



## Partner Program Guide

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We're changing the way sellers go worldwide, together.

# EASYSHIP

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## Who We Are

Easyship is a technology company providing a comprehensive end-to-end solution that streamlines logistics for all eCommerce businesses.

Our global team operates from offices in the US, Europe, and Asia, working around the clock to provide shipping solutions that are constantly updated, cutting-edge, and tailor-made for eCommerce.



# EASYSHIP

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## Our Vision

While working with eCommerce sellers, we realized that worldwide shipping was the last barrier standing for businesses to go global. After experiencing first-hand the frustrations eCommerce sellers had, we knew there had to be a better way to ship worldwide. And so, Easyship was born

## Our Mission

At Easyship, our mission is to tear down the last barrier of eCommerce: shipping. We believe that any business, regardless of size, should be able to sell worldwide.



# OUR CUSTOMERS

A flexible solution to address challenges faced by businesses of all sizes



Entrepreneur



Small-medium  
business



Traditional offline  
businesses going online



e-Tailers

## OUR PARTNERS

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WORLDFIRST

LAUNCHBOOM

wework

SHOPLINE

A stylized, monochromatic blue city skyline is visible in the background. It features various building silhouettes, including a prominent tower with a pointed top and several rectangular structures of different heights. The background has a subtle gradient from a darker blue at the top to a lighter blue at the bottom.

# Our Value Proposition

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All-in-one shipping app for global eCommerce

# SHIPPING SOLUTIONS

Access more than 100 shipping options for instant comparison and selection

With one free Easyship account, sellers take advantage of various courier's unique strengths without separate account setups.

- ✓ Shipping costs with clear breakdown
- ✓ Delivery lead time
- ✓ Courier quality rating
- ✓ Tracking quality rating



# EXCLUSIVE SHIPPING RATES

Enjoy deep discounts instantly with express couriers - no need to negotiate

Easyship is a go-to partner for all businesses looking to maximize their savings on shipping.

- ✓ Rates up to 70% discount on all express couriers
- ✓ Discounts applied to all destinations
- ✓ Leverage discounts to expand to new markets



# TAX AND DUTY

Get educated on country-specific rules and minimize customs delays

Easyship provides tax, duty and import information for all countries.

- ✓ See breakdown of all charges: import tax, duty and handling fees
- ✓ Tax and duty threshold pre-mapped on Easyship
- ✓ Select pre-paid or post paid for tax and duty handling



# SHIPPING LABELS AND DOCUMENTATION

Ship like a boss - stop doing manual labor and avoid human errors

Easyship generates and pre-fills all required shipping labels and documents for every shipment.

- ✓ Pre-filled shipping labels, commercial invoices, and special documents for batteries
- ✓ Available for download in minutes
- ✓ Address validation check
- ✓ Label error check



# TRACKING

Track every order, anytime, anywhere online

Easyship provides tracking information for all couriers on one dashboard\*.

- ✓ Automate tracking notification emails to consignees
- ✓ Centralized tracking page with real-time updates

\* Upon availability of the courier chosen



# “RATES AT CHECKOUT” IN-APP PLUGIN

Enhance your online store checkout with real-time shipping rates

The Rates at Checkout plug-in delivers tailored shipping options to customers in real-time.

- ✓ Show the cheapest, fastest, and best value shipping options and give customers choice
- ✓ Offer customers visibility on the courier, delivery time, cost, and tax and duty information
- ✓ Instantly calculated based on the shipping address and cart items
- ✓ Available for Shopify, WooCommerce, Magento and more

Benefits:

- Increase checkout conversion rate
- Reduce problems at Customs
- Decrease CS enquiries on shipping

<input checked="" type="radio"/> USPS 7 to 9 business days No additional taxes to be paid at delivery	<b>\$15.10</b>
<input type="radio"/> SF Express - Local 4 to 6 business days No additional taxes to be paid at delivery	<b>\$28.00</b>
<input type="radio"/> FedEx - Express 2 to 3 business days No additional taxes to be paid at delivery	<b>\$71.20</b>

[Continue to payment method](#)

