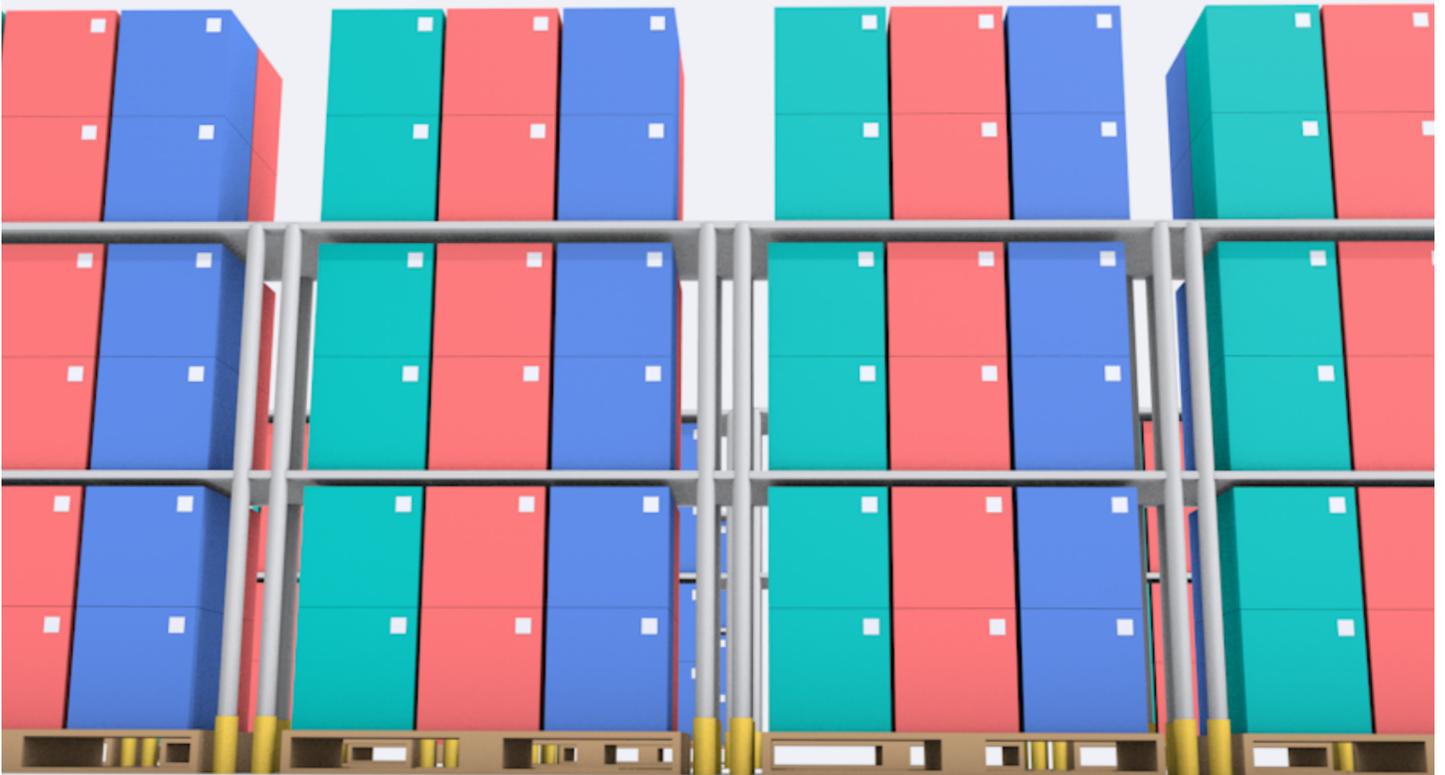


**WARE2GO**  
A UPS Company

# 2023

## Peak Season Prep

How brands are preparing for the new  
normal of holiday shopping

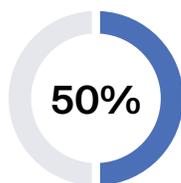


# An Optimistic Outlook

In spite of an uncertain economic outlook, brands are optimistic about 2023 holiday sales. **In fact, 73% of merchants expect this year's holiday sales to be higher than previous years.**

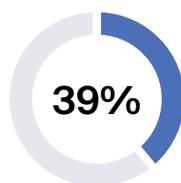
## However, several years of market disruption have led them to shift strategies.

A full 93% of merchants have adjusted their Peak planning for 2023. Some of their new strategies include:



Introducing new deal days, coupons, or promotions to encourage more sales

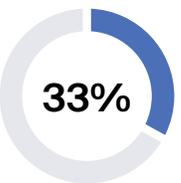
- The continued success of deal days like Amazon Prime Day show that consumers are willing to spend if they feel they are getting a deal.



Offering an economy shipping option

- Free shipping can sweeten the deal, even if it's a slower economy option. In fact, 63% of shoppers will forgo 1- to 2-day shipping in favor of free shipping.

