



2019 Holiday Readiness Guide

Tips, tricks, best practices and helpful ideas to get you ahead during the 2019 holiday shipping season.



Important Shopping Days for 2019

November

Nov. 11
Veterans Day
Singles' Day

Nov. 28
Thanksgiving

Nov. 29
Black Friday

Nov. 30
Small Business Saturday

December

Dec. 2
Cyber Monday

Dec. 3
Giving Tuesday

Dec. 9
Green Monday

Dec. 14
Free Shipping Day

Dec. 22 – Dec. 30
Hanukkah

Dec. 25
Christmas Day

Dec. 31
New Year's Eve

January

Jan. 1
New Year's Day

Important USPS Shipping Deadlines*

Dec. 21
Priority Mail

Dec. 23
Priority Mail Express

Dec. 20
First-Class

*Dates are for estimated delivery before December 25. Actual delivery date may vary depending on origin, destination, Post Office acceptance date and time and other conditions. Some restrictions apply.



How Retailers Can be Successful Online

1. Optimize Your Website

The holiday season is the time to boost keyword campaigns. Optimize your site, streamline your order process and make sure that your search functionality is fine-tuned. It's also essential to ensure it's as easy as possible for customers to find, order and return items on your platform. Try creating call-out promotions that draw the visitors' eyes to specific items and spark sales.

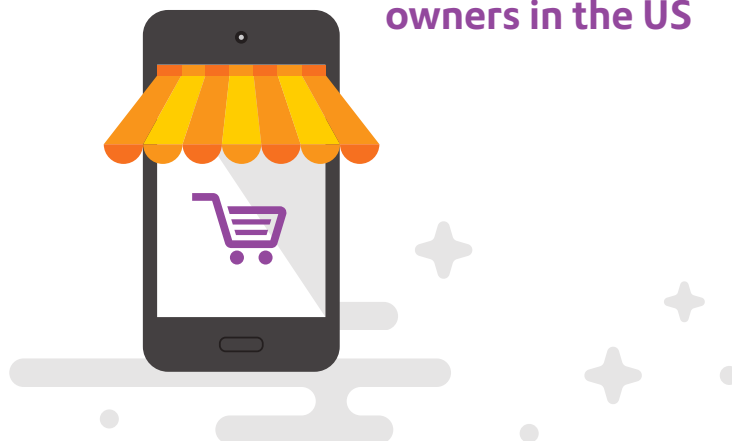
2. Promotions and Campaigns

Now is the time to use the customer data that you've been capturing all year by creating targeted emails to promote your store items. Try the following best practices in your email strategy: customize the "from" line, write clear subject lines, personalize your offers, and/or create a strong call to action. Always remember to capture additional data so that you are better positioned for future promotions and campaigns.

