



The ultimate guide to global growth: 3 shipping best practices

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Introduction

The global ecommerce landscape is booming. Projections indicate that by 2030, the global ecommerce market is set to soar to a remarkable \$7.9 trillion.¹ Over the next five years, cross-border transaction value is predicted to grow by 107%, compared to just 48% for domestic ecommerce transactions over the same period.²



Projections indicate that by 2030, the global ecommerce market is set to soar to a remarkable \$7.9 trillion.

The potential is enormous, but the barriers to entry can be as well. Many ecommerce businesses struggle to seize global selling opportunities. Often, it's due to the complexities of international shipping and logistics—like customs paperwork, taxes, duties, and ever-changing regulations. To successfully enter new markets, businesses need solutions and partners that can help them navigate the challenges of growing revenue on a global scale.

This guide examines three best practices to help businesses of all types succeed in new markets and how your brand can demystify the complexities of international shipping.

We'll dive into three actions direct-to-consumer businesses can take to succeed in the global ecommerce market:

1. Give your buyers a global buying experience that feels local
2. Navigate the complexities of international shipping
3. Promote fast, easy shipping to attract and convert new buyers



Your trusted partners for international shipping

Managed Markets from Shopify is an end-to-end, cross-border solution designed to enable businesses with the tools needed to grow their global ecommerce business. DHL Express is a global leader in international express shipping, known for reliable expedited shipments to and from more than 220 countries and territories.

Shopify has teamed up with DHL Express to eliminate the complexities of international shipping with helpful features for prepaid duties and pre-customs clearance to provide a seamless global buyer experience. Through this partnership, international buyers benefit from fast, reliable, and transparent shipping. Meanwhile, businesses gain global revenue growth from delivering high-quality buyer experiences, powered by localization tools from Shopify.

¹ van Gelder, K., "Cross-border business-to-consumer (B2C) e-commerce market value worldwide in 2021 and 2030." Statista, 2024

² "33% of eCommerce Spend to Be Cross-border by 2028 Globally." Juniper Research, 2023

BEST PRACTICE 1

Give your buyers a global buying experience that feels local

THE CHALLENGE

International buyers face surprise fees that erode trust and loyalty

When buyers make an international purchase, they expect the same clarity on pricing they would get if they bought locally. Buyers want to understand the true total cost of their order up front, so they can purchase with confidence—whether they’re ordering from their country of residence or beyond borders. In other words, buyers want a global buying experience that feels local.

However, global shipments require buyers to pay additional fees, including import taxes and duties—unlike domestic orders. The burden for paying taxes and duties typically falls on the buyer, who is considered the importer of goods.

Some businesses provide additional services to reduce burdens placed on buyers and ensure a positive buyer experience. For example, a business can collect and remit duties and taxes to the government, so buyers don’t have to. However, most businesses do not collect fees upfront, which means it’s the buyer’s responsibility to pay duties and taxes to receive their shipment. For buyers, paying these fees at delivery can feel like a surprise and lack of transparency from the brand.

When businesses do not collect duties and taxes upfront, orders can fall into these categories:

Delivered Duties Unpaid (DDU)

The shipment was delivered without duties already paid, so the buyer is required to pay for duties.

Delivered At Place (DAP)

The shipment was delivered to a pickup location, instead of to the buyer’s residence. The buyer must travel to the pickup location, and they may also have to pay duties and taxes to receive their package.

Duties and Taxes Unpaid (DTU)

The shipment was delivered without duties or taxes prepaid, so the buyer must pay both fees.

Note: These terms are often used interchangeably, and they all refer to additional burdens placed on buyers.

All of these shipment scenarios mean that it’s the responsibility of the buyer to settle any duties or import taxes associated with their international delivery. Plus, buyers often don’t find out they have to pay international delivery fees until their package arrives. Typically, the buyer is contacted by customs when their shipment arrives, and the buyer will be required to settle any charges in order for customs to release the shipment to them. These scenarios are far from ideal. They all lower buyer satisfaction, cause frustration, impact the buyer’s relationship with the business, and place unforeseen financial burdens on the buyer.

