


# 2022 Online Customer Shopping Habits


Customer trust starts earlier than you think: [Your product detail page!](#)



## Positive Effects of Delivery Date Promises on PDP

 **79%**  
More likely to buy from a non-Amazon store if they had a delivery date promise

 **86%**  
Would choose a brand that has a delivery date promise over one that doesn't

 **95%**  
Prefer ordering from a brand with guaranteed delivery in time for the holidays



## Customer Acquisition

### ALLOW ORDER EDITS:

Are you more likely to order from a brand that lets you make changes to your order within a specified time window after purchase?

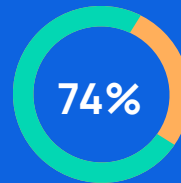


87%

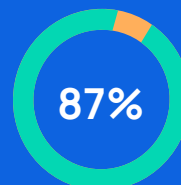


13%

### HAVE PRE-ORDER CAPABILITIES:



Would rather preorder an item to guarantee they receive it versus waiting for the item to be in stock at a later date



More likely to preorder an item with a discount than pay full price when the item is in stock

# Customer Retention

ACCURACY IS KEY. CURRENT CUSTOMERS ARE MORE LIKELY TO:



Recommend to a friend if order was delivered as promised online

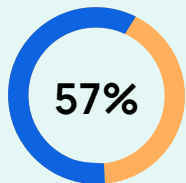


Re-order when they know the item will arrive in 1-2 days versus 5+ days

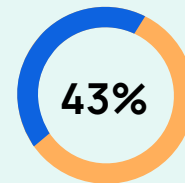


Never return if an order got canceled due to an inventory error

WHEN CONSUMERS MAKE MISTAKES, THEY PREFER BEING EMPTY-HANDED OVER INCONVENIENCE.



Cancel the order altogether



Cancel and buy the item again



**You created a great digital experience to convert consumers. But what about the physical experience after?**

With a centralized inventory and order management solution, your brand can reduce CAC, boost NPS, get more repeat purchases, lower returns, and reduce shipping costs—all with better visibility and control into your inventory. [To learn more, visit channelape.com](https://channelape.com)