

# *ShipStation*n<sup>®</sup>

Wherever you **sell**. However you **deliver**.  
Exceptionally **efficient**.

# Shifting Consumer Expectations

WHEREVER

HOWEVER

WHENEVER



Local



Global



Marketplace



Store



Social



Mobile



Audio



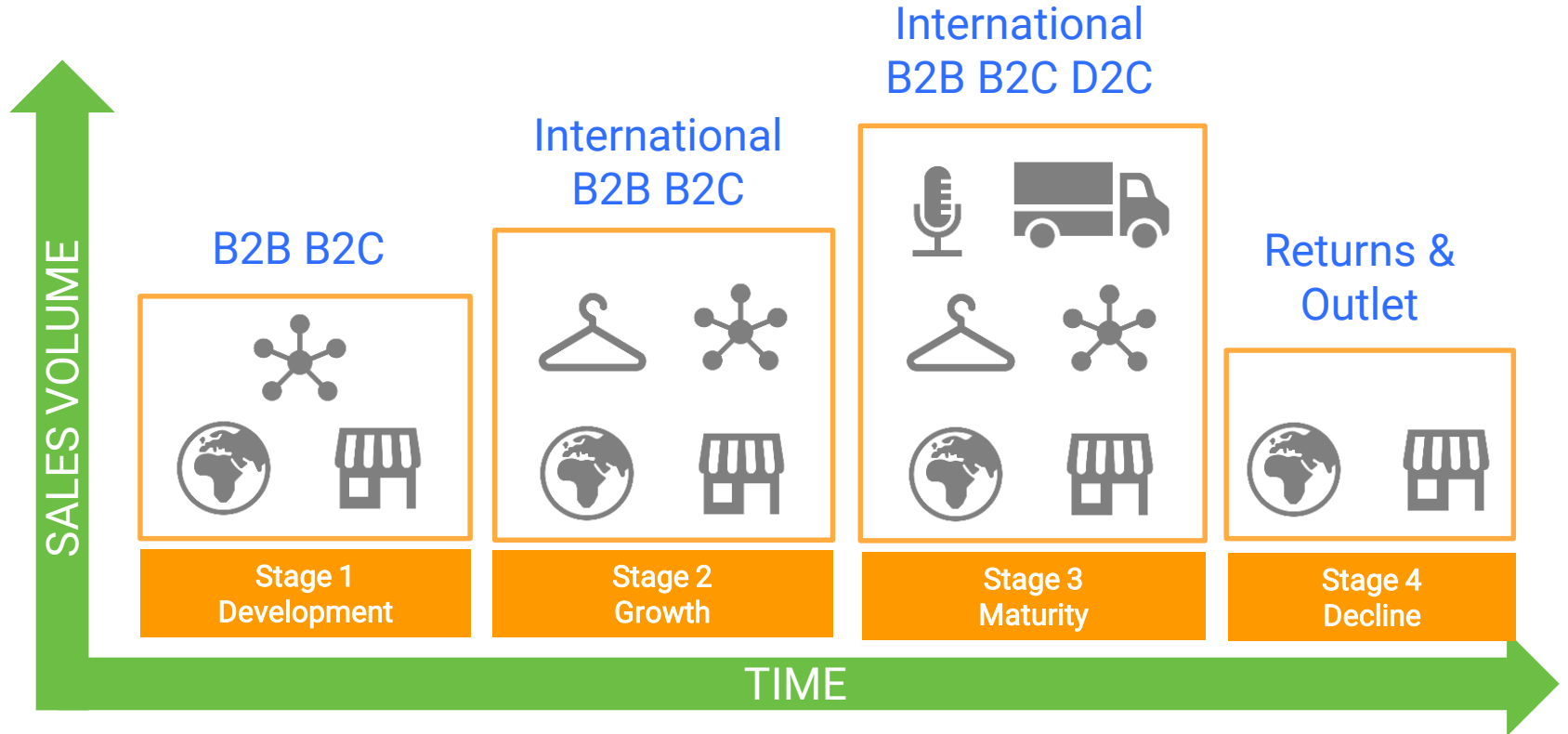
Choice



Speed

Brands, Manufacturers & Retailers want to be wherever demand exists

# Example Distribution Strategy



# Maturing Delivery Expectations

**FREE**  
Economy

**PREMIUM**  
Next Day

**TRACKED**  
Delivery

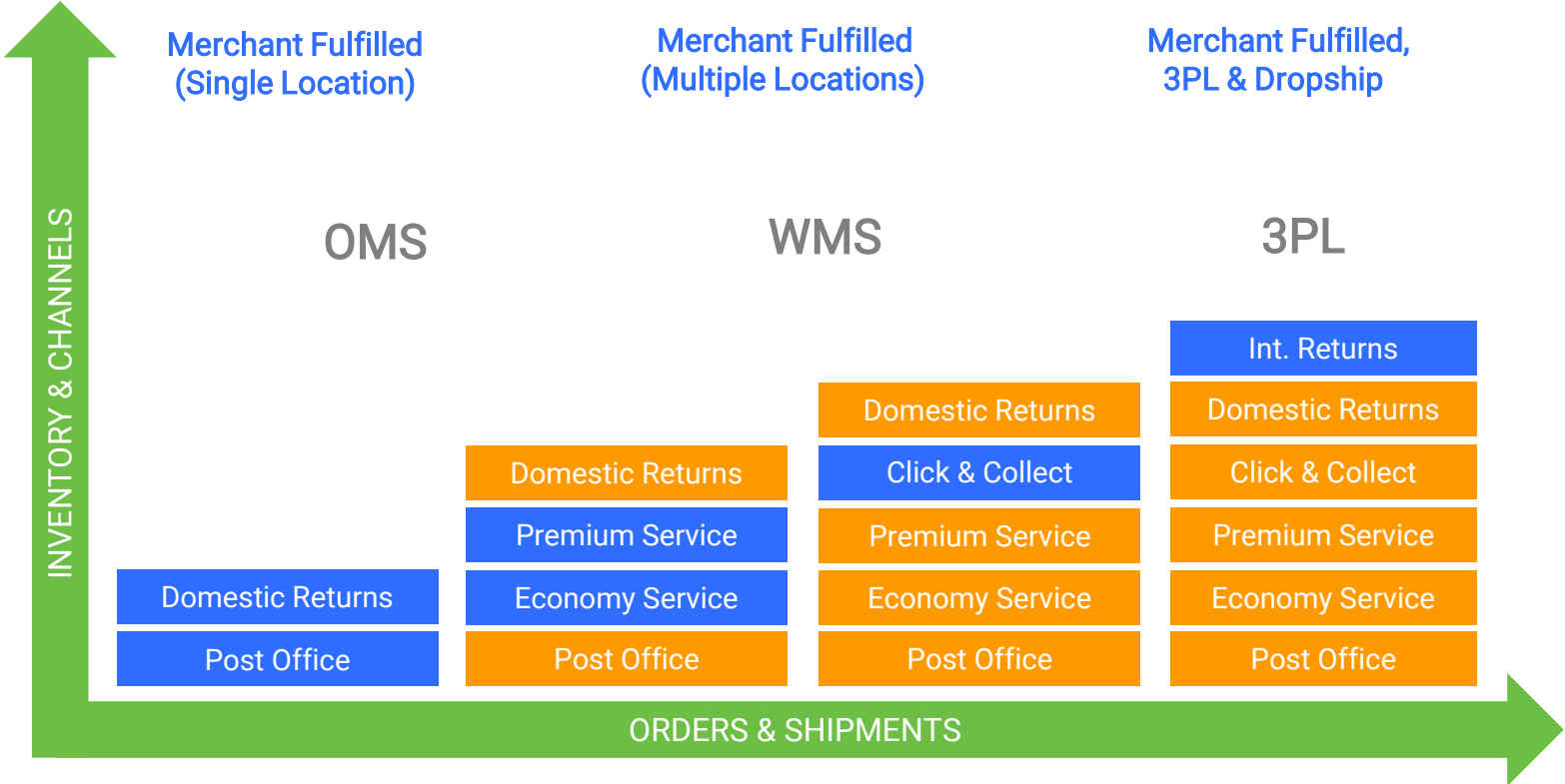
