

# Win the 2021 Holiday Season



# Meet Your Hosts



**Rob Zaleski**

Head of Brand  
ShippingEasy



**Jonathon "JD" Davis**

Strategic Partner Manager  
ChannelAdvisor



# Reduce the Time You Spend Shipping

AUTOMATION IS KEY TO SUCCESS



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# Takeaways from the study

Key metrics and findings

## **85% spend more with small/local/independent**

Many cited wanting to support these businesses during difficult times as their reason.

## **72% plan to continue this trend**

After seeing the pandemic's effect on small/local/independent businesses, consumers want to support them more.

## **54% discovered new businesses**

Social media played a major role in consumers discovering new businesses and new ways to purchase from them.



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# Importance of shipping software

- No online merchant should be paying retail shipping rates
- Managing multiple order sources in separate tabs and windows is just begging for mistakes to happen
- Automate repetitive tasks



### Browse Rates

\* Ship From

78746

\* Ship To

90245

Service

All

Weight

4

lb

oz

Package Type

All

Address type

Residential

Size:

L

W

H

Get Rates

Reset

UNITED STATES POSTAL SERVICE

ups

shipping easy  
ONE BALANCE

ups

FedEx

Flat Rate Green Box icon and green indicate flatrategreen shipping.

Service	Package	Delivery	Rate
Priority Mail	Flat Rate Envelope	3 Days	\$7.40
Priority Mail	Flat Rate Small Envelope	3 Days	\$7.40
Priority Mail	Flat Rate Window Envelope	3 Days	\$7.40
Priority Mail	Flat Rate Gift Card Envelope	3 Days	\$7.40
Priority Mail	Flat Rate Legal Envelope	3 Days	\$7.70
Priority Mail	Small Flat Rate Box	3 Days	\$7.90
Priority Mail	Flat Rate Padded Envelope	3 Days	\$8.00
Priority Mail	Regional Rate A Box	3 Days	\$10.89
Priority Mail	Medium Flat Rate Box	3 Days	\$13.75

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# Automation rules you can use

- Use product tags to automate service type
- Send seasonal shipment notifications
- Ship packages to specific zones via USPS Regional Rate
- Add "Signature Confirmation" to high-value orders

**Create Shipping Rule**

\* Rule name  
FedEx Ground

**IF:** Define the conditions that must be true to isolate the intended orders.

Destination ▾ Is equal to ▾ Domestic ▾ ✕

Order weight ▾ Is greater than ▾ 5 lb 0 oz ✕

+ Add

**THEN:** Apply the following actions when all the conditions above are met.

Set saved carrier selection ▾ FedEx Ground ▾ ✕

+ Add

# Direct to Consumer Channel Expansion

Jonathon Davis (JD)  
Sr Partner Manager, ChannelAdvisor

October 12, 2021



channeladvisor®



# Who is JD?



- Sr Partner Manager**
- 20+ years in ecommerce
  - Managing online businesses since 2001
  - Lives at the beach
  - Drummer
  - Loves to Travel

# This Holiday Behavior and Demand is Shifting

## Return to store surge



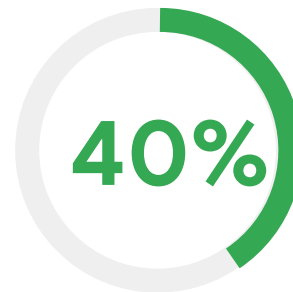
of holiday shoppers plan to shop in-store

