



Eight high performing shipment marketing campaigns
to take your brand to the next level

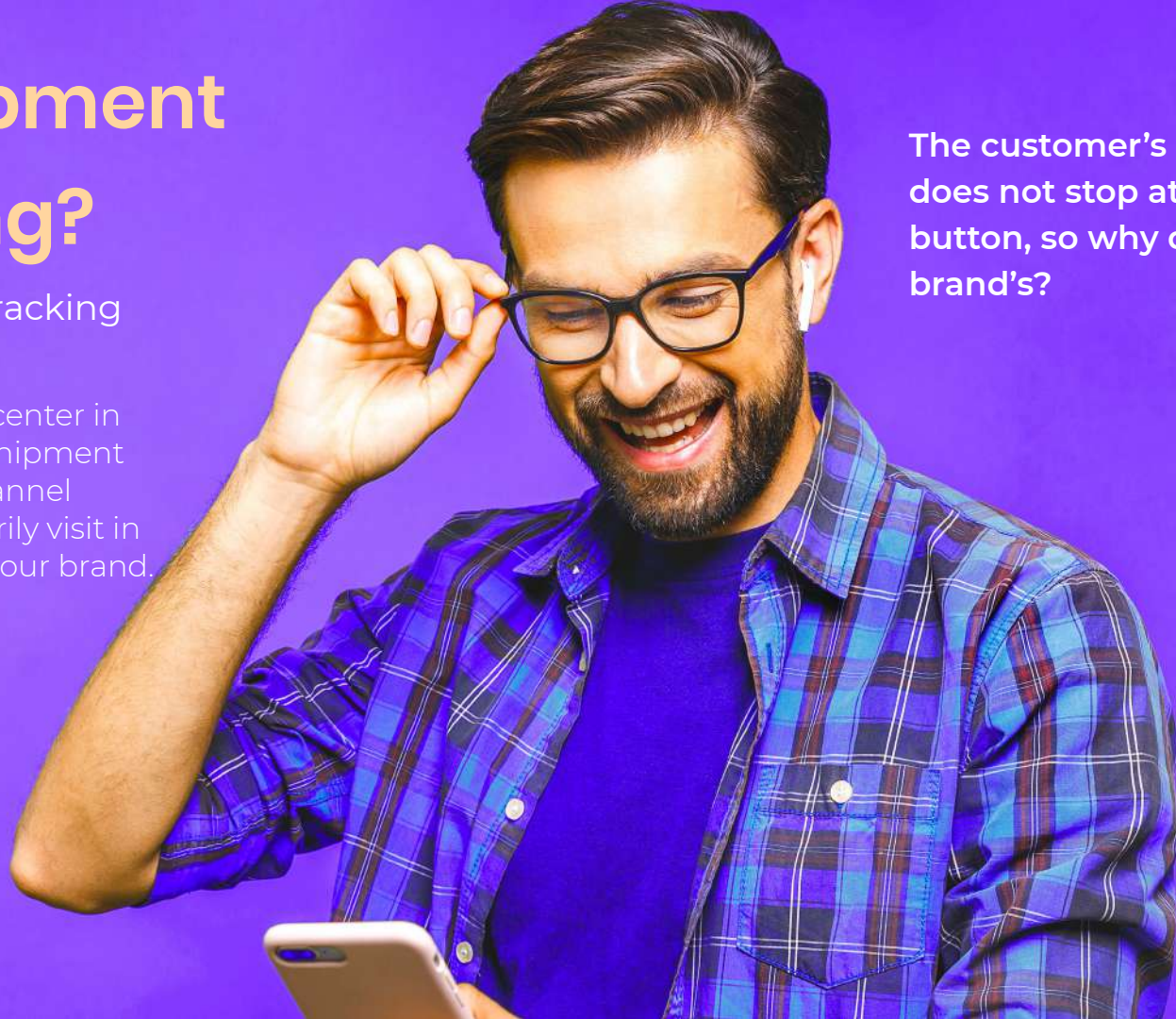
eBook

Why Shipment Marketing?

