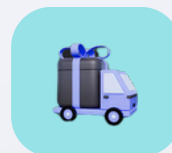
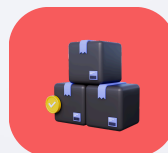


Peak 2024 Strategies for Success

Short on time,
big on opportunities



Peak 2024

at-a-glance



There are only 27 days between Thanksgiving and Christmas in 2024, making this the shortest peak since 2019.



This year, preserving margins and extending the holiday shopping season will be key to peak success.



In addition to a truncated sales season, merchants face volatility in the ocean freight market, economic uncertainty, and increasingly complex marketplace fulfillment requirements.

Read ahead to learn how to add more shopping days, decrease operating costs, create more certainty, and navigate complexity.

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Front-load your holiday sales season



Traditionally, Black Friday/Cyber Monday (BFCM) is seen as the kickoff to the holiday sales season. This year, October Amazon Prime Days will start the season early.

Whether you're selling on Amazon or not, you should take advantage of the shopping holiday by running your own October promotions.

Other major retailers are already embracing this trend. Walmart, Target, and Best Buy regularly run promotions concurrent with Prime Days, so consumers are ready to shop.

Start planning your marketing strategy and get your inventory ready now to kick off Peak sales in October.

Considerations for Peak Amazon sales



FBA deadline to inbound inventory for BFCM is **October 19**



FBA inbound schedules allow for very little flexibility



There is very little time left to pass the **SFP trial period** before BFCM



Consider adding **FBM as an FBA backup** to keep listings active if you stock out

Peak inventory strategy

Starting promotions early means holiday inventory must be inbounded quickly.

Things to focus on while the ocean freight market is in flux



Decreasing time in transit (TNT) from the port to your distribution or fulfillment center



Clearly communicating inbound schedules with your fulfillment partner

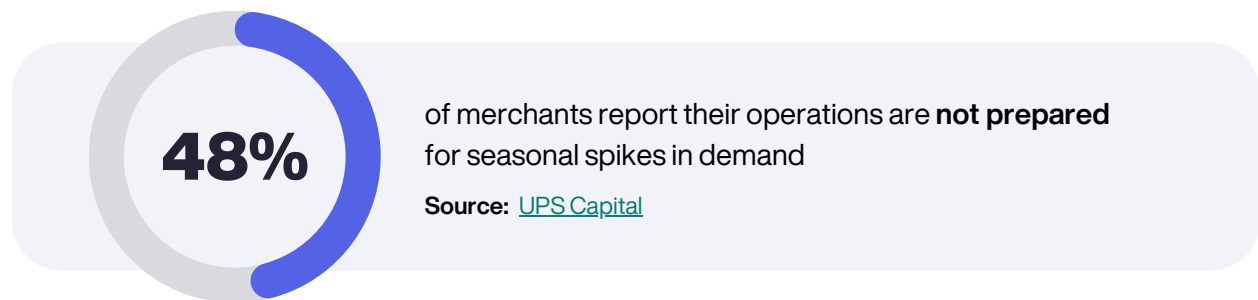


Finding a partner with flexible inbound deadlines and fast dock-to-stock times



How to capitalize on promotional events

Find a scalable fulfillment solution that can meet major spikes in demand.



According to a survey by UPS Capital, [48% of merchants](#) report their operations are not prepared for seasonal spikes in demand.

Rather than building out more internal capacity, consider taking on an outsourced partner to handle excess peak volume.

Warmies, a self-care brand whose heated stuffed animals have gained broad market exposure through their multi-channel strategy, sees a major spike in demand every holiday season that typically overwhelms their robust internal operations.

In 2023, they decided to supplement their existing supply chain with short-term fulfillment support from Ware2Go, a UPS Company.





"Ware2Go's peak season fulfillment support enabled us to quickly scale to support fourth quarter sales. Ware2Go's lightning fast fulfillment times paired with reliable UPS Ground shipping left us confident that all of our customers would get their orders in time for the holidays."

