

Shipping Smarter: How to Offer Free Shipping Without Losing Money

5 clever free shipping strategies ↘

1. Build shipping costs into the sticker price

This is the easiest and most common way to cover free shipping. When you factor the costs into the sale price of your products, the difference is negligible and greatly outweighed by the perceived benefit of free shipping.

2. Boost average order value

Encourage customers to increase the dollar value of their order by having free shipping kick in at a specific minimum order threshold or offering free shipping on select items or categories with higher profit margins.

3. Provide additional shipping options

While most shoppers are willing to wait for standard shipping if it means getting it for free, there are always those who want their order delivered ASAP. If you offer site-wide free shipping, consider adding paid upgrades for expedited shipping options to help offset the costs.

4. Offer event-based free shipping

Rather than using a blanket approach to free shipping, consider using strategic timing. Create a set schedule on certain days and times or run flash sales where you "randomly" announce free shipping for sales during a limited period of time.

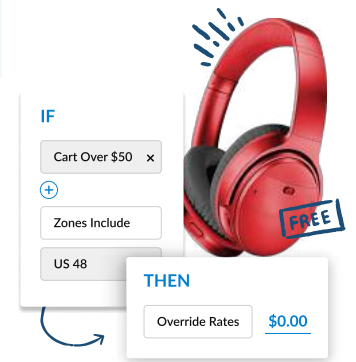
5. Optimize your packaging

Oversized boxes and excessive filler can unnecessarily drive up your shipping costs. Proper packaging keeps shipping expenses manageable while reducing your carbon footprint for additional savings.

Did You Know:

90% of consumers say free shipping is their biggest incentive to shop online?

Customers want shipping to be fast and free; and they're willing to abandon carts and walk away from brands that fail to deliver on both. But there's one big caveat: free shipping is free to your customers, not to you. So, the question isn't whether you should offer free shipping, but how.



Ready to Get Started?

We're here to help—contact us for questions or additional information.

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