Dropshipping &
eCommerce

What is Drop Shipping?

- Drop shipping is a business model whereby you run a store and sell products without holding any inventory.

- Your supplier ships the product directly from their warehouse to your customer's address.

- You only pay when an order comes in.

Why Dropship? Pros:

EASY TO START AND SETUP

- Hold no inventory
- Ecommerce POS platforms exist
- Automated sales system

INCREASED PRODUCT VARIETY

- Large online markets of products to choose from
- No need to meet MOQs/ no hassle in adding more

LOW RISK

- No worries of overstocking, complex infrastructure, storage

FLEXIBILITY

- Change your products at any time with the click of a button
- Run your operation from any location

SCALABILITY

- No need to manage workers, locations, distribution

Why NOT Dropship? Cons:

RELIANCE ON STOCK

✓ Other businesses are ordering from your supplier, your orders may be backlogged

DIFFUCULT TO STAND OUT

✓ Easy to start so plenty of people jump on, hard to find an unsaturated niche market
✓ Hard to distinguish a product that's identical to other sellers

HIGHER PRODUCT COST

✓ No bulk prices
✓ Lots of competitors, lots of price cutting

SHIPPING HASSLES

✓ Packages have to cross borders + oceans, generally longer shipping times
✓ Packages can get lost more often than traditional shipping within borders

eCommerce Channels

STEP 1) Find your Product

Brainstorm

Google Trends   Explore

fidget spinner
Search term

+ Compare

United States ▾   Past 12 months ▾   All categories ▾   Web Search ▾

Interest over time ⑦   ↓ <> ⤽

100

75

50

25

17 Dec 2017   8 Apr 2018   29 Jul 2018   18 Nov 2018

Interest by sub-region ⑦   Sub-region ▾ ↓ <> ⤽

1	South Dakota	100
2	Arkansas	84
3	Kansas	83
4	Alaska	82

Interest over time ⑦

100				
75				
50				
25				

Note

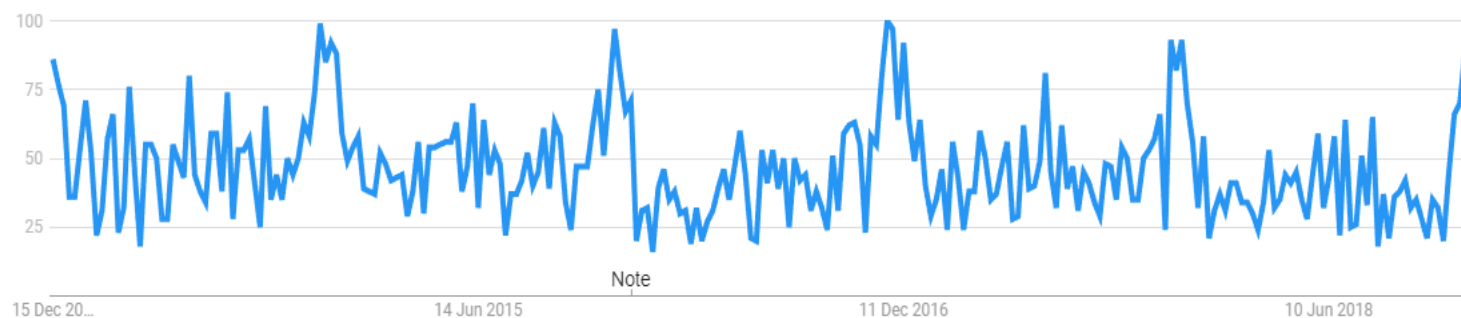15 Dec 20...   14 Jun 2015   11 Dec 2016   10 Jun 2018
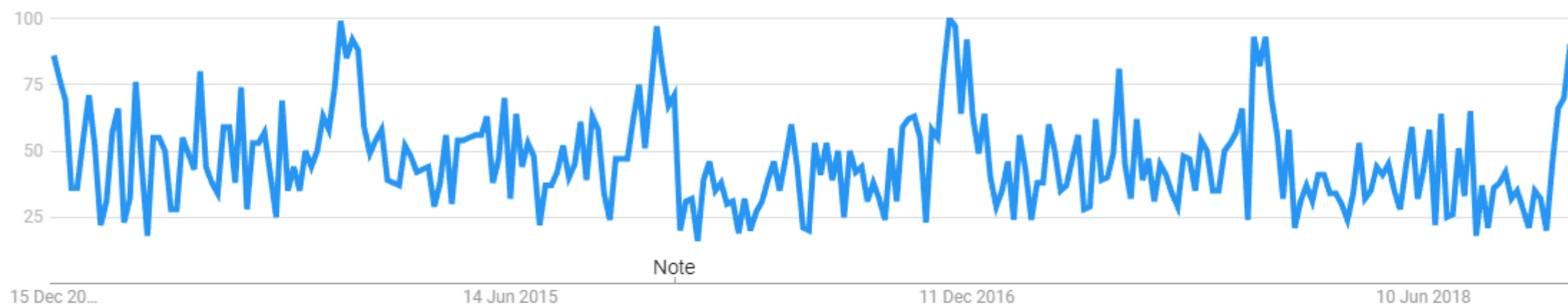
unique watches
Search term

