



ShipBob 2-Day Express Shipping

Driving Revenue Through
Ecommerce Fulfillment

Introduction

Selling online today has no shortage of challenges. Not only do you need amazing email copy, website design, and Instagram ads, but also the warehousing and shipping logistics to match.

Last year, Amazon:

- Spent \$58.5 billion on fulfillment (up from under \$1 billion in 2006)
- Spent \$44 billion striving for 1-day shipping
- Grew its fulfillment center footprint by 50%

Former Walmart Ecommerce CEO, Marc Lore said, “In today's world of e-commerce, two-day free shipping is table stakes.” In December 2020, Walmart even expanded the Walmart+ membership to include free next-day and two-day shipping no matter the cart value, removing the previous \$35 minimum.

Ecommerce sales for Target grew 145% in the most recent fiscal year, and about 95% of Target’s ecommerce sales were fulfilled from their physical stores.

As consumer expectations shift, direct-to-consumer brands are expected to have the same operations and order fulfillment services at their disposal as global retail giants.

Enter ShipBob.

When you outsource fulfillment to ShipBob, it’s not just your typical pick-pack warehouse — It’s an Amazon-like shipping experience that lets brands use delivery to beat customer expectations, optimize for time and cost, and own more of the customer relationship.

ShipBob’s 2-Day Express Shipping Program enables you to deliver orders fast for any of our ecommerce store integrations.

While logistics was typically seen as a cost center in the past, it’s never been a more important and strategic way to drive revenue for an ecommerce brand.

Hear from ShipBob customers on how outsourced fulfillment and 2-Day Express Shipping help them improve conversions, while scaling and cultivating a best-in-class brand experience.

Alongside life, liberty and the pursuit of happiness, you can now add another inalienable right: 2-day shipping on practically everything.



Christopher Mims
WSJ reporter

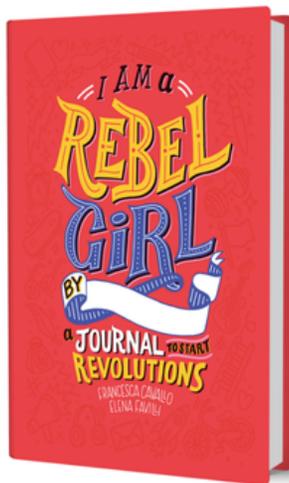
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Getting Lifelong Customers

Meet customer expectations to keep them coming back

ShipBob helps direct-to-consumer brands that previously left sales on the table by offering fast shipping options to meet customer expectations. As soon as an order ships, tracking info is pushed back to the store in real-time to be shared with the customer.

If your customers have a good experience, they will tell others, which is another way to acquire more customers and drive repeat purchases without spending any marketing dollars. On the flip side, [38% of customers](#) will not shop with a brand again following a negative delivery experience. You need partners that help you offer the best customer experience.



It's paramount for people to feel confident that they will receive their products in the shortest amount of time possible. We'd hate to see our customers go somewhere else because we don't offer 2-day shipping, so during our third holiday season with ShipBob, we used their 2-Day Express program.

- Francesca Cavallo, Co-Author of Rebel Girls and Co-Founder of Timbuktu Labs

I'm most impressed with ShipBob's commitment to driving improvement and technology, which drives reductions in delivery time. I knew a shorter transit time was going to become more and more important. Customers get accustomed to a certain service level at a low price — often free — and want it faster over time.

- Michael Peters, VP of E-Commerce Operations at TB12



A photograph of two women sitting on a bed, wearing striped pajamas, holding mugs and smiling. A dog is lying on the bed between them. The entire image is overlaid with a blue tint.

An influencer posted about his experience purchasing from Doris Sleep in his newsletter and, to my surprise and delight, left a raving review about the checkout experience. An hour after ordering, he had already received an email saying his order had shipped. If I was fulfilling orders myself, it would have taken me much longer. This was the perfect example of ShipBob working how it should, automatically sending tracking info and giving my customers everything they needed.



Tracey Wallace
Founder of Doris Sleep

| Doris

Offering Prime-Like Shipping on Your Own

Gain 100% coverage for 2-day shipping in the continental US

ShipBob's 2-Day Express Shipping is available for [all platforms that integrate with ShipBob](#). It offers 100% coverage in the continental US from even just one fulfillment center.

It optimizes for ground but ships via air when possible, with a high on-time delivery rate. It's easy to set up and lets you decide how much to charge for it.

