

INMAR INTELLIGENCE B2B HOLIDAY RETURNS SURVEY



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COMMERCE ACCELERATED.

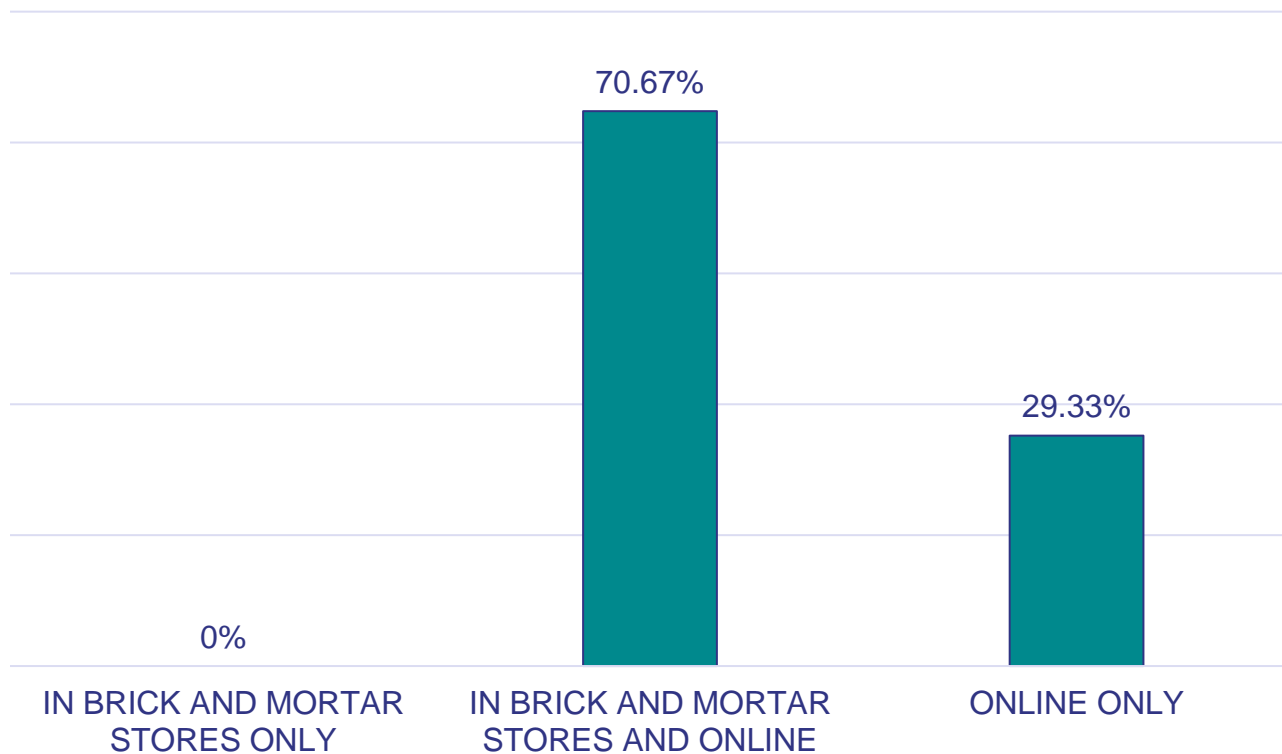




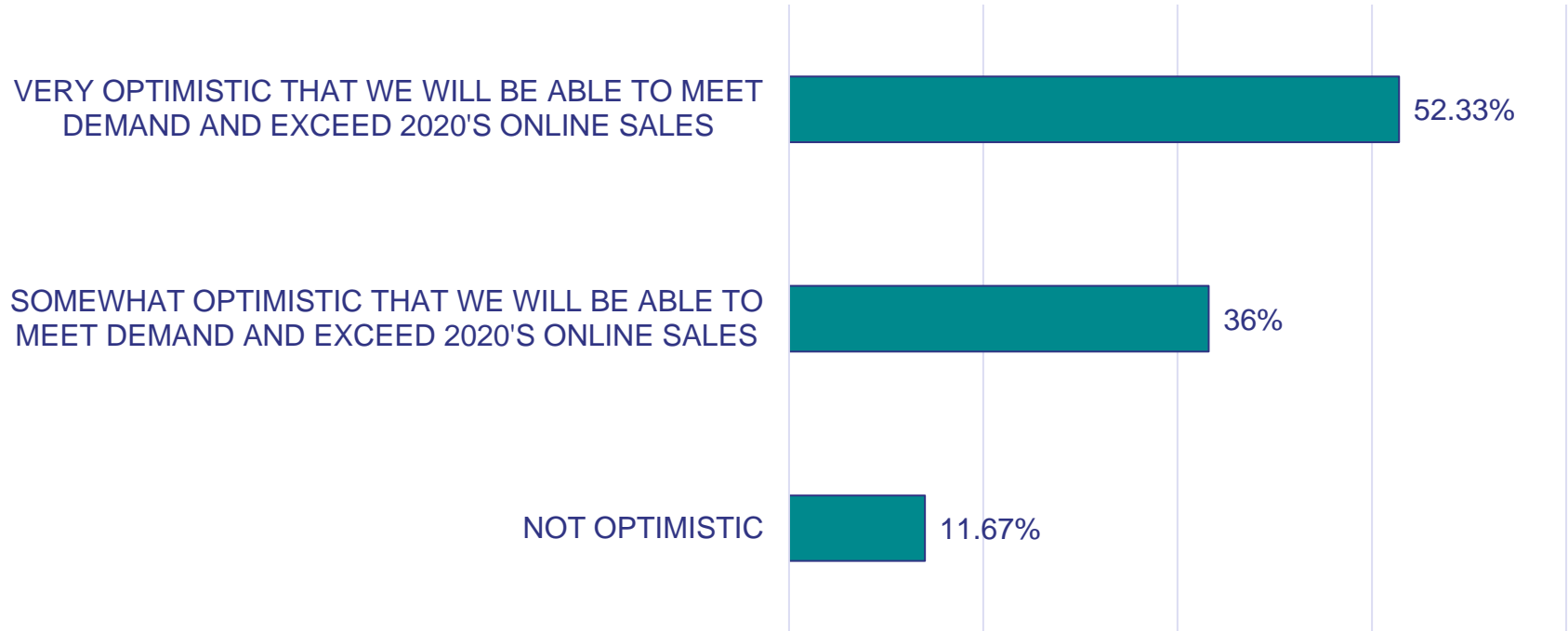
Inmar Intelligence B2B Holiday Returns Survey