Customers check tracking **4.6 times** per order

Usually seen as a cost center in the hands of carriers, shipment tracking is the only channel customers will voluntarily visit in their experience with your brand.

The customer's experience does not stop at the buy button, so why does your brand's?



Campaign #1: Shop

The goal of this campaign is to generate more repeat purchases by showcasing a product feed on your tracking page, as well as more broad categories that your customer can check out while they wait for their package to arrive. You can use a static product feed or embed a dynamic feed using your product recommendation app.

This campaign works best for brands that:

- Have a broad product catalog
- Want to increase repeat purchase rate

The screenshot shows a shipping tracking page for 'The Orchard' brand. At the top, there are social media icons and a navigation menu with 'SHOP', 'CUSTOMS', 'SPECIAL RELEASES', and 'EXTRAS'. The main header features the brand name 'The Orchard' and a large image of a man diving into a pool with the word 'Delivered' overlaid. Below this is a 'LATEST ACTIVITY' section showing a delivery confirmation for 'JUN 30 1:28 PM' delivered to 'At Marlow' in 'Linden, NJ'. A 'SHOW HISTORY' button is present. Below the activity is a star rating for the shipping experience. The 'BEST SELLERS' section displays five sunglasses products in a grid:

- TORREY FRANK**: Matte Black on Black / Smoke, \$22.00
- PORT WOODS**: Tortoise Shell / Amber, \$22.00
- PREMIUMS**: Black / Moonshine, \$20.00
- WALL TALK**: Glossy Tortoiseshell / Green Moonshine, \$20.00
- PORT WOODS**: Matte Black / Smoke, \$22.00

A 'WANT TO SEE MORE?' call to action with a 'SHOP ALL >' button is located at the bottom right of the product grid. The bottom of the page features a decorative pattern of white dots on a blue background and a partial image of a woman wearing sunglasses.

Campaign #2: Support

The goal of this campaign is to make sure your customer knows how to use and enjoy your product once they receive it. By sharing care tips with the customers through blog posts, videos, or guides, your customer will have a positive experience with your product – leading to a happy customer.

This campaign works best for brands that:

- Have a high volume of customer support tickets asking how to use or care for their product
- Have a product that requires education

The screenshot displays the Caraway website interface. At the top, the navigation bar includes 'Shop', 'Our Materials', and 'Help'. A 'Delivered' notification card shows the latest activity on July 31 at 11:07 AM, indicating a delivery to Shellacoom, WA, with a link to 'Show History'. Below this is a 'Care Tips' section with the heading 'Care Tips' and a sub-heading 'We've made things easy for you—follow these simple instructions to increase the longevity of your cookware, prevent damage to your stovetop, and make cleaning up a breeze.' Two featured articles are shown: 'Cookware' and 'Storage', each with a 'READ MORE →' button. A large blog post preview is visible, titled 'A Case For Clean Cookware: The Truth Behind PTFE', with a 'LOAD MORE →' button. At the bottom, three smaller article thumbnails are shown: 'Non-Toxic Swaps', 'How to Cook After Work', and 'These Linens are Causing'.

Campaign #3: Community

The goal of this campaign is to promote your community with your Instagram content first and foremost. You can embed a live feed of your Instagram posts so that new customers are always seeing your latest social posts.

This campaign works best for brands that:

- Have a strong social presence
- See a lot of customers engage with their posts
- Have the Instagram shopping functionality turned on