## Even more online



of holiday shoppers say they will shop online more than previous years

## Digital - first



of consumers are still using digital to assist their in-store shopping

# Consumer Emotions Drive 2021 Holiday, Boosting E-Commerce

## Shifting consumer priorities and shopping behaviors



**56%**

of consumers see holiday as  
important or meaningful



**47%**

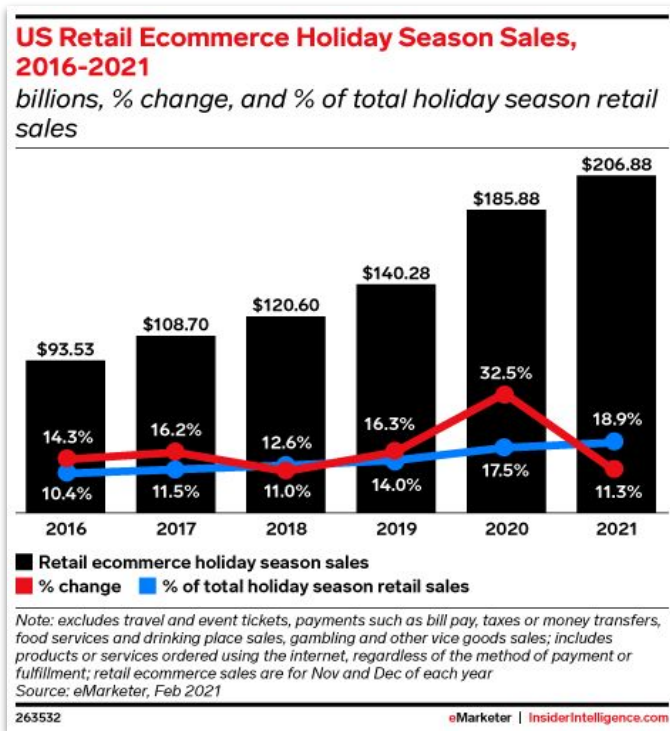
plan to spend more this  
season than pre-covid



**62%**

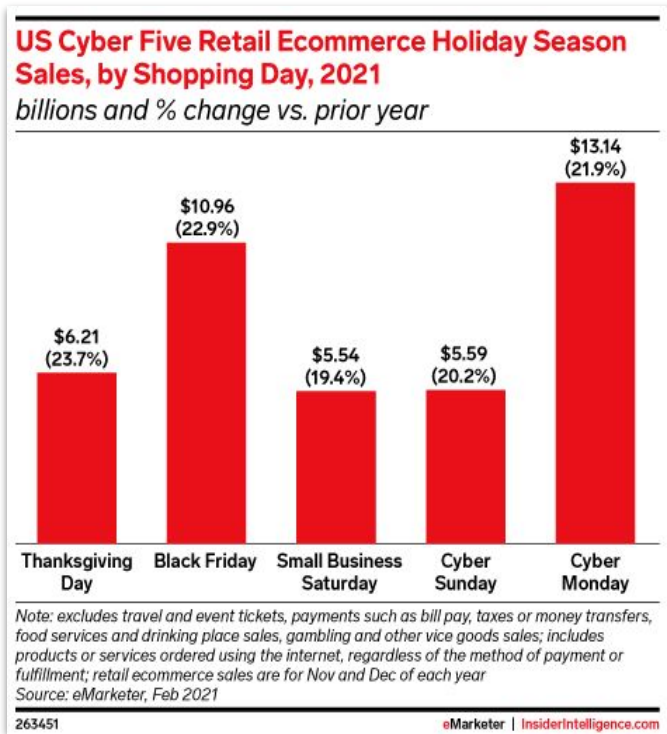
plan to primarily shop online  
with focus on personal gifts

# E-Commerce Holiday Forecast 11.3% \$206.8B



- E-Commerce is projected to reach a record **18.9%** of total retail sales, up from 17.5% last year.
- **Walmart, Target, and Best Buy** are among a growing list of retailers that have announced Thanksgiving Day store closures this year as consumers increasingly adopt ecommerce.
- **Earlier holiday head start** likely with uncertainty around in-store shopping and delivery / fulfillment bottlenecks.

# Cyber Five Forecast 20.0% \$41.4B



- **Cyber Five** will increase its share to **20.0%** of total holiday sales, up from **18.3%** last year.
- **Cyber Monday** will continue the strongest growth at **21.9%** to **\$13.1B** with **Black Friday** in second rising **22.9%** to **10.9B**.
- Expect more **one-day deals** excitement and promotion around weekend activities to get people back into shopping centers.

# Fewer Deals & Shipping Delays



- **Industry-wide supply chain challenges** including factory shutdowns, chip shortages and port congestion hit every segment and expected to last through the holidays and well into next year.
- **Expect fewer deals and shop early** for **high demand items** due to increased cost and tightened supply chain.

