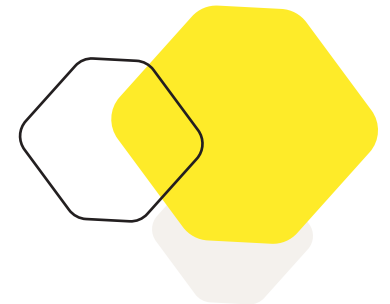**Norton Shopping Guarantee Ebook**

The Ultimate Guide to Increasing Sales During Peak Season

Introduction

The 2023 peak season was a record-breaker, with online shoppers spending over $222 billion between November 1 and December 31 alone. Consumers are ready to buy, but with rising costs and a volatile economy, they're also becoming increasingly careful about where they spend their money—and with good reason. Ecommerce competition is fierce worldwide, and a few bad apples in the mix have made consumers cautious. In the United States, 34% of consumers report that they've been the victims of fraud. A big part of boosting sales is making sure your website visitors feel confident in your brand.

In this guide, we'll cover several topics that will help you position your business to boost sales during peak season and capture a good portion of that $222 billion in sales that will be happening in the final months of the year:

» **Prepare for Peak Season:** Ensure that your ecommerce operations are ready to handle the surge in demand.

» **Boost Your Ecommerce Sales:** Explore six proven strategies that can help you attract and convert more customers during the peak season.

» **Evaluate and Improve Your Performance:** After the peak season, it's vital to analyze your performance and identify areas for improvement. This section will guide you through the evaluation process.

» **See How It Worked for BBQGrills.com:** BBQGrills.com successfully navigated the peak season and achieved outstanding results.

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Prepare for Peak Season

Prepare for peak season by making sure your financial plan is in order. Start by analyzing your previous peak season performance to identify key trends that may offer valuable insights for setting realistic revenue targets and budget allocations. In addition, make sure you plan for some cash reserves—or a line of credit—to handle any unforeseen expenses or supply chain disruptions.

Financial preparation is not complete without considering your non-liquid assets—your inventory. Effective inventory management is crucial to ensuring that you meet the holiday season's heightened demand. It's important to strike a balance between stocking enough products to meet customer expectations while avoiding excess inventory that can tie up capital. Leveraging your historical data to make accurate forecasts will help you plan accordingly.

It's also a good idea to check your ecommerce platform's performance, security, and scalability to handle increased traffic. Investing in technology upgrades and scaling up website infrastructure can boost operational efficiency during high-traffic periods. Approximately 27% of online shoppers abandon their carts because the checkout process was too long or complicated, for example. With the growing importance of user experience, make sure you have a smooth checkout process in place to keep your customers coming back.

27%
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Boost Your Ecommerce Sales

These days, it seems like everyone has something to sell. Your ecommerce business is up against everyone: small business owners operating out of their houses, mega companies that hold significant market share, businesses from obscure locations that pop up overnight, and more. With that kind of competition, you need to make sure that when customers visit your site, they're comfortable making a purchase—in other words, you need to increase conversions.

The following six strategies will help you boost your ecommerce sales by improving buyer confidence, increasing conversions, and optimizing your user experience.

1. Understand Your Customers

In the digital realm, where customer interactions are primarily virtual, gaining insight into your customers is essential. Thoroughly research their preferences, pain points, and buying behavior to build a clear picture of who they are. When you understand your customers, you'll uncover behavior patterns that will guide your strategies moving forward.

Pay attention to your online reviews. If a customer has a complaint, take a deeper look to see if it's a legitimate concern. If it is, implement changes that will improve the customer experience. A five-star review makes your business look great, but putting those lower-star reviews to work for you will improve your business.

Consider doing a bit of market research to deepen your understanding of your customers as well. Send out a brief survey after a customer makes a purchase to gather insightful information. If you make it easy to complete a quick survey, many of your customers will fill it out, and the information you gather will be invaluable. After all, it's beneficial to your customers to be involved in improving their experience, and the savvy customer understands this.

Gathering deep customer insights can empower your business to stay ahead of market trends, anticipate shifts in demand, and adapt accordingly. With that understanding in hand, you can focus on making customer-centric decisions and build a brand that resonates with your audience, fostering long-term success in the process.

2. Build Buyer Confidence

Customers are cautious when it comes to spending their hard-earned money. Consider integrating a trust badge like Norton Shopping Guarantee to enhance your brand's credibility.

Your website visitors will see the trust badge in the bottom corner of your homepage and see it as a stamp of approval—particularly first-time visitors. They'll know you're backed by one of the top names in online security the moment they enter your online store. But it's more than just a trust badge on your website. Norton Shopping Guarantee includes a purchase guarantee, a lowest price guarantee, and identity theft protection.

Purchase Guarantee: If your shopper didn't receive the product or service they ordered in accordance with your terms of service, they will receive a refund of up to $1,000.

Lowest Price Guarantee: Prices change. If you lower the price of a product within 30 days of a customer's purchase, they'll be reimbursed the difference up to $100.

