METAPACK

THE POST PURCHASE EXPERIENCE

The Global eCommerce
Consumer Research Series
Part 1

A good consumer delivery experience is about more than receiving goods on time and intact. It's about the ability to track and return parcels easily and — for some consumers, at least — change delivery arrangements 'in flight'. Understanding post-purchase preferences is as important as understanding the factors that persuade consumers to proceed to check-out.

The ability to track an order is important to consumers

69% say it's one of their top three considerations when buying a product online
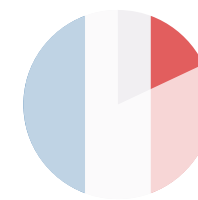
56% say that it's a top considerations when ordering a luxury item

For retailers with cross-border operations, the ability to track an order could be influential in persuading shoppers to buy more from overseas
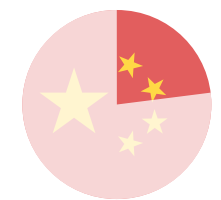
Consumers who view the inability to track orders as the biggest factor stopping them from shopping internationally.
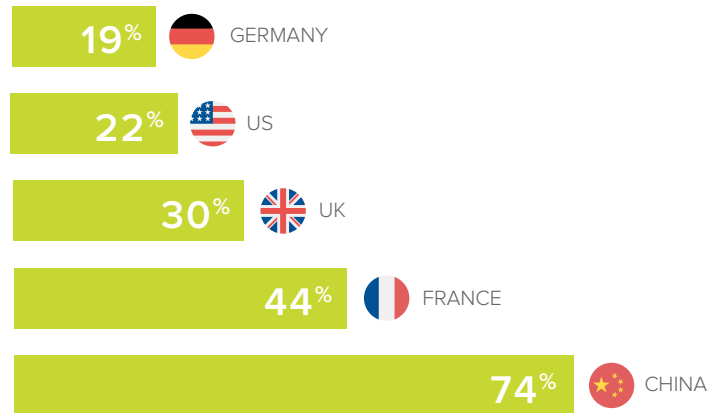
15%
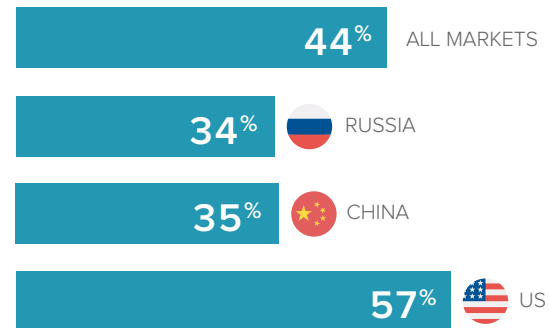ALL MARKETS

18%
FRANCE

23%
CHINA

How do online shoppers prefer to track delivery of their orders?

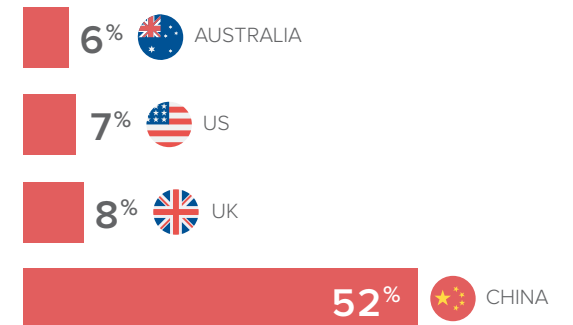**Consumers who prefer push notifications (e.g. text/SMS, with a hyperlink to a website)**

19%	GERMANY
22%	US
30%	UK
44%	FRANCE
74%	CHINA

Consumers who like receiving regular updates by email

44%	ALL MARKETS
34%	RUSSIA
35%	CHINA
57%	US

Consumers who prefer using a dedicated app

6%	AUSTRALIA
7%	US
8%	UK
52%	CHINA

Many consumers want the flexibility to change delivery arrangements "in flight"

45% say they'd be likely to use the option to make a change to delivery after placing their order online, with the highest percentages in:

47% FRANCE

56% RUSSIA

59% SPAIN

86% CHINA
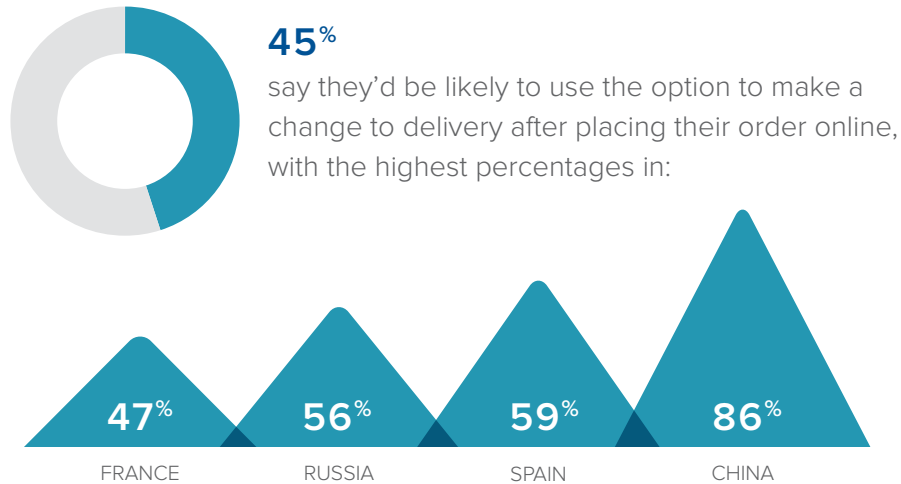
There's a gap in the market for this kind of flexible and agile service

