

Monthly Shipping Audit

Apr 2019

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Purpose

The purpose of this monthly shipping audit is to assess our shipping activities with respect to UPS, DHL, and USPS. We look at outbound charges, as well as the cost of free shipping.

Notes on the Report

For the entire report, unless otherwise stated, both AdaBox subscriptions and Free Shipping are excluded.

Overall

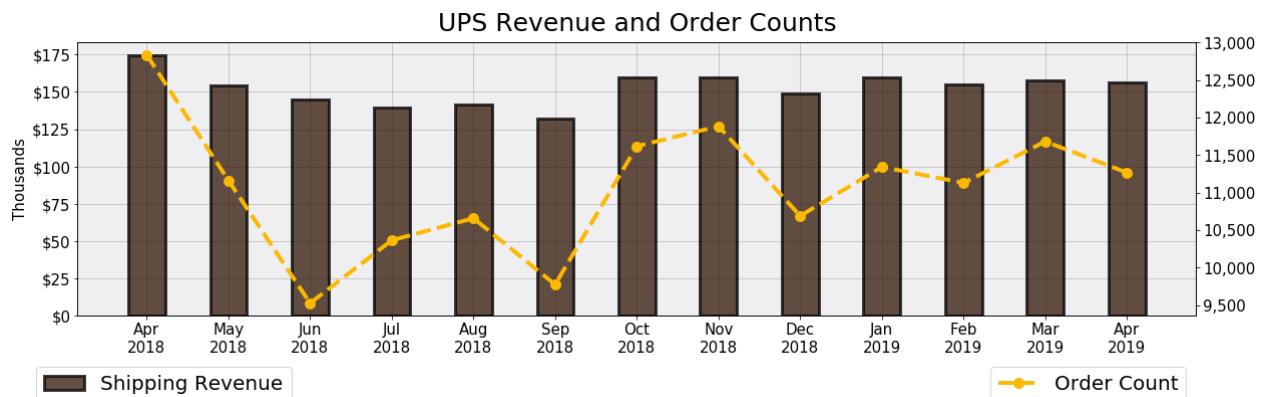
Overall

shipping revenue reached \$277,173, and shipping profit hit \$27,872 for a margin of 10.1%, about equal to the six month average of 9.6%. Shipping profit per order amounted to \$1.30, up from last year's \$0.97. Check out the chart below for shipping revenue and order counts over time.



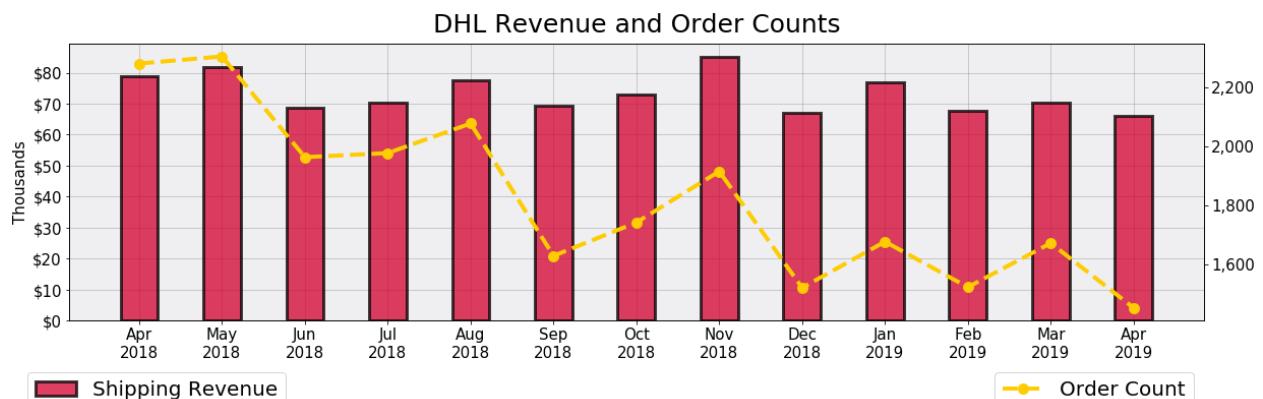
UPS

UPS shipping revenue reached \$156,205, and shipping profit hit \$3,865 for a margin of 2.5%, about equal to the six month average of 2.5%. Shipping profit per order amounted to \$0.34, about equal to last year's \$0.23. Check out the chart below for shipping revenue and order counts over time.



