



ClickShip's 2024 Peak Season Shipping Guide

A How-To for Managing Your eCommerce
Shipping During the Peak Season Crunch





Welcome to ClickShip's 2024 Peak Season Shipping Guide

As an eCommerce professional, you know that the final quarter of the year can often be a tremendous financial boom, as major shopping events like **Black Friday, the holiday shopping season, and the end-of-year rush** can mean a spike in customer volume and average order value. This time of the year, however, can also cause major stress across the supply chain, from suppliers all the way to your customers.

Without proper preparation, these stresses can have a **major impact on your operations**, customer satisfaction, and ultimately your bottom line. This guide is designed to help you streamline your shipping processes, optimize resources, and anticipate potential issues, ensuring **your business is ready to tackle the busiest time of the year**.



What Is Peak Season?

Peak season refers to the period typically running **from early August through mid-December**, during which businesses and manufacturers ramp up production and shipping efforts to prepare for key events like **Black Friday and the holiday rush**. As consumer spending increases during these months, so does the demand for freight and shipping services, placing **immense pressure on every part of the supply chain**.

The result? **Exponentially higher demand on all shipping carriers**. This surge can lead to delays, capacity shortages, and unexpected surcharges. For businesses that aren't prepared, these challenges can **disrupt delivery times and increase costs**. By understanding the nature of peak season and **implementing strategies to mitigate its effects**, your business can successfully navigate this period.

What To Expect During Peak Season

Peak Surcharges

Surcharges trickle down across the supply chain to account for increased workforces and resources, leading to increased rates when booking.

Tighter Capacity

The sudden increase in demand sees carriers dealing with greater demand than capacity, adding to overall transit times on shipments.

Customs Delays

Heightened security and increased volumes on inbound international freight results in longer wait times for customs clearance on materials and goods.



ClickShip Offers You:

Better Shipping

Discounted Shipping Rates

Shipping and Fulfillment Platform

Peak Season Shipping Tips

Shipping is a large part of any eCommerce business, but **not every type of shipping is equal**, and there is no one-size-fits-all solution for every eCommerce business.

This guide has been organized into four sections: **General Shipping, Parcel Shipping, LTL (Less-Than-Truckload) Shipping, and eCommerce-Specific Shipping tips.**

Please use the information in each section as it best suits your business' needs.

General Shipping Tips

01

Plan Ahead and Forecast Accurately

Analyze **historical data, trends, and market conditions** to forecast demand during peak seasons. Proactive planning helps you avoid last-minute rushes, ensure you have the necessary resources, and **reduce the risk of delays.**

02

Leverage Technology and Automation

Implement **software solutions like ClickShip** to streamline your shipping processes. Automation can help you stay on top of high volumes by reducing human error and **speeding up processing times.**

03

Diversify Your Carrier Options

Working with multiple carriers gives you more flexibility in the face of delays, price hikes, or capacity shortages. It ensures that you can **leverage each carriers' strengths** to meet customer expectations when peak season bottlenecks arise.

04

Be Mindful of Additional Fees

Peak seasons often come with **surcharges like fuel, handling, and holiday fees.** Budget for these ahead of time and ensure your pricing model reflects these extra costs to **avoid eroding your profit margins.**

Plan Ahead for Surcharges!

Refer to **ClickShip's Peak Surcharges** page for a complete guide to our carrier partners' applicable surcharges during peak season.

[Check the page](#)



Integrate With ClickShip in 3 Easy Steps

Connect Your Marketplace

Find the **ClickShip plugin on your marketplace's app store** or plug your account credentials into the ClickShip platform.

Orders and Products are Imported

Orders and product listings from your marketplace are **automatically synced with ClickShip** and get updated in real-time.

Generate Shipping Labels

Access **discounted, pre-negotiated rates** on a wide range of parcel and pallet shipping services from our trusted carrier partners.

LTL Shipping Tips (Less Than Truckload)

01

Consolidate Your Shipments

Combine smaller shipments going to the same region to maximize a load. This can reduce your per-pallet cost and **minimize the number of stops**, allowing faster delivery.

02

Use Dimensional Weight Pricing Wisely

Carriers use **dimensional weight (DIM)** pricing for LTL shipments, which considers the size of your shipment rather than just the weight. Use efficient packing to **avoid paying extra for unused space**.

