



A Solutions Guide for Smarter Shipping

5 Ways to Win Peak 2025 with EasyPost



Introduction

Peak season 2025 won't be business as usual.

Retailers and brands are facing a