

Shorten your shipping window and **make \$74*** more per subscriber!

(That's \$144 per subscriber if you've already started communicating your shipping information!)



It's true! Shorter shipping windows = more \$\$!

By simply shortening the window in which you ship, you can change a new subscriber's ENTIRE experience with your product; increase their likelihood to renew AND, increase your overall month 1 retention!

Shipping is a BIG part of retention!

Just look at what subscribers are saying!

Actual reviews from happy subscribers....



"I sent the flowers to my grandmother as an early birthday and earlier Mother's Day gift. Both bouquets arrived early. Just days before my grandmother started to decline. The early delivery means she got her flowers for the last time." - Jennifer



"It's my favorite day of the month when the box arrives!" - Kylei



"I love getting my Puptown Girl box in the mail every month! I received my first 3 as a gift and have signed up for a new subscription as I'm afraid to miss out on more goodies!" - Kristin



"My very hard to please and picky husband has fallen in love with these socks. Every month, he's so excited to see what the style will be. Worth every penny!" - Ashley

Actual reasons why subscribers have canceled...

"They charged me for a second month when my box was already 3 weeks late!"
- Mike

"It took ALMOST A MONTH to get my first package!" - Jenny

"I was charged and didn't receive anything for 6 weeks!"
- Alyson

"My order took a long time to arrive. I can't remember how long but, I canceled because of it."
- Paul

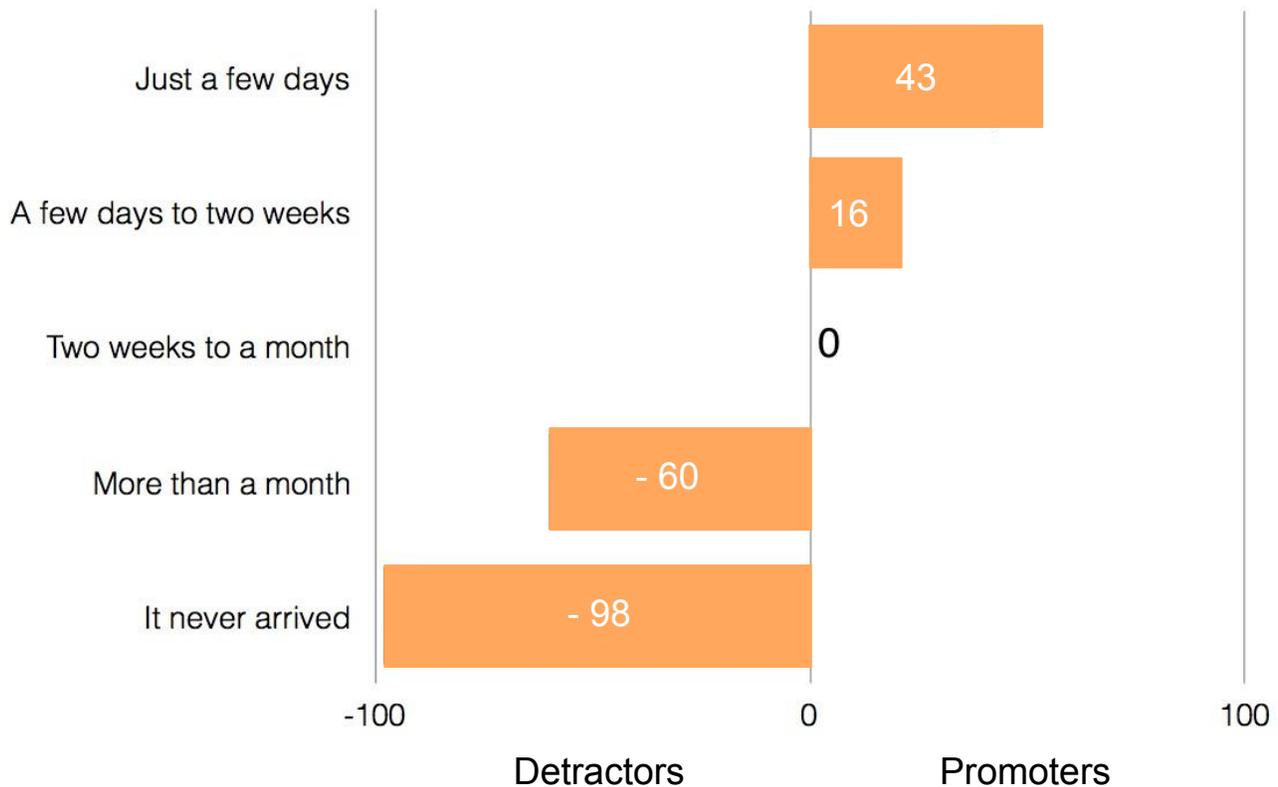
"It took a long time to ship after the original purchase, then they had issues with shipping or labeling or whatever - either way both boxes have been very delayed and I'm extremely disappointed!"
- Cassy

Why ship sooner?

