



# Shipping **Cost-Cutting** Checklist





**With 70.4% of retailers naming shipping costs as their top challenge for 2025\***, it's clear that this is a pressure point for businesses globally. This checklist gives you practical, proven ways to reduce those costs across each stage of fulfilment – from checkout to post-purchase – without adding complexity or headcount.

*\*Starshipit Evolving Expectations retailer survey 2025*

## How to reduce shipping costs before checkout

Whether you're shipping 100 orders a week or 10,000, there are real savings to be made before customers even reach the checkout. Manual tasks like rate comparison or choosing services for each order slow down fulfilment and leave room for error. The steps below help you automate routine decisions, speed up dispatch, and reduce costs.

### **Negotiate your own rates**

Build direct relationships with carriers to secure better shipping rates, especially as your volume grows. Negotiated rates give you more control and create long-term cost savings as you scale.

**34.8%** of leading retailers plan to renegotiate their carrier contracts to reduce costs in 2025.

### **Set up rules to select the cheapest carrier**

Automate carrier selection based on factors like destination, volumetric weight, or delivery speed – so you're always using the most cost-effective option.

### **Set up live rates for customers at checkout**

Use live rates at checkout to show real-time shipping rates, reduce cart abandonment and cut delivery overspend.

### **Control your margins**

Add or subtract margins to your shipping to maintain control of your costs. E.g. you might add a buffer to cover international shipping fees or import tariffs when shipping into high-duty regions.



## How to reduce shipping costs in the warehouse

Warehouse processes play a key role in shipping cost reduction, especially as order volumes grow. Automating routine tasks and reducing fulfilment errors in the warehouse helps avoid costly returns, optimises packaging, and cuts down time spent on every order.

### Compare shipping rates

Use a shipping automation platform to compare shipping rates from multiple carriers so you can select the most cost-effective carrier.

**52.8%** of retailers surveyed use a multi-carrier setup to stay flexible and avoid unnecessary costs.

### Reduce errors with autocorrected addresses

Automatically validate addresses to ensure packages reach the right destinations, saving on costly returns – and unhappy customers.

### Merge orders going to the same destination

Combine multiple orders headed to the same address into a single shipment to cut shipping costs and reduce packaging waste.

### Save time with bulk label printing

Use the bulk label printing feature to print multiple labels at once, saving time and reducing labor costs, especially during peak sales periods.

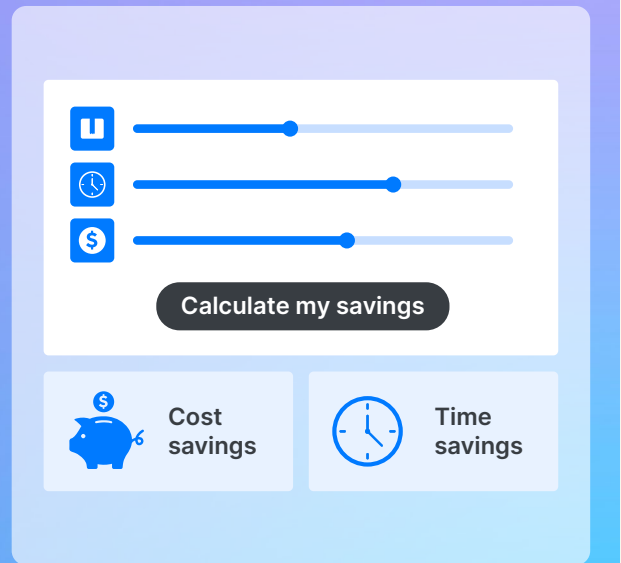
### Don't pay to ship air

Optimise your packaging process by matching each order with the most efficient packaging based on item dimensions and weight.

## Find out how much you could save with automation!

Use our [Cost Savings Calculator](#) to get a personalised estimate of how much time and money you could save by automating your shipping and fulfilment processes using the steps in this checklist.

**Small changes add up fast – find out how much you could save today.**



U —————

🕒 —————

💰 —————

Calculate my savings

🐷 Cost savings

🕒 Time savings



## How to reduce shipping costs post-purchase

The post-purchase stage is where operational costs quietly pile up – from returns to “where is my order?” queries. These steps can help reduce support workload, build loyalty, and keep costs under control after dispatch.

### Automated tracking notifications

Send [automated tracking notifications](#) to keep customers in the loop and free your support team from WISMO queries.

### Streamline the returns process

Set up an [automated self-service branded returns portal](#) embedded directly on your website to simplify returns for customers and save time for your support team.



## How to use your shipping reporting to reduce costs

It's crucial to keep a close eye on your shipping data to ensure you stay in control of your costs. Monitoring key performance metrics helps you identify areas for improvement and establish benchmarks for clearer cost objectives.

### Track average shipping cost

Monitor the average cost per order shipped to keep your delivery spend under control. This helps you spot rising carrier costs early, assess the impact of free shipping offers, and adjust your strategy to protect margins.

### Monitor average transit time

Track how long it takes for orders to reach customers after dispatch. This helps you compare carriers, optimise delivery routes, and choose the fastest, most cost-effective shipping options.

### Keep an eye on pending orders

Stay on top of unshipped orders to avoid fulfilment delays and missed delivery windows. A consistently high count can point to bottlenecks in your process, or gaps in your warehouse setup.

## Start shipping today

Even if you don't have a carrier account. Bringing your own rates? We don't charge you per label. We're all about shipping technology that works for you.

**[Start your free trial now](#) or [book a live demo](#) with a shipping expert to learn how you can turn inefficiencies into opportunities to save.**

	New	Printed	Shipped	Returns
	Select view		Print	Check addresses
<input type="checkbox"/>	Order	Customer	Country	Courier
<input type="checkbox"/>	363	Millar	AU	Australia Post
<input checked="" type="checkbox"/>	364	Newman	NZ	DHL Express
<input type="checkbox"/>	365	Rayner	FR	Deutsche Post
<input type="checkbox"/>	366	Olson	DE	DPD
<input type="checkbox"/>	367	Davidson	IT	Evri