- 300 U.S. Adults**
- October 13, 2021**

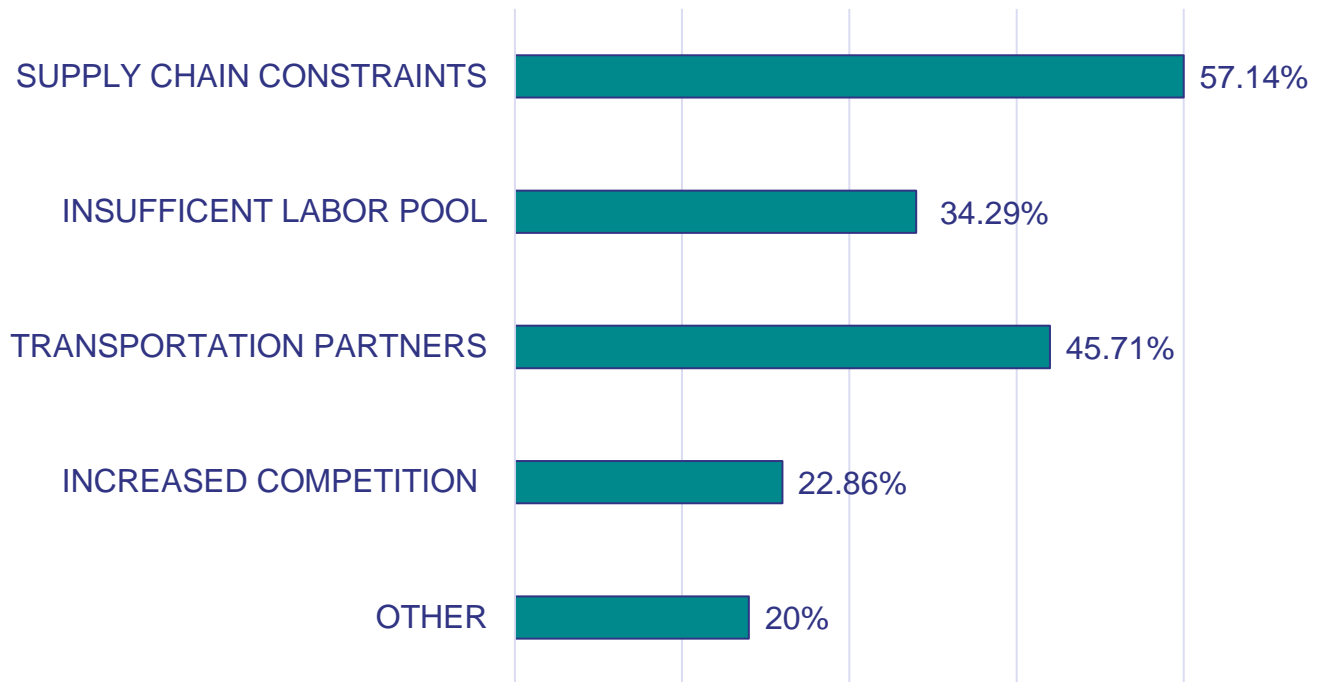
HOW DOES YOUR COMPANY SELL ITS GOODS?



HOW WOULD YOU DESCRIBE YOUR EXPECTATION OF THE UPCOMING HOLIDAY ECOMMERCE SEASON?