Shorter shipping windows are vital to subscriber loyalty!

Based on the NPS* data we collected, the shorter the window between the date a subscriber places an order and when they receive their product, the more loyal they tend to be toward your brand.

NPS for: How long did it take to receive your first box?

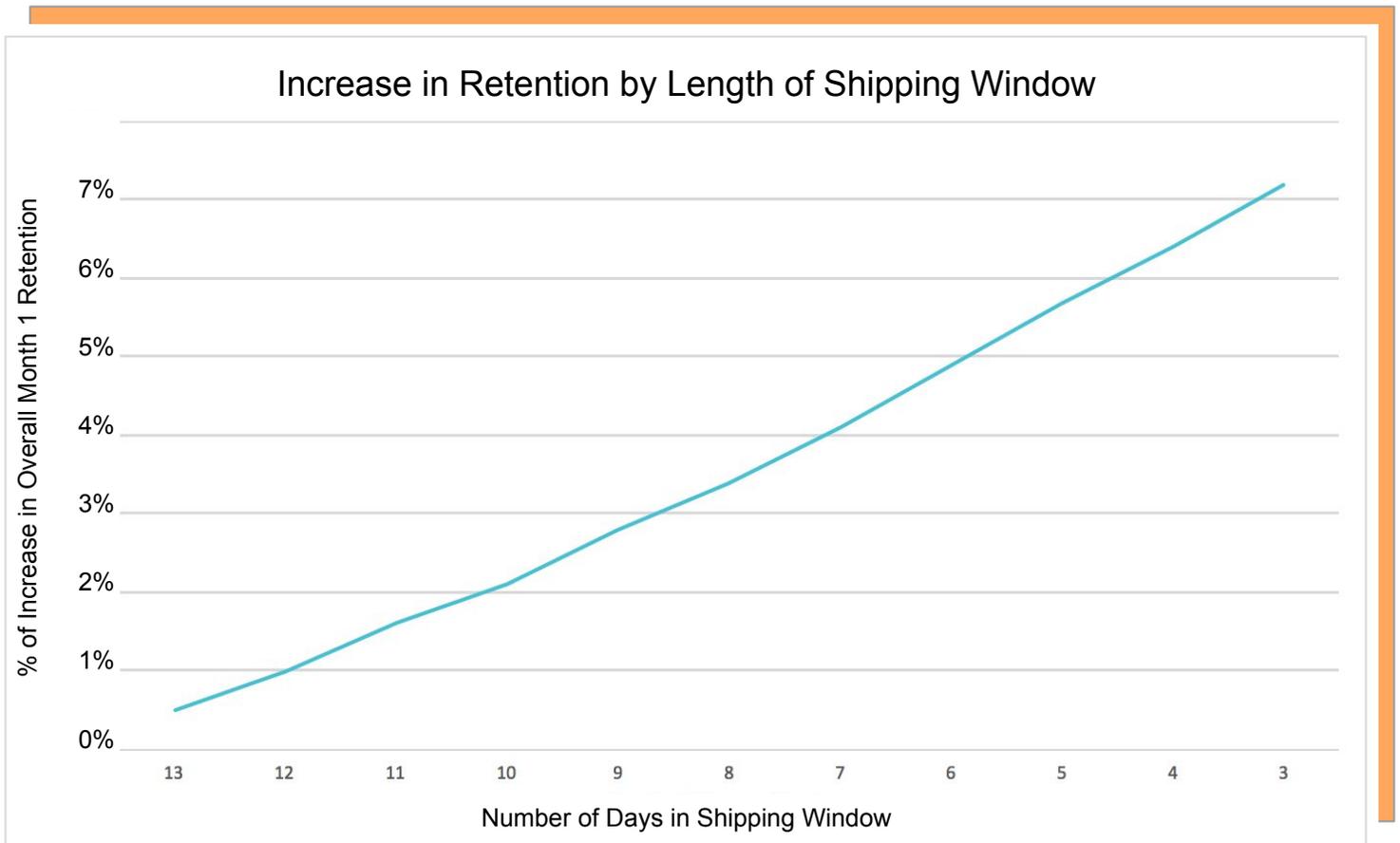


*NPS stands for, Net Promoter Score. NPS measures customer experience and helps to predict business growth. Learn more on there web page, <https://www.netpromoter.com/>.

