

Personalize Your Delivery

Customize the delivery experience for end customers using the Shipwire Platform

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Introduction

Enhance the experience you provide to end customers through customizable branding capabilities. The Shipwire Platform offers settings and features to support you in impressing your customers.

Who is this for?

-  **Business Owners & General Managers**
-  **Marketing Managers**
-  **Customer Support Managers**
-  **Customer Support Personnel**

Confirmation Emails

The Shipwire Platform can trigger confirmation emails to you or your end customers at key point during the fulfillment process. Configuring confirmation emails is easy. Choose which emails you want to receive, and whether you and/or your customers should be notified. Email options are outlined below:

Sent to Warehouse

This email is sent when an order is placed and its information is sent to the warehouse to be picked, packed and shipped. At this stage, the Shipwire Platform has already validated that sufficient inventory is available and that the order has passed other necessary validation.

Order Shipped

This email is sent when an order is shipped and can optionally suppress any tracking information if you prefer to wait until an order's tracking status is live before sending a tracking number.

Order Tracking is Live

This email is sent when the Shipwire Platform detects carrier movement against the order's tracking number (this is carrier/service dependent).

Order is Delivered

This email is sent when the Shipwire Platform detects that an order has been delivered (this is carrier/service dependent).

Customizing confirmation emails

Confirmation emails are easy to customize. Choose your own 'send-from' address and tailor the content of the email to reflect your brand.

Sample: Tailored copy in delivery email

Order Confirmation Emails
This is where you configure order confirmation emails that will be sent to you or your customers.

Mail Setup | Warehouse | Ship/Track | Deliver

Setup Delivery Email
The following email will be sent when the shipment is delivered to a customer.

Subject

Header
Greetings,
We thought you'd like to know that your items have been delivered. Thanks for shopping with us, and we hope to see you again soon.

Body
Example:
The following items were included in this shipment
1 x Brown Suede Pillow (MF202)
1 x Blue Suede Pillow (MF204)
This shipment was sent to:
Bob Campbell
1822 Fortune Dr.
Las Vegas, NV 89110
United States

Footer
Thank you for your purchase

Subject

Create a unique subject line.

Header

Configure the email introduction to match your brand requirements.

Footer

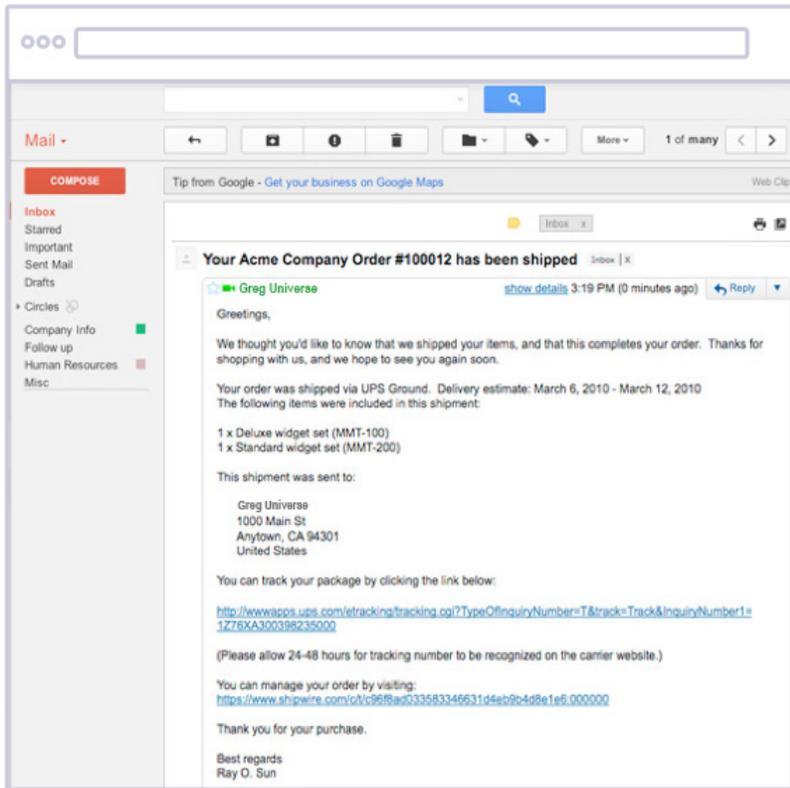
Sign off with the message of your choice.

