

Magento Shipping

Save Time, Drive Growth, and Compete



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Shipping is Top of Mind

...for everyone



Customers are Walking Away

84%



Of online shoppers
perceive shipping
costs as too high

65%



Are abandoning their
carts due to
expensive shipping

40%

Will walk away if free
shipping is not
offered

Leading Businesses are Committed to Innovation

50%



45%



1 in 3

describe their supply chain transformation efforts as **consumer-driven**

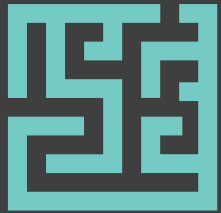
are planning to offer **faster shipping.**

are prioritizing **free shipping.**

...because rather than adapting their daily schedule to receive their purchase delivery, consumers seek a seamless experience where deliveries adapt to their schedule.

Competing is easier said than done

Complex



Time Intensive



Resource Intensive



This puts a strain on businesses that already are trying to keep pace with the competition.

We need a way to compete with shipping, without feeling the burden.

Magento Shipping

Makes it Possible



Magento Shipping Makes it Easier to Compete

Magento Commerce helps merchants accomplish more with enhanced shipping by **making it possible to streamline manual processes** and create experiences that meet consumer expectations in order to compete – all from the Magento Admin.



Magento Shipping = Enhanced Shipping for Magento Commerce

Meet
Expectations

to

Convert
Customers

and

Drive
Revenue

while

Saving
Time

and

Reducing
Costs

Streamline Manual Processes Involving:

Front-end cart
experience



Pick, Pack &
Labeling



Shipment,
Tracking &
Delivery



Returns

Magento Shipping is more than just shipping

Enhanced Shipping Capabilities

Integration

Pre-integrated

- Global carriers
- Regional carriers

Dedicated API to extend capabilities into

- WMS
- ERP
- OMS

Creation

Create cost effective & competitive cart experiences

- Free shipping
- Discounts
- Promotions
- Flat Rates

Customize each cart experience by

- Order Value
- SKU or Category
- Price
- Quantity
- Weight
- Location
- Time

Automation

Display custom and rule driven shipping options automatically

Order fulfillment automation for

- Packaging
- Carrier selection and comparison
- Location allocation

International Carrier Coverage



Americas

▶ 5 countries

Europe

▶ 18 countries

Asia Pacific

▶ 14 countries

Magento Shipping



Feature Comparison



Comparisons – Free and Flat Rate Shipping

Method Optionality	Basic Magento	+ Magento Shipping
Price	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Location	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Quantity	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Weight	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Time	★ ★ ★ ★ ★	★ ★ ★ ★ ★
SKU or Category	★ ★ ★ ★ ★	★ ★ ★ ★ ★

Comparisons – Carrier Integrations

Carriers	Basic Magento	+ Magento Shipping
North America: UPS, FedEx, USPS, DHL		
North America: Canada Post, Zenda		
APAC: Australia Post, Courier Please, StarTrack, Fastway, Courier post		
EMEA: DPD UK, Hermes, UK Mail, Yodel, Panther, WnDirect, DX		

Comparisons – Order Fulfillment

Fulfillment	Basic Magento	+ Magento Shipping
Customized Carrier Selection	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Ship From Location Selection	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Packaging Selection	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Label Printing	★ ★ ★ ★ ★	★ ★ ★ ★ ★

Comparisons – Additional Features

Feature	Basic Magento	+ Magento Shipping
Click & Collect (In-Store Pickup)		
Collection Points (Lockers)		
API Access for additional customization		
Integrations to WMS, ERP, and OMS Systems		
External SaaS platform to for frequent updates		

Magento Shipping

Who's it for?



SMB Use Case: All-in-One Shipping Solution

Profile

- Single, regional or national brand
- Apparel, jewelry, cosmetics, sporting goods, etc.
- 0-1 physical locations
- < 100 shipments per day
- Using major carriers
- Standard packaging requirements

Quick Carrier Integration

Simple Automation

Standard Shipping Offers

Easy Returns

Mid-Sized D2C: Creating & Displaying Customer Experiences

Profile

- National / global brand
- Home goods, Appliances, outdoors, aftermarket auto, fitness equipment, etc.
- Handful of physical locations, warehouses
- May be leveraging a WMS
- < 1000 per day
- Using major and specialty carriers, custom packing needs

Flexible Shipping Offers

Order Fulfillment Automation
Locations & Packaging

API Integration to WMS

Mid-Sized B2B: Leveraging Warehouses

Profile

- B2B merchant (could be B2C2B)
- Multiple warehouses
- Product offering can vary