If the buyer wasn’t expecting additional charges or having to travel to a pickup location, the chance of rejected parcels also increases—which is very costly to businesses. Businesses not only have to refund the buyer for their order, but they must also cover expenses for the return shipment. A returned shipment also requires special customs documentation, so that duties and import taxes aren’t applied when the parcel crosses the border for a second time.

A lack of clarity in pricing at checkout often leads to uncomfortable ambiguity for international buyers, which harms both buyers and businesses. Let’s look at the data:

21%

of buyers abandoned carts because they couldn’t see or calculate the total order cost at the time of purchase.³

23%

of buyers abandoned carts because delivery was too slow.³

Sticker shock or surprise charges can ruin a buyer’s experience, along with the business’s sales, bottom line, and reputation. But it doesn’t have to be that way.

³ “49 Cart Abandonment Rate Statistics 2024.” Baymard Institute, 2023

YOUR OPPORTUNITY WITH MANAGED MARKETS AND DHL EXPRESS

Offer prepaid duties to localize experiences for global buyers

Offering an online purchasing experience with duties prepaid is great for businesses because it means fewer parcel refusals, fewer chargebacks, and a higher buyer lifetime value. For your buyers, prepaid duties provide total cost clarity on purchases, eliminate surprise fees, and enable a better overall experience. In short, prepaying duties at the time of purchase is a far better experience for both parties.

Shipments delivered with duties prepaid are called **delivered duty paid (DDP)**. DDP means that the business is responsible for covering duties, import clearance, and any applicable taxes. In other words, the business collects duties and import taxes in advance by charging the buyer at checkout.

Handmade jewelry brand, Made by Mary experienced the benefits of prepaid duties when they started using Managed Markets. "International buyers expect duties to be included in shipping," says Taylor Moody, Made by Mary's CEO and co-founder. With Managed Markets, Made by Mary could include duties for buyers at checkout, so there are no surprise fees when packages arrive. Made by Mary also cut service tickets from international buyers by 50%, by leveraging Managed Markets.

With Managed Markets, duties are guaranteed prepaid. That means if and when discrepancies happen at the border, both the business and buyer are protected from surprise fees. Your buyers also get access to end-to-end package tracking and fast delivery times that feel local through DHL Express.



Did you know?

Prepaid duties reduce returns: Shipments delivered duties paid (DDP) with Managed Markets are **approximately 20 times less likely** to be returned to sender, compared to orders shipped duties and taxes unpaid (DTU), according to DHL Express.

Fast, transparent delivery is key: 95% of shoppers abandon carts due to lack of suitable delivery options.⁴

Great delivery increases buyer lifetime value: 45% of cross-border shoppers who make repeat purchases do so because delivery times meet their expectations.⁵



[Managed Markets] has significantly improved the experience for international buyers. They receive orders within a few days and don't have to pay surprise fees. It's definitely cut our international [service] tickets down by more than half."



— Taylor Moody, Co-Founder & CEO, Made by Mary

Shopify Plus brand

⁴ "Global Online Shopper Survey 2023." DHL eCommerce, 2023

⁵ "The cross-border ecommerce shopper survey." Global-e, 2022

How typical shipping stacks up		
	Typical standard shipping ⁶	Shipping with Managed Markets and DHL Express
Transit times	10-15 business days or more	1-3 business days*
Package tracking	Not offered / unreliable	End-to-end tracking
Brokerage fees	Buyers pay up to \$30	\$0
Duties collection	Buyers pay unexpected fees at delivery	Prepaid duties collected at checkout

* In top 20 e-commerce global markets

The bottomline: Transit times, fee transparency, and tracking can be key differentiators for your business.

⁶ Internal research from Shopify product team, 2023

Offer prepaid duties to localize experiences for global buyers, cont.

Managed Markets and DHL Express streamlines international shipping from checkout to final delivery—while also giving buyers a much-desired local experience with popular payment methods and local currency. According to Shopify research, Shopify businesses that offer local currency at checkout increase **conversion on average by 7% and for some countries up to 40%**.

