

THE DELIVERY OPTIONS BENCHMARK

THE ECOMMERCE DELIVERY LANDSCAPE

ARE YOU MAKING DELIVERY YOUR COMPETITIVE ADVANTAGE?



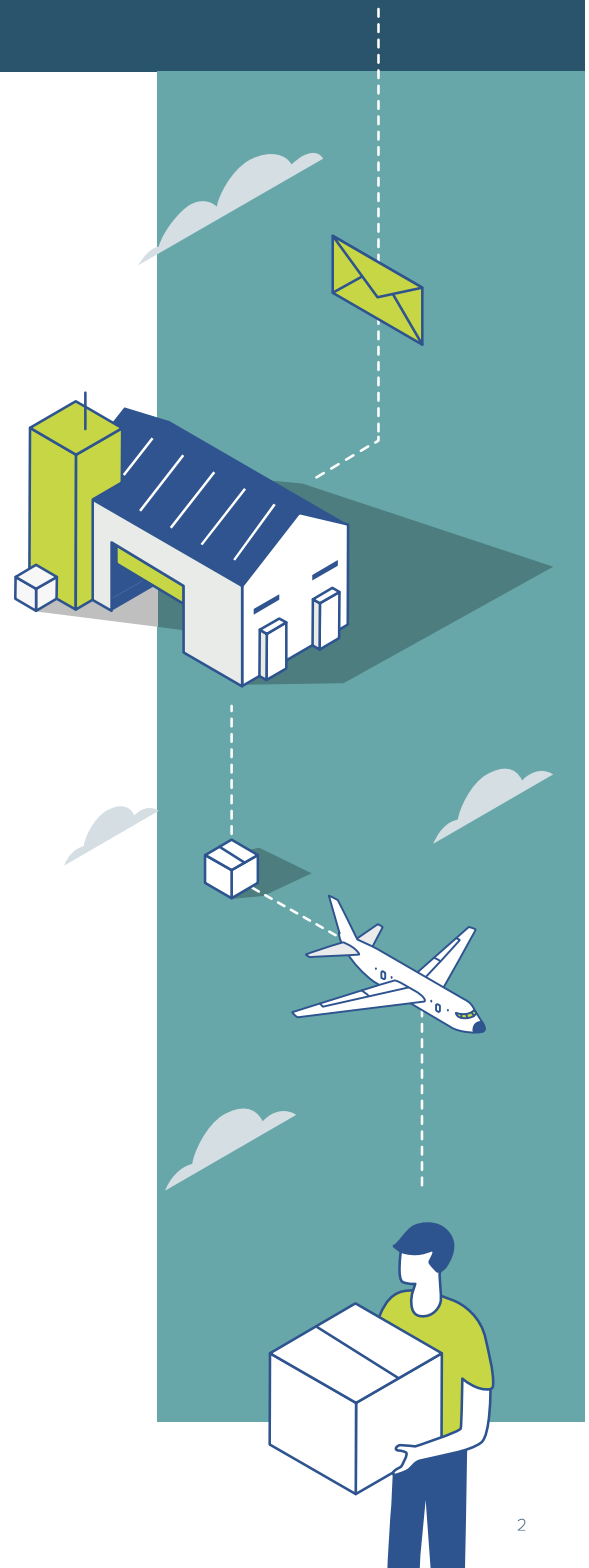
of global consumers purchase goods from one website over another because of their delivery options¹



of UK retailers and brands plan to invest in technologies to improve customer experience



of UK retailers and brands state delivery options is their most pressing customer experience concern



DATA SOURCES AND METHODOLOGY

THE DELIVERY OPTIONS BENCHMARK

The data used has been collated from the websites of the top ranking retailers by volume in UK, USA, Canada, France, Spain Germany and Sweden, as named in the 2018 Internet Retailing Top 500, and turned into an Index

A total of 52 retailers have been researched to make up the Index

Categories such as presentation of delivery options on the home page, product pages, and check out pages have been looked at, in addition to a range of delivery locations and options including PUDO, home, in store, international, next day, same day and named carrier

