

POST- PURCHASE EXCELLENCE

Driving retention and acquisition
through physical and digital touchpoints



What we'll cover

**Delivery
experience
and in-flight
messaging**

Unboxing

**Inserts and
personalisation**

**Streamlined
returns**

Delivery experience and in-flight messaging

The delivery phase is often the last brand interaction in a purchase cycle. Strong notifications improve the perceived quality of the entire experience.

Customers value transparency with proactive delivery updates.

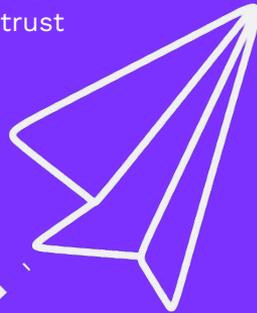
Branded tracking pages, well designed notifications and portals increase brand trust and credibility.

Event-based messages work better than time-based messages.

Delivery notifications typically have much higher engagement than marketing emails.

60 - 90% open rates for SMS
40 - 70% for push notifications

Poor communication drives negative reviews more than slow delivery alone. “Fast and well-communicated delivery” appears frequently in positive reviews.



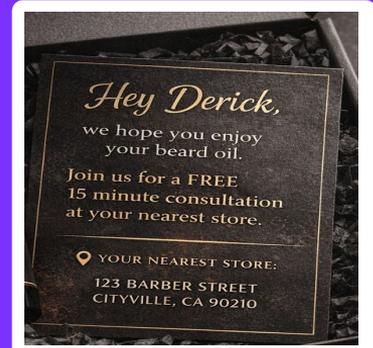
- ✔ Creates emotional connection and brand memory
- ✔ Elevates perceived product value
- ✔ Opportunity to drive UGC and social sharing
- ✔ Differentiation in crowded markets
- ✔ Encourages social sharing and word-of-mouth marketing



Personalised subscription boxes



Suggest relevant products



Generate engagement

Unboxing

FREE limited edition Bottle and cloth



New customer offer



Things to consider

- ▶ Brand message
- ▶ Product stability
- ▶ Multi-use functionality
- ▶ Product instructions
- ▶ Fulfilment costs
- ▶ Postage costs

