

# INCREASE REVENUE BY SELLING ON AMAZON

THE LARGEST MARKETPLACE IN EUROPE

with DHL delivery in FBM and FBA models



# DHL products for Amazon sellers

## On Amazon you can sell in models:

### 1. FBM (*Fulfillment by Merchant*)

#### You sell, you send to the recipient

As a seller, you are responsible for shipping orders placed on the platform to end customers and handling returns.

When shipping directly to the consumer, choose **DHL Parcel Connect**, designed for B2C. Return of goods is possible with **DHL Parcel Return Connect**.



### 2. FBA (*Fulfillment by Amazon*)

#### You replenish your goods in Amazon's warehouse and sell, Amazon sends to the recipient

As a seller, you regularly replenish your goods in Amazon warehouses, from which they are shipped directly to the end customer. Amazon will also handle any complaints and returns.

When shipping to Amazon warehouses, choose the **DHL Parcel Connect Plus** or **DHL Parcel Connect Pallet** product. Remember to include your **ASN** (Advanced Shipping Notice) number in the notes.



# International DHL products

## DHL PARCEL CONNECT

perfect for e-commerce - mostly in the FBM model

- **Single-item shipments up to 31.5 kg**
- Maximum standard dimensions 120x60x60 cm



- ✓ Full shipment monitoring
- ✓ Convenient pick-up options, tailored to country preferences
- ✓ Flexible shipment management
- ✓ Proof of delivery with customer's signature (POD)
- ✓ Simple returns

# B2C

## DHL PARCEL CONNECT PLUS i CONNECT PALLET

perfect for B2B - mostly in the FBA model

- **Multi-piece** shipments up to 31.5 kg  
Maximum standard dimensions 120x60x60 cm
- **Pallets** - maximum item weight 1000 kg\*  
maximum shipment weight 2500 kg
- **Semi-pallets** - maximum item weight 200 kg\*  
maximum shipment weight 1000 kg



- ✓ Full shipment monitoring
- ✓ 2 delivery attempts!
- ✓ Proof of delivery with customer's signature (POD)
- ✓ Excellent level of service, tailored to the needs of the business

# B2B

The same electronic tools for sending  
B2C and B2B shipments



# Cross-border e-commerce with Amazon

**25 million**

Products sold by Polish SMEs on Amazon in 2021.

**51 billion €\*\***

revenue in Europe in 2022.

