

# Merchants who **communicate shipping** details make, on average, **\$70 more per subscriber!**



Subscribers who are informed early and consistently about when to expect their first shipment are much happier AND are worth \$70 more on average.\*

Setting subscriber expectations as to when they are going to receive their shipment is of the utmost importance. **There is a clear correlation between positive subscriber experience and their understanding of your shipping practices.**

# Great Advice



**Nathan Vasquez**  
*Pipsticks*

“Churn. It’s the big enemy of our company. Churn happens when customers are unhappy. Customers are unhappy when they don’t get what they expect. Amazon Prime means everyone expects free, three-day shipping. I make sure to tell my subscribers about our shipping policy in our FAQ, before checkout, and in our email confirmations. That means they know what to expect. That means they are happy. That means they don’t churn.”



**Matthew Gallagher**  
*Watchgang*

“Watch Gang communicates our shipping policy on our home page, FAQ, thank you page, and in the welcome email. It is crucial to inform customers when we ship to avoid first month cancels and charge backs. Upon adding our shipping policies to these sections, we get almost no questions from customers prior to ship date asking ‘where is my package?’.”



**Anastasia Miliano**  
*Bitsbox*

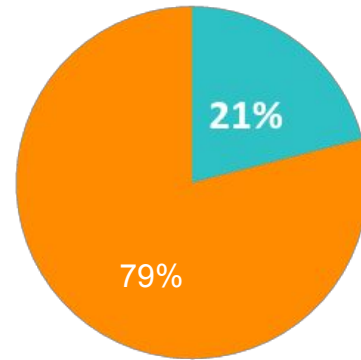
“In an age of Amazon Prime, customers expect delivery of online purchases immediately. It's vital to clearly communicate estimated shipping dates both before and after checkout. For subscription box merchants, it's the beginning of a (hopefully) long term relationship with your customer and you want to start it with transparency and honesty.”

# WHAT THE DATA SAYS...

## % of merchants communicating shipping

### A quarter of merchants don't communicate!

21% of the merchants we surveyed say they **don't** communicate shipping schedule information with their subscribers - anywhere!!  
WHAT!?!?!?

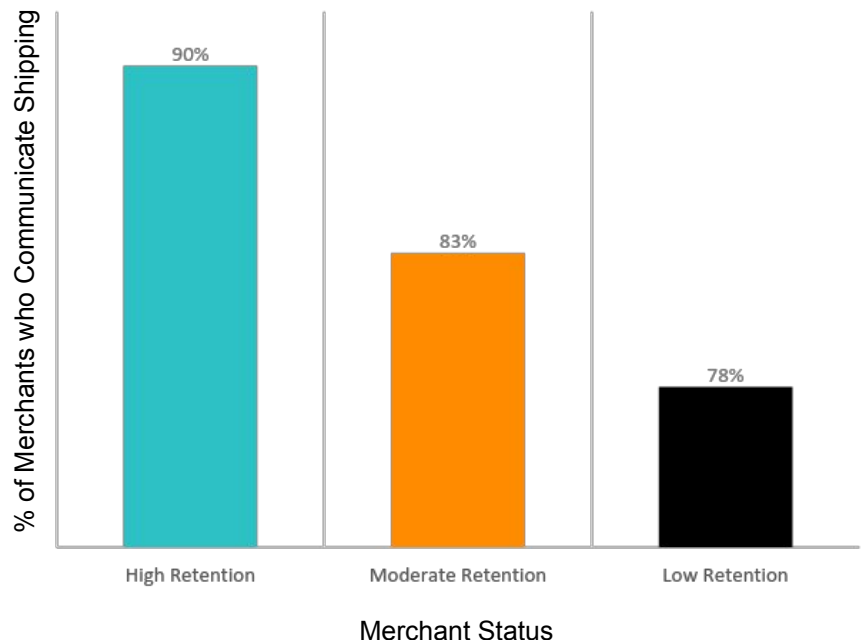


■ Don't Communicate Shipping ■ Do Communicate Shipping

### Breaking it down by retention level...

File this under the, "Things that make you go hmmm...", " category for sure! Based on the results of our latest survey, there's a correlation between communicating shipping schedule information and retention levels. 90% of merchants with high retention are communicating their shipping schedule with subscribers in some way vs. only 78% those with low retention.

