented with options to qualify for free shipping, will take action.

Most consumers would add something to their carts, but the second-highest reported action was selecting a slower transit, with 83% willing to wait up to two days longer for delivery.

But free isn’t the only key word in the e-commerce fulfillment and delivery lexicon today. On the other side of the spectrum, speed can be crucial. Many consumers are willing to pay for expedited shipping for items they need in a few days—and they are willing to pay more for next-day delivery.

For many surveyed, hassle-free returns ranked highly among features that impacted their online purchasing decisions.

In short, shoppers want options.

At FedEx, we help retailers to offer a range of options to meet shoppers’ needs. From overnight delivery with FedEx Express, to low weight residential shipping and returns with FedEx SmartPost® and even FedEx SameDay City® services in more than 20 cities, we offer a portfolio of shipping speeds to meet a variety of customers’ needs.

# How shipping options, speed and accuracy keep your customers happy—and coming back

In this report, *Right on Time: Practical Advice and Best Practices on How Successful E-Retailers Achieve Fast Fulfillment, On-Time Shipping and Superior Customer Service*, you'll learn the numerous approaches to shipping retailers take based on their customer base and business, including:

- ▶ **Belk:** A mid-sized retailer using internal technology to keep shoppers happy and achieve a 99% shipping efficiency.
- ▶ **Wayfair.com:** Using a cutting edge drop shipping technology that connects with supplier databases to provide status on precisely where a package is each step of the way on its journey to the customer.
- ▶ **Target:** Target Corp. now has a buy online, pick up in store program and the mass merchant says 10% of consumers who placed orders during the fourth quarter used it, with a higher percentage using it shortly before Christmas to get last-minute gifts. The program enables consumers to pick up items purchased on Target.com in about four hours at the customer service desk in a store that has that item in stock.
- ▶ **Online Stores:** Building and perfecting a shipping and fulfillment program that takes next day and repeat delivery to a higher and more cost-efficient level.

The retailers in this report are getting deliveries and returns right, and as a result are keeping customers happy and, most importantly, coming back.

Continued success,

**David K. Payton**

Vice President of Global Parcel Marketing,  
FedEx

## About this report

All third-party sources that supply Internet Retailer with data for its Top 500 Guide and Second 500 Guide (Top 1000) provide full consent to Internet Retailer to use their data, which is outlined in the methodology disclaimer in each research project. Once provided by the third party data source, all permissions to publish the information are the responsibility of Internet Retailer. In addition, Internet Retailer surveys thousands of retailers for its annual global e-commerce research reports. If a retailer does not provide a certain metric in a given period of time for a particular project, Internet Retailer will create estimates based on past research histories of retailers and merchandise categories, analyst interviews and other data. Internet Retailer estimates are noted as such. Retailers are given the opportunity to respond to estimates, and Internet Retailer updates its estimates with any information provided by the merchant. Retailers are given full awareness of the reporting of the data in the Internet Retailer research products that are provided for public consumption. All Internet Retailer research and methodology is publicly available in print and digital formats and on [www.internetretailer.com](http://www.internetretailer.com) and [www.top500guide.com](http://www.top500guide.com). Retailers have been providing data for Internet Retailer's various e-commerce research reports for an average of 5 years. Some data has been collected directly from web merchants for more than 10 years, as in reference to the Top 500 Guide® which published its 12th annual edition in April 2015.

**For more information about FedEx and e-commerce, go to [fedex.com/us/ecommerce](http://fedex.com/us/ecommerce)**

# Delivery Strategies of the

Web retailers can take many avenues to get goods into shoppers' hands.

## **For online retailers, the road to delivery is paved with options. And no single route is right.**

The end goal for merchants is to make sure consumers enjoy the journey by offering choice, keeping costs reasonable and delivery speedy, while at the same time keeping fulfillment overhead at bay.

In short, it's a delicate balance.

Luckily, there are numerous avenues retailers can take to get goods into shoppers' hands today. Smart and successful online retailers in the Internet Retailer Top 1000 are taking a hard look at their business practices, evaluating what their consumers want and leveraging new, cutting-edge technology to save money and speed shipping.

When consumers are asked what they want out of shipping, the answer is often a resounding "Speed and savings!" And more online retailers of all sizes are finding unique ways to offer just that.