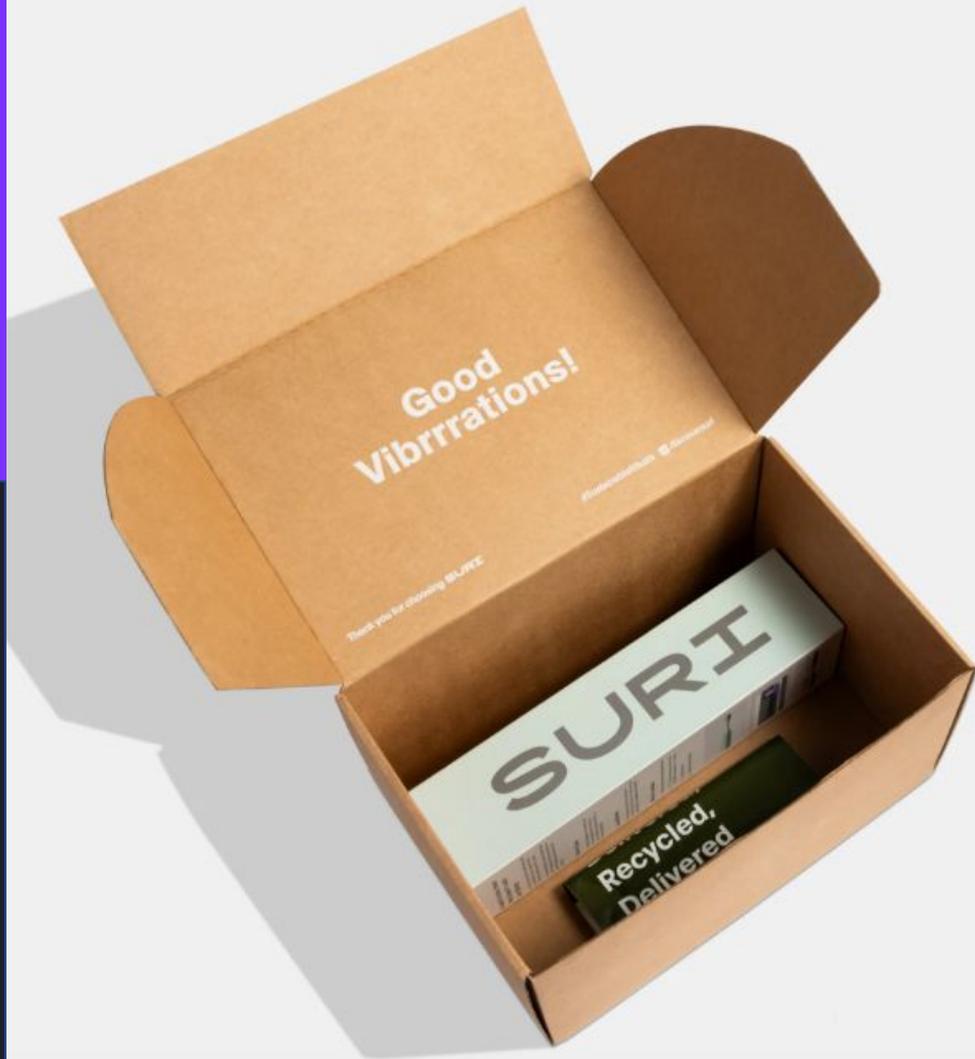
- ✓ Fulfilled orders for Suri since 2022 conception
- ✓ They were looking to upgrade packaging
- ✓ Introduced to our strategic partner, Supplied Agency
- ✓ Improved unboxing experience with brand message, dynamic inserts, subscription/return mailer

“

I truly couldn't be more grateful for the amazing partnership we've had together throughout the years with IFGlobal, and this year has taken it all to another level!

Thank you for all the hard work and consistent support, we massively appreciate it.

Gyve Safavi, CEO & Co-Founder, Suri



Inserts and personalisation

23%

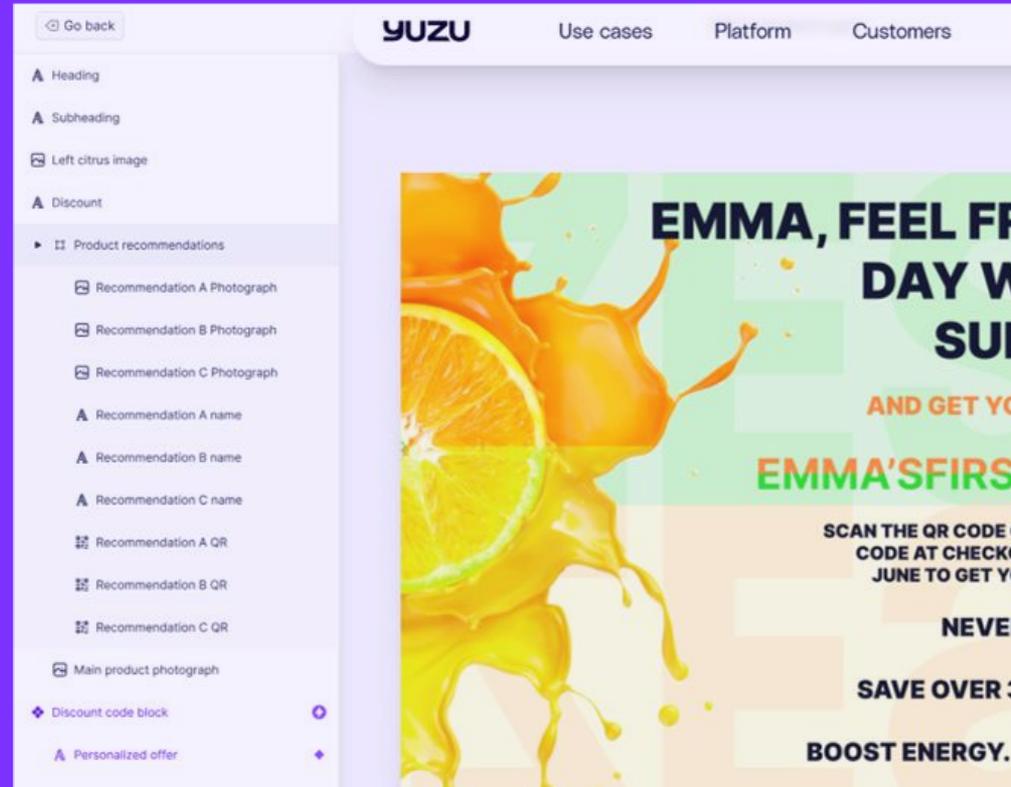
Packaging inserts drive 23% higher repeat purchase*