## Who's BEST AT COMMUNICATING about shipping? \*



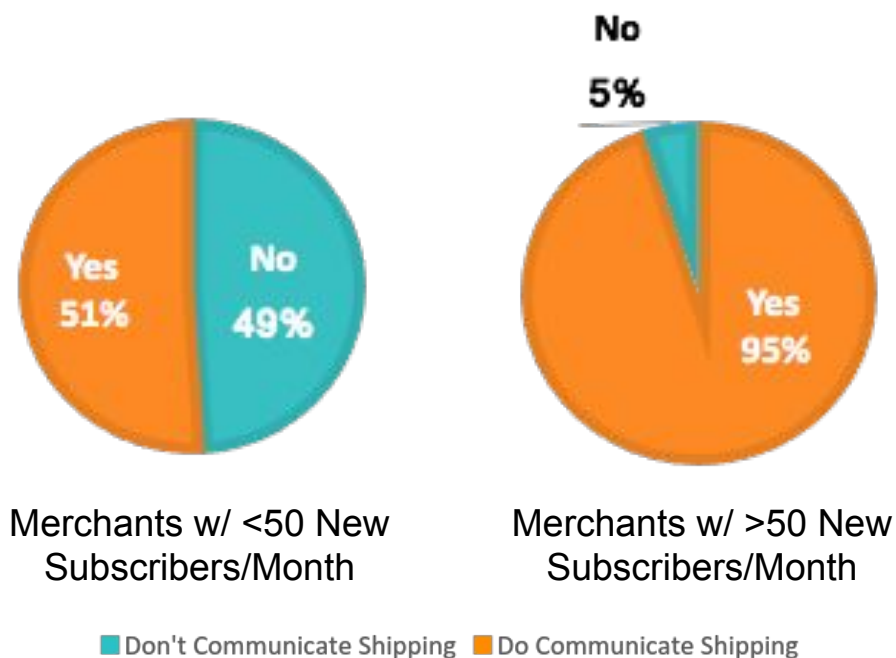
\* High Retention Merchants = 80% month-1 Retention & Low Retention Merchants = <60% month-1 Retention  
- Moderate Retention Merchants fall in between these two categories for month-1 retention.

# WHAT THE DATA SAYS...

## Highly successful marketplace merchants describe their shipping practices in detail to subscribers!

When it comes to success on the Cratejoy marketplace, those who effectively communicate their shipping schedule with potential/new subscribers are substantially more likely to be successful.

### Merchant shipping communication behavior by level of success



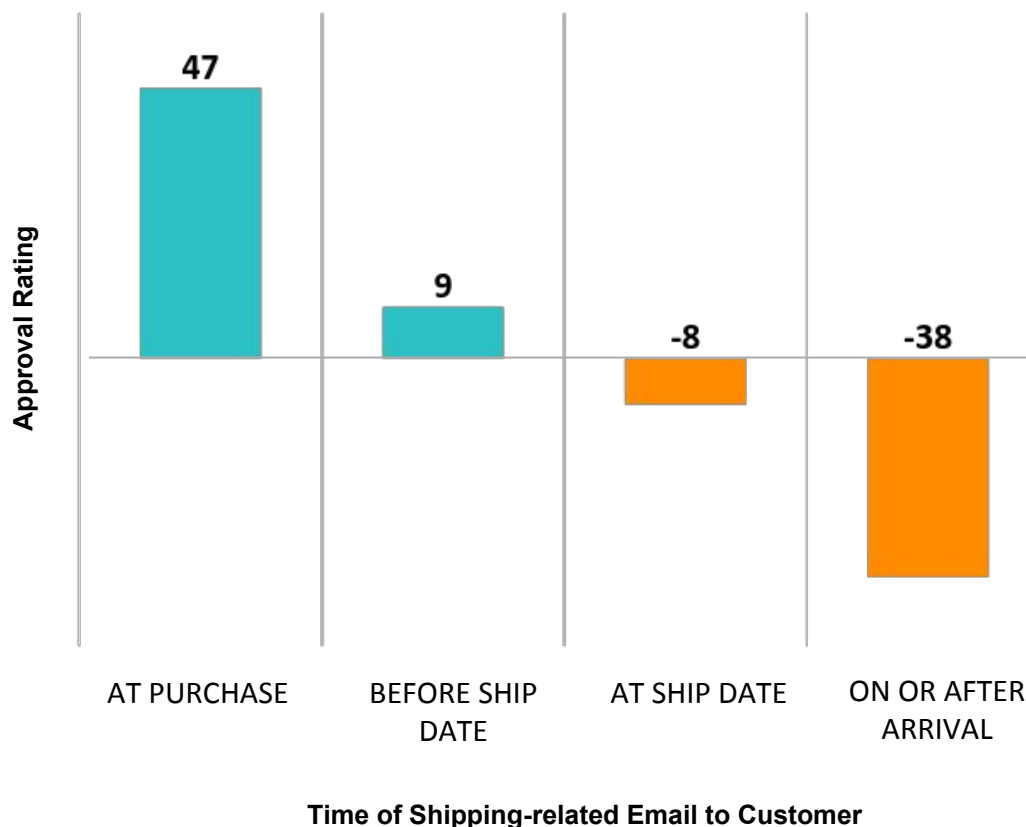
As you can see in the graphs above, 95% merchants who are acquiring 50+ new subscribers per month are describing their shipping practices in detail to subscribers, whereas only 51% of other merchants are effectively communicating this information.