# Top 2021 Holiday Trends

- **E-Commerce Strength** consumers will mix of online and in-store shopping yet the reliance on ecommerce will be higher than it was pre-pandemic.
- **Holiday Path to Purchase Starts Early** early marketing investment is critical as consumers averaging two weeks to purchase in the US—and even longer in other countries.
- **Omni-Channel Product Discovery** diversified marketing spend is key as consumers spend weeks considering seasonal purchases opening opportunities to find new brands and products.
- **Video and Social Influence Purchase** 48% of retailers and brands cite social as the top three most successful tactics in customer acquisition<sup>1</sup>. Video engagement is driving growth in display media and ability to reach customers in a engaging format.

A modern office interior with large glass windows and colorful partitions. The office is multi-leveled, with a staircase visible in the foreground. The partitions are in shades of yellow, blue, and red. The ceiling has large, cylindrical pendant lights. The overall atmosphere is bright and professional.

# Multi Channel Readiness and Key Components

channeladvisor®



# Components of a Multi Channel D2C Business:

Branding

Marketplace #1 - first choice to market

Product Catalog and Organization

Advertising

Pricing and Content- including  
Images

Shipments>Returns Capabilities

Website

Customer Service and Support

# Getting Started

Product Catalog, Pricing and Quantity

Listing products for sale

Keeping data “in sync” website,  
marketplaces, shipping - *automation*

- Acquire new customers
- Increase visibility
- Hit marketplace and customer performance expectations
  - Shipping
  - Customer service



# Marketplace vs. Website or both?

## Marketplaces:

- Built-in audience, marketing, and advertising
- Transaction and listings path built-in
- Competitive
- Transactional and/or listing fees

## Own Website:

- Have to build your own audience
  - Digital marketing, paid search, brand events and awareness
- Full control over the layout and buyer experience
- Design expenses and updates
- Service or hosting fees

# Start with one Digital Channel for the first few months

- Get your product catalog ready - spreadsheet (or database)
- Make sure you are Shipping your orders on time



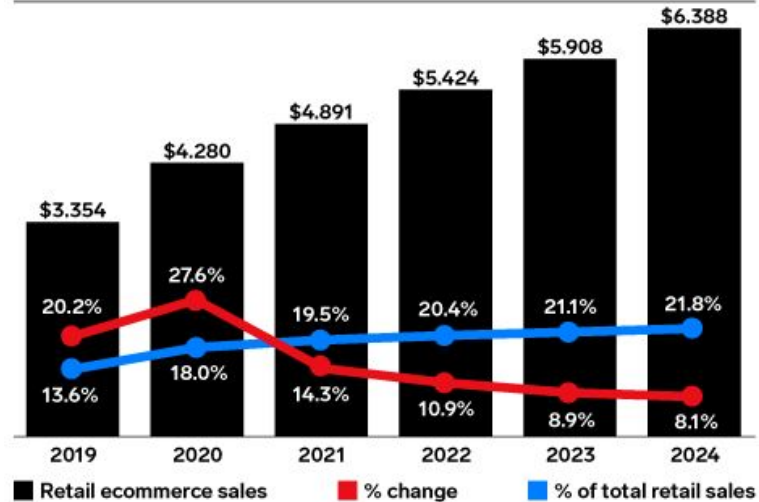


# Key Takeaways

# Whatever your situation- the opportunity is vast

- New brands just getting started
- Traditional brick and mortar stores starting to sell online
- Current website owners wanting to expand to multi-channel ecommerce (Marketplaces, Shoppable Media)

**Retail Ecommerce Sales Worldwide, 2019-2024**  
trillions, % change, and % of total retail sales



*Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales*  
Source: eMarketer, Dec 2020