For US-based cosmetics brand Glamlite, global growth was limited by international shipping challenges. But everything changed when the makeup company started using Managed Markets. Within six months of using Managed Markets, Glamlite achieved:

2.25x

growth in international sales

24%

increase in average order value (AOV) of international sales

67%

conversion rate improvement in the UK

77%

conversion rate improvement in Germany

“

With [Managed Markets], we had buyers in the UK placing their orders on Friday and receiving deliveries on Tuesday. That was almost unheard of in the past, and it made a huge difference.”

GLAMLITE

— *Gisselle Hernandez, Founder, Glamlite*

Shopify Plus brand

How duties collection affects buyer delivery experiences

By collecting duties and taxes at checkout, Managed Markets ensures these fees are paid upfront. Shipping DDP with Managed Markets reduces delays in customs and unpleasant surprise fees for your buyer upon delivery. Fees like value-added tax (VAT), duties, and local taxes are collected by Managed Markets on the business's behalf and remitted to appropriate government authorities, so that businesses don't have to do it themselves.

Delivered at Place (DAP)

- Duties and import taxes are not collected at checkout.
- Parcel might get held up at customs if documentation is inaccurate or if payment is insufficient, leading to longer delivery times.
- There could be surprise duty and brokerage charges when the package arrives at a pickup point that the buyer must travel to.



Negative experience for customers and businesses

Delivered Duty Paid (DDP)

- Duties are included in the full price the buyer pays at checkout, with the business taking responsibility to pay those fees to authorities.
- But the business needs to do frequent audits on duties collected vs. duties charged by customs and be sure to remit the correct amounts to authorities.
- If discrepancies occur at the border, there may still be instances of surprise fees to buyers and possible delays.



Positive experience for customers and businesses

Delivered Duty Paid (DDP) with Managed Markets

- The buyer pays full price upfront, with duties guaranteed, ensuring no surprise fees for buyers, even when discrepancies occur at the border.
- Duties, taxes, and customs documentation are handled by Managed Markets, with no additional responsibilities for the business.



Excellent experience for customers and businesses

BEST PRACTICE 2

Navigate the complexities of international shipping

THE CHALLENGE

Constantly changing import regulations and complex paperwork

International sales hold immense potential for businesses looking for ways to expand their business, buyer base, and revenue. But understanding the latest import regulations is tough for businesses to navigate—especially because requirements vary for every country and change frequently. Although the buyer is ultimately responsible for taxes and duties, surprise charges at delivery can create friction and harm your buyer experience.

Here are three reasons import regulations are constantly changing:

- 1. Political shifts:** Trade agreements, sanctions, and political events can significantly impact customs procedures. A prime example is Brexit, which fundamentally changed import-export processes between the UK and European Union.
- 2. Economic factors:** Countries might adjust customs duties and taxes to protect domestic industries or promote specific economic goals. For instance, Australia recently implemented reforms to simplify customs clearance for low-value goods.
- 3. Technological advancements:** The rise of ecommerce has prompted new regulations like the EU's Import One-Stop Shop (IOSS), designed to streamline value-added tax (VAT) collection on imported goods sold to EU buyers.

Staying informed about the latest customs rules and regulations for your target market is a crucial but difficult task. Managed Markets removes the guesswork for you by constantly adhering to the ever-changing international market.



Pro Tip

When you use Managed Markets and DHL Express to ship from the US, shipping labels and commercial invoices can be electronically transmitted to customs in major regions—no additional paperwork is required.

[Learn more >](#)



Constantly changing import regulations and complex paperwork, cont.

Even though the buyer will ultimately pay any import taxes or duties, offering shipping DDP can create a smoother buying experience. With DDP, businesses take responsibility for collecting these fees upfront. If you're a business using DDP, you will then factor this cost into your pricing strategy or collect these fees separately at checkout. This way, your buyers will see the total cost upfront, avoiding surprise fees upon delivery.