# SHOPIFY APP

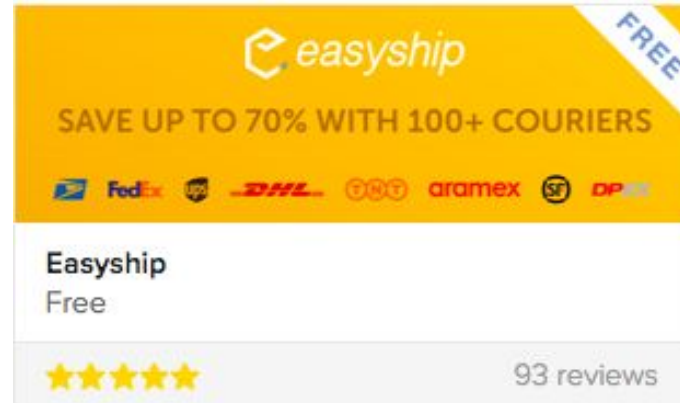
Have your customers start shipping with us in a matter of clicks, with no coding required



## IN APP FEATURES

In-app feature available from Shopify admin

- Sync orders
- Print shipping labels and customs documents
- Track shipments
- Automatically update order when fulfilled



# What differentiate us from the competition?

		ShipStation	Shippo	Shipping Easy
Presence	USA, Europe, Asia	USA, Europe	USA, Europe	USA
Courier Comparison - Service quality - Delivery time - Cost breakdown	✓	X	X	X
Shipping Services Accounts Provided	+100	8	9	8
Dynamic Tax & Duty Calculation	✓	X	X	X
Global Shipping Solutions at Checkout	✓	X	X	X
Embedded Pick-up Feature	✓	X	X	X
Price	FREE	\$9-\$159/Month	5cents/shipment	\$0-\$99/Month

A stylized, monochromatic blue city skyline is visible in the background. The buildings are represented by various geometric shapes and lines, creating a modern, abstract urban landscape. The colors range from light blue to dark blue, with a gradient effect.

# Partnership Activities

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How do we work together for mutual growth

# PARTNER PROGRAM OVERVIEW



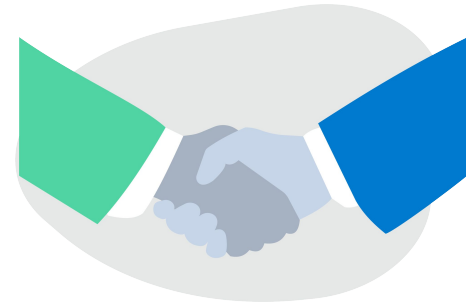
## Revenue Share

Let's be successful together with a fair and straightforward affiliate agreement that allows revenue share.



## Cross Marketing

Reach out 10K sellers from diverse marketing channels, social media, blog, co-branded guides, and EDMs.



## Partner Page

Get listed on our page of trusted partners and benefit from the visibility to millions of unique visitors on Easyship's website.

# REVENUE SHARE

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Let's build success together. Receive recurring revenues by referring customers.

For every client you refer, you will earn commission **from the moment they make their first shipment, all throughout their first year of shipping with us.**

Earn up to 5% on what your referrals spend. Earn up to **USD 2,500** yearly for **every small seller** who ships an average of 100 orders per month. Earn up to **USD 30,000** yearly for **every large seller** who ships 1000+ orders per month.

No Limit On Revenues - Refer as many sellers as you want. - Enjoy uncapped commissions.

When you become a Silver Partner, you become one of our ambassadors. Each month, we'll send you reports to track your performance and materials to help spread the word!

# SOCIAL MARKETING

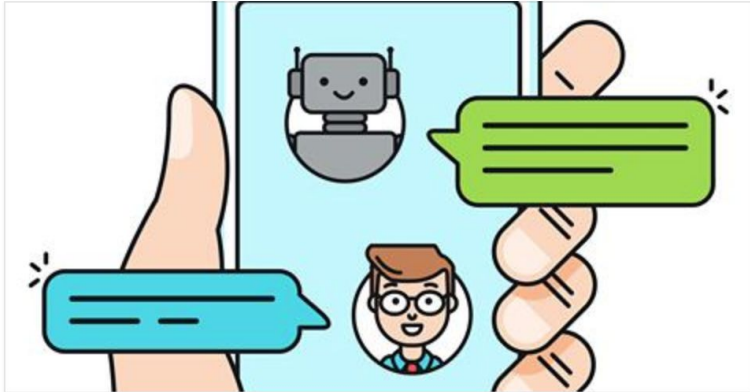


Easyship

Published by HubSpot [?] · January 29 at 4:46pm · 🌐



2018 is shaping up to be an exciting and innovative year for the eCommerce space! Our friends at [TradeGecko](#) share their 5 eCommerce trends to look out for this year.



