



Commerce Services

pitney bowes 

COMMERCE CONNECT TECHNOLOGY / CONSUMER CONNECT™

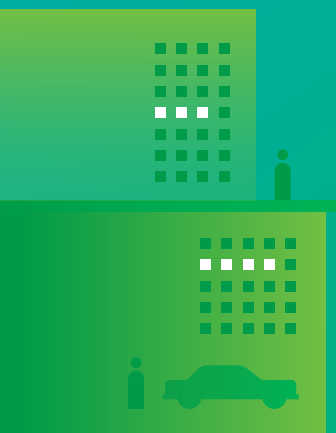
# Marketing after the “buy” button: unlocking revenue from post-purchase

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## YOUR CHALLENGE

“We need our shipment tracking notifications to be more brand-consistent. Right now, we’re outsourcing this experience to our carriers.”

We know that the current state of tracking notifications leaves a lot to be desired—but simply improving tracking is table stakes. In working with over 10,000 brands, retailers and marketplace sellers, we’ve found that **consumers are rarely more willing to engage with you than in the moments after ‘buy’ button.** Turning this part of the journey into an immersive, frictionless brand experience is pivotal to driving repeat purchases and increasing customer lifetime value.



# Consumer Connect helps you increase sales & loyalty by closing the post-purchase engagement gap.



## CHALLENGES WE ADDRESS

- Reliance on carriers to communicate with customers once order is placed.
- Marketing has a 'blind spot' in engaging with customers after purchase.
- Returns initiation is fraught with friction for customers, eroding branding loyalty.
- Current post-purchase communications tools are not nimble enough and require custom development to make simple changes.

## WHAT WE OFFER

- **On-brand tracking experience.** Multi-carrier visibility via email/SMS/ social notifications that extend your site experience.
- **Post-purchase engagement.** Integrate promos, messaging and product recommendations in every communication.
- **Self-service CMS.** 3 fully-branded, configurable templates that allow you to create campaigns in minutes. Simple integration with carrier/ order/product feeds.
- **Seamless returns.** Offer one-click access to a fully branded, configurable and easy-to-navigate returns experience.

## HOW WE'RE DIFFERENT

- Turn post-purchase communications into a revenue opportunity.
- Update creative, edit messaging, schedule campaigns, and make changes at any time – no developers needed.
- Stand out from your competitors with multiple design templates within extensive configurability and best-in-class UX.
- Create new revenue opportunities via connectors to recommendation engines to personalize the products you showcase.
- Leverage industry-leading PB returns services for simpler label creation and faster refunds.
- All major carrier APIs are pre-integrated.

## THE BENEFIT TO YOU

With our decades of experience supporting thousands of merchants and 150+ million customers, only Pitney Bowes delivers a turn-key solution to improve shoppers' experiences while increasing sales, loyalty and CLV for merchants.

For more information, visit us online: [pitneybowes.com](https://pitneybowes.com)