+ Compare

United States ▼   Past 5 years ▼   All categories ▼   Web Search ▼

Interest over time

100

75

50

Note

25

15 Dec 20...   14 Jun 2015   11 Dec 2016   10 Jun 2018

Interest by sub-region

Sub-region ▼
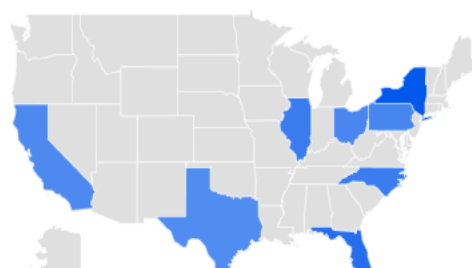
1	New York	100	
2	Florida	82	
3	Illinois	69	
4	North Carolina	68	

Product Analysis 1.2: Gauge Competition

Google Ads   Overview   How it works   Cost   FAQ   Advanced resources   Contact   📞 1-844-201-2399*   **Sign in**

How Keyword Planner works

Get help with keyword research and selecting the right terms.

Research keywords

Our keyword research tool gives you insight into how often certain words are searched and how those searches have changed over time. This can help you narrow your keyword list down to the ones you really want.

"Retail clothing" searches

8M
4M
2M
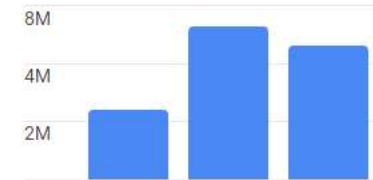
Get bid estimates

Keyword Planner will give you suggested bid estimates for each keyword, so you can determine your advertising budget.

Suggested bid

Clothes shop $1.72

Product Analysis 1.4: Find Products/Margins

Supplier Features:

	AliExpress*	Oberlo Suppliers	✅ **Verified** Suppliers
Huge catalogue of products	✓	✓	✓
Operations checked by Oberlo		✓	✓
Warehouses checked by Oberlo		✓	✓
Business documents checked by Oberlo		✓	✓
100% tailored to dropshipping (unbranded parcels)		✓	✓
Worldwide suppliers		✓	✓
Fast support		✓	✓
Successfully processed 1,000+ orders			✓
95% of orders are shipped and delivered on-time			✓
Dispute rate lower than 2%			✓

* Oberlo does not control AliExpress' services, and cannot make any assurances in this regard.

AliExpress™

Smarter Shopping, Better Living!

I'm shopping for...

All Categories ⌄

2 Cart

Wish List

Sign in | Join
My AliExpress (5)

school bags | scrapbooking | lipstick | artificial flowers | binoculars | watch men | shoes woman

CATEGORIES   See All

Flash Deals   Kids   Home   Fashion   Beauty   Tech

- Women's Clothing & Accessories
- Men's Clothing & Accessories
- Phones & Accessories
- Computer & Office
- Consumer Electronics
- Jewelry & Accessories
- Home & Garden
- Shoes
- Mother & Kids
- Sports & Entertainment
- Beauty & Health
- Automobiles & Motorcycles
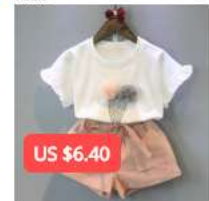- Home Improvement

GET THOSE STEPS IN

You won't want to stop walking with these comfortable, top-selling sneakers starting from US $9.90

FINDS UNDER $5

Welcome to a buyer's paradise

SHOP NOW

- Kids
- Home
- Beauty
- Fashion
- Sports
- Tech

US $6.40

Best Match

MrYikuu

Bluetooth 5.0

BLUETONE

Fengni

KERUI

Windows

IOS   Android

Left screen

WeChat 🔍 ＋

Justice — 5/28/17
AUTOPS

Gian — 5/20/17
Thats great but do you plan to come t...

陈岳桂 — 5/20/17
Dear friend we just sell in aliexpree

蔡肇聪 — 5/20/17
We don't have the plan yet

Alber — 5/19/17
:)yeah thank you too

或 — 5/19/17
My question is will you bring your spin...

真.飛鸟 — 5/19/17
Hello there. Our store (iFidgetOfficial.c...

子君在温哥华 — 5/19/17
Hello there. Our store (iFidgetOfficial.c...