15x ROI

Best Swimwear see 15X ROI on retention marketing campaigns**

3–6% conversion

Personalised insert campaigns achieve 3-6% conversion rates**



*eCommerce Fast Lane, 2025

**Yuzu, 2026



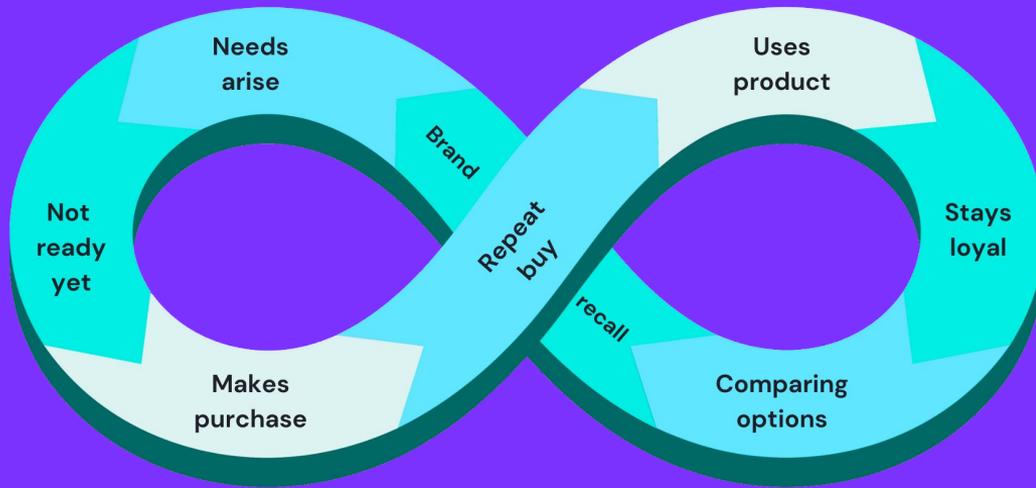
Glaize

- ✔ Kitting and bundling projects for Glaize
- ✔ Curated opportunities
- ✔ Subscription model
- ✔ Inclusion of products that aid usage, activate product, enhance brand recall, sustainability play

Streamlined returns

“Merchants that offer three or more return resolution options see **30%+ revenue retention**, indicating that flexible returns help preserve sales that would otherwise be lost.”

AfterShip Study, 2023



Returnly

loop

Happy Returns®

Swap

TURN RETURNS INTO REVENUE ▶ TURN RETURNS INTO REVENUE ▶ TURN RETURNS INTO REVENUE

Questions to take away

- ▶ What story does your delivery experience tell while your customer is waiting?
 - ▶ Are you using the box as a cost centre, or as a retention channel?
 - ▶ Does your unboxing experience match the promise that won the sale?
- ▶ Is your returns process designed to recover revenue or quietly lose customers?

Retention and acquisition don't stop at checkout
Fulfilment is where brand experience becomes reality

Thank you

Let's talk further



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Scan the QR code
to complete your
post-purchase excellence
self-audit and receive
tailored recommendations
from the team