**6**

**countries** where we will bring your **goods directly to FBA warehouses!**

- Germany
- Czech Republic
- Spain
- Italy
- Sweden
- France

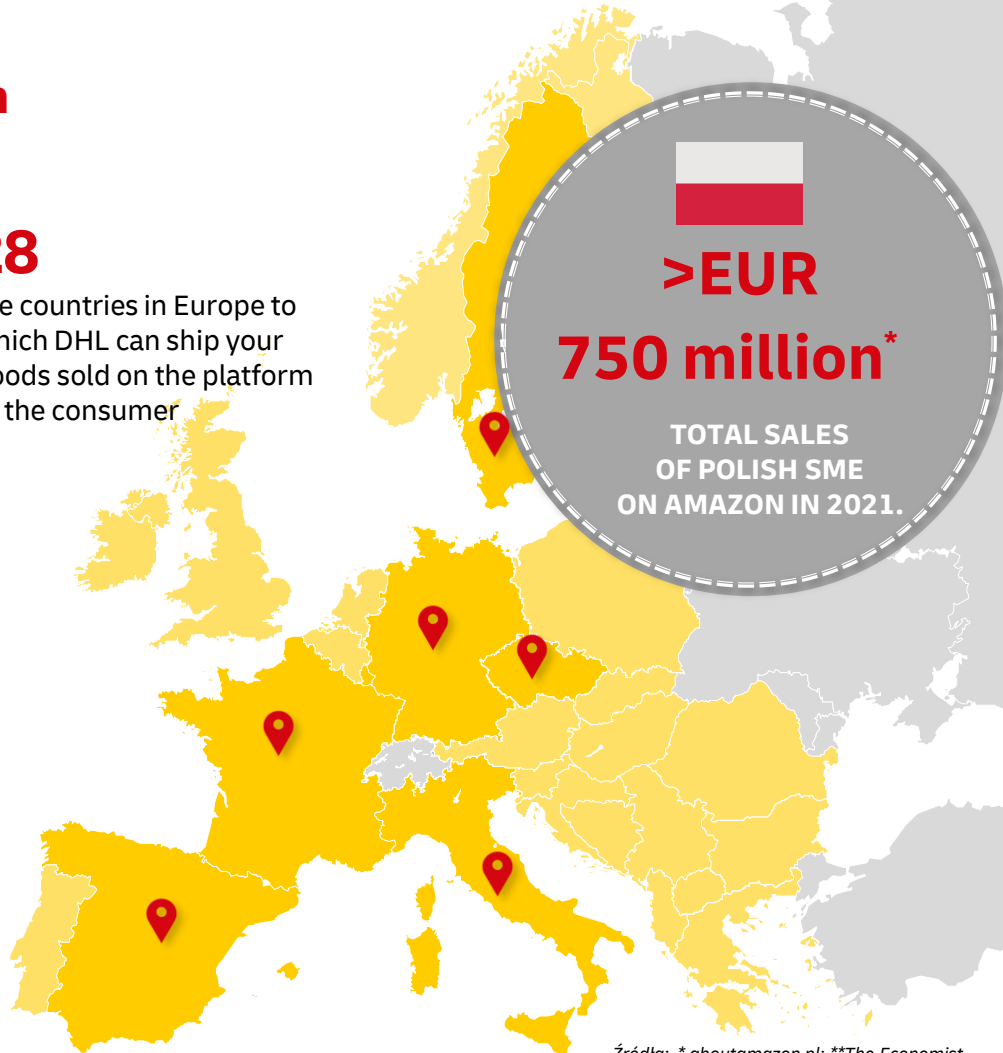
**28**

the countries in Europe to which DHL can ship your goods sold on the platform to the consumer

## Most frequently purchased



clothing, footwear, accessories/electronics/home and garden/cosmetics and supplements/sports equipment & toys (Source: Statista)



**AMAZON**

**FBM MODEL**

**EFFICIENT SHIPPING WITH DHL**



# DHL delivery in FBM model - carrier and product selection

How does it work?

**1.** Select **DHL eCommerce** as carrier

**2.** Select the **Other** service



This ensures that **Amazon's status search API will select the correct source**

Confirm dispatch

Dispatch Date: Sun, 4 Jun 2023 ▾

Dispatch from: Ship-From ▾

**1.**

Carrier: DHL eCommerce ▾

Use this as my default delivery method

Delivery Service: Tracking ID:

Select an option

- Packet International Standard
- PKD-Packet International Standard
- PLG-Parcel International Direct Goods
- PLT-Parcel International Direct-Standard
- PPS-Packet Plus International

**2.** Other

Add a Package Confirm dispatch



**Available for DHL Parcel Connect and DHL Parcel Return Connect**



# DHL delivery in FBM model - type of numbering entered

How does it work?

Enter the **JJD number** in **tracking ID**



This is **necessary for the proper monitoring of shipments**. The JJD number ensures that international statuses are transmitted to Amazon.

Confirm dispatch

Dispatch Date: Sun, 4 Jun 2023

Dispatch from: Ship-From

Carrier: DHL eCommerce

Use this as my default delivery method

Delivery Service: Select an option

- Packet International Standard
- PKD-Packet International Standard
- PLG-Parcel International Direct Goods
- PLT-Parcel International Direct-Standard
- PPS-Packet Plus International
- Other

Tracking ID: [Empty field]

Add a Package Confirm dispatch



Available for DHL Parcel Connect and DHL Parcel Return Connect



# DHL delivery in FBM model - data anonymisation

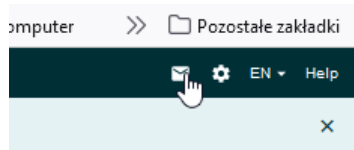
For data protection reasons, **Amazon anonymises recipient data such as email address**. This is problematic as the email notifications include, among others, **PIN for parcel collection in the case of delivery to a point of delivery**.



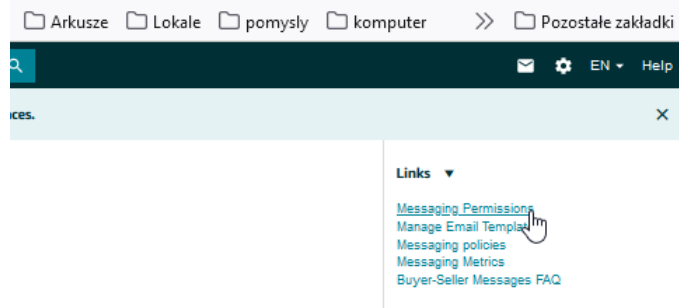
In order for the recipient to receive the notification **the seller must add the local carrier's email address on the Amazon platform**. This is essential for effective communication between the two parties. The addresses can be found on the next slide.

How does it work?