Chats Contacts Discover Me

Right screen

‹ 云彩收集者 ···

Add this WeChat contact **Add**

us

Can you ship the proper item to the address?

6/19/17 12:12 AM

Of course.

6/19/17 12:23 AM

Thank you. Please send me the tracking number here when you can ship it out

6/26/17 11:31 PM

Hi have you sent out the package yet?

STEP 2) SETUP YOUR SHOPIFY STORE

$ 29 /month	$ 79 /month	$ 299 /month
Choose this plan	**Choose this plan**	**Choose this plan**
Basic Shopify	**Shopify**	**Advanced Shopify**
Start selling your products online with your secure, beautiful store, and in person at events, fairs, or markets.	Add features like gift cards, retail hardware support, and professional reports to sell online or at a retail store.	Scale your business online and in person with advanced reporting, and third-party calculated shipping rates.
Transaction fee	**Transaction fee**	**Transaction fee**
2.0% transaction fee ⓘ	1.0% transaction fee ⓘ	0.5% transaction fee ⓘ
Staff accounts	**Staff accounts**	**Staff accounts**
2 ⓘ	5 ⓘ	15 ⓘ
Shipping discount	**Shipping discount**	**Shipping discount**
Good ⓘ	Better ⓘ	Best ⓘ
Locations	**Locations**	**Locations**
4 ⓘ	5 ⓘ	8 ⓘ
Shopify for retail	**Shopify for retail**	**Shopify for retail**
Shopify POS for markets and events	Shopify POS for retail stores and pop-up shops ⓘ	Shopify POS for retail stores and pop-up shops ⓘ

Home page ⌄

● Live   Save

Sections   Theme settings

Header

Image with text ov...   👁   ⠿

Featured collection   👁   ⠿

Image with text   👁   ⠿

Slideshow   👁   ⠿

Add section

Footer

Theme actions ⌄

LNLP

Home   Catalog

Image with text overlay

Use overlay text to give your customers insight into your brand.
Select imagery and text that relates to your style and story.

FEATURED COLLECTION
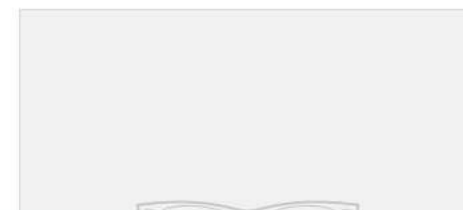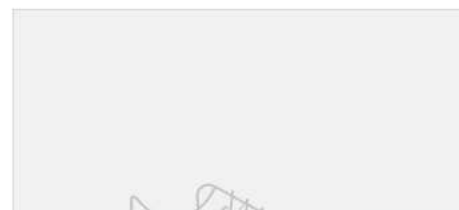
Sections | Theme settings

Header

Collection pages

Footer

Collection pages ⌄

● Live | Save

LNLP

Home | Catalog

Products

SORT BY | Alphabetically, A-Z ⌄ | *0 products*

Your product's name
$19.99

Your product's name
$19.99

Your product's name
$19.99

Your product's name
$19.99

Theme actions ▴

Browse themes

Filtered by: Jewelry & Accessories ✕

Price   ⌃

☐ Free   2
☐ Paid   26

Number of products   ⌃

☐ Single product   0
☐ Small catalogs   9
☐ Medium catalogs   23
☐ Large catalogs   15

Layout style   ⌃

☐ Wide   19
☐ Grid   14
☐ Collage   6
☐ Editorial   6
☐ Row   13

Product page   ⌄

1-24 of 28 themes

Sort
Most recent ⌄
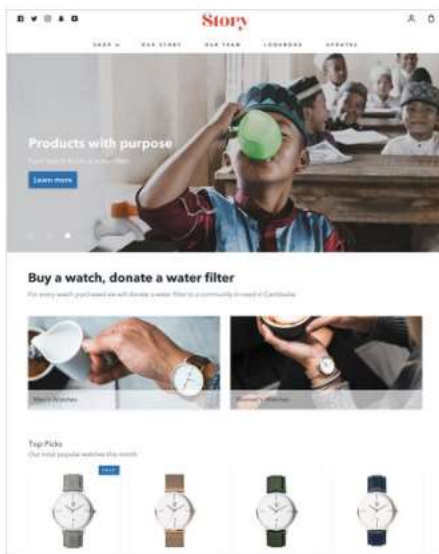
Story · $180
3 styles
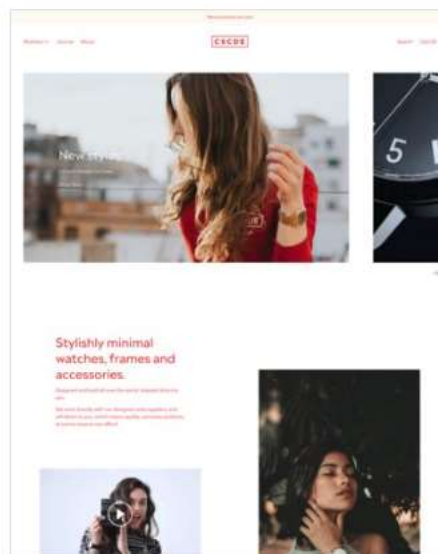
Cascade · $180
3 styles

