

The DHL logo, consisting of the letters 'DHL' in a bold, italicized font with horizontal lines through them, is positioned in the top right corner of the image.

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A DHL delivery person in a yellow and red uniform is handing a yellow DHL Express box to a smiling woman on a balcony. The background shows a classic building facade.

THE DHL EXPRESS INTERNATIONAL SHIPPING TOOLKIT

INTRODUCTION

It's a small world – and global e-commerce is making it smaller. It's now easier than ever to increase sales by reaching out to an international e-commerce audience. To make that happen, you need top-quality global shipping services, combined with your own unique brand presence – and this toolkit will take you through everything you need to know to start selling and shipping to the world.

WHAT'S IN THE TOOLKIT?

In this toolkit, we'll provide you with all the information you need to start shipping internationally:

- How to set yourself up for international e-commerce
- How to avoid cart abandonment
- Defining your global brand strategy
- How to strengthen your supply chain
- How to get the last mile right
- Global shipping – your final checklist

BUT WHY IS THIS SO IMPORTANT?

91% of consumers look at available delivery options before checkout.

74% of customers found delivery convenience most important.

46% of basket abandonment is caused by limited shipping options.

Customers are **twice as likely** to buy again from an online retailer after a positive delivery experience.

SOURCE: Magento Live+

DID YOU KNOW?

Cross-border e-commerce is growing at twice the rate of domestic online sales.

With over 7 billion people worldwide, this should come as no surprise. And we're here to help you make the most of international business opportunities.

SECTION ONE

HOW TO SET YOURSELF UP FOR GLOBAL E-COMMERCE

**“THERE IS TREMENDOUS UNTAPPED POTENTIAL
AROUND THE WORLD... INCREASING INTERNATIONAL
COOPERATION CONTINUES TO CONTRIBUTE TO
STABILITY. COMPANIES AND COUNTRIES THAT
EMBRACE GLOBALIZATION BENEFIT ENORMOUSLY.”**

JOHN PEARSON, CEO, DHL EXPRESS.

