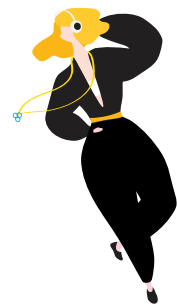
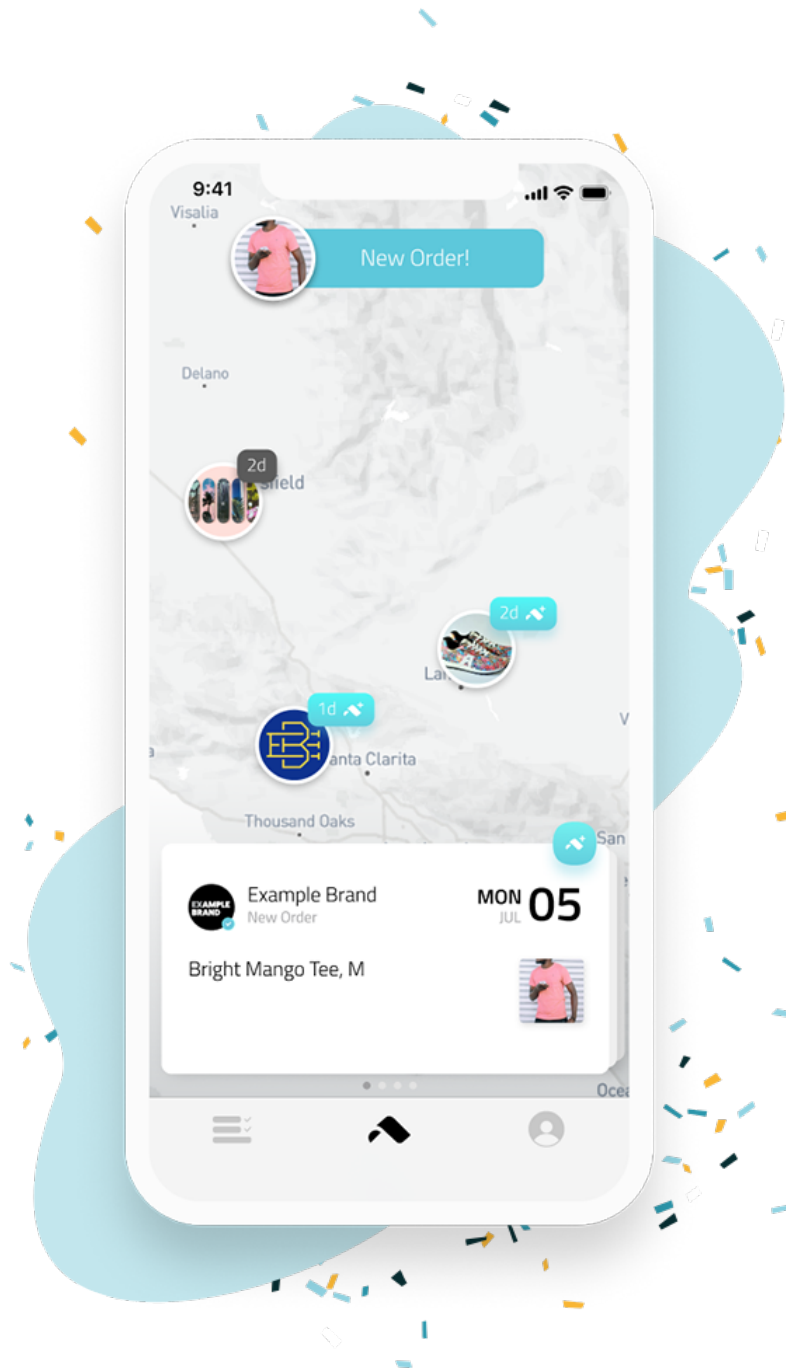




CUSTOMER MARKETING KIT

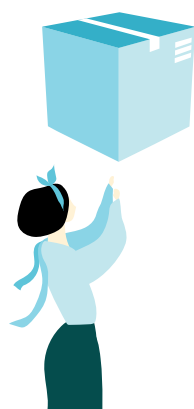
Providing your customers with the best possible
post-purchase experience.





