

# The E-commerce Seller's Guide to Holiday Shipping

*shipping*  
*easy*<sup>®</sup>



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# **'Tis the Season to be Selling... and Shipping.**

The holiday season is crucial for e-commerce sellers. It's the time of year to build your brand from positive customer experiences, increase revenue, increase customer loyalty, and acquire new customers.

Everything you have worked for to build your business becomes critical during the holidays, when customers are not only buying products for themselves, but also for friends and family. Positive holiday experiences will help improve your bottom line 365 days a year.

## What's Your Holiday Strategy?

The holiday demand spike presents a perfect opportunity to take your business to the next level. It's important to evaluate your strategy from all angles, as you don't want to disappoint customers at the most critical time of the year. And do it fast – if you're not ready by Black Friday and Cyber Monday, you could miss up to 40% (or more) of sales. We recommend evaluating holiday initiatives in terms of their impact on Revenue, Cost, and Customer Experience.

Take a look at the chart below to see the key initiatives covered in this guide. We'll cover three distinct phases for each of these initiatives, including **strategic decisions** to make (and the effects on holiday planning), the necessary **preparations**, and **specific actions** to help execute, measure and institutionalize your plans.

### Key Initiatives

	Revenue	Cost	Customer Experience
Shipping Service Levels	✓		✓
Operations		✓	✓
Marketing	✓		✓
Gifting	✓		✓
Post-Christmas	✓		✓

## 2018 KEY STATISTICS

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\$687.9  
BILLION

Total holiday sales in 2017, up 5.3% from 2016.

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41%

of people celebrating the holidays begin researching in October or earlier.

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74%

of online shoppers shopped online on Black Friday.

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36%

of online shoppers shopped online on Thanksgiving Day.

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174  
MILLION

Number of consumers planning to shop online between Black Friday and Cyber Monday, 64% of whom plan to purchase on a mobile device.

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# Shipping Service Levels

Holiday shoppers are sensitive to additional costs, which can impact revenue. Having the right delivery time at the right price - or even free - can make the difference between an abandoned cart and an extra item added to meet a free shipping threshold. The holidays offer a good excuse to reconsider what cost and delivery options you make available to customers while maintaining the desired selling margin. Getting this mixture right translates to more sales, higher margins, and an improved experience for your customers - in other words, a merry season for both seller and buyer!

## Strategic Decisions

It's a good idea to evaluate the cost effectiveness of your shipping service levels before the holiday rush. Here are some strategic decisions to consider:

### Free Shipping Threshold

If you currently don't offer free shipping, consider offering it for order values above a threshold. A good rule of thumb is to set the shipping threshold at or slightly higher than your current average order value (AOV). Before implementing this change, model the impact it will have on your profits and determine the uptick in AOV and/or conversion necessary to justify that impact—then if you don't realize the uptick, you can further adjust the threshold or try another model.

## CHAPTER 1: SHIPPING SERVICE LEVELS

### Flat Rate

Want to simplify but aren't ready for free shipping? Take a look at flat rate, which works best when the majority of orders ship for a relatively low actual cost (\$5–\$17). Model out the impact to see if it's right for you.

### Saturday Delivery

Consider offering Saturday delivery as an option at an additional cost — or make it standard as a Christmas gift for your customers. In the latter case, it's wise to calculate the incremental costs to make sure you can absorb them, or recover them elsewhere. USPS delivers on Saturday with no surcharge. In some instances USPS will even deliver on Sunday (especially relevant for Amazon sellers).

### Returns

Free, easy, no-questions-asked returns are becoming the norm in e-commerce: according to an article by [Invesp](#), approximately one-third of products online are returned, proving the importance of a clear return policy. In addition, “over 67% of consumers read the returns policy before making a purchase. When return shipping fees are charged, 79% of consumers are less likely to make a future purchase. 92% of consumers will buy again if returns are easy.”

### Timing

Think about how you want to articulate — and how boldly you want to commit to — cut-off dates (the last day a customer can order using a given shipping option and expect to get their package on time). The cut-off times published by various carriers are shown below; you will need to pad these with your anticipated order processing times to ensure you can internally hit the deadlines. We recommend only publishing cut-off dates you are confident you can hit.