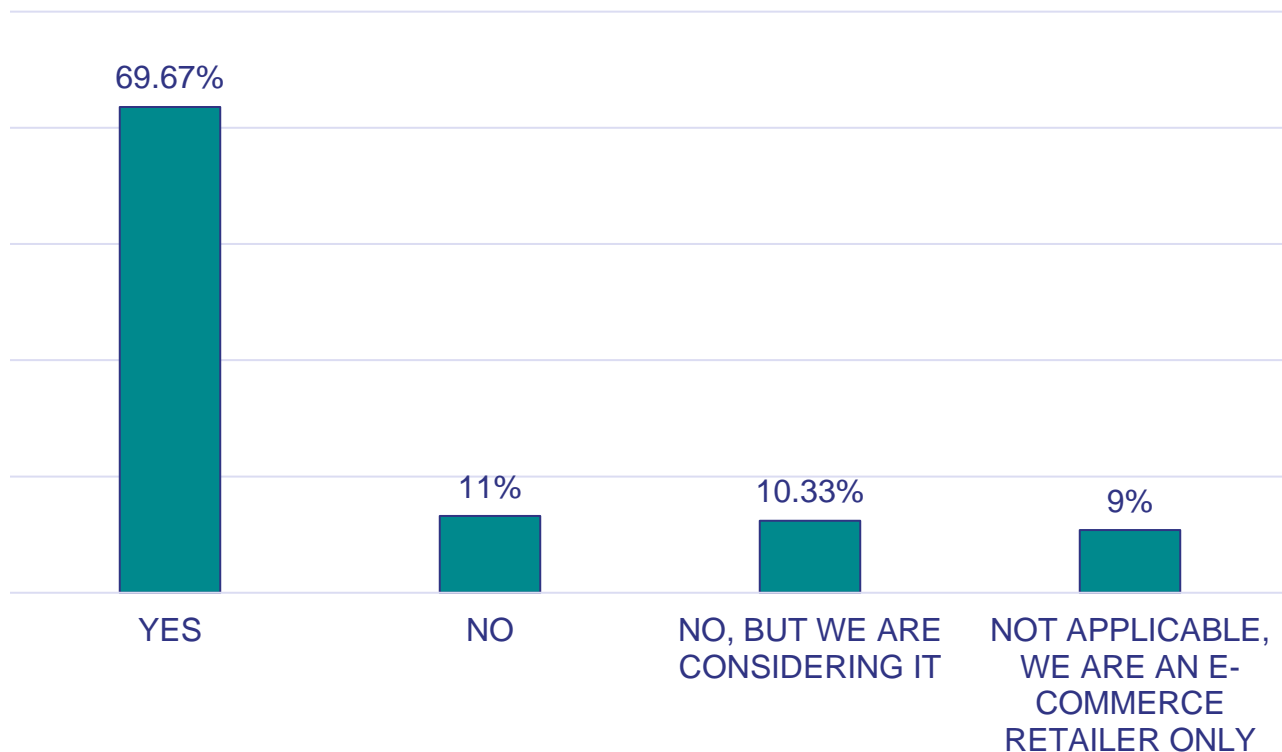


IF YOUR EXPECTATION FOR THIS UPCOMING HOLIDAY SEASON IS “NOT OPTIMISTIC”, WHAT ARE YOU EXPECTING CHALLENGES FROM?

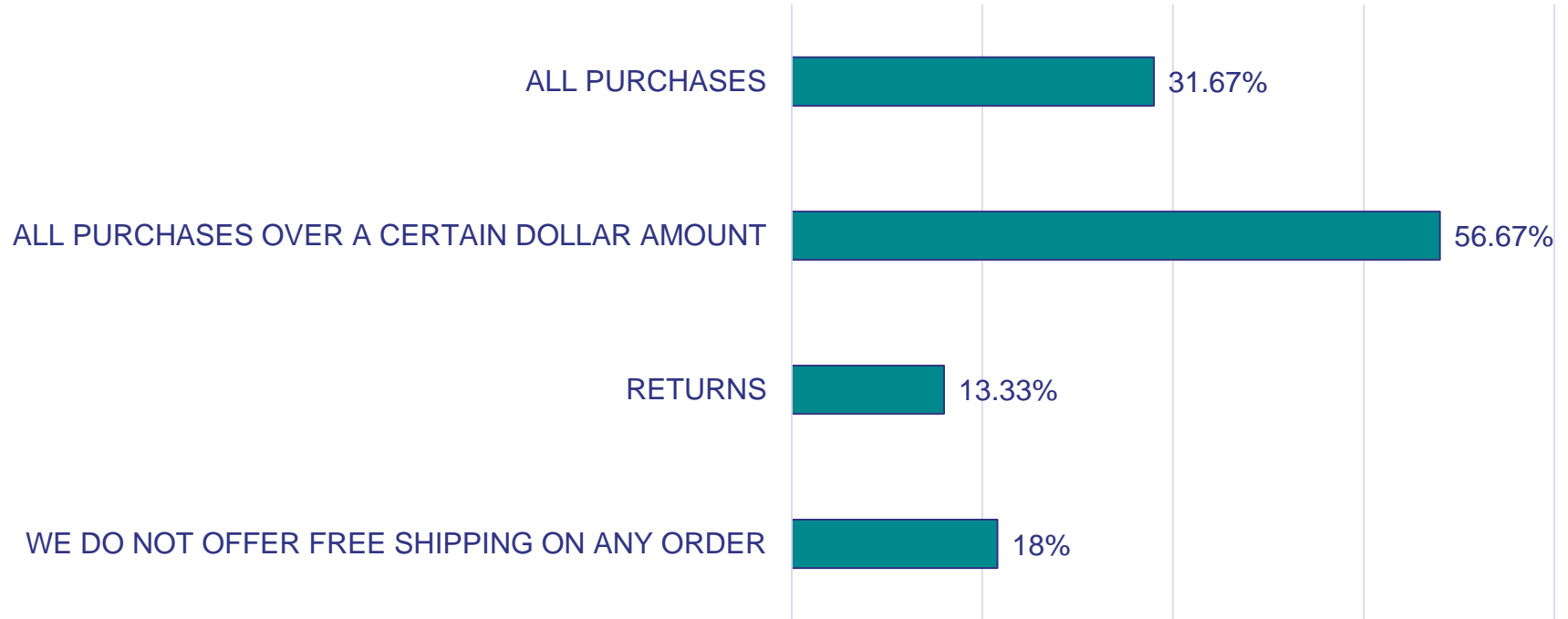


Percentages above represent total respondents

DOES YOUR COMPANY CURRENTLY PROVIDE CUSTOMERS THE OPTION TO BUY ONLINE, PICKUP IN STORE (BOPIS)?



