



**MORE POWER
FOR MY
E-COMMERCE!**

Deutsche Post 

DHL

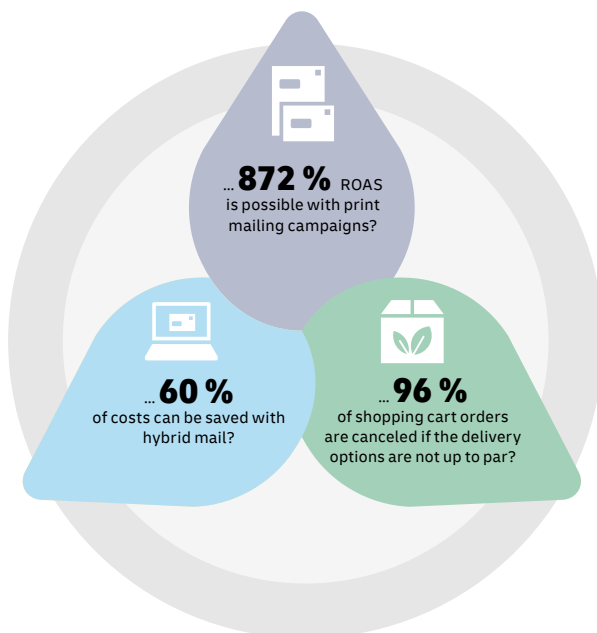
SUCCESSFUL STRATEGIES FOR YOUR E-COMMERCE GROWTH

E-commerce is a demanding business. Competition is tough, the demands of target groups are high, and outstanding service is simply expected these days.

There's good news, however. You don't need to make a huge investment to make your brand a top choice for online shoppers. The key is knowing the right strategies and the right techniques.

We'll show you how to generate **more visits to your shop**, how to use easy, **high-quality logistics** to delight your customers, and how to save time and money with **simplified communication with your customers**.

Did you know that ...



For additional information: ecommerce-power.de/portfolio_en



INSIGHTS, TIPS AND PRACTICAL ADVICE

With the right know-how, it's easy to make your online shoppers happy and increase your e-commerce turnover, using relatively simple measures.

For everyone who wants to increase and expand their online business, we offer a compilation of insights, tips and practical advice free of charge:



Studies and white papers for immediate downloading



Free web sessions with experts



Blog articles with exclusive tips

Expert know-how for your success: ecommerce-power.de/portfolio_en



The latest information and developments can be found on **LinkedIn**. Follow us!



MORE SHOP TRAFFIC

REACH CUSTOMERS, GENERATE BUSINESS

Print-Mailings – broad coverage, powerful impact.

- Activates current customers – even without an opt-in
- Enables you to reach new customers all across Germany
- Impressive multi-sensory approach puts your ads literally in customers' hands
- Has a lasting impact – mailings are kept in households longer by recipients



Puts a spotlight on your advertising message, offers lasting coverage and activates customers and ensures their loyalty.

A game-changer – reach your customers

Attention-getting:

80 %

open rate*

Activating:

4.3 %

∅ conversion rate**

Efficient, with incredible value for money:

872 %

ROAS**

Print mailings lead customers to spend more:

10 %

Higher shopping cart values**

Activation, awareness, coverage, cross or upselling: You choose!

Get started now! It's easy to use. Our online service for print mailings combines design, printing and dispatch for a seamless experience. Or enjoy our full-service option!



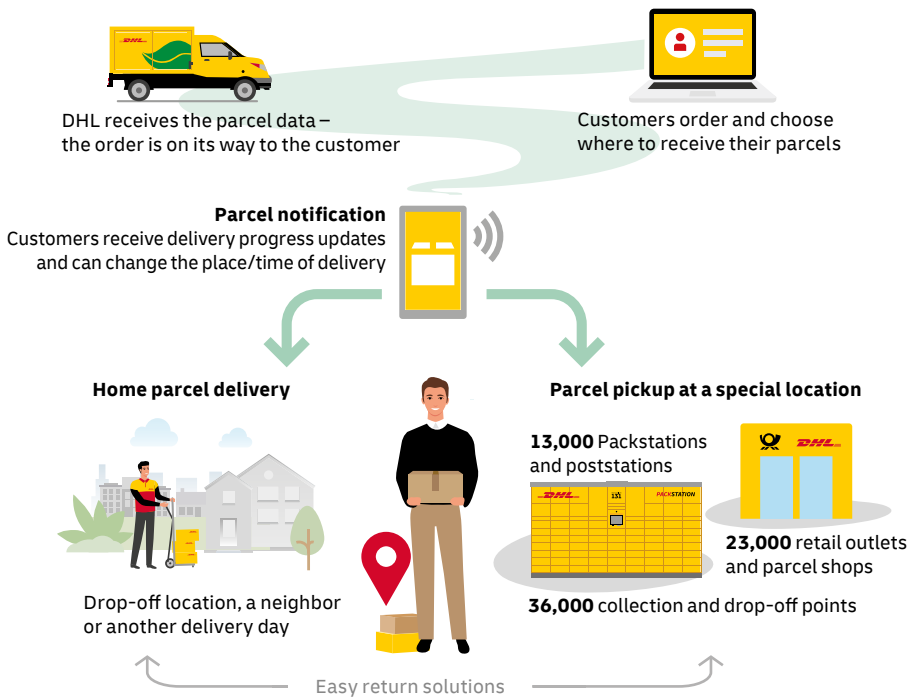
CUSTOM LOGISTICS SOLUTIONS

RELIABLE SHIPPING AND DELIVERY OF GOODS

Professional merchandise shipping with Germany's number one parcel services provider.