Warehouse Fulfillment Locations

Warehouse as Pickup Location

LTL & Full truckload Shipment Options

Demo

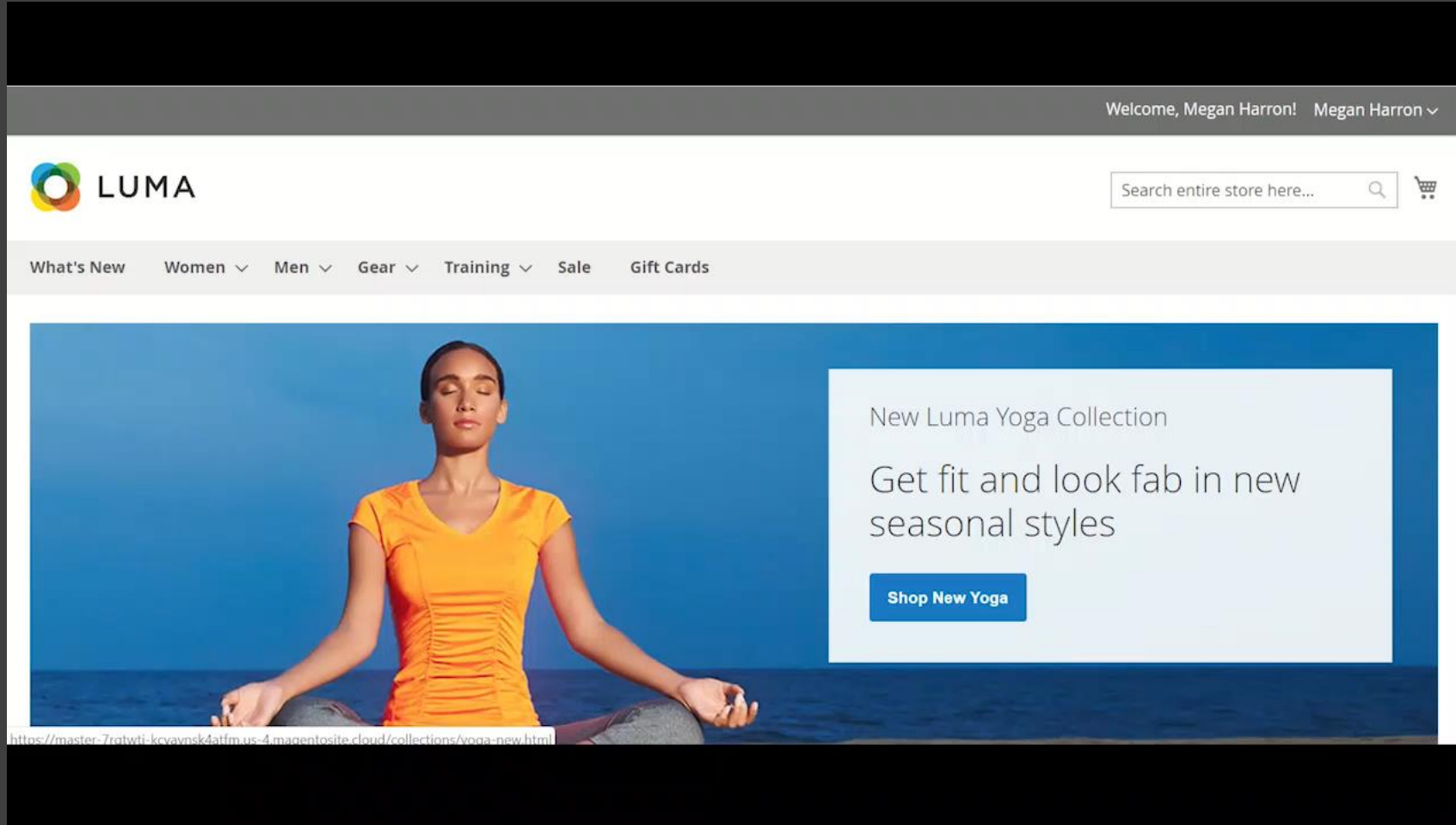
Shipping Optionality for Shoppers



Shipping Optionality for Shoppers

- ▶ No Rush Free Shipping for items under \$99
- ▶ Standard Free Shipping for items over \$99
- ▶ Click and Collect (In-Store Pickup)
- ▶ Collection Points
- ▶ Free Shipping exceptions for larger items
- ▶ White glove service

Shipping Optionality for Shoppers



Shipping Experience for Merchants

- ▶ Shipping Rule Set Up
- ▶ Quote Rule
- ▶ Collection Point Set Up
- ▶ Click and Collect Set Up

Shipping Experiences for Merchants

The screenshot displays the Magento Shipping Portal interface. At the top left is the logo and text "Magento Shipping Portal". At the top right is a "Logout" link. Below this is a navigation bar with links for "Getting Started", "Account", "Locations", "Shipping Experiences" (which is highlighted), "Reporting", "Support", and a question mark icon. The main content area has a teal background. On the left is a sidebar menu with the following items: "What is a Shipping Experience?", "Qualify Rules", "Click & Collect Rules", "Collection Point Rules", "Qualification Rules", "Allocation Rules", "Quoting Rules", and "Fulfillment Rules". The main content area features the heading "What is a Shipping Experience?" followed by two paragraphs of text. To the right of the text is a white line-art illustration of a top hat character holding a wand, surrounded by icons for a truck, a shopping cart, a clock, and a return arrow. A central box in the illustration contains two radio button options: "FREE SHIPPING" (which is selected) and "EXPRESS".