Take for example, Top 1000 merchant Wayfair.com. It's taking never-before-seen strides in drop shipping. The web-only home goods retailer has figured out how to manage a massive network of 7,000 vendors and the drop-ship process. Under drop-shipping contracts, product suppliers arrange to ship orders directly to a retailer's customers rather than to the retailer; the service can bring big benefits to retailers by providing quick fulfillment of a broad range of products without requiring merchants to invest in and operate their own warehouse and fulfillment centers. Wayfair has minimal facilities and doesn't touch most products. That, in turn, saves Wayfair on both shipping time and costs, which it passes on to shoppers.

At Monoprice.com, a web merchant that sells a range of goods, 95% of consumers in its core market in the Western U.S. are offered two-day shipping thanks to the retailer's use of local and regional carriers when possible. Using local carriers expedites shipping and helps control costs. Couple that with the retailer's smooth and efficient warehouse automation—all Monoprice orders are picked in the warehouse the same day—and you have a stellar model of efficient delivery.

Other retailers such as Target and Belk are using their stores as web fulfillment hubs. At Belk, between 10% and 20% of online orders are fulfilled from about 50 stores, says Debbie Fortnum, senior vice president of supply chain.

And those are just a small sample of what you'll explore in the pages ahead. Other successful retailers in the Top 1000 are negotiating with carriers for lower overseas rates and implementing software that determines the best box size to ship an order in to garner the most reasonable shipping costs.

The following examples offer a glimpse into a range of Top 1000 retailers getting shipping right. Other retailers can learn from the tips and tactics these merchants employ to keep shipping overhead low, fulfillment fast and customers happy.

# Internet Retailer Top 1000

## DELIVERING ON GREAT EXPECTATIONS

### *How Online Stores overhauls fulfillment and shipping to keep customers coming back*

With two new e-commerce sites now online and ambitious plans to continue adding more inventory, Online Stores Inc. CEO Kevin Hickey also has another top priority these days: faster, more efficient and better diversified shipping.

Today it takes up to six business days for Online Stores, which operates such varied niche websites as EnglishTeaStore.com, OnlineStores.com, United-States-Flag.com, DiscountSafetyGear.com, DesignerGifts.com, DesignerBaby.com and ConstructionGear.com, to pick, pack and ship an order to the West Coast or certain Western states from its warehouse in Southwestern Pennsylvania with standard ground shipping. Orders shipped to Pennsylvania and Ohio only take about a day and most orders shipped to the rest of the country exclusive of the West take between two and five business days to reach the customer.

But Online Stores, which grew web sales about 5% in 2014 to around \$31.7 million, is under pressure to pick up the pace. The company's new goal is to shave a day or more off its current shipping schedule and deliver most orders to the Eastern U.S., the Midwest and parts of the West in about two days.

At the same time Online Stores is doubling the company's inventory to as many as 80,000 SKUs. Online Stores is adding more inventory including the number of SKUs it carries in its warehouse from 30,000 to 40,000 and adding nearly 40,000 new SKUs through an aggressive drop-shipping program.

But the company's first goal is better and faster picking, packing and shipping, including expanding the size of its warehouse and using a new internally designed warehouse management system to better sync up and pick up the pace of order processing. Online Stores also is in negotiations with several unidentified third-party logistics providers to rent new warehouse space in Nevada and Georgia, store as many as 10,000 SKUs at those locations and use a logistics provider to fulfill orders.

Today Online Stores, which carries a distinct set of products on its various sites ranging from flags and tea or tea pots to safety goggles and plastic hard hats, offers free shipping on orders \$75 and up, Hickey says. But the top goal is delivering products faster and doing a better job of letting its business-to-business customers know when their order has been shipped, its tracking status and expected delivery dates.

It currently takes between five and seven business days for a drop-shipped order placed on an Online Stores site to be sent from the manufacturer or distributor to the customer—longer if an item is out of stock, Hickey says. But Online Stores is working with its various suppliers to improve the data feeds that track product availability, order processing and shipping. Now by doing a better job of tracking drop-shipping

“Better shipping is absolutely critical for us because consumers expect more free, reduced and faster shipping.”

Online Stores Inc. CEO  
Kevin Hickey

“Drop shipping allows you to very quickly carry a really big selection.”

Wayfair.com senior vice president and general manager Steve Oblak

information customers are automatically sent a series of emails notifying them when the product has shipped, where the order is and when it will arrive.

“Expectations for faster shipping and more information surrounding the shipment are accelerating,” Hickey says. “We are making an investment here because we need to keep up.”

The end goal, Hickey says, is to ship 97% of all orders on time and error free. “We are almost there now and that’s as good as I think we can get in this lifetime,” Hickey says. “But customers are sending us a pretty clear message: ‘get us the order fast and on time.’”

