



PEAK SEASON GUIDE: DRIVING REPEAT PURCHASES THROUGH TRANSACTIONAL TOUCHPOINTS

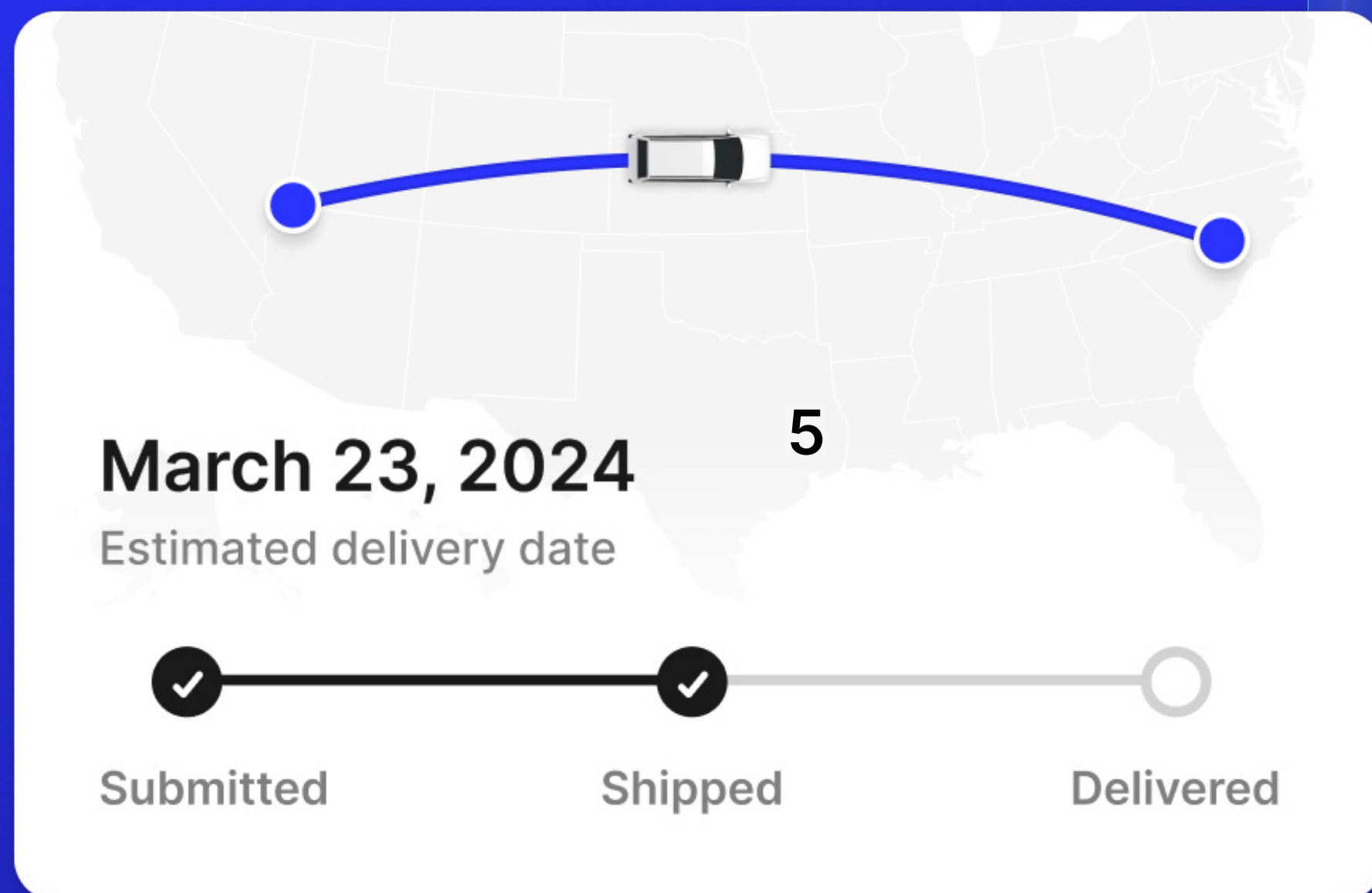


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Introduction: The Peak Season Challenge



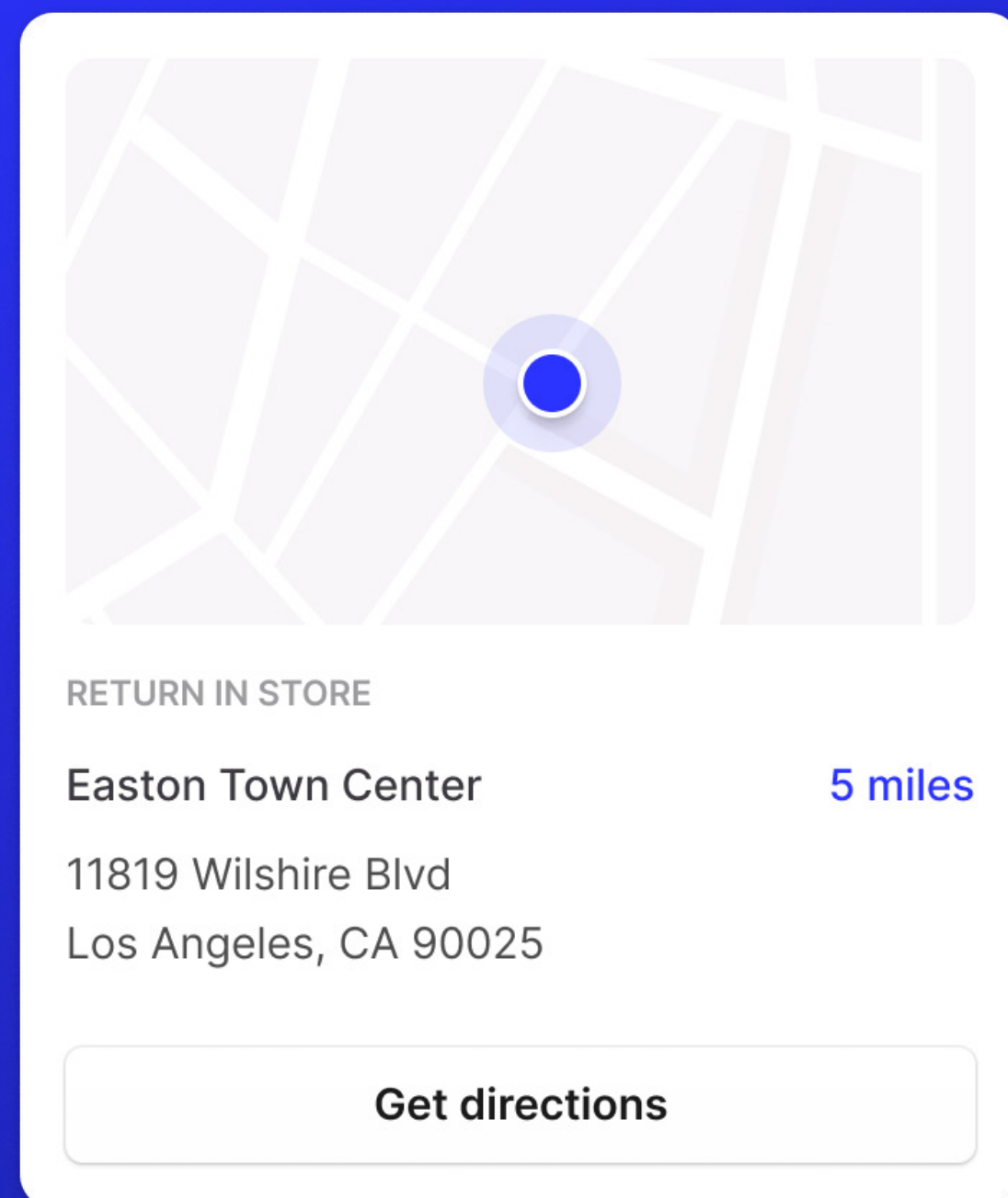
'Tis the season for skyrocketing volume — and even higher customer expectations.

Customers track their orders 4.6 times per order on average -- and this is likely even higher during peak season. With shipping delays inevitable and customer anxiety at its peak, do you want to send those high-intent visitors to your carrier's generic tracking page? Or capture that engagement for your brand?

The brands that survive and thrive during peak season don't just focus on acquisition – they maximize every customer interaction. **It's not just about getting more orders; it's about keeping customers happy, engaged, and coming back despite the chaos.**



Why transactional touchpoints are your peak season lifeline



A branded, end-to-end transactional experience that includes tracking pages, emails, and SMS is **10x more effective** at bringing visitors back to your site than traditional campaigns during the holidays.

An optimized tracking experience builds trust, instills confidence in tight delivery timelines, and keeps your brand top of mind during the highest volume season of the year. In fact, 75% of shoppers were positively influenced to make a purchase if the site actually communicated delivery date instead of shipping speed.

While holiday shipping delays are never ideal, proactive and transparent communication can turn a frustrating moment into a chance to build trust—and win a repeat customer.

Let's dive in.



Why CX can **make or break** peak season

The bottom line is this: amongst the craziness of peak season, you still have to remain customer-centric. Delivering a great customer experience at every turn is crucial to sustainable business growth.

By creating personalized, branded experiences that deliver timely content and updates to your shoppers from checkout to delivery, you'll build trust in your brand, drive higher engagement rates, and increase customer loyalty.

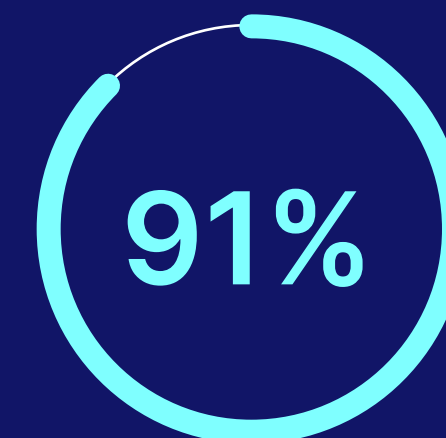
Too many brands burn cash on acquisition ahead of peak season, thinking more traffic = more revenue. But if your customers aren't coming back? You're just spinning your wheels.

The brands who make it big?
They maximize every customer.

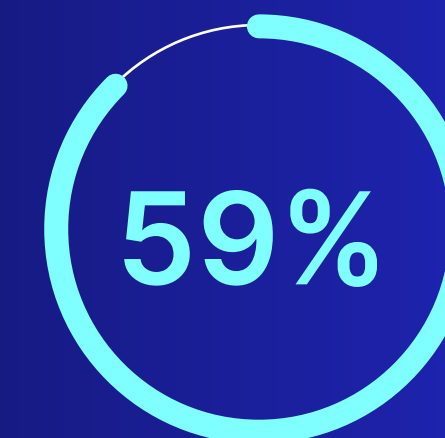
They don't just sell once, they create habits, loyalty, and repeat purchases that keep their LTV climbing.

Jess Cervellon, Founder @ Open Late Collective

Forrester found that brands that prioritize a stellar customer experience see nearly double the revenue growth of their competitors – and order (and return) tracking are a crucial part of that experience



of shoppers
regularly track
their orders



of customers say
that real-time
tracking boosts
customer loyalty

By heightening engagement with your customers at this crucial touchpoint, you'll transform customers from casual gifting to loyal brand advocates.

Turn holiday tracking into a **revenue engine**

A transactional journey that looks and feels like an extension of your brand becomes even more valuable during peak season by:

- **Delivering personalized product recommendations**
Curated product recommendations can boost your repeat purchase/upsell rate, increasing customer loyalty and revenue when it matters most. (Loyal customers contribute to a higher % of revenue than net new)
- **Engaging customers with real-time, relevant updates**
Build a seamless transactional messaging campaign that guides shoppers every step of the way through their delivery journey, with proactive updates that ease gifting worries and build trust in your brand.
- **Helping peak season customers find answers instantly**
Creating an FAQ on your branded order tracking page is one of the best ways to help shoppers tap into the support they need, which is especially critical during high volume periods that can quickly overwhelm support teams.



Want to learn more?

Let's explore the power of optimizing your transactional touchpoints.

How to 10x your CTR with transactional emails

Transactional emails are a seamless way to increase customer engagement, direct traffic back to your site, and drive additional revenue.

During peak season, these engagement rates often increase as customers are more anxious about their orders and more likely to engage with every communication.

| 60-80%

open rates (compared to 20-25% average for marketing email)

| 0.7-1%

conversion rates

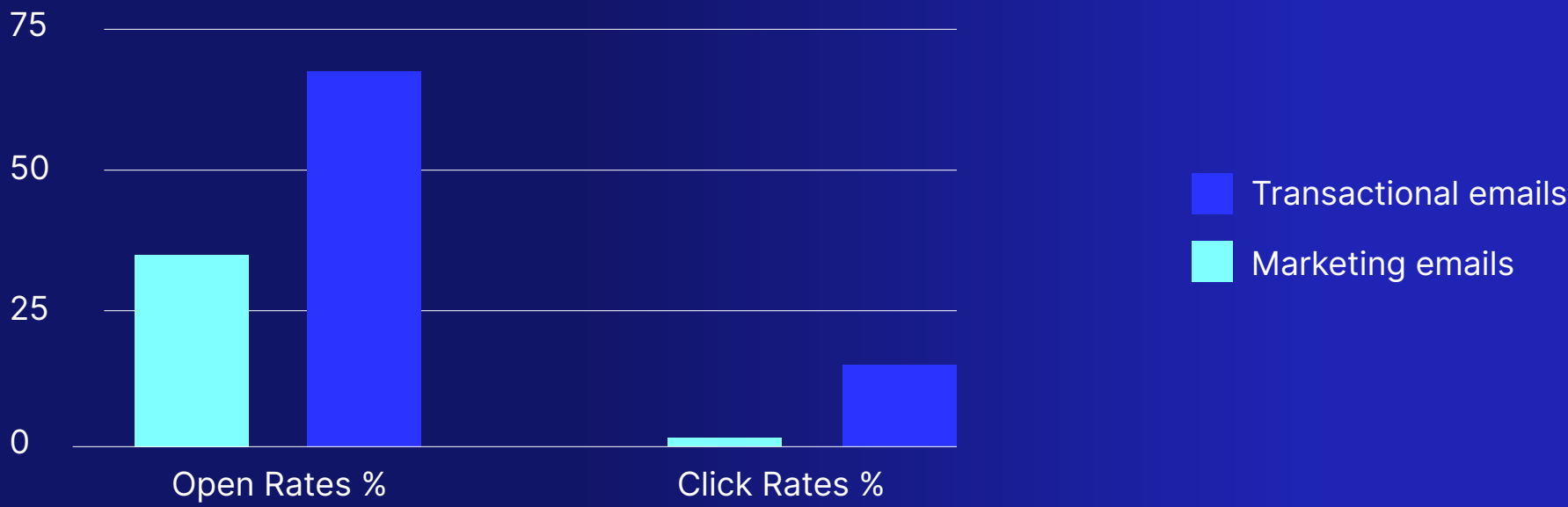
| 10-20%

CTRs (compared to 2% for marketing email)

| 1.2x - 4x

tracking page views

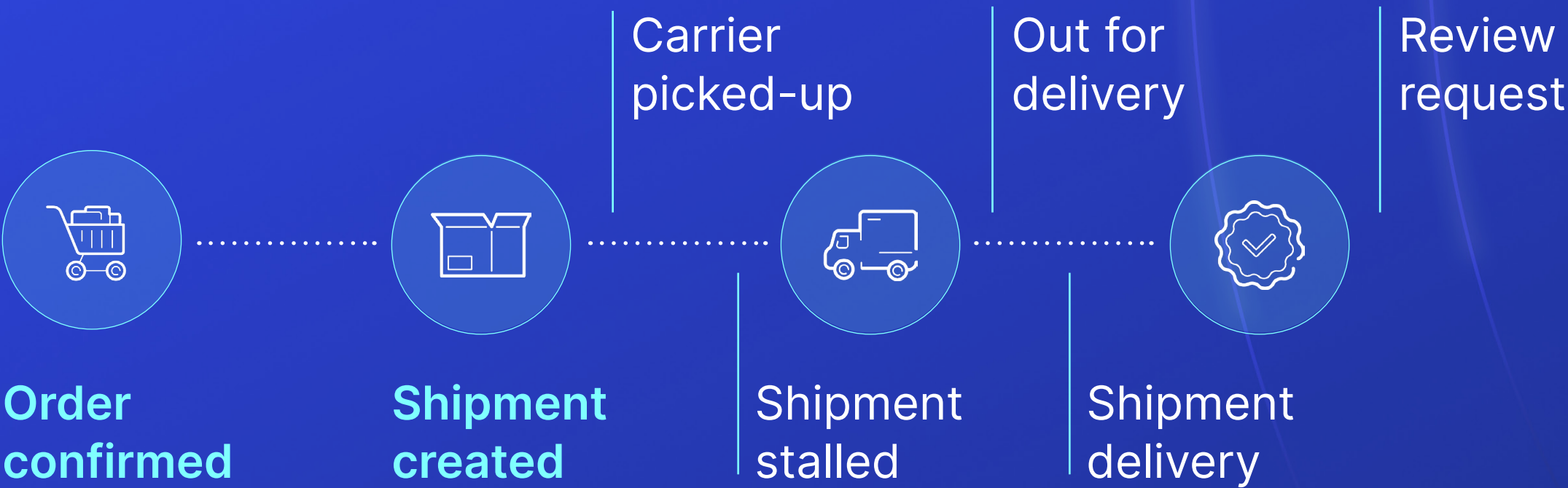
Average Engagement Rates Marketing vs Transactional Email



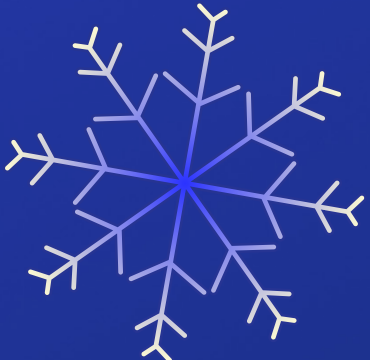
Not only that, transactional emails are actually a deliverability goldmine for your business. That kind of consistent engagement sends all of the right signals to the big inbox providers like Gmail and Outreach, giving your deliverability metrics a nice boost. With shoppers' inboxes flooded with holiday promotions, every opportunity to stand out counts – so why not make the most of it?

