

SPEED SELLS

ONLINE RETAILERS THE PAST YEAR IN THE UK



2-2.30pm was the most popular order cut-off time for next day delivery.
About **20%** of retailers offered a cut-off time after **6.30pm**.

HOW DOES THIS COMPARE? NOTONTHEHIGHSTREET.COM

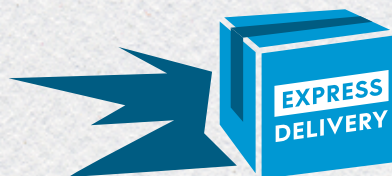
ONLY 35%
of products were available
with express delivery and



ONLY 21%
of products could be
delivered within **three
days** in the past year.



A product offering



typically converted

17%

better than a product
without any express
options.

Our customers don't mess
around. They shop at the
last minute and want their
items as soon as possible -
particularly around gifting
occasions.



For example, during our
2014 Valentine's Day
campaign, **25%** of all orders
were purchased within
72 hours of the big day.

SO WHAT CAN I DO?

OFFER ADDITIONAL SERVICES

Why not offer an express option such as **Next Day delivery** on products that are quick to dispatch?

Consider seasonality – if you can't offer Next Day delivery all year long, why not set it up for gifting occasions and increase your offering when it matters most.

[FIND OUT MORE HERE >](#)

ALTER YOUR CUT-OFF TIMES

It's simple, later cut-off times allow more opportunity for orders. Small changes can still make a big difference and could pay off by increasing sales.

So why not push your cut-off from 12pm to 3pm?

Or even further if you're willing to work later!

Make sure you also take advantage of the functionality to set different cut-off times for different delivery services to maximise your offering. Why not extend the cut-off time for Next Day delivery?

Decide what works for you, and go for it!

[FIND OUT MORE HERE >](#)

REDUCE YOUR LEAD TIMES

Take a closer look at your actual delivery lead times – are they really as long as you're predicting?

Offering a range of days can feel like a safe option, but remember our site always shows the longest date in the range to customers. If your figures show that the majority of your orders are delivered quicker, it's time to consider reducing your lead times. Try using **"up to single date"** rather than **"range of days"** in your CMS settings. Look into using tracked services to offer you peace of mind instead.

[FIND OUT MORE HERE >](#)

INCLUDE SATURDAY AND SUNDAY IN YOUR LEAD TIMES

If you're already accepting and dispatching orders over the weekend, why not reflect this in your lead times? **Shorter lead times lead to better conversion.**

Make sure you appeal to impulse buyers who will always shop at the last minute.

[FIND OUT MORE HERE >](#)



In short, offering a **BROADER RANGE OF DELIVERY OPTIONS** with short lead times helps to **INCREASE YOUR CONVERSION RATE**, and makes you a more competitive seller – not just on notonthehighstreet.com but industry wide. All our research shows that a major factor influencing customers at the point of sale is

SPEED.



choose a life less ordinary