\* 2023 Consumer Deliver Preferences Report, July 2023



Changing the kind of inventory they're promoting

- As merchants see consumer demand shift, they're adjusting their product portfolios to be more in line with shopping habits.



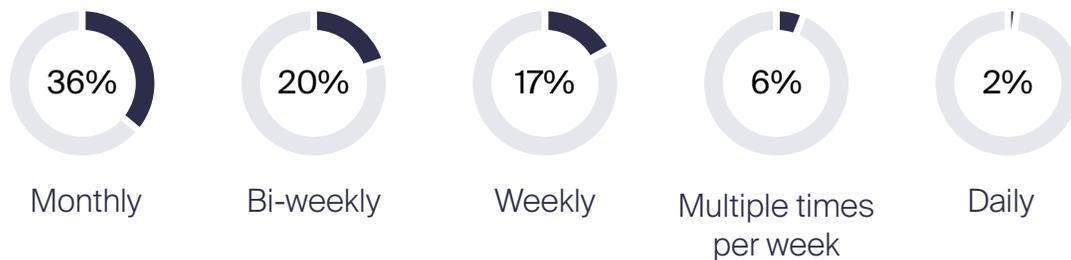
Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

## But overwhelmingly, merchants are relying on two major strategy shifts:

### More frequent demand forecasting

**79%** 

of merchants plan to revisit their Peak demand forecast more often than previous years.



Revisiting their forecast regularly will allow merchants to adjust their marketing and promotional strategies to stay on-target for sales volume and revenue goals.

### Longer, more aggressive promotional calendars

**84%** 

of merchants are planning a more aggressive promotional calendar than previous years



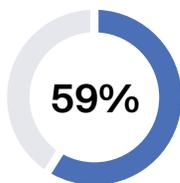
As merchants assess their progress against their forecast, they can adjust their promotions to meet sales volume targets without diminishing margins.



Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

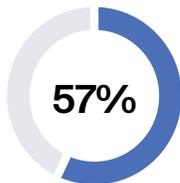
# Customer Engagement & Retention

New customer acquisition is essential to continued growth, but this holiday season, merchants will employ a healthy mix of strategies to attract new customers and nurture existing ones. Merchants report that they hope a more aggressive promotional calendar will



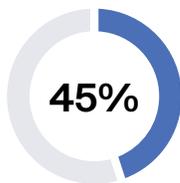
Re-engage existing, active customers:

- With personalized promotions and loyalty rewards



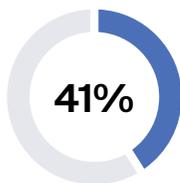
Attract new customers:

- With first-time purchase discounts, fast and free shipping, or a free gift with purchase



Re-engage existing customers that haven't made a purchase in 3+ months

- Win back dormant customers with new product features and personalized promotions



Incentivize earlier purchases

- Kickstart holiday shopping with early limited time offers

A secondary goal of Peak promotions is to offload current (33%) and aged (34%) inventory.



Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

## Consumers can expect a wide range of promotions throughout the holiday including:



**57%**  
New customer discounts



**47%**  
Black Friday/Cyber Monday (BFCM) deals



**41%**  
Loyalty program perks



**32%**  
Free gift with purchase



**32%**  
Free shipping



**31%**  
Influencer marketing with discount codes



**31%**  
Buy One, Get One (BOGO) deals



Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

# The Value of Experience

**Beyond traditional promotions and discounting, merchants recognize the need to provide excellent delivery experiences to engage and retain customers.**

In response to growing consumer expectations for more delivery options, **95% of merchants have added at least one delivery option this year.**



Offering diverse delivery options requires that your fulfillment technology is integrated into your point of sales experiences plus strategic inventory distribution across major metros that enable the preferred delivery option.



Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

# Optimism Supported by Strategy

Brands expect consumers to shop this holiday season, but they know that in an uncertain economic climate, they must have a strategy in place to respond quickly to consumer demand.

By regularly revisiting their demand forecast, merchants will have a pulse on their progress towards sales volume and revenue goals to inform promotional strategies.

By meeting consumer expectations for diverse fulfillment and delivery options, brands can attract and retain loyal customers in a competitive market.



Changing the traditional 3PL model to make 1-2-day delivery easy and affordable for all merchants. Ware2Go offers a nationwide network of certified warehouses and technology to streamline fulfillment across sales channels for a fully scalable and truly on-demand solution. [Learn more at Ware2Go.com](https://www.ware2go.com)

### **About the Survey:**

The 2023 Peak Season Prep report is based on an August 2023 survey conducted by Dynata on behalf of Ware2Go, a UPS Company, of 1,000 SMB decision makers, with revenue from \$1M - \$100M.

### **About Ware2Go:**

Ware2Go, a UPS company, simplifies the supply chain to empower commerce businesses to optimize and scale. The company's integrated technology platform connects any sales channels to a nationwide warehouse network with diverse fulfillment capabilities.

**WARE2GO**  
A UPS Company