'Send-from' address

Send emails using your preferred 'send-from' address (e.g., your company name).

Confirmation emails triggered by the Shipwire Platform appear as if they are sent directly by you. They are plain text emails and are readable on any device.

Sample: Shipping confirmation email as seen by a Google email client



Confirming order contents

Emails include a confirmation of the specific items ordered. If the order is split into multiple parts or is shipped in multiple cartons, these emails will inform the customer accordingly.

Setting delivery expectation

The Shipwire Platform uses tracking information (when available) and carrier expected delivery times (when tracking isn't available) to provide your end customers with reasonable delivery expectations. Our technology accounts for expected time-in-transit for domestic and international deliveries.

Need more customization?

Use the Shipwire Platform Order API to query all the states exposed in confirmation emails and leverage this information to send any of your own emails, tweets or notifications.

Real-time Access to Order Status

The Shipwire Platform automatically notifies most of the popular online order capture systems when an order has shipped. It will also update tracking information as it becomes available.

RESTful APIs make it possible to add this functionality to any of your custom applications or to our prebuilt connectors. Custom applications obtain real-time access to any order's current state, expected delivery time and tracking information.

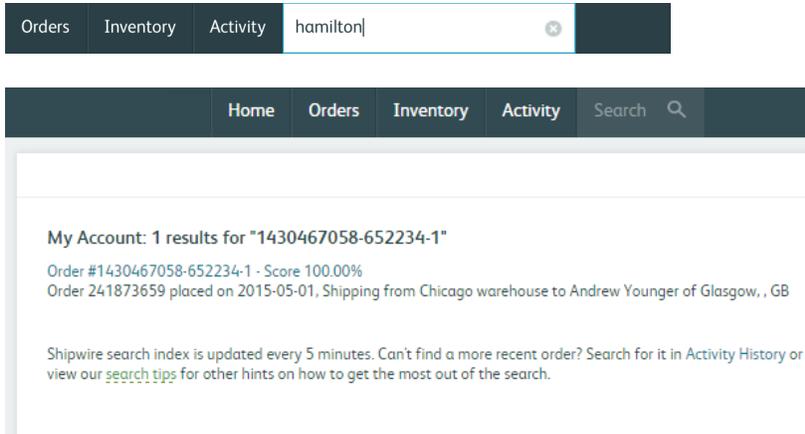
The Shipwire Platform displays orders that cannot be shipped in your account, and Business Reports allow you to pull data on shipment types and incomplete shipments.

 Where can I learn more about APIs?
Go to shipwire.com/developers.

Order Search and Progress Indicator

If a customer has a question about an order, your Shipwire Platform account makes it easy to find out what is happening.

Search: Finding an order by last name;
Shipwire Platform: Looking at only Shipped/Completed orders with the name 'Hamilton'