## 2018 HOLIDAY SHIPPING CUTOFF DEADLINES

- **DEC. 10**  
FedEx Smart Post
- **DEC. 14**  
USPS Retail Ground | FedEx SmartPost | UPS Ground
- **DEC. 17**  
FedEx Home Delivery
- **DEC. 18**  
UPS 3-Day Select
- **DEC. 19**  
FedEx Express Saver
- **DEC. 20**  
USPS First Class Mail | USPS Priority Mail | UPS 2nd Day Air | FedEx 2Day
- **DEC. 21**  
FedEx Overnight
- **DEC. 22**  
USPS Priority Mail Express | UPS Next Day Air

### Preparations

Once you've decided on changes to your shipping service levels, you'll need to make some or all of the following preparations:

#### Selling Platform

Explain your new or updated shipping options in the appropriate sections of your online store(s) and code any needed computational rules into your selling platform. Calculate your comfortable 'order by, for delivery by' deadlines for each shipping service level and include them, at a minimum, on your homepage, cart, and checkout pages. Remember that items with special shipping requirements may have special order-by dates, and stock-outs can render on-time delivery impossible, so include the appropriate disclaimers and consider revisiting your safety stock levels for high-demand items.

#### Shipping Platform

Update your shipping rules to reflect the new model to ensure proper carrier selection and shipping label generation.

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**“Remember that items with special shipping requirements may have special order-by dates, and stock-outs can render on-time delivery impossible, so include the appropriate disclaimers and consider revisiting your safety stock levels for high-demand items.”**

#### Shipping Operations

Ensure your shipping workflow is updated to reflect any impact on picking, packing, packaging, labeling, etc. For example, if more packages will be shipped USPS, an end of day USPS Scan Form might be required. It's a good

## CHAPTER 1: SHIPPING SERVICE LEVELS

idea to monitor your order processing time closely as you approach your published 'order by' cut-off deadlines to minimize the risk of missing any dates. It's also a good idea to have a contingency plan in case something goes horribly awry and you end up shipping gifts that won't arrive in time. If you are rolling out free returns for the first time, be sure your operations are set up to process the anticipated increase in volume.

### Monitoring

Set up reporting through your shipping and selling platforms to monitor the success of your new shipping options against the models you built in the strategy phase.



# Operations

Operations are the backbone of your shipping function — and therefore your entire e-commerce business. Optimizing your workspace layout, processes, inventory, printing/packing materials, equipment, and staff for the holiday season can all help lower costs. Beyond that, smooth-running shipping operations ensure your orders are accurate, packages are packed efficiently and attractively, and that they arrive in your customers' hands on time — all of which makes for a great customer experience. As an added bonus, well-planned operations will help your employees have a happy holiday!

## Strategic Decisions

With the holidays accounting for up to 30% of a merchant's annual sales, now is the absolute worst time of year to find out that your shipping operation is not up to the task of delivering all the gifts your customers order; as evidence of this, major retailers are hiring tens of thousands of temporary holiday workers, and UPS alone is hiring an additional 100,000 seasonal workers to gear up for the demand. It's time to think strategically about your operations, especially in these areas.

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## CHAPTER 2: OPERATIONS

### Supply Chain

Can you get enough product from your suppliers to fulfill your anticipated holiday demand increase? To answer this, review last year's demand/out-of-stock data, products shaping up to be popular this season, and anticipated impact of other initiatives (e.g., free shipping) on demand. If you do not have an inventory management system, it may be beneficial to begin looking now. If your shipping solution offers inventory management, make sure everything is set up correctly before the holidays. If you're not already optimizing your inventory management, now is the time to put something in place to help you automate inventory, simplify bundles, and manage purchasing. You'll want to make sure everything is set up before the holiday rush really hits. Your shipping solution should ideally incorporate inventory management.

### Physical Space

How much room do you need to store the planned increase in inventory to meet holiday demand? How much space do you need to accommodate your holiday staff, equipment, boxes, supplies and inventory?

### Equipment, People & Workflow

These are tied together. Is your equipment adequate to handle the increased throughput necessary to meet holiday demand? Can you tweak the process or layout to raise capacity? How does hiring more people impact equipment and workflow? For example, do you need more scales or printers?

### Technology

Is your shipping solution up to the task? Can you benefit from using advanced features like shipping rules, predictive analytics and automation? You might consider innovative approaches to daily decision-making such as ShippingEasy's [InstantLabel](#) and [Buy & Print](#). Reach out to your shipping

## CHAPTER 2: OPERATIONS

solution for help in configuring more advanced options before the rush hits you.