**CLICK &**  
Collect

**INTERNATIONAL**  
Delivery

**EASY**  
Returns

Multiple Delivery Options For Outbound AND Returns

# Managing Delivery Promise



# Maximise your Staff Productivity



## ▲ Increase **Speed**

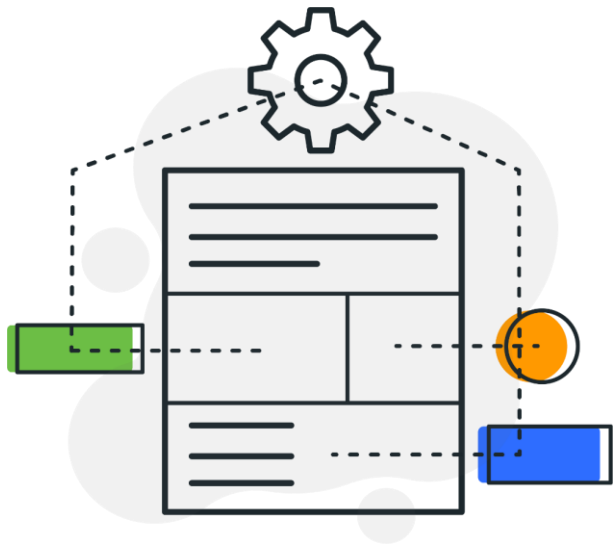
- Label **batch processing**
- **Quickship** to minimise clicks
- **Barcode scan** actions

## ▲ Improve **Accuracy**

- **Address verification**
- Selects **best carrier & service**
- **No manual data entry**
- **Updates selling channels** immediately

# Automate Everything!

Run your business like Amazon.