THE RESULTS

From our research, we have identified three delivery service must-haves that apparel and accessories retailers and brands need to offer their customers to enhance the shopping experience and increase conversion

- Clear delivery instructions on the home page, product page and checkout page
- A variety of delivery pricing options
- Delivery options to meet local market needs

The results of this study are complemented by the 2018 State of eCommerce Delivery Global Report (3000+ respondents), and a survey of retailers and brands carried out at The Delivery Conference (TDC Global 2019; 355 respondents). Where the retailer has a UK operation, the UK website has been used to make an assessment.

PRESENTATION OF DELIVERY OPTIONS

HOW SHOULD APPAREL AND ACCESSORIES RETAILERS AND BRANDS PRESENT THEIR DELIVERY OPTIONS

Consumers want transparency from retailers and brands. 75% of global consumers expect to see delivery options on the product page.

Clear delivery options on the home page, and checkout pages, as well as dynamic choices on product and checkout pages, help consumers navigate your website, and enable them to make fast decisions on continuing to purchase from you.

Question:

Are your delivery options not presented until checkout?



37%
of retailers offer clear delivery options on home page

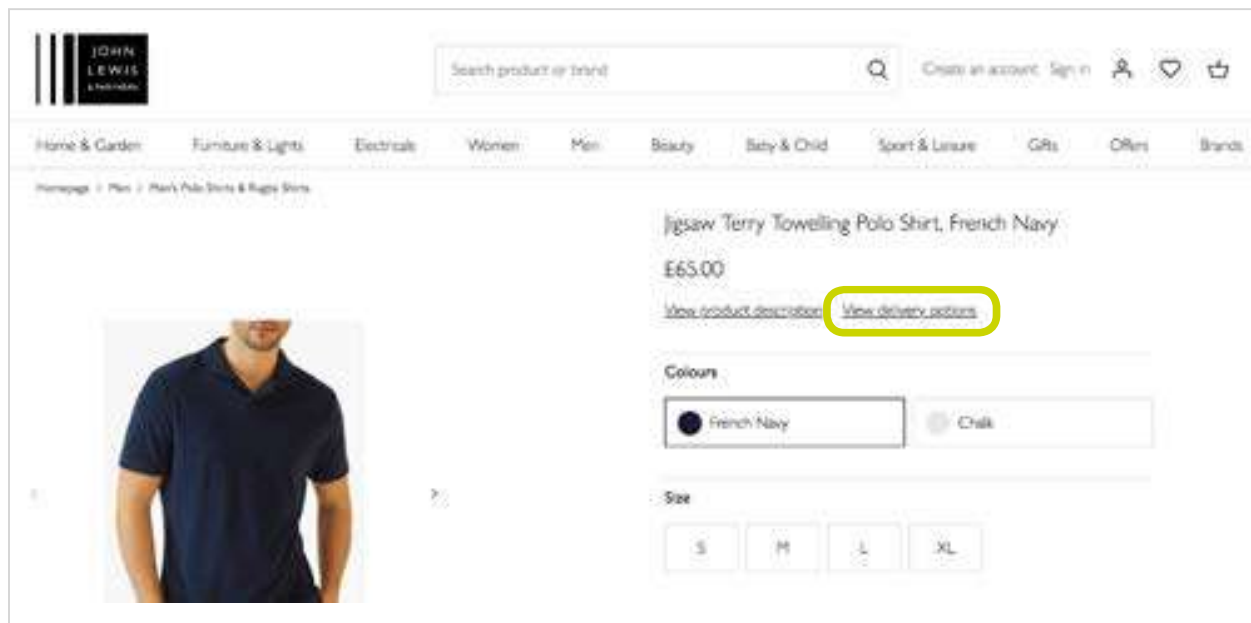
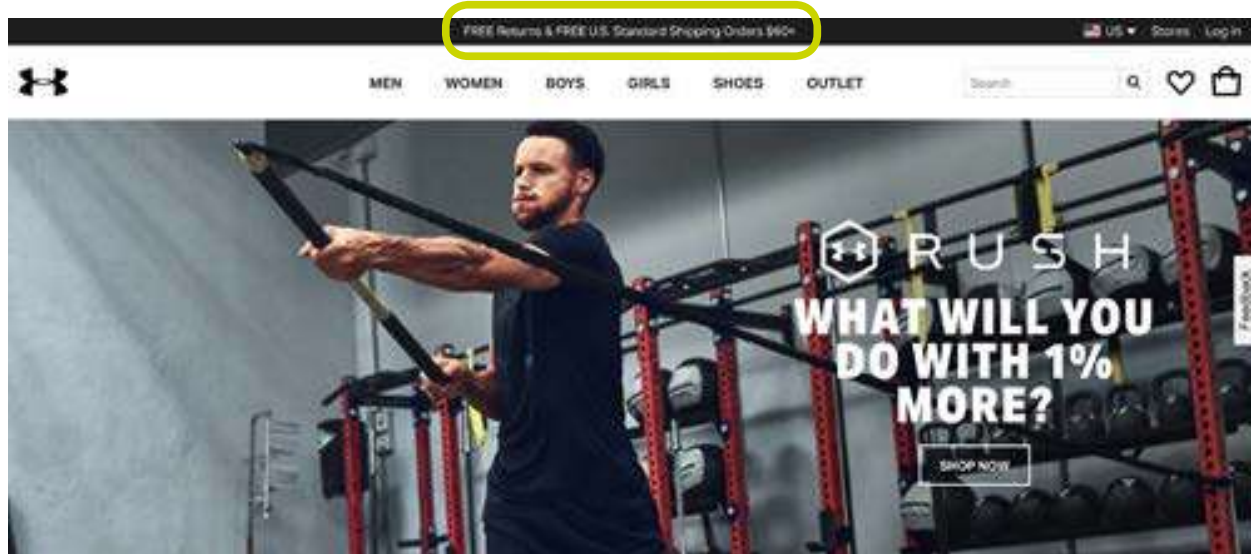
French, German and Spanish retailers provide clearest information with no hidden conditions for delivery, whereas Canadian retailers don't provide clear delivery options