27% Only 27% had been offered the option to change in-flight delivery by brands or manufacturers

23% by retailer eCommerce websites

22% by Amazon

**16**% by other marketplaces

HOW METAPACK CAN HELP

Metapack's Delivery Tracker allows retailers to provide their customers with a fully branded tracking portal, keeping them up to date with where their parcel is, and reducing WISMO calls.

Learn More about Delivery Tracker

More than a quarter of consumers like to emulate the experience of shopping in a 'real' store at home

**29%** ALL MARKETS **62%** CHINA
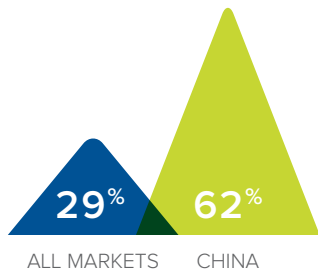
they buy multiple products online (for example, different sizes of the same article of clothing), **knowing they will be returning some of them.**

**Consistent with this finding is continuing interest in 'try before you buy' services**

50% ALL MARKETS **64%** SPAIN **77%** RUSSIA **82%** CHINA
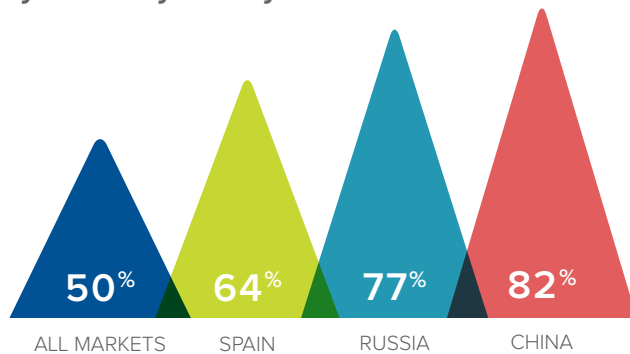
told us they were likely or extremely likely to choose such services in the future.

Whether they're ordering multiple items or not, consumers want to know they'll be able to return their deliveries in a way that suits them

69% ALL MARKETS
62% FRANCE
65% UK
68% GERMANY
77% US
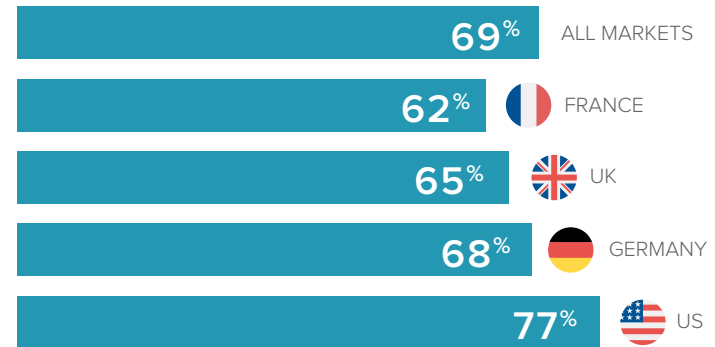
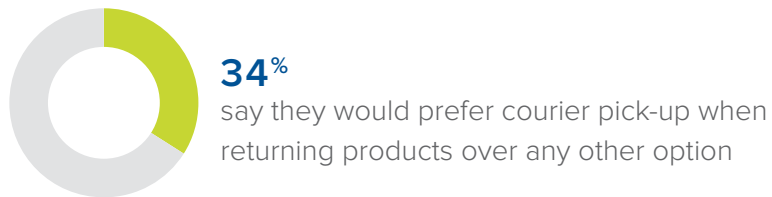shoppers look at an eCommerce website's returns policy before completing an online purchase.

And of these consumers, many have been put off from making an order
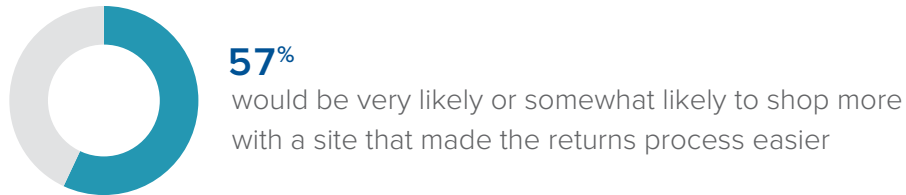
46% ALL MARKETS
36% UK
39% GERMANY
47% FRANCE / US
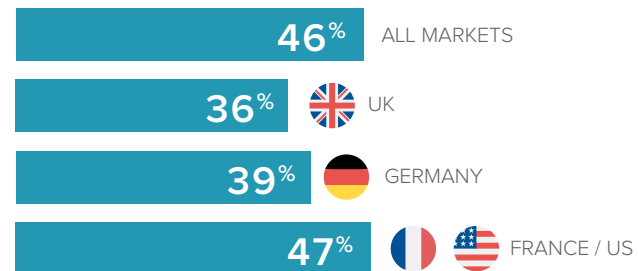
say an eCommerce website's returns policy has deterred them from shopping.