DO YOU OFFER FREE SHIPPING FOR:

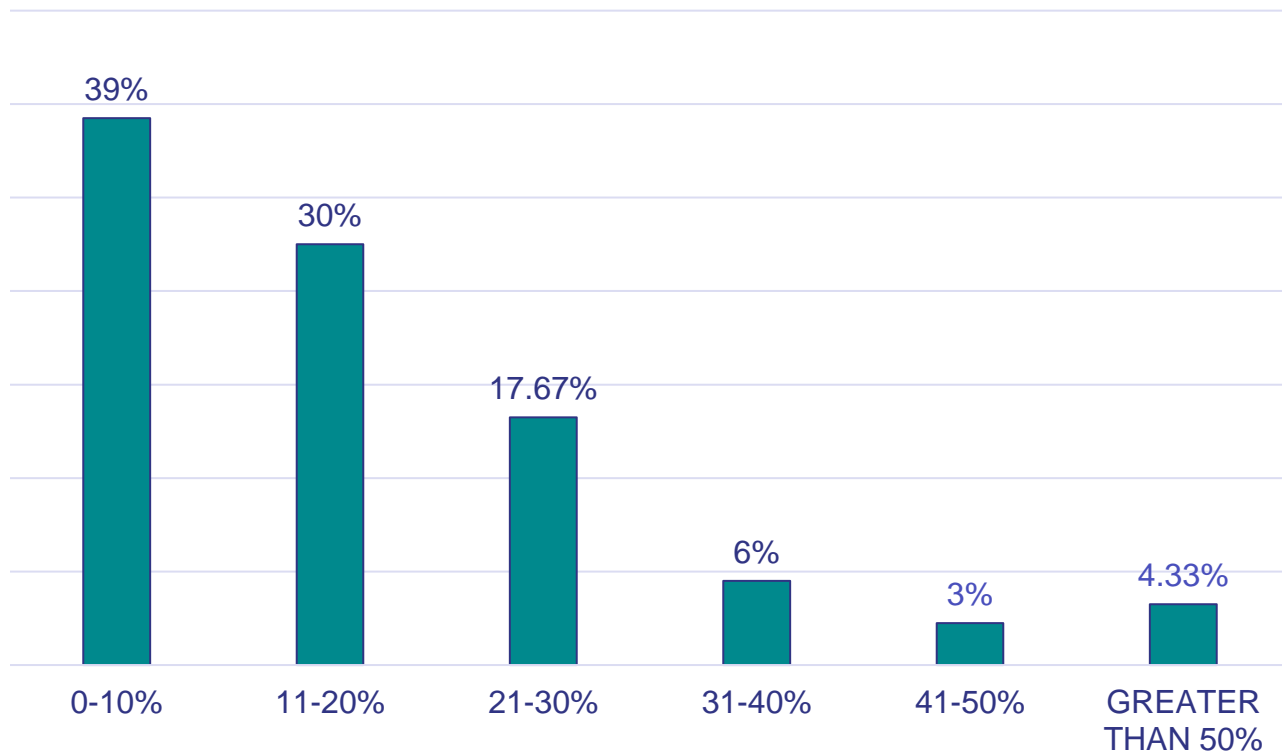


Percentages above represent total respondents

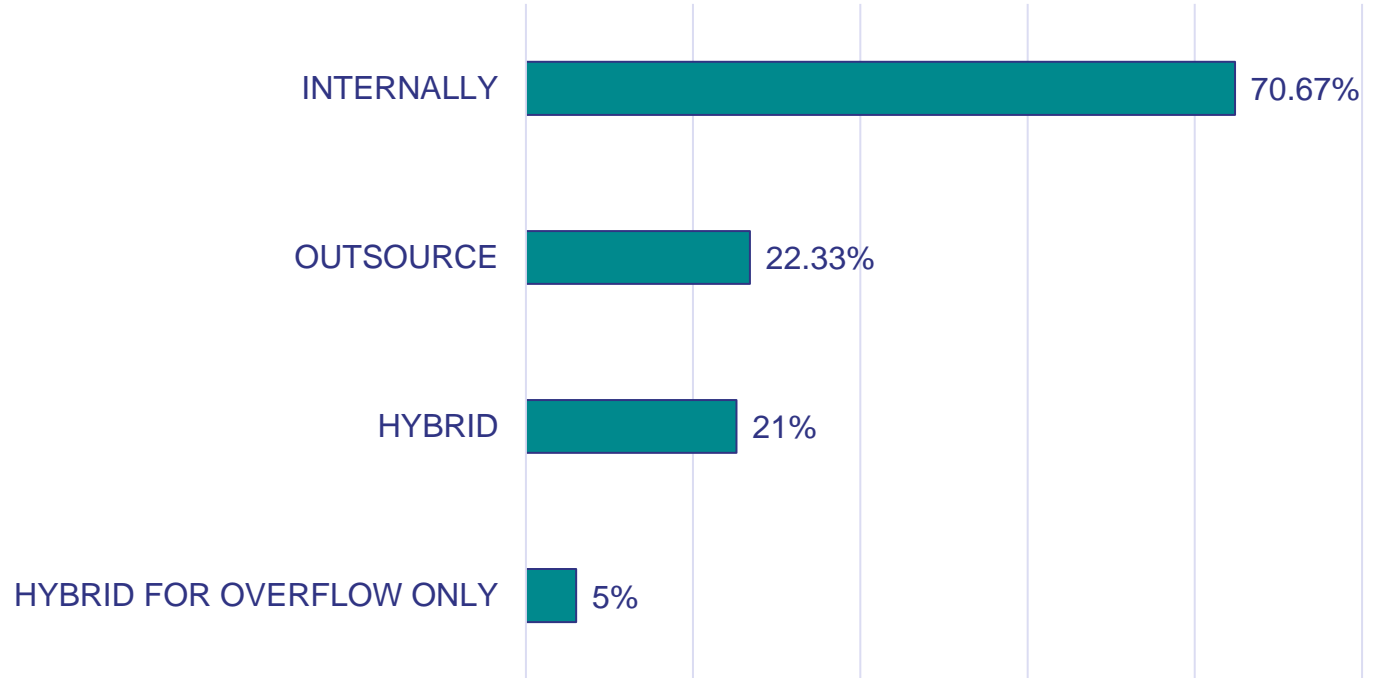
IF YOU OFFER FREE SHIPPING, WHAT IS THE MINIMUM ORDER AMOUNT TO QUALIFY FOR IT?



