



Manage Orders				
Orders	Product Name	SKU	Order Date	Status
<input checked="" type="checkbox"/>	Fleece Jacket: White	01234576-C5	4/10/2025	Awaiting Shipment
<input checked="" type="checkbox"/>	Fleece Jacket: Champagne	01234576-C6	4/10/2025	Awaiting Shipment
	Fleece Jacket: Brown	01234576-C7	4/10/2025	Dispatched
	Leather Bag: Black	01234576-C8	4/10/2025	Dispatched
	Leather Bag: Brown	01234576-C9	4/9/2025	Dispatched
	Leather Bag: Burgundy	11234576-C0	4/9/2025	Dispatched
	Leather Bag: Black	11234576-C1	1/9/2025	Awaiting Shipment

Product Pick List				
Item#	Description	Location	Amount	Barcode
A2441-C	Leather Sneaker Size 6	A-02-04-3-A	1	
B2120-E	Fleece T-Shirt Size Medium	D-06-01-7-C	3	
A5724-B	Leather Tote Bag	B-03-02-4-D	2	
C5832-A	Crew Neck Sweater Size Medium	A-05-02-2-A	1	
C1617-B	Cable Knit Sweater Size Small	D-02-02-4-B	2	
A3031-B	Oatmeal Turtleneck Size Large	E-01-04-5-E	2	

Adobe | ShipStation

Smarter fulfillment starts here

ShipStation for Adobe Commerce and Magento Open Source.

Simplify complexity, protect your margins, and build a fulfillment operation that's ready for anything.

Fulfillment under pressure: Is your operation built to bend or break?

Today's ecommerce landscape isn't just competitive, it's unpredictable. Merchants are feeling pressure from all sides:



Carrier rates and surcharges are rising.



Tariff policies are shifting.



Shoppers demand faster, more transparent delivery experiences.



Margins are tightening as the cost to serve climbs.

Fulfillment is no longer a backend function — it's a strategic risk. What used to be a relatively invisible part of the customer journey is now a major factor in cost control, brand loyalty, and operational performance.

According to the [2025 ShipStation Ecommerce Delivery Report](#),

57% of shoppers now expect two-day delivery, but only 35% of global retailers can meet that demand

— exposing a costly gap in post-purchase execution.¹ At the same time, rising operational and fulfillment costs are the second most-cited barrier to business performance and growth.¹



This eBook is designed to help you simplify what happens after customers click the buy button and build a fulfillment strategy that's ready to scale.

In the pages ahead, we'll cover:

- Common fulfillment pitfalls (and how to spot them).
- Four practical strategies for scaling operations with more control and less complexity.
- Simple ways to assess where your current fulfillment strategy may be holding you back.



Fulfillment red flags you can't afford to ignore.

Even the most experienced ecommerce teams make costly fulfillment errors. Not because they lack strategy, but because operational cracks tend to surface slowly, under pressure.

Here are four common red flags that suggest your fulfillment process may be holding you back — and how to spot them before they turn into costly growth blockers:



Relying on manual workarounds that don't scale.

When fulfillment relies on spreadsheets, manual label printing, or institutional knowledge, even small order spikes can lead to bottlenecks and mistakes.

How to spot it:

Delays during high-volume periods, heavy training needs for seasonal staff, or inconsistent order fulfillment workflows.



Depending on a single carrier.

Using one shipping provider limits flexibility and exposes you to rate hikes, service issues, and regional blind spots.

How to spot it:

No rate comparisons at checkout, last-minute scrambling during outages or delays, or delivery complaints clustered by region.



Falling short on post-purchase visibility.

Today's shoppers expect proactive delivery updates along with easy returns and exchanges, and they hold the brand accountable when things go wrong.

How to spot it:

An uptick in "Where's my order?" tickets, negative reviews about delivery experience, or low return completion rates.



Struggling to support global growth.

International sales look appealing until you hit customs delays, documentation errors, or unexpected fees that turn wins into losses.

How to spot it:

Frequent cart abandonment from international buyers, long shipping windows, or packages stuck in customs.

These red flags don't just signal operational inefficiencies. They highlight missed opportunities.

Let's look at how modern fulfillment tools and strategies can help you fix them before they slow your growth. →

From checkout to doorstep: Fulfillment that keeps pace.

Retailers using Adobe Commerce and Magento Open Source have already invested in delivering rich, flexible online shopping experiences tailored to customer needs and optimized for conversion.

But what happens after the customer clicks “buy” is just as important as what comes before.

To scale profitably, the post-purchase experience — including order fulfillment, tracking, delivery, and returns — must be just as seamless.

Adobe provides a composable, extensible platform for building modern storefronts. ShipStation extends that foundation with a fulfillment engine built to simplify operations, accelerate delivery, and scale alongside your growth.

Available as an extension in the Adobe Commerce Marketplace, ShipStation makes it easy to connect and start streamlining your post-purchase operations.

This integration helps retailers:



Unify orders

across channels, carriers, and locations — reducing silos and improving visibility.



Customize the post-purchase experience

with branded tracking pages, proactive notifications, and flexible return and exchange options.