Identity Theft Protection: If your customer's identity is stolen, they will receive access to identity recovery services and expense reimbursement for attorney fees, removing criminal judgments, and disputing credit reports—up to $10,000.

Businesses that partner with Norton Shopping Guarantee see a 7% increase in conversion rates and a 5% increase in repeat buyers on average. The trust badge and the security behind it give your customers the confidence to complete their purchases. They'll see right away that your business is legit and that they can trust you to deliver.

5% *increase in repeat buyers*

7% *increase in conversion rates*

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3. Offer Package Protection

During peak season, shipping mishaps can occur—and lots of customers have concerns. For example, 88% of shoppers worry about package theft during the holidays. Offer a package protection plan to reassure customers that their purchases are secure. Norton Shopping Guarantee with Package Protection is an excellent option if you're a Shopify or WooCommerce merchant. It's free for you to offer to your customers right in their shopping cart, and they can choose to add that layer of protection for a small fee based on their shopping cart total.

In addition to the purchase guarantee, lowest price guarantee, and identity theft protection mentioned above, Norton Shopping Guarantee with Package Protection also offers shipping insurance. Package protection gives your shoppers protection against lost, damaged, or stolen packages.

In 2023, porch pirates stole over $8 billion worth of merchandise. Knowing they are protected from stolen, lost, or damaged packages will boost your customers' confidence and remove a barrier toward making a purchase.

FIND IT ON THE
Shopify App Store »

FIND IT ON THE
WooCommerce Marketplace »

4. Leverage Technology to Boost Sales

Embrace cutting-edge technology to optimize your ecommerce operations. Leveraging technology to enhance aspects of your online business can help with increasing your success during peak season.

Optimize your website performance. Ensure that your website is fast, responsive, and can handle increased traffic during peak times. Use tools like Google PageSpeed Insights to identify and address performance bottlenecks.

Create a great mobile experience. A significant portion of ecommerce traffic comes from mobile devices. Make sure your website is fully optimized for handheld devices to provide a seamless shopping experience for mobile users so you don't miss out on those sales opportunities.

Implement AI chatbots and customer support. AI-powered chatbots provide instant customer support and assist with common queries. This can help improve customer satisfaction and reduce response times.

Put email marketing automation in play. You can use email marketing automation to send personalized offers, abandoned cart reminders, and promotional campaigns during the peak holiday season.

Personalize your customer interactions. Use customer data to get personal with your customers! Use technology to create a personalized shopping experience that will keep your customers coming back for more.

Streamline your checkout process. Use the right technology to make checkout simple for your customers and reduce cart abandonment rates. Enable guest checkout, offer multiple payment options, and give your customers the opportunity to purchase a shopping guarantee with package protection.

$8 billion
worth of merchandise stolen by porch pirates in 2023

Let your customers try it on—virtually. If you sell apparel or accessories, consider integrating augmented reality technology that allows customers to virtually try on items before they purchase.

Turn on retargeting campaigns. Use retargeting ads to remind customers about products they showed interest in but didn't purchase, encouraging them to come back and complete the transaction.

Use exit-intent popups. Put exit-intent popups in place to offer discounts or incentives when a customer is about to leave your website.

Integrating these technology-driven strategies into your ecommerce business during peak season will enhance the customer experience, increase conversions, and ultimately boost your sales. Remember to continuously monitor and analyze the results to refine your approach for even better outcomes.

5. Get Your Supply Chain in Shape

The increased volume on your supply chain during peak season can be taxing. Making sure your supply chain is working well before heading into the holiday season is essential. Of course, one of the most important things you can do is to review last year's peak season and identify any issues you faced. Using that historical data can also help you forecast your demand. With that information in hand, take these steps to make sure your supply chain is ready to go:

Optimize your inventory management. Maintain an optimal inventory level by adopting inventory management techniques like just-in-time (JIT) or just-in-case(JIC)/safety stock. Consider using inventory management software to track and manage your inventory efficiently.

Strengthen your supplier relationships. Reach out to your suppliers to understand their capacity during the peak season. Strengthening relationships with suppliers can help ensure

both timely deliveries and access to sufficient stock.

Diversify your shipping options. Don't rely on a single shipping provider. Accessing a multi-carrier shipping solution will help to mitigate risks in case of any disruptions and take the stress out of shipping—more on that later.

Improve your warehouse efficiency. Organize your warehouse for better efficiency to ensure that popular items are easily accessible. Consider implementing automation and technology to speed up order processing.

Monitor in real time. Consider using a data platform that will help you monitor your logistics and supply chain processes in real time. This will allow you to identify and address issues promptly.

Plan for returns. Anticipate an increase in product returns during peak season. Have a clear and efficient returns process in place to minimize disruptions.

6. Update Your Shipping Software

A modern multi-carrier shipping platform will get your products delivered on time, save on shipping, and keep your customers happy. A great option is to use a shipping API to access multiple carriers without breaking a sweat, tap into discounted rates, and print labels with ease.