WHAT DO YOU EXPECT YOUR RETURN RATE (UNITS RETURNED VERSUS UNITS PURCHASED) TO BE THIS HOLIDAY SEASON?

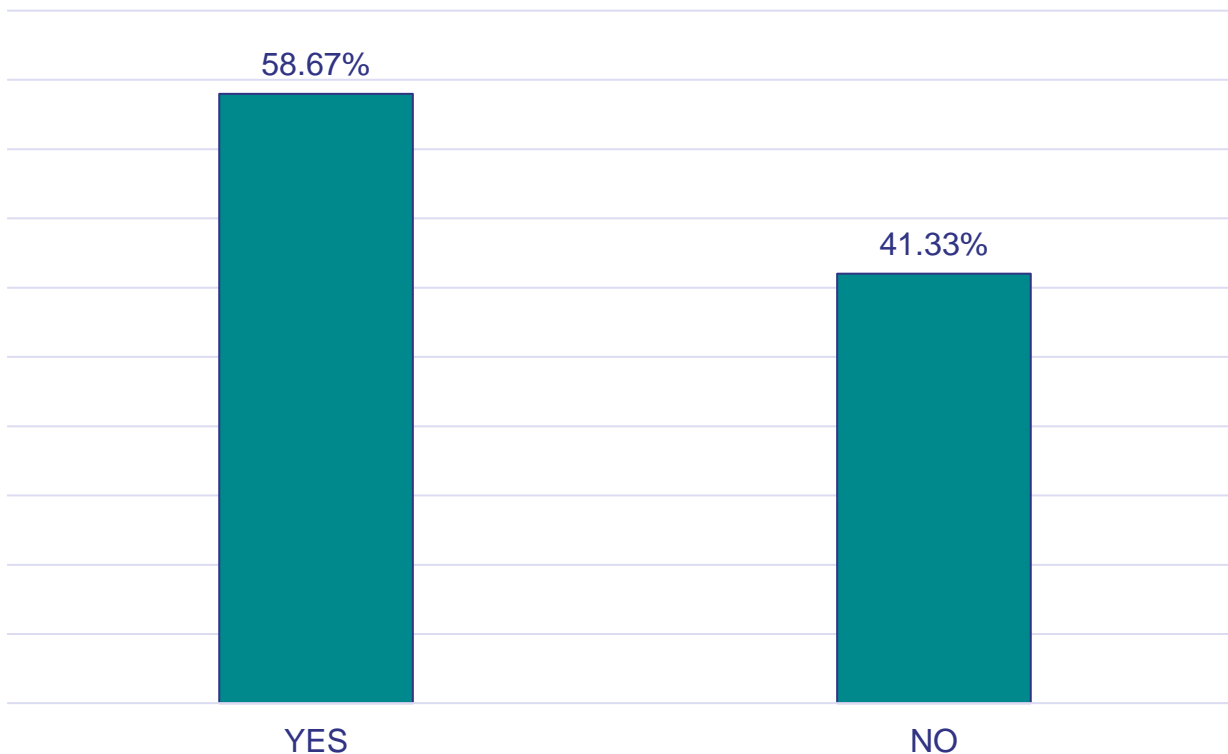


HOW DO YOU CURRENTLY PROCESS RETURNS?

