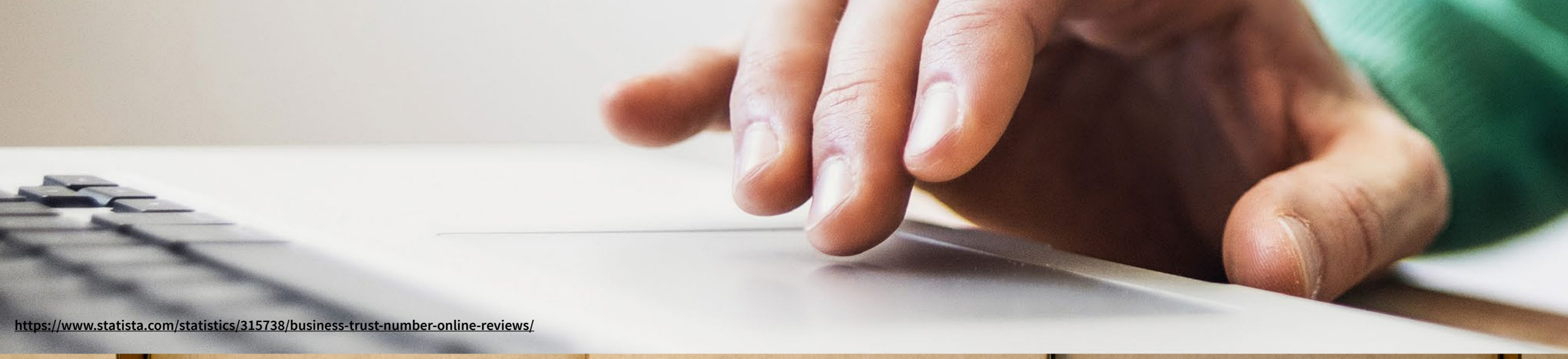




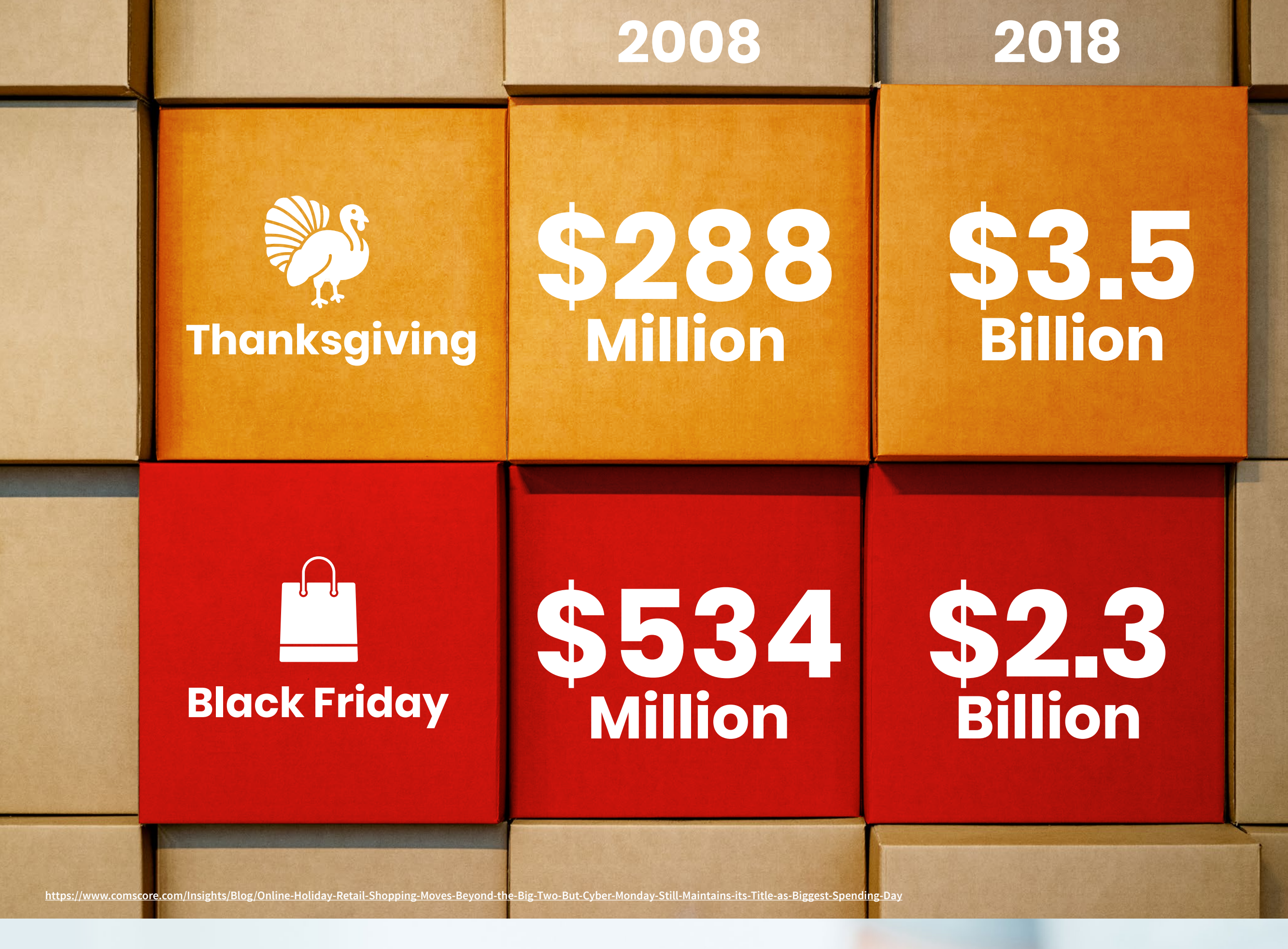
So, just how big is the **BOOM** in online shopping during the holidays?