Congratulations on joining the Route network! We couldn't be more excited to help you take your post-purchase experience to the next level.

Through dynamic visual tracking, premium order protection, and one-click claim resolution, you can now deliver an end-to-end post-purchase experience that delights your customers and turns them into lifelong advocates.



Why Merchants love Route.



- **Increase customer confidence:** Customers can add Route+ to their orders at the point of checkout, enabling premium package protection, one-click refunds and reorders.
- **Transform a bad experience into a great experience:** Order issues including lost, damaged, or stolen packages are easily resolved with a few clicks, inspiring customer confidence and increasing loyalty.
- **Provide unmatched visibility and transparency:** The Route App automatically connects to all your customers' orders and allows them to visually track their packages, monitor progress and stay up to date on deliveries .
- **Keep your customers coming back for more:** Your personalized company profile on the Route App organizes all of your customer's orders, while providing quicklinks to continue shopping on your website.

Why your Customers will love Route.



- **Confidence in their purchase:** When Route+ is added at checkout, customers feel confident that they're going to get what they paid for, regardless of thieving porch pirates, or reckless package handlers.
- **Convenient visual tracking:** Route's mobile app allows your customers to visually track all of their online orders in one place. Gone are the days of digging through emails for tracking numbers. Instead, dynamic maps and real-time shipping updates keep the customer in the loop throughout every part of their delivery.
- **Quick & easy claims filing:** Nobody's happy when they have to file a claim. However, with the Route, filing is quick and easy and our 24/7 customer support team is guaranteed to make your customers feel valued and heard - our CS team maintains a 96% CSAT and 50+ NPS.

SPREADING THE WORD

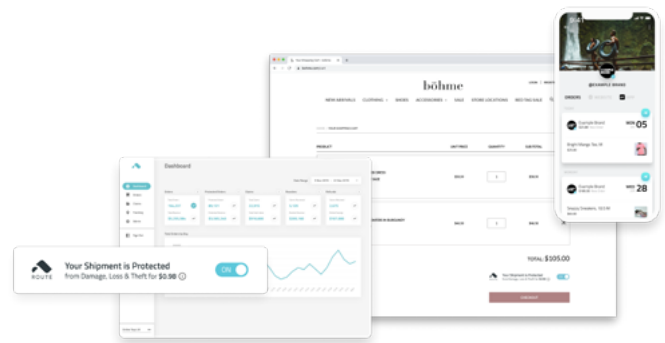
Your customers have likely used Route before on other ecommerce sites and they will be so excited to know that you've joined our exclusive network. To bring your customers up to speed about our new partnership, we've provided a few assets to help you spread the word that your site now offers premium shipping protection and visual package tracking.

↓ [Download Customer Marketing Kit](#)

On Your Site

Copy to utilize on your website

↓ [Download Website Marketing Assets](#)



Social

Gifs, copy, and templates to add to your social feed and story.

↓ [Download Facebook Marketing Assets](#)

↓ [Download Instagram Marketing Assets](#)

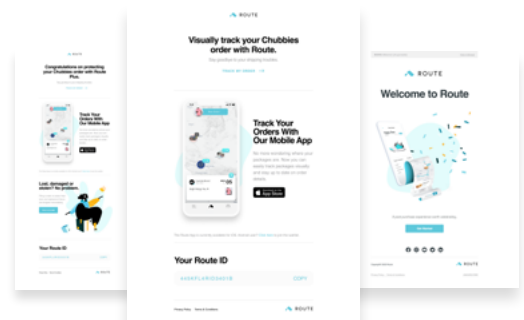
↓ [Download Twitter Marketing Assets](#)



Email

Copy to send to your customers

↓ [Download Email Marketing Assets](#)



For additional support materials or questions, please contact elle@route.com