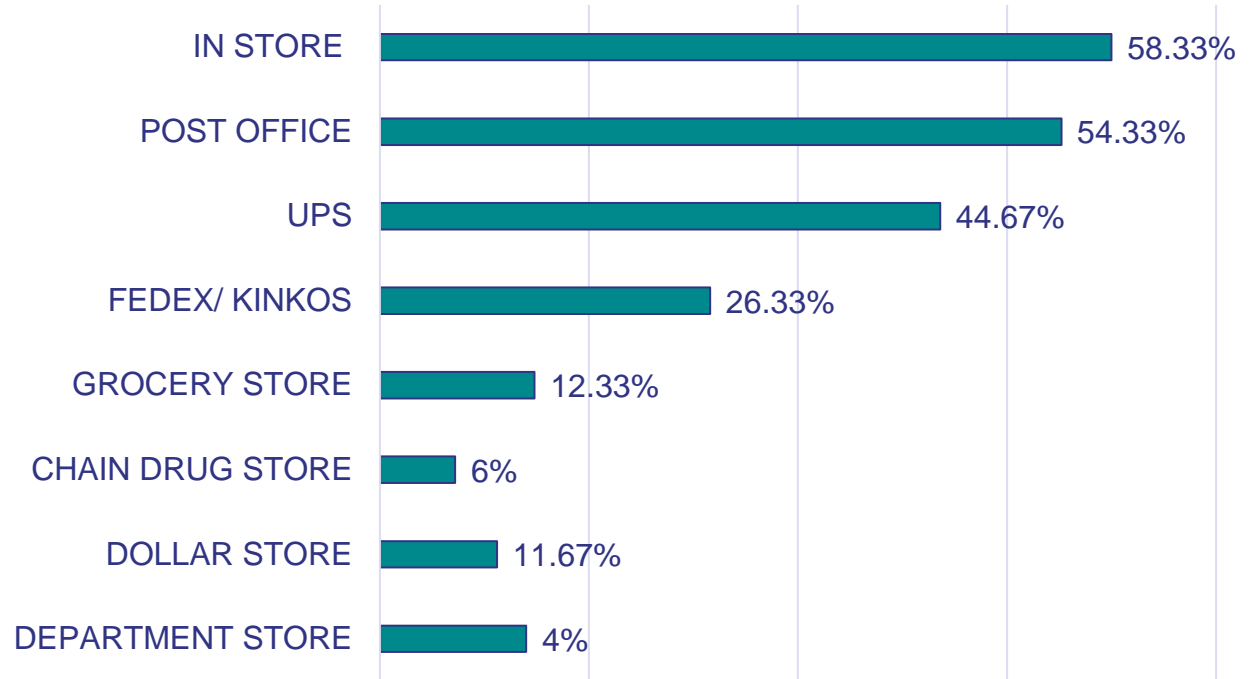


Percentages above represent total respondents

DO YOU KNOW HOW MUCH YOU SPEND IN RETURNS, INCLUDING HARD AND SOFT COSTS?