Impulse · $180
3 styles

STEP 3) OPTIMIZE YOUR STORE

REGISTER A DOMAIN AND LINK IT TO YOUR STORE

Home

Orders 320

Products

Customers

Analytics

Dashboards

Reports

Live View

Marketing

Discounts

Apps

SALES CHANNELS ⊕

Online Store 👁

Settings

Top products by units sold
View report

Glow in the Dark Fidget Spinner	223 -
NEW Exclusive Colorful Fidget Spinner	131 -
Classic Fidget Spinner by iFidget	116 -
NEW Exclusive Colorful Fidget Spinner (Cat Pink, Blue Sky, Sk ulls, and more)	111 -
Rare Rainbow Deluxe Metal Fidget Spinner	110 -

Online store sessions by traffic source
View report

Search	47,825	-
Direct	27,397	↑ 456,517%
Unknown	2,383	↑ 238,200%
Social	1,099	-
Email	32	-

Sales by social source
View report

Instagram	$41.98 -

Top referrers by sessions

www.adsensecustomsearchads.com ↗	1,139	-
forums.redflagdeals.com ↗	996	-
dp.g.doubleclick.net ↗	72	-
www.mylanderpages.com ↗	23	-
fidgetspinners.guru ↗	19	-

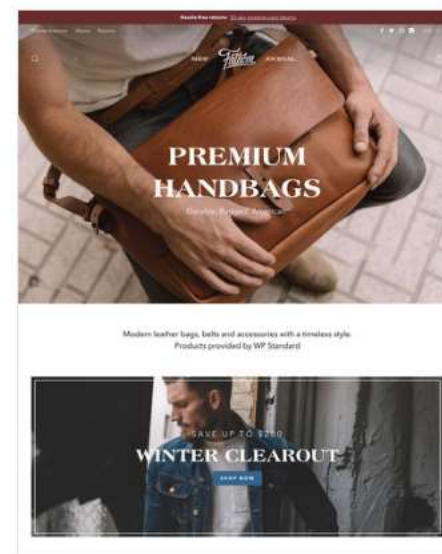
■ Mar. 30–Apr. 30, 2017 ■ May 1–Jun. 1, 2017

Online store sessions by location
View report

United States	62,301	↑ 3,114,950%
Canada	12,583	↑ 314,475%
United Kingdom	982	-
Australia	424	-
Indonesia	201	-

Sales by traffic source
View report

Direct	$37,303.58	-
Search	$3,157.61	-
Unknown	$376.41	-
Social	$41.98	-

Top landing pages by sessions
View report

Frontpage (www.ifidgetofficial.com)	51,691	↑ 5,169,000%
/pages/fidget-spinners-or-fidget-cubes	11,318	-
/collections/best-fidget-spinner-toys-sale	2,758	-
/collections/metal-fidget-spinner-toys	2,283	-
/checkouts	1,457	↑ 145,600%

Online store sessions by device type
View report

Mobile	71,852	↑ 2,394,967%
Desktop	4,970	↑ 124,150%
Tablet	1,890	-
Game Console	20	-
Unknown	3	-
Smart TV	1	-

Online store sessions by social source
View report

Facebook	557	-
Instagram	447	-
Youtube	78	-
Twitter	7	-
Pinterest	6	-

Sales attributed to marketing
View report

$462.30 -

TOTAL SALES OVER TIME

150

100

50

0

May 1   May 8   May 15   May 22   May 29
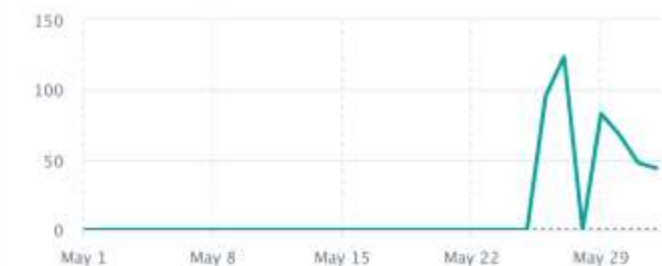
OPTIMIZE FOR DIFFERENT DEVICES