# WHAT THE DATA SAYS...

## The earlier a subscriber knows when their first shipment will arrive, the happier they are!

Communicating shipping details with your subscribers prior to their actual shipment date is, without a doubt, a key to their happiness! Sending new subscribers a welcome message and/or order receipt communicating your shipping schedule as shortly as possible after they become a customer is a great way to do this. **Customizable notifications via the Cratejoy Merchant Dashboard make communicating this information super quick and simple.**

Subscriber satisfaction based on shipping communication\*



\*Based on Cratejoy Marketplace Subscriber Net Promoter Score (NPS) data. Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others.

# HOW TO COMMUNICATE SHIPPING PRACTICES

## Where should you communicate your shipping information?

- **Website**
  - Subscribe Flow
  - FAQ
- **Notifications**
  - Welcome
  - Order Confirmation
- **Marketplace Listing**
  - Target Ship Date
  - Detailed Description

## How should you convey this information?

- **Consistently.** The same information should be conveyed wherever it is included.
- **Concisely.** Many people are new to subscription boxes. Being overly complicated is not going to get your message across. Be short, simple and to the point.

## Example Shipping Descriptions

All orders placed in the current month will be shipped between the 8th and the 10th of next month.

Shipping takes place on the 8th of the month. All orders must be placed by the last day of the month prior.

If you order by the 15th of the current month, your box will be shipped between the 20th and 22nd of the current month.

Orders placed by the 5th of the current month are shipped on the 10th of the current month.

Initial orders ship within 3 days. Renewal orders always ship the first week of each month.

~~We ship when we get the chance.~~





# USING YOUR CRATEJOY NOTIFICATIONS

## The Welcome Email



CrateBox

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Yo John!

**Welcome to the CrateBox family, we're glad to have you!**

If you need to change any of your information you can log into your account at anytime by going to [your account page](#). If you need anything do not hesitate to reach out to us!

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-- The [Møldy Früt](#) Team



CrateBox

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# USING YOUR CRATEJOY NOTIFICATIONS

## The Order Confirmation Email



CrateBox

### Thank You

For placing your order with [CrateBox!](#)

[Order #1111](#) Placed on Apr 27 2017

#### Your Order

Item	Quantity	Price
Subscription: Fancy Product Large SKU: SKU00000000	1	\$5.00SUB

Your account subscription will continue and your payment method will be charged on the 5th day of every month until you cancel your subscription. You can cancel anytime by visiting [Your Account](#) or emailing us at [josh@cratejoy.com](mailto:josh@cratejoy.com).

Fancy Product Large SKU: SKU00000000	1	\$19.95
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<b>Subtotal</b>	\$5.00
<b>Shipping</b>	\$2.00
<b>Taxes</b>	\$0.99
<b>Total</b>	\$7.99

#### Shipping to:

John Smith  
42 Fakery St.  
Apt 143  
Austin, TX 78701  
US



CrateBox

### Thank You

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# ADDING SHIPPING DETAILS TO YOUR LISTING

## Product Overview Section

### Wrestle Crate

★★★★☆ 30 reviews

Wrestle Crate is the #1 Pro Wrestling subscription box for wrestling toys, shirts, and collectables

\$14.99+ / month

Subscribe Now →

#### Product Overview

- Orders placed by the 18th of the current month are shipped between the 22nd & the 24th of that same month. [Show less](#)
- Ships to [select countries](#) from United States
- Subscriptions automatically renew. Cancel anytime

✉ Contact Seller



### Forma Supply Co.

★★★★★ 4 reviews

A men's premium shirt subscription that provides apparel catered to each color scheme preference

\$24.95+ / 2 months

Subscribe Now →

Give as a Gift 📺

#### Product Overview

- We ship on the 1st of every month!
- Only ships within United States
- Subscriptions automatically renew. Cancel anytime

✉ Contact Seller



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# FAQ

**Q: What if I already have the shipping cost listed somewhere on my CJ Marketplace listing and/or website?**

A: That's great! We're of the opinion that you can't over communicate this information. Given the data we've collected, we strongly recommend leveraging the Cratejoy notification emails as well. The key, should you decide to use the notifications, too, is to make sure you're communicating your shipping practices consistently throughout all your communications. i.e. If your CJ Marketplace listing says, "We ship on the 22<sup>nd</sup> of the month," then you should make sure that's exactly how you communicate that information in your notification emails, etc.

**Q: What if I already email my subscribers with this information through a personal/business email account?**

A: We think that's fabulous! Keep up the good work! Just make sure you're being consistent with your communication of this information (see the explanation above).

**Q: What if I don't want to make these changes?**

A: Our goal is to share with you the best practices we've discovered, based on the research we've done with other merchants and Marketplace subscribers. What you do with that information is completely up to you.

**Q: How do I learn more about making these changes?**

A: [Check out our support doc](#), it should make things clearer!

**Q: Who do I contact if I need help making these changes?**

A: Please reach out to [support@cratejoy.com](mailto:support@cratejoy.com) and they will be happy to help you.