- Reliable and secure shipping within Germany
- Grow your business internationally with shipping to over 220 countries and territories
- Flexible parcel delivery and easy return solutions for more satisfied customers

High customer satisfaction thanks to flexible delivery options



Have you tried our software solutions for your online business?

Our partners offer comprehensive shipping solutions and custom software products in the categories of market places, shop systems, merchandise management systems, shipping logistics systems and after-sales service systems.



COMMUNICATION BY MOUSE CLICK

EASY AND AFFORDABLE BUSINESS MAIL

Hybrid mail saves you time and money. Common letter mail items like invoices are created on a computer and then mailed and physically delivered, with the help of our quickly installed E-POST MAILER software.

- Simple, fast and easy: Send paper-based business letters right from your PC – even if you work from home
- Reliable and affordable: Delivered as usual right to the mailboxes of your customers for overall prices starting at 64 euro cents per letter (plus VAT), including printing and postage
- Costs related to the dispatch of letter mail are reduced by around 60% – including postage
- Sustainable: Automatically lower your CO₂ footprint, thanks to our integrated GoGreen Plus service

71% of Germans prefer to receive important documents by regular mail rather than by e-mail.*



Get started now and try our service free of charge!

1. One-time registration online

Receive affordable introductory prices with no monthly flat rate for the desktop app.



2. Install the software and write your letters on your PC the usual way

Printing, enveloping and delivery included!



3. Full attention thanks to traditional postal delivery

Both national and international dispatch is available as are other services such as Einschreiben (registered items).



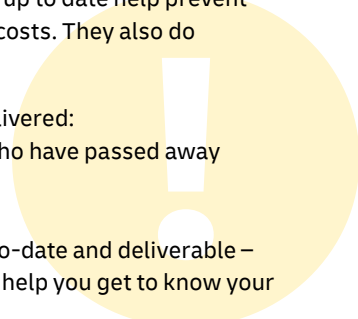
ADDRESS MAINTENANCE

SUCCESSFUL BUSINESSES MAINTAIN GOOD CONTACT INFORMATION

Companies who make sure that their address databases are up to date help prevent returns and undeliverable items for customers and save on costs. They also do something good for the environment.

- There are many reasons why a mail item cannot be delivered:
From typing errors to relocations or even recipients who have passed away
- One in eight customer addresses contains an error

Keep track of your customers! We keep your addresses up-to-date and deliverable – upon request we also provide valuable information that will help you get to know your customers better.



SUSTAINABILITY AT DEUTSCHE POST AND DHL

Deutsche Post and DHL have been working for more than 15 years to reduce their logistics-related emissions to zero.

25,000

electric and non-electric bikes and trikes are used by Deutsche Post and DHL in delivery.

28,100

electric vans are part of the Deutsche Post and DHL delivery fleet.

33,700

charging stations have been installed, making us Germany's largest private operator of an electric charging infrastructure.

130

eco-friendly delivery bases with photovoltaic systems, heat pumps and building automation in Germany.

116,500

letter mail and parcel deliverers in Germany are ambassadors of our sustainability strategy.

50%

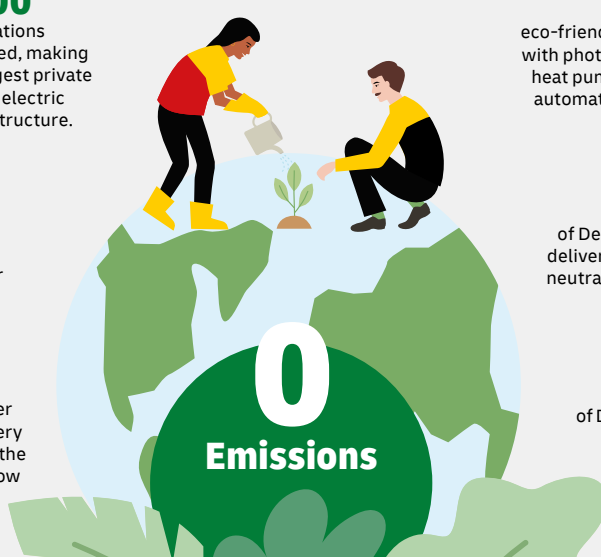
of Deutsche Post and DHL delivery districts utilize CO₂-neutral delivery methods for your items.

15,000

Packstations offer lower CO₂ than standard delivery to home addresses. And the number continues to grow every year.

95%

of Deutsche Post and DHL locations use green electricity.



**Additional information
can be found at:**



ecommerce-power.de/portfolio_en

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