How to build an email journey that drives sky-high engagement rates

Focus on these six holiday trigger events when building an end-to-end post-purchase email journey for your customers.



The Core 6 must-have transactional emails



Good news:

- Shipment Created “Order ready to be shipped”
- Shipment Picked Up “Your order has shipped!”
- Out for Delivery “Your order is out for delivery”
- Attempted Delivery “We tried to deliver your order and will try again”
- Shipment Delivered “Your order has arrived!”

Proactive bad news:

- Shipment Stalled “An update on your order”

The holiday email playbook:

Order confirmation

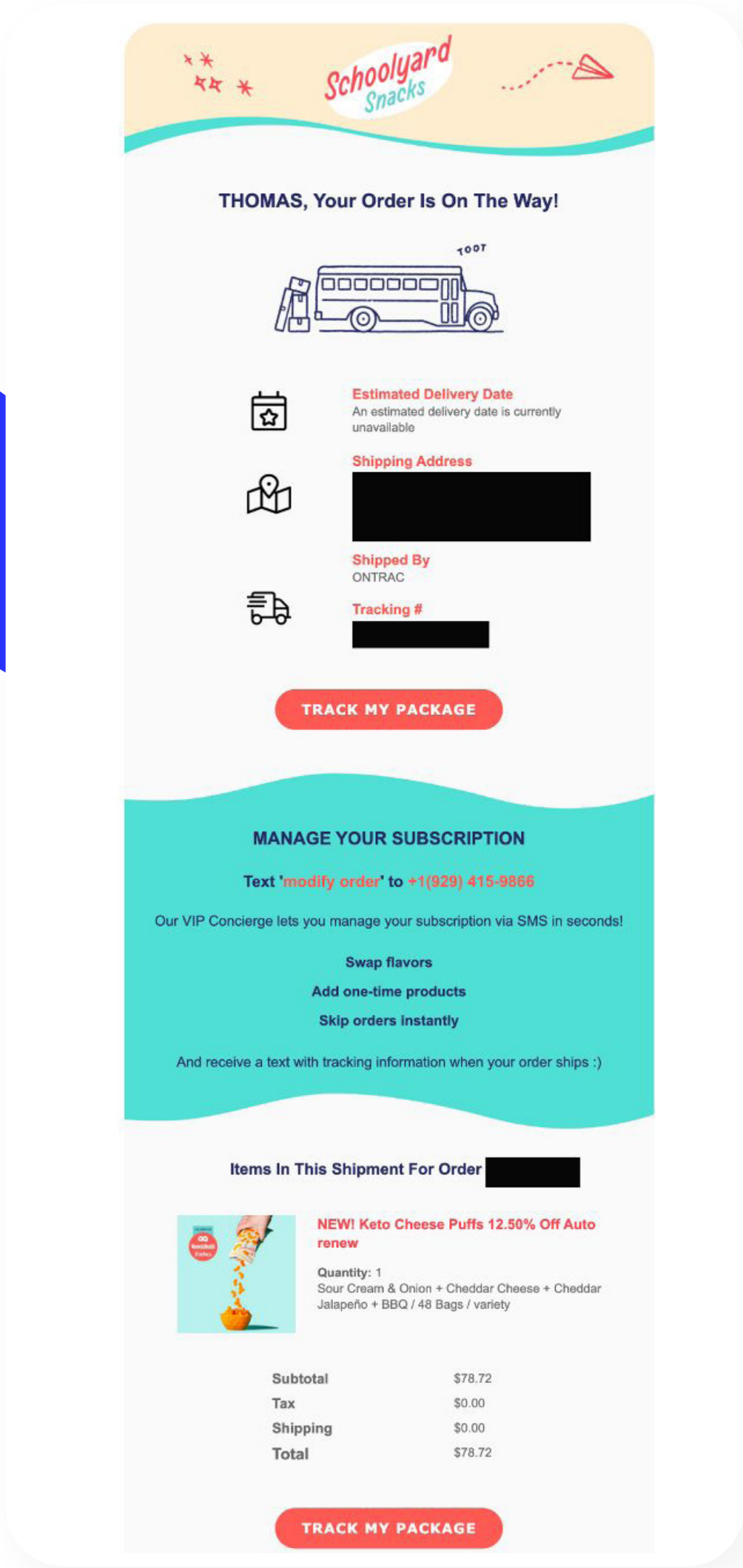
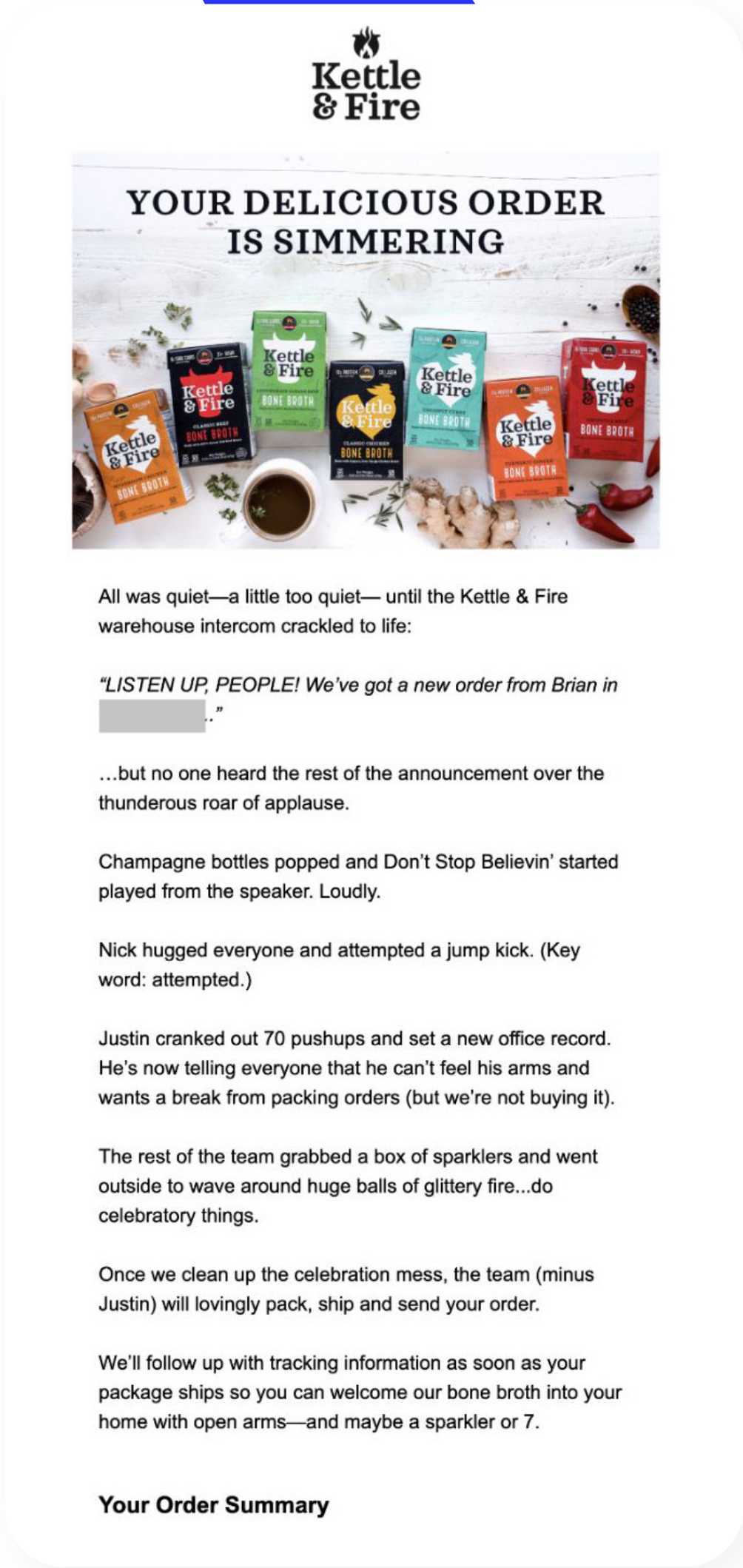
An optimized order confirmation email is one of the first transactional touchpoints with your shoppers after they place an order, so it's important to leave a positive impression while they wait for it to arrive. This isn't just a receipt – you want to remind your customer why they've chosen your brand and set the groundwork for a long-lasting relationship.

Key elements include:

- Thanks for your order! (A simple thank you goes a long way)
- Order summary (Items ordered, date of purchase, billing summary, and payment type – the boring stuff matters)
- Shipping information ((Delivery address, estimated delivery time with peak season-specific disclaimers)
- Order tracking link (if available)

This is also a great opportunity to plug your loyalty program – did this shopper earn loyalty points through their purchase? If not, encourage them to join for future purchases.

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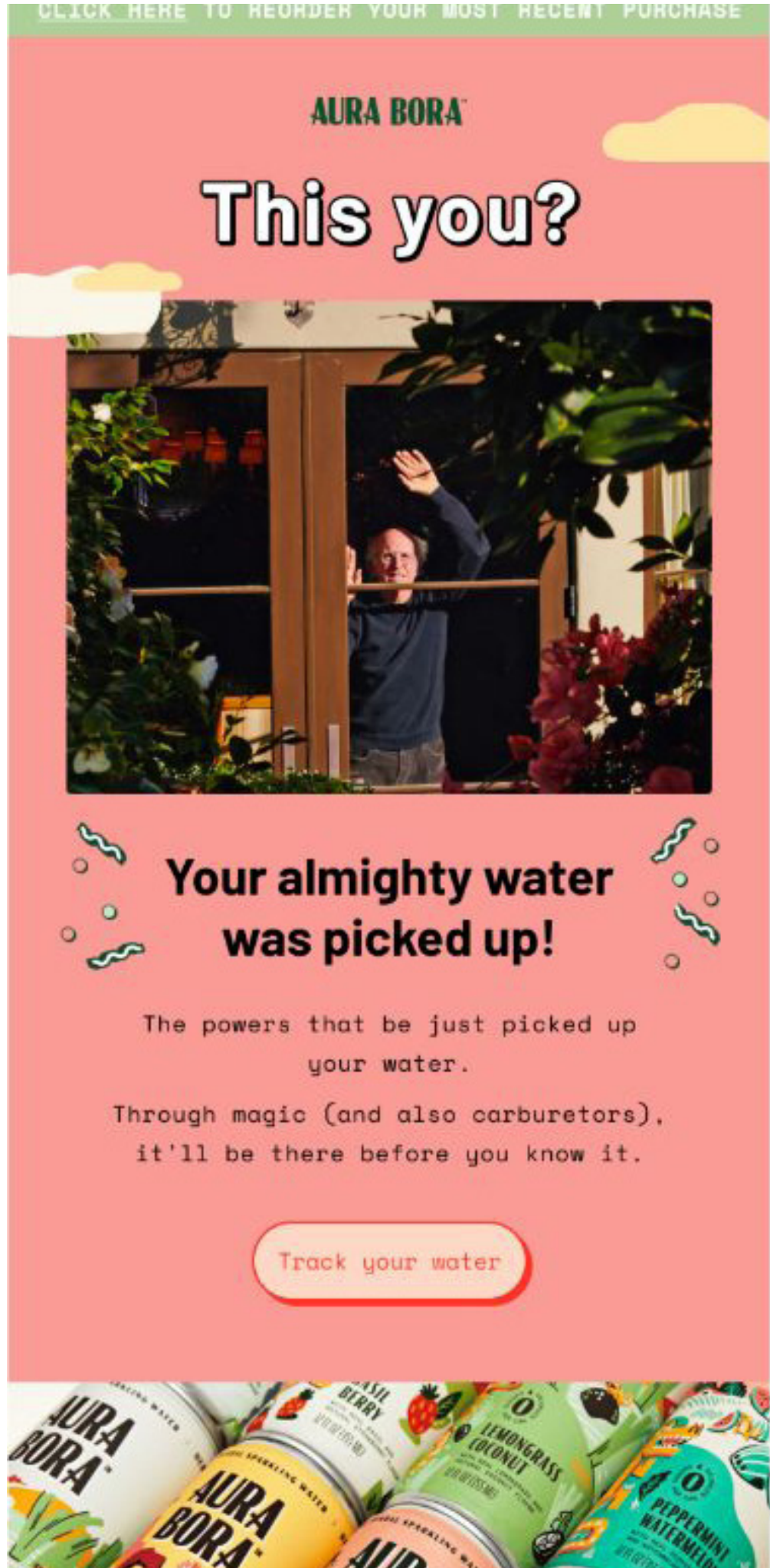
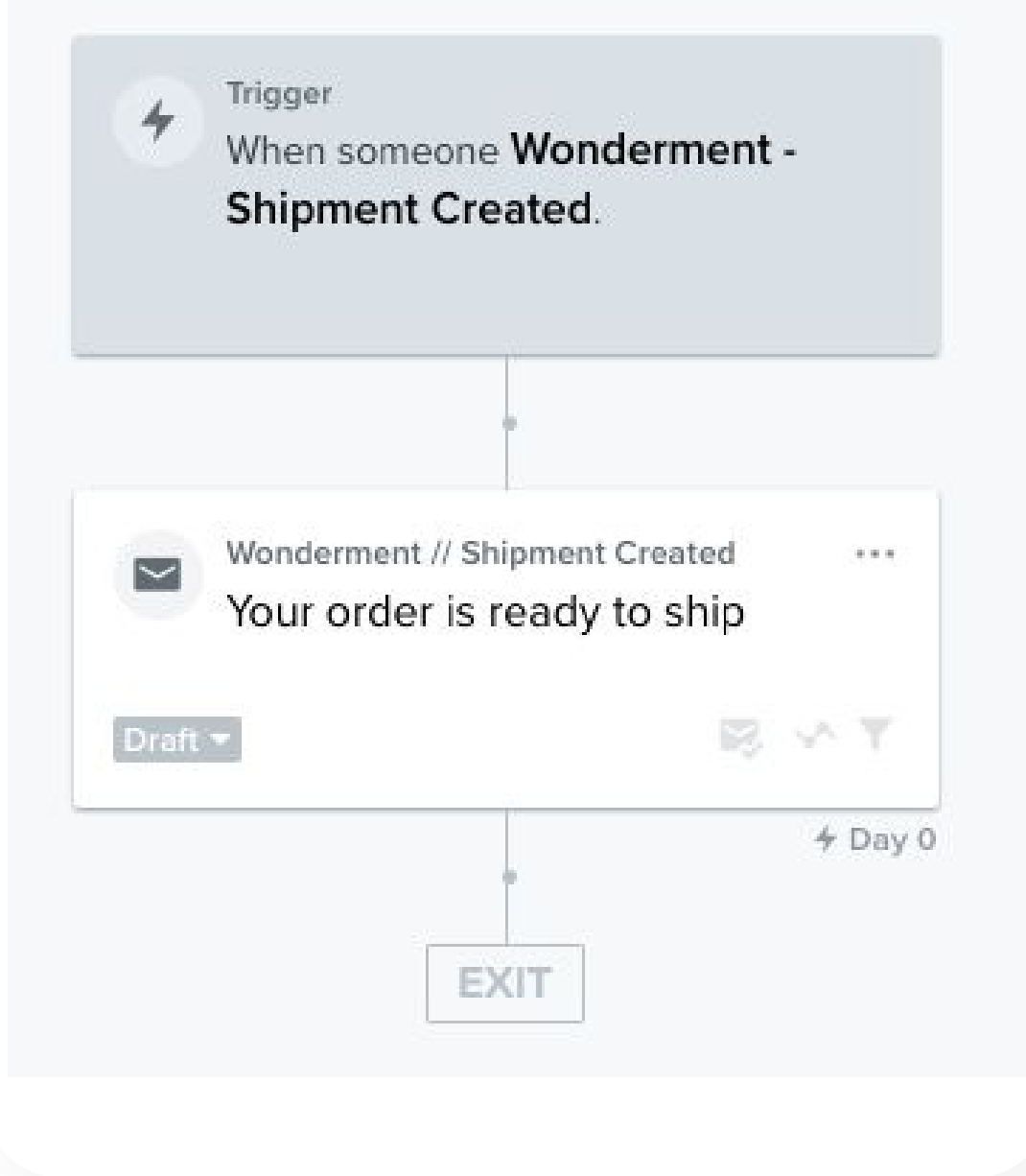
The holiday email playbook:

Shipment created

Notify customers that their order is ready to be shipped and link them back to your branded tracking page to officially begin tracking their item. This is the first time your customer will see your branded tracking page; first impressions matter!