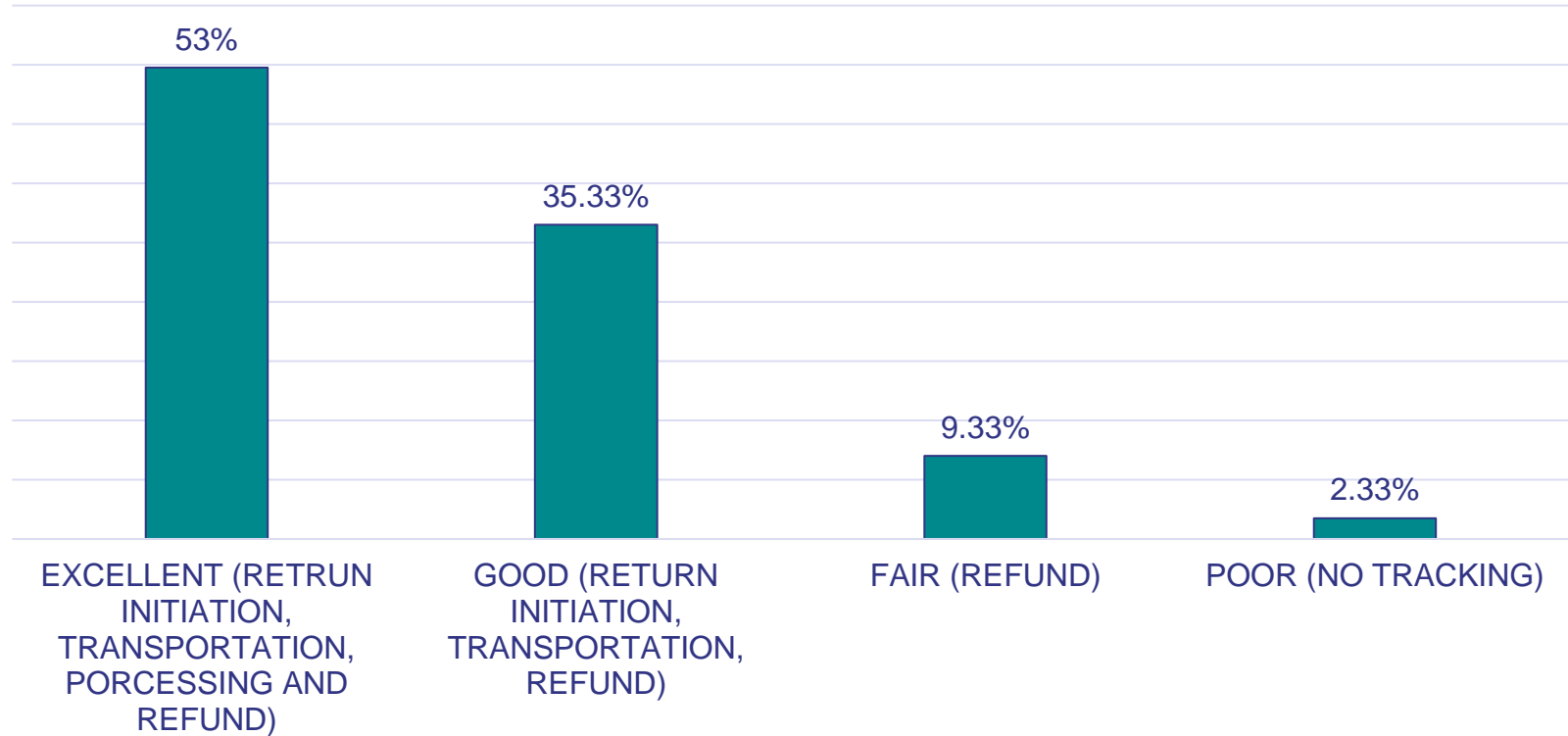


WHERE CAN YOUR SHOPPERS RETURN GOODS PURCHASED ONLINE?