1. Go to **Messages**



2. Click on **Messaging Permissions**



3. Add the local carrier's address by clicking on **+ Add an email address**

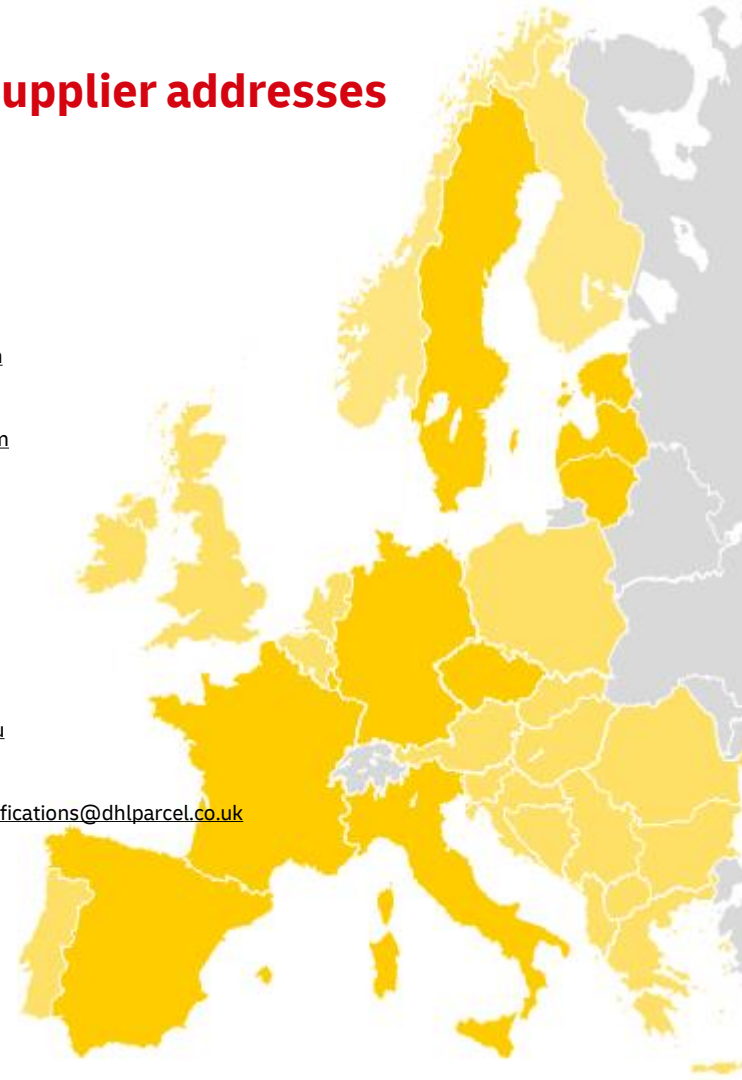
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<a href="mailto:noreply@dhl.com">noreply@dhl.com</a>	✓
<a href="mailto:livraison@colisprive.com">livraison@colisprive.com</a>	✓
<a href="mailto:Noreply.odd@dhl.com">Noreply.odd@dhl.com</a>	✓
<a href="#">+ Add an email address</a>	



# DHL delivery in FBM model - data anonymisation - supplier addresses

In each market you need to add the address of the local supplier!

- **Austria** [meineSendung@post.at](mailto:meineSendung@post.at)
- **Belgia** [noreply@mailbpost.be](mailto:noreply@mailbpost.be)
- **Bułgaria** [noreply@rapido.bg](mailto:noreply@rapido.bg)
- **Chorwacja** [no\\_reply@posta.hr](mailto:no_reply@posta.hr)
- **Cypr** [noreply@acscyprus.com](mailto:noreply@acscyprus.com) / [noreply@acscourier.gr](mailto:noreply@acscourier.gr)
- **Czechy** [support@ppl.cz](mailto:support@ppl.cz)
- **Dania** [no\\_reply@bring.com](mailto:no_reply@bring.com) / [noreply@swipbox.com](mailto:noreply@swipbox.com)
- **Estonia** [info@smartpost.ee](mailto:info@smartpost.ee)
- **Finlandia** [saapumisilmoitus@posti.com](mailto:saapumisilmoitus@posti.com)
- **Francja** [livraison@colisprive.com](mailto:livraison@colisprive.com)
- **Grecja** [noreply.odd@dhl.com](mailto:noreply.odd@dhl.com)
- **Hiszpania** [noreply@dhl.com](mailto:noreply@dhl.com)
- **Holandia** [noreply@dhlparcel.nl](mailto:noreply@dhlparcel.nl)
- **Irlandia** [noreply@anpost.ie](mailto:noreply@anpost.ie)
- **Litwa** [saapumisilmoitus@posti.com](mailto:saapumisilmoitus@posti.com)
- **Luksemburg** [no-reply@post.lu](mailto:no-reply@post.lu)
- **Łotwa** [saapumisilmoitus@posti.com](mailto:saapumisilmoitus@posti.com)
- **Niemcy** [noreply@dhl.de](mailto:noreply@dhl.de)
- **Portugalia** [noreply@dhl.com](mailto:noreply@dhl.com)
- **Rumunia** [no-reply@cargus.ro](mailto:no-reply@cargus.ro)
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- **Wielka Brytania** (odprawa ind.) [notifications@dhlparcel.co.uk](mailto:notifications@dhlparcel.co.uk)



# AMAZON FBA MODEL

## EFFICIENT SHIPPING WITH DHL



# DHL delivery in FBA model

## You replenish the stock of your goods in Amazon warehouse, Amazon dispatches

How does it work?



Available for DHL Parcel Connect and DHL Parcel Connect Plus

