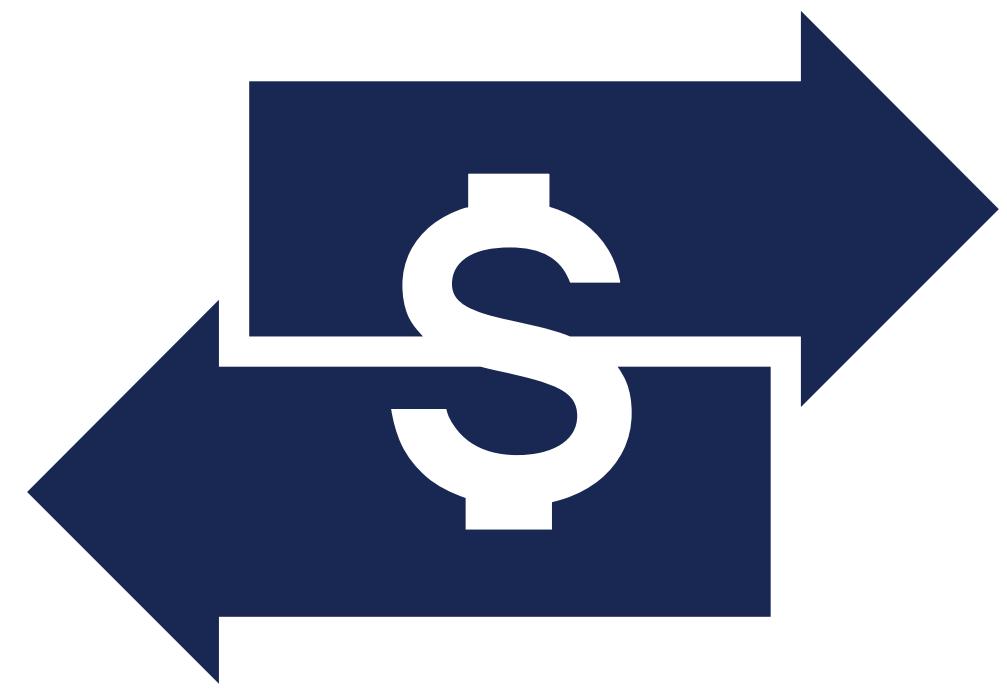


# 6 PRACTICES FOR PROFITABLE SHIPMENTS

**1 Differentiate winners and losers.**  
Focus on what it costs to pick, pack and ship each different SKU. Weed out products not making money, focus on ones that do. When you understand SKU viability, you can refine marketing messages, pricing, pass-through costs and other elements that determine whether you make money on an order.



**3 Get everyone involved with good margin management.**  
Make sure your marketing and sales teams committed to sending out profitable orders. When the "Buy \$50 worth of stuff and get free shipping" promotion launches, make sure the "losers" do not fill-up e-commerce shopping baskets and drive your cost above profit.



**2 Think down to the package level.**  
If you handle multiple pick-and-pack orders, know what you are putting into different sized packages. Align that information with the actual transportation costs, and then figure out the profitability level on each.



**5 Put your SKUs in the right place.**  
Optimize fulfillment and place SKUs as close to the end buyer as possible to reduce your shipping expenses. This also creates "wow" moments for repeat customers.



**4 Put data to work.**  
Data is your profitability safety net. Understand freight cost as a percentage of product cost to protect profit. Look at carrier data, sales data, product costs, fulfillment costs and other expenses that go into an order.



**6 Find a Partner with the Tools**  
Determining the cost to ship each SKU is complicated. You need technology tools that can gather and analyze data, as well as provide visibility to ensure profitability on every order.  
  
With enough money and resources at their avail, many companies will choose to build versus buy. Is a new "build" really a core focus for your company - or will it detract from your mission?



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