### **Downstream**

What are the implications of your increased sales goals on your carriers? How much additional volume will they need to handle? Do increased sales qualify you for better rates? More pick-ups? Free supplies? Do you need to complete end of day forms as a result of the additional shipments?

### **Preparations**

Specific operational preparations flow from these strategic decision areas:

#### **Supply Chain**

Make sure your purchase orders not only reflect increased product inventory needs, but also that your suppliers can fulfill them on time. If not, now is the time to find backup suppliers or substitute products.

#### **Physical Space**

Increased space needs can often be met by taking a hard look at your floor layout and shelving configuration, but if there simply isn't room to handle higher holiday inventory levels, you may need to find supplemental space to lease, or — if workable — temporary solutions such as portable storage units.

#### **Equipment, People & Workflow**

The most common piece of equipment needed to increase e-commerce shipping throughput is an additional scale, which is relatively inexpensive to acquire; remember that it needs to be integrated into your workflow and shipping solution. If you anticipate needing more people, now is the time to determine how they will fit into the workflow (you may consider a partial or

## CHAPTER 2: OPERATIONS

full additional shift, adding weekend workdays or overtime), and the time needed to hire and train them.

### Technology

If you are concerned about your shipping solution's ability to support your operations, now might be the right time to explore other solutions and get set-up. Ask questions about onboarding and configuration to better understand the switching costs involved. If you're a ShippingEasy customer, [contact us](#) to learn more about the [features](#) you can use to help ensure a smooth holiday.

### Downstream

Look at your overall anticipated volumes and talk to your carrier reps; see if using an exclusive carrier might lower your overall costs, or if there are other changes you can make, including more efficient packaging to avoid dimensional weight charges, higher use of free packaging, or more liberal use of flat rate packaging. At the very least, be sure your carrier(s) is/are aware of your anticipated increased volumes and that they are planning to provide adequate pickup capacity.

### Returns

In addition to all the stats supporting free returns in the Shipping Service Level section, keep in mind returns typically [increase by 15%](#) during the holidays. On average, [20-40% of consumers](#) will return at least one gift purchase, with percentages rising to as high as [50%](#). Be operationally prepared; ensure your return processes are clear to customers visiting your

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**“On average, 20%-40% of consumers will return at least one gift purchase, with percentages rising to as high as 50%.”**

## CHAPTER 2: OPERATIONS

online store and are clearly explained on your packing slip, internally clearly defined from end to end, and running smoothly to handle the extra workload in your return-processing facility. You might want to include a return label in gift orders to leave a positive impression with potential future customers. Consider scan-based returns where the label can be printed but a charge is not applied unless and until it is scanned.

### **Specific Actions**

The kinds of operational changes we recommend are seldom executed without a hitch, so be sure to stress-test any new initiatives you can before the orders start flowing in. Once you're into holiday order time and running the operations, keep a close eye on the reality of demand and operations versus your predictions, and adjust where possible when your operational changes fall short.

### **Other Areas to Watch**

#### **Leveraging Return Data**

You might be able to gain insights from return data flowing through your shipping solution on what kind of products shouldn't be promoted, or should be made exceptions to the return policy; you might even spot trends that underlie return policy abuse and address them.

#### **Winding Down Holiday-Specific Changes**

While some of the operational changes we suggest should provide benefits throughout the year, many will need to be adjusted at the end of the holiday season. For example, changes to your physical space, staffing levels/work shifts, inbound inventory purchases, and volume-related carrier changes will likely need to be rolled back when seasonal demand slows down. Refer to

## CHAPTER 2: OPERATIONS

the Post-Christmas section for more information on this topic.

### Taking a Holistic View

Keep in mind that most of the operational initiatives we've discussed influence one another, so if a new process fails to deliver the expected efficiencies, look at whether you can address the shortcoming by adding people or equipment, or reconfiguring the space.



# Marketing

The holiday season is the most marketing-intensive time of the year, but your shipping function gives you unique opportunities to target both existing and prospective customers at the most critical stage in their journey: when they put their hands on your product.

## Strategic Decisions

Here are the shipping-related marketing opportunities you can consider this holiday season:

### Increase Brand Awareness

Take advantage of increased package visibility to advertise your brand. Do the math on whether custom, branded boxes are worth the extra cost versus generic or carrier-supplied free boxes. In the case of odd-sized items subject to dimensional weight, they might be. Regardless of the box you use, you can inexpensively and easily feature your brand with adhesive stickers and on packing tape and packing slips.