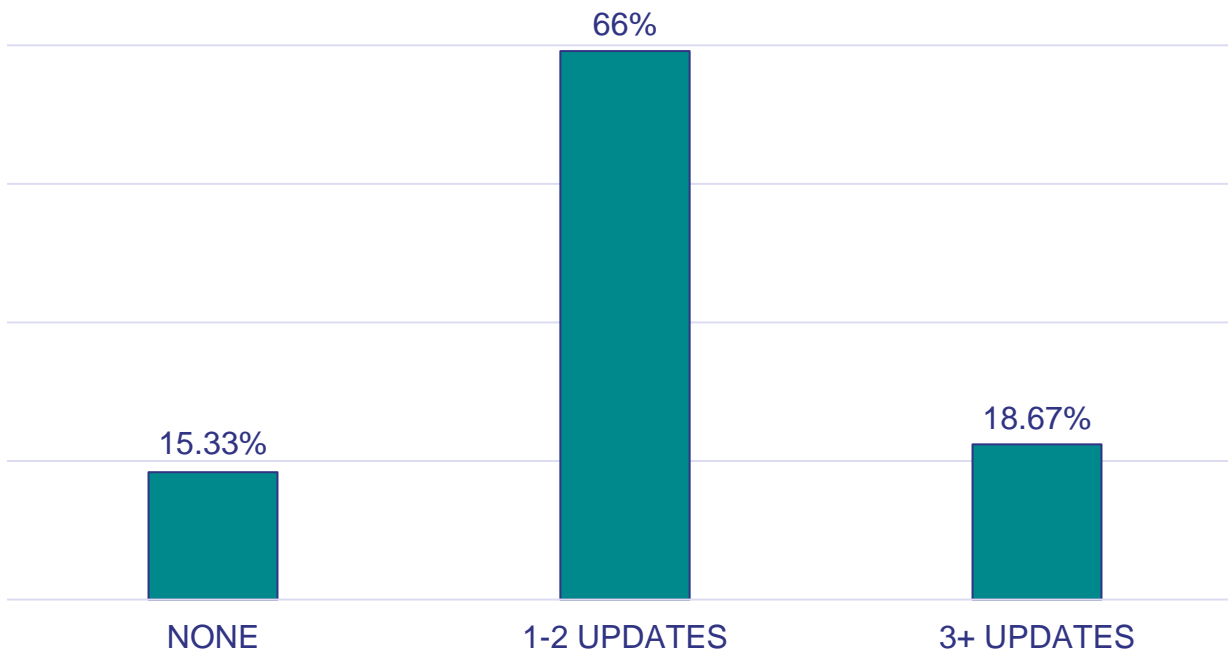


Percentages above represent total respondents

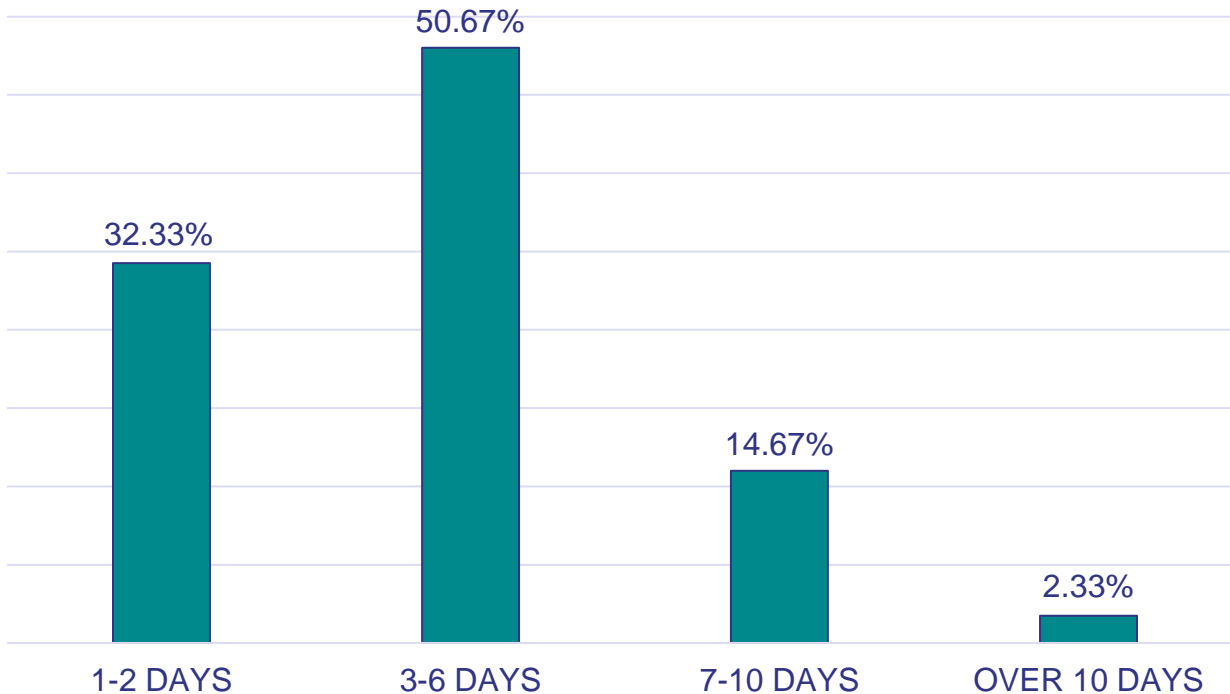
HOW WOULD YOU RATE YOUR COMPANY'S ABILITY TO TRACK RETURNS?



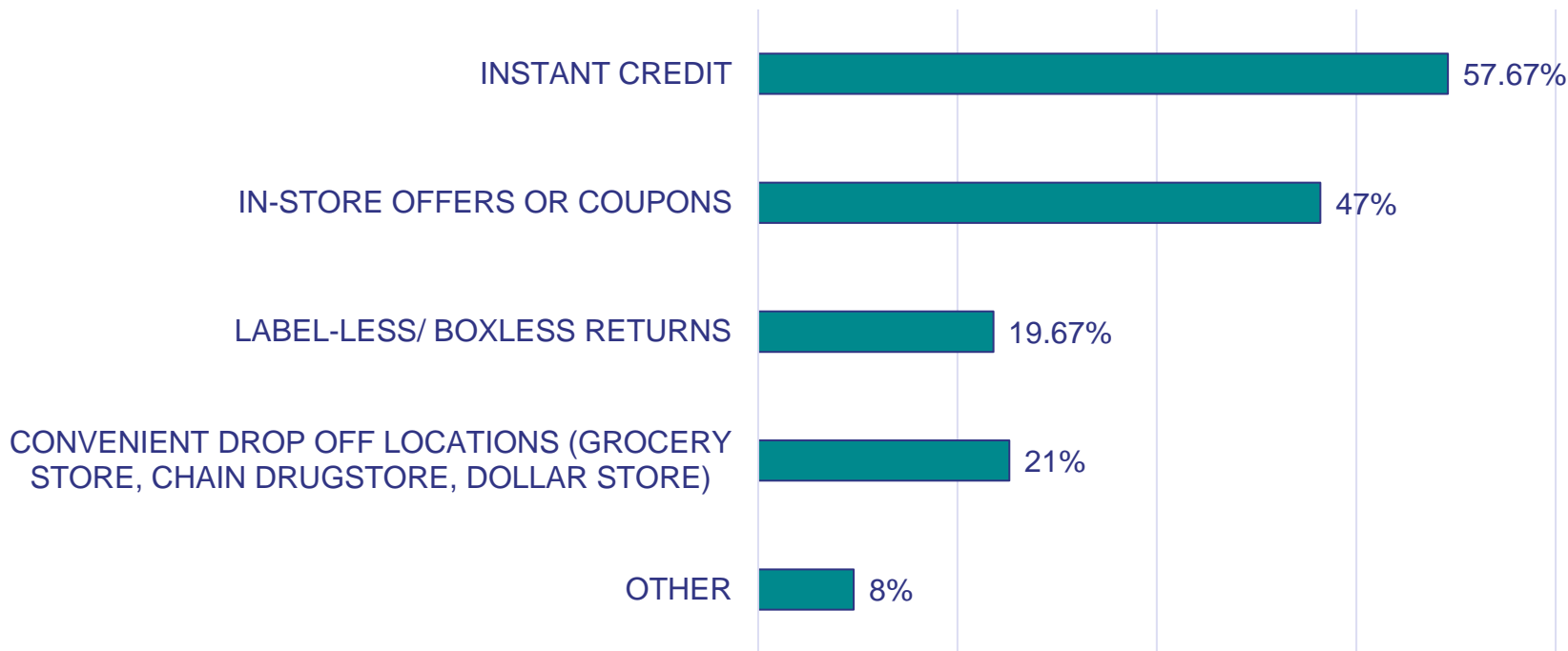
HOW OFTEN DO YOU PROVIDE A SHOPPER WITH A STATUS UPDATE REGARDING THEIR RETURN/ REFUND?



WHAT IS THE ESTIMATED TIME NEEDED FOR YOUR COMPANY, OR 3PL, TO INSPECT AND PROCESS RETURNS AFTER THE HOLIDAY SEASON PEAK?



DO YOU OFER ANY OF THE FOLLOWING ITEMS TO CUSTOMERS RETURNING A PURCHASE?



Percentages above represent total respondents