03

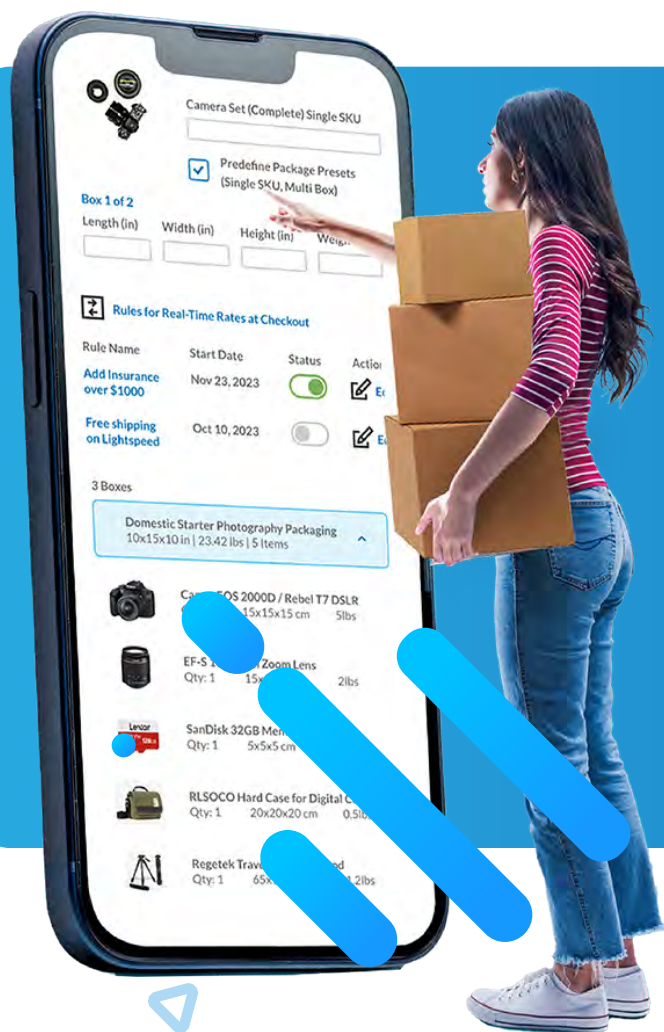
Plan for Capacity Crunches

During peak season, **LTL carriers often face capacity shortages**. Book shipments early and maintain good relationships with carriers to **ensure your freight has space on their trucks**.

04

Ensure Accurate Documentation

Provide accurate **bills of lading (BOL)**, **packing lists**, and **any required labels** to avoid delays. Mistakes in documentation can result in surcharges or slow down delivery, especially during busy seasons.



Why ClickShip?

Seamless Multichannel eCommerce Integration

ClickShip integrates with the leading eCommerce Platforms and Marketplaces, making every step of the eCommerce logistic process faster, easier, and more affordable for your business.

Zero Upfront, Monthly, or Hidden Fees

Access to the most trusted carriers in North America plus unlimited integrations with the leading eCommerce platforms and online marketplaces!

Industry-Leading Service and Support

Our highly-trained experts are ready to answer any questions you may have. From booking, to invoicing, to everything in-between, our team is your team.

Parcel Shipping Tips

01

Monitor Carrier Cutoff Dates

Stay updated on **carrier cutoff dates for guaranteed delivery** by specific holidays. Missing a deadline could result in late shipments and unhappy customers, damaging your reputation during the busiest time of the year.

02

Optimize Your Packaging

Use the smallest, most durable packaging possible to **maximize space and reduce shipping costs**. Properly packed items also minimize damage, reducing the number of returns and complaints during high-volume periods.

03

Leverage Drop-Off Centres

Peak Season crunch can result in delayed or less-frequent pickups from carriers. For particularly time-sensitive shipments, **consider using local drop-off locations** to ensure the carrier receives them when you need them to.

04

Optimize Returns Management

Set up a streamlined returns process to handle the influx of returns that often follow the peak season, especially after major holidays. Offer **pre-paid return labels and clear instructions** to minimize customer frustration.



ClickShip Offers You:

Real-Time Carrier Rates

LTL Pallet and Parcel Services

Domestic, Cross-Border, International

Seamless eCommerce Platform Integration



eCommerce Shipping Tips

01

Prepare Your Inventory and Stock Levels

Analyze past sales and forecast upcoming trends to ensure you have the right amount of stock on hand. Running out of key products can lead to missed sales opportunities and customer frustration.

02

Prioritize Customer Communication and Expectation Management

Be transparent with customers about potential delays during peak season. Set realistic shipping expectations and offer tracking updates to ensure they're informed and satisfied with their purchase experience.

In 2023 Canada's goods and services exports increased by 1.4% to reach \$965.1bn CAD

Source: [Global Affairs Canada](#)



03

Offer Multiple Shipping Options at Checkout

Give customers the choice between different shipping speeds and carriers, especially during the peak season. This allows them to decide whether they prioritize speed or cost, reducing the pressure on your operations.

04

Implement a Solid Returns Policy

Provide a clear, concise returns policy to your customers directly on your online storefront. Consider offering prepaid return labels for certain scenarios to mitigate additional stress on your customers and on carriers.

Sign Up and See Why ClickShip is Canada's #1 Shipping App!



Claims Management

Hassle-free, hands-off claim submission and management.



