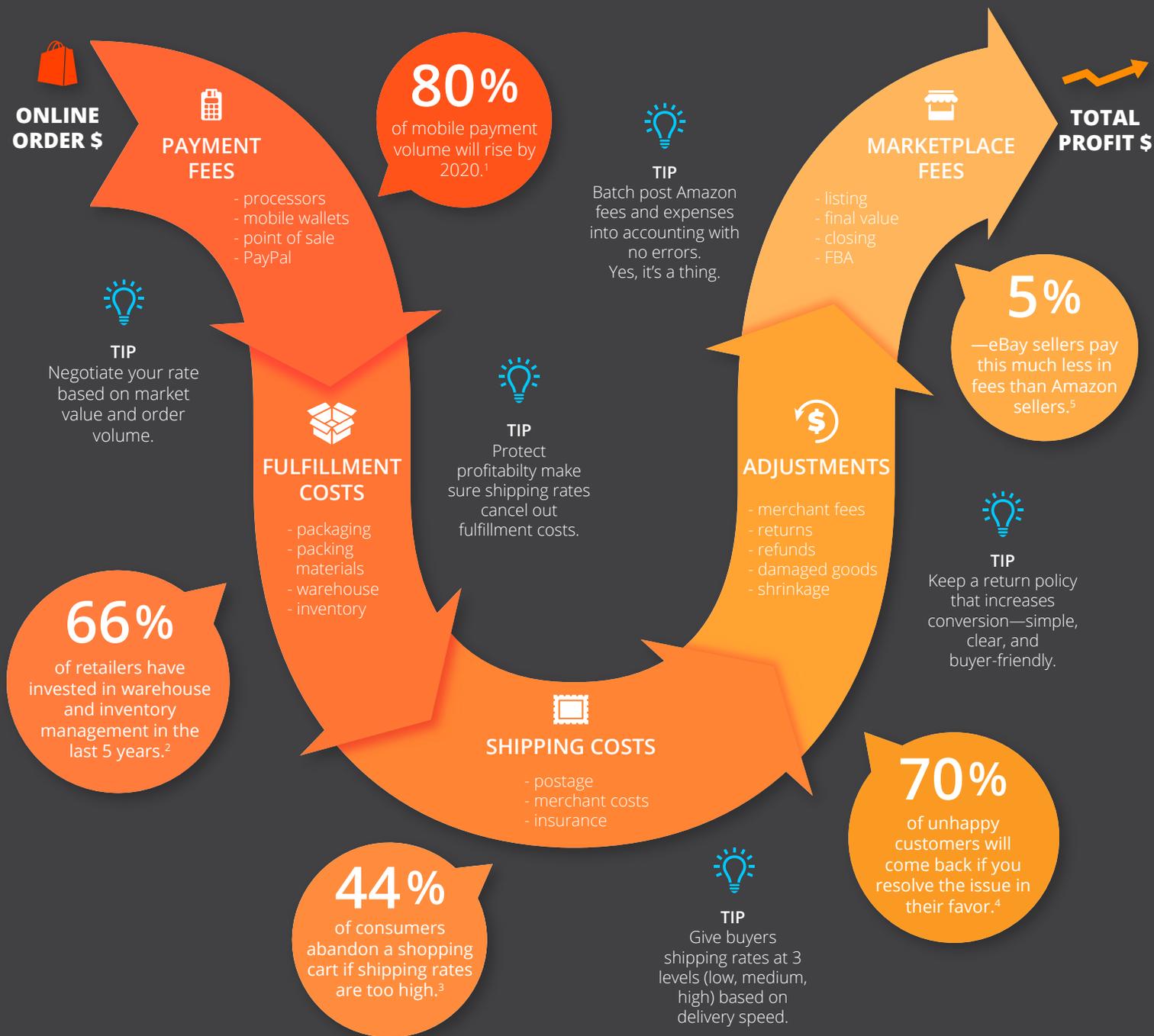


ECOMMERCE COSTS MADE SIMPLE

After spending hours inputting ecommerce costs into spreadsheets, do you still wonder if you're actually turning a profit on ecommerce sales? If so, you're not alone. Even with the most sophisticated spreadsheets, settling your costs is one of the most frustrating tasks for online sellers. Fortunately, this handy infographic maps it all out for you.



¹ Business Insider: The Mobile Payments Report

² Modern Materials Solutions: Motorola Solutions Study

³ Conversio.com: 75 Ecommerce Facts Quotes Statistics That Will Blow Your Mind

⁴ Customer Service Facts: CustomerServiceManager.com

⁵ WhereToSellOnline.com: Amazon vs eBay

A SIMPLE PATH TO PROFIT

How to find the gross profit made on a single order, one settlement step at a time.

1 Gross Order Revenue
from a marketplace like Amazon or eBay or a platform like Shopify or Magento

1
— subtract

2 Payment Fees
from a payment processor like Stripe, Square, or Shopify Payments

2
—

3 Fulfillment Costs
—what you spend on packaging, packing, and product management like Skubana and SkuVault

3
—

4 Shipping Costs
—postage like USPS, FedEx, UPS (ShipStation, ShippingEasy)

4
—

5 Adjustments
—merchant fees, returns, refunds, damaged goods, shrinkage

5
—

6 Marketplace Fees
—final value, closing, listing, PayPal, FBA

6

GROSS PROFIT =