



INTERNATIONAL
DHL eCOMMERCE

FULLY LANDED COST CALCULATOR

DHL eCommerce's Fully Landed Cost Calculator provides a fully scalable, easy-to-use solution to over 200 global e-commerce markets for your duties, taxes and fees at checkout

FULLY LANDED COST CALCULATOR

Simplify transactions with international customers.

If you're an e-commerce retailer who sells to consumers in other countries, you know international transactions can be complicated – for you and your customers. Now with DHL eCommerce's Fully Landed Cost Calculator, you can provide the total cost of purchase in your customer's preferred currency with all duties, taxes and shipping costs included – and no surprises.

Benefits to your shoppers:

- Localized shopping experience for shopper's ease-of-mind
- Full visibility of total end cost of purchase including all charges
- Easy and fully informed purchase decision of shoppers
- No surprise collection fees at delivery

Benefits to merchants:

- Real-time duty, tax and other Governmental Fees provided in the shopping cart
- Merchant maintains ownership of the checkout process
- Merchant retains full control of foreign market product prices, branding and consumer analytics
- Incoterms options available with duties and taxes paid by shipper (DDP) or duties and taxes paid by consignee (DDU).

WHY DHL eCOMMERCE?

Global reach without the risk.

DHL eCommerce provides streamlined end-to-end solutions for cross-border shipping by pairing the powerful capabilities of DHL eCommerce's Fully Landed Cost Calculator with our international logistics expertise and recommended partners. This unique combination allows you to reliably reach consumers worldwide without the challenges typically associated with international transactions, such as complex logistics and costly capital investments.

Trusted Brand.

DHL is recognized as a Global 100 brand that customers can easily identify with and can positively influence the in-cart purchasing decision based on known carrier options.

Trade Compliance Support.

Denied party screening, embargo and common commodity restriction screening to support your trade compliance using U.S., Germany and United Nations requirements.

Customer Web Portal.

Robust online shipping management tool with piece-level tracking, invoices and performance management reporting.

Easy integration and straightforward invoicing.

DHL eCommerce offers easy-to-use APIs that integrate simply and seamlessly with your existing e-commerce website and fulfillment operations.



IMPORTANCE OF EASE OF CHECKOUT

The average online shopping cart abandonment rate is over 68%¹. Providing customers with a simplified checkout process is important when selling cross-border.

With one in every five dollars expected to be spent on cross-border purchases by 2020², merchants must consider the positive impact of providing a simplified checkout process to drive conversions.

Research indicates that cross-border consumers prefer a domestic-like experience where shipping costs including any additional fees, duties or taxes are visible up front.

Some of the reasons why consumers abandon the checkout include:

27%

Amount of extra fees was unclear: In Canada, 27% of shoppers have abandoned a shopping cart from an overseas seller due to this reason. In Italy, this number is closer to 42%³. Consumers are savvy, if the product is available both internationally and domestically they will typically compare prices for the best deal. Providing visibility of any extra fees payable supports the consumer buying decision.

23%

I couldn't see or calculate total order cost up-front: 23% of shoppers have abandoned the cart due to unknown additional costs that may be collected upon delivery. Consumers don't want surprises of additional fees at time of delivery. This weakens the customer experience and can risk future purchases. Providing transparency of any fees supports the consumer buying decision.

60%

High extra costs (Shipping, Tax, Fees): 60% of consumers don't complete their purchase due to high cost shipping options. Cross-border consumers prefer multiple service levels and costs to meet their delivery needs.

DHL eCommerce's Fully Landed Cost Calculator is an easy-to-use technology solution that supports your international growth strategy by presenting your customer with a clear and accurate amount of any duties, taxes and fees in the online checkout.

Ready to expand your international business? Contact DHL eCommerce at 800-805-9306 or online at dhl-usa.com/ecommerce and find out how we can support increasing your international e-commerce sales.

¹ Baymard: Cart Abandonment Rate Statistics (2017)

² DHL Cross Border E-commerce 21st Century Spice Trade Report

³ Euromonitor International 2017

⁴ PayPal / Ipsos Insights Report 2016