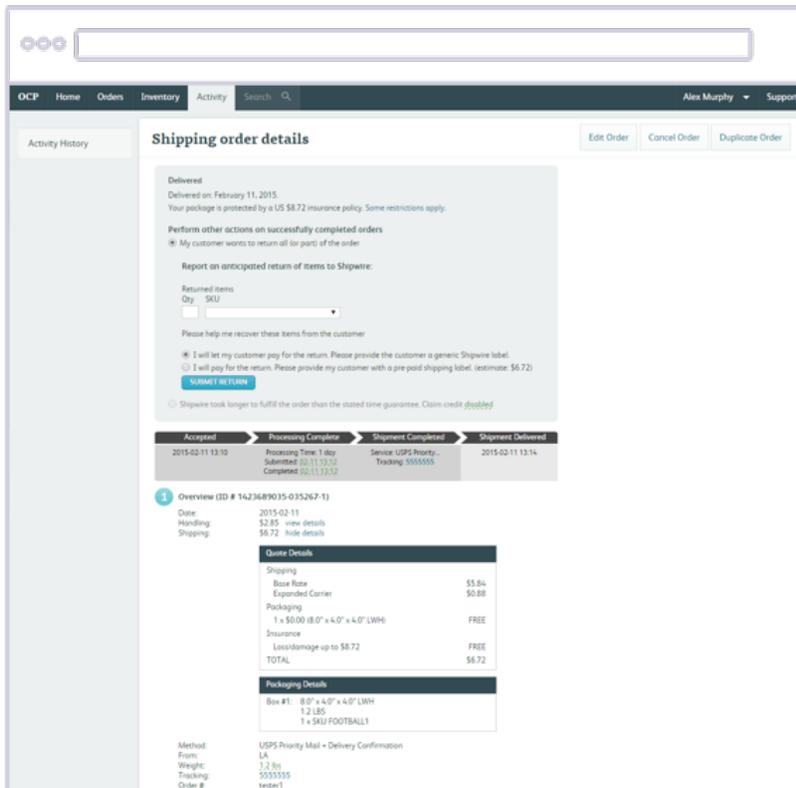


Search

Global search allows for quick look-up of orders by customer name, ship-to address, ID and more.

Order progress

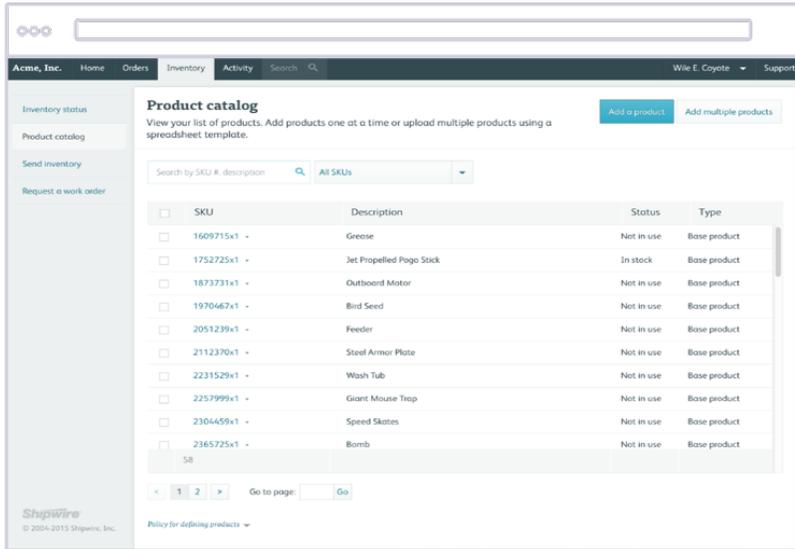
Detailed order progress information provides an order's history.



Shipping Labels

We provide custom branding for all shipping labels generated through the Shipwire Platform.

Shipwire Platform: Shipping Label customization;
Sample: UPS and USPS shipping labels

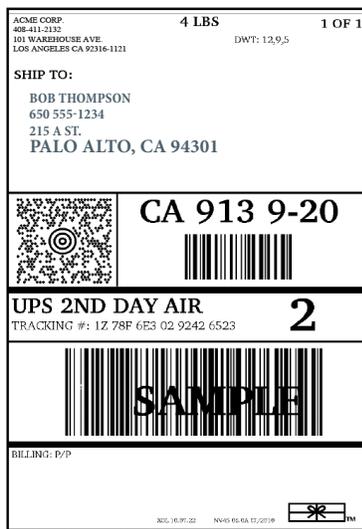


Projecting your brand

All labels will use your desired 'From' name, making the shipment look like it is coming directly from you or any other desired source. You can control this field using the Shipping Label tool. You can also override it when you create a new order.

