

2008

Shipping Best Practices to Improve Your Feedback Scores

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Agenda

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- Why Shipping is Important For You and Your Buyers
- Improve Your DSR Scores: Shipping Listing Best Practices
- Improve Your DSR Scores: Shipping Your Item Best Practices
- Summary
- Q&A

Why Shipping is Important

Shipping is Important to Buyers

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- Competitive shipping costs or free shipping
- Well-packaged items
- Items shipped quickly

Why shipping is important to sellers

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- It's a big part of selling – using shipping to delight buyers pays dividends!
- DSR scores – visibility, discounts
- Repeat sales
- PayPal Protection policies

What are DSR Scores?

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- DSR = Detailed Seller Ratings
- Buyers can leave anonymous ratings for “Item as described”, “Communication”, “**Shipping time**”, “**Shipping and handling cost**”
- Ratings are given on a 1-5 star scale

Shipping Impacts Best Match Visibility

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Better Visibility

- High DSR Scores
- Free Shipping

Reduced Visibility

- Low DSR Scores
- Unspecified Shipping
- Expensive Shipping

Improve Your DSR Scores: Shipping Listing Best Practices

Specify a Shipping Cost

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Bids	<u>Price</u> *	Shipping to 95125, USA
8	\$34.00	\$3.95
3	\$33.99	\$7.00
-	\$33.50	Not specified

Items with Specified shipping...





- Better DSR scores!
- Good business practice
- More likely to result in a sale

Better Buyer Experience

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Search results page

Sort by: Time: ending soonest

			Price	Shipping to 95138, USA	Time Left ▲
	Strange Lives Of Familiar Insects	 0 Bids	\$5.00	+\$3.42	11m
	STRANGE TALES #107	 Buy It Now or Best Offer	\$50.00	Not specified	15m

- Provides a better experience for your buyers
- eCommerce Standard

Flat Versus Calculated Shipping

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Flat Shipping – same cost to all buyers

- \$2 shipping to California
- \$2 shipping to New York

Calculated Shipping – shipping cost based on buyer location

- \$2 shipping to California
- \$4 shipping to New York

Flat Shipping

(same cost to all buyers)

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Give buyers shipping details [Add or remove options](#) | [Get help](#)

U.S. shipping [?](#) [Shipping Wizard](#)

Flat: same cost to all buyers [v](#)

Services [?](#) [Research rates](#)

US Postal Service Priority Mail (2 to 3 business days) [v](#)

Cost

\$

Free shipping

[Offer additional service](#)

Additional options [?](#)

- Insurance: Optional
- Handling time: Not Specified
- Get It Fast: No

[Change](#)

Calculated Shipping

(cost varies by buyer location)

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Give buyers shipping details [Add or remove options](#) | [Get help](#)

U.S. shipping [?](#) [Shipping Wizard](#)

Calculated: Cost varies by buyer location [v](#)

Package Weight

Package (or thick envelope) [v](#) 1 lb. or less [v](#)

Irregular package

Services [?](#) [Research rates](#) Dimensions

US Postal Service Priority Mail (2 to 3 business days) [v](#) in. X in. X in.

[Offer additional service](#)

Additional options [?](#)


- Insurance: Optional
- Handling time: Not Specified
- Handling cost: US \$0.00
- Get It Fast: No

[Change](#)


Shipping Wizard

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SHIPPING WIZARD 1. ITEM INFORMATION 2. SERVICES 3. INSURANCE


 **Welcome to the Shipping Wizard!**



The Shipping Wizard will help you quickly determine your shipping costs and services. Once you've finished, the Shipping section will be automatically filled in for you.



[Next >](#)

SHIPPING WIZARD 1. ITEM INFORMATION 2. SERVICES 3. INSURANCE

 **What package size are you using?**

	Package size	Dimensions	More information
<input checked="" type="radio"/>	I don't know		
<input type="radio"/>	 Letter	Minimum: 5" x 3 1/2" x 0.007" Maximum: 11 1/2" x 6 1/8" x 1/4"	
<input type="radio"/>	 Large envelope or thick envelope	Minimum: 11 1/2" x 6 1/8" x 1/4"	<ul style="list-style-type: none">• Use for USPS Flat Rate envelopes• Use for UPS Express Envelope
			<ul style="list-style-type: none">• Most boxes fit

[< Back](#) [Next >](#) [Cancel](#)

Research Rates

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http://payments.cgi5.ebay.com - eBay.com: Seller Shipping Calculator - Microsoft Internet Explorer


Shipping Calculator


Describe your package below and the Shipping Calculator will show you the correct shipping costs for various services and locations.