This email is a golden opportunity to drive onsite engagement and begin encouraging repeat purchases through personalized recommendations, so it's important to ensure the feel and branding of this email feel continuous through your tracking page.

This flow can also be used to notify your fulfillment team if an order has been fulfilled but not picked up by a carrier in a set number of days, avoiding packages getting lost in the warehouse / pre-transit.



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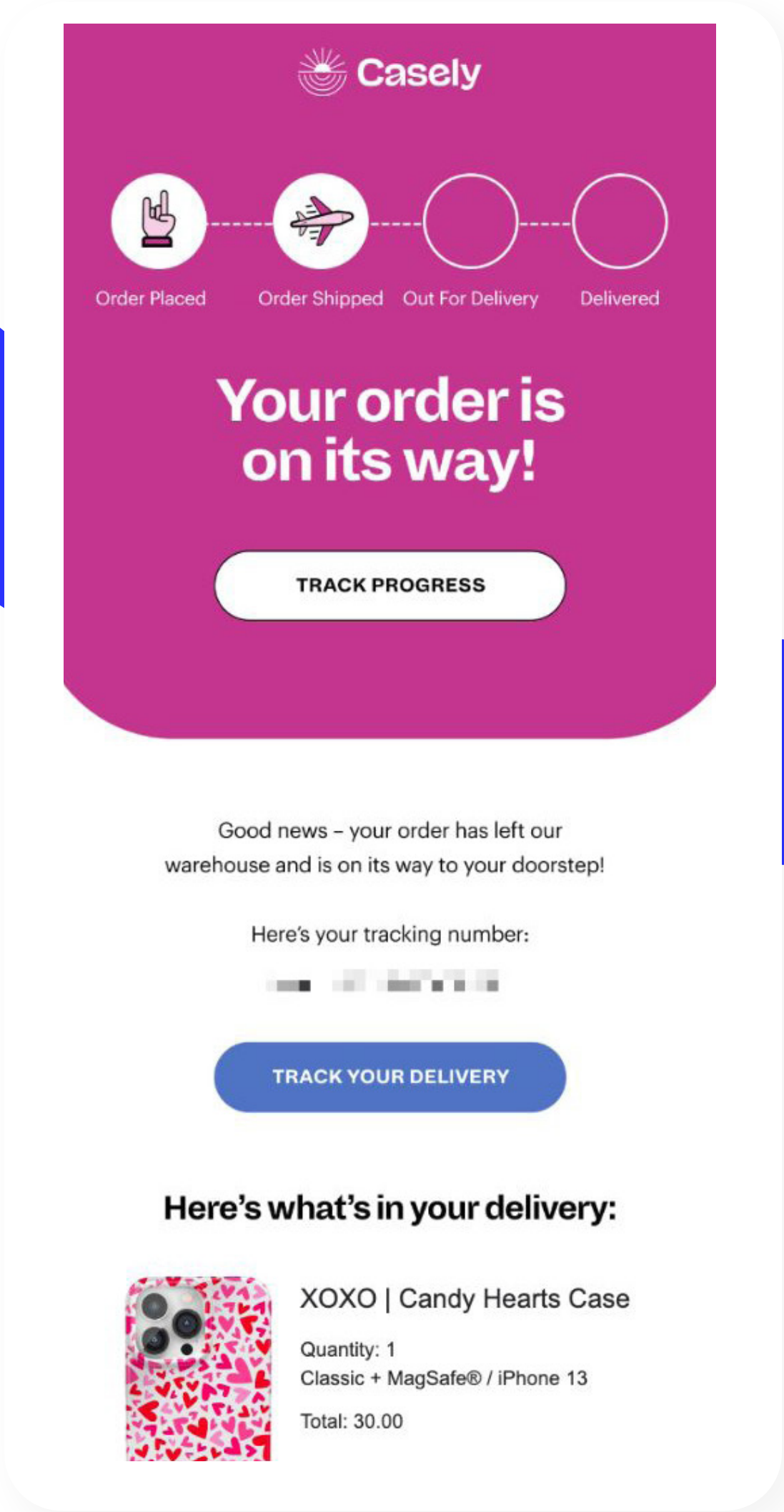
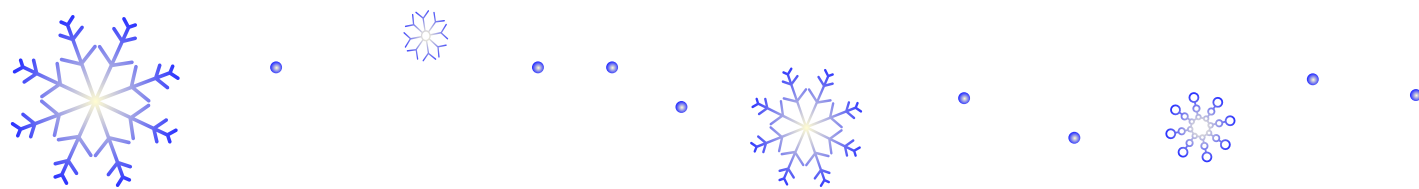
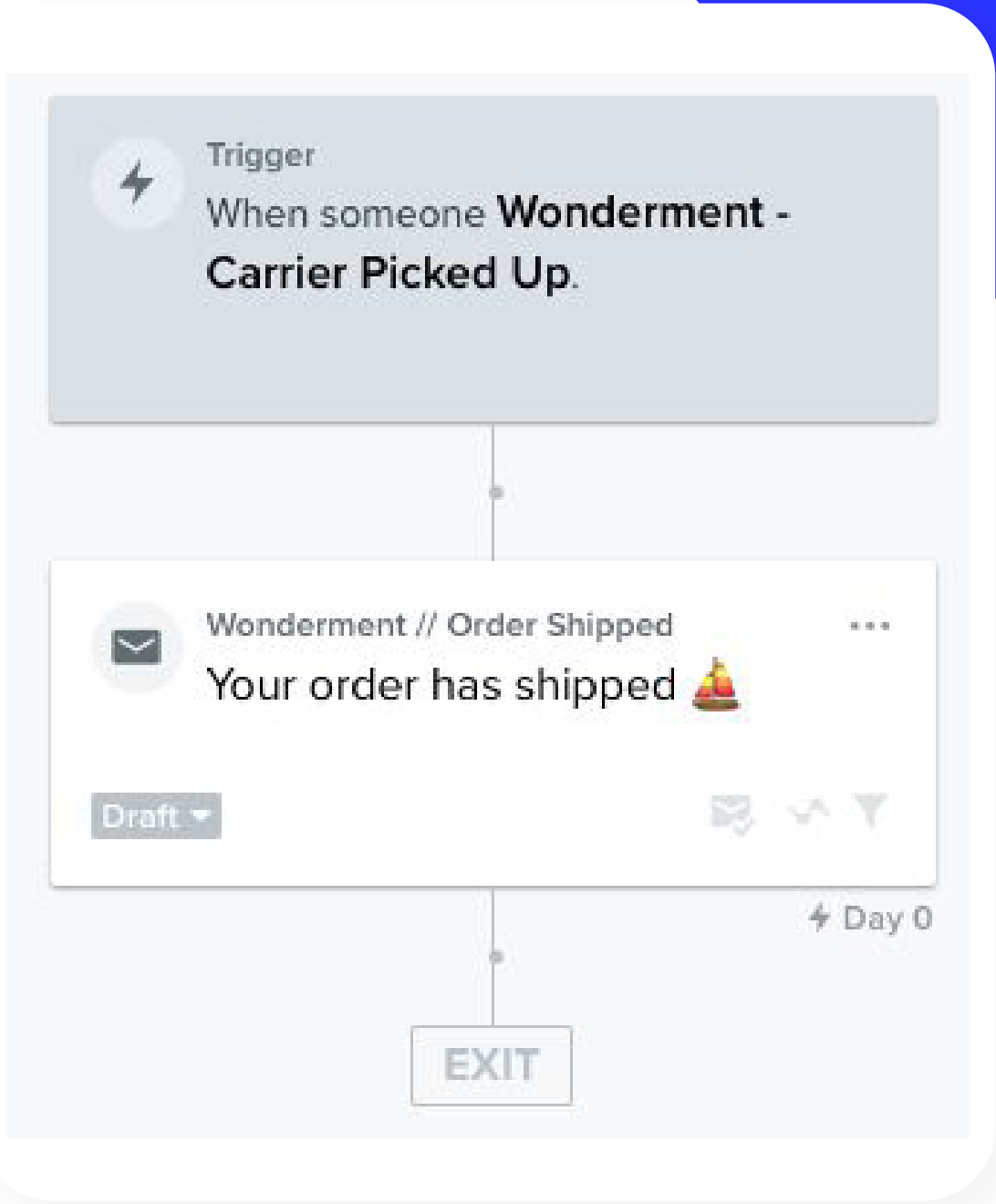
The holiday email playbook:

Carrier picked up

Don't confuse your shoppers with vague notifications like "label printed, pending pickup" that don't tell them anything. When their order has actually shipped, alert them with a clear "carrier pick up" notification!

As your third transactional email, you're beginning to build valuable trust with your customer and raise their anticipation levels.

Get this template



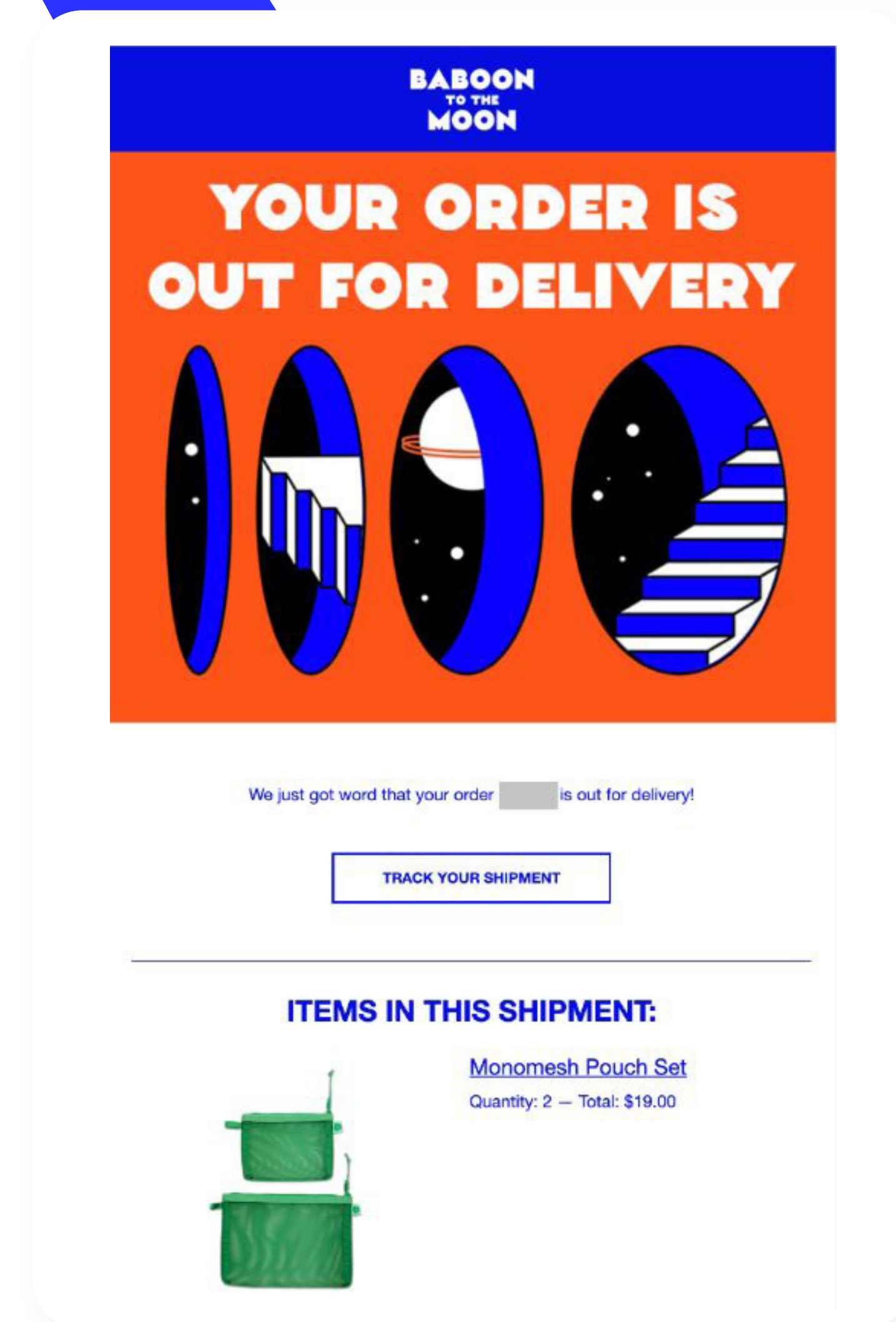
The holiday email playbook:

Out for delivery

Exciting news! Give your customers a heads-up so they're ready to receive their package (you never know – they might need to hide it from someone 📺).

It's likely your shoppers will be clicking the tracking link multiple times during this stage in anticipation for their order arrival, especially when it comes to holiday gifting. Make sure you're capitalizing on this traffic and encouraging additional upsell opportunities through your tracking page.

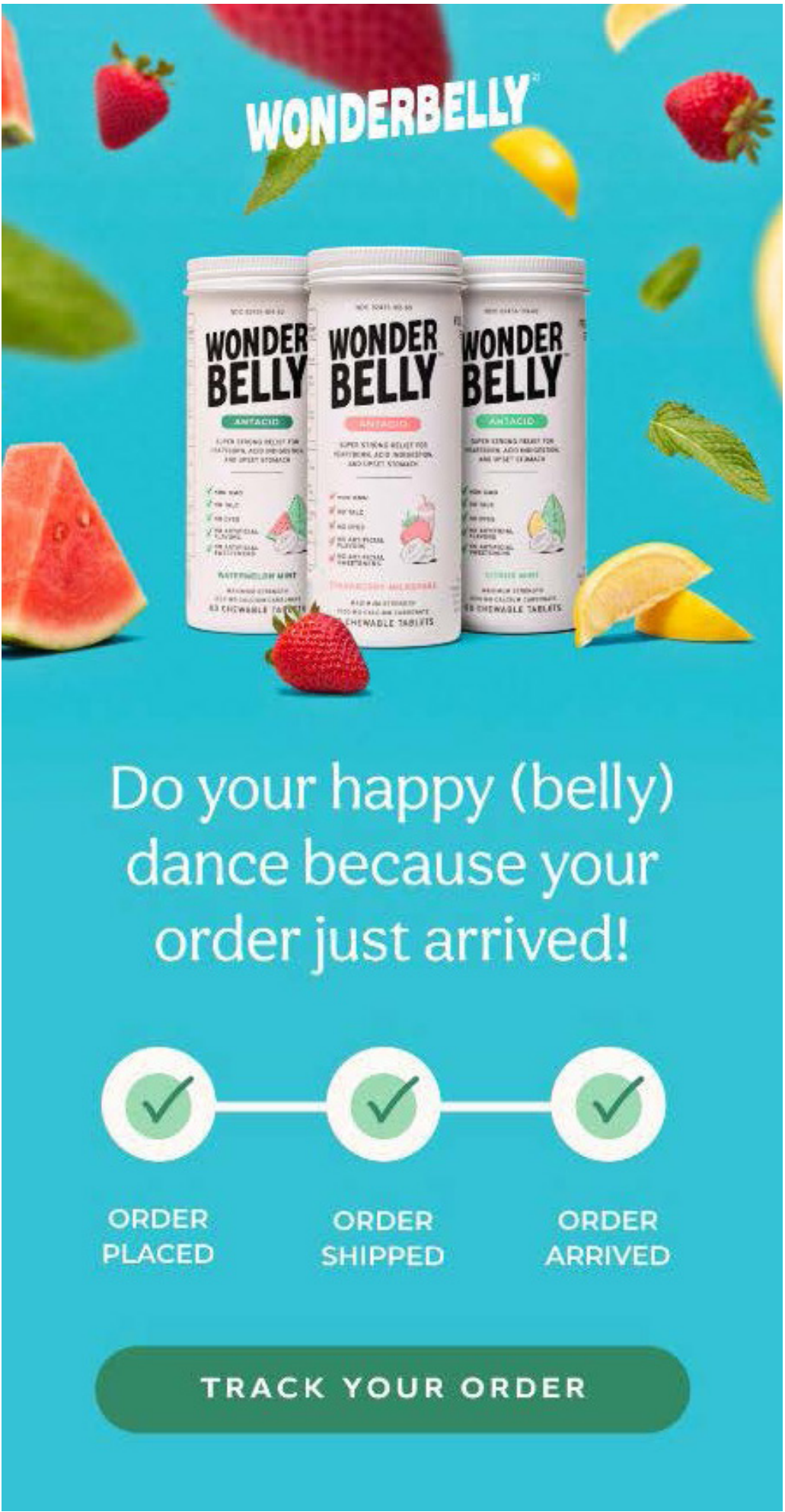
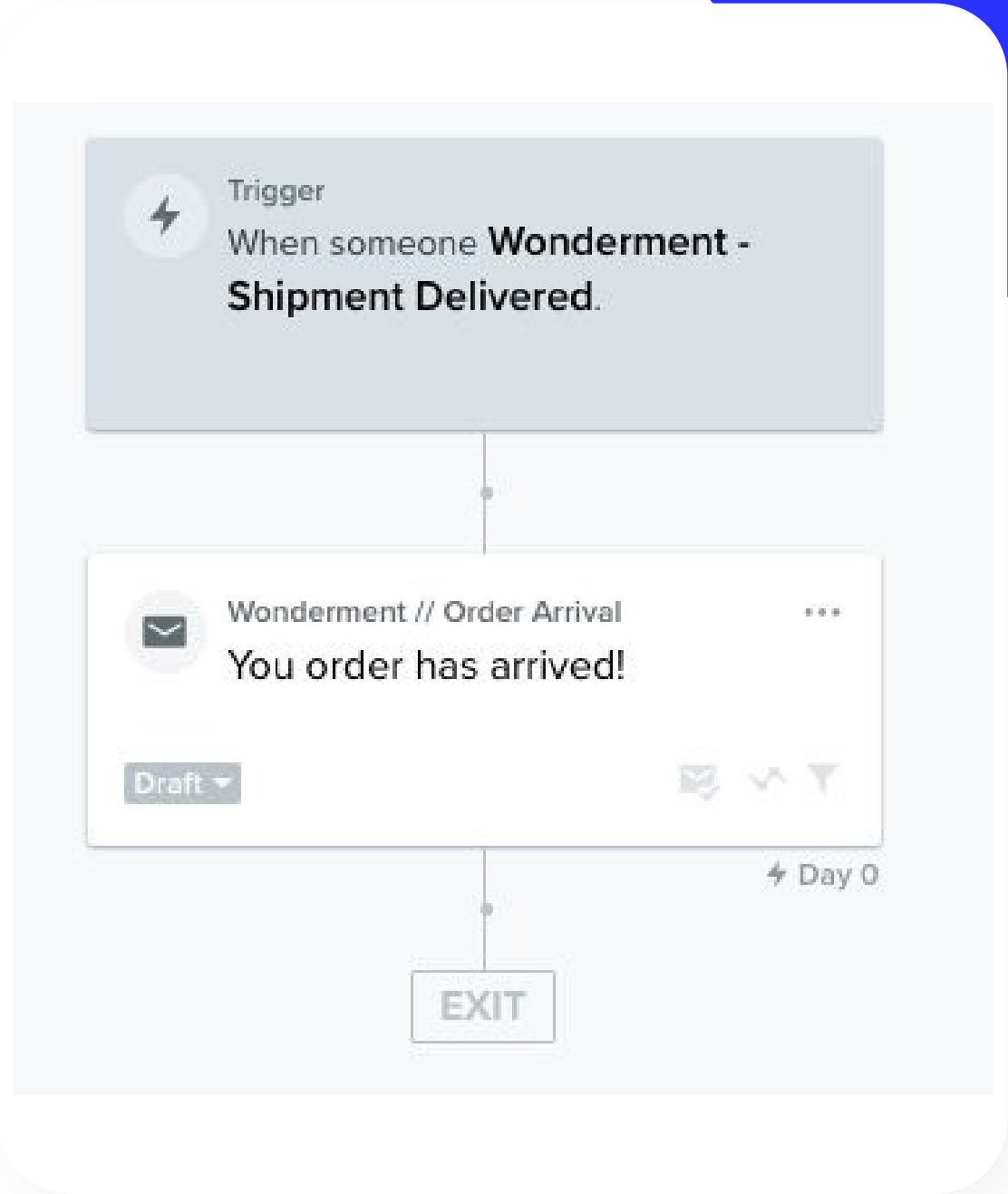
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The holiday email playbook: Order delivered