59%
of retailers offer dynamic delivery options on checkout page

More German and Spanish retailers provide customers with dynamic delivery options based on their location, than French retailers

PRESENTATION OF DELIVERY OPTIONS

EXAMPLES OF WEBSITES USING BEST PRACTICE



PRICING DELIVERY OPTIONS

DELIVERY PRICING STRATEGY

Whilst 49% of global consumers believe standard delivery should be free, 62% would prioritise an online retailer if it offered a loyalty scheme providing next day delivery. 70% of global consumers are willing to pay for an expedited delivery service.

Consumers want choice and are willing to pay to have items delivered if it means they will receive them faster.

Question:

Are you using your delivery pricing strategy to increase customer loyalty?

52%

of retailers offer free standard delivery to home*

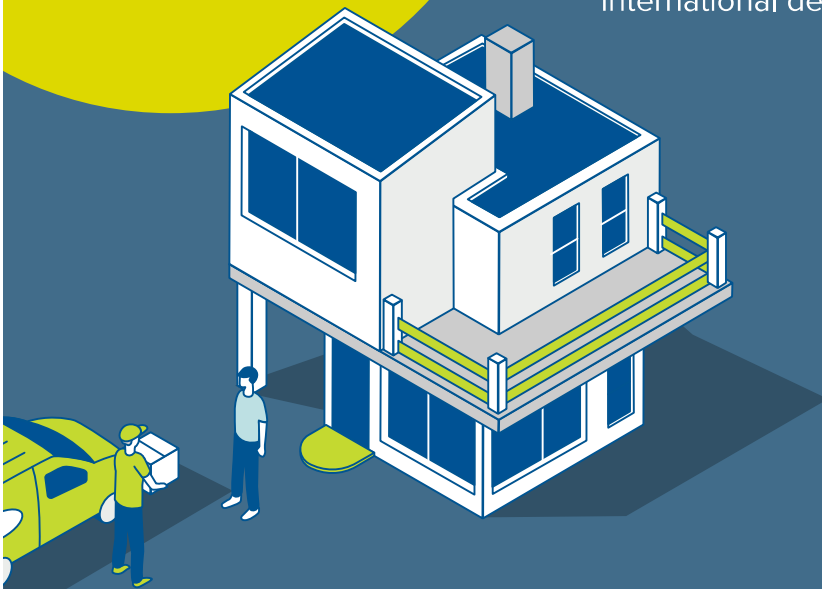
and 27% offer free international delivery