From a logistical standpoint, every international shipment will be required to have the correct shipping label and include customs documentation. Keep in mind that the correct customs paperwork required can vary by country, type of product/commodity, and the value of goods. But typically, countries require two documents: a shipping label and commercial invoice.

Shipping label

This document contains integral information and instructions about the contents of your shipment so that machines, couriers, and customs officials can process and track it. Label information must include:

- Shipper name, address, and contact information
- Receiver name, address, and contact information
- Description of the contents
- Whether the shipment is duties and taxes paid or not

Commercial invoice

The commercial invoice is the bill for the shipped product from the seller to the buyer that helps prove ownership and payment. Used to determine the true value of the product(s) being shipped, this document helps the country assess customs duties and taxes.

Here's some essential information that should be included:

- The business and buyer's names and addresses
- The price, descriptions, and quantity of the products included
- How the sale was made and the terms of the payment
- Shipping method
- Country of manufacture
- Harmonized System (HS) code
- Business of record tax registration
- Origin of goods
- Required declarations



YOUR OPPORTUNITY WITH MANAGED MARKETS AND DHL EXPRESS

How to make shipping and financial logistics easy

Allocating bandwidth to manage complex international shipping paperwork means your team has less time to focus on growing your business. The good news is that you're not alone. Managed Markets takes the admin work off your desk, automating the complexity and ensuring global compliance.

Using Managed Markets is like instantly activating a team to successfully manage all the challenges that come with selling in **150+ cross-border geographies**. Here, we'll explore four ways that Managed Markets and DHL Express make paperwork, logistics, and compliance easy for businesses:

1. Paperless customs clearance in 180 countries
2. Streamlined customs clearance
3. Simplified border issue management
4. Address validation

1. Paperless customs clearance

With DHL Express and Managed Markets, you can electronically submit critical documentation—like commercial invoices—directly to customs in one click. Paperless clearance through DHL Express and Managed Markets eliminates the need to print and manually attach documentation to your shipments, simplifying compliance and ultimately delivery.

Paperless shipping also allows you to keep your records up-to-date and organized with online document storage. You can access and download your documents online whenever you need them. No more hunting around in filing cabinets for that one invoice you need. Paperless clearance makes complex shipping paperwork quick and convenient for businesses.

For Colton Draper, founder and CEO of premium golf club brand LAZRUS Golf, labeling boxes for international shipments used to be a time-consuming chore. But since activating Managed Markets and DHL Express, Colton feels the convenience of paperless clearance.



Before [Managed Markets], we had to clearly print forms on the box, as well as open it up, and put customs forms in the box. Then zip it up, tape around it, and then ship it. We also had to sign every pre-customs or stamp with my signature. Now it's paperless with [Managed Markets] and DHL Express, so we just print the label and it's all in the bar code. Efficiency wise, over the course of a year you're talking about **hundreds of hours** dealing with forms. We don't have to do that anymore. That saved us cost and it saved us time."



— Colton Draper, Founder and CEO,
LAZRUS Golf

Shopify Plus brand

2. Streamlined customs clearance

Accurate and complete customs documentation is crucial to avoid delays at customs. Managed Markets helps you navigate this process with:

- **Unlimited HS Code classification:** Harmonized System (HS) codes are used to classify goods for customs purposes. Managed Markets assists you in assigning the correct HS codes to your products, which helps expedite customs clearance. Managed Markets offers unlimited HS codes, because as you add new products, those products will need new HS codes.
- **Complete documentation management:** Managed Markets takes care of managing all necessary customs documentation, including commercial invoices, shipping labels, and preferential treaties. This frees you up to focus on running your business.

3. Simplified border issue management

Similar to domestic shipping, international shipping can also experience lost packages, delays, or damaged goods. The difference is that these challenges can happen in another country with different rules and regulations. Shipping issues can be time-consuming and frustrating for both you and your buyers. Managed Markets acts as your managed shipping support, streamlining the resolution process:

- **Efficient border issue management:** Shopify's dedicated support team works closely with DHL Express to navigate any customs hurdles that may arise, to minimize delays and ensure your shipments reach their destinations smoothly.
- **Optimized claims resolution:** Managed Markets simplifies the claims process, saving you valuable time and resources in resolving issues with lost or damaged packages.

