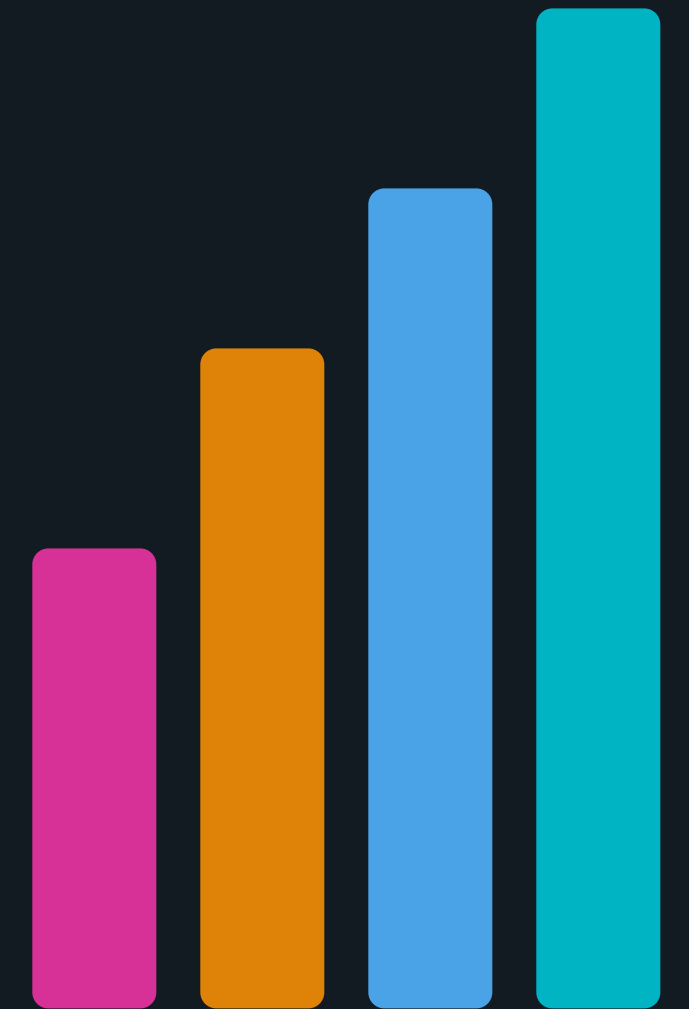


DELIVERY MANAGEMENT PLATFORM

The ROI of nShift

Delivery is one of e-commerce's biggest controllable costs, and one of the clearest places to win margin back.