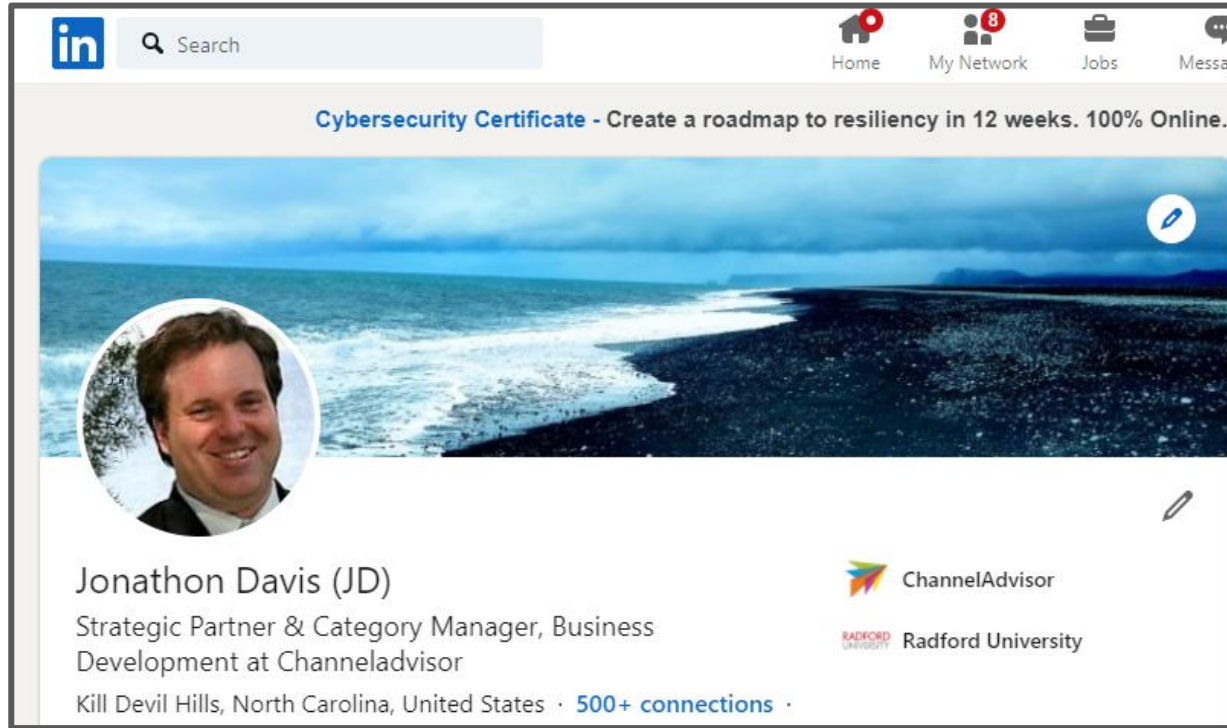
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eMarketer | InsiderIntelligence.com

# Automation - Shipping and Listings

- Make sure you have the capability to print shipping labels to meet customer expectations for purchase arrival and provide tracking
- Make sure you have your own way of keeping track of quantity sold vs live and consider investing in automation if managing more than one marketplace or webstore
- Make sure that you test your systems from listings to shipments including branded customer interaction. Always seek to improve.

# <https://www.linkedin.com/in/jonathonericdavis/>



The image is a screenshot of a LinkedIn profile page for Jonathon Davis (JD). At the top, the LinkedIn logo is on the left, followed by a search bar. On the right, navigation icons for Home, My Network (with a red badge showing 8), Jobs, and Messages are visible. Below the navigation bar is a banner for a "Cybersecurity Certificate" with the text "Create a roadmap to resiliency in 12 weeks. 100% Online." The profile picture is a circular headshot of a smiling man with dark hair. The background image of the profile is a wide, dark beach with waves crashing onto the shore under a cloudy sky. Below the profile picture, the name "Jonathon Davis (JD)" is displayed, followed by his current position: "Strategic Partner & Category Manager, Business Development at ChannelAdvisor". Below that, his location is listed as "Kill Devil Hills, North Carolina, United States" and he has "500+ connections". To the right of the text, there are two logos: "ChannelAdvisor" and "Radford University".

in Search

Home My Network Jobs Messages

Cybersecurity Certificate - Create a roadmap to resiliency in 12 weeks. 100% Online.

Jonathon Davis (JD)

Strategic Partner & Category Manager, Business Development at ChannelAdvisor

Kill Devil Hills, North Carolina, United States · 500+ connections ·

ChannelAdvisor

Radford University

**Communicate,  
Communicate,  
Communicate**

KEEP YOUR CUSTOMERS IN THE KNOW



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# Start getting reviews now.

- 69% of U.S. respondents say they are more likely to consult online reviews for lesser-known small, local, and independent brands
- NOW is the time to be encouraging your current customers to leave you reviews
- The more relevant that timing is, the more likely you are to actually receive reviews.