Streamline fulfillment

with workflows designed for high-volume, multi-channel operations.

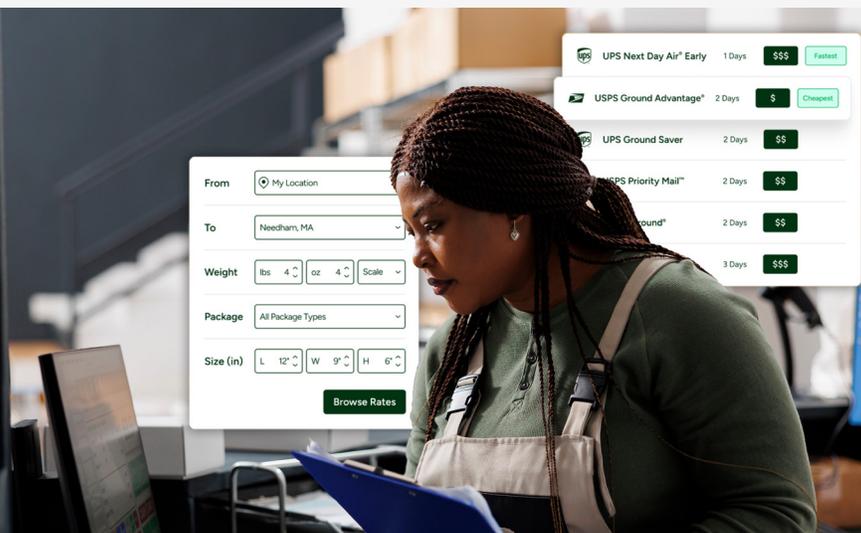


Support international growth

with tools for customs documentation, tax calculation, and cross-border compliance.

The right tools are only as powerful as the strategy behind them.

That's why the most successful merchants treat fulfillment not as a set of tasks, but as a system they can optimize — with the right foundation and the right approach.



Up next:

Four practical ways to simplify fulfillment, strengthen resilience, and scale operations without adding complexity.

1. Protect your margins with real-time rate shopping.



Shipping rates fluctuate constantly — by zone, weight, carrier, and delivery speed. But many merchants still rely on static rate tables or default shipping settings, which can quietly eat into margins and limit flexibility at checkout.

At scale, even small overcharges or inefficiencies compound. And when customers can't see accurate delivery options in real time, cart abandonment is often the result.

ShipStation helps merchants shop smarter with real-time rate comparisons **across three sources**:



Discounted rates through ShipStation's carrier partnerships.



Your own negotiated rates, connected via your existing carrier accounts.



Automated rate selection to find the fastest or most cost-effective shipping method.

Merchants using ShipStation's automated rate shopper **save up to 4.3% per shipment** — and orders go out the door **40% faster with fewer clicks**.

Retailers using real-time rate shopping can **reduce shipping costs, offer better delivery choices at checkout, and avoid the margin loss** that comes with last-minute manual decisions.

ShipStation's rate comparison tools saved customers over

\$4 million

last year by surfacing better options in real time.

Check in: Review your last 100 orders. How many defaulted to a single carrier?

2.

Automate fulfillment to scale without stress.

As order volumes rise, so does operational complexity. What starts as a manageable system of manual workarounds can quickly become a bottleneck: slowing down, increasing errors, and limiting your ability to scale.

That's where automation makes the difference. With ShipStation, retailers can streamline repetitive fulfillment tasks and eliminate the guesswork that slows teams down.

What you can automate:



Order routing

based on destination, SKU, channel, or customer type.



Carrier and service mapping

using custom rules for speed, cost, or customer tier.



Batch processing

for label creation, packing slips, and end-of-day manifests.



Custom tags and filters

to segment orders by urgency, inventory type, or promotion.

Retail teams using ShipStation have generated up to

15x more labels

in the same amount of time — not by working harder, but by eliminating friction and reducing manual steps.

ShipStation's automation gets smarter over time.

For merchants with complex product catalogs and variable shipping needs, the Smartfill feature learns from past behavior, automatically pre-filling package weights and dimensions as you process orders. That means fewer adjustments, faster label creation, and less time spent on repetitive tasks.

Some merchants save more than

4 hours a week

with this feature alone.

Automation frees up your team to focus on exceptions, improvements, and customer experience. The more you automate, the less you rely on memory, multitasking, or manual decision-making.

Merchants report **up to a 100% reduction in shipping errors** after automating key fulfillment workflows, proving that fewer manual touchpoints lead to more consistent results.

Check in:

Where are team members still making manual decisions that could be automated? Examine one high-volume product or channel and ask: What still depends on a person instead of a rule?

3.

Build resilience through carrier and channel flexibility.

Operational risk doesn't just come from inside your business. It comes from the outside: weather events, rate hikes, labor disruptions, and shifting consumer expectations. When you're overly reliant on a single shipping provider or sales channel, even small disruptions can lead to delays, service gaps, or lost revenue.

That's why fulfillment resilience depends on flexibility — both in how you ship and where you sell.

Carrier diversification: Strengthen your shipping network.

