

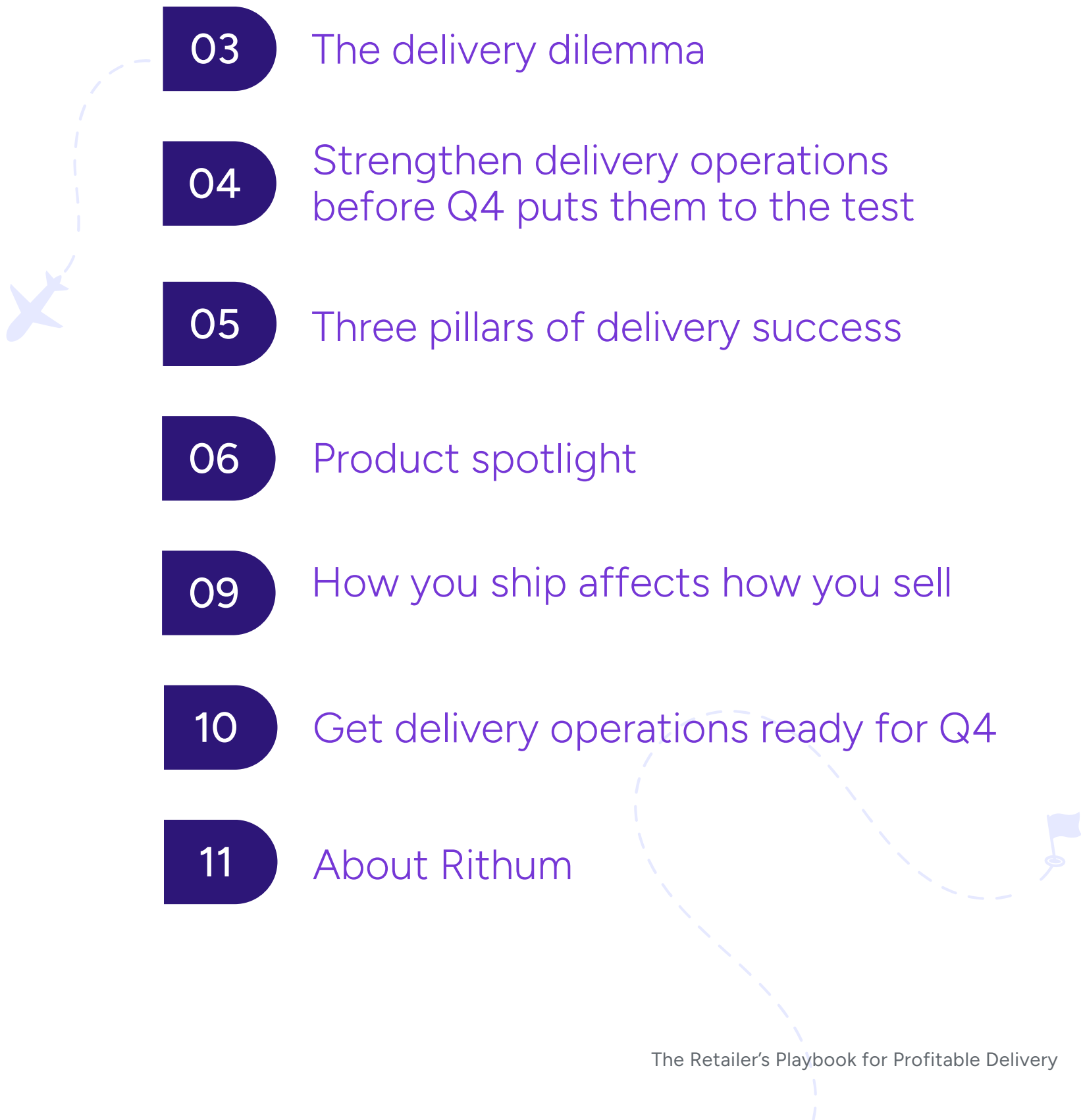


The Retailer's Playbook for Profitable Delivery

Reduce Costs. Increase Profitability.
Deliver with Confidence.



