



**here's big news for retailers:**

In the online world, shipping has a much bigger impact on purchasing than many ever imagined.

Indeed, the following study reveals that in today's online marketplace, shipping options and costs are major factors in determining whether shoppers will make a purchase...or leave their cart before checkout.

Offering your customers a choice of delivery companies can help:

- increase** sales
- drive** more traffic to your website
- boost** favorability ratings
- improve** customer service
- create** a better shopping experience



lead more shoppers here.  
**how shipping options can increase sales.**



**About these findings:** In October 2006, the U.S. Postal Service® commissioned comScore Networks to conduct a study of online buyers (both consumers and business owners). This study was designed to understand the impact of allowing customers to select their delivery company when purchasing goods from an online retailer. The findings reveal that most buyers prefer retailers who offer more choices of delivery companies.

## shipping options: get your online customers to check out instead of opt out.



### Insight 1 online shoppers want more choices of delivery companies.

Just as buyers like some stores more than others, they prefer certain delivery companies over others. Their preference can be based on cost, convenience, reliability, and past experiences. This insight can have a significant impact on your bottom line – because research now shows that giving customers more shipping options at checkout increases the likelihood they'll shop and ship with you more:

- 60% of consumers and 72% of business owners want to choose their delivery company when making an online purchase.
- 57% of consumers and 70% of business owners would have a more favorable opinion of online companies they typically buy from if they could always select their preferred delivery company.
- 12% of consumers and 28% of business owners will not make a purchase from online companies that do not offer the option to choose the delivery company.

Another way to look at this statistic: By not offering a choice of delivery companies and losing 12% of your buyers, you stand to lose \$1.2 million in revenue for every 100,000 customers who would have purchased \$100 in goods!

### Insight 2 limiting shipping options can be very limiting to sales.

When you offer only one delivery company, you run the risk of losing buyers and a considerable amount of revenue. If the shipping cost is too high, buyers can abandon their order with the click of a button – and the findings show they often do:

- 43% of online buyers abandoned their order at checkout during the month this study was conducted.
- The primary reason for abandonment was “the shipping was too expensive” – 48%.

This means a company doing business online could increase sales by up to 20% (43% abandoned x 48% because of high shipping cost) by offering a lower-cost alternative.

### Insight 3 online buyers go for retailers with easy returns.

The main reason customers buy online? Convenience. This expectation holds true until they've received, and are satisfied with, their order. Which means it's important to provide economical shipping and easy return options – especially when you consider that nearly 28% of online buyers have returned merchandise in the past year:

- Offering free shipping can boost your favorability among customers by 13%.
- Three-fourths of online buyers would favor companies if prepaid returns were offered.



### Insight 4 the U.S. Postal Service® rates high with online buyers.

This research shows that two attributes rank the highest with online buyers – “value for their money” and “convenient delivery.” With this in mind, the U.S. Postal Service ranked high on both attributes among all consumers and business owners.

- 58% consider the Postal Service™ a good value.
- 67% say the Postal Service delivers packages to a convenient location.

**in fact, the greatest percentage of online buyers (46%) selected the U.S. Postal Service when given a choice of delivery service.**

Online buyers select the Postal Service most often because of low prices (57%), convenient delivery (41%), and best option for small or lightweight packages (37%).

In addition, consumers feel the Postal Service is reliable and trustworthy, keeps packages secure, and leaves packages in a convenient location.

**giving shoppers more options could get you more in return.**

As this study reveals, offering shipping choices to your shoppers can significantly boost online revenue and enhance the experience they have with your brand. What's more, the numbers show that the majority of online consumers are looking for low prices and convenient delivery, which are strengths of the U.S. Postal Service. So as you can see, adding more shipping options – especially the Postal Service – can be one of the simplest ways to ensure that your online shoppers are also buyers.

## easy shipping services for your online business.

No matter what size business you run, the U.S. Postal Service® can help you add convenient, low-cost shipping options to your website.

### added benefits

We provide retailers with products and services that can save time, money – and even a trip to the Post Office.™ These include:

- Free Package Pickup: \* Go to usps.com to request a pickup, and your Postal carrier will pick up your packages the next day your mail is delivered – at no charge. We'll pick up as many packages as you have.
- Free Shipping Supplies: Keep your business stocked with free International, Express Mail®, and Priority Mail® boxes, envelopes, and labels. Order them online or just pick them up at the Post Office.
- Delivery Confirmation™ Services: Verify the delivery of your package with the date, ZIP™ Code, and time.

### convenient returns

As this study unveiled, online consumers want easy returns. The U.S. Postal Service® provides convenient package return services:

#### Merchandise Return Service

- Works best with low-volume returns.
- Allows you to control the level and cost of service and where the return is delivered.
- Lets you include the label with the shipment or send the label via mail, e-mail, or fax.
- Convenient for customers to affix label and drop off return at a collections box, at a Post Office,™ or with a Postal carrier.
- Charges your account only for packages returned.

#### Parcel Return Services

- Tailored for high-volume returns.
- Helps reduce processing and transportation costs by allowing your company to pick up packages from designated Post Office locations or Bulk Mail Centers.
- Offers two pickup and pricing options.
- Reduces paperwork with postage-due statements from our PostalOne!® service.
- Available with an approved Third-Party Reverse Logistics Provider.

\*For complete details on Free Package Pickup, visit usps.com.