Upward and onward!

The numbers don't lie!

As you'll see in the graph below, there is a strong positive correlation between shorter shipping windows and an increase in overall month 1 retention (read: more money per subscriber). Shortening the standard 14 day shipping window by just one day can increase your overall month 1 retention by .5% - shortening it by 11 days can have 7.2% impact overall!



Better retention = more \$\$\$!

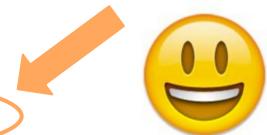
Wondering how short to make your shipping window?

Making an informed decision when shortening your shipping window is important - that's why we made this handy little table for you!

While shortening your shipping window in general is GREAT, we recommend having an 8 day window - or even a 6 day window if you feel you're able to get boxes to all of your subscribers before they renew. (If there are only a handful that need longer to get their boxes, you can always just move their renewal date back to accommodate.)

| # of Days in Shipping Window | Increase in Subscriber LTV* |
|------------------------------|-----------------------------|
| 14 | Default Setting |
| 13 | \$6.13 |
| 12 | \$8.63 |
| 11 | \$14.03 |
| 10 | \$18.67 |
| 9 | \$25.36 |
| 8 | \$31.30 |
| 7 | \$38.46 |
| 6 | \$46.97 |
| 5 | \$55.84 |
| 4 | \$63.90 |
| 3 | \$73.47 |

RECOMMENDED



*based on an average order value of \$35.

How do I change my shipping?

Step 1: You can't actually change your shipping window yourself. If you'd like for us to change it for you, please reach out to support@cratejoy.com and one of our representatives will be happy to help you.

Want a little more insight? [Here's the link to our Shipping Window Support Doc](#) where you can learn a little more about the logistics behind reducing your shipping window.

FAQ

Q: What is a “shipping window?”

A: The shipping window is the time between when you stop taking subscriptions for the current month and when your subscribers renew - this is the time in which you ship and your customers receive their order(s). **It does NOT include the time you need to actually kit your boxes.** EX: If you stop taking subscriptions on the 4th of the month and renew your existing subscriptions on the 14th, your shipping window is the 5th - 13th. This means that all of your subscribers should have received their boxes by the 13th - the day BEFORE they renew.

Q: What is NPS?

A: NPS stands for, Net Promoter Score. NPS measures customer experience and helps to predict business growth. Learn more on there web page, <https://www.netpromoter.com/>.

Q: I’m worried that I won’t have enough time to get boxes out to everyone!

A: No problem. For people that you’re concerned about this happening to, just move their renewal date out a week. This would also work for subscribers in far-away destinations.

Q: I don’t understand, how can adjusting my renewal window improve retention/decrease churn?

A: Imagine you have two subscribers that signed up on the same exact day. One of them got your product in 4 days, the other in 44 days - with all else being equal, it’s clear that the subscriber that received their product in 4 days had a better experience. Shortening your shipping window causes customers who would have skipped the current month to instead receive their box quickly (And renew quickly!).

Q: I can’t find where to make this change, who do I contact?

A: [You actually can’t change your own shipping window.](#) To make these changes please email support@cratejoy.com and we’ll be happy to help you.

Q: Will my existing subscribers be affected by this change?

A: No, shortening your shipping window will only affect the NEW SUBSCRIBERS that would have originally signed up at the beginning of your shipping window. So, if you shorten it by 4 days, the people who would have normally signed up IN your shipping window will now have a better experience.

FAQ

Q: How do I calculate my subscriber lifetime value (LTV)?

A: Lifetime value can be hard to pin down, but it is essentially the total money amount attributed to the average customer throughout the lifespan of their membership. You can learn a bit more about the key performance indicators for subscription boxes [here](#), and [here's a handy little blog](#) that can help, too.