3 OnTrac

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



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

Free Shipping	80%
Next-Day Delivery	73%
Same-Day Delivery	72%
2-Day Delivery	70%



Consumers Are Prioritizing Home Delivery– Retailers Should Too

Consumers' Future Use of Home Delivery

95%

plan to increase or maintain their use of home delivery

81%

plan to make home delivery their **primary shopping** method 64%

plan to transition primarily to home delivery within **two years**

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

77% shopped in-store due to slow delivery.

Reasons Consumers Dislike BOPIS

43% Needing to travel to store	
Long line/wait time at store	
Shipping to the home is faster	
Not convenient	

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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

Faster delivery than UPS/FedEx

Cost savings

