



DHL EXPORT BAROMETER 2020

# AUSTRALIAN EXPORTERS INVESTING IN E-COMMERCE RECORD RETURNS IN SALES

## IMPACT ON ONLINE ORDERS

**32%** Of businesses reported a decline in online export orders this year

**21%** Experienced increases in online export orders

## STRATEGIES TO DRIVE ONLINE ORDERS

While 40% of export businesses report doing nothing to drive export orders online, the data reveals the **businesses that have increased revenue this year are more active in driving online orders**

Their top strategies include:



Improving website design  
(43%)



More spend on online marketing  
(35%)



Offering free/ discounted delivery  
(26%)



Improving fulfilment/ delivery  
(24%)



Creating localised websites  
(20%)