1,000+

Carriers in the nShift network

20,000+

Businesses on the nShift platform

190

Countries serviced

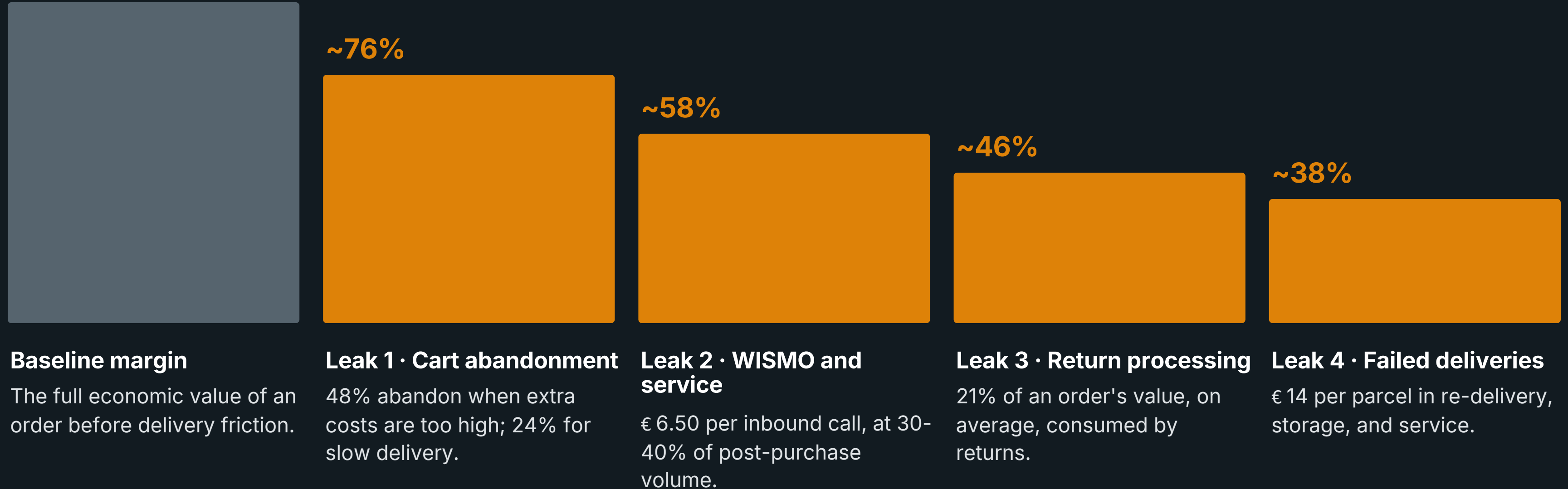
30 yrs

Delivery management experience

Delivery costs more than you think, but much of it is preventable

Each leak shaves margin off the order. The bars show how much economic value survives after each one.

100%



52% of consumers abandon a brand after a single bad experience. Delivery is a **controllable cost**, not a fixed one.

Four levers that recover delivery margin

LEVER 1

Checkout

The conversion engine. More delivery options at the point of purchase.

LEVER 2

Delivery

Operational efficiency. Multi-carrier automation and label management.

LEVER 3

Tracking

Retention and support. Branded post-purchase tracking.

LEVER 4

Returns

Margin recovery. Digital reverse logistics that retains revenue.

Small gains compound across one connected delivery operation: more conversion, lower cost, fewer support contacts, and more margin retained.

Delivery options at checkout convert browsers into buyers

20%

Flying Tiger Copenhagen

Increase in checkout conversions, with 70% adopting the new pick-up drop-off option.

28%

Scandinavian Luxury Group

Increase in average order value, alongside a 20% drop in cart abandonment.

4%

Topformula

Baseline conversion lift, with a 28% increase in average order value.

The checkout pattern

The examples show conversion lifts from 4% to 20%, with average order value gains up to 28%.

Multi-carrier automation gives warehouse hours back

90%

DTK

Reduction in shipping time, from 2m 30s to 15s per parcel. 35 printing hours saved per day.

40%

JYSK

More efficient picking process through batch-picking integration.

1,000

Stihl · hours saved per year

2 to 3 minutes saved on every order processed.

75%

Hemimex

Reduction in daily delivery administration, from 4 hours to 1 hour.

Platform-wide average: a **10 to 15% reduction** in total shipping costs through automated rate shopping.

Branded tracking cuts WISMO and creates new revenue moments

The WISMO drain



Without branded self-service tracking, every one of those "where is my order" contacts is a cost. Branded tracking turns them into revenue.

The retention engine

- Branded tracking portal



Order placed

Shipped

Out for delivery

Recommended for you

Three rectangular cards representing upsell opportunities, each with a blue header and a white title: "Upsell 1", "Upsell 2", and "Upsell 3".

Hatstore

90% drop in tracking-related service issues.