Magento Shipping Portal Logout

Getting Started Account Locations **Shipping Experiences** Reporting Support ?

What is a Shipping Experience?

- Qualify Rules
- Click & Collect Rules
- Collection Point Rules
- Qualification Rules
- Allocation Rules
- Quoting Rules
- Fulfillment Rules

What is a Shipping Experience?

Shipping experiences are sets of rules that can be used to automate, control and customise many areas of your fulfilment.

They can orchestrate your customers experience from displaying shipping methods in the cart to receiving their products and even helping them with returns.

FREE SHIPPING
EXPRESS

Carriers, Locations, and Orders

- ▶ Carrier Set Up
- ▶ Location Set Up
- ▶ Order Fulfillment

Carriers, Locations, and Orders

The screenshot displays the Adobe Commerce Dashboard interface. On the left is a vertical navigation menu with icons and labels for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, and Stores. The main content area features a search bar, a user profile dropdown for 'mharron@mage...', and a 'Store View' selector set to 'All Store Views'. A 'Reload Data' button is present. Below this is an 'Advanced Reporting' section with a 'Go to Advanced Reporting' button. The 'Lifetime Sales' section shows a total of \$61.00 and a note that the chart is disabled. A summary table below lists Revenue, Tax, Shipping, and Quantity.

	Revenue	Tax	Shipping	Quantity
Lifetime Sales	\$0.00	\$0.00	\$0.00	1
Average Order	\$20.33			

Up Next

What we have planned for the future



Magento Shipping Future

- **Additional Carrier Support**
- **Experience Preview** - Test experiences without the hassle of adding items to cart
- **Totaliser** – combine SKU's and quantities to further customize your shipping offerings

Additional Carriers

Region	Country	Carrier
North America	United States	On Track, Lasership, Deliv
	Canada	Purolator
APAC	New Zealand	Fastway, Post NZ
Europe	UK	ParcelForce, Royal Mail, DHL Parcel EU
	Netherlands	Post NL
	France	Chronopost, Colissimo, Mondial Relay, Relais Colis
	Germany	DHL Packet
	Italy	Post Italy / SDA, Bartolini
	Austria	Austrian Post
	Sweden & Denmark	PostNord Sweden, PostNord Denmark
	Spain	Correos
	Russia	Russian Post

Experience Preview

Build a common persona and cart with SKU's and Categories

Persona Nickname

Country **Post Code**

Weight Unit **Currency**

Items in cart

Name	Sku	Category	Weight	Price	Qty
<input type="text" value="Generic Phone A"/>	<input type="text" value="GPA"/>	<input type="text" value="Phones"/>	<input type="text" value="lb 0.5"/>	<input type="text" value="\$ 500"/>	<input type="text" value="1" x="x"/> - +

Experience Preview

Test the persona and cart on Experiences before adding them to production

The screenshot displays the Magento Shipping Portal interface. The top navigation bar includes the logo and the text "Magento Shipping Portal" on the left, and "Logout" on the right. Below this is a secondary navigation bar with links for "Getting Started", "Account", "Locations", "Shipping Experiences" (which is highlighted), "Reporting", and "Support".

The main content area is titled "Shipping Experiences" and features a "Create New Experience" button. Below this is a table with the following data:

Name	Status	5 records found	20 of 5 total	1 of 1
Express US Shipping	PRODUCTION			
Minneapolis C&C	PRODUCTION			
Watches	PRODUCTION			
Batch - FedEx Ground	PRODUCTION			
Standard US	PRODUCTION			

To the right of the table is a "Preview Experiences" section. It starts with the text "Simulate a customer's cart" and a dropdown menu set to "Domestic Mid". Below this is a table representing the cart items:

Items	Weight	Price	Destination
1	0.5lb	\$500	US, 90210

Below the cart items, the text "In my cart I will see" is followed by two shipping experience cards:

- Standard US Free Shipping: \$0
- Express US Shipping Express: \$15

At the bottom of the preview section, the text "These experiences did not qualify" is followed by a list of three items with red 'x' marks:

- Minneapolis C&C
- Watches
- Batch - FedEx Ground

Totaliser

Customize your Experiences down to the quantity of SKU's

The screenshot displays a configuration interface for a 'Totaliser' condition. At the top, there is a main condition row with four fields: 'Condition' (set to 'Totaliser'), 'Type' (set to 'Item Qty'), 'Operator' (set to 'greater than'), and 'Value' (set to '3'). A trash icon is located to the right of this row. Below this is a nested box containing a 'Filter Type' row with three fields: 'Filter Type' (set to 'Item SKU'), 'Operator' (set to 'any of'), and 'Value' (set to 'GPA,GPB,GPC'). The 'Value' field has a text area with a placeholder instruction: 'Enter values separated by commas, e.g. SKU-1,SKU-2,SKU-3'. To the right of the 'Value' field are minus and plus icons. At the bottom left of the interface is a link labeled 'Add Condition'.

Thank You!

Learn more at
magento.com/products/shipping

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