A screenshot of the Ulta Beauty website's promotional banner for reviews. The banner is primarily pink and white. At the top left is the Ulta Beauty logo. To the right is a 'VIEW IN BROWSER' link. Below the logo is a navigation bar with links for 'makeup', 'fragrance', 'skin care', 'hair', 'beauty services', and a 'sale' button. The main banner area has a pink background with a white box containing the text 'REVIEW YOUR PURCHASED ITEM(S) TODAY!' and 'RATE AND REVIEW \*\*\*\*\*'. Below this, the text 'YOU TRIED IT. DID YOU ♥ IT? DO TELL.' is displayed. Two product cards are shown, each featuring a bottle of Living Proof product and a 'REVIEW THIS PRODUCT' button. The first card is for 'Living Proof Living Proof No Frizz Conditioner' and the second is for 'Living Proof Living Proof No Frizz Shampoo'. At the bottom, the text 'LOVE YOUR LOOK? FLAUNT IT.' is followed by instructions to tweet or Instagram a photo with #ULTA, and a 'VIEW GALLERY &amp; UPLOAD' button. The footer contains the tagline 'ALL THINGS BEAUTY. ALL IN ONE PLACE.™'.

fischer  
FIR TREES

**We miss you and are not  
afraid of bribery.**

Here is a discount just for you this holiday season.

**15% OFF**  
USE OFFER CODE  
**SLEIGHBELLS**

**SHOP NOW**

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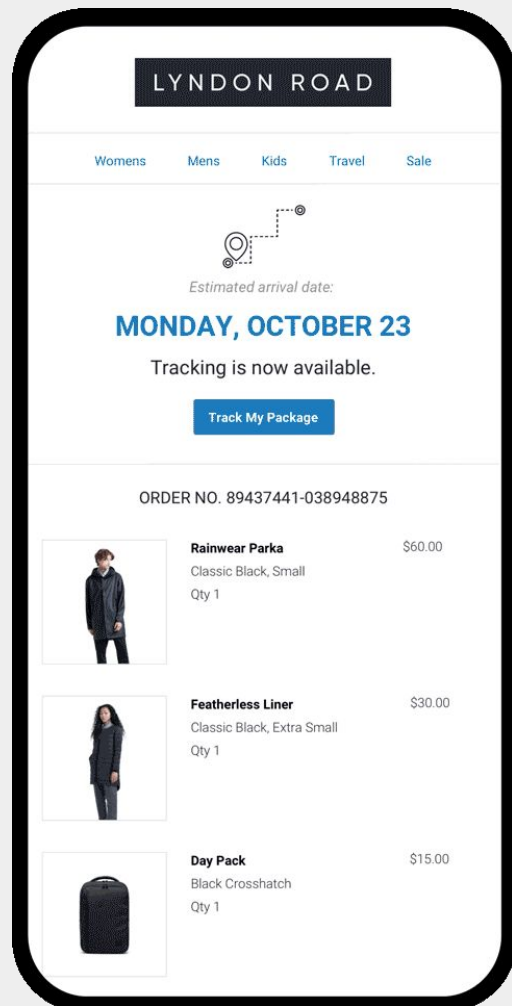
# Bring back stagnant customers.

- Encourage those customers who have been away to make a purchase.
- We typically recommend around 90 - 120 days since last purchase.
- Use a very compelling subject lines on winback emails.

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# Customers want visibility.

- 84% of U.S. respondents in our study said visibility into shipment status is important.
- Not nearly enough merchants are making the most of this customer touchpoint.
- Tracking emails are going to get opened with a high frequency.