## THE UPSIDE OF DROP SHIPPING

*For Wayfair.com better drop shipping begins with better data control*

Sure, there are products Wayfair LLC, a web-only retailer of home décor and furnishings, prefers to ship on its own via contracting with carriers: certain best sellers, products that are large and fragile or otherwise pose a risk of being easily damaged, inventory that needs to be carefully controlled. But since its launch in 2002, Wayfair has depended on drop shipping—that is, transferring orders to wholesalers or relying on manufacturers for direct delivery to the consumer—for the “vast majority” of its fulfillment, says Steve Oblak, senior vice president and general manager.

Drop shipping, he explains, “allows you to very quickly carry a really big selection.” Wayfair works with some 7,000 suppliers and carries about 7 million SKUs on the web. Though it operates two e-commerce fulfillment centers, storing and sorting all those items would add significant overhead for the retailer, which went public in October 2014.

Like so many good things, though, the seemingly simple practice of letting a supplier ship products to retail consumers masks a rather complicated situation filled with many little steps. Those suppliers have to send their inventory data to Wayfair—not all suppliers have the latest technology, with some relying on email—and then the proprietary mathematical formulas, or algorithms, employed by Wayfair go to work spotting delays in suppliers’ inventory updates and other real and potential problems. When a consumer shops a particular page on Wayfair.com, that proprietary software can determine whether the product being browsed is, in fact, in stock, and start to calculate how long shipping might take.

So what happens after that shopper clicks to buy? Wayfair’s software—company executives give no indication they would be interested in using anything but their own home-grown technology, given how it meshes with the retail mission—then notifies the relevant supplier, and works to determine the best shipping option. The Wayfair system, working from carrier and supplier information, then keeps track of the delivery and updates the customer.

“We work with thousands of suppliers,” Oblak sums up. “There’s a lot of logistics we have to manage.”

Then again, as complicated as the drop-shipping process can seem, there must be a significant upside. After all, Wayfair’s 2014 web sales hit \$1.30 billion, up 44% from the year before.

## GETTING MORE FROM YOUR STORE

*Belk and Target use stores and dedicated e-commerce hubs to keep picking, packing and shipping humming along—and to drive more sales*

Department store chain Belk Inc. has in recent years expanded its fulfillment operations and has relied on technology and close oversight from employees to make sure deliveries don’t slip as operations become more complex. Belk’s experience stands as an example to other chains about how to run a diversified fulfillment program.





The chain, whose web sales increased nearly 43% year over year in 2013 to \$192.6 million, operates two fulfillment centers that handle online orders: one in Pineville, N.C., and the other in Jonesville, S.C. The latter facility, in response to continuing e-commerce growth, is undergoing a \$47 million renovation push that adds nearly 345,000 square feet to the 515,000-square-foot facility. That means Belk has spent at least \$93 million on that e-commerce distribution facility—a signal about the expense required to keep up with online shoppers' increasingly impatient expectations for deliveries. That trend is driven in large part by the ongoing expansion of Amazon.com Inc.'s Prime two-day shipping program, to which up to 25% of U.S. households belong, according to investment firm Macquarie, and which offers one-hour deliveries in several large cities.

But even with that big warehouse investment, Belk has found that keeping up with e-commerce growth requires more fulfillment real estate. That's why in September 2013 the chain, which operates more than 300 stores in 16 Southern states, began in earnest to fulfill some web orders from stores. Belk, which uses commercial fulfillment software, employs algorithms to decide what products to ship from what stores, with factors such as seasonality, best sellers, shipping costs and inventory needs helping with those determinations. As well, the technology makes store inventory available to web shoppers.

Belk's ship-from-store program involved some 50 locations as of early March, says Debbie Fortnum, the retailer's senior vice president, supply chain, with expansion on the table. Depending on the season, between 10% and 20% of online orders made via Belk.com are fulfilled from stores, she says. "That's part of why we do it," she says. "We want to save the sale, leverage all our inventory."

Of course, fulfilling from stores requires an effort beyond software. Store employees must be trained for the task. And mistakes must be identified early and lessons applied—a job overseen by a six-member store-fulfillment team and weekly in-house webinars designed to make sure all store fulfillment locations are working off the same page. "Just the level of complexity it adds, you need a team managing" store fulfillment, Fortnum says.

Even as Belk keeps improving and expanding its e-commerce distribution centers, stores will almost certainly pick up more of the fulfillment slack, especially during the busy holiday shopping season and other heavily promotional periods. That's because as the economy improves and the unemployment rate inches down, hiring temporary warehouse labor becomes more difficult and expensive, Fortnum says. "It's certainly a growing concern," she says.