Make the returns process easier, and you're likely to increase sales

57% would be very likely or somewhat likely to shop more with a site that made the returns process easier

37% JAPAN

85% CHINA

34% say they would prefer courier pick-up when returning products over any other option

55% JAPAN

70% CHINA
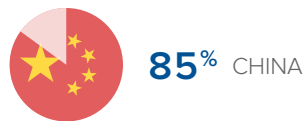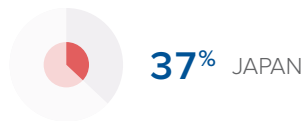
HOW METAPACK CAN HELP?

Metapack's extensive returns proposition is perfect for retailers and brand looking to take their offering to new heights. The returns portal allows you to increase conversion and loyalty as well as reduce customer service contacts. Provide your customers with an easy online experience, convenient shipping choices, faster refunds and much more.

Learn More about **Metapack Returns**
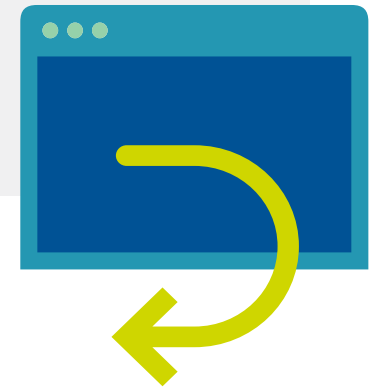
Consumers think about the 'end-to-end experience' when shopping online and getting the post-purchase experience right is something retailers should give equal consideration to. There are opportunities to increase share by providing the tracking tools consumers want, answering the call for delivery agility, and responding to consumers' changing requirements while keeping costs down.

RESEARCH METHODOLOGY

Research was conducted online in **June-July 2019** with **5,575** consumers in Germany, Spain, the Netherlands, the US, the UK, France, Canada, China, Japan, Russia and Australia, on behalf of Metapack by Research Now, a global leader in digital data collection.

All survey participants had made an online purchase in the past six months, and the survey sample was designed to ensure equal respondent weighting between the 11 markets covered: the UK (510), France (504), Germany (500), Spain (501), the Netherlands (502), the US (506), Canada (510), China (503), Japan (509), Russia (522) and Australia (508).

The respondent sample was managed to ensure equal weighting in terms of the age and sex of consumers. A total of 2,789 males and 2,786 females took part. Demographic data on respondent age was collated in the following age groups: 18-26 (374), 27-38 (1,345), 39-52 (1485), 53-64 (1,306), 65+ (1,065).

A second round of research looking in more detail at omni-channel retail was conducted at the end of August 2019. The methodology was the same but the sample was smaller (3,202), spread as follows: the UK (300), France (304), Germany (300), Spain (302), the Netherlands (303), the US (251), Canada (292), China (250), Japan (300), Russia (300) and Australia (300). In total, 1,611 men and 1,591 women took part. Data was collated in the following age groups: 18-26 (151), 27-38 (732), 39-52 (903), 53-64 (842), 65+ (574).

ABOUT METAPACK

Metapack is the leading provider of eCommerce delivery management technology to global retailers and brands. Founded in 1999, Metapack helps e-commerce and delivery professionals to meet with the consumer's growing expectations of delivery, whilst maintaining and optimising operational efficiency. Metapack's SaaS solution offers a wide range of personalised delivery services, from global order tracking to simplified return procedures, through the largest library of 470 carriers and 5,000 services that span every country in the world. Thanks to Metapack, more than 550 million packages are sent annually by many of the world's leading e-commerce retailers. Metapack is a wholly-owned subsidiary of Stamps.com (Nasdaq: STMP).

More information: **metapack.com**

ABOUT RESEARCH NOW

Research Now Group, Inc., is the global leader in digital data collection to power analytics and insights. It enables data-driven decision making for its 3,500 market research, consulting, media, and corporate clients through its permission-based access to millions of deeply-profiled consumers using online, mobile, social media and behavioural data collection technology platforms. The company operates in more than 35 countries, from 21 offices around the globe, and is recognized as the quality, scale and customer satisfaction leader in its industry.

More information: **researchnow.com**

QUESTIONS?

Call us and speak with an eCommerce Delivery Management expert to answer any questions you may have:
United Kingdom: +44 20 7843 6720 | **Germany:** +49 2226 157 468 0
France: +34 670 238 002 | **Poland**: +48 68 412 77 00
Netherlands: +31 20 7546 557 | **United States**: +1 877 847 2265

🐦 @metapack   in @metapackgroup