

Turning online window shoppers into frequent buyers

Consumers are going online to seek inspiration and are open to discovering new businesses

51%

are open to trying new brands across Southeast Asia¹



Why consumers abandon carts or switch brands

Inflexible shipping options

57%

in Asia Pacific would switch retailers if they were not offered flexible delivery options² like:



Click-and-collect



Flat rate shipping



Shipping to multiple addresses



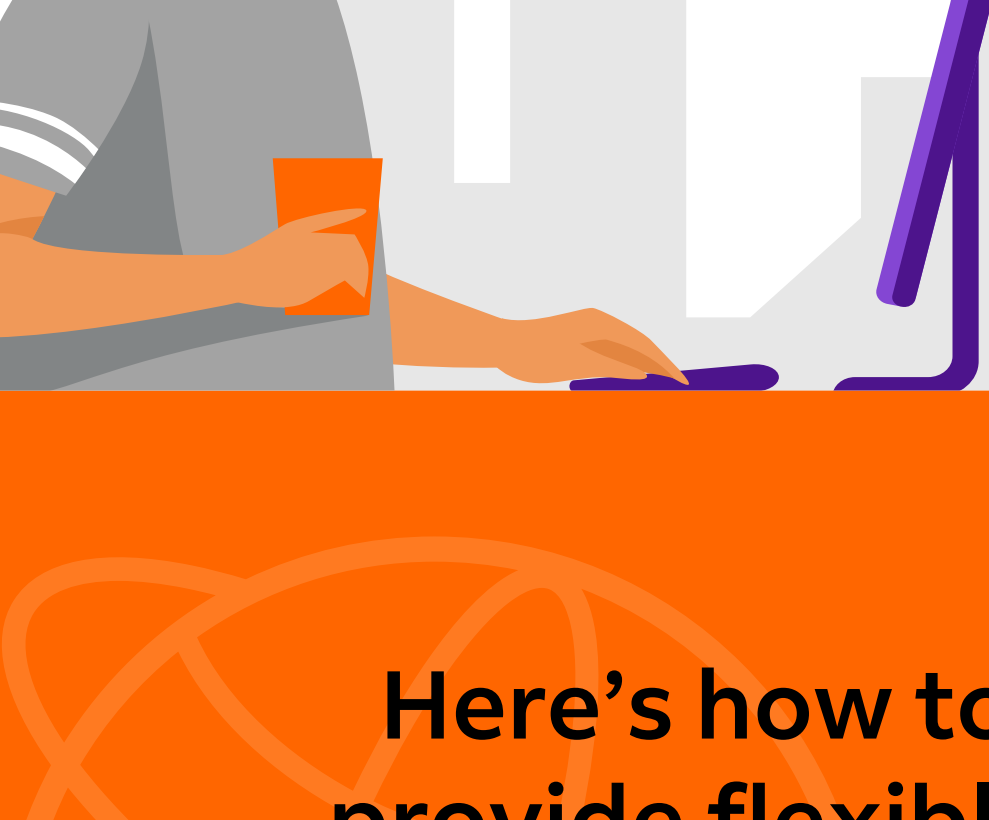
Curbside pickup

Longer delivery wait time

51%

in Southeast Asia say they've switched brands for reasons including faster delivery time¹

What consumers want: value for money and reliability



Here's how to lower shipping costs and provide flexible, reliable delivery options:



Tap day-definite, e-commerce shipping services

Work with logistic providers offering shipping services with quicker speed and greater value like FedEx® International Connect Plus.



Use cross-border e-commerce capabilities

With online tracking and digitized custom clearance, you and your consumers get greater visibility, control and convenience over the whole process.

How these e-commerce services benefit you and your customers:



Greater value = more savings

For you

Enjoy **greater savings** at competitive day-definite transits

For customers

Value for money that addresses their specific delivery needs



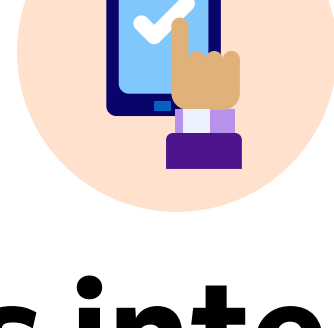
Flexibility and control = more convenience

For you

Offer the **flexibility to pick up packages from multiple delivery options**, and ability to change delivery details

For customers

Flexible and convenient delivery choices to pick from including option to reschedule



Seamless integration = seamless customer experience

For you

Easily integrate services like automating shipping labels to handle small - large transaction volumes with speed and efficiency

For customers

A **seamless integration on your end** translates into a seamless user experience that's intuitive and self-service



Better visibility and transparency = peace of mind

For you

Online and offline shipping automation solutions allow greater transparency across the fulfilment process

For customers

Higher satisfaction as able to easily track packages online and receive automated notifications

Is your business ready to ride the e-commerce wave?

Start fulfilling orders like a pro

¹ Facebook Business, Southeast Asia, the home for digital transformation, 2021

² Accenture Life Reimagined: Mapping the motivations that matter for today's consumers, 2021