Estimated Weight
 1 lb. or less
[Weight and size help](#)


Package Size
 Large Envelope
 Irregular or unusual package


Dimensions (optional)
 12 in. x 12 in. x 12 in.
 Dimensions are required for irregular packages.



 About 1 lb.


 About 3 lbs.


 About 10 lbs.


 Letter


 Envelope


 Package/Thick Envelope



http://payments.cgi5.ebay.com - eBay.com: Seller Shipping Calculator - Microsoft Internet Explorer


Shipping Calculator

Package Description: Long Envelope (Flat) [Change](#) Seller's ZIP Code: 94115 [Change](#)

Packaging and Handling Fee: \$0.00 [Change](#)

Compare services and costs. To calculate Domestic or International rates for various shipping services, select a destination or enter a ZIP code below and click Show Rates.

Domestic Rates: ZIP Code:
 International Rates:

UNITED STATES POSTAL SERVICE 

To add services to your listing (up to three), use the checkboxes below and click Offer Services.

Offer Services [Close](#)

Low prices for U.S. Postal Services are effective May 12, 2007. [Learn more](#) about the new rates. UPS prices based on UPS [Retail](#) rates.

	Chicago	New York City	Los Angeles	Chicago	New York City	Los Angeles
<input type="checkbox"/> US Postal Service Parcel Post [®]	\$4.53	\$4.53	\$4.53	<input type="checkbox"/> UPS Ground	\$10.05	\$10.05
Estimated delivery: 2-3 days				Guarantee: 1-10 days [®]		
<input type="checkbox"/> US Postal Service Priority Mail [®]	\$4.03	\$4.03	\$4.03	<input type="checkbox"/> UPS 3-Day Select [™]	\$41.31	\$41.31
Estimated delivery: 2-3 days				Guarantee: 1-3 days [®]		
<input type="checkbox"/> US Postal Service Priority Mail Flat Rate Envelope [®]	\$4.03	\$4.03	\$4.03	<input type="checkbox"/> UPS 2nd Day Air [™]	\$27.50	\$27.50
				Guarantee: 1-2 days [®]		
<input type="checkbox"/> US Postal Service Priority Mail Flat Rate Box [®]	\$8.05	\$8.05	\$8.05	<input type="checkbox"/> UPS Next Day Air Sure [™]	\$38.10	\$38.10
				Guarantee: by next day [®]		

Shipping Options Quick Tips

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- **Know which box you'll ship in – size can affect shipping rate**
- **Shipping carrier/service and cost:**
Choose one inexpensive and one fast service
 - *Specify a shipping cost that will delight your buyers*
 - *Look at shipping cost from sellers selling similar items that have good DSR scores*
- **Free Shipping**
Try it – better visibility, better shipping cost DSR scores, attractive to buyers

Improve Your DSR Scores: Shipping Your Item Best Practices

Purchase and Print Shipping Labels

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- Purchase and print online
- Schedule the carrier to pickup
- Nowhere to drive, no lines!
- Online discounts

Shipping Label Discounts

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USPS

- Priority Mail (domestic) – varies, average of 3.5% off
- Express Mail (domestic) – 3% off
- Priority Mail International – 5% off
- Express Mail International – 8% off

UPS

- Special Pricing Program for eBay Sellers – Save up to 31% compared to rates paid by occasional UPS shippers.
- UPS PowerSeller Savings Program – save up to 23% off UPS Ground Daily Rates

For better DSR scores, pass the discounts to your buyers

Communicate Shipping Status

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- Shipping Tracking and Delivery Confirmation
 - Shipping Labels
 - Upload Tracking Numbers
- Let buyer know when item has been shipped.

Package Well

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- New or gently used, professional looking boxes
- Include a packing slip and a note to your buyer
- Don't use USPS Priority Mail boxes for other services
- Use appropriate packaging material

Ship Quickly

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- Specify your handling time
- Then beat it!
- Follow up with an email to check the buyer received it

Summary

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- Specify a shipping service and reasonable shipping cost
- Pack well, ship quickly
- Communicate with your buyer

Use shipping as a tool to delight your buyers and leave a lasting positive impression

Q&A

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Thank you!

To learn more, visit

www.ebay.com/education