The order is finally here! Notify customers that their item has arrived to get them excited and help minimize package theft (this is especially crucial during the holiday season with a rise in porch pirates). Make sure this final email and your tracking page are optimized to continue driving engagement and potential revenue – this shouldn't be the last time your customer interacts with your brand!

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The holiday email playbook:

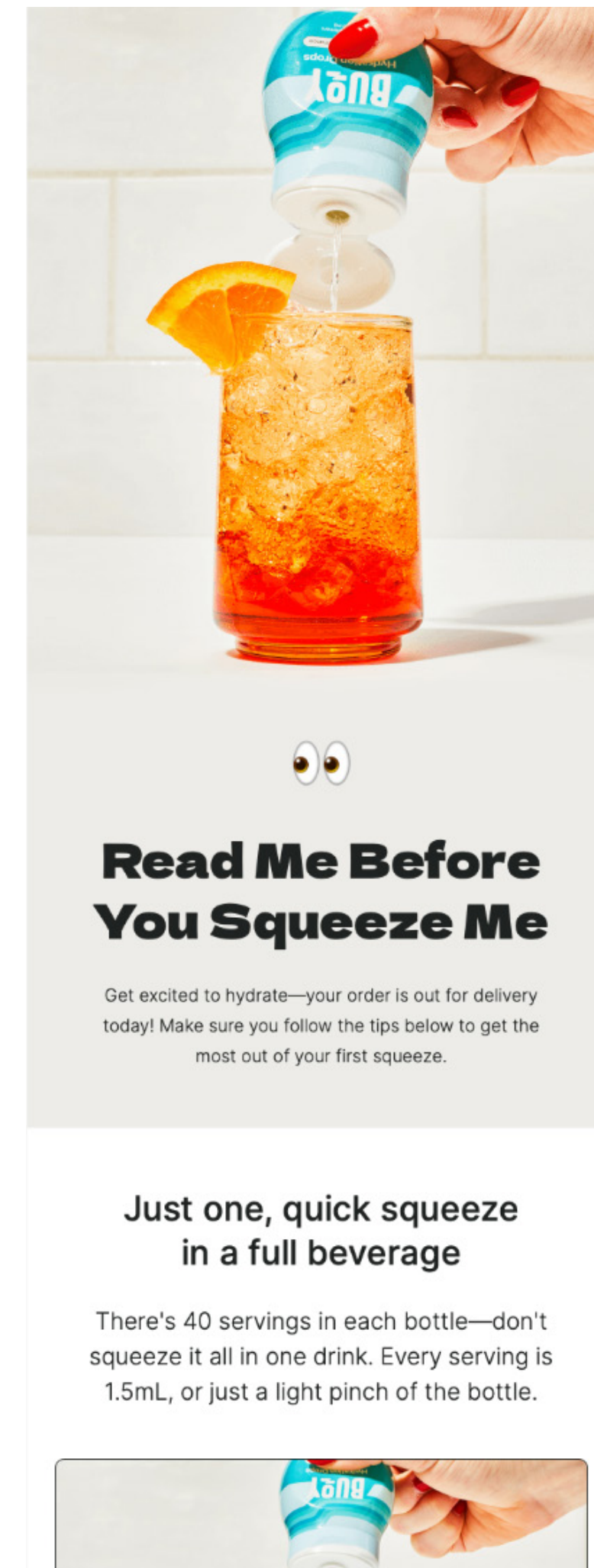
Customer education

Your customer has the product in their hands—but do they know how to use it effectively?

At a time where many of your end-users might not have purchased the item themselves and have limited knowledge of your brand, it's essential to provide customer education on how to set up, use, and care for their new item to reduce support tickets and boost satisfaction.

This is also a great time to share a delivery survey – for the first time, brands can have first-party data and visibility into a previously unknown part of the buyer's journey to quickly take action and improve for the next peak season surge versus waiting for a negative review.

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How Fresh Clean Threads achieved a 25X ROI

Fresh Clean Threads, a DTC brand that offers affordable and ethically-made premium apparel basics, started using transactional touchpoints as a way to boost post purchase engagement, improve the customer experience, and drive additional revenue. The brand wanted to “increase repurchasing rates, as well as supplement traditional marketing channels (like email and SMS marketing) in an attempt to find new revenue channels,” says Brendan Roeschel, VP Retention and Customer Experience (CX).

The results:

↑ 10%

lift in second purchase revenue within 30 days

↑ 9%

lift in total repeat orders in the test segment

↑ 25x

ROI on their technology solution, Wonderment

“



“We were able to positively impact all of the major retention metrics that we aimed to when we made the switch to Wonderment. Given that our revenue slightly outpaced the number of orders we got, it means we also had a slight AOV increase, which is an all around win.”

Brendan Roeschel,
VP Retention and Customer Experience (CX)

The holiday email playbook:

Shipping delay emails

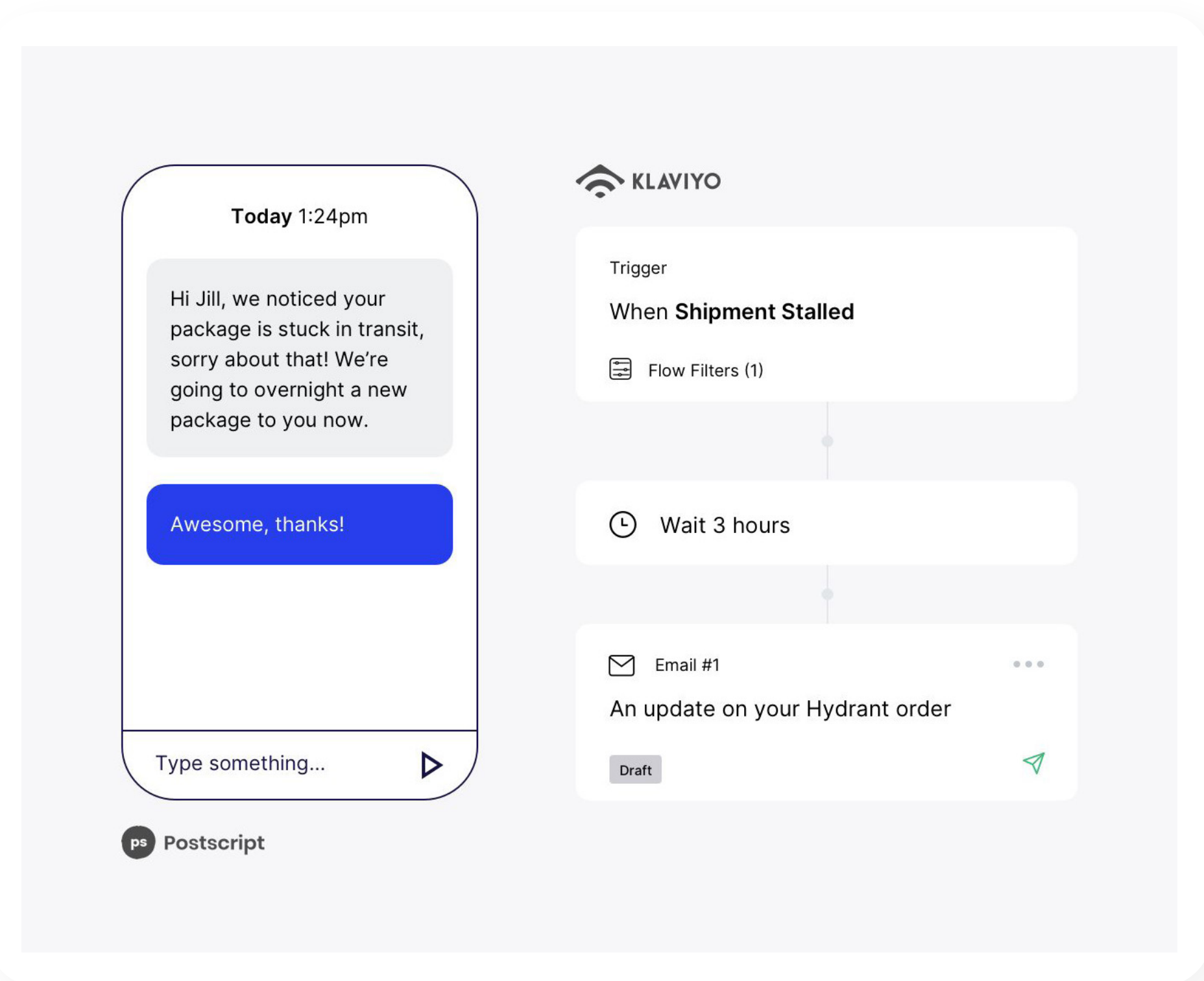
Sometimes, shipping delays are inevitable during high volume periods – but how you communicate these delays is crucial. [70% of customers](#) said they'd had at least one shipping delay in the past six months, and [40% of shoppers](#) saying they'd stop buying from a brand after a negative delivery experience.

But we think a glass half-full mindset is key: while no shoppers enjoy their holiday shopping being delayed, it's also a chance for your brand to stand out with proactive messaging that helps you reduce the negative impact on your customers so they feel confident that you'll make things right.

Shipping delay emails can:

- Reduce “where is my order” tickets by **40-80%**
- Improve customer satisfaction metrics like NPS and CSAT
- Elevate the customer experience

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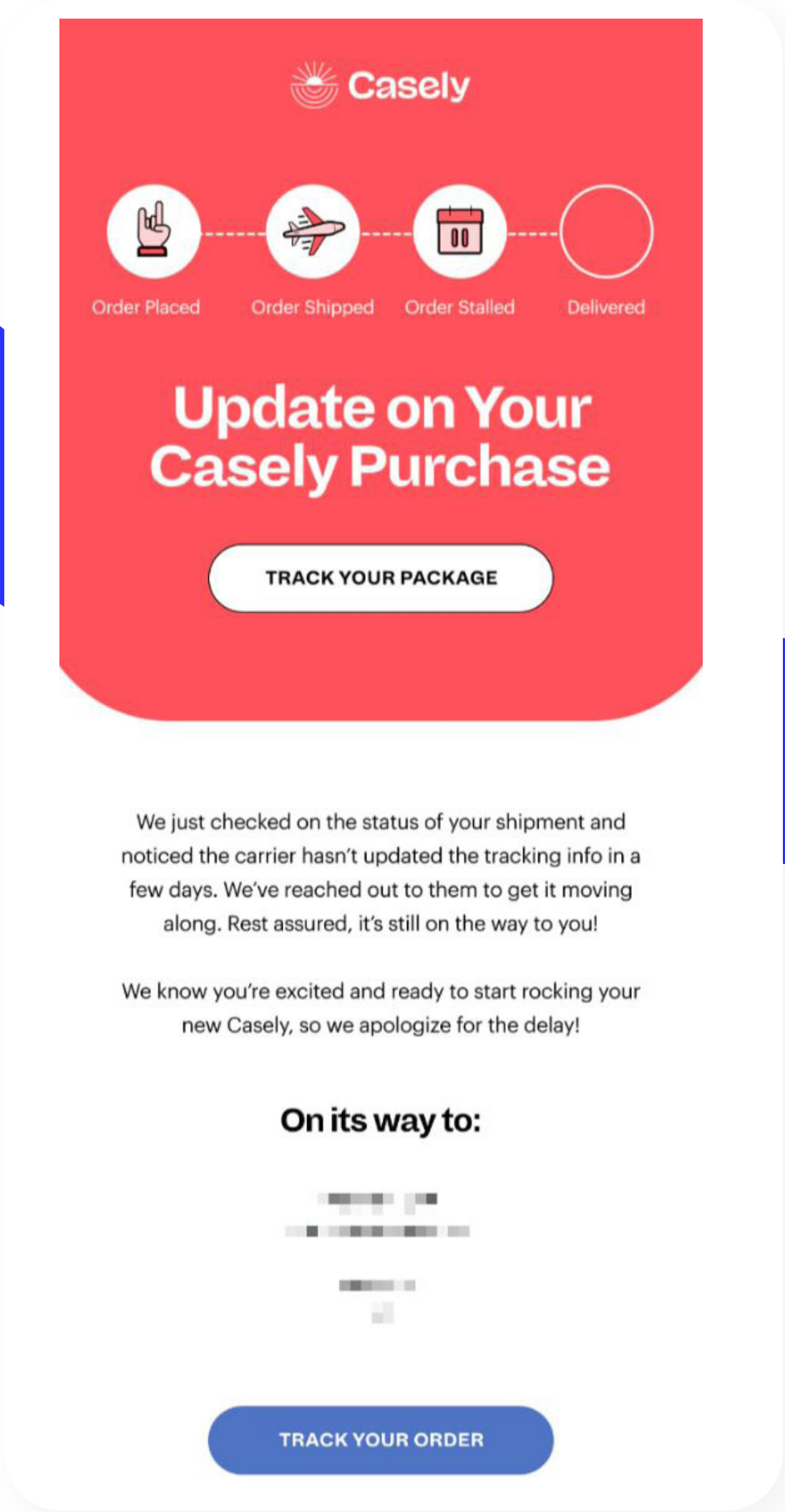
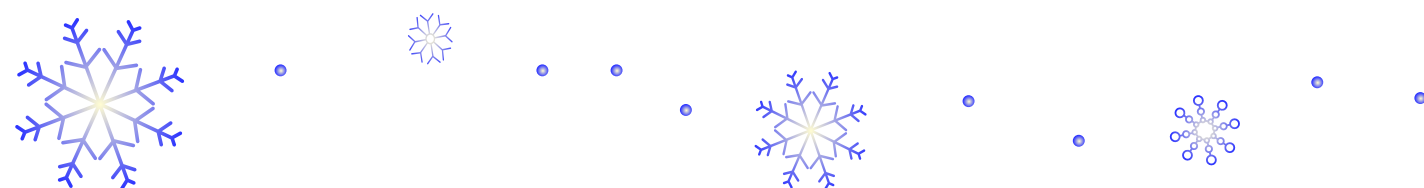
The holiday email playbook:

Shipment stalled email

When a shipment stalls at the warehouse or en route, customers will have questions. Namely, “Where’s my order?”