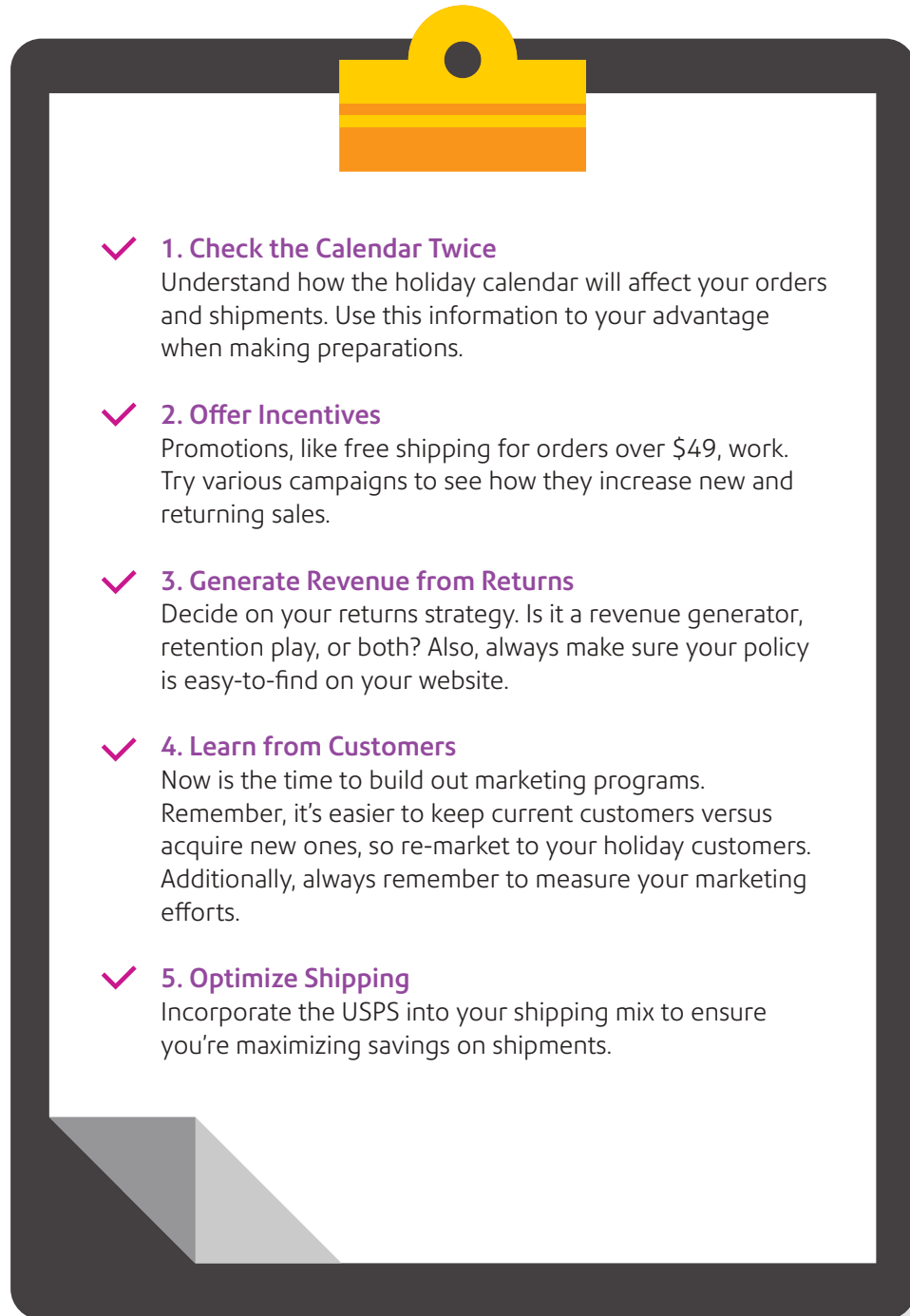
3. Go Mobile

Data from Statista shows that over 257 million US consumers now own smartphones. It's estimated that about 60% of smartphone users made a purchase online using their mobile devices in the last 6 months. If your site isn't optimized for the mobile experience, then you are missing out on sales and engagement. Even a simple mobile site can significantly boost your bottom line during the holiday season.

257 million
smartphone device
owners in the US



The Ultimate Holiday Checklist



3 Ways USPS Can Help Year-round

While the holiday shipping and return season is your business' go-time, USPS has been preparing all year long. Ecommerce merchants should rely on the USPS for some, if not most, of their ecommerce deliveries. The USPS offers competitive rates, increased technology to improve tracking and has a legal mandate to deliver to all US postal addresses in all jurisdictions.

Partner with Pitney Bowes to access USPS rates and services:

1. No Surcharges

The USPS doesn't charge shippers hidden fees or surcharges. This means pricing is up-front, allowing shippers to better manage shipping expenses and only pay for the following:

- Lower dimensional rates for larger, lighter-weight items
- No residential delivery surcharges
- No address correction fees
- No fuel surcharges

2019 Shipment Example

Ground Shipping	UPS	FedEx	USPS
2 lb Zone 2	\$8.65	\$8.52	\$7.10
DIM	139	139	166
10 x 10 x 10 Box	\$10.43	\$10.43	\$10.55
Residential delivery surcharge	\$3.95	\$3.80	\$0
Delivery area surcharge	\$3.80	\$3.65	\$0
Ground fuel surcharges	\$1.41 (7.75%)	\$1.34 (7.50%)	\$0
Address correction fee	\$16.40	\$16.00	\$0
Total cost	\$35.99	\$35.22	\$10.55

Source <https://www.pitneybowes.com/us/osg>.