### Increase New Customer Acquisition

During the holidays your customers are giving you tons of information about other potential target customers—the people they are buying gifts for on your site. Consider marketing to these gift recipients by targeting them with promotions and social media invitations on your packing slips. Most shipping solutions will allow you to customize a holiday packing slip expressly for this purpose.

### Increase Repeat Purchases & Loyalty

According to UPS, 48% of shoppers consider guaranteed delivery dates an important factor in the checkout process, so make sure your operations and partnerships are set up to achieve it. Also take advantage of delivery-related communication opportunities, like sending purchasers and/or recipients frequent status updates and post-order follow-ups. Consider including promotions with these messages to encourage repeat purchases. After the sale, following up with product recommendations or review requests can help increase both repeat and new business.

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### Turn Returns Into Opportunities

We’ve discussed in detail the potential benefits and considerations of free returns in the Shipping Service Levels and Operations sections. From a marketing perspective—whatever your return policies and charges—think about the potential of running win-back campaigns on customers who return. You could, for example, issue a credit to the customer’s account equal to the amount they paid for return shipping as a reason to come back. It is the rare person that likes to leave money on the table.

### Preparations

To take advantage of any of these opportunities, here’s what you need to do to gear up:

### Brand Awareness

To go with branded materials of any kind, they will require some design effort, followed by sourcing. The good news is the design efforts and print turnaround times for such materials are usually quick and this is one part of your holiday checklist you can accomplish very early in the season.

### New Customer Acquisition

If you are promoting to gift recipients, you have several additional decisions to make: through what channel? When? With what message? Will you offer a new-customer discount? On what? Treat these sorts of initiatives as full blown campaigns, allocating them appropriate resources.

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**“Adding promotional messages and special offers directly to the packing slip or gift receipt will limit additional costs while maximizing exposure.”**

### Repeat Purchases & Loyalty

Just like campaigning to gift recipients, post-purchase updates and related promotions should be treated as a campaign. Most importantly, sweeten (don't spoil) any surprises by giving the purchaser complete control over notifications—and notify only the purchaser, not the recipient. Then come up with a plan for using post-purchase communication opportunities to provide a great experience and drive repeat business. Printed materials you already intend to include in each package are an ideal starting point. Adding promotional messages and special offers directly to the packing slip or gift receipt will limit additional costs while maximizing exposure. Leveraging what already exists is a good starting point. With that, turn customer purchase history into a recommendation engine. It will make your follow-up emails relevant and increase the likelihood of a repeat purchase.

### Returns

If your strategy includes running return-related campaigns, be sure to have these ready before the returns start flowing in. Plan for who you will target, what promotion(s) you'll offer, and how you'll implement those promotions (e.g., a one-time coupon code). You'll want to ensure data on target customers for these promotions flows from your shipping platform to your campaign platform, and that the promotions are set up in your selling platform.

### Specific Actions

Once your holiday marketing strategy is set, your planned campaigns are set up, and materials are ordered, the main actions required are to execute the plans and monitor their results. The success of campaign activities targeted at gift recipients, repeat purchasers, and customers who return items should be straight-forward to measure using standard campaign management techniques and tools. As with any campaign, it's important to monitor the data to be sure these campaigns are contributing to your goals.



# Gifts

Did you know that the thrill of opening a holiday gift may have originated in 200 BC? If your e-commerce business isn't tapping into this ancient human practice, it's time to start! There are enormous opportunities to benefit both customer experience and your business associated with providing gift wrapping throughout the year—but especially at this time of year.

## Strategic Decisions

Here are the main decisions you need to make regarding your gift option(s) strategy:

### Wrapping Options

Beyond the binary decision of whether to offer wrapping and gift notes, you need to determine who on your team is the best wrapper (it should look pretty!), how many wrapping options to offer and the operational implications, whether and how much you should charge for wrapping or whether to use them as a threshold purchase incentive. At a minimum, offering gift notes is essential to capture holiday sentiments and identify the gift giver to the recipient.

### Shipping Options

You can also make your customers' lives easier (and increase your conversion rates and average order size) by allowing multiple shipping addresses for different items in the same order—and allowing different gift options to be chosen for each address. Make sure your selling platform can accommodate these options before you finalize your decision.

### Gift Recipient Information

When someone sends your product as a gift, they're giving you a gift — the contact information of a potential new customer and one that probably has an affinity for your merchandise. Think strategically about campaigns you can set up to target these new prospects based on what you know about them: how can you use your knowledge of the gift giver's buying history? The recipient's geographic location? The gift they received, and the time they received it?