EPACKET
ALIEXPRESS
太田戍

Average return rates e-commerce
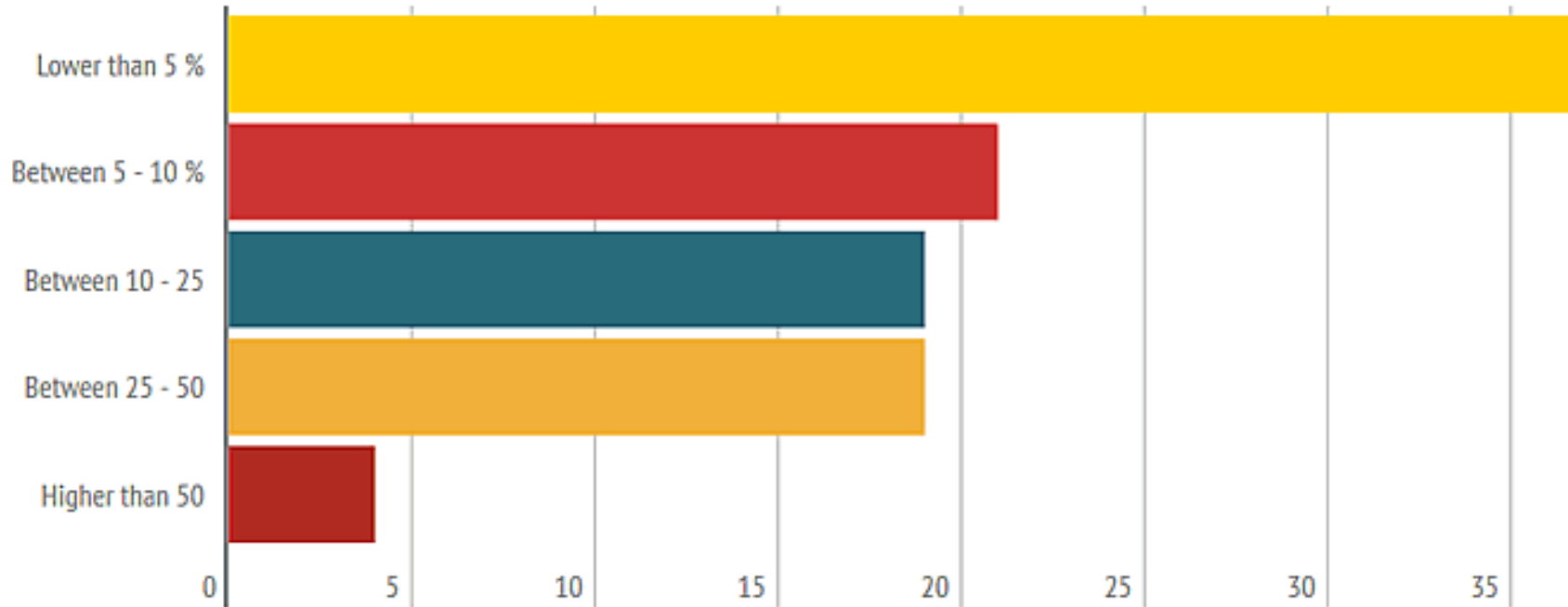
Based on a study by Universität Regensberg

PREVENT RETURNS AT ALL COSTS

What would you like to test?

Select the variable you want to test. We'll generate a campaign for each combination of the variable, up to 3 combinations.

⊕ Subject Lines	⊕ From Names	**3** Content	⊕ Send Times
		− +	

How would you like to test the combinations?

○ Distribute the combinations across all recipients

◉ Test on a percentage of recipients to send a winner

40%

10%   90%

The remaining **60%** of your recipients will be sent the winning combination.

What metric should determine the winner?

| By Click Rate ⌄ | after | 4 | hours ⌄ |

We recommend waiting at least 4 hours to gather all the results.

Summary

3
Combinations
Max

Total recipients	37,500

Test segment	40%
Combination size	**5,000**

We recommend at least 5,000 recipients per combination.

Winning segment	60%
Remaining recipients	**22,500**

Dashboard   Launchpad

Learn more

Updates to your tickets

Jason Borden commented on #22 Cannot upload my photos!.

We seem to be having trouble with uploads over the past week

Aug 19

Jason Borden assigned you #22 Cannot upload my photos!.

Aug 17

Jason Borden commented on #22 Cannot upload my photos!.

Hey Andrea – are you seeing any issues with uploading?

Aug 17

Open Tickets (current)

11	220
YOU	GROUPS

Ticket Statistics (this week)

3	0	14
GOOD	BAD	SOLVED

Satisfaction Statistics (60 days)

98%	94%
YOU	HELP DESK

Tickets requiring your attention (11) What is this?