Sticking with a single provider limits flexibility and leaves you vulnerable to service slowdowns and regional gaps. ShipStation connects merchants to dozens of domestic and international carriers, making it easy to:

- Compare rates and delivery timelines in real time.
- Automate carrier selection based on speed, cost, or zone.
- Pivot quickly when disruptions arise.

Channel diversification: Sell where your customers shop.

Marketplaces and social commerce have changed the way customers discover and buy. But for merchants, every new channel adds operational complexity. ShipStation simplifies multi-channel fulfillment by helping retailers:

- Aggregate orders from 100+ storefronts, marketplaces, and platforms.
- Standardize workflows across sales channels.
- Maintain consistent shipping rules, branding, and post-purchase experiences.

Adobe Commerce and Magento Open Source give you the flexibility to integrate with major marketplaces and manage multi-channel selling at scale. Paired with ShipStation, you can centralize order and fulfillment workflows — streamlining how you sell, ship, and support customers across every channel.

With the right foundation, expansion isn't a risk — **it's your next opportunity.**

Check in:

Look at the last 30 days of orders. Are more than 80% being shipped through a single carrier or coming from one primary channel?

4.

Lay the groundwork for global growth when you're ready.

Going global isn't always about opening new warehouses or launching full regional storefronts. For many mid-market retailers, the real question is:

“Can we fulfill cross-border orders without disrupting everything else?”

Nearly three-quarters of ecommerce businesses plan to explore new markets within the next 12 months,¹ but the path to international growth is full of friction: **customs documentation, tax rules, unclear delivery windows, and unfamiliar expectations from customers abroad.**

ShipStation helps simplify that complexity so global expansion feels more manageable — not more overwhelming.

With Adobe Commerce or Magento Open Source powering your storefront, **you already have the platform flexibility to support multiple regions, currencies, and experiences** when you're ready to take that step.

Merchants don't need to overhaul their operations to go international. They just need a flexible foundation that reduces risk and friction — and scales when the time is right.

With ShipStation, merchants can:



Auto-generate customs documentation based on order data and carrier requirements.



Support both Delivered Duty Paid (DDP) and Delivered Duty Unpaid (DDU) workflows so merchants can control who pays what, when.



Look up Harmonized System (HS) codes and calculate duties/taxes at checkout.



Validate international addresses and connect with trusted global carriers.

Check in:

Could you fulfill an international order today accurately, transparently, and without manual workarounds? If not, what's standing in your way?

Make fulfillment a growth driver.

The most resilient merchants aren't necessarily the fastest or the biggest. They're the ones with the flexibility to adapt, the visibility to make smarter decisions, and the confidence that fulfillment won't hold them back.

Adobe Commerce and Magento Open Source give merchants the flexibility to extend their storefronts with solutions like ShipStation — without rebuilding what's already working.

If you've been managing growth with disconnected systems, manual workarounds, or shipping strategies that haven't evolved with your business, you're not alone. But fulfillment doesn't have to be a bottleneck.

With ShipStation, merchants can access:



Real-time rate shopping to protect your margins.



Automation that scales as you grow.



Multi-carrier and multi-channel flexibility.

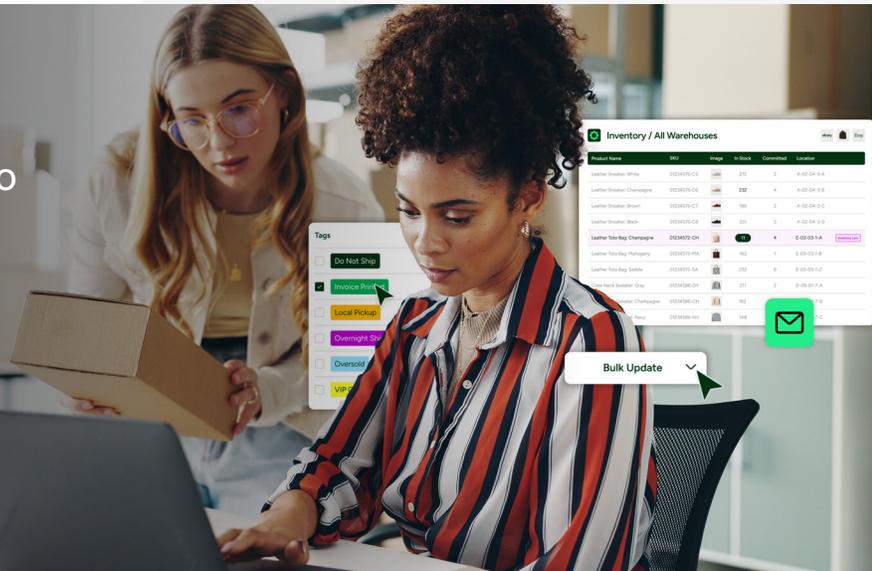


International tools that reduce friction and risk.



Additional tools to manage inventory, warehouse operations, and post-purchase experiences — including returns and exchanges.

Pairing Adobe Commerce or Magento Open Source with ShipStation gives you the foundation — and the freedom — to scale fulfillment with clarity and control.



Ready to get started?

- [Create a ShipStation account](#)
- [Download the extension for your store](#)