To help your CX team sleep at night and keep customers in the know, this fully configurable event can send an email to your customer informing them that the package has stalled and you are monitoring as well as notifying your team of a shipment that may be lost in transit.

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Stalled/delayed shipment case study: Casely

Casely needed an easy way to automate away WISMO tickets to free up their CX team's time while providing 360 insight into carrier data and potential delays. Casely implemented branded order tracking pages, branded transactional messages, and proactive messaging around order delays and stalled shipments to help improve the customer experience.

Within one month, Casely eliminated **76% of all WISMO tickets inside of their Gorgias Helpdesk**, accounting for:



Casely



Nearly

2000

tickets

\$1880

a month in support
cost savings

10+

hours of time saved
per week through
automation

SMS: Your holiday engagement powerhouse

Don't stop with email during peak season. Many customers prefer SMS messages for time-sensitive updates, especially when shipping delays are common.

SMS messaging becomes the most powerful way to heighten engagement during peak season and ensure customers get access to important information in a timely manner.



Average Engagement Rates Marketing vs Transactional SMS



Transactional SMS messages can also help you drive significant revenue. Check out these stats from a CPG brand campaign:

| **50.1%**
CTR

| **1.98%**
conversion rate

| **\$48.48K**
30-day revenue

Transactional SMS: The Core 5 SMS journey

Hit these five holiday trigger points in your SMS transactional messaging to ensure a great customer experience.



The “Core 5” SMS message templates



Good news:

Shipment Created “Order ready to be shipped”

Shipment Picked Up “Your order has shipped!”

Out for Delivery “Your order is out for delivery”

Attempted Delivery “We tried to deliver your order and will try again”

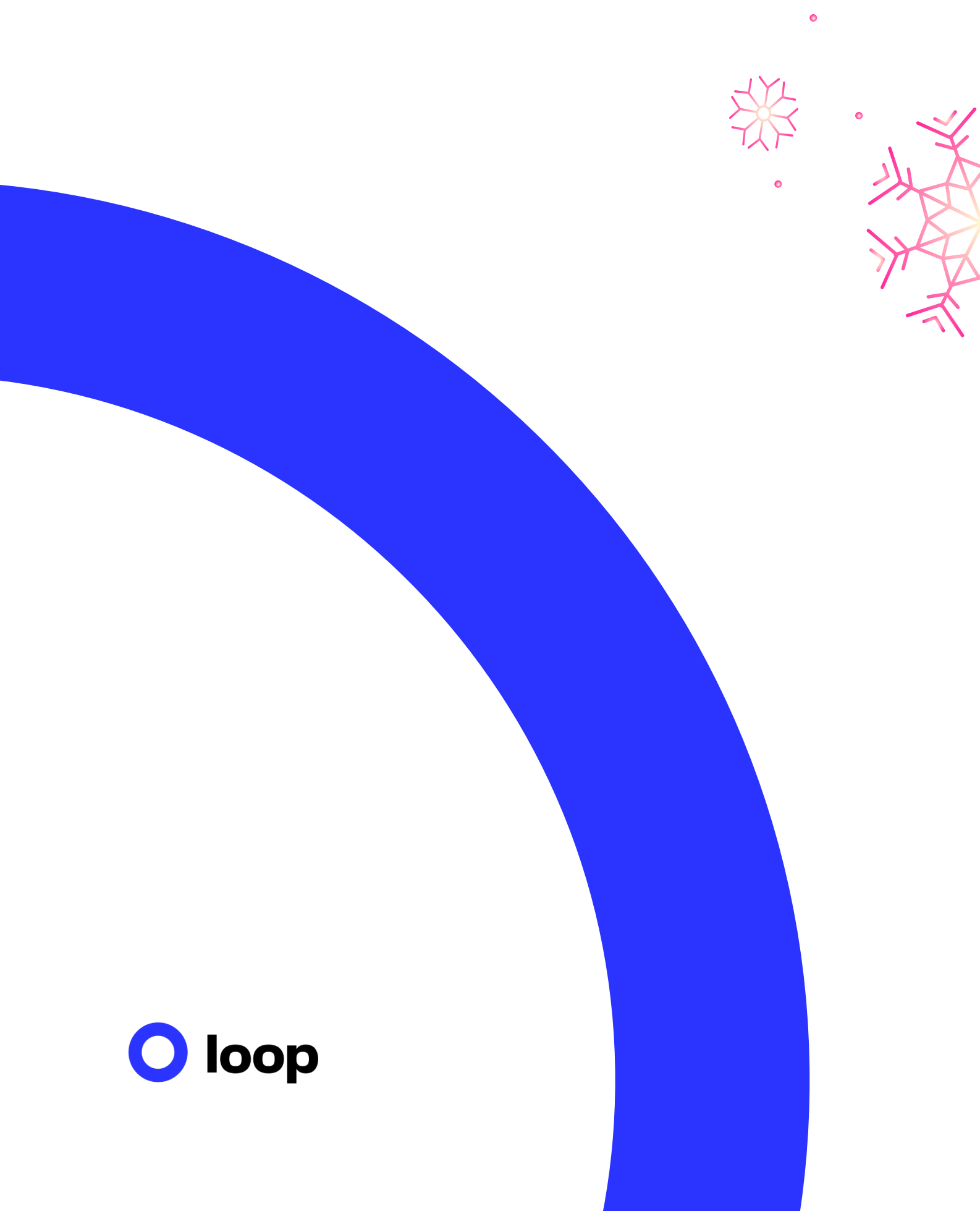
Shipment Delivered “Your order has arrived!”

Proactive bad news:

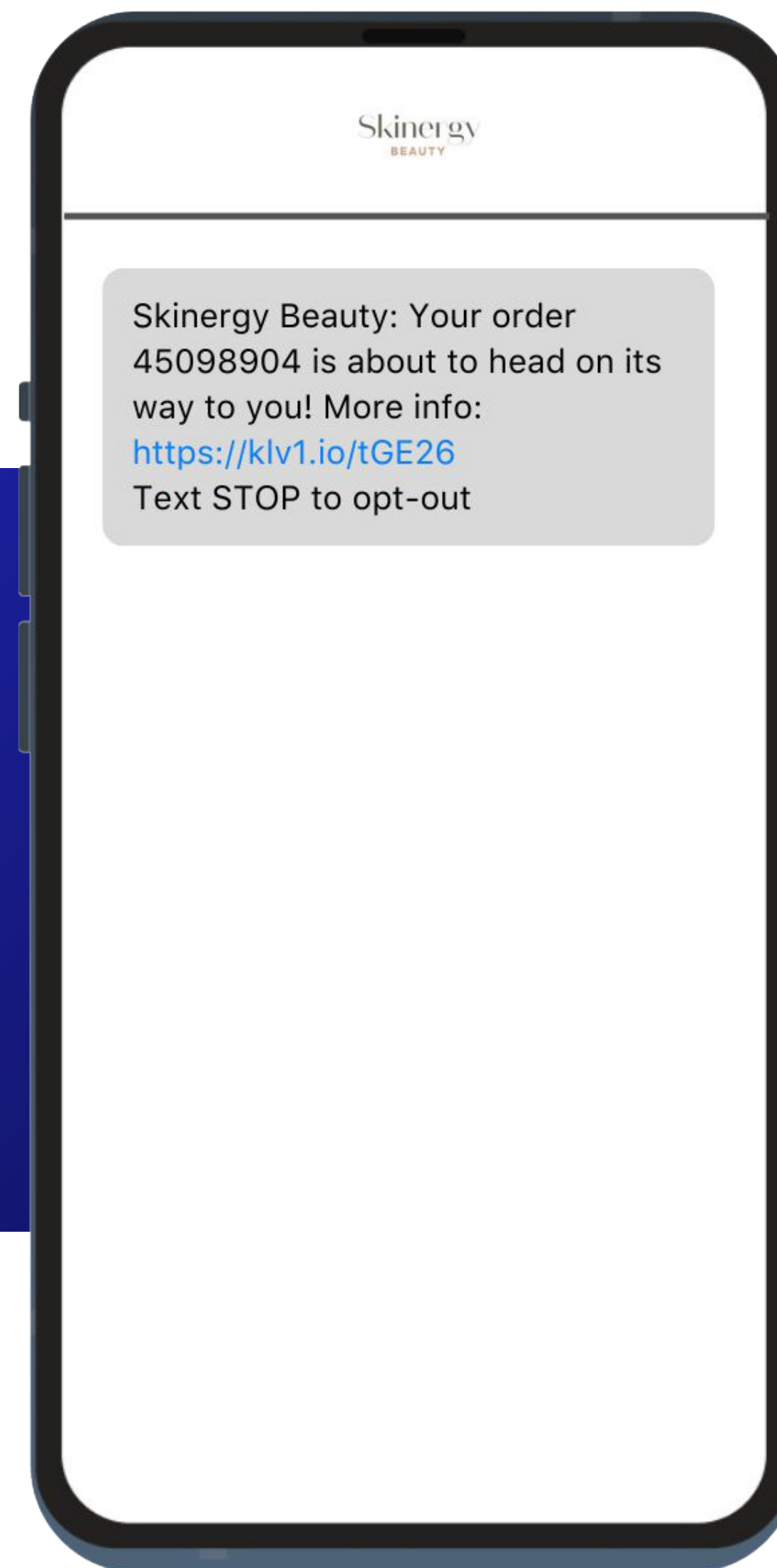
Shipment Stalled “An update on your order”

The holiday SMS playbook:

Shipment created




When your order is packed and ready to ship, send an SMS letting your customer know. You can include a link to a page with their full order details, as well as an estimated delivery date.

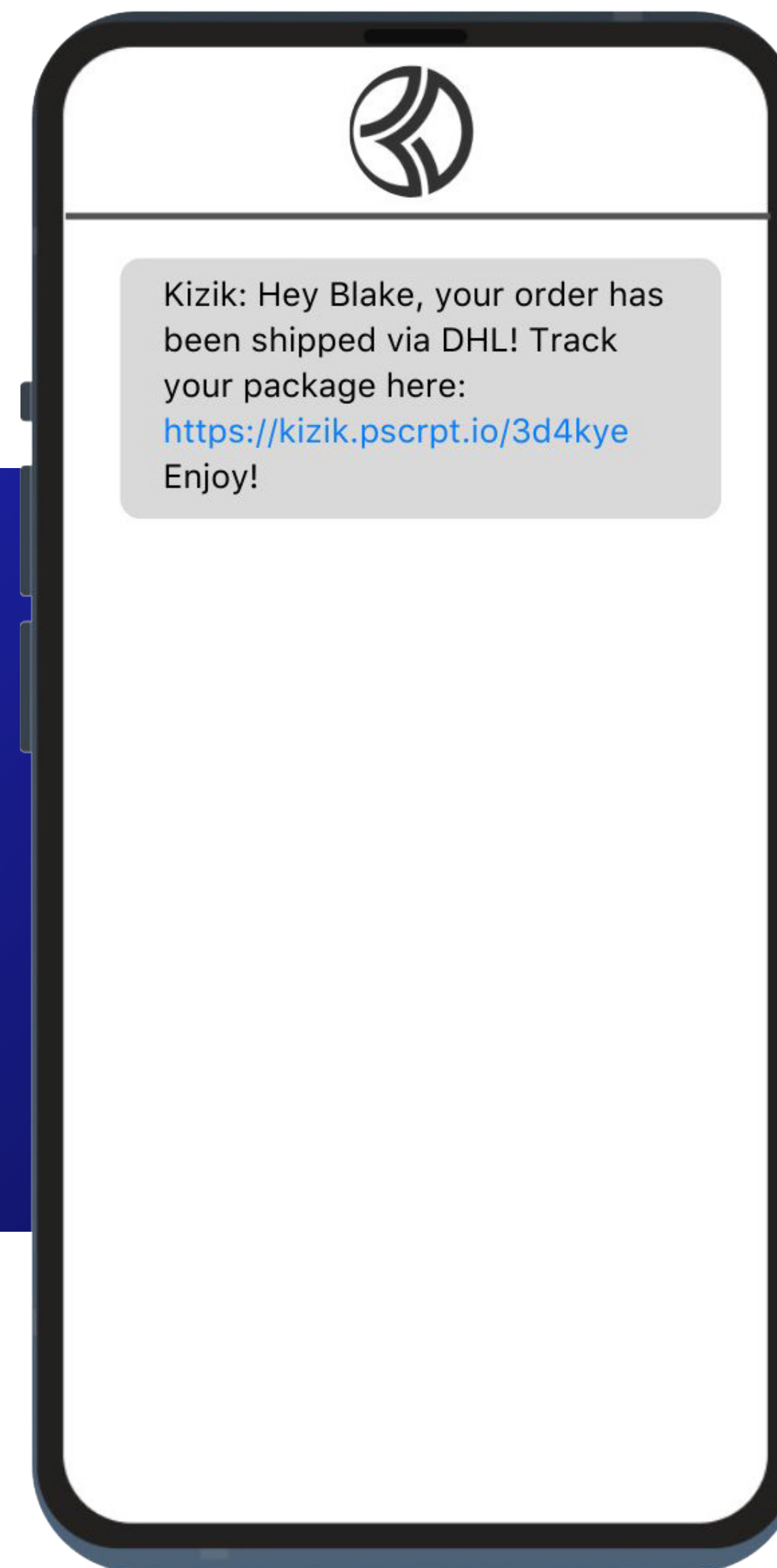


The holiday SMS playbook:

Shipment picked up




Once your shipment has been scanned into a carrier, your delivery is on its way! Keep customers up-to-date with an SMS message that alerts them that their order has shipped, and includes a link to your branded tracking page where they can check its status in real-time. This is typically your highest engaged text message!

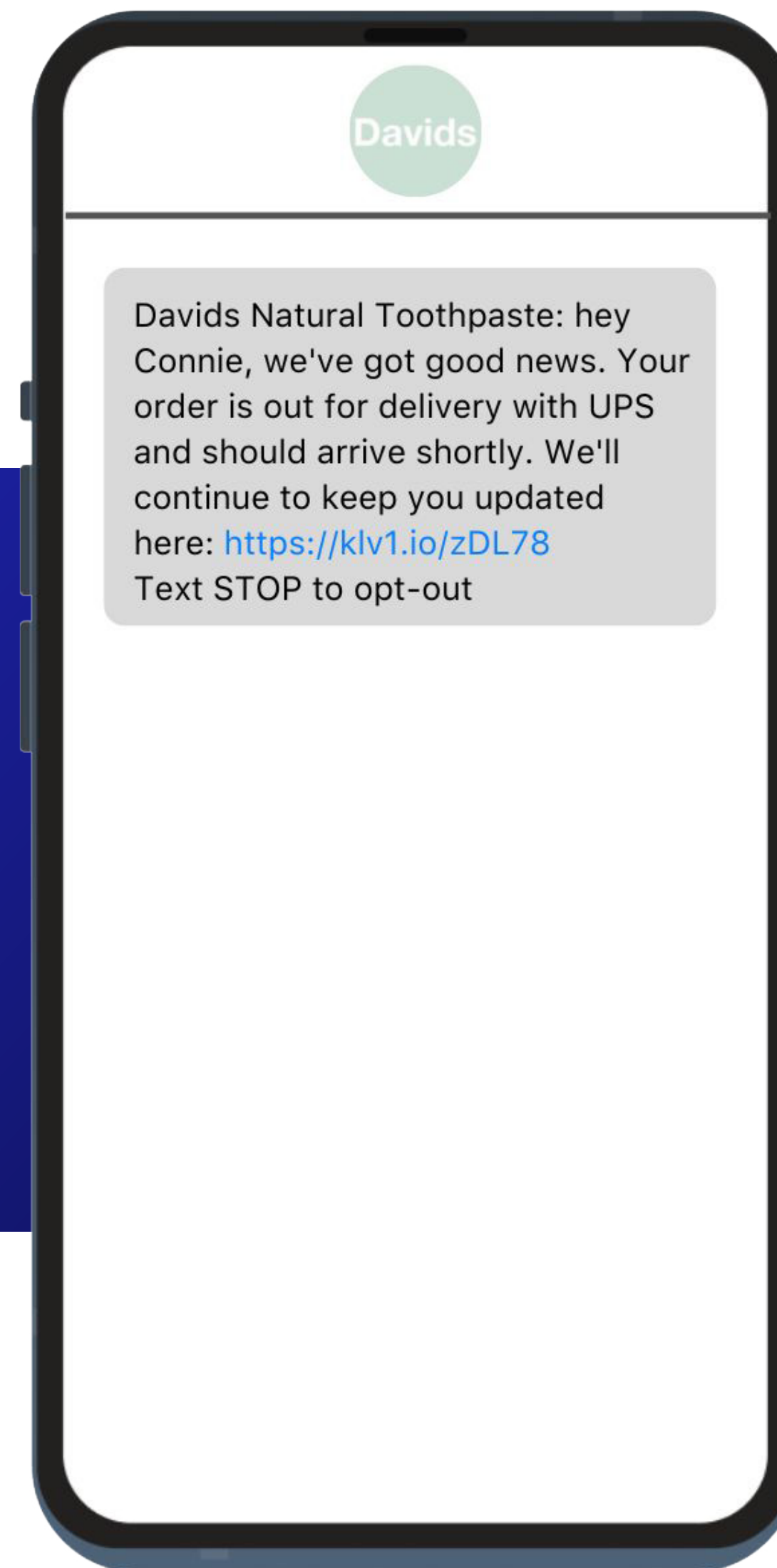


The holiday SMS playbook:

Out for delivery




On the day the order's set to arrive, it's time to send out another order-tracking SMS! Get customers excited about their upcoming arrival, and encourage them to be on the lookout for their package to ensure its safe arrival.