For SuitShop, a high-growth apparel brand, international shipping was an expensive and complex challenge. Half of their international orders had customs issues that required an estimated 30 hours per week of buyer support to resolve. SuitShop knew they needed to make a change to keep their brand global. So SuitShop switched to Managed Markets.

With Managed Markets,
SuitShop has experienced:

600%
growth in international orders

32%
increase in conversion rates
for international orders

“

Before [Managed Markets], international shipping was challenging. We were left to handle it on our own. Many times parcels were stuck at customs and sat there for 30 days, and then got returned to us. **Fifty percent of international orders**, if not more, had issues. When an issue occurred, it would derail the few employees on the team who had to figure out the issue and calm the customer. It wasn't fun. At least **four hours of customer support** went into one international order issue, spanning days. We could have had a full-time employee working on international order issues alone. Fast-forward to [Managed Markets], and we have zero problems. Zero.”

SUITSHOP

— *Jeanne Foley, Co-Founder,*
SuitShop

Shopify Plus brand

4. Address validation

Invalid addresses and contact information can result in unsuccessful deliveries, which are very costly for businesses. Fulfillment challenges make it difficult for businesses to acquire new buyers across the world. Businesses spend millions on improving buyer conversion. From checkout to return on ad spend (ROAS) to channel integrations—businesses work hard to increase conversion rates by even a fraction of a percent. But all that investment goes to waste when a package doesn't reach a buyer.

Address validation plays a crucial role in the ecommerce process, ensuring smooth transactions and preventing failed deliveries right at the checkout stage.

Here's why address validation is important for both businesses and their buyers:

- **Preventing failed deliveries:** Address validation acts as a gatekeeper at the checkout, reducing the chances of failed deliveries and subsequent buyer dissatisfaction. Internal Shopify research shows **that failed delivery can cost businesses around \$30 USD per order.**
- **Cost savings:** Large Shopify businesses have reported spending over \$20 million annually on carrier address correction fees. **Corrections in transit cost ~\$5-\$18 USD per order, according to internal Shopify research.** By implementing address validation, businesses can save significant amounts, especially at scale.
- **Time efficiency:** According to internal analysis by Shopify's product team, **approximately 37% of warehouse worker time** is spent on address correction and validation. The same research also shows that around three hours per shift per person is time spent to re-ship and confirm edited addresses. By automating this process through address validation, businesses can save valuable time that can be redirected towards more productive tasks.
- **Preventing revenue loss:** Address validation helps prevent bad experiences and revenue loss associated with corrected and failed deliveries. Whether it's the cost of returns, re-shipping, or the impact on buyer trust, address validation safeguards businesses from losing hard-earned buyers and sales.

By integrating address validation into their ecommerce operations, businesses can streamline processes, reduce costs, enhance buyer satisfaction, and ultimately drive growth in their businesses. Managed Markets provides address validation at checkout to save businesses time and money.



Global shipping: The Managed Markets and DHL Express advantage

Shipping globally on your own

Your brand takes full responsibility for managing operations.

You handle:

- Scrutinizing true-up costs
- Disputing any incorrect shipment charges
- Dealing with lost package claims
- Duties and tax discrepancies and reconciliation
- Dealing with customs documentation and issues at the border
- Dealing with global tax rules, filing, and remittance

Shipping globally with Managed Markets

Let Managed Markets alleviate operational burdens for your brand.