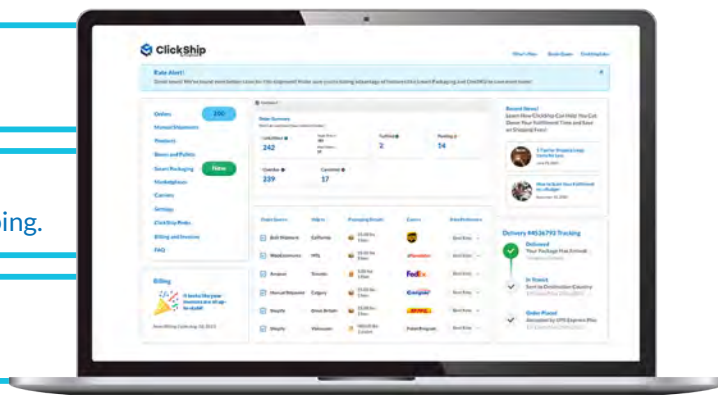
Intuitive Dashboards

SMART dashboards to help you manage your day-to-day shipping.



Multi-User Roles

Add team members to your account as your business grows.

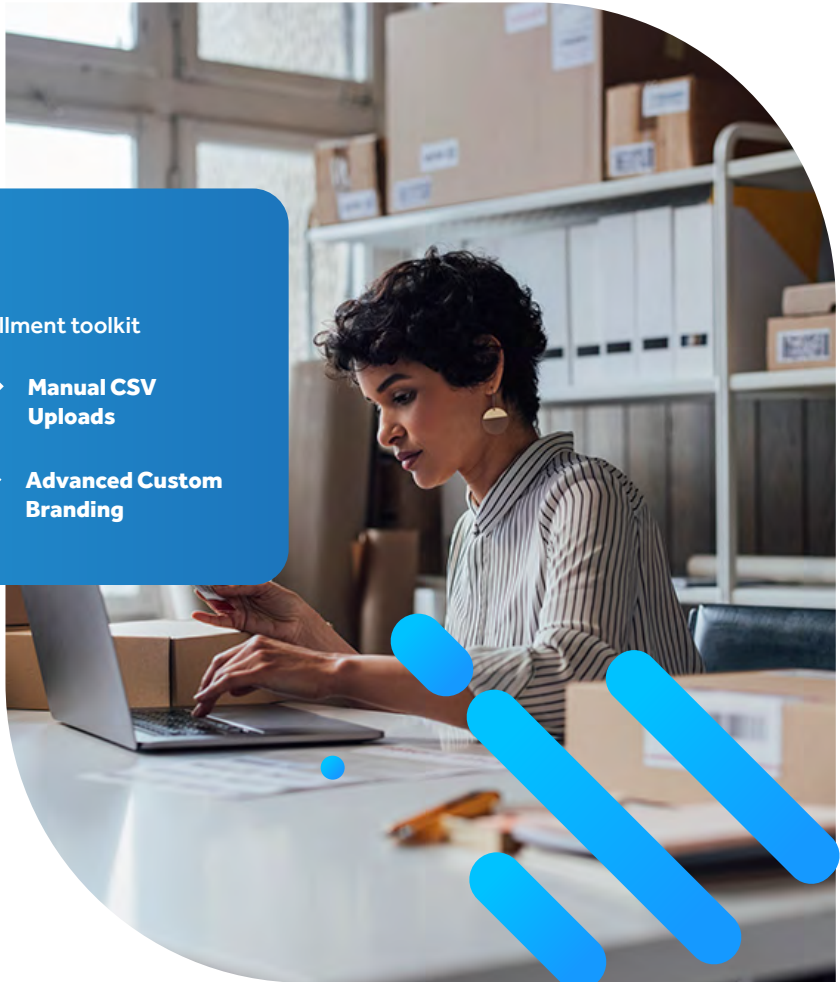


How ClickShip Customers Benefit

ClickShip's **easy-to-use all-in-one platform** streamlines your eCommerce shipping and fulfillment, **giving your business an edge** during Peak Season and all year round!

- Discounted rates on pallet and parcel shipping services from **North America's leading carriers**
- **Simple eCommerce integration** with the leading online storefronts and marketplaces
- Easy-to-use cloud-based platform that **streamlines the shipping process**
- **Order fulfillment automation tools** to help increase speed and accuracy while reducing potential errors
- **End-to-end tracking** on LTL and courier shipments for you and your customers
- Consolidated billing on all your shipments with all your carriers with **zero startup or monthly fees**

We trust that this guide will be a useful tool to help you ship smarter during this peak season, and throughout the year.



Our Features

ClickShip offers your business a total eCommerce Fulfillment toolkit

- **Smart Packaging Optimizer**
- **OneSKU, Multi-Box**
- **Manual CSV Uploads**
- **Advanced Shipping Rules**
- **Bulk Shipping**
- **Advanced Custom Branding**



Click, Ship, and Save Today

Get in touch with your own dedicated account manager and see how ClickShip helps you optimize your business' eCommerce shipping, fulfillment, and customer experience today.