If you're shipping 50,000 packages a day or more, consider an enterprise-specific shipping solution that's built for high-volume shipping operations. A good enterprise shipping solution will help you speed up your shipping process, offer custom logic for rate shopping and more, and give you the data visibility you need to continually improve.

Implementing these six strategies will boost your ecommerce sales during peak shipping season so you can maximize your revenue and increase your profit margins during the busiest shopping season of the year.

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Evaluate and Improve Your Performance

When peak season has released its hold, and everything has calmed down a bit, it's important to take a close look at how things went. Evaluating and improving peak season performance is crucial for your ecommerce business to ensure optimal success during the most critical periods. First, it's essential to conduct a comprehensive performance analysis. This involves scrutinizing key metrics such as website traffic, conversion rates, average order value, and customer feedback. Identifying any bottlenecks or weaknesses in the supply chain, order fulfillment, or customer service is also critical during this evaluation. By assessing the data from previous peak seasons, your online business can gain valuable insights into customer behavior, popular products, and peak hours, enabling you to make data-driven decisions for the upcoming holiday season.

Once the evaluation phase is complete, the next step is to implement targeted improvements. Strengthening your website's infrastructure and server capacity to handle increased traffic will help to to prevent crashes and ensure a smooth shopping experience. Implementing a dynamic inventory management system can reduce the incidence of stockouts and backorders. Additionally, offering special promotions or discounts during off-peak hours can help distribute the load more evenly and incentivize customers to shop during less crowded times.

Investing in customer service training and additional support staff can also enhance the overall customer experience and reduce response times. By taking a proactive approach to evaluate and improve peak season performance, your ecommerce business can maximize sales, retain customers, and build a strong reputation for delivering exceptional service during the most demanding times of the year.

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See How It Worked for BBQGrills.com

BBQGrills.com had a problem, and they didn't know it. Founder and CEO, Ryan Maltbie, thought things were going very well. Then, in September 2022, he received a call from a potential customer. The caller wanted to know if the company was legitimate and could be trusted. Shocked by the phone call, Maltbie was driven to action.

Maltbie reached out to several shopping guarantee companies to be sure he found the right one for his company, and none of the others held a candle to the performance of Norton Shopping Guarantee. In addition, Norton is a big name in web security, a name Maltbie trusted. "We need an outside agency breathing faith into our customers, making them feel confident in their purchase," said Maltbie. "What better name to attach ourselves to than Norton?"

The same day he green-lighted the project, they were able to go live. The implementation was simple and seamless—with just a piece of code, BBQGrills.com was up and running with Norton Shopping Guarantee.

With the same-day launch at the end of

Q3, BBQGrills.com was ready for their peak season sales. Maltbie is confident that Norton Shopping Guarantee played a role in the 230% YOY revenue increase they experienced. He believes having the trustmarks on his website immediately built trust and confidence in his products, and the business was able to convert a higher percentage of their peak season traffic thanks to Norton Shopping Guarantee.

Since the company launched Norton Shopping Guarantee on their website, conversion rates have increased by over 10%. In addition, BBQGrills.com has seen an average order value (AOV) increase of roughly 37%. Maltbie and his team are thrilled with the results and the increased customer trust they've enjoyed.

He has a word of advice for other online retailers: "If you are an ecommerce business owner looking to build trust and a solid foundation with your customers, and it's something you've struggled with, partner with BuySafe and Norton Shopping Guarantee, and you simply will not regret it."

Read the **full case study here**.

Key Challenges
- Increase shopper trust and confidence
- Increase conversion rates

Key Wins
- 10%+ increase in conversion rate
- 37% increase in average order value
- 1-day implementation

> "*We need an outside agency breathing faith into our customers, making them feel confident in their purchase. What better name to attach ourselves to than Norton?*"
>
> — Ryan Maltbie, BBQGrills.com Founder and CEO

Conclusion

The strategies we covered in this guide will help you increase ecommerce sales during peak season. From financial planning and inventory management to leveraging technology and offering package protection, each aspect plays a crucial role in your success. Keep in mind that this is a dynamic industry, and what works during one peak season may need adjustments in the next. Continuously learn from your experiences and adapt your strategies accordingly.

With the right preparation and execution, your ecommerce business can thrive this peak season. Embrace innovation, prioritize customer satisfaction, and always stay ahead of the competition.

Best of luck on your journey to peak season success! **Happy selling!**

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Norton Shopping Guarantee is comprehensive consumer protection that helps ecommerce merchants build reputation and trust with their shoppers. Shoppers gain confidence in the brand the moment they enter the online store, while merchants see a significant increase in revenue, increased buyer satisfaction, and loyalty.

For more information visit **norton.buysafe.com** or email us at **sales@nortonshoppingguarantee.com**.

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EasyPost's best-in-class shipping APIs provide end-to-end flexibility and more control over parcel shipping and logistics processes for ecommerce retailers, fulfillment centers, marketplaces, and enterprises. Founded in 2012, EasyPost has 200 employees and is based in Lehi, Utah.

For more information, visit **EasyPost.com** or email us at **sales@easypost.com**.