We handle:

- Audit and invoice reconciliation
- Billing disputes
- Claims management and help with claims if packages are lost
- Prepaid duties and taxes guaranteed
- Buyer documentation management, including resolving issues that occur at customs
- Managing carrier performance—enabling delivery within expected transit times and minimizing damaged or lost packages
- Address correction after order is placed

The diagram shows three overlapping product cards for a pink bucket hat, each representing a different market:

- Top Card:** Features a white button with a dollar sign icon and the text "outdoor.com/ca-en".
- Bottom-Left Card:** Features a white button with a Euro sign icon and the text "outdoor.com/fr-fr". Below the hat image is a teal button with the text "Acheter maintenant".
- Bottom-Right Card:** Features a white button with a Yen sign icon and the text "outdoor.com/ja-jp". Below the hat image is a teal button with the text "今すぐ購入".

Additional elements include a "Buy now" button on the left and a "now" button on the right, both in teal. The background is a light orange gradient.

BEST PRACTICE 3

Promote fast, easy shipping to attract and convert new buyers

THE CHALLENGE

Building your international buyer base

Many businesses don't realize that shipping can be a powerful promotional tool. Those businesses are missing out on the opportunity to boost conversions. Because international orders are subject to so many regulations, global shipments are more complex than domestic. That's why global buyers want reassurance that when they place their order—it will be delivered—and that it will be delivered in a timely manner.

By promoting your shipping practices, you can establish trust with current international buyers and boost conversions with new buyers. Businesses can leverage buyer-friendly shipping costs and more reliable timetables to attract and convert new buyers. Think of free shipping offers and two-day delivery times—shipping practices like these can entice buyers to complete checkout.

In this section, we delve into strategies for leveraging shipping as a promotional tool, such as enhancing transparency in shipping, providing real-time tracking, and ensuring clear communication on duties and taxes.

“

The conversion rate for international orders **increased just over 30%** after switching to [Managed Markets], which we attribute to the smooth checkout process, clear quotes on shipping, taxes, and duties as well as reliable delivery time frames.”

SUITSHOP

— *Jeanne Foley, Co-Founder,
SuitShop*

Shopify Plus brand



YOUR OPPORTUNITY WITH MANAGED MARKETS AND DHL EXPRESS

Use your shipping practices in your marketing

Businesses can build a global buyer base by marketing their convenient shipping and delivery offers. For example, if your business offers flat rate, or free overseas shipping, make sure that offer is clear to buyers well in advance of them arriving to checkout—so they have incentive to complete a purchase.

You can display your shipping policies in a way that ensures maximum visibility. Buyers need to know that there are no hidden fees at checkout as soon as they visit your site. If you're shipping internationally or you offer premium express international shipping, make it known upfront.

Here are a few marketing channels you can use to promote shipping offers:

- **Website banners:** Add eye-catching banners to your website to ensure buyers know about your shipping offers, fast transit times, and there will be no surprise fees at delivery. These banners often appear on your homepage, in headers, and in footers.
- **Email campaigns:** Use email marketing to ensure buyers know about your latest shipping offers. For example, if you're offering limited-time free shipping for a seasonal promotion, you can announce that offer to your global subscriber base.
- **Product detail pages:** Add information about your shipping offers directly on pages explaining your products, including whether duties and taxes are included at checkout.
- **Online carts:** Before your buyers check out, make sure they're taking advantage of your shipping offers. For example, if you have a discount code for shipping, make sure that's shown on the cart page. That extra nudge can be all buyers need to convert.
- **Social media:** Connect with your buyers on a more personal level using social media and the global influencer community. You could use organic social to promote offers to your current followers, or paid social ads to promote your offers to new global audiences.

“

Once we turned on [Managed Markets] and gained access to DHL Express, we did a marketing campaign announcing our products were now available internationally for two-to-three day shipping.”

