

# What is FULFILLMENT MARKETING?

Fulfillment marketing uses insights collected through marketing data to deliver a personalized experience (even at mass volume) to keep customers happy. It combines customization, fast shipping, and transparency—without sacrificing scalability.

## CUSTOMIZATION

Packaging is important because it's the first physical experience your customers have with your product.

**72%**

of American consumers say their purchasing decisions are influenced by packaging design

**61%**

say they are much more likely to repeat a purchase if a product comes in premium packaging

**50%**

say they will recommend products that come in gift-like or branded packaging

**40%**

say they will share an image of a package on social media if it was unique or branded



Customized and branded packaging has led to the popularity of online unboxing videos. Talk about free advertising!

**1 in 5**

consumers have watched an unboxing video

**60M+**

Google searches for unboxing videos

**3B+**

views on YouTube

## FAST SHIPPING

If you can't offer free shipping, you'd better offer fast shipping!



**~50%**

of consumers say free shipping is the most important shipping factor

**~50%**

say fast shipping is more important or as important as free shipping

**3-5 DAYS**

is the most acceptable delivery wait time, according to the majority of respondents in a survey of 2,815 U.S. consumers



## TRANSPARENCY

Providing shipping tracking updates, and being honest with customers when there is a shipping issue, goes a long way!

**23%**

of abandoned carts are due to lack of transparency (customers feeling blindsided by shipping costs at the end of their transaction because they couldn't calculate them upfront)

**97%**

of customers want the ability to track orders and receive communication throughout the shipping process

**94%**

of consumers say they are more likely to be loyal to a brand offering transparency

**89%**

say businesses can regain their trust if they admit to mistakes and resolve them

**73%**

say they are willing to pay more for a product from a company offering transparency



Use our proprietary software to collect marketing data and insights to provide fulfillment marketing to your customers and capitalize on same-day order fulfillment with 1-3 day delivery.

Contact us to learn more.



THE FULFILLMENT LAB



TheFulfillmentLab.com

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