

# Create Customer Loyalty Through Outstanding Online Order Packaging

Want to create loyal e-com customers? Consider the design and approach of your packaging.

## ONLINE SHOPPING STATISTICS

E-Commerce sales are estimated to reach **\$1.7 TRILLION** by the end of 2027



[statista.com/statistics/272391/us-retail-e-commerce-sales-forecast](https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast)



More than **3.8 BILLION** people **SHOP ONLINE**

[99firms.com/blog/ecommerce-statistics/#gref](https://www.99firms.com/blog/ecommerce-statistics/#gref)

**57%**



of US shoppers prefer to shop online

[fitsmallbusiness.com/online-shopping-statistics](https://www.fitsmallbusiness.com/online-shopping-statistics)

**7%**

of online shoppers shop once every day

[bigcommerce.com/resources/reports/global-consumer-report-cdl-report-ty](https://www.bigcommerce.com/resources/reports/global-consumer-report-cdl-report-ty)

**20%**

shop at least once a week

[drip.com/blog/online-shopping-statistics](https://www.drip.com/blog/online-shopping-statistics)

**75%**

shop at least once a month

[bigcommerce.com/blog/online-shopping-statistics](https://www.bigcommerce.com/blog/online-shopping-statistics)

## Think Inside the Box

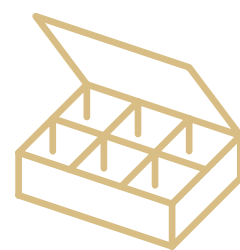
Consider these tips to make your packaging stand out and wow customers:



**Include a handwritten thank-you note to create a personal connection.** Expressing gratitude can improve customer satisfaction.

[packhelp.com/thank-you-for-your-purchase](https://www.packhelp.com/thank-you-for-your-purchase)

**Use custom boxes to make a strong brand impression.** Roughly half of all online shoppers say custom packaging makes them more likely to order again.



[gwp.co.uk/guides/importance-of-ecommerce-packaging](https://www.gwp.co.uk/guides/importance-of-ecommerce-packaging)



**Add a small gift to trigger positive emotions.**

This can help form a positive perception of your brand.

[gwp.co.uk/guides/importance-of-ecommerce-packaging](https://www.gwp.co.uk/guides/importance-of-ecommerce-packaging)

**Give the customer a discount or coupon for his or her next order.** This could add incentive to make a repeat purchase.



[shopify.com/blog/packaging-inserts](https://www.shopify.com/blog/packaging-inserts)



**Provide a sample product to cross-sell and boost value.** A free sample also increases the chances that the customer will buy from you again.

[memjet.com/wp-content/uploads/2020/07/Memjet\\_eCommerce-Packaging-Opportunities.pdf](https://www.memjet.com/wp-content/uploads/2020/07/Memjet_eCommerce-Packaging-Opportunities.pdf)

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[chicagotag.com](https://www.chicagotag.com)

### SOURCES:

[medium.com/@fetchr/7-ways-to-turn-packaging-inserts-into-a-brand-loyalty-generator-f6e1dbf5e31c](https://medium.com/@fetchr/7-ways-to-turn-packaging-inserts-into-a-brand-loyalty-generator-f6e1dbf5e31c)

[fulfillrite.com/blog/5-ways-to-use-packaging-to-increase-customer-retention-and-revenue](https://www.fulfillrite.com/blog/5-ways-to-use-packaging-to-increase-customer-retention-and-revenue)