## 5 eCommerce trends to watch in 2018

The consumer experience, from the way we search to the way we shop and collect our items is evolving at breakneck speed. Here are our top 5 trends for 2018.

HUBS.LY

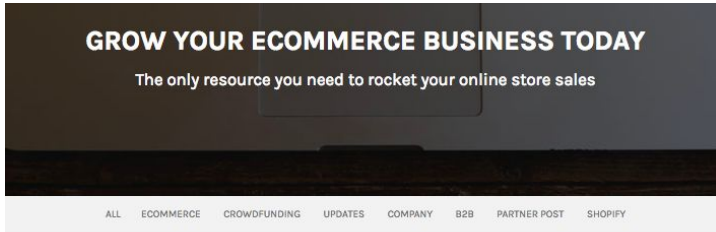
## BUILD THE ECOMMERCE COMMUNITY

We are also open to sharing other content or promotions you have on our social media channels, as long as:

- It is timely or relevant for our followers
- It doesn't compete with any of our content offerings
- You are willing to return the favor and share our content with your followers!

# EXCHANGE CONTENT

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The 9 most important metrics to monitor in eCommerce

30 January 2018

[Read More](#) [Partner Post](#) [E-Commerce](#)



New Year, New Side Hustle

23 January 2018

[Read More](#) [Partner Post](#) [E-Commerce](#)



## BLOG POSTS

Have the opportunity to be a guest author on our blog, and vice versa.

- Get quality backlinks back to your website
- Have high quality content on your blog
- Your blog post will be distributed across all our social media channels (Facebook, LinkedIn, and Twitter) in addition to our email newsletter across all markets, reaching 40,000+ people weekly

# EDM

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Hey there,  
We know what you're thinking - popups are annoying. However, if used correctly, they can help increase sales, decrease cart abandonment, and build a healthy email list.

The friendly folks at Optimonk shared with us their top tips on onsite retargeting and how to make popup campaigns work for you.

[LET'S RETARGET](#)

Best,  
**Jules** from Easyship

## DEDICATED EDMs

Let's spotlight your company to our subscribers!

Email marketing is still the most powerful channel for promotion. Our database gathers over 40K active users seeking eCommerce tips from Easyship.

We do believe that expertise should be shared. We would be happy to give a shout out to your service with a CTA to your webpage, while you spread the word about us.

# PARTNER PAGE



LaunchBoom is a product launch system and full service marketing agency that manages the entire crowdfunding process from start to finish. Partnering with companies looking to launch new innovative products on Kickstarter or Indiegogo and they work to make all their campaigns a success.

## Why use Launchboom?

- 1) Domain expertise in the crowdfunding space
- 2) Structured campaign for maximum ROI
- 3) Post-campaign assistance to ensure continued success

CHECK THEM OUT



## DEDICATED PARTNER'S WEB PAGE

We strive to help the seller community succeed in their businesses. In fact, our community comes to us not only for our shipping advice, but also in search for other eCommerce experts outside of shipping.

We are proud to include other experts in our tribe to help us fulfill this mission! We invite you to reap in the benefits of a dedicated webpage among our partners.

In return, we kindly request that you also include Easyship in your Partners or Affiliates page on your website.

A stylized, monochromatic blue city skyline is visible in the background. It features various building silhouettes, including a prominent tower with a pointed top and a suspension bridge with two towers and cables. The text is centered over this background.

# Partnership Kick-off

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# PARTNERSHIP ENROLLMENT

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- 1) Fill out our [online form](#)
- 2) Receive your Affiliate Pack by email with:
  - a) A unique url for us to track your referrals and pay recurring commissions to you on a monthly basis. It's also possible to send us the names of the clients referred if easier for you. Send them to Soline, managing our affiliates program.
  - b) All the materials you need to start promoting Easyship to your audience.
- 3) Chat with [Soline](#), to get you listed on our Partner page with your company information.
- 4) Book a spot for you and your team members for our [weekly onboarding session](#)! Learn how the platform works and how to make the most of it for your clients.

Interested in getting more information?

[Schedule a call with our representative](#)

# easyship

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## Contact:

[partners@easyship.com](mailto:partners@easyship.com)

## Blog/Social Media

<https://blog.easyship.com/>



Easyship



goeasyship



easyship

[www.easyship.com](http://www.easyship.com)