Start

	SUBJECT	REQUESTER	REQUESTER UPDATED	GROUP	ASSIGNEE
Priority Urgent					
☐ ▬ Issue with uploading	Jason Borden	Aug 17	–	–
Priority High					
☐ ▬ Cannot upload my photos!	Jessie Prestige	Aug 15	Premier	Andrea Helmsport
Priority Normal					
☐ ▬ Help with Camera	Cori Hemmah	Jul 24	Support	–
Priority –					
☐ ▬ Camera Speed	Andrea Helmbolt	Jul 24	Support	–
☐ ▬ The 542.1 DSLR Chip	Amy Ng	Jul 24	Support	–
☐ ▬ How Can I Change the Lens on My Camera?	Jacob Meltzer	Jul 24	Support	–
☐ ▬ Camera Battery	Andrew Gori	Jul 24	Support	–
☐ ▬ I love your store! You always have the latest ...	Andrea Helmsport	Jul 24	Support	–
☐ ▬ Help! There's a crack in my lens!	Eric ZDShenZD	Aug 15	–	–
☐ ▬ How do I use my new Canon 5d Mark III	Sammy Chang	Aug 17	–	–
☐ ▬ View our specs sheet...	Jason Borden	Yesterday 14:39	–	–

Top Rated Virtual Assistants

Upwork is the leading freelancing website where businesses find and work with top freelance marketers, designers, developers, and other professionals.

Get Started

TRUSTED BY 5M+
BUSINESSES

zendesk   Dropbox   airbnb   GE   UCLA   Microsoft

How it works

FIND

Post a job to tell us about your project. We'll quickly match you with the right freelancers.

HIRE

Browse profiles, reviews, and proposals then interview top candidates. Hire a favorite and begin your project.

WORK

Use the Upwork platform to chat, share files, and collaborate from your desktop or on the go.

PAY

Invoicing and payments happen through Upwork. With Upwork Protection, only pay for work you authorize.

Installed apps

App		
Abandonment Protector Plus	View details	🗑
Address Validator by RoboTurk	View details	🗑
Better Coupon Box - Free Email Popups	View details	🗑
Boost Sales - Upsell & Cross sell	View details	🗑
Clever Adwords, Easy Integration	View details	🗑
Conversio (previously Receiptful)	View details	🗑
Crush.pics - Image Compression and Optimization	View details	🗑
Easy Contact Form	View details	🗑
EasyTabs - Product Description Tabs	View details	🗑
Exit Offers	View details	🗑
Facebook Chat by Beeketing	View details	🗑
Fomo - Boost Sales with Social Proof		

| App		
Free Gifts by Secomapp	View details	🗑
Hurrify - Countdown Timer	View details	🗑
Oberlo	View details	🗑
Persistent Cart	View details	🗑
Personalized Recommendations	View details	🗑
Product Reviews	View details	🗑
Promotion Popup by Secomapp	View details	🗑
SEO Audit Pro: Free SEO Report	View details	🗑
SEO Image Optimizer by Booster Apps	View details	🗑
SEO Manager	View details	🗑
SMAR7 Scarcity Countdown Timer	View details	🗑
Sticky "Add To Cart" Bar® - Persistent Buy Button	View details	🗑
Swatches	View details	🗑

Proven designs to achieve the highest conversion rates.