Apotea

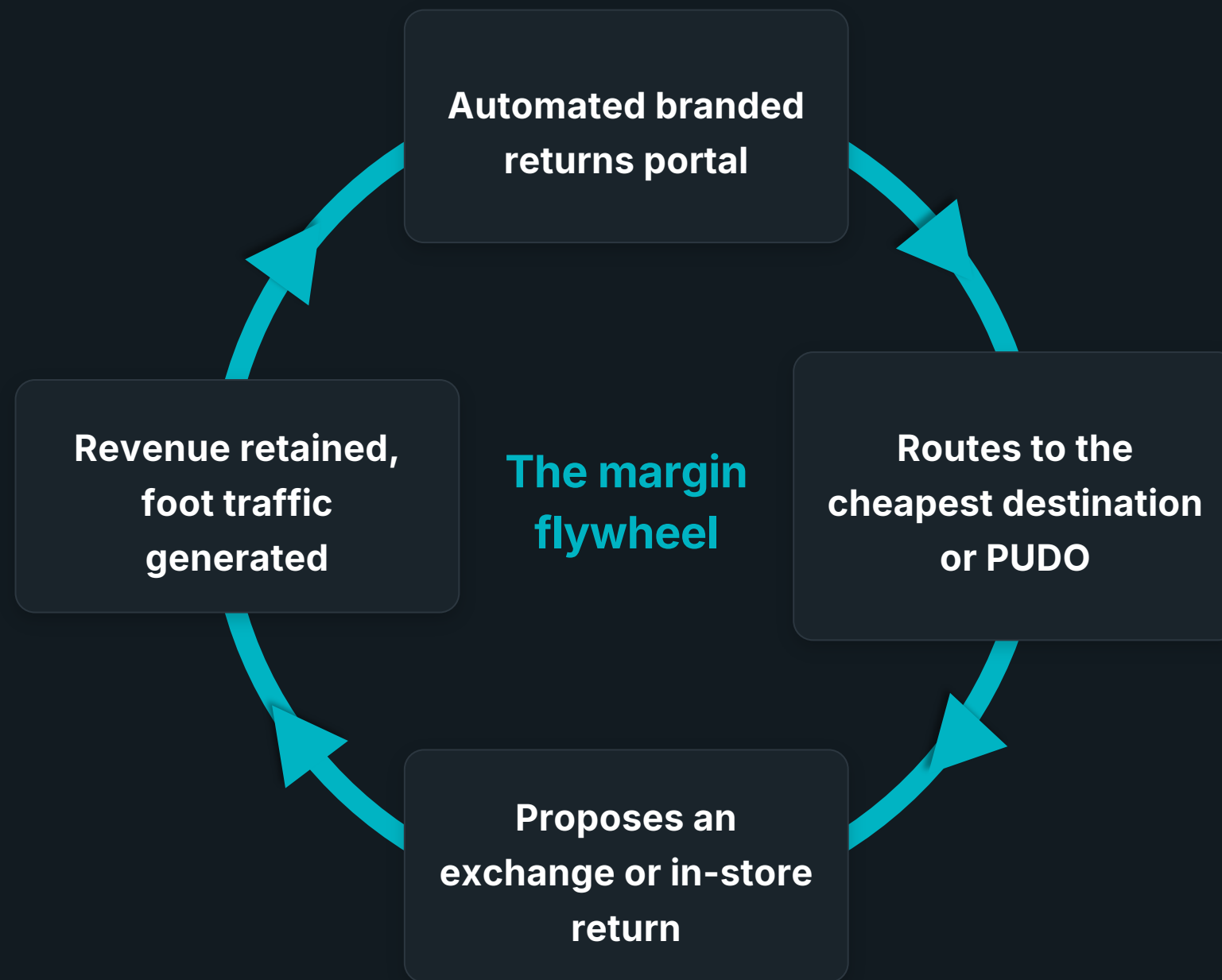
27% reduction in customer service calls.

Quiz

5x email CTR for branded post-purchase.

Returns are a margin recovery channel, not a dead end

The reverse logistics margin flywheel



Each cycle feeds the next. Without the loop, **21%** of an order's value is lost to processing on every refund.

Hunkemoller

15% shift to in-store returns, creating an immediate remarketing opportunity.

Friluftsmagasinet

Return processing cut from 5 minutes to 2 to 3 minutes per parcel.

Platform average

30% repeat return customers, a signal of retention-driven reverse logistics.

The architecture of resilience: the cost of downtime is never zero

Stress-test load graph

Peak demand: 500+ orders per hour



Impact callout

For a retailer processing **500 orders/hr** at **EUR 85** average order value, a 4-hour shipping outage costs **EUR 170,000** in delayed revenue, before adding SLA penalties and reputational damage.

Black Friday 2025

65 million parcels processed at 25 per second, without interruption.

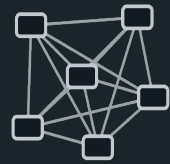
Proshop

Survived a **300% order surge**, from 9,000 to 30,000 daily orders, with zero downtime.

Stockmann

Handled a **30x order spike** during "Crazy Days" without checkout failure.

The hidden, compounding cost of doing it yourself



Homegrown API integration

- **Fragile** carrier connections
- **Escalating** maintenance burden
- **Manual** updates for every new market
- Developer time eaten by logistics plumbing



The nShift platform

- **Single interface** to maintain
- Access to **1,000+ carriers**
- **Automatic** compliance updates
- R&D amortized across **20,000 businesses**

"We are now able to onboard new carriers about three times quicker. I now have only one interface to maintain."