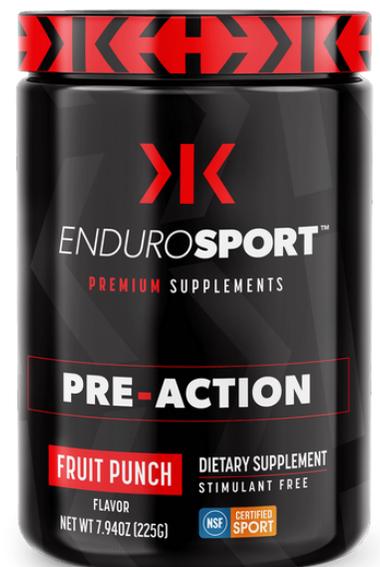


“ShipBob is competing against the Amazons of the world. Not only are they very cost-competitive and quick, they actually care.”

- Carl Protsch, Co-Founder of FLEO Shorts

“We want the customer experience of purchasing on our website to be similar to Amazon Prime. This is possible with ShipBob, without inflating the shipping cost to an insane level. With ShipBob, we find comfort in knowing we can scale and have orders fulfilled in a quick manner.”

- Tim Fink, Co-Founder of EnduroSport



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We currently use Fulfillment by Amazon (FBA) for our Amazon orders, but there are limitations. We want to offer a custom experience for our customers and we can't do that at a reasonable cost with Amazon. Brand recognition and loyalty are key to our business, so we ultimately decided to move to ShipBob.



Pablo Gabatto
Business Operations
Manager at Ample Foods

AMPLE



Reducing Shopping Cart Abandonment

Increase conversions by offering the right shipping options

When brands focus on conversion rate, it's typically marketing optimizations. Yet one of the most important but overlooked pieces of the customer experience and checkout process is the shipping that's offered to customers.

[44% of online shoppers](#) who abandon their carts do so because of shipping and handling costs. ShipBob enables fast deliveries to help shoppers complete a purchase knowing they'll get the experience they want. Brands can use shipping in their marketing to get shoppers to check out.



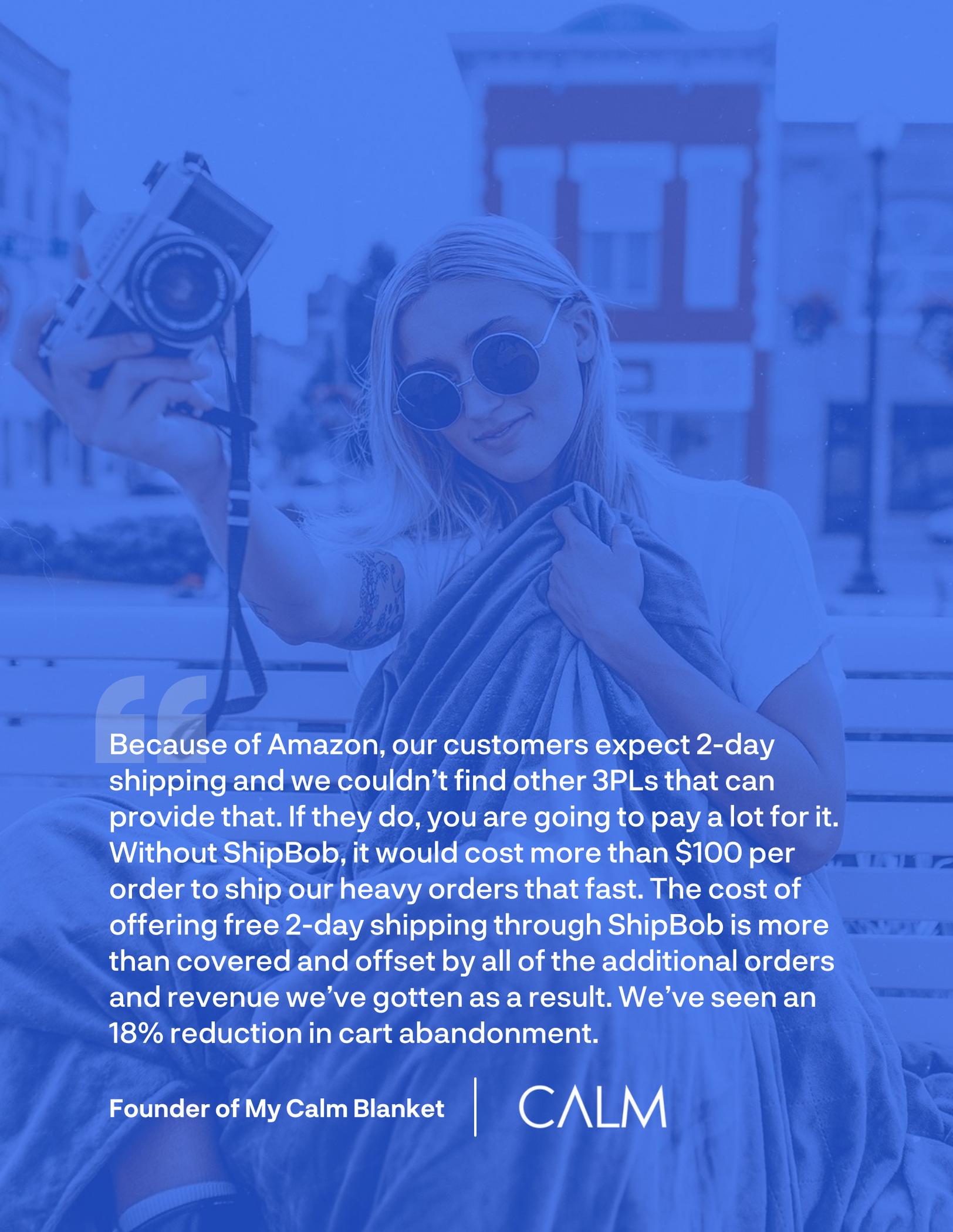
“ShipBob helps us deliver on our customer expectations. We've seen a spike in conversions since applying ShipBob's 2-Day Express, which lets us stay ahead of the competition that offers similar products seen by our customers. Our job is to drive traffic to our website and ShipBob's 2-Day Express shipping is an option that a lot of our customers are very happy with.”

