

# How Retailers Can Gain a Competitive Advantage by Meeting Evolving Consumer Demands

## 1 Win Customers and Boost Brand Loyalty with Faster Delivery and Free Shipping

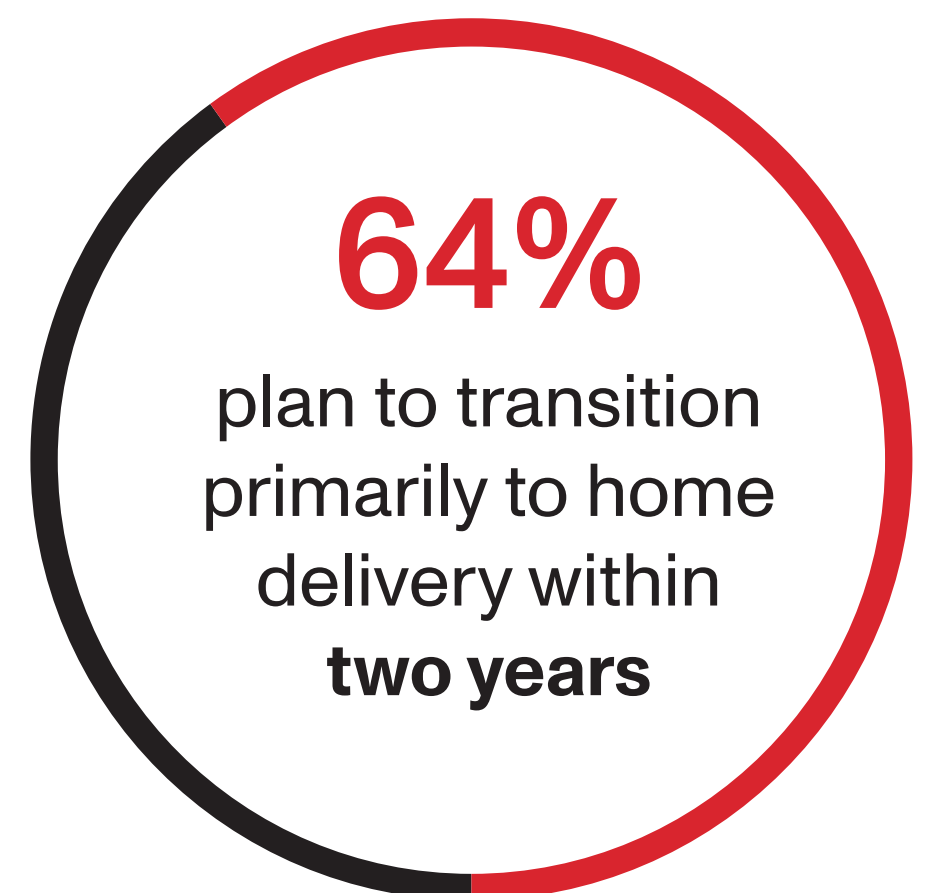
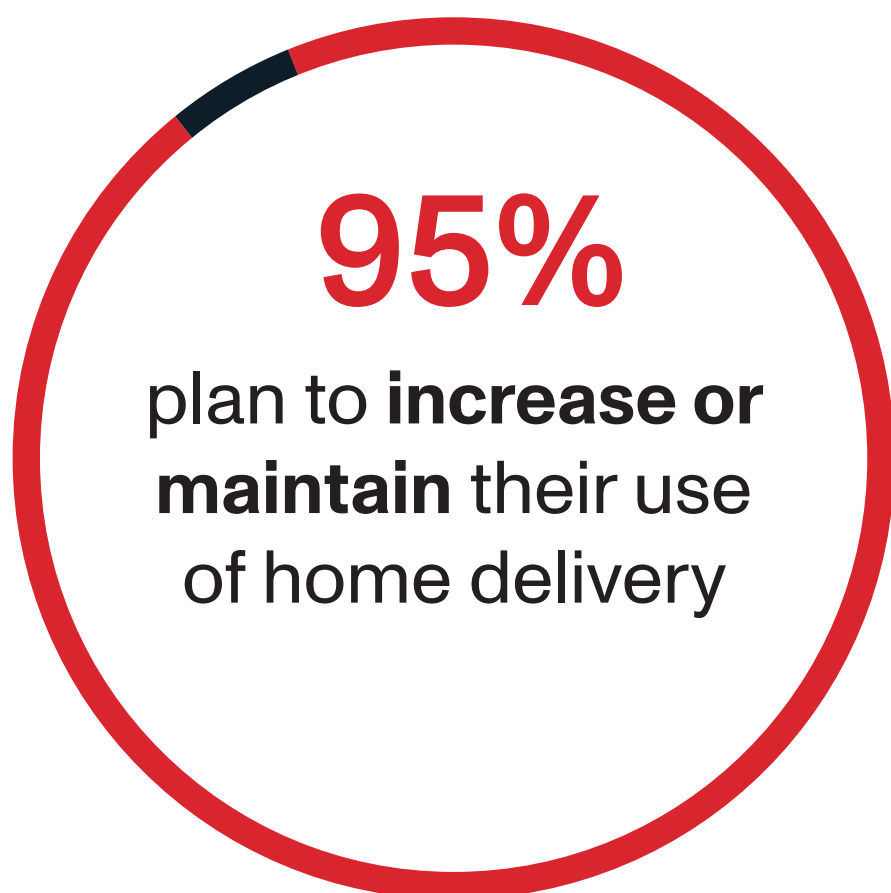
**65%** of avid shoppers (6+ purchases/month) were influenced to **join a loyalty program for faster delivery.**

