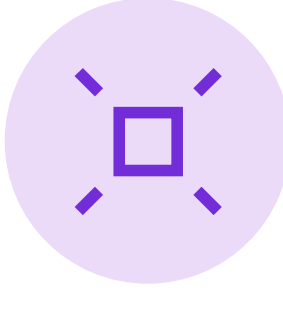
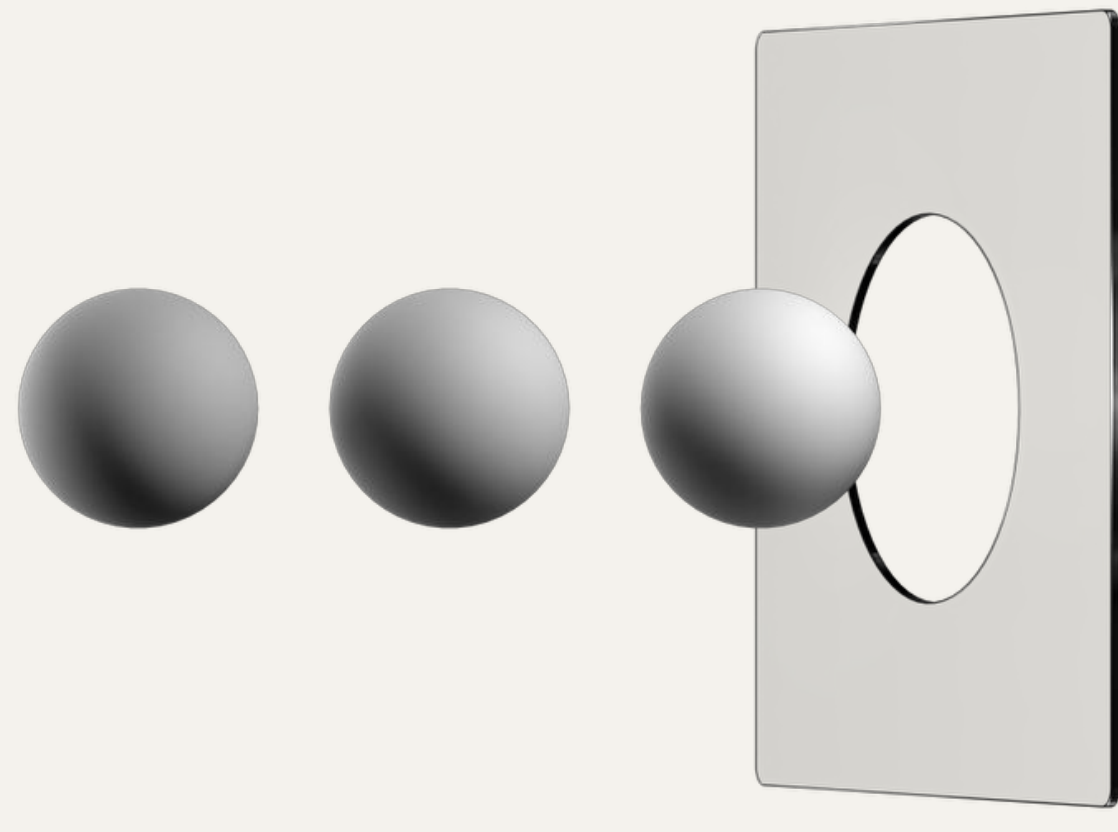


7 Customer Journey Optimizations to Maximize BFCM Results

Protect margins and improve customer experience across the entire journey. Insights from millions of deliveries during peak season.



01. Search and social

Challenge

Maintaining accurate, competitive delivery costs across complex catalogs, shipping regions, and global platforms strains operations and drains ad spend. Peak season pushes these systems to the brink under the extreme load of millions of shipping price updates.

Optimization

Avoid separate product data feeds per platform. Use solutions that sync real-time delivery costs across all marketing platforms from a single server while maintaining Google Shopping compliance.

Impact

Automatically handles over 10M+ delivery cost calculations.



02. Pre-purchase discovery

Challenge

The BFCM conversion battle is real. Delivery information is critical in shoppers' decision making process. You risk conversion drops when delivery information is invisible in campaigns or product pages.

Optimization

Proactively display delivery time estimates in your paid campaigns and on product pages.

Impact

Reduces pre-checkout abandonment by up to 18%.



03. Checkout

Challenge

During BFCM, generic delivery options create friction at the moment of truth. Shoppers expect personalized, flexible options that match their needs — not a one-size-fits-all approach. When delivery options feel impersonal or limited, they abandon their carts.

Optimization

Show dynamic, localized delivery options ranked by shopper preference and behavior.

Impact

Increases checkout conversion by 12%.



04. Order confirmation

Challenge

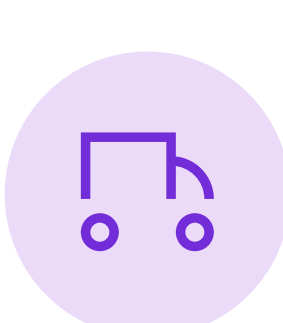
Overpromising delivery speed during BFCM sets you up for failure. When 65% of delays happen in carrier transit during peak season, vague or unrealistic promises trigger customer anxiety and flood your support team with "Where's my order?" inquiries before packages even ship.

Optimization

Widen delivery windows during peak season, by adding an extra day to buffer against carrier delays and set promises you can actually keep.

Impact

Reduces WISMO tickets by up to 35%.



05. Tracking

Challenge

Generic carrier tracking pages are missed brand opportunities. Shoppers anxiously check order status multiple times, but instead of seeing your brand, they land on bare-bones carrier sites. Meanwhile, your support team drowns in WISMO inquiries that could be prevented with proactive communication.

Optimization

Provide branded self-service tracking portal with proactive delay notifications — no login required, full transparency, and always an upsell opportunity.

Impact

Cuts support contacts by 40% while protecting brand trust and creating upsell opportunities.



06. In-store/alternative delivery

Challenge

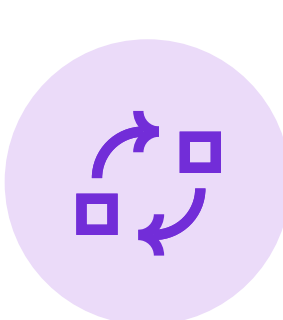
Home delivery failures spike during BFCM when carriers hit capacity limits. With 65% of delays happening in transit, relying solely on premium home delivery is risky. Failed first-delivery attempts damage customer experience and force costly redelivery, eroding the margins you're fighting to protect during peak season.

Optimization

Offer free white-label delivery option with wider delivery windows as a strategic fallback when premium carriers hit capacity, plus pickup point alternatives.

Impact

Prevents delivery failures, protects margins with better carrier rates, and provides shoppers flexible backup options.



07. Returns

Challenge

Over 20% of peak season orders come back in January, which takes another bite out of your margins. Manual returns processes frustrate customers and burden your operations team. Worse, complicated returns experiences turn one-time discount shoppers into customers who never come back.

Optimization

Deploy effortless returns platform with instant digital labels, clear exchange options, and self-service portal that guides customers toward exchanges over refunds.

Impact

Recovers up to 22% more revenue through exchanges vs. refunds while retaining customers and reducing operational workload.

About Ingrid

Ingrid is the delivery experience platform that makes deliveries profitable by supporting all stages of the customer journey. From checkout through post-purchase, Ingrid helps retailers increase conversion and AOV while reducing shipping costs and managing returns.