- Learn more about the most common and often unexpected shipping costs organizations encounter with our [Guide to Office Shipping](https://www.pitneybowes.com/us/osg) at <https://www.pitneybowes.com/us/osg>.

2. Discounted Rates

The USPS is cost-competitive for shipments that are five pounds or lighter. This includes items that fit in Flat Rate Boxes or shipments that are smaller and denser.

Additionally, with many different mail classes to choose from, the USPS provides cost-effective options for all shippers - from the small online retailer to the larger warehouse shipper. Some of the cost-effective options include lower dimensional rate pricing and same shipping rates to Hawaii, Alaska, and other US territories.

3. Delivery and Tracking

The USPS has made large investments in tracking technology, putting them on par with private carriers. From Priority Mail Express™ to Media Mail®, there is a mail class that meets every customer's shipping expectation. Some perks of the USPS delivery and technology include:

- Real-time tracking
- Free Saturday delivery
- Free Sunday delivery to metropolitan areas
- Free package pickup
- The only carrier to deliver to PO Boxes and APO/FPO addresses

6.2 billion



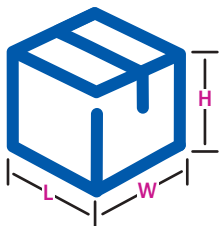
In 2018, the USPS shipping and package volume increased to 6.2 billion pieces

With 158.6 million delivery points nationwide, and 1.3 million new delivery points added to the network in 2018, the USPS is your partner for last-mile delivery.

Dimensional (DIM) Weight: Don't Let it Weigh You Down

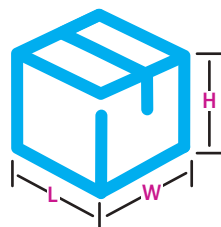
Historically, shipping costs were calculated according to the gross weight of a package. However, the ecommerce boom prompted most national carriers to reconsider this approach. Lighter weight, lower density packages are comparatively less profitable for carriers because they take up so much space relative to the price charged per package (based on weight alone). To adjust this model, carriers started using dimensional (DIM) weight rates. DIM weight rates allow carriers to establish a minimum charge for the cubic space that a package occupies.

Calculating DIM Weight



$$\text{Dimensional weight} = \frac{L \times W \times H}{194}$$

L - Length in inches
W - Width in inches
H - Height in inches



$$\text{Dimensional weight} = \frac{L \times W \times H}{166}$$

L - Length in inches
W - Width in inches
H - Height in inches

DIM weight is calculated by multiplying the length by width by height of each package (in inches) divided by the carrier factor for shipments. Sometimes, a customized dimensional weight factor can be negotiated (in which case that factor is used).

Please note: Carrier factors may vary for domestic and international shipments.

Find the DIM Weight of your packages with our calculator to understand the true cost of what you're sending at pb.com/us/dimcalculator

Changes to Priority Mail®:

Starting June 23, 2019: Dimensional Weighting, which currently applies for Zones 5-9 will apply for all Zones 1-9, and the DIM factor (divisor) will change from 194 to 166.

Changes for Priority Mail Express®:

Starting June 23, 2019: Dimensional Weighting will be new for Priority Mail Express and will apply for all Zones 1-9. The DIM factor (divisor) will be 166.

Changes for Parcel Select:

Starting June 23, 2019: Dimensional Weighting will apply for all Zones 1-9. The DIM factor (divisor) will be decreased from 194 to 166.

Quick Tip

We advise retailers to use the correct box size when shipping parcels to avoid additional DIM factor charges that can incur when small items are shipped in large boxes.



About Pitney Bowes

The world of commerce is changing every day. Today, the buying and selling of goods and services takes place in a borderless, hyper-connected world. To navigate and succeed in this complex world – a world with billions of transactions and zero tolerance for error – you need precision and accuracy. These are the skills of a craftsman, and the proven skills of Pitney Bowes, the Craftsmen of Commerce.

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