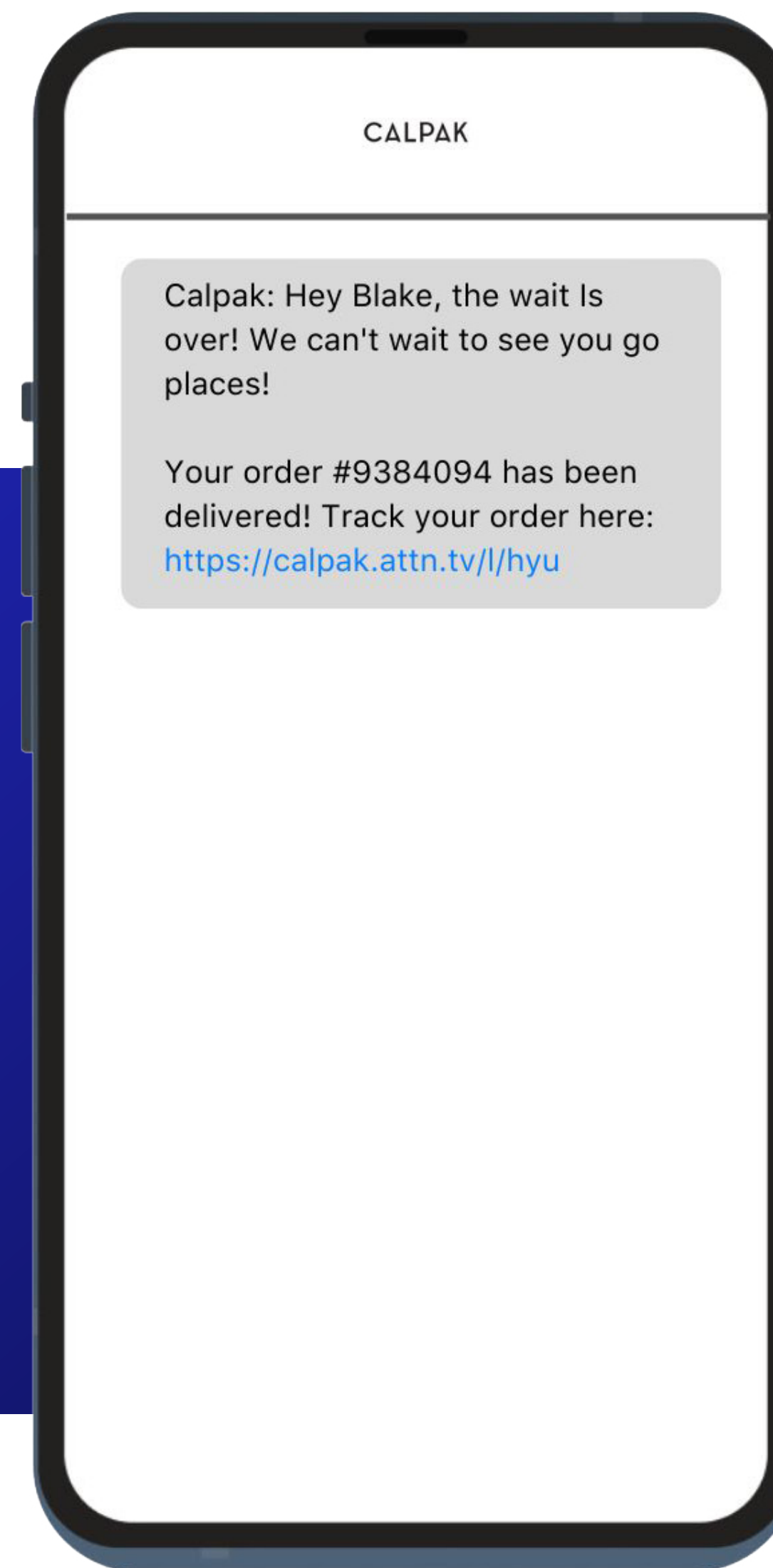
The holiday SMS playbook:

Shipment delivered




At last, the delivery has arrived! Make sure that you let your customer know immediately with a text update that includes a link to your tracking page—they'll be able to view the carrier data to see where the package was left (doorstep, garage, mailbox, etc.) to ensure safe and quick retrieval.

Once they know the package has made it safely, it's a prime opportunity to hook them again: This message typically drives the most revenue of your entire transactional SMS sequence.

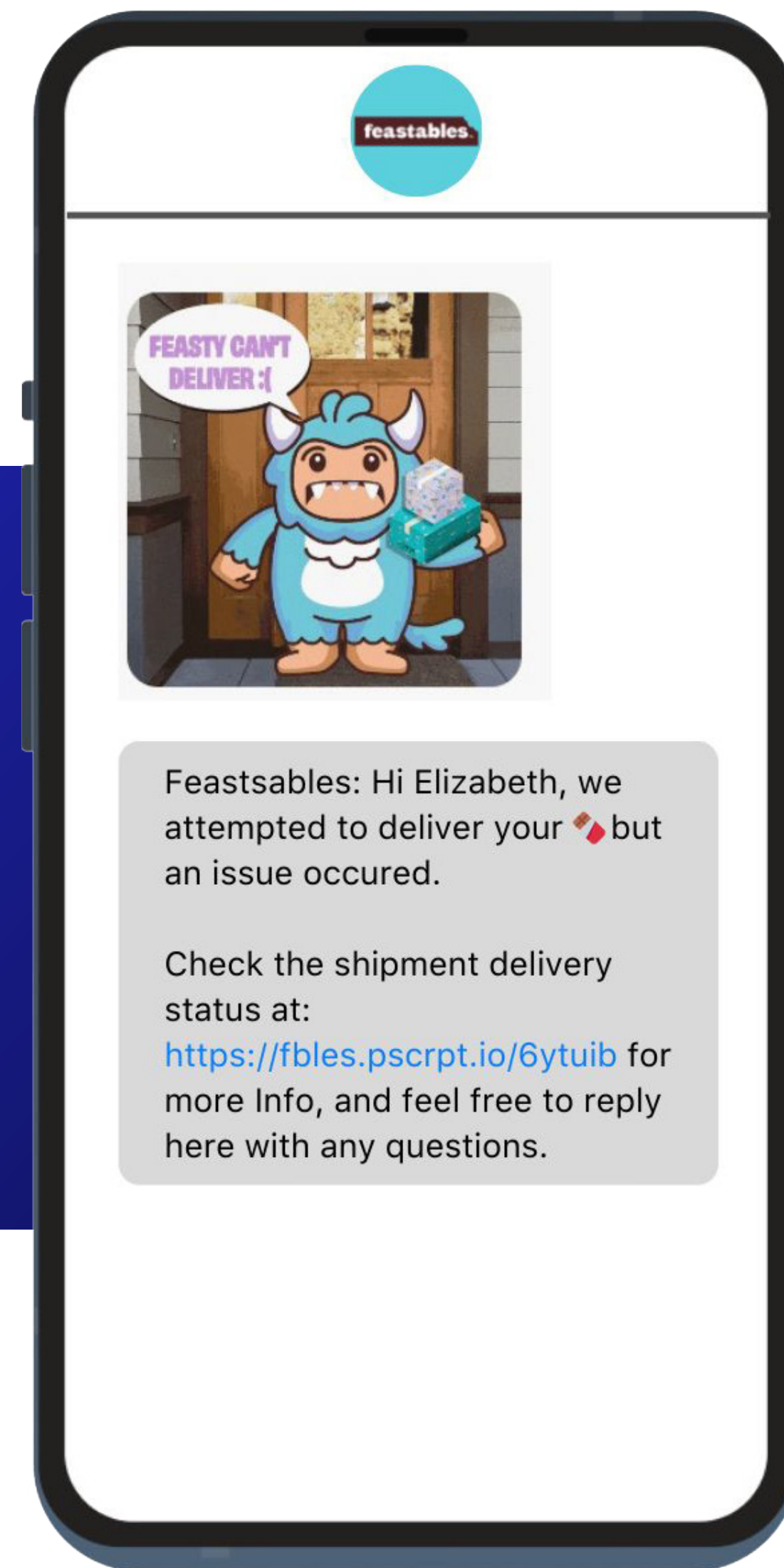


The holiday SMS playbook:

Shipment stalled



Get ahead of shipping delays with proactive messaging that alerts customers if their order hasn't been scanned within a set window of time. You can issue the shopper a replacement order with a new order tracking number and updated delivery date, giving them peace of mind that they'll still safely receive their order.



Omnichannel branding that converts

What ties all of your peak season email and SMS campaigns together?

Branded tracking pages.

These pages can be fully customized with your brand's logo and style, ensuring a cohesive experience for your customers across every touchpoint. What's more, you can deliver fully personalized tracking pages for every customer. Whether they're a first-time shopper, a subscription member, or any other segment, you'll be able to engage them with messaging designed to fit their unique needs.

The results?



0.7-1.0%

conversion rate



10-62x

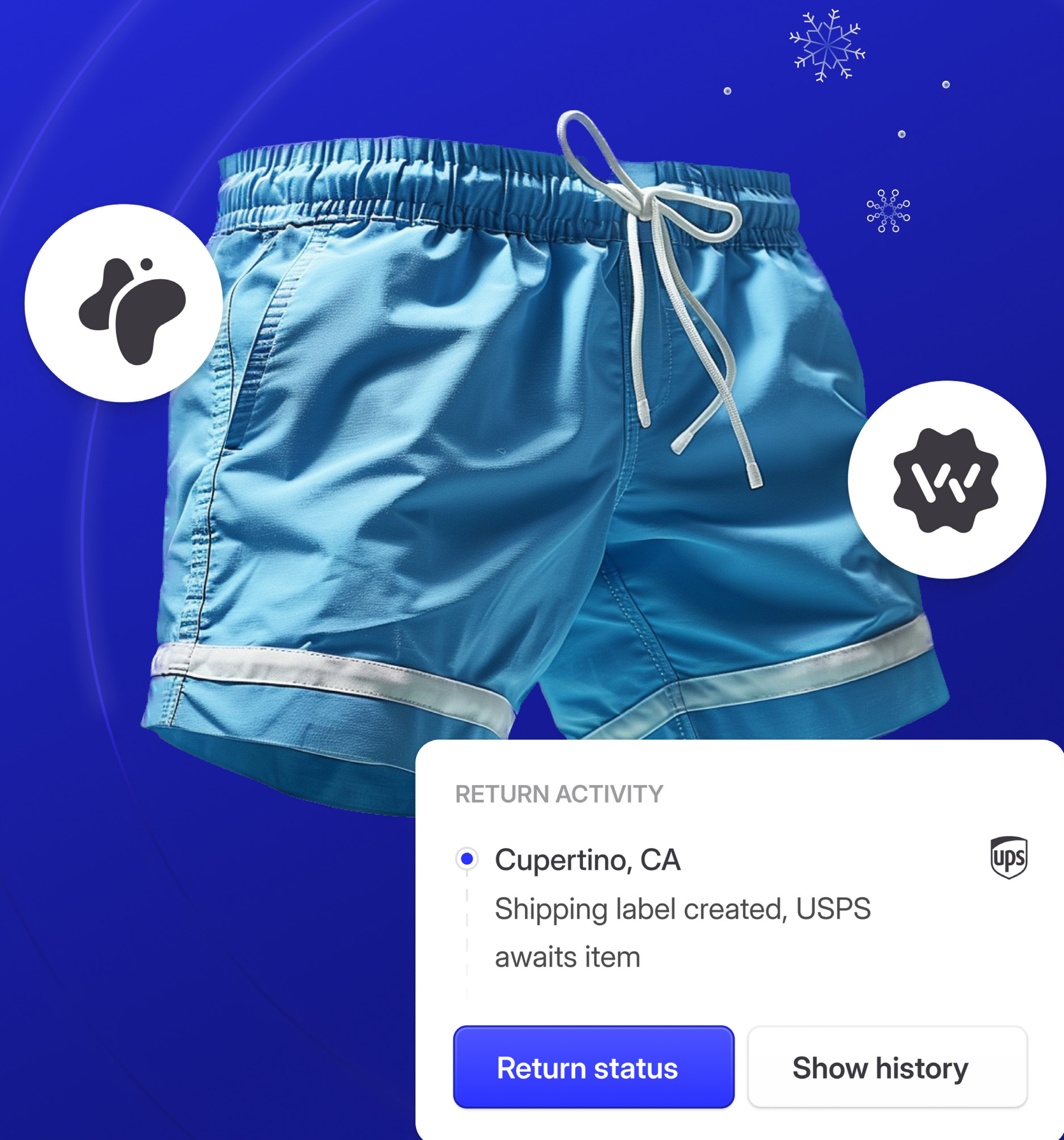
return on investment



Branded tracking: The old way -> the new way

Gone are the vanilla transactional emails or boring shipping carrier pages that take shoppers away from your website during your highest volume season of the year. With optimized tracking, brands can deliver highly customizable emails and pages that feel like your brand for a seamless, unified customer experience.

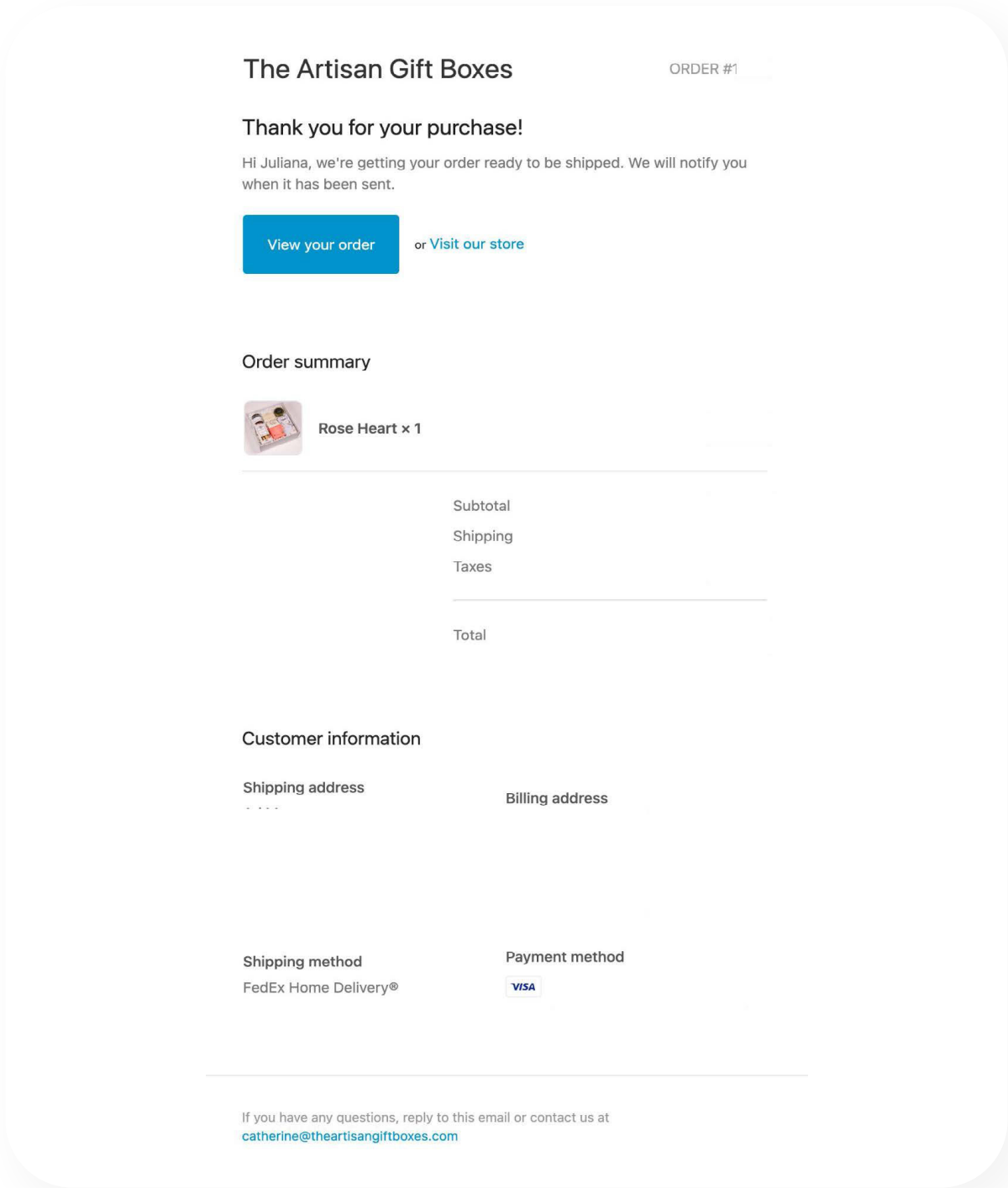
This also gives you the opportunity to get important information or additional resources in front of shoppers on one of your most viewed pages. Hello, personalized product recommendations and strategic upsell opportunities!



