shopify *partners*

Shopify Shipping 101

A sales resource for Shopify Partners

Introduction

Welcome! We want to sincerely thank you for continuing your journey with us as you align your business with the Shopify platform.

Shopify's numerous products and features create abundant opportunity for our partners to pitch tailored solutions to their clients. This resource covers the Shopify Shipping solution for U.S. and Canadian merchants shipping products to customers worldwide. It will help you gain a deeper understanding of Shopify Shipping, why it's crucial to a business's success, and how it fits into a merchant's overall shipping strategy.

Feel free to use the content provided in this document to enhance your sales collateral, including:

- Capabilities decks
- Quotes, proposals, and RFP/RFI responses
- Service agreements, statements of work, and contracts
- General client communication
- Your website

We hope this resource helps you develop a joint value proposition with Shopify that strengthens the pitching and sales process for any of your commerce projects.

— The Shopify Partners Team

What is Shopify Shipping?

Shopify Shipping provides US and Canadian merchants pre-negotiated shipping rates with premium shipping carriers. Shopify merchants can use the rates to **buy and print their shipping labels** in the **Shopify Admin** and show to their customers at checkout.

Shipping can be a complicated part of a merchant's business. Making that first sale and preparing the shipment should be an exciting time for a merchant. However for many new businesses, managing shipping settings and rates can be confusing and overwhelming.

Shopify has done the work for our merchants, and has negotiated exclusive shipping rates with premium shipping carriers: USPS, UPS, DHL Express, and Canada Post. This means that Shopify merchants automatically qualify for these rates and don't need to open their own carrier accounts or pay to use a third party shipping app.

MELISA FLUHR
Co-Founder, Project Nursery

"Being able to stay within Shopify when preparing orders for shipment is both a huge convenience and a time saver. There's also very little margin for human error with purchasing labels through Shopify—you can view photos of which items are in the order, assign the appropriate box size, and see exactly how much money you're saving on shipping thanks to the Shopify plan discount!"

Why Shopify Shipping?

Shopify Shipping includes features to help ease the process of getting products into the hands of their customers.

No subscription fees or surprise costs
Your clients won't need to pay a per label fee in addition to the label cost or be on the hook for extra monthly subscription fees. They can ship as much as they want and only get billed on their monthly Shopify invoice.

Better rates than the post office
US merchants save up to 41 percent on USPS shipping labels, up to 55 percent on UPS labels, and up to 74 percent percent on DHL Express labels. Canadian merchants save up to 40 percent on Canada Post rates. Those savings increase based on Shopify plan.

Shipment tracking
When your clients purchase shipping labels from Shopify, their customers will automatically receive real-time updates and shipment tracking.

Bulk orders
Merchants can prepare multiple orders at once with bulk order fulfillment and label printing.

Easy printing
Merchants can print labels directly from their phone or computer using a thermal label printer or home desktop printer.

Shopify Shipping allows your clients to easily plan and adjust their shipping strategy as their businesses grow. A key decision for merchants, when planning their shipping strategy, is deciding how much to charge their customers for shipping. Three common options are free shipping, charge exact shipping costs, and flat rate shipping.

When pitching Shopify Shipping to clients, here are a few features you'll want to keep in mind:

Best rates and services from trusted carriers

Merchants get the best shipping rates automatically when using Shopify Shipping while while also saving time and money. No extra costs.

Manage shipments in one place

Merchants can count on Shopify to manage every part of their orders, down to the smallest details.

Skip the line at the post office

Merchants can prepare their shipments in advance, then skip the line and drop them off at the post office. Or they can schedule package pickups with carriers like UPS and DHL Express.

Who qualifies for Shopify Shipping?

Shopify Shipping is a great solution for merchants who fit the following specifications:

- They ship less than 100 packages per day
- They're shipping their products themselves, rather than dropshipping them
- They're shipping out of the U.S. or Canada

Your clients are a good fit for Shopify Shipping if they've identified any of the following:

- **Cheapest solution:** They believe every bit of savings counts
- **Simplicity:** Business owners wear many hats, they want shipping to be as easy as possible
- **Batch label printing:** They'd like to save time processing multiple orders at once
- **Guaranteed delivery:** They need to trust that packages will arrive at a specific date and time
- **International shipping:** They're looking for guidance on how to sell and ship internationally

Once you've identified clients with those needs, you can formulate your pitch using the benefits and features we outlined above.