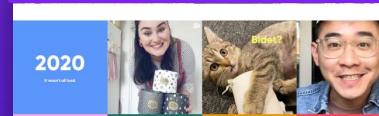
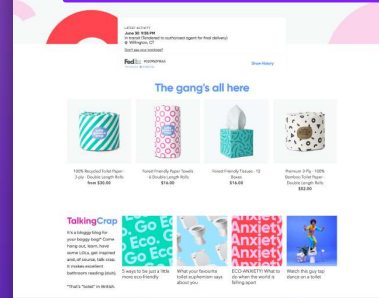
The screenshot displays the ILIA website interface. At the top, the navigation menu includes 'FACE', 'MULTI', 'LIP', 'EYE', and 'ABOUT US'. A large banner image shows a woman holding a round, light-colored compact with the ILIA logo. Below this, a 'Delivered' notification box provides tracking information: 'LATEST ACTIVITY June 24 8:00 PM Delivered (Package delivered by U.S. Postal Service to addressee) @ Chicago, IL Don't see your package? Show History'. A FedEx tracking number '61292700105564659443' is also visible. A social media section prompts users to 'Join us on Instagram @iliabeauty' and features a grid of four Instagram-style images: a smiling woman, close-up lips, a jar of cream, and a woman applying product. Below this is a 'Trending Clean Beauty' section showcasing four products: 'True Skin Serum Foundation - Mallorca SF1.5' (\$24), 'Limitless Lash Mascara - After Midnight' (\$19), 'NightLite Bronzing Powder - Drawn In' (\$24), and 'Multi-Stick in Dreamer' (\$24). At the bottom, a partial view of a woman's face is shown next to the text 'Skincare-Powered Makeup'.

Campaign #4: About

The goal of this campaign is to build your brand by educating the customer about your unique value proposition, social causes you support, and what your brand stands for.

This campaign works best for brands that:

- Have a strong brand cause
- Customers buy from you because of your brand story
- Your brand has a unique value proposition



Campaign #5: Launch

The goal of this campaign is to drive revenue by promoting new products, new sales, or the most recent product launches.

This campaign works best for brands that:

- Have seasonal product launches
- Frequently offer sales to customers

The image displays a collage of screenshots from the forLove & Lemons website, illustrating a campaign launch. The top screenshot shows a 'Delivered' notification for a package on July 2, 2020, with a star rating for shipping experience. Below it is a 'Most-Loved' section featuring three dresses: a black polka-dot dress, a grey checkered dress, and a white lace dress. The bottom screenshot shows a 'Delivered' notification for a package on July 2, 2020, with a star rating for shipping experience. The bottom right screenshot shows a 'Delivered' notification for a package on July 2, 2020, with a star rating for shipping experience.

Campaign #6: Referral

The goal of this campaign is to drive growth by promoting your referral or loyalty program. You can either convert customers to your referral page or you can embed your referral app on your tracking page so customers can fill it out seamlessly.

This campaign works best for brands that:

- Have a product that is great for word of mouth
- Have a referral program in place

The image displays three overlapping screenshots from the NUMI website. The top screenshot shows a 'Delivered' notification with details: 'LATEST ACTIVITY July 22 1:05 PM Delivered, In/At Mailbox Littleton, CO'. Below it is a promotional banner for 'REFER A FRIEND GIVE \$10, GET \$10' with a 'SHARE THE LOVE' button. The middle screenshot shows a video player with a woman's face. The bottom screenshot shows a 'Delivered' notification with details: 'LATEST ACTIVITY July 22 1:25 PM Delivered, In/At Mailbox Littleton, CO'. Below it is a 'Our Sustainable Production Process' section with two steps: 'STEP 01 Fabric Sourcing' and 'STEP 02 Dye, Wash, and Rinse'.

Campaign #7: Thanks

The goal of this campaign is to amplify your brand voice to create a personal connection with recent customers. Creating a video from the founder thanking the customer for their order is a impactful way to highlight your brand story and get your customers feeling a connection to the brand.

This campaign works best for brands that:

- Have a impactful founding story
- Have a founder that is willing to make a video

The screenshot displays the Parker Baby Co. website interface. At the top, the logo and navigation links (SHOP, BLOG, HELP, RETURNS) are visible. The main banner features a family photo with a 'Delivered' notification overlay. Below this, a 'BEST SELLERS' section highlights three products: a Birch Bag, a Rope Diaper Caddy, and a Green Buffalo Quilt. At the bottom, a video player shows a testimonial from a customer, with a 'FROM OUR FAMILY TO YOURS' section to its right.