# Questions?



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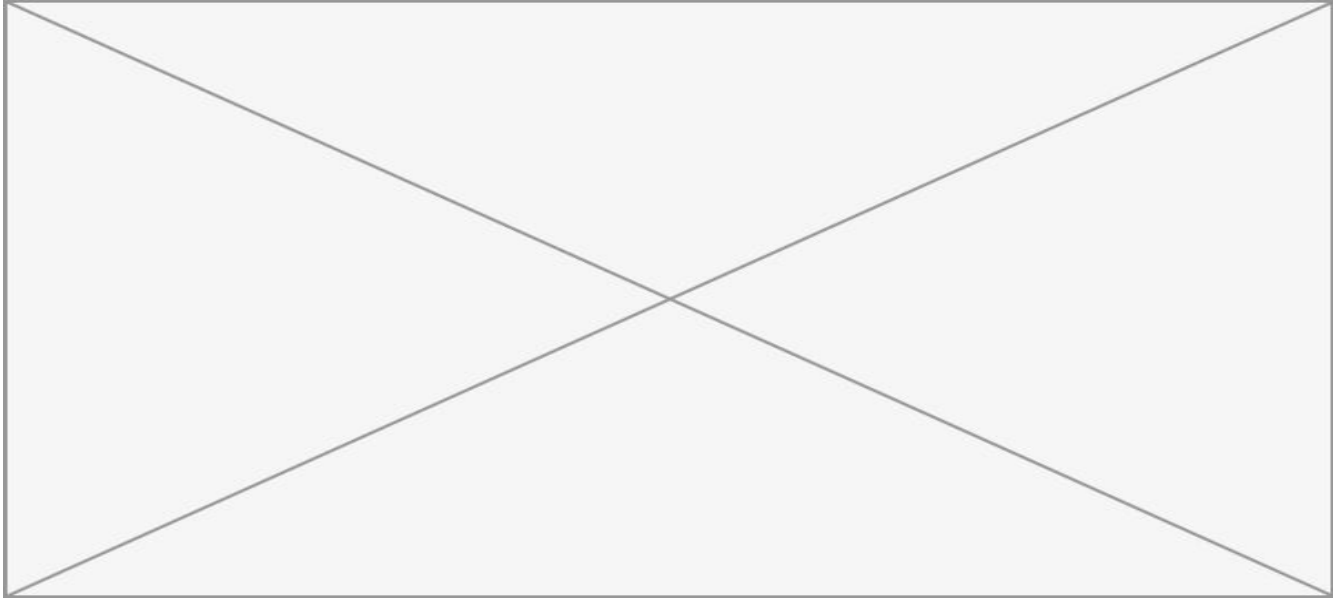
Photography



# Agenda

1. First item
2. Second item
3. Third item
4. Fourth item
5. Fifth item

# Add a Video or Large Image







Section Title



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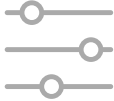
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## Main point goes here

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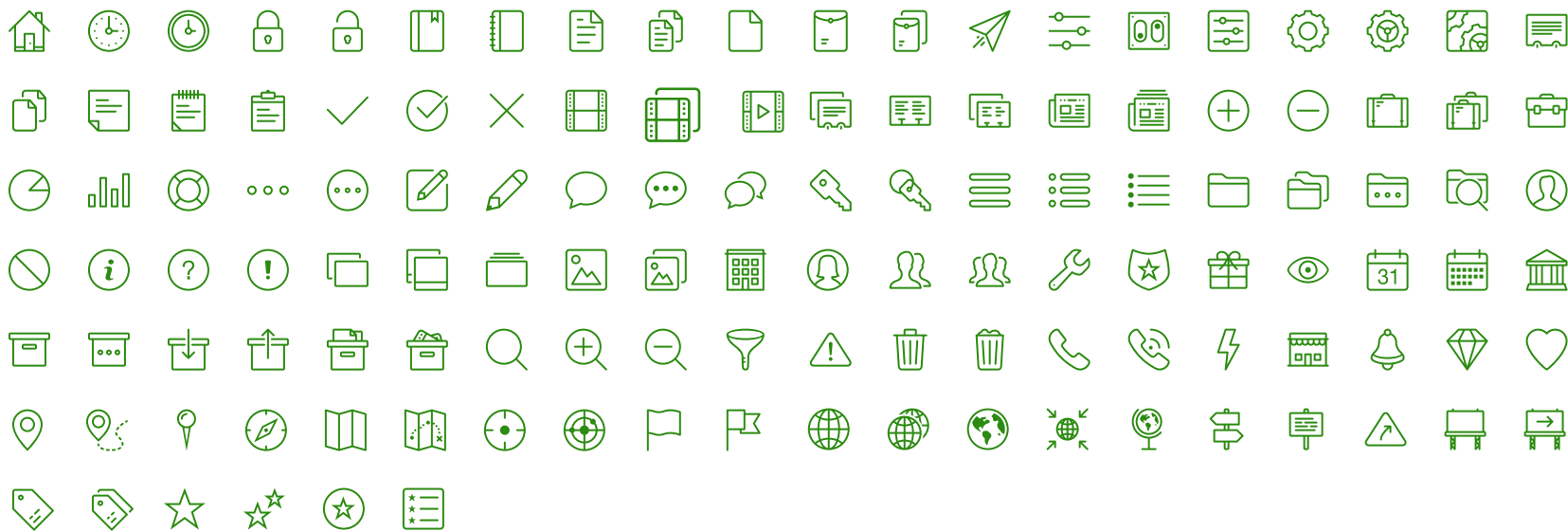