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Strengthen delivery operations before Q4 puts them to the test

You're being asked to do the impossible: cut costs, move faster, manage growing complexity across carriers and suppliers—and still deliver results that hit the bottom line.

If your team is still relying on manual reports or reacting to late updates, peak season will expose the cracks. Missed delivery windows, rising carrier costs, and fulfillment blind spots don't fix themselves.

Now is the time to tighten what matters. This playbook gives you a way to take control. It treats delivery as a lever for performance and savings, not just a cost to absorb. Inside, you'll find practical ways to reduce shipping costs, improve delivery accuracy, and track supplier performance in real time.



Conversion increases as high as 40% with accurate delivery dates and more than 10% savings in shipping costs.

Delivery is a high-cost, high-pressure part of every retail operation

Retailers are often left without visibility into carrier performance, limited tools for enforcing compliance, and rising shipping costs they can't control. Manual reporting and disconnected systems slow teams down when speed matters most.

Common Pain Points

Limited Visibility

Hard to track performance across multiple carriers



Compliance Complexity

Manual processes that lead to SLA failures



Rising Transport Costs

Carrier rate increases that erode margins



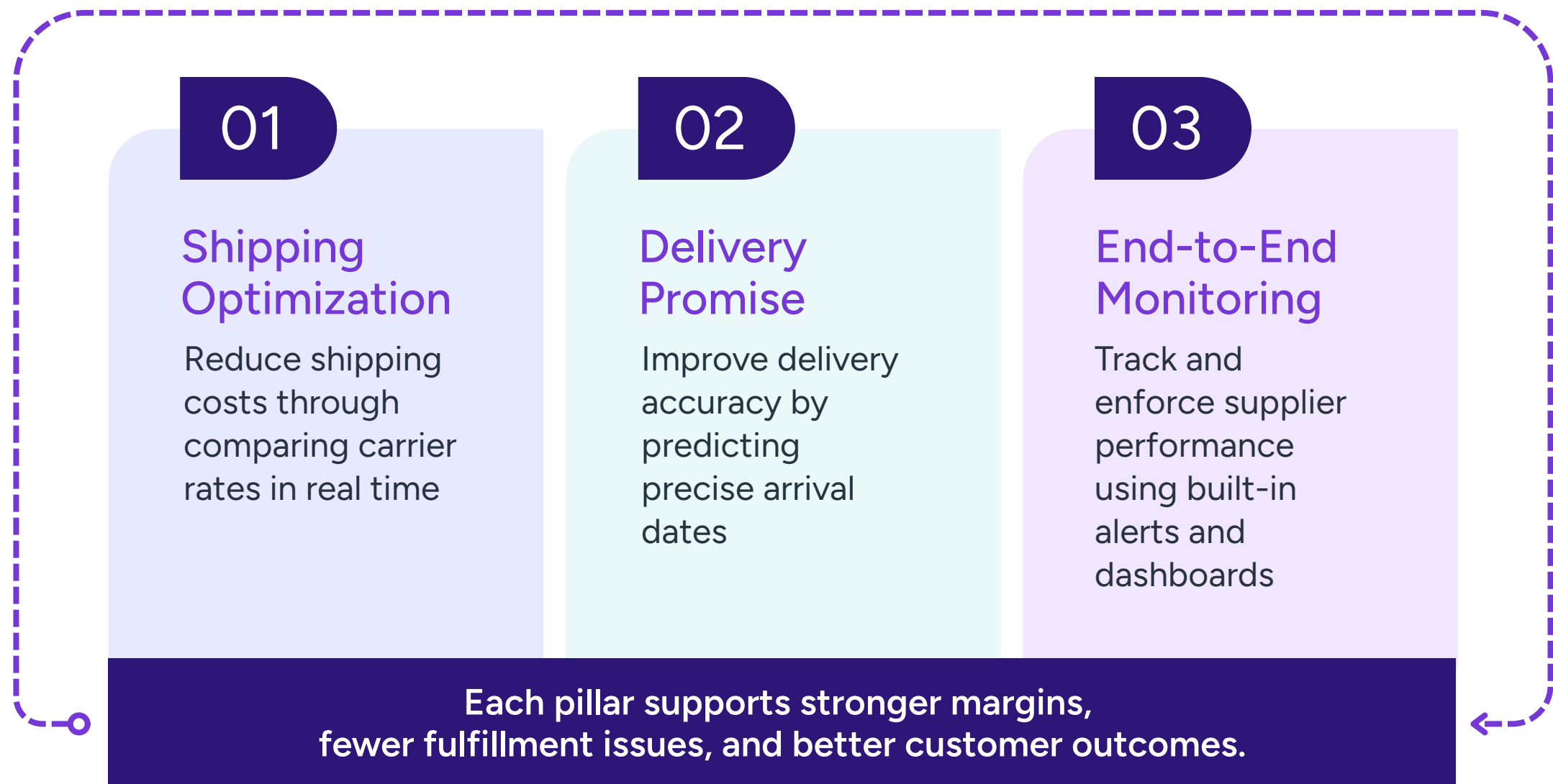
Competing Priorities

Balancing speed, accuracy, and cost in every order



Three pillars of delivery success

Delivery performance isn't about speed alone. Retailers need systems that reduce costs, improve accuracy, and provide visibility from order to doorstep. Rithum Delivery Solutions supports three core goals:



Product Spotlight

Shipping Optimization

- Compares shipping rates across carriers and service levels to identify the lowest-cost option for every order.
- The best method is automatically selected, reducing the need for manual routing decisions.



10%+
Annual Savings
on shipping costs

Product Spotlight

Delivery Promise

Uses AI to predict precise delivery dates based on variables such as warehouse location, weather, and historical carrier performance.

Shoppers get accurate delivery estimates at checkout, so they can get excited about clicking "buy."

Up to
40%
Conversion
Rate
Improvement

when delivery
promises
are accurate



Product Spotlight

End-to-End Monitoring

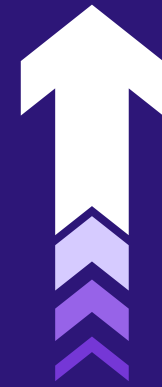
- End-to-End (E2E) Monitoring gives you full visibility from order creation to final delivery.
- Built-in dashboards and real-time alerts track on-time rates, flag late shipments, and identify supplier issues before they reach the customer. Operations teams can use this data to improve performance and avoid costly delays.