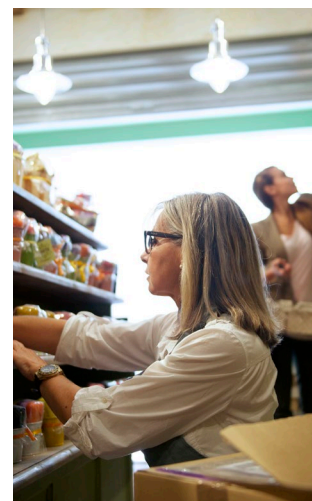
Target Corp. now has a buy online, pick up in store program and the mass merchant says 10% of consumers who placed orders during the fourth quarter used it, with a higher percentage using it shortly before Christmas to get last-minute gifts. The program enables consumers to pick up items purchased on Target.com at the customer service desk in a store that has that item in stock in about four hours.

The retailer says that the program contributed to its 20% increase in e-commerce sales. Customers who went to stores to pick up items also bought other merchandise, says Kathryn Tesija, executive vice president of merchandising. "About 30% of store visits to pick up an online order resulted in store shopping on that same trip, and the size of that store transaction was much larger than an average store trip," she said.

Target is an example of why retail chains want their stores to do double duty as miniature e-commerce fulfillment centers, whether to enable pickups by web shoppers locally or to ship web orders from inventory located on shelves or in back rooms. Evidence is growing that it drives additional sales online and incremental sales in stores. Getting there, however, requires that retailers implement order management systems to handle the process, and to make sure that store staff is up to the task. The experiences of several retailers show why.

"Just the level of complexity it adds, you need a team managing store fulfillment."

Belk senior vice president, supply chain  
Debbie Fortnum



“We started off with a very manual order fulfillment model, with carts, and moved to more conveyors and automation.”

zulily.com  
chief operating officer  
Bob Spieth

Already, 84% of the top 50 retail chains ranked according to their online sales in the Internet Retailer Top 500 Guide use their stores as pickup or shipping points for items ordered online, and the tactic is likely to increase and also filter down to smaller retailers and even manufacturers that sell through dealers, experts say.

## A DIY PATH TO BETTER FULFILLMENT

*Slate Rock Safety, zulily and others find in-house pick, pack and ship suits them just fine*

Employing a fulfillment services or logistics vendor is one avenue available to fast-growing e-retailers eager to scale their distribution operations. But it's not the only option. Some retailers build or lease buildings or use existing real estate to meet the shopping and shipping expectations of online customers. No matter the path chosen, the experience of e-retailers from a variety of areas provides guidance for other merchants anticipating or dealing with exceptional sales growth.

For some retailers, especially the bigger chains, constructing fulfillment centers dedicated to online orders is the answer. It's part of the never-ending effort to compete with Amazon's fulfillment investments, which increased 25.4% year over year in 2014 to \$10.766 billion, in support of an operation that includes an estimated 90 U.S. fulfillment centers and at least 15 sortation centers that enable Amazon to arrange packages by ZIP code before heading to nearby post offices for the final delivery leg.

For its first two years, zulily outsourced fulfillment. But as its sales exploded, the retailer decided to bring fulfillment in-house. Its first facility in Reno, Nev., opened in October 2011 and another in Columbus, Ohio, in January 2012. The e-retailer plans to open in late 2015 or early 2016 an 800,000-square-foot warehouse in Bethlehem, Pa., that will increase the retailer's total fulfillment square footage by 55%. “Fulfillment is strategically important to our growth in terms of costs and service levels,” says chief operating officer Bob Spieth.

The retailer's fulfillment push is reflected in how it plans to make capital investments in the coming year: In September 2014, company executives told analysts it planned to spend 78% of its capital expenditures on fulfillment centers and warehouse automation, with a much smaller 10% earmarked for office space and 12% on technology it develops in-house. Zulily spent \$52 million on capital expenditures (net of tenant improvements) last year, and plans to spend between \$35 million and \$45 million this year, a spokeswoman says.

Improving fulfillment could help zulily address complaints from investors and customers about delivery times that can stretch out two to three weeks. Delivery times are long because zulily doesn't stock much inventory; it places orders with suppliers after taking orders from consumers. For example, if zulily.com runs a weeklong sale on products from Toms Shoes and gets 1,000 orders, at the end of the week zulily will place an order with Toms for those 1,000 pairs of shoes. Once zulily receives those shoes at one of its two operating warehouses, it combines those items with other purchases a customer may have made during that time and ships the purchases out.