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**“When someone sends your product as a gift, they’re giving you a gift — the contact information of a potential new customer and one that probably has an affinity for your merchandise.”**

### Gift Item Pricing

In most cases, your purchaser will not want the line-item pricing included in your packing slip or anywhere the gift recipient might see it. You will want to make sure that your packing slips can be customized to exclude this information. In addition, most purchasers will expect their message to the gift recipient to make its way into the box. Update your packing slip options to include the gift notes from your selling platform by mapping the correct field.

## Preparations

### Wrapping Options

If you're going to offer wrapping, your biggest preparation is selecting a wrapping process; will you use pre-sized wrapping envelopes? Do custom wrapping? How will you set up the wrapping operation and workspace?

## CHAPTER 4: GIFTING

Is training needed? Equally important are the associated software requirements; any wrapping and note options you offer will need to be reflected in your selling platform's user experience. Your shipping platform rules will likewise need to be updated to print notes, and possibly to flag or otherwise indicate packages to be wrapped. Finally, remember to order any needed materials like gift wrap, boxes, tape, and ribbon and have them in stock before you deploy the online functionality.

### **Shipping Options**

Supporting multiple shipping addresses on top of wrapping options will add to the checkout process for purchasers, so be sure to keep the options in your selling platform's online experience clean and easy to understand. You'll also need to make significant changes to your shipping platform rules to handle the multiple addresses, and to potentially determine optimal carriers for each shipment. Finally, you need to evaluate packaging materials in the context of your wrapping process—there might be opportunities to save on shipping and/or speed up the process if you, for example, switch from free carrier materials to custom packages.

### **Gift Recipient Information**

If you want to target gift recipients, first be absolutely certain your Terms & Conditions cover this use of customer-supplied information (talk to your lawyer). Then you will need to design the data flow from your commerce system into your campaign management system and set up the campaigns.

### **Specific Actions**

When it comes time to execute, consider:

#### **Wrapping Options**

Monitor customer selection of wrapping and note options to see if they are

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in line with your expectations; if not, consider adjusting the user experience and/or pricing. You'll want to monitor the operational aspects too, to ensure the right reorder cadence for materials and that the wrapping process isn't causing delays.

### Shipping Options

If you've changed packaging or carriers, keep an eye on on-time delivery performance to ensure the new choices are working. If you're seeing consistent errors with multiple shipping addresses you may want to ensure the user experience is clear.

### Gift Recipient Information

Keep in mind that a gift recipient might not open a gift until the actual holiday arrives — so don't risk ruining the surprise by sending marketing materials that give it away before the holiday!

### Returns

It's wise to keep an eye on the correlation of your return rate to all gifting options. If gift returns are higher than non-gift returns you may want to revisit gift wrap pricing as a potential way to make up for the associated cost increase.



# Post-Christmas

Traditionally retailers consider the bookends of holiday shopping to be Black Friday and Christmas Eve. There's no doubt Thanksgiving weekend kicks off the shopping season with 74% of people shopping online for Black Friday. However, Christmas no longer marks the end of the season. 48% of holiday shoppers say they plan to shop after Christmas, which includes both buying and browsing.

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**“Christmas no longer marks the end of the season. 48% of holiday shoppers say they plan to shop after Christmas, which includes both buying and browsing.”**

## Strategic Decisions

There are a few strategic post-Christmas decisions you can start contemplating now:

### **When Your Holiday Initiatives Will “End”**

While Christmas drives a significant amount of holiday shopping behavior, you probably have customers who celebrate other year-transition holidays (Kwanzaa runs through January 1 of the New Year, for example), and some folks prefer to simply celebrate the new year. Consider all the options when determining how long you'll offer temporary holiday services, packaging or pricing.

### **Making Holiday-Related Changes Permanent**

Which changes — e.g., shipping service level/cost, operations, marketing,

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and gifting — will you consider making permanent after the holidays? This is a strategic decision you can evaluate now and make final after holiday purchasing behavior peaks.

### **Specific Post-Holiday Initiatives**

There are a number of additional specific, incremental initiatives you should be thinking about now and preparing for as holiday traffic slows down; see the following Preparations section for details.

## **Preparations**

Here are the preparations you need to be thinking about between now and the end of the holiday season:

### **When Your Holiday Initiatives Will “End”**

Plan to ramp down special holiday material purchases, reconfigure your workspace or give up extra warehouse space if necessary, and reduce temporary holiday staff or shifts.