Stealth postage

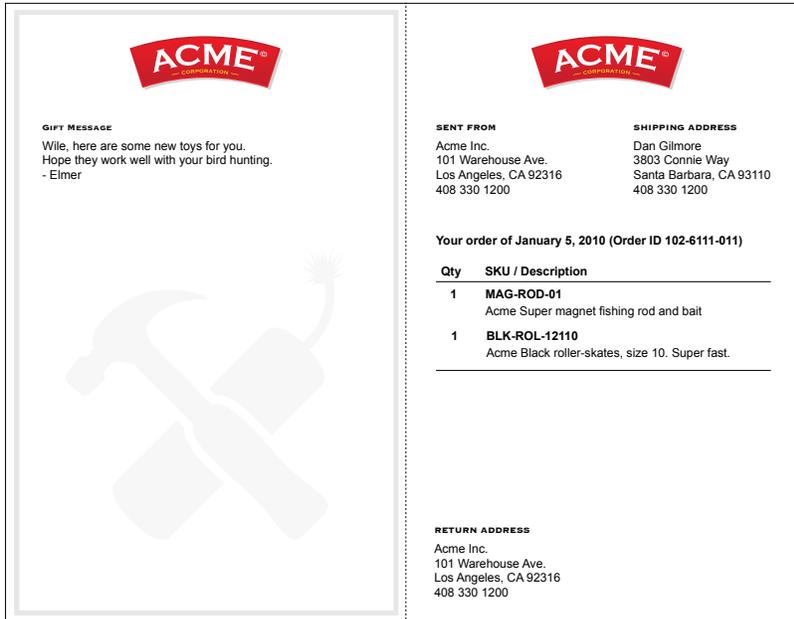
Where carrier options allow, your labels will not show and customers how much was paid for shipping. UPS, FedEx, USPS, DHL and ParcelForce are among the supported carriers that hide postage paid.



Packing Lists

The Shipwire Platform supports a variety of packing lists. Put a simple logo on your lists, or fully customize them to include return instructions, promotions and other information. We also support retail-specific packing lists for customers using our Sell Thru Retail solution.

Sample: packing list



Brand awareness

The packing list that is automatically included in your orders uses the same 'from' name that is applied to your shipping labels. You can customize this field across all orders. You can also override this name when you create a new order. Additional packing list customizations are available by request.

Order contents

This packing list names all items ordered.

Need more packing list customization?

Our team can create a custom solution to meet your specific needs.

Inserts

Include a marketing insert to motivate repeat sales, reward loyal customers or build a stronger brand connection. Whether it's a catalog, free sticker or coupon, The Shipwire Platform can support marketing inserts for certain SKUs or specific orders.

Shipwire Platform: Inserts

More value in every order

Include inserts to drive repeat purchases, say thank you or to inform your customers of new offers.

Promotion control

Define business rules as part of any insert you add to your product catalog. You can set up inserts so that they are automatically added to an order if it meets certain criteria.

Boxes, Packaging and More

We offer many box size options. In some facilities, box making machines are available and can create custom box sizes to mitigate dimensional weight charges.

Sample: Box size options

Package Type	Length	Width	Height
Small padded envelope	10"	6.5"	1"
Medium padded envelope	12"	8.5"	1"
Small box	6"	6"	6"
Medium box	10"	6"	4"
Large padded envelope	16"	10.25"	1"
Small box #2	8"	8"	8"
Medium box #2	10"	8"	6"
Medium box #3	12"	12"	9"
Medium box #4	12"	12"	12"
Medium box #5	14"	11"	3"
Large box #1	16"	14"	8"
Large box #2	16"	14"	14"
Large box #3	18"	18"	18"
Large box #4	20"	16"	8"
Large box #5	20"	16"	10"
Large box #6	20"	16"	12"
Large box #7	20"	16"	14"
Extra Large box #1	26"	6"	6"
Extra Large box #2	26"	20"	4"
Extra Large box #3	26"	20"	6"
Extra Large box #4	26"	20"	8"
Extra Large box #5	26"	20"	10"
Extra Large box #6	26"	20"	12"
Extra Large box #7	28"	14"	4"
Extra Large box #8	28"	14"	8"

Intelligent packing optimization

Our software automatically selects the best fitting package for each order.

Packaging options

Choose from an array of packaging options. All our fulfillment centers stock a wide selection of envelopes and boxes.

Green materials

We use environmentally-friendly packing materials and almost all of our fulfillment centers use 100% recyclable paper void fill.