How to set up Shopify Shipping

Before your clients can start using Shopify Shipping, they will need to provide you with some details around their shipping vision. Different options are available, and your clients' strategies will change over time as their stores grow.

One of the first decisions they'll need to make is deciding how much to charge for shipping. We gathered common starting points for shipping:

- [I want to offer free shipping](#)
- [I'd like to charge my customer the exact shipping costs](#)
- [I want to set up flat rate shipping](#)

Once they have a clearer idea of their shipping strategy, they'll need to start adding some essential information about their business in their Shopify Admin. Below is a walkthrough of how to set up Shopify Shipping for a client.

Setting up Shopify Shipping

1. **ADD THE SHIPPING ORIGIN**

    From the admin, click **Settings**, and then click **Shipping**. In the **Shipping** origin section, click **Edit address**. This address will allow Shopify to calculate where the shipments are originating from.

2. **UPDATE SHIPPING ZONES**

    The regions and countries that your clients ship to are known as shipping zones. Each shipping zone includes rates that apply to customers with addresses within that zone. Learn more in our [shipping zones documentation](#).

3. **CHOOSE A DEFAULT PACKAGE**

    Shipping rates are determined by the distance between the to/from addresses, the package weight, and the package dimensions. We recommend [setting a default package](#) (the client's most commonly used package type and size) to help ensure shipping rates shown at checkout are more accurate.

From your Shopify Admin, go to **Settings** > **Shipping**. In the Packages section, click **Add package**:

Saved packages		Add package
Small box 30 × 20 × 15 cm, 0.1888 kg	Default	Edit
Medium box 60 × 40 × 30 cm, 0.25 kg		Edit
Large box 120 × 80 × 60 cm, 0.5 kg		Edit

A dialogue box will need the required information about the package type. Comprehensive instructions are available on fulfilling and packaging an order.

4. **BUY AND PRINT SHIPPING LABELS**

There are a few steps involved in buying and printing postage (shipping labels) for your clients' shipments:

	Buy a shipping label in your Shopify admin or the Shopify app. You can do this from an order's Fulfillment page.
	Download and print the shipping label. You can use a desktop printer, or a supported label printer.
	Add the label to the outside of your package. If you aren't using sticky labels, then you can use tape or a packing sleeve.

Buy shipping labels

Help your clients choose the label printer they want to use to buy and print their labels. They can do this on the Shipping Settings page in their Shopify Admin or the Shopify app. For best results, we recommend that they use Shopify-supported hardware to print their shipping labels.

Visit the **detailed explanation** on buying shipping labels including formatting labels and print test labels.

Download and print shipping labels

In the Shipping Labels section, select the label format that matches the printer your client wants to use when printing their shipping labels. We recommend the **DYMO® 4XL** or the **Brother** label printer for mobile printing.
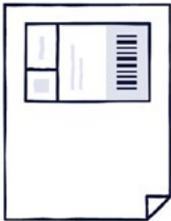
For clients that are just starting out, investing in a label printer may not be an option. In that case, shipping labels can be printed on a desktop printer on standard 8.5" x 11" paper. For a cleaner look, they can purchase a pack of peel-off **Shopify Shipping Labels** from our **Hardware Store** to get professional-looking labels from their home printer.

To get more insight and detail on each step of the shipping process, visit the **Shopify Help Center**.

Overview of Shopify Shipping

This guide covers everything you need to know about Shopify Shipping. You and your team can use it to gain a deeper understanding of how merchants ship their products, so you can more confidently pitch your services to clients and expand your service offering.

To recap everything we've covered, Shopify Shipping has three main benefits:

- Best rates and services from trusted carriers
- Manage shipments in one place
- Facilitates great customer experiences

Questions and additional information

Our frequently asked questions section covers common inquiries merchants have about Shopify Shipping. Take a look through it to be prepared to pitch with confidence to clients.

We've also gathered any additional information you might find helpful:

- **Shipping and fulfillment 101:** A step-by-step guide for merchants to get products to their customers in a way that creates a great experience for them and maintains a profitable business
- **Using Shopify Shipping:** How to manage all of a Shopify store's shipping settings and options
- **Guide to International Shipping:** Grow your business and start selling internationally.
- **Example rates with Shopify Shipping:** Summary of all supported shipping services and example shipping rates by Shopify plan