### **Making Holiday-Related Changes Permanent**

If you are making any changes permanent, there will almost certainly be implications for your materials, purchasing, staffing, and operations. Determine what long-term changes will be needed as soon as the decisions are made.

### **Returns**

If you changed your return policy to make it more liberal, take a careful look at the impact on your conversion rates and costs to see if they are feasible to maintain long-term. It may be worthwhile to be prepared to keep free returns running for a few months after the holiday season to see and measure any positive influence on repeat orders they may have.

## CHAPTER 5: POST-CHRISTMAS

### **Deal-Driven Consumers**

Offline retailers have taught shoppers to expect deals the day after Christmas — so consumers are trained to wait. Be ready with promotions and campaigns.

### **Personal Wish Lists**

The gifts that didn't show up under the tree represent an opportunity for you, especially if customers keep customer wish lists on your site. Consider campaigns and promotions to help them get everything they expected— even if they have to buy it themselves!

### **Clearly Marked “Sale” Section**

Post-holiday shoppers can be myopically focused on getting a deal. Make sure some part of your inventory is marked down and prominently promoted to capture the attention of these deal seekers.

### **Retargeting**

If your technology platform supports it, target shoppers who viewed (but didn't buy) items before the holidays with any markdowns you make available on those items (or even with special promotions) to entice them back.

### **New Season's Merchandise**

Be sure to satisfy the consumer segment (especially new customers acquired during the holiday season) interested in new merchandise by featuring it at full price.

### **Specific Actions**

#### **When Your Holiday Initiatives Will “End”**

For initiatives that you wind down at the end of the season, check out

## CHAPTER 5: POST-CHRISTMAS

performance metrics to see how you did. Did your shipping service level or gifting change actually increase AOV or conversion? By how much? How many new customers did you acquire through gift recipient campaigns? Keep these performance figures in mind as you plan for next holiday season—or decide if you should make any changes permanent.

### **Making Holiday-Related Changes Permanent**

You can look at holiday-period performance data to help you decide what changes to make permanent, as well as to set up a monitoring plan going forward to ensure that those changes remain a net-positive for your business (and adjust or revert as necessary).

### **Post-Holiday-Specific Promotions & Campaigns**

Keep an eye on the performance of any of the initiatives you roll out to take advantage of post-holiday opportunities related to gift cards, wish lists, new items, etc., in order to apply mid-stream tweaks and determine whether they are worth trying next year. Predictive analytics teach the machine to recognize shipping patterns and make shipping decisions with your approval.



# Holiday Shipping Prep: Top 7 Tips

## 1. Estimate order volume.

Put together an order volume (sales) forecast using historical sales data from your last holiday season, plus your store/s' sales performance this year. This is the starting point for planning a successful holiday season.

## 2. Pre-order supplies.

Order 20-30% more boxes, tape, envelopes, labels and packing materials than the expected demand calculated in Step 1 suggests. Determine cut-off times now and plan ahead. Remember carriers like USPS offer free supplies

## 3. Recruit part-time staff.

Determine whether additional staff or hours will be required to pick, pack and ship the order volume estimated in Step 1. Decide on whether to hire, extend existing employee hours or enlist friends and family.

## 4. Order an extra scale.

If Step 3 suggests you need more people, do you require an additional scale or workstation to maximize throughput?

**5. Optimize carrier selections.**

Start with the holiday timelines you plan to offer your customers and then do a thorough rate and delivery comparison.

**6. Invest in automation.**

Break old copy/paste and manual habits. Ask your shipping solution to help you set up a product catalog, shipping rules and saved packages.

**7. Calculate turnaround times.**

Become obsessed with order turnaround time. Find the right report and/or metrics to calculate the % of orders shipped same day and share it with your team.



ShippingEasy is the premier shipping platform for e-commerce retailers. Whether you ship five packages per month or 50,000, we can help improve your customer experience and increase your ROI on shipping operations. Our industry-leading platform includes:

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Access to the lowest USPS rates available

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Integration with all major e-commerce platforms, shopping carts, marketplaces and carriers

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Support for multiple stores and fulfillment locations, international selling, offline orders and returns

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Support for real time or batch order synchronization with selling platform (order download and status updates)

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Predictive analytics to recognize shipping patterns and help automate decisions

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Award-winning support with full set-up and configuration, plus ongoing help from 7am-7pm CST

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Inventory Management & Customer Marketing (Free 30-day trial)

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