86%

of retailers offer paid for premium home delivery service

100%

of pure play (or 1/3 of top UK) retailers offer a delivery loyalty program, which includes perks in addition to next day delivery

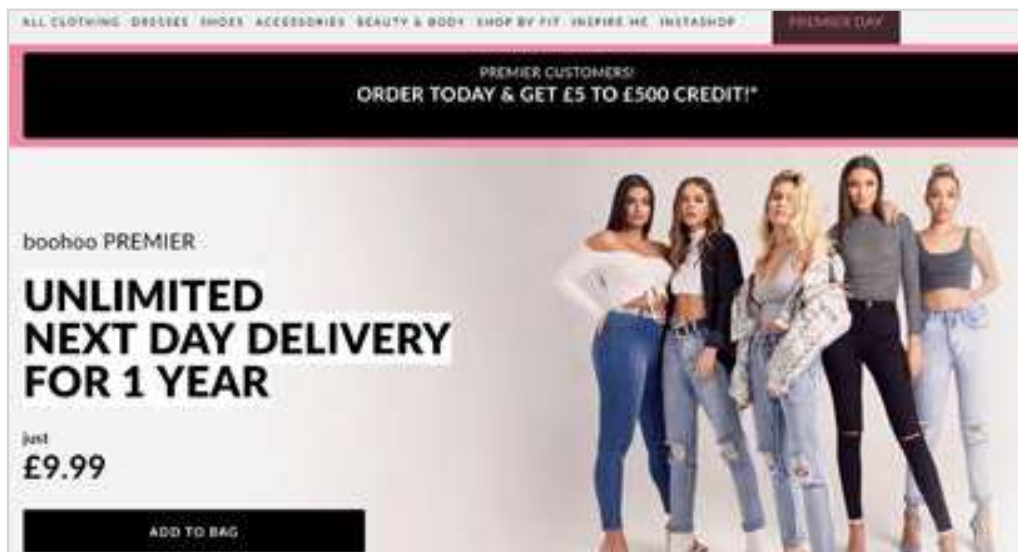
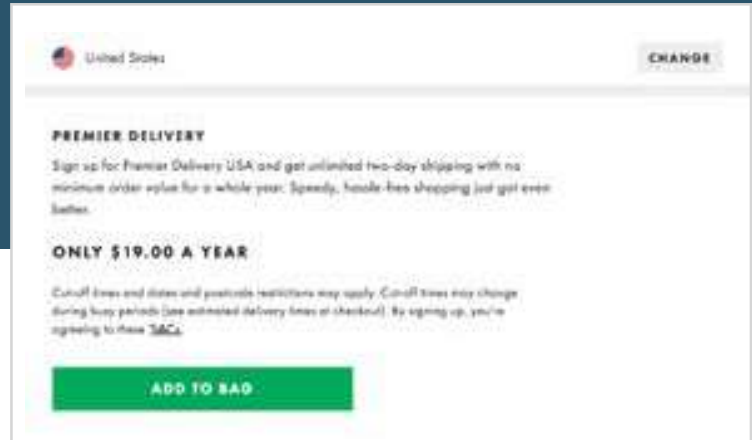
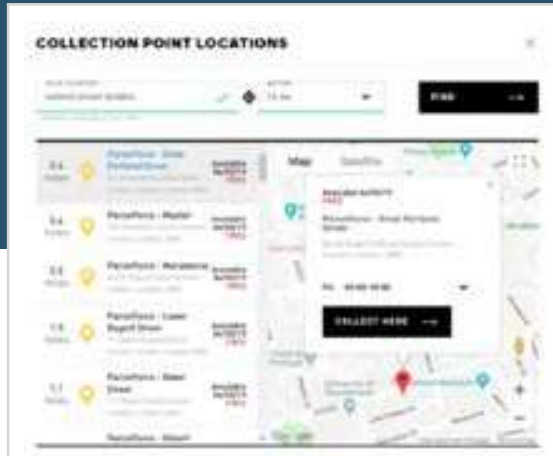


