

How to satisfy today's time-sensitive and price-sensitive shoppers

Key insights from the UPS Pulse of the Online Shopper™ study into understanding and serving the two kinds of online shoppers—those whose main concern is price, and those driven by a fast delivery time.

The need for speed

As e-commerce matures, some consumers increasingly want their deliveries to arrive faster.

Two-day delivery preference growing

2014	2015	2016
10%	16%	20%

Top reason they'll pay a premium for faster shipping

I need it for personal reasons (e.g., travel, birthday) **50%**

46% have abandoned a shopping cart due to a shipping time that was too long or not provided.

How to serve the time-sensitive shopper

PROVIDE INFORMATION

Three in four online shoppers still prefer e-mail delivery notifications, but **30%** want the option of receiving a text when an order has shipped.

OFFER FAST TURNAROUND

Two of three shoppers expect to be able to order by 5 p.m. for next-day delivery.

LET THEM REROUTE ORDERS

28% of online shoppers reroute deliveries weekly.

UPS My Choice® helps retailers deliver a better customer experience by providing shoppers with delivery alerts, the ability to change delivery time and location and reroute packages.

Price often paramount

While speed is important in certain circumstances, price is the bigger concern for many shoppers.

Average days shoppers willing to wait for delivery of an online order

2012 **7.4** days

2016 **5.9** days

The majority of shoppers most often choose ground as a delivery option

Economy ground (5-7 days) **42%**
Ground (3-5 days) **20%** } **62%**

Two Day **20%** | Ship to Store **9%**
Next Day **6%** | Same-Day **3%**

How to serve the price-sensitive shopper

OFFER FREE SHIPPING

58% of women and **48%** of men prioritize free shipping over any other delivery perk.

GIVE THEM PICKUP OPTIONS

Over half of shoppers are interested in alternate pickup locations.

UPS Access Point® locations offer convenient access when shoppers can't be home for a delivery.



Source: UPS Pulse of the Online Shopper™ study, 2016
An infographic prepared by Internet Retailer®

For retail solutions, go to ups.com/retail. Get study at ups.com/insideretail.