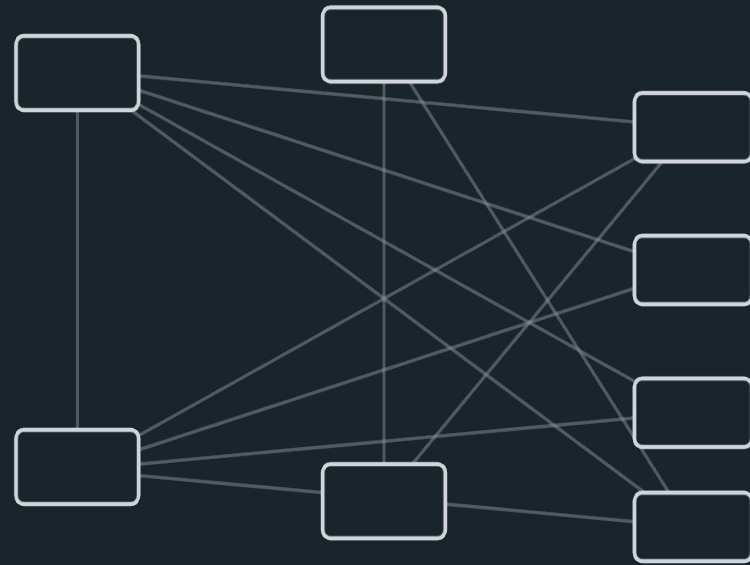
Solar Screen

"We came up against so many bugs connecting systems together. We chose to put our own solution aside and implement the all-in-one platform."

Topformula

Add new markets and carriers without integration sprawl

BEFORE Point-to-point sprawl



Every system wired to every carrier. Brittle integrations multiply with every system and carrier you add.

AFTER One hub, every carrier



Connect once to the nShift hub. Integrations add up instead of multiplying, with instant reach across 1,000+ carriers.

Stenstroms

153% international growth, enabled by localized delivery options in new geographies.

Sweden Buyers Club

Grew **40% YoY** to 200,000 annual parcels, running multiple storefronts on one delivery backbone.

What EUR 2M+ annual value could look like

Assumptions: 2.5% conversion · EUR 85 AOV · 12,500 monthly orders · 150,000 annual shipments · 20% return rate · 40% gross margin.

Illustrative example: an online retailer with 500,000 monthly sessions.

Lever	Mechanism	Annual value
Checkout	Incremental revenue via a 4% conversion lift and 5% abandonment reduction.	~EUR 1.86M
Delivery	Cost and labour savings via a 10% shipping cost reduction and 500 warehouse hours saved.	~EUR 92.5k
Tracking	Margin retained via a 30% WISMO drop and a 2% return rate reduction.	~EUR 24.9k
Returns	Combined savings via a 5% shift to in-store and 2 minutes of labour saved per return.	~EUR 56k

Total conservative annual value

EUR ~2.03M

Implementation and payback in months, not years

48 hours

Week 1

Month 1 to 2

Under 6 months

Bauhaus

Goes live with a ship-from-store pilot, immediately processing **200,000 orders** without disruption.

DTK

Realizes daily savings of **EUR 1,225** in recovered warehouse labour, at 35 hours per day.

Mobile Climate Control

Reports clear, measurable financial benefits and simplified processes.

Harvey Nichols

Achieves full financial payback against the initial project costs.

The platform can start proving value quickly through a structured implementation model built around clear operating milestones.

The sustainability dividend

Zero-friction carbon reporting built into the shipping workflow

- SFC-certified · ISO 14083 · GLEC Framework

The nShift Emissions Tracker calculates **CO2e per shipment** from carrier-specific data, as a native by-product of label generation.



Value chain disclosure

For companies in scope, transport emissions data is becoming part of sustainability reporting, customer disclosure, and value-chain evidence.

Workflow integration

Emissions are computed inside the existing shipping workflow, not bolted on afterwards.

Cost avoidance

Compliance is absorbed into operational workflows rather than funding a parallel ESG reporting stack.

What to measure across the four levers

Checkout

- Conversion rate
- Cart abandonment rate
- Delivery option selection mix



Delivery

- Shipping cost per parcel
- Time per shipment, label to dispatch
- Warehouse hours allocated



Tracking

- WISMO call volume
- Tracking page engagement
- Post-purchase email click-through



Returns

- Exchange-to-refund ratio
- In-store return share
- Processing time per return



The bottom line

VALUE UNLOCKED

EUR 2M+ /year

captured every year across the four levers

THE COST OF WAITING

EUR ~169k/month

in value left on the table every month you delay

Every month of delay leaves measurable value in the operation. nShift helps turn delivery cost into delivery ROI, across checkout, shipping, tracking, and returns.