While Black Friday is traditionally known for in-store savings, revenue in online sales has skyrocketed in recent years, as well.

In fact, the past 10 years have seen online sales on Thanksgiving rise over 1,000%. Online sales on Black Friday have gone up by nearly 800%.



<https://www.statista.com/statistics/315738/business-trust-number-online-reviews/>



<https://www.comscore.com/Insights/Blog/Online-Holiday-Retail-Shopping-Moves-Beyond-the-Big-Two-But-Cyber-Monday-Still-Maintains-Its-Title-as-Biggest-Spending-Day>

Cyber Monday, of course, has seen even higher figures when it comes to online orders. In the past five years alone, Cyber Monday sales figures have **more than doubled in the U.S.**

\$2.6B IN REVENUE ONLINE IN 2014

\$6B IN REVENUE ONLINE IN 2018



<https://www.statista.com/statistics/492572/us-digital-e-commerce-spending-on-cyber-monday/>

The kickoff for holiday shopping isn't just impressive at a glance, either. Individual shoppers are spending significant amounts.

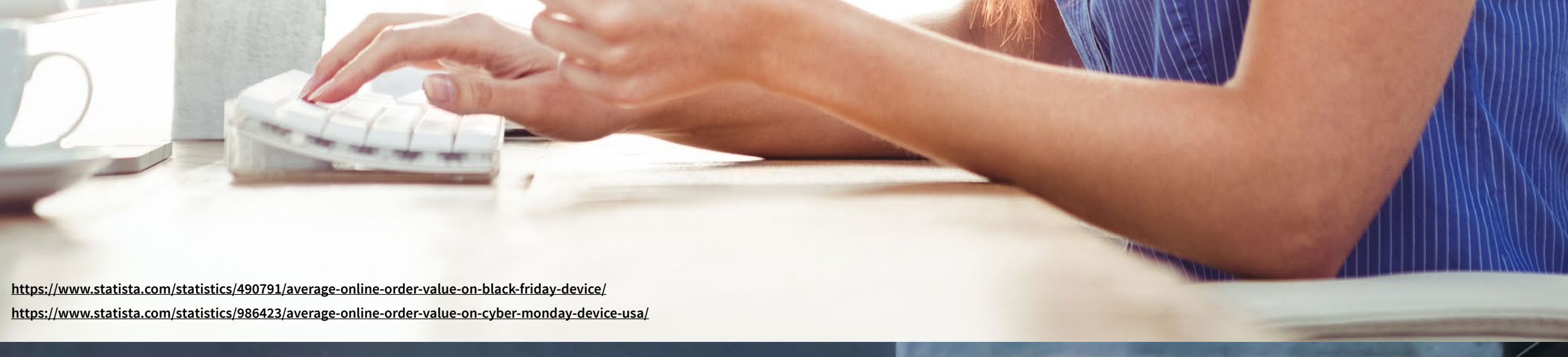
In 2018, the average online order placed from a desktop computer came to:

\$159.25

ON BLACK FRIDAY

\$156.58

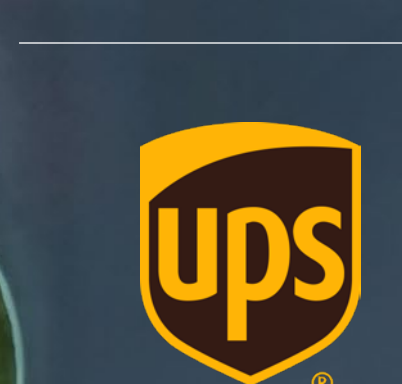


ON CYBER MONDAY



<https://www.statista.com/statistics/490791/average-online-order-value-on-black-friday-us/>
<https://www.statista.com/statistics/986432/average-online-order-value-on-cyber-monday-device-usa/>

Needless to say, this drastic increase in online ordering means a huge spike in last-mile deliveries.

Year-over-year, parcel carriers have seen much higher demand.

	2017	2018
 FedEx	400MM	588MM
 UPS	762MM	814MM
 USPS	850MM	915MM

<https://www.statista.com/statistics/957820/packages-delivered-parcel-carriers-holiday-season/>



With so many orders pouring in, any sign of disorganization can spiral into a bottleneck that leads to late deliveries for customers waiting on their orders. Meeting expectations when it comes to delivery timeframes is crucial, especially when you consider that delivery is a key factor for the majority of shoppers when choosing an online retailer.