### Likelihood to Shop at a New Retailer



## 2 Consumers Are Prioritizing Home Delivery—Retailers Should Too

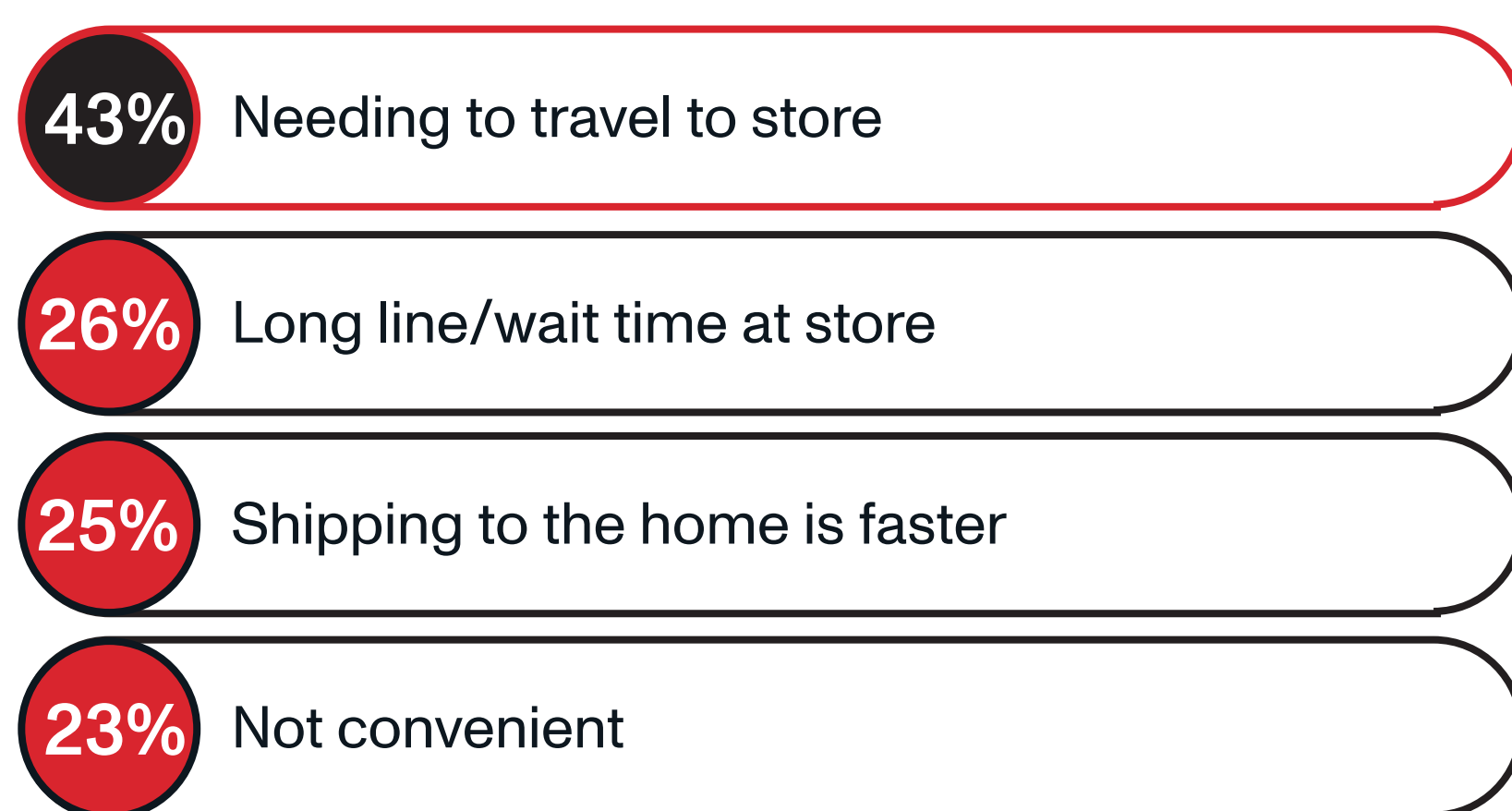
### Consumers' Future Use of Home Delivery



**64%** of consumers use BOPIS to **avoid paying for shipping.**

**77%** shopped in-store due to **slow delivery.**

### Reasons Consumers Dislike BOPIS



## 3 Diversify Your Carrier Mix with a Proven Alternative

Alternative Carriers Help Retailers Win Customers and Build Brand Loyalty

- Faster delivery**
- Greater flexibility and productivity with later pickups**
- Cost savings**
- Increase capacity**

**89%** of top online retailers are **currently using alternative carriers.**

### Top Reasons to Use Alternative Carriers