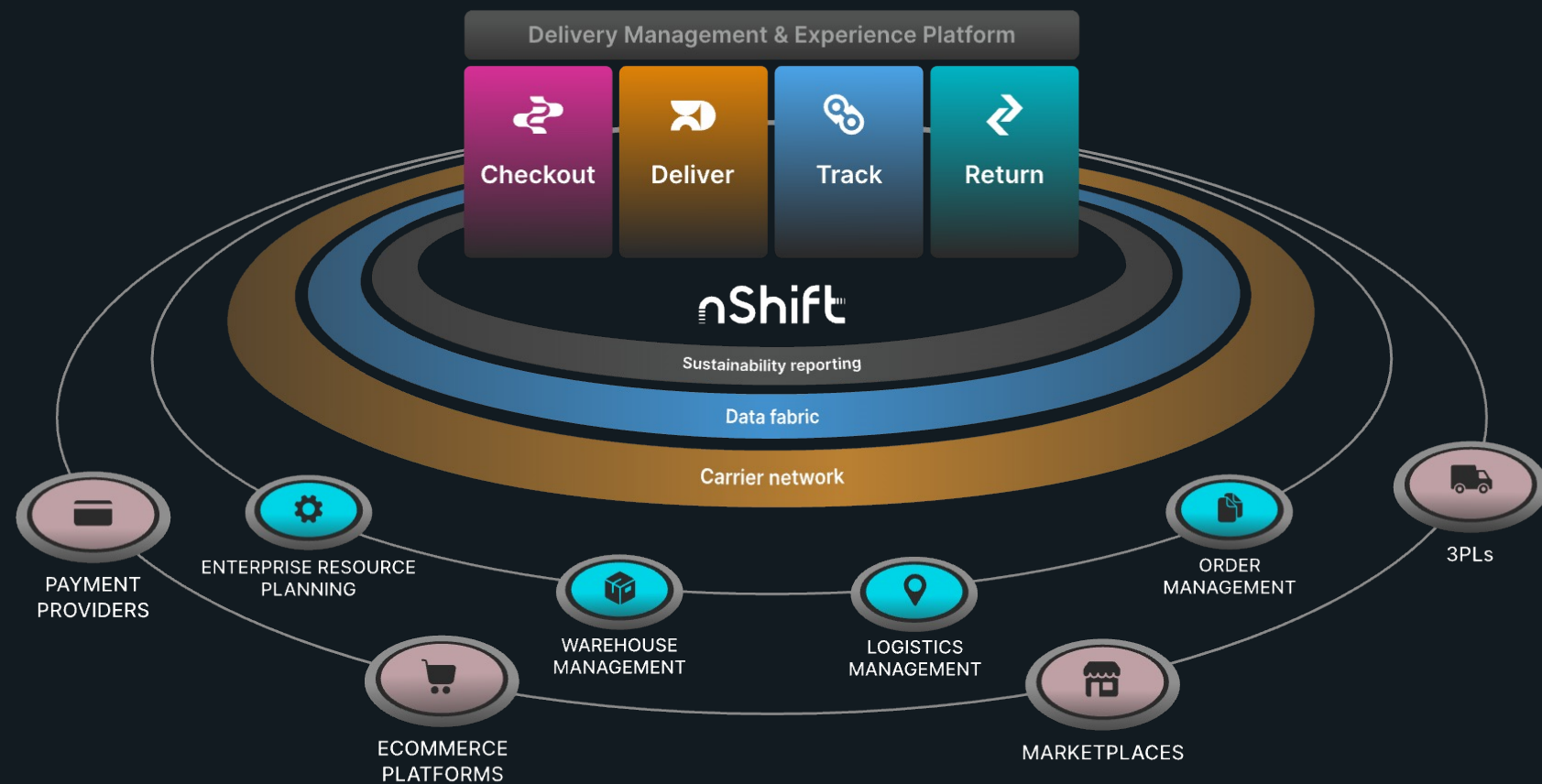
[Baseline your delivery ROI](#) >

A retailer could unlock more than EUR 2M in annual value across the four levers: revenue lifted at checkout, labour recovered in the warehouse, support costs retired, and margin recaptured on returns.

About nShift

One platform. Every delivery moment.

From checkout to shipping, tracking, returns and emissions, nShift turns delivery from your largest controllable cost into your most measurable source of ROI.



1,000+

Carriers in the network

Rate-shop and book across the world's most connected network, with integrations maintained by nShift.

20,000+

Businesses on the platform

Retailers, brands and 3PLs running delivery at scale on a single platform.

190

Countries serviced

Localized checkout, labels and returns wherever you sell.

30 years

Delivery management experience

Three decades turning delivery into measurable financial ROI.

See the ROI against your own numbers. A 30-minute conversation with our team, followed by a baseline of your delivery economics across the four levers. [**Book your tailored demo →**](#)