During the third quarter of 2014, zulily shipped orders an average of 11.6 days after purchase, a slight improvement from 12.6 days in the second quarter, according to figures provided by company executives in a conference call with analysts late in 2014. Looking long term, the executives said they expect that average will drop to seven or eight days. One way zulily is decreasing shipping times is by increasing its use of automated conveyor systems and custom-built order management technology in its warehouses. “We started off with a very manual order fulfillment model, with carts, and moved to more conveyors and automation,” Spieth says.

Another fast-growing e-retailer, Slate Rock Safety LLC, a retailer and distributor of flame-resistant clothing, has made similar moves to take more control over fulfillment. Launched eight years ago, the retailer—whose web sales



increased 35% year over year in 2014—initially relied on the dozen or so manufacturers from which it buys to drop-ship products to consumers and business to business customers. But with many manufacturers taking a snail's pace approach to e-commerce in general, keeping up with their drop-shipping efforts, and dealing with complaints about turnaround times, became a "full-time gig," says Chad Wilson, the retailer's chief operating officer.

Without "a ton of capital" and employing no more than 20 workers, Slate Rock Safety in the last year or so decided on a homegrown "half-and-half" fulfillment model to handle its growth, Wilson says. Manufacturers drop-ship about half of orders, with the rest handled from Slate Rock Safety's offices in Northeastern Ohio. Starting in April 2015, the company will lease an additional 9,000 square feet of fulfillment space in an adjoining building, giving Slate Rock Safety 15,000 square feet in total. Directly taking over half of its fulfillment will enable the company to deliver all products in an average of seven days.

## BE PREPARED

*As vice president of distribution at Monoprice.com, Mark Kibler lives by this professional mantra: "Be prepared"*

While other web merchants are coming to grips with dimensional weight shipping, which bases shipping rates on a package's external dimensions instead of its weight, and how to adjust shipping budgets and infrastructure accordingly, Monoprice.com took the change in stride. That's because Monoprice.com, a web only retailer of self-branded consumer electronics with e-commerce sales that grew 4% to \$150.7 million in 2014, installed better pick, pack and ship software that determines the optimal package size based on the product weight, dimensions and volume for each item contained within the order.

Monoprice.com also is looking to extend two-day delivery to at least 95% of its audience, Kibler says. To accomplish that goal, Monoprice.com has opened a 173,000-square-foot distribution center in Kentucky in addition to its existing facility in Rancho Cucamonga, Calif. "Customers aren't going to wait two weeks to receive an order," Kibler says.

Another way Monoprice.com is looking to build a more cost-effective—and national—pick, pack and ship program is through more closely analyzing multiple years of customer orders to detect patterns in geographic distribution. With a better understanding of where the online retailer is shipping, Monoprice.com is able to better pick the best national carrier to get the order to the customer in the quickest—and also most cost-efficient—way.

The retailer, which processes about 40,000 orders each week, also is using more regional carriers where possible to deliver orders in two days or less. "Faster delivery is about customer satisfaction," Kibler says.

## SUMMARY

*There's more than one path to a successful retail delivery program*

Some merchants leverage stores, others focus on speed, still others implement new technology to smooth shipping and fulfillment.

The Top 1000 retailers outlined above do, however, have one thing in common: They dedicate the time and resources to get shipping right in a way that works for their company and customer base. They know investing in solid shipping practices up front will reap dividends in the end. ■

"We know the strategic importance of reaching 95% of our audience with two-day shipping."

Monoprice.com  
vice president  
of distribution  
Mark Kibler



# Top 1000 delivery and fulfillment by the numbers



**525**

**SHIP INTERNATIONALLY**

■ 525 / 1000

THE NUMBER OF TOP 1000 WEB MERCHANTS THAT SHIP WORLDWIDE

## Global Shipping Breakdown



- Top 500 (276/500)
- Second 500 (240/500)

## Top 1000 Merchants



- Free Shipping (637/1000)
- Free Return Shipping (85/1000)

## Getting It Right



- 🛡️ Order Confirmation, **951**
- 📍 Shipment Tracking, **738**
- 🛒 Order Status, **680**

## Customer Services



- 📄 Shipping Cost Calculator, **329**
- ✉️ Pre-Paid Labels, **130**
- 🏠 Multiple Address Shipping, **112**

## On-Time Delivery



- 📦 Overnight Shipping, **617**
- 🕒 Shipment Cut-Off Time, **452**

## Toll Free



## Live Chat



## Free Shipping



## Free Returns





# LEVERAGE LABEL

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