Transactional emails

The old way

Vanilla
Transactional Email



The new way

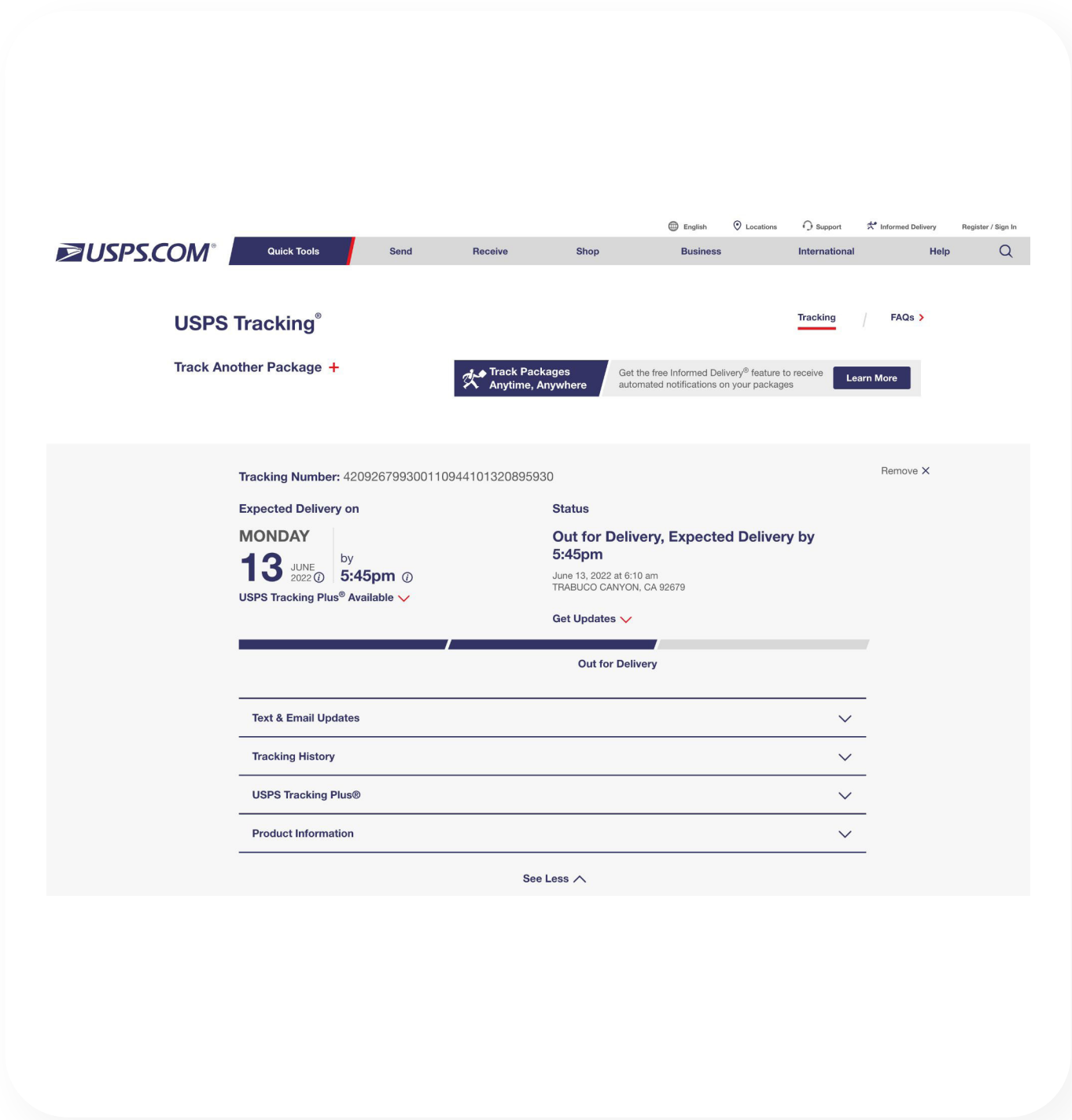
Branded Transactional
Email/SMS



Tracking pages

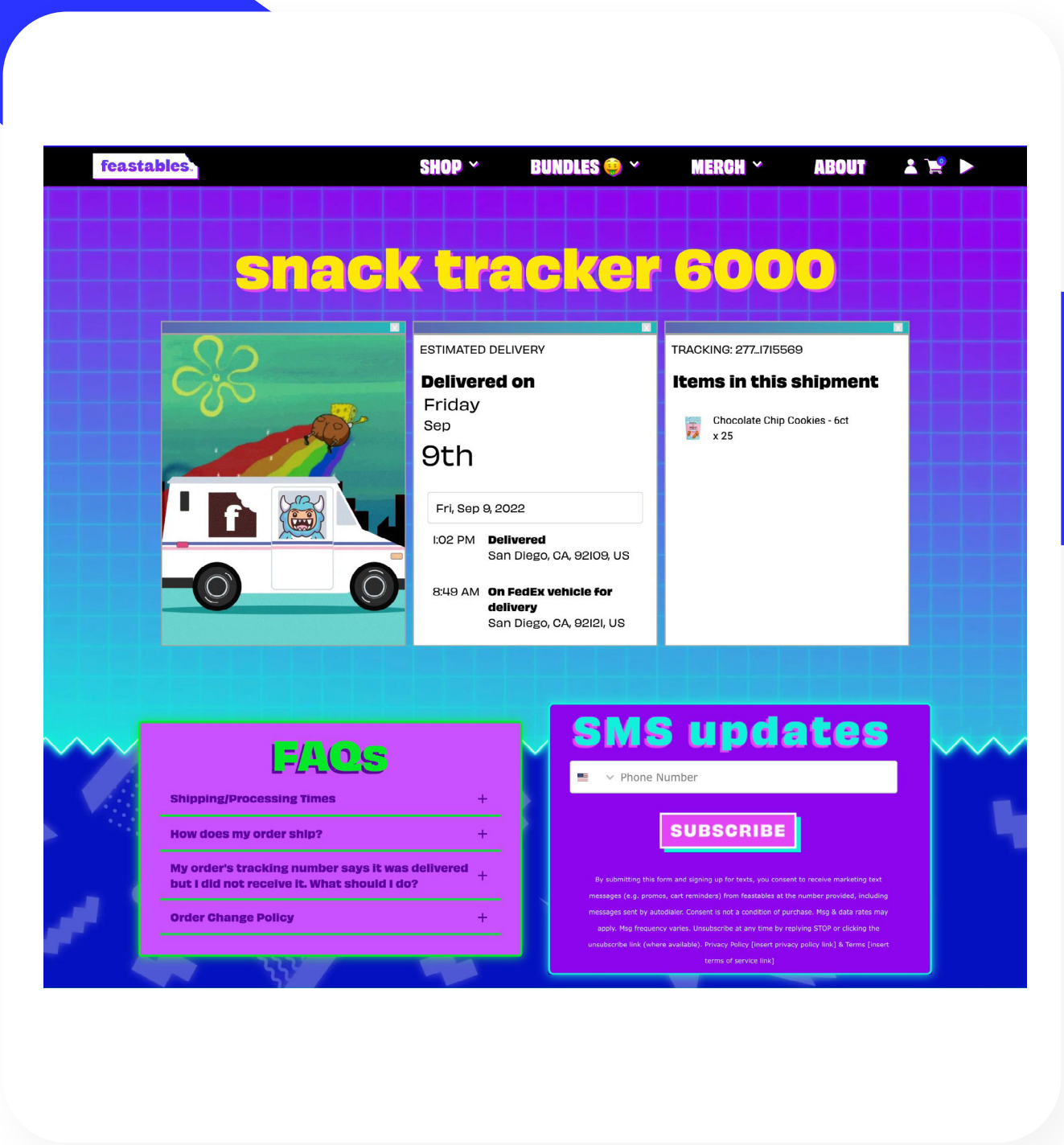
The old way

Shipping Carriers
Website (not your own)



The new way

Branded Order
Tracking Page



Anatomy of a great holiday tracking page: **Key elements**

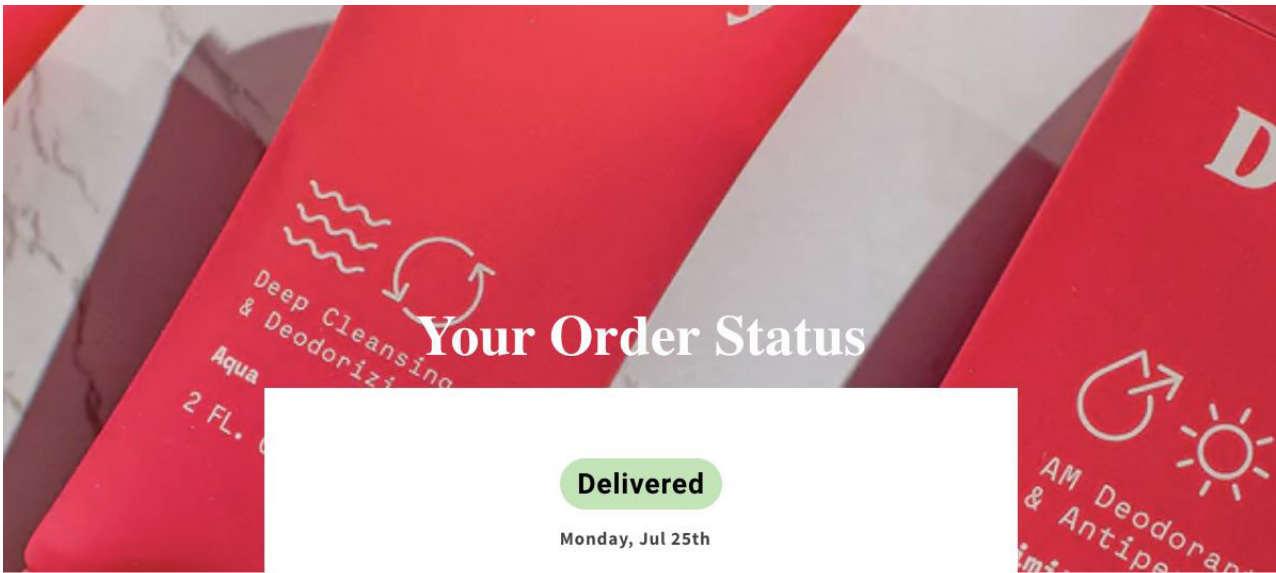
So what goes into a high-converting tracking page?

Let’s break down the elements of success.

Hero image →

Tracking block →

FAQs →



Delivered
Monday, Jul 25th

USPS Priority, Track: 867-5309

Pre transit	Transit	Delivered
Mon, Jul 25, 2022		
12:49 PM Delivered, In/At Mailbox Schiller Park, IL, 60176		
Show shipment journey		

Frequently Asked Questions

- When will my order ship? ▾
- Where do you ship? ▾
- What shipping rates and methods are available? ▾
- Do you ship orders to the UK & EU? If so, how will orders be shipped? ▾
- How long does delivery take? ▾

Kinder Beauty Box





YOUR ORDER STATUS

Transit
Estimated delivery Saturday, Jul 30th

USPS Priority, Track: 867-5309

Pre transit	Transit	Delivered
Mon, Jul 25, 2022		
10:50 AM Arrived at Post Office Franklin Park, IL, 60131		
SHOW SHIPMENT JOURNEY		

Upsell ↓

 <p>JUBEL NATURALS Super Sensitive Trio \$46.00 \$22.00</p> <p>ADD TO CART</p>	 <p>BASEBLUE COSMETICS Flower Eyeshadow & Blush Palette \$42.00 \$18.00</p> <p>ADD TO CART</p>	 <p>CAPTAIN BLANKENSHIP Mermaid Dry Shampoo \$24.00 \$14.00</p> <p>ADD TO CART</p>	 <p>FOLLY FIRE Lip Gloss - Cosmic Energy \$18.00 \$6.00</p> <p>ADD TO CART</p>
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FAQS

- When will I receive my order? +
- Something in my box was missing or damaged. +

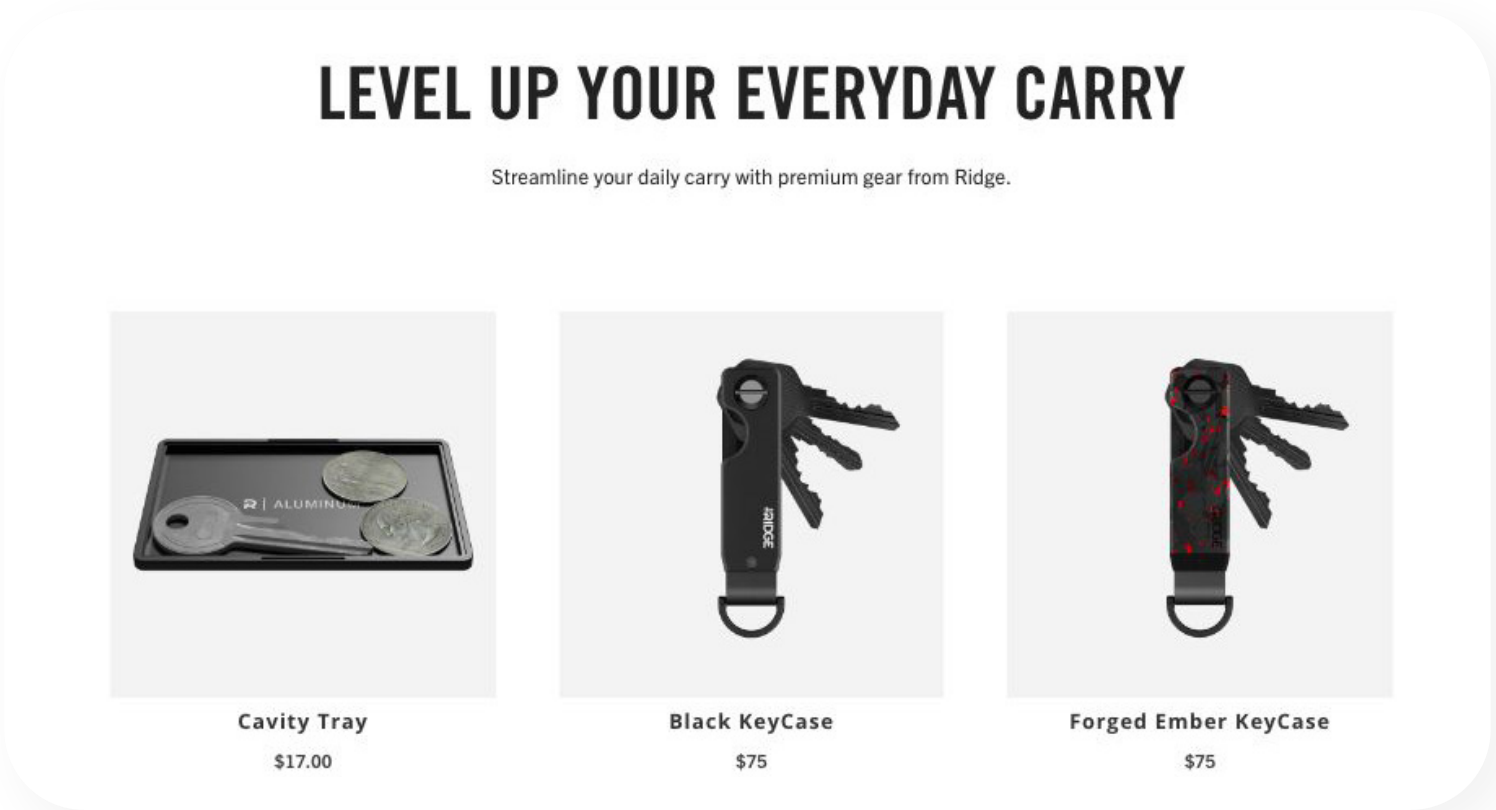
Anatomy of a great holiday tracking page:

Must-haves

Obviously, a tracking block is crucial—but these additional elements will really elevate the customer experience for your shoppers, resulting in more upsell revenue and fewer support tickets.

Upsell block

If your customer just ordered a gift, this could be the perfect place to showcase complementary items or last-minute additions. Displaying relevant products when a shopper is anticipating a delivery can pique their interest and result in additional upsell revenue.