Email sequences

- **Abandoned carts**
- **Completed orders**
- **Newsletters**

Search

SZ Steven Zhao
iFidget™
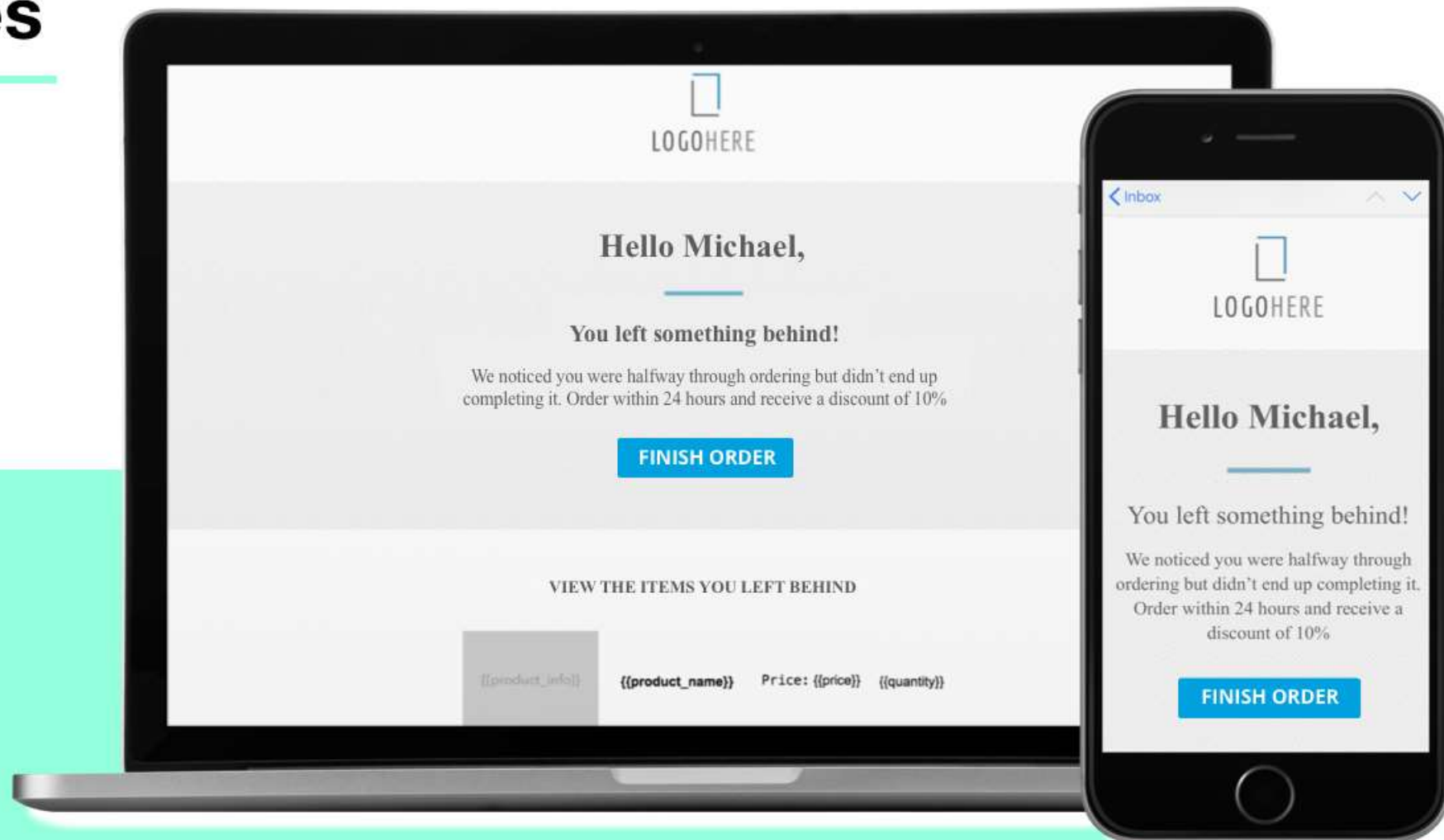
Home

Orders 320

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS ⊕

Online Store 👁

Facebook

Settings

★ Product Reviews

< > Products Settings

Reviews

⬆ Import reviews   ⬇ Export   More actions ▾

| All Reviews | Unpublished | Published | Flagged | Spam |

🔍 Start typing to search for reviews...

☐ ▾	Rating	Review	Date	Status
☐	★★☆☆☆	**Not worth it.** I bought this spinner and it arrived within like 35 days and then I see a youtube video with a store thats sells the same spinners for less, even though this... – David Regan on Rare Rainbow Deluxe Metal Fidget Spinner	Jun 08	Unpublished
☐	★★★☆☆	**Ok but is overpriced** I ordered the silver one. This spinner is relatively quiet but does not spin smooth like it says in the description and is very wobbly. I expected the outer ... – D Martel on Golden Plated Fidget Spinner	Jun 05	Unpublished
☐	★☆☆☆☆	**Very poor quality. China made junk.** This spinner is marked for 119.99 on sale for 39.99. The quality of this spinner is laughable, nothing like the pictures and VERY unbalanced. Shakes in your ... – Jason on Exclusive NEW Ultra-Rare Overwatch Genji Ninja Fidget Spinner (Gold)	Jun 02	Unpublished
☐	★☆☆☆☆	**False advertising** This same exact spinner can be found on other websites for about 25 dollars all you have to do is look up pcc team. Also it does not spin for 5 minutes more ... – Alec on EXTREMELY Rare Ultimate Zelda HERO Stainless Steel Fidget Spinner (Limited Collectors Edition)	May 27	Unpublished
☐	★★★★★	**Very pretty pattern and design, both my children say thanks!** Bought two of these for my kids. They really like the unique pattern. None of their other spinners have this color and they love showing theme off at school.... – Alicia Saman on NEW Rare Rainbow Metal Fidget Spinner	May 22	Published
☐	★★★★★	**Extremely satisfied with the service thanks!** Entered in the wrong shipping address and forgot about it. Brought it up a in a couple days and the issue was solved immediately! Thanks for the great respon... – Kerry Gibson on NEW Rare Rainbow Metal Fidget Spinner	May 16	Published
☐	★★★★★	**My son LOVES IT! A+++ job on this spinner** We were looking for something to get our son for his birthday but couldnt really choose. Hes 13 now so hes in that phase and theres a bit of a disconnect bet... – Isaac Sandoval on Exclusive NEW Ultra-Rare Overwatch Genji Ninja Fidget Spinner (Gold)	May 23	Published