Delivered
LATEST ACTIVITY
October 24, 2:13 PM
Delivered (Left at front door: Signature
Service not required)
@ Seward, CO
Do I see your package?
Show history
FedEx 36789012345

BEST SELLERS

Birch Bag - Diaper Backpack In Cream
\$15.00

Rope Diaper Caddy
\$25.00

Green Buffalo Quilt
\$20.00

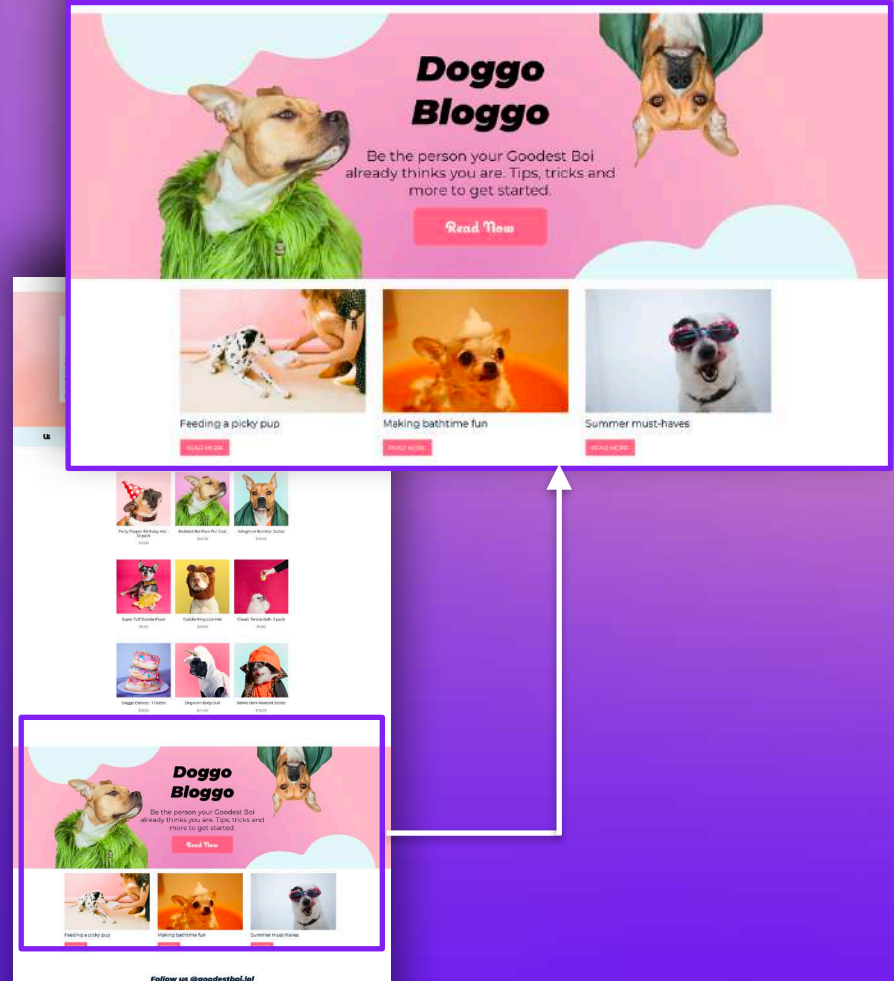
FROM OUR FAMILY TO YOURS
As husband and wife, we founded Parker Baby Co. in 2015 with the goal of providing affordable and beautiful products that make your lives just a little bit easier.

Campaign #8: Press

The goal of this campaign is to simply introduce your brand with a balance of products and recent blog posts.

This campaign works best for brands that:

- Generate new content frequently
- See their customers make purchases from engaging with their content



About Malomo

The leading retention marketing platform for high-growth online merchants

\$0.97

Average repeat revenue per shipment

98%

Retention rate with partnered brands

\$3.3M

Backed by \$3.3M in funding



**Ready to join the the fastest growing brands
that are using shipment marketing to grow
their brand?**

Schedule a demo now and figure
out which campaign will bring
your repeat purchases instantly

**[Click here to
schedule demo](#)**