*40% IS BASED ON MINIMUM SPEND OR MULTIPLE PURCHASES

THE DELIVERY OPTIONS BENCHMARK

PRICING DELIVERY OPTIONS

EXAMPLES OF WEBSITES USING BEST PRACTICE



LET'S DO THE MATHS

At **£9.95** for 12 months, Premier Delivery pays for itself after just **2 orders** with Next-Day Delivery.

| ORDERS PER YEAR | TOTAL DELIVERY COST | |
|-----------------|---------------------------|-----------------------|
| | WITHOUT PREMIER DELIVERY* | WITH PREMIER DELIVERY |
| 1 | £5.95 | £9.95 |
| 2 | £11.90 | £9.95 Save £1.95 |
| 5 | £29.75 | £9.95 Save £19.80 |

DELIVERY LOCATIONS AND OPTIONS

WHAT TO OFFER CONSUMERS



58% of global consumers (**70%** of US and French consumers) prioritised purchasing goods from one eCommerce retailer over another because it provided a greater choice of delivery options.

Speed and flexibility of delivery is now central to the customer experience, with **55%** of global consumers wanting a one hour delivery slot in metropolitan areas.

Its no wonder almost **50%** of retailers and brands surveyed at TDC Global 2019 said offering a range of delivery options is their priority for delivery strategy in 2019.

Convenience of delivery is important for consumers, and the greater choice of relevant options you offer your customers, the more likely they are to shop with you.

Question:

How many delivery options do you offer?



UK and Spanish Retailers offer the most delivery options, with Canadian retailers offering the least.



DELIVERY LOCATIONS AND OPTIONS

EXAMPLES OF WEBSITES USING BEST PRACTICE

CHOOSE FROM:

| | |
|--|--|
| Delivery UK & International From £3.99 | Collection From a UK Store From FREE |
|--|--|

DELIVER TO

Title*

First Name*

Last Name*

Country*

Postcode*

[Manual: enter your address](#)

SELECT YOUR DELIVERY METHOD

Need your order delivered conveniently to your home or work or where ever you prefer? Enter your delivery address below for an estimated delivery date.

Proceed to collection location:

NEW YORK
New York - Central Street
100 Broadway, New York, NY 10038
10038-0001, NY, USA
£3.99

DELIVERY OPTIONS

FREE **Standard Delivery**
Delivered on or before Monday, 11 March, 2019


BTPO delivery is available on Standard Delivery. Delivery is excluded on Public Holidays.

£5.95 **Next-Day Delivery**
Delivered between 7am and 10pm on Friday, 8 March, 2019

£5.95 **Precise Delivery**
Choose a day that suits you

£7.95 **Evening Next Day Delivery**
Delivered between 6pm and 10pm on Friday, 8 March, 2019

1 ITEM

 **£35.00**
ASOS DESIGN premium puff sleeve knitted tee
Cream UK 10
Qty: 1

Subtotal **£35.00**

Delivery **Free**

TOTAL TO PAY **£35.00**

THE DELIVERY OPTIONS BENCHMARK

MetaPack's Delivery Options Benchmark has been indexed with a base value of 100, and looks at a range of delivery options retailers and brands provide their customers, across three sections:

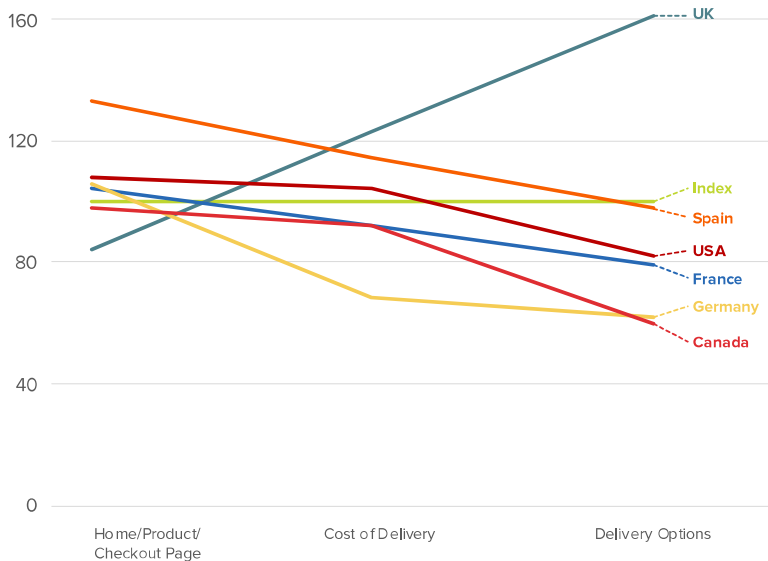


- How delivery options are presented on the home product and checkout pages of the website
- The cost of delivery
- Outbound delivery options

THE DELIVERY OPTIONS BENCHMARK

REGION: THE BENCHMARK FOR DELIVERY OPTIONS RETAILERS AND BRANDS GIVE THEIR CUSTOMERS

Delivery Options Maturity Index



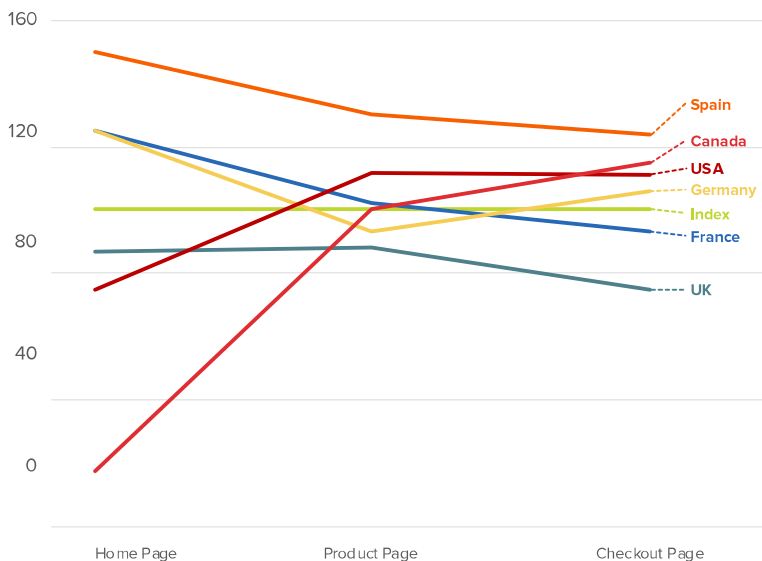
Identifying the location of delivery options on the website, the cost of delivery, and the range of delivery options provided

ABOVE AVERAGE
Spanish retailers

BELOW AVERAGE
Canadian retailers

PRESENTATION: THE BENCHMARK FOR RETAILERS AND BRANDS DELIVERY OPTIONS

Delivery Options Presentation: Home, Product & Checkout Pages



Identifying the clarity of delivery information present on key web pages:

- Home page
- Product page
- Checkout page

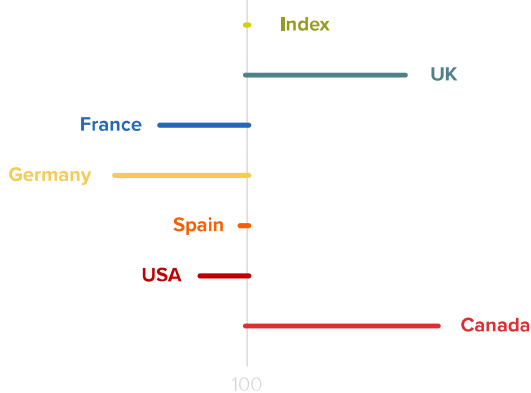
ABOVE AVERAGE
Spanish retailers

BELOW AVERAGE
UK retailers

THE DELIVERY OPTIONS BENCHMARK

COST OF DELIVERY: THE BENCHMARK FOR DELIVERY OPTIONS RETAILERS AND BRANDS GIVE THEIR CUSTOMERS

Non Conditional Pricing

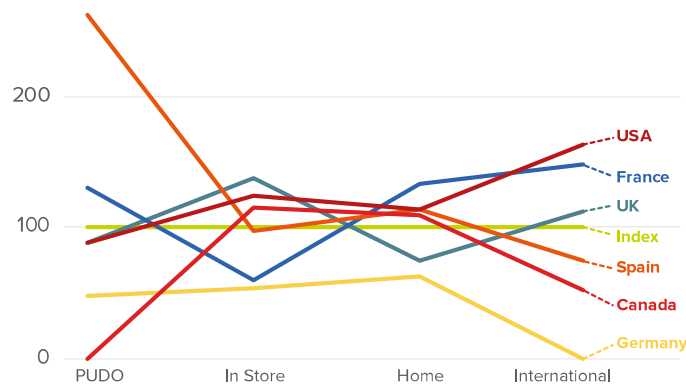


Retailers offering free delivery without conditions

ABOVE AVERAGE
UK and Canadian retailers

BELOW AVERAGE
German and French retailers

Free Delivery to Location

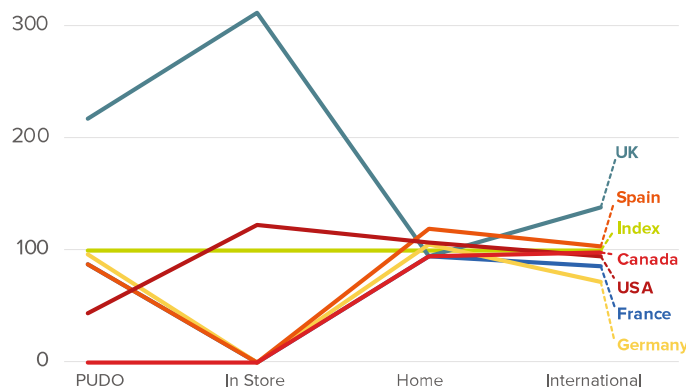


Retailers offering a range of free delivery options

ABOVE AVERAGE
Spanish retailers

BELOW AVERAGE
German retailers

Paid Delivery to Location



Retailers offering a range of paid for delivery options

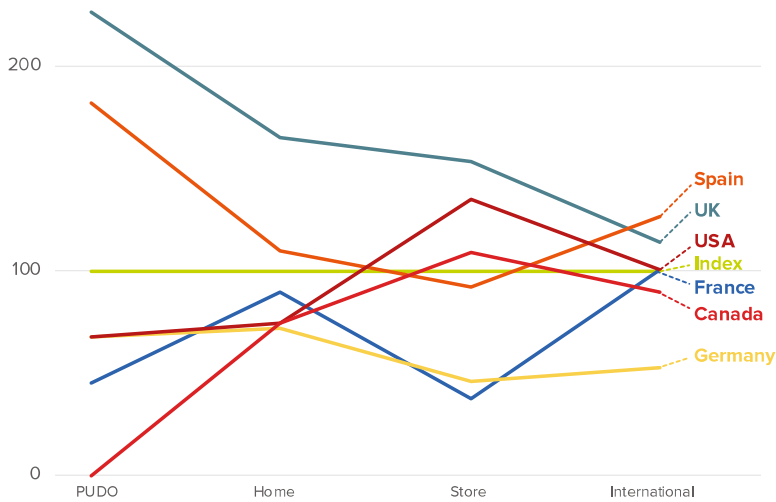
ABOVE AVERAGE
UK retailers

BELOW AVERAGE
Canadian retailers

THE DELIVERY OPTIONS BENCHMARK

OUTBOUND: THE BENCHMARK FOR DELIVERY OPTIONS RETAILERS AND BRANDS GIVE THEIR CUSTOMERS

Delivery Options to Locations



Taking into consideration the following range of delivery locations offered to customers:

- PUDO
- Home
- Store
- International

ABOVE AVERAGE

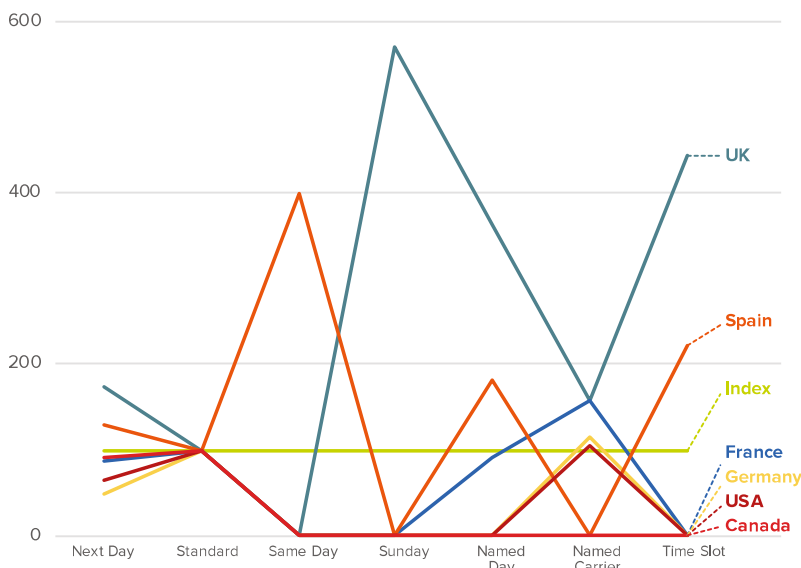
UK and Spanish retailers

BELOW AVERAGE

French and German retailers

HOME DELIVERY: THE BENCHMARK FOR DELIVERY OPTIONS RETAILERS AND BRANDS GIVE THEIR CUSTOMERS

Delivery Options to Home



Taking into consideration the following range of home delivery options offered to customers:

- Standard delivery
- Next day
- Same day
- Named day
- Names carrier and more

ABOVE AVERAGE

UK and Spanish retailers

BELOW AVERAGE

US and Canadian retailers

SUMMARY

Although retailers and brands are beginning to align with consumer needs and wants regarding delivery, there is still a way to go

On the whole, European retailers are more advanced at providing a wide range of options and choices

UK and Spanish retailers have the best performance overall compared to the Index

When it comes to clear unfettered access to information on delivery options on the website, the UK retailers are one of the worst performing, with lots of asterix' and conditional calls to action being used to make use of free delivery or certain delivery options

This is the perfect time to align your delivery locations and options with consumer preferences



Find out how your delivery options compare to the Index and other retailers in your country. Get in touch for a **free assessment**.



ABOUT METAPACK

MetaPack is the leading provider of eCommerce delivery management technology to global retailers and brands. Founded in 1999, MetaPack helps e-commerce and delivery professionals to meet with the consumer's growing expectations of delivery, whilst maintaining and optimising operational efficiency. MetaPack's SaaS solution offers a wide range of personalised delivery services, from global order tracking to simplified return procedures, through the largest library of 470 carriers and 5,500 services that span every country in the world.

Thanks to MetaPack, more than 550 million packages are sent annually by many of the world's leading e-commerce retailers. MetaPack is a wholly-owned subsidiary of Stamps.com (Nasdaq: STMP).

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