Wendell Calip, VP of Operations at Warmies



Prioritizing margin preservation

Fewer possible sales days means you're looking to offset volume with higher margins. Here's how:

01

Keep capital investment low

- Rather than building out capabilities, find a trusted outsourced partner to supplement existing operations
-

02

Incentivize larger carts

- Suggest accessories and complementary products, offer custom kits and bundles
 - Offer free shipping after a minimum order threshold
-

03

Consider an FBA alternative

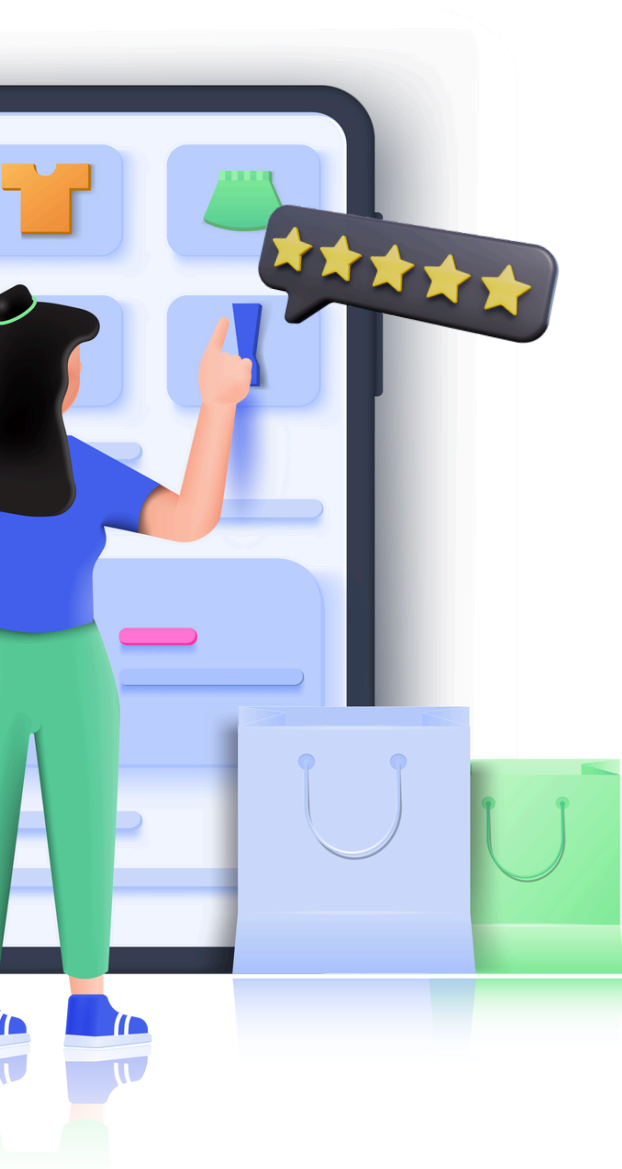
- Avoid Amazon's Peak surcharges and strict inventory inbound schedules with Seller Fulfilled Prime (SFP) or Fulfillment by Merchant (FBM)

Pro Tip: Find a fulfillment partner that enables economies of scale through a pricing model that offers additional picks at a reduced cost.



Build consumer confidence

In a year marked by political and economic uncertainty, offer consumers transparency and reliability to build a sense of security.



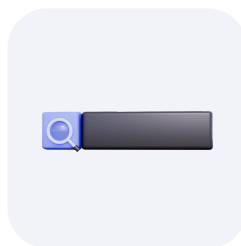
Delivery Estimates

Advertise accurate delivery promises at the top of the funnel



Last Days to Ship

As the holidays approach, communicate last day to order before the holiday



Reliable Tracking

Provide accurate and easy to access tracking information



Take your next step

If you're looking for the right partner to support your 2024 Peak Season, Ware2Go can help.

Ware2Go is a UPS company that provides end-to-end fulfillment and supply chain solutions with flexible agreements so brands can easily scale their operations up or down to meet the changing needs of their business. A diverse nationwide warehouse network, industry-leading service levels, and simple technology integrations make Ware2Go the ideal partner for brands of all sizes looking to delight their customers and protect their bottom line.

LEARN MORE

WARE2GO
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