On-Time Express Delivery

rose from 94% to

99%

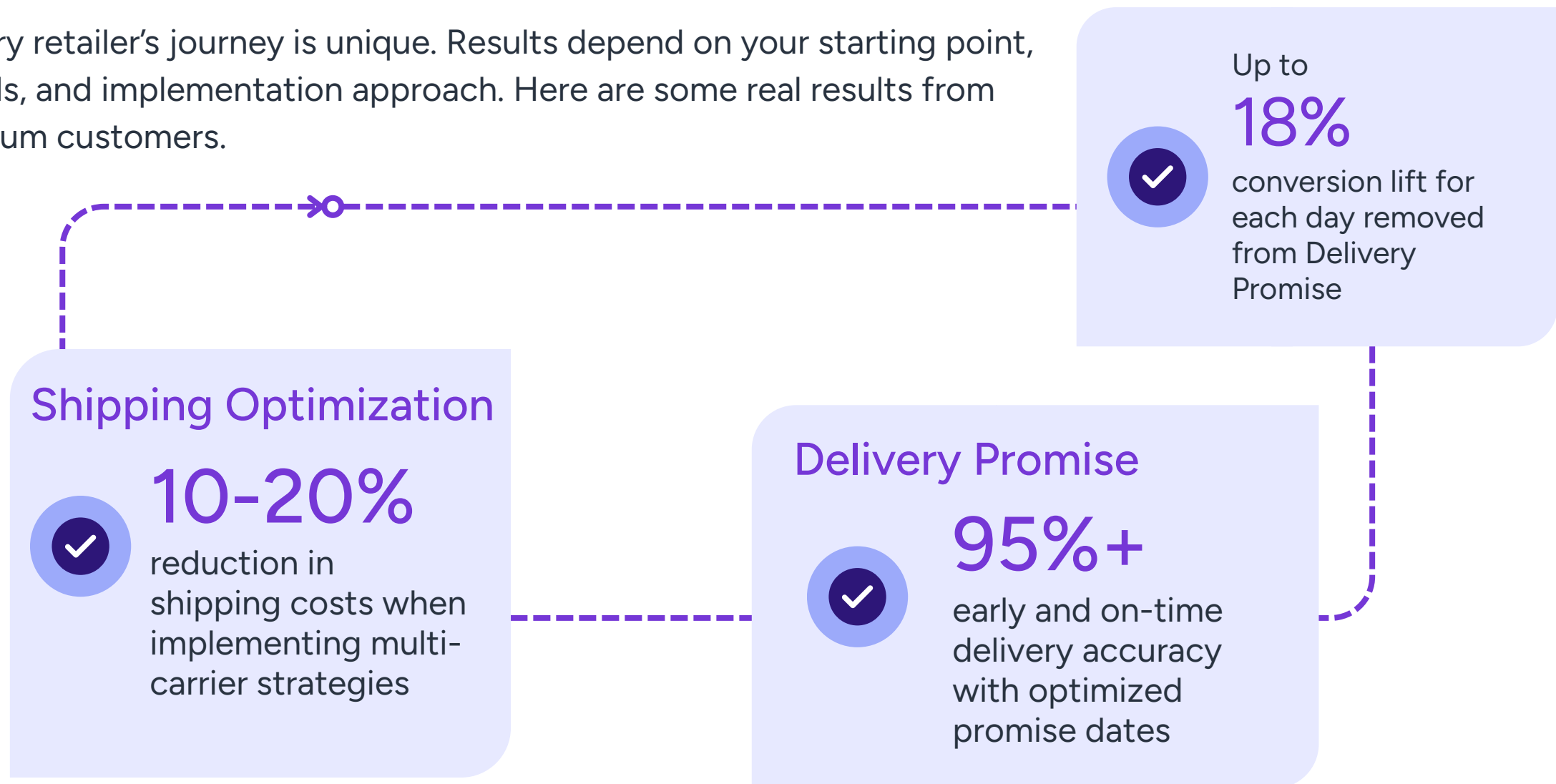
during the holiday season for one retailer using E2E Monitoring



How you ship affects how you sell

Retailers using Rithum Delivery Solutions can reduce costs, improve fulfillment accuracy, and gain visibility across their entire delivery operation. Retailers that treat delivery as a profit driver will outperform those that treat it as a backend task.

Every retailer's journey is unique. Results depend on your starting point, goals, and implementation approach. Here are some real results from Rithum customers.



Get delivery operations ready for Q4

Outdated processes and limited visibility aren't built for peak season. When order volume climbs, gaps in coordination, tracking, and accountability lead to costly delays and lost revenue.

This is your window to get ahead by strengthening operations, aligning partners, and making delivery a dependable driver of profit during the busiest months of the year.

Ready to see Rithum in action?

[Request a Demo](#)



Rithum (formerly CommerceHub and ChannelAdvisor) is one of the industry's most influential and trusted commerce networks, helping brands, retailers, and suppliers work together to deliver third-party (3P) commerce experiences. The Rithum platform helps brands and retailers accelerate growth, optimize operations across channels, scale product offerings and enhance margins.

Using its commerce, marketing, delivery and discovery solutions, Rithum customers create optimized consumer shopping journeys from beginning to end. More than 40,000 global brands trust Rithum to grow their business across hundreds of channels, representing over \$50 billion in annual GMV. Rithum processes an average of 2.4 billion transactions every day for retailers like Best Buy, Adidas, The Home Depot, and more.

rithum.com