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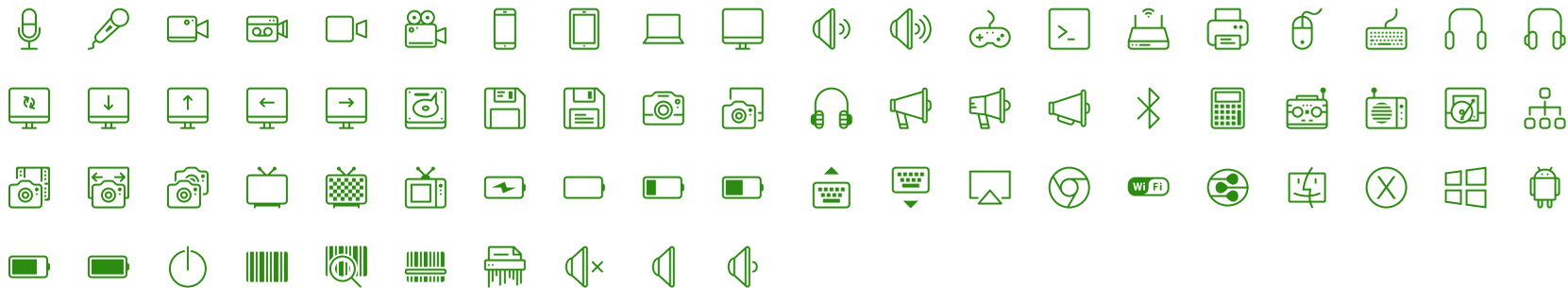
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ADDITIONAL ASSETS

# Icons & Illustrations



## ELECTRONICS

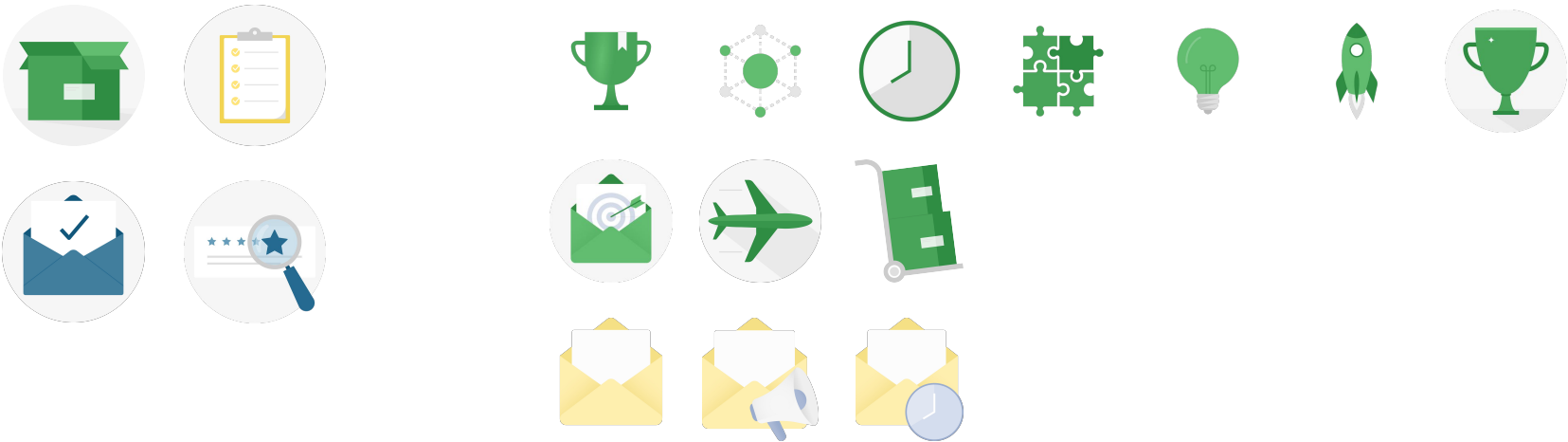


## MISCELLANEOUS





ICONS & ILLUSTRATIONS



## ICONS & ILLUSTRATIONS