GLAMLITE

— *Gisselle Hernandez,*
Founder, Glamlite

Shopify Plus brand

Here are a few shipping practices you can include in your policies and marketing:

- **Terms and conditions page:** Ensure your terms and conditions page explicitly outlines your international shipping policies, including estimated delivery times, and who is responsible for duties payment. Make sure buyers understand how they can make returns and whether or not refunds will be provided. Setting clear expectations helps you build trust with international buyers who may be unfamiliar with your brand and policies. Your policies can include information such as:
 - A list of countries where you ship products to
 - Duties and taxes are added at checkout, so there will be no surprise fees at delivery
 - Packages generally arrive within one to three days, anywhere in the world, with express shipping and pre-customs clearance
 - Buyers can use their own local currency and a local payment method at checkout
- **First-time buyer promotions:** Reward international consumers for becoming new buyers with first-purchase promotions. This is a great way to incentivize consumers who are curious about your brand but may be hesitant to buy for the first time. For example, you might offer free shipping to new international buyers with a specific discount code.
- **Sustainable packaging:** Invest in high-quality, sustainable packaging that protects your products during international shipping. Businesses can choose to use eco-friendly packaging options, such as compostable bags, to demonstrate their commitment to sustainability to buyers. This focus on environmental responsibility can resonate with eco-conscious buyers in international markets.
- **Easy package tracking:** Leverage an on-demand tracking app (like the [Shop app](#) or [DHL Express' On Demand Delivery App](#)) that allows buyers to easily monitor their shipment's progress. Make sure your buyers know they have the power to track their orders. Providing easy-to-use tracking resources give buyers peace of mind that their delivery is on the way.
- **Delivery flexibility:** Empower your buyers to take control of their deliveries by offering features like delivery at a package locker, delivery to an alternate address, or delivery on a different day. This flexibility is particularly valuable to international buyers, and DHL Express makes it easy to do with On Demand Delivery.

By promoting offers like these to your buyers, you can foster trust and loyalty among your growing global buyer base. Driving awareness of your shipping practices also encourages new business from international buyers who appreciate your commitment to clear communication, convenience, and control over their deliveries.



An ecosystem of partners to help you go global in days, not months

When you choose Managed Markets, you gain access to an ecosystem of shipping partners that work together to make adoption easy; no need to rely on external IT cycles. Managed Markets is seamlessly integrated with DHL Express—as well as top shipping softwares, such as ShipStation—so that businesses have the freedom to use the partners they love, out of the box and go global in days, not months.

“Global ecommerce success thrives on a well-connected ecosystem,” says Chris Vaughn, VP of Product at Auctane, parent company of ShipStation. “ShipStation’s partnership with Shopify, especially their innovative Managed Markets solution, exemplifies this perfectly. By seamlessly integrating shipping workflows within Managed Markets, ShipStation empowers businesses to leverage DHL Express’ world-class network directly from their Shopify dashboard. Now businesses don’t have to juggle separate platforms. They can streamline everything from DDP shipping to customs clearance in one place. Together, we empower businesses to focus on what matters most: creating a frictionless global buying experience for their buyers.”

“

By seamlessly integrating shipping workflows within Managed Markets, ShipStation empowers businesses to leverage DHL Express’ world-class network directly from their Shopify dashboard.”

ShipStation

— Chris Vaughn, VP of Product at Auctane, parent company of ShipStation

The image shows a screenshot of the glowskin.com website interface, demonstrating localized checkout options. It features three distinct checkout paths for different regions:

- Japan:** A button with the Japanese yen symbol (¥) and the URL glowskin.com/ja-jp. Below it is an image of three bars of soap (one dark grey, two light beige) and a button labeled "今すぐ購入" (Buy now).
- United States:** A button with the dollar sign (\$) and the URL glowskin.com. Below it is the same soap image and a button labeled "Buy now".
- France:** A button with the Euro symbol (€) and the URL glowskin.com/fr-fr. Below it is the same soap image and a button labeled "Acheter maintenant" (Buy now).

Your global selling advantage with DHL Express and Managed Markets from Shopify

Imagine offering your products to buyers worldwide with the same ease and speed as domestic sales. Managed Markets and DHL Express make this a reality.