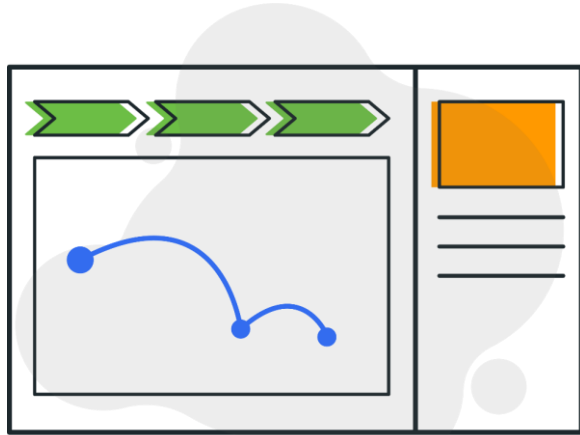
## ▲ Order Management

- Product preset groups
- Product details
- Service mappings
- Automation rules

## ▲ Customised for your business.

- Views
- Filters
- User permissions

# Extend your brand through delivery



- ▲ Branded packing slips
- ▲ Send branded customer emails
  - Shipped Notification → BTP
  - Delivery Notification
- ▲ Branded tracking page
- ▲ Branded self-service returns



# The most clicked on page in e-Commerce!

**Hustlebrand** Service ▾

Processing

Expected Delivery: 12/25/2018 - Tuesday

Ordered 12/24/2018 - Monday → Processing → Expected Delivery 12/25/2018 - Tuesday

Shipping To: El Segundo, CA 90245  
Service: USPS Retail Ground  
Tracking #: 1234567890123456789012

12/25/2018 - Tuesday



06:45 AM	London, UK
Out for Delivery	
12:45 PM	London, UK
In Transit	

12/24/2018 - Monday

08:45 AM	Cardiff, UK
Left Facility	

You have 4 items

Order Number: 1234567890


Product	Qty	Price	Total
 Hustlebrand Backpack SKU: HBS-006 Color: Yellow	2	\$30.00	\$60.00
 Hustlebrand Sunglasses SKU: HBS-005 Color: Black	2	\$20.00	\$40.00
			<b>Total: \$100.00</b>

## Branded Tracking Page

- ▲ Your brand, your colours
- ▲ Displays the items in each shipment
- ▲ Drives customers back to your store, your social media
- ▲ Look like a high-end retailer

# Returns drive repeat purchases

The screenshot shows the Hustlebrand website's return request interface. At the top left is the Hustlebrand logo. To the right are social media icons for Facebook, Twitter, Instagram, and Pinterest. Below these are navigation links: Store, Blog, Products, Return Policy, and Contact Us. The main section is titled "Find Your Order" and contains two input fields: "Order Number" and "Email Address". A blue "Look Up Order" button is positioned to the right of the "Email Address" field. Below this is a section titled "Select Items to Return" with the order number "Order #: 1234567890". A table lists the item to be returned:

	Return Qty	Return Reason
<input checked="" type="checkbox"/>  Hustlebrand Cologne / Musk Price: \$50.00 Quantity: 2	2	Wrong Item Ordered

At the bottom right of the table is a blue "Submit Request" button. A dashed arrow points from the "Look Up Order" button to the "Submit Request" button.

- ▲ 1. Return **label in the box**
- ▲ 2. Authorised Returns - **RMA**
  - Auto-generate RMAs
  - Email labels to customers
- ▲ 3. **Self-Service** returns
  - Branded for your business.
  - Customer prints a return label
  - Always available - 7x24x365
  - You're in control of return privileges

# How ShipStation Works

Import, manage, ship online orders.



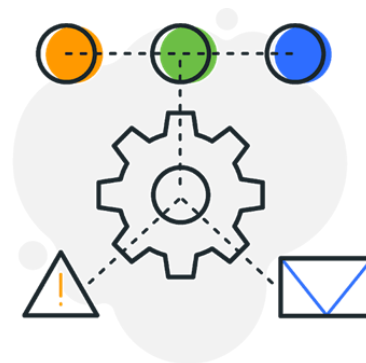
**Receive Orders**



**Manage Orders**



**Print Labels**



**Automate Shipping,  
Updates, and Emails**

# Unifying the ecommerce eco-system

## Channels

ebay

amazon

newegg

BIGCOMMERCE

shopify

Magento

voLO

channeladvisor

## Fulfilment

Hermes

Royal Mail

PARCEL-FORCE  
WORLDWIDE

dpd

amazon  
fulfillment

ups

DHL

FedEx

## Connectivity

sage

Brightpearl

NETSUITE

PEOPLEVOX

LINWORKS

intuit  
quickbooks

Avalara

zapier

# Summary & Recommendations

- ▲ Embrace multi-channel Strategy to capture shifting demand
- ▲ Invest early in the back office to build for scale
- ▲ Offer multiple delivery options to meet expectations
- ▲ Wrestle core v non-core competencies decisions regularly

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