- Matt Dryfhout, Founder & CEO of BAKblade

“Speeding up deliveries and keeping them affordable for customers is a top concern for us. With ShipBob, we can comfortably assign a shipping cost to each order by pinpointing the product weight and destination zip code. We've seen a reduction of 70% on shipping costs in the US, which helps keep conversions high.

- Greg MacDonald, CEO & Founder of Bathorium





“Because of Amazon, our customers expect 2-day shipping and we couldn’t find other 3PLs that can provide that. If they do, you are going to pay a lot for it. Without ShipBob, it would cost more than \$100 per order to ship our heavy orders that fast. The cost of offering free 2-day shipping through ShipBob is more than covered and offset by all of the additional orders and revenue we’ve gotten as a result. We’ve seen an 18% reduction in cart abandonment.

Founder of My Calm Blanket

CALM

Increasing AOV Through Logistics

Encourage shoppers to spend more for better shipping

To increase revenue, you can spend more marketing dollars to get more customers or increase your average order value (AOV), the easiest way to maximize returns.

One powerful tactic that results in a higher spend is to incentivize shoppers to buy more in exchange for free 2-day shipping, using a spend threshold that is significantly greater than your current AOV. In fact, 'free shipping' is the [most-effective website banner](#). ShipBob's 2-Day Express Shipping can help brands drive more revenue — without spending any money on marketing.



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Offering ShipBob's 2-Day Express Shipping by meeting a spend threshold has increased our AOV in these zones by 97% — from \$75 to \$148. And we were able to scale our business from \$300,000 in sales per year to over \$1.1 million — a 267% increase — due to ShipBob's infrastructure, technology, and scalability.

- Ryan Casas, COO of iloveplum

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With ShipBob's 2-Day Express Shipping, we've seen a 24% increase in our AOV for qualifying orders placed on our store.

- Noel Churchill, Owner and CEO of Rainbow OPTX



Conclusion

Logistics is no longer a cost center but a revenue-generator that can help increase your average order value, reduce cart abandonment, and drive lifelong customers.

DTC brands are discovering how having the right fulfillment strategy in place and offering ShipBob's 2-Day Express Shipping can result in a lower bounce rate, increased spend, and additional sales.

To learn more about how ShipBob's technology, fulfillment services, and 2-day shipping can work for you, fill out [this form](#) and speak with a fulfillment expert.



About ShipBob

ShipBob is a tech-enabled 3PL that offers simple, fast, and affordable fulfillment for ecommerce businesses. With a network of fulfillment centers across the globe (with new locations continuously underway), ShipBob lets you split inventory across locations to reduce shipping costs and transit times. Visit ShipBob.com to learn more or to [request a pricing quote](#).