Here's how you'll gain a competitive edge:

- **Faster delivery speeds:** Reach international buyers quickly with DHL Express' global network, so you can achieve local-like delivery times in key regions. Express shipping options and real-time tracking elevate the buyer experience.
- **Lower costs and fewer headaches:** Save time and money by leveraging Managed Markets's shipping services to simplify customs clearance and reduce costly complaints, claims, and returns. Use DDP shipping to eliminate surprise fees for your buyers and build long-term trust.
- **Streamlined customs documentation:** Proper HS codes and complete documentation are crucial for smooth customs clearance. Managed Markets automatically handles it, so you don't have to. Plus, paperless clearance makes documentation even easier.
- **Smooth claims resolutions:** Lost packages or customs issues can be frustrating. Managed Markets offers faster claims resolution and efficient border issue management, so you can spend more time running your business and growing revenue.
- **Happier buyers and increased sales:** A seamless international buying experience leads to higher satisfaction, reduced returns, loyal buyers, and net-new business.

International expansion is an untapped opportunity for a lot of businesses, but the risk and additional expense can be a major deterrent. That's why Managed Markets and DHL Express solutions are ready to take that complexity off your hands.

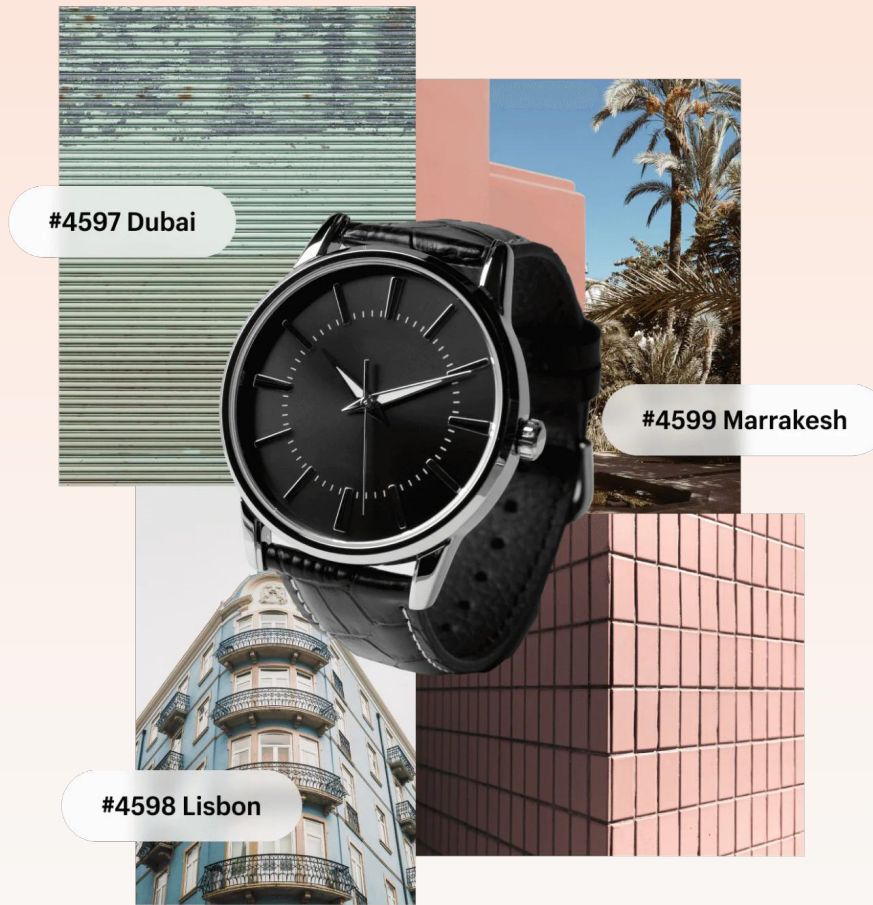
Managed Markets supports businesses expanding across borders by offering lower costs, reduced risk, and just-like-local transactions around the world. This way, you can focus on what you do best: creating valuable products and delivering unforgettable buying experiences for buyers everywhere.



↗ 4%



↗ 12%



Already using Shopify?
Explore Managed Markets and DHL Express.

Login to apply >

Not on Shopify, but ready to see what
Managed Markets can do for you?

Start free trial >