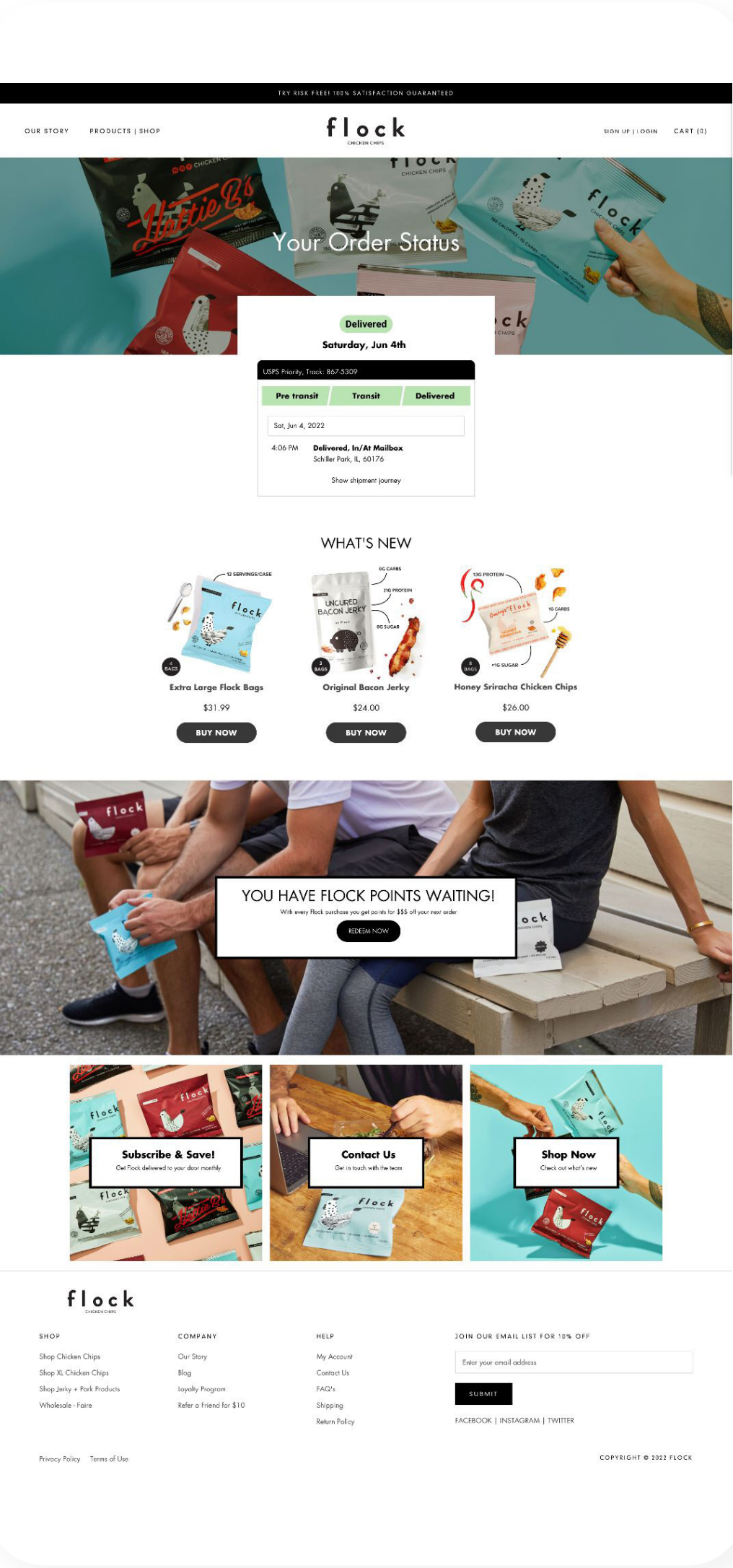
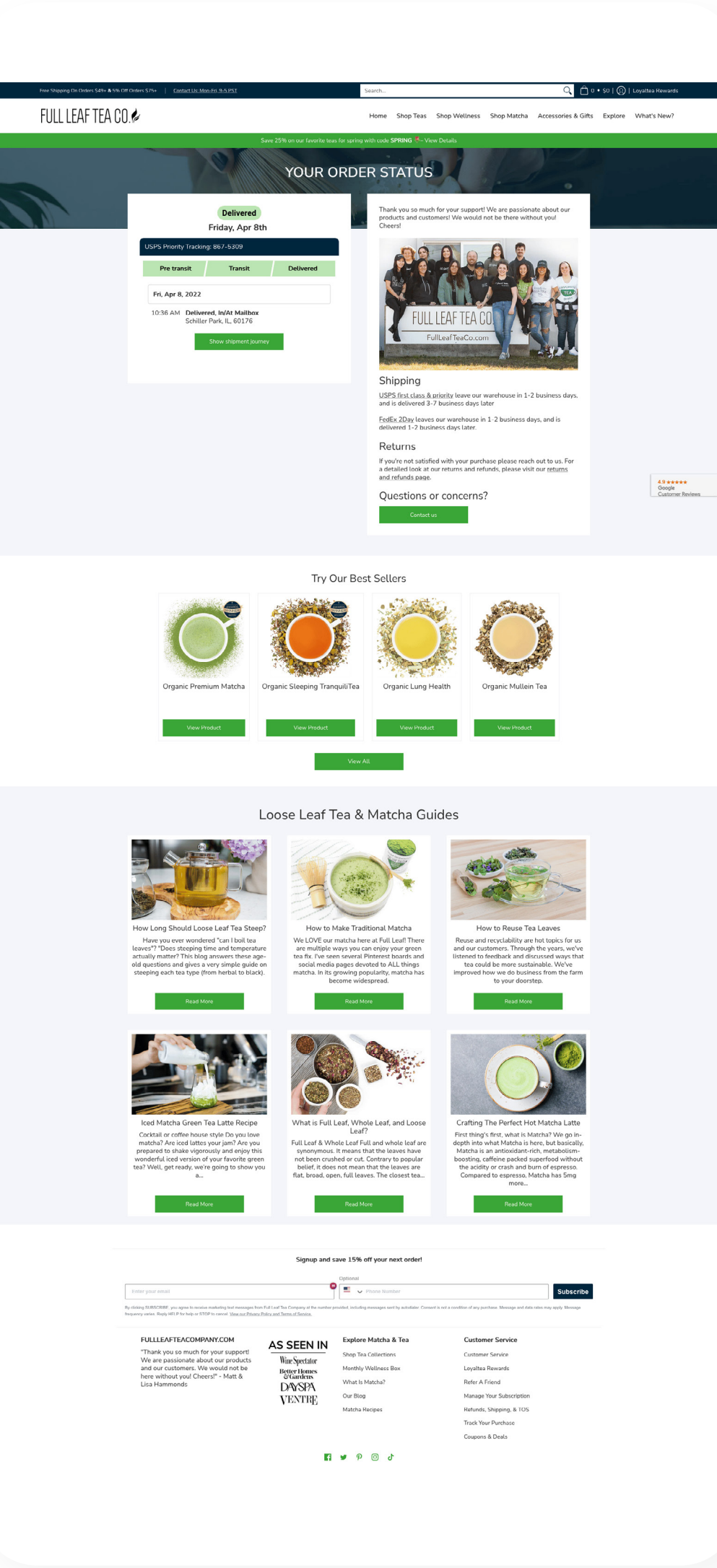
FAQs block

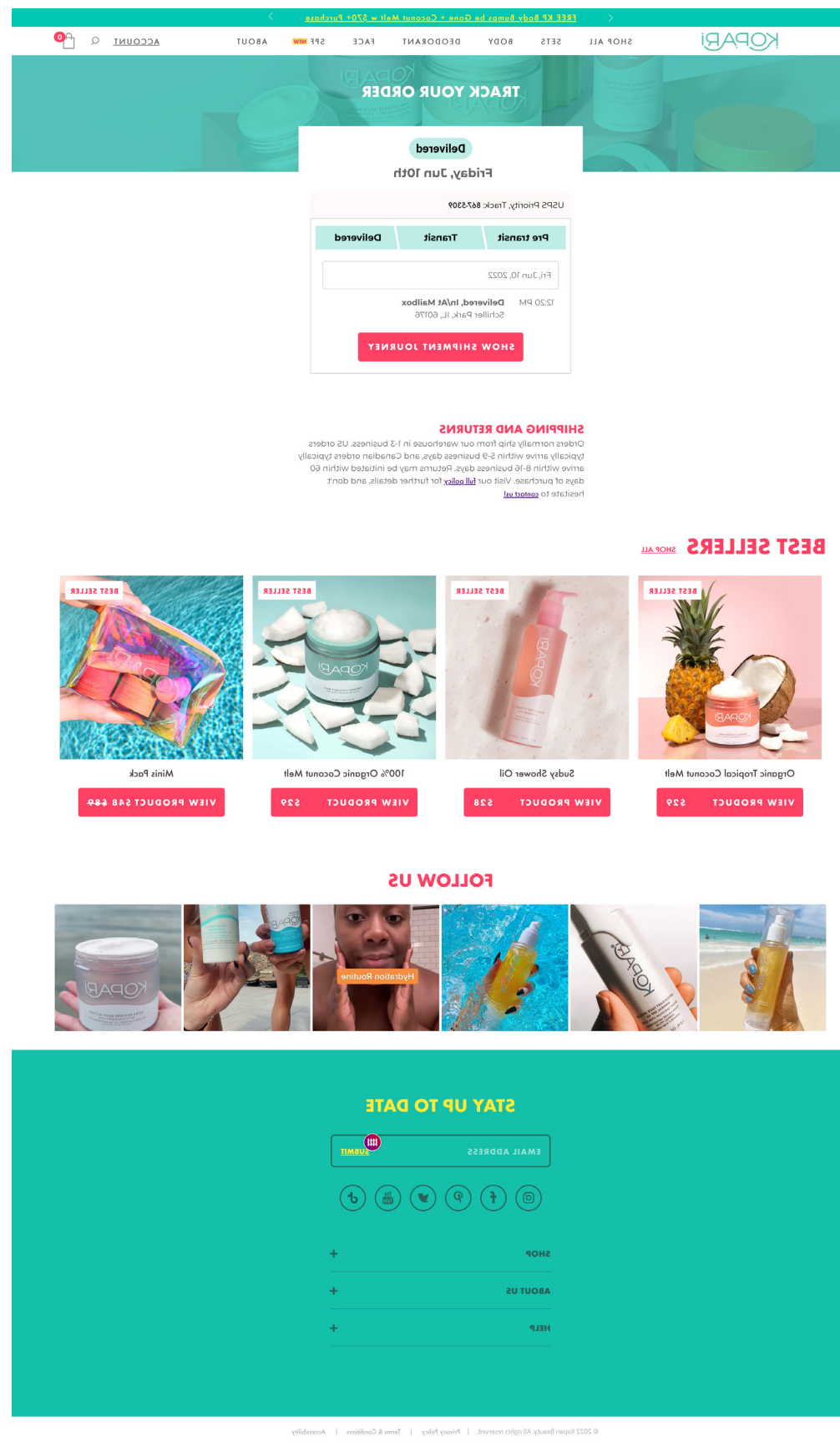
Customers often have more questions about their orders during peak season. By making the answers to their most common questions easy to find in an FAQ, you'll be able to deflect customer support inquiries and enhance customer satisfaction through self-service support – crucial when your support team is already stretched thin.



15 killer customer examples of branded tracking pages

These stellar tracking page examples have helped ecommerce brands boost revenue from upsells, and delight their shoppers with an enhanced customer experience.





Increase ROI with **best-in-class** email and SMS partners

Shopify is an ideal platform for running your ecommerce business—but it has limitations when it comes to delivering an end-to-end customer experience.

With Shopify, you'll be able to build basic transactional emails, but to create fully customizable and on-brand peak season campaigns that really wow your customers during this critical period, consider integrating with a dedicated email and SMS marketing solution.

Best-in-class options include:

Integrating with a more specialized solution can open a new world of opportunities, including:

- Full customization to your brand's look and feel using your existing Shopify theme
- Advanced personalization features
- Advanced segmentation based around business logic (i.e, messages for first time vs returning customers) + A/B testing capabilities
- Insight into performance analytics

Integrating with Shopify partners will unlock new opportunities for your business, delivering enhanced value to your shoppers and sky-high ROI

To get even more value, you can work with an agency that specializes in optimizing post-purchase journeys, who will make sure you're set-up for success.

klaviyo

attentive



yotpo.

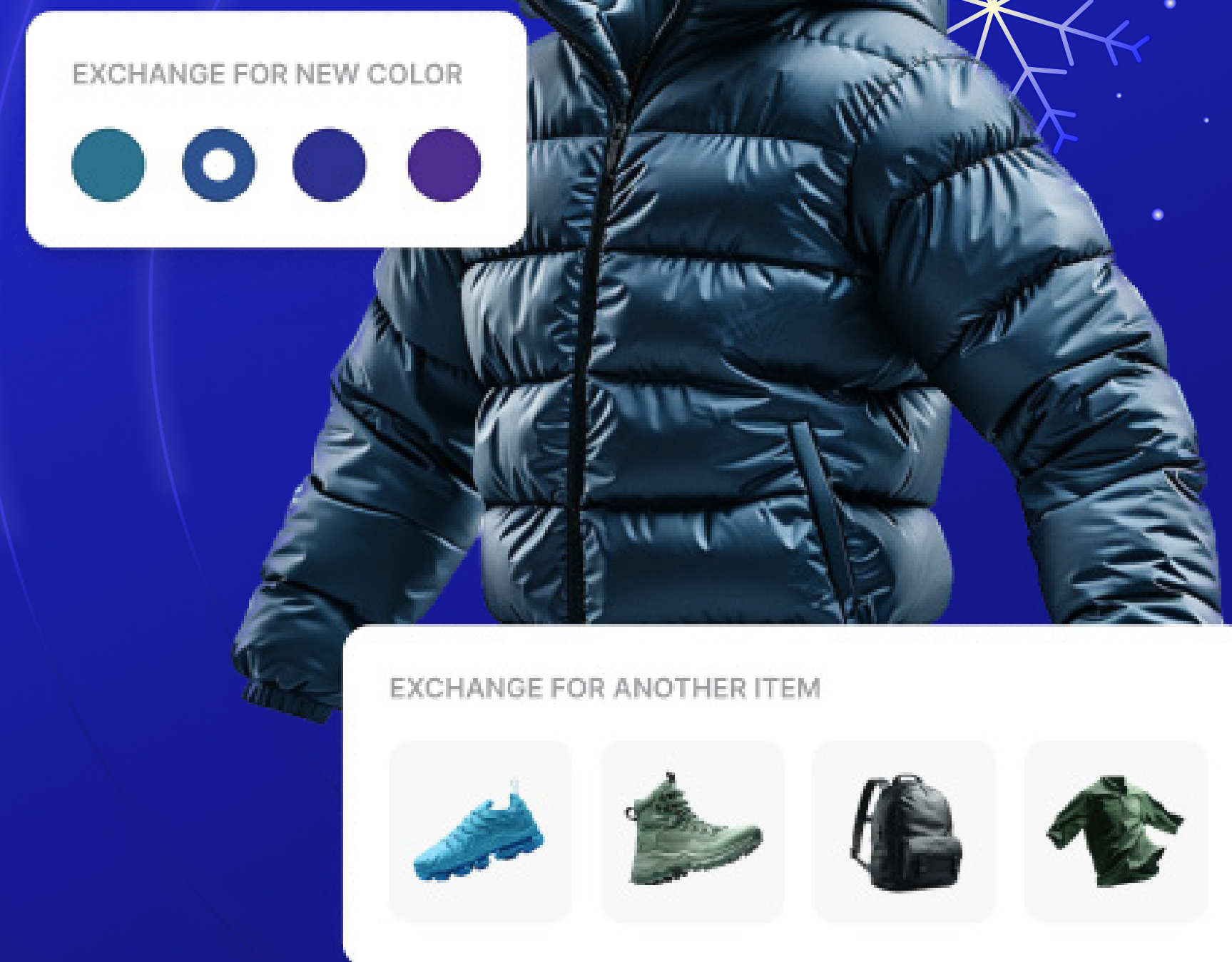
* LISTRAK

Postscript

Want to retain more revenue? Focus on returns.

Let's not overlook the fact that up to 30% of ecommerce sales (even higher when it comes to gifted items) may end in a return. Often, that means the end of your relationship with that customer... but it doesn't have to.

A branded return tracking page can help you keep shoppers invested in your brand, even if they need to return an item. They'll be able to track the status of their return in real-time and see if it's been processed yet, providing them peace of mind and reducing their customer support inquiries. By providing upsell and exchange opportunities on your return tracking page, you'll be able to re-convert shoppers and retain more revenue from your returns.



Return tracking, **done right**

Customers care just as much about their refund, exchange, or store credit as they do about their order arriving.

Level up your post-purchase experience with a proactive approach to returns. By doing so, you'll be able to retain more revenue from returns, deliver a better customer experience, boost your customer loyalty rate, and reduce return-related support inquiries.



How to get started:

Use a self-service returns portal to facilitate seamless returns management

Provide return shipping labels so that customers can track their return status in real-time

Use email and SMS notifications to update customers when their return has been scanned in, when it has been delivered, and when their refund has been approved

Final takeaways: Your Peak Season Action Plan

Ready for a quick recap?

To generate new revenue and re-conversion from peak season shoppers, these three elements are key:

Transactional emails

Build personalized transactional email campaigns that re-engage your customers during their buyer's journey, from the first touch to the last.

Transactional SMS

Keep shoppers updated on their item's journey with real-time updates and alerts when their packages are en route or have been delivered.

Branded tracking pages

Customized landing pages with order tracking links can generate upsell revenue and help customers find the answers to their questions—both during the initial shipment and in the event of a product return.

Your Peak Season Advantage

Peak season success isn't always about perfect execution – it's about proactive communication and building trust with shoppers.

With the right technology in place, you can transform cost centers into profit centers, unlocking new revenue opportunities at every customer touchpoint. Ready to realize the potential for revenue growth in your transactional touchpoints? [Learn how Loop can help you grow your revenue and customer retention through the entire customer journey.](#)



Book a demo.