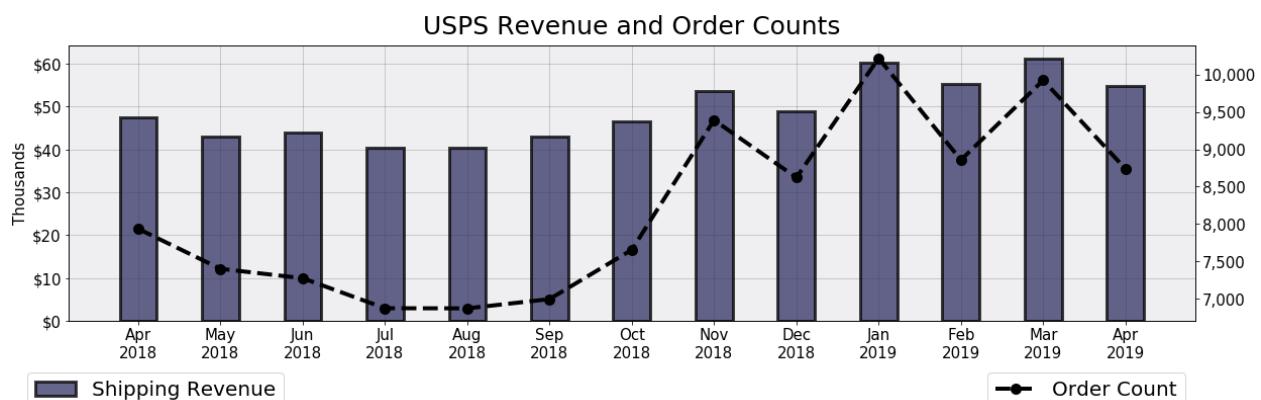
DHL

DHL shipping revenue reached \$66,170, and shipping profit hit \$6,761 for a margin of 10.2%, greater than the six month average of 7.8%. Shipping profit per order amounted to \$4.65, up from last year's \$1.60. Check out the chart below for shipping revenue and order counts over time.



USPS

USPS shipping revenue reached \$54,739, and shipping profit hit \$17,246 for a margin of 31.5%, about equal to the six month average of 31.7%. Shipping profit per order amounted to \$1.97, about equal to last year's \$1.99. Check out the chart below for shipping revenue and order counts over time.



Free Shipping

*This section excludes AdaBox.

The cost of free shipping amounted to \$24,395, above the six month average of \$24,056. Year to date, the cost of free shipping is \$99,219.

The part revenue generated from orders which received free shipping was \$1,804,598, making the cost of free shipping just 1.4% of revenue, which is about equal to the six month average of 1.3%.

The average subtotal value for orders which received free shipping came in at \$1,014, lower than last year's \$1,045.

The chart below shows the cost of free shipping broken down by customer type, where Non Resellers typically make up 69% on average, while Resellers and Supers make up the remaining 31%.



Shipping Profit Losses

*This section excludes AdaBox.

When we focus only on orders which incurred a shipping profit loss, the total amount lost comes to \$29,494, lower than the six month average of \$30,453. When this total amount lost is averaged over all shipping revenue gained, the average loss per dollar of revenue comes to \$0.11, about equal to the average of \$0.11. Note that the overall shipping

profit was strong and positive; this section here is only talking about orders which incurred a loss.

AdaBox

The AdaBox shipment count hit x1, and the shipping charge reached \$11, which makes for an average shipping charge of \$10.88 per box.

End of report