

DHL Express reveals purchasing habits of online shoppers

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DHL Express has launched "Where Everything Clicks," a global digital campaign to grow its e-commerce business and guide web merchants as they access the booming global marketplace. DHL helps sellers navigate an increasingly international landscape, in which 70% of online buyers made a purchase from an international site in 2017, up 6% from a year earlier. DHL Express is aiming its campaign at companies ranging from start-ups to large enterprises, advising on how to enhance international e-commerce shipping capabilities and how to target internet-savvy buyers like millennials - 68% of whom are likely to choose a retailer based on delivery options offered.

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"International e-commerce is growing at a remarkable pace, and we want our customers to grab their share of the market - that means adding value to their e-commerce proposition," states John Pearson, CEO Europe and Head of Commercial for DHL Express. "Our customers' success is closely tied to their buyers' satisfaction with the delivery experience and the delivery options offered. DHL has developed services that both enhance the customer experience and that support web merchants as they access new markets. Our global marketing campaign will showcase those services, from On Demand

Delivery with its flexible delivery options for buyers to intelligent website analyses tailored to merchants."

Using advanced market intelligence tools, DHL can quickly identify shopping sites that receive traffic from international locations, thus flagging potential sales outside of the seller's core market. In addition, DHL can compare website engagement metrics to those of competitors, identifying opportunities to reduce bounce rates with the addition of a cross-border express delivery option. With a checklist-based approach, DHL Express advises merchants on how to optimize their websites for international sales and how to create a competitive advantage via shipping options offered.

With On Demand Delivery, buyers are notified proactively via email or SMS about a shipment's progress. Receivers can schedule delivery for another day, arrange delivery to a nearby DHL Service Point or an alternate address, and even request that a shipment is held during vacation. DHL Express offers On Demand Delivery in over 100 countries, with about 50 more coming this year.

"Where Everything Clicks" includes how-to videos, white papers, customer and trend videos. The campaign will reach multiple

online marketing channels, including organic and paid search, rich ad placements, programmatic advertising, online PR and influencer marketing. DHL Express has kicked off the campaign in the United States, United Kingdom and South Africa, expanding to China, Germany, Mexico and other selected markets in the second phase - and eventually right across globe.

"'Where Everything Clicks' reveals purchasing habits of online shoppers, including always important delivery preferences, and shows

merchants how to use this information to increase sales. We want to educate current customers and to convert potential international web merchants," says Pearson. "We're convinced that cross-border e-commerce has a huge upside that many merchants - B2C and B2B - have not yet tapped. Our aim is to support web sellers as they go global and to stand as the international express provider of choice for e-commerce."

Source: [Deutsche Post DHL](#)

