



# Smart shipping means more saving

Get a free Shipping Analysis from USPS.



When it comes to shipping costs, knowledge is power. Given that shipping rates are one of the biggest contributors to overhead expenses, it's essential for businesses to learn how to manage those costs effectively. Understanding your shipping profile can help you take control of spending and identify new opportunities to save.

## What can a Shipping Analysis do for you?

A USPS® Shipping Analysis provides you with a professional report and overall snapshot of your shipping profile to determine corporate impacts and costs associated with your fulfillment operation.

### Areas of analysis include:



Zone distribution to better understand your shipping patterns.



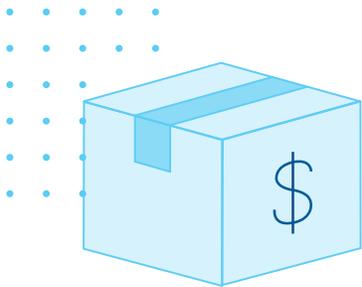
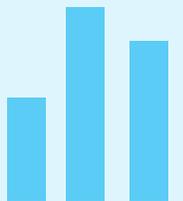
Weight distribution to understand the right level of service for your shipments.



Transit analysis to illustrate your average delivery times.



Cost analysis to identify the most advantageous shipping solution.



# #1

The cost of shipping is the top challenge for e-commerce merchants today.<sup>1</sup>

## Tracking your shipping expenses pays off.

If you're unsure when your last shipping audit was conducted, you may be overdue for one. Your business could be losing money every day—and you may not even realize it! At the United States Postal Service, our Solutions Experts can conduct a Shipping Analysis to help you identify smarter ways to ship, and most importantly, save you money.

1. "2023 State of Shipping Report," Shippo, March 2023, <https://try.goshippo.com/2023-state-of-shipping/>

## How does it work?

Our Solutions Experts begin by looking at your Package Level Detail (PLD), a set of data you provide that helps us reveal useful information to you by analyzing every package your company has shipped. We evaluate this data to determine what solutions meet your needs as we create your shipping profile. You'll receive a comprehensive report from us, ensuring the best possible cost savings for your business.

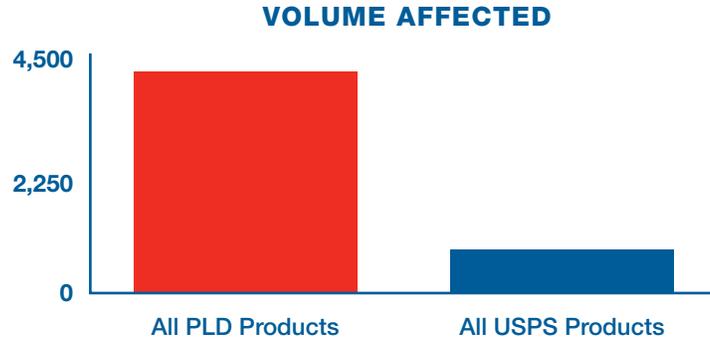
### Additional areas of analysis show:

- DIM weight impacts
- Expected time in transit
- Percent of delivery area surcharges
- Zone and weight mix
- Packaging efficiency
- Ounce, cubic, and blended opportunities
- Distribution center effectiveness

*The following charts represent the potential findings that can be uncovered with a USPS Shipping Analysis.*

### DIM Weight Impacts

Utilizes Package Dimensions and Actual Ship Weight

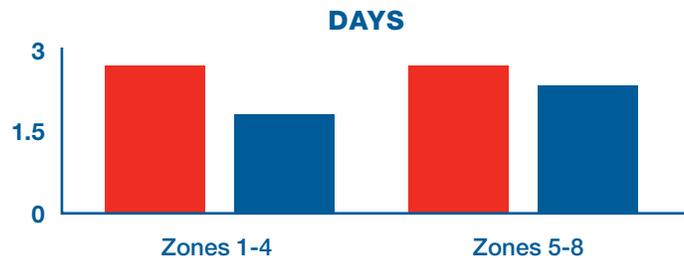


	COMPETITOR	USPS	VALUE DIFFERENCE
<b>% Subject to DIM</b>	1%	0%	1%
<b>Volume Affected</b>	4,184	1,148	3,036
<b>DIM Factor</b>	139	166	-27
<b>DIM Impact (\$)</b>	\$16,873	\$12,145	\$4,728

DIM SUMMARY

### Expected Time in Transit

Utilizes Shipped Date/Delivered Date (Competitor), Origin, and Destination ZIP Code™ areas (USPS Service Standards)



	COMPETITOR	USPS	VALUE DIFFERENCE
<b>% Volume Shipped</b>	96%	96%	0%
<b># of Days in Transit</b>	2.8	1.9	0.9

TIME IN TRANSIT SUMMARY





## Opportunities to Zone Optimize

Utilizes Origin and Destination ZIP Code™ areas

*Shipping zones measure the distance a package travels in groupings of ZIP Code areas—from the point of origin to the destination. In most cases, the greater the zone, the greater the cost. This table shows the movement of packages from one origin ZIP Code in a higher zone to another ZIP Code in a lower zone.*

Origin ZIP Code	Quantity	Percentage
19073	196,834 +116,062	61% +36%
22206	97,538 +16,764	30% +5%
50001	24,842 -55,930	8% -17%
90230	3,877 -76,897	1% -24%
ALL	323,092	100%

## What do we need from you?

Include the following information when providing your PLD file:

- 1 Annual shipping patterns.**  
Acceptable file formats include CSV, TXT, Microsoft Excel, or Microsoft Access.
- 2 Critical fields.**
  - Destination ZIP Code
  - Actual ship weight
  - Current service levels
  - Origin ZIP Code
  - Length, width, height<sup>1</sup>
- 3 Additional details.**
  - Billed weight
  - Shipped/delivered date
  - Surcharge information
  - Hazmat shipments

### Then, email the file to your USPS Solutions Expert.

If a file exceeds 28 megabytes, USPS can provide a Secure Large File Transfer folder. One of our experts can also schedule a meeting to walk you through how to transfer the data.<sup>2</sup>



## Ready to maximize your shipping effectiveness?

Our experts are standing by to help guide you through the entire process.

## Make the most of your marketing.

At USPS, we also offer marketing resources and services for businesses like yours.

Let us provide a Marketing Analysis on using Direct Mail to help grow your business and increase engagement.

1. If the data does not have dimensions, please provide a box or poly usage file displaying the number packages by quantity, weight range, and sizes (LxWxH).  
2. Instructions for downloading shipping files vary depending on the shipping system. Free USPS technical assistance is available for obtaining your shipping data.



DELIVERING  
FOR AMERICA™

We know that success is a two-way street. That's why we take the time to really understand your business goals and do everything in our power to help you achieve them.

With a broad range of expertise, products, and services, USPS is uniquely positioned to help you succeed in multiple areas, including marketing, customer engagement, shipping, returns, retention, and customer service.

Contact your USPS Solution Expert to receive your complimentary Shipping Analysis today.

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