In fact, delivery options are only surpassed by whether or not a retailer has the item they want in stock.

When choosing an online retailer:



<https://www.statista.com/statistics/467656/buyer-reasons-for-shopping-at-a-specific-retailer-holidays-usa/>

So, how fast is fast?

In our modern climate of on-demand customer expectations, every consumer seems to have a different idea of what constitutes fast delivery. When polled on how long they're content to wait for "fast shipping," U.S. consumers tend to land somewhere in the range of 1-4 days.

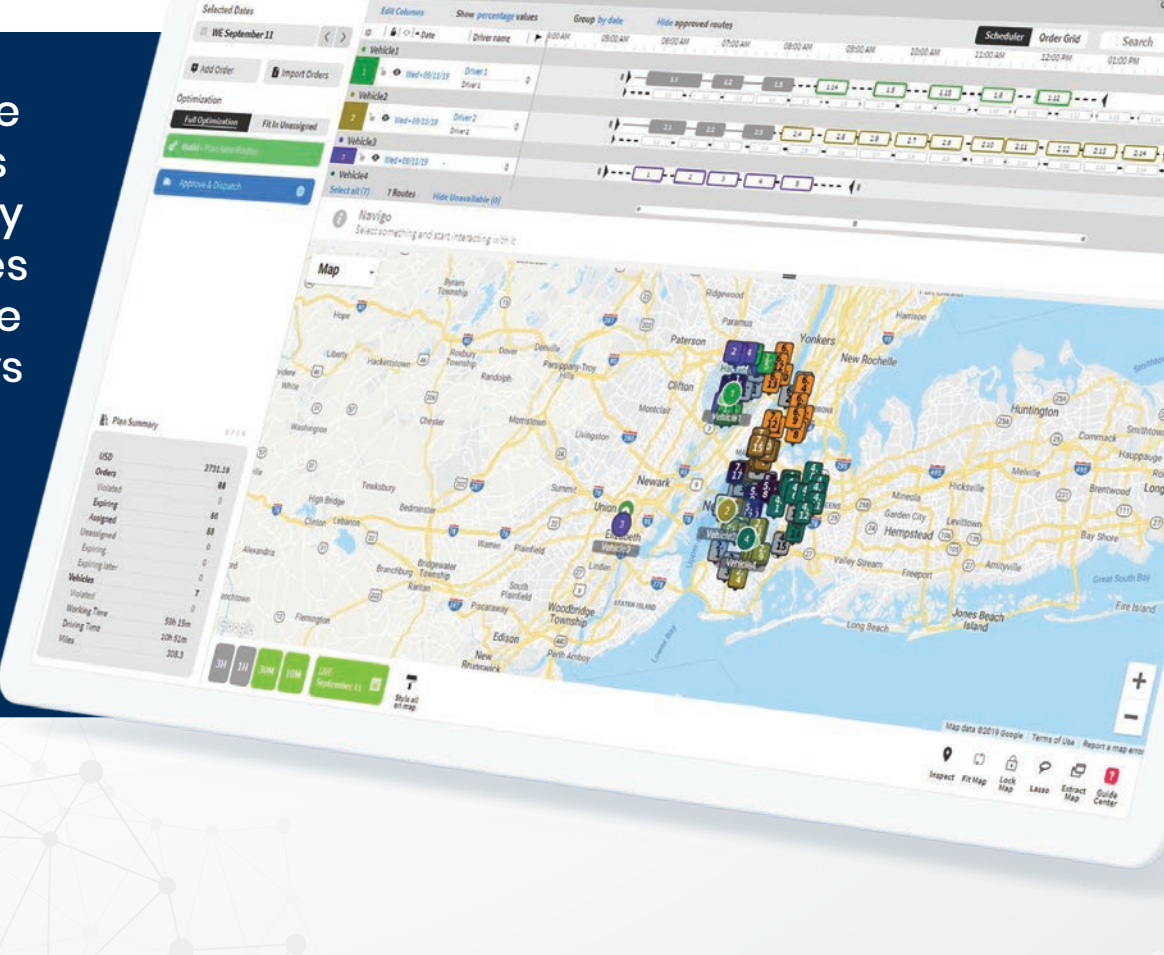


<https://www.statista.com/statistics/467656/buyer-reasons-for-shopping-at-a-specific-retailer-holidays-usa/>

Consumers are placing more online orders than ever before, and they also have higher expectations when it comes to fast delivery and specific delivery timing—and that all goes double during the holiday season. The result is a booming business climate for last-mile delivery companies, but also an environment where precision and efficiency are key.

If you're looking for the best way to ensure you and your team are ready to sail smoothly through a hectic holiday season, then it's time to check out **WorkWave Route Manager**. Designed specifically to give you what you need to stay organized, make your deliveries on time, and pivot to accommodate last-minute changes, Route Manager's advanced algorithm ensures that your routes are always as easy and efficient as possible.

Call 866.497.4993 or visit workwave.com/route-manager today for a FREE Exploratory Consultation to see how we can help your business reach its full potential this holiday season.



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