Perfect design

Your checks

Check for problems, get advice

❌ **SEO problems**
Worthwhile to fix ›

✅ **Speed**
Nothing worthwhile to fix ›

❌ **Blog**
Worthwhile to fix ›

✅ **Broken links**
Nothing to fix! ›

❌ **Keywords**
Worthwhile to fix ›

Recommended for you

Fix SEO problems

$180 - $480 one-off fee

✓ Our team has fixed over 2,000 shops

✓ Fixed-price with a 100% money-back guarantee

✓ Structure your shop for best SEO, correct issues found

25.00 NIS

QUANTITY

Lithograph - Height: 9" x W ▾   −   1   +   **Add to Cart**

Hurry! Only 8 left in stock

0 0   1 1   5 9   2 7
DAYS   HOURS MINUTES SECONDS

STEP 4) Ads

About 4,220 results (0.47 seconds)

Official Bodeaz Website | Find The Best Deals In Fitness | bodeaz.com

`Ad` www.bodeaz.com/Fitness/Deals ▼

Take Your Fitness To A Whole New Level. Shop Now And Save! Order Easily & Securely. Save Money & Get Fit. Affordable Exercise Gear. Categories: Fitness Watches, Smartwatches, Bikinis & Swimwear, Leggings, Phone Accessories.

Sports Camera Sale · Earphones and Headphones · Get Rewarded · Quality Fitness Watches

Amazon FBA

NEW & INTERESTING FINDS ON AMAZON

EXPLORE

All ▾ | kong dog toys

Your Amazon.com   Today's Deals   Gift Cards & R

sults for **Pet Supplies** : **Dogs** : **Toys** : "**kong dog toys**"

SPONSORED BY PET

Dog Toys fo

> Shop now

Showing results in **Pet Supplies**. Show instead

ping

e Eligible

≡ **JS** JUNGLE SCOUT**EXTENSION**

Average Daily Sales	Average Sales Rank	Average Price	Average Reviews
1,529	**1,696**	**$7.65**	**2,351**

#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
1	Kong Classic Dog Toy	KONG	$6.82	Pet Supplies	#58	4,066	$27,730	4372	4.5	AMZ
2	KONG Extreme Dog Toy, Black	KONG	$9.90	Pet Supplies	#366	2,142	$21,206	5064	4.5	AMZ
3	KONG PUPPY KONG Durable Rubber Che...	KONG	$4.77	Pet Supplies	#242	2,521	$12,025	2123	4	AMZ
4	KONG Goodie Bone Dog Toy	KONG	$6.24	Pet Supplies	#892	1,430	$8,923	1358	4.5	AMZ
5	KONG Wubba Dog Toy	KONG	$6.62	Pet Supplies	#563	1,780	$11,784	2110	4	AMZ
6	Kong Squeezz Stick Dog Toy	KONG	$7.87	Pet Supplies	#1,339	1,153	$9,074	1135	3.5	AMZ
7	KONG Wild Knots Bear Dog Toy, Colors ...	KONG	$5.99	Pet Supplies	#611	1,715	$10,273	2593	4	AMZ
8	Kong Cuddling Octopus Cuteseas	KONG	$6.62	Pet Supplies	#1,039	1,323	$8,758	97	4	AMZ
9	KONG Cozies Dog Squeaky Toy	KONG	$9.63	Pet Supplies	#3,887	516	$4,969	10029	4	FBA
10	KONG Jumbler Ball Toy (colors may vary)	KONG	$10.98	Pet Supplies	#375	2,120	$23,278	2762	4	AMZ
11	KONG Rubber Ball Extreme	KONG	$7.79	Pet Supplies	#500	1,876	$14,614	2853	4.5	AMZ
12	KONG Air Dog Squeakair Birthday Balls ...	KONG	$3.39	Pet Supplies	#83	3,644	$12,353	3400	4	AMZ
13	KONG Senior KONG Dog Toy, Purple	KONG	$6.79	Pet Supplies	#2,968	697	$4,733	958	4.5	AMZ
14	KONG Wobbler Treat Dispensing Dog Toy	KONG	$9.73	Pet Supplies	#381	2,106	$20,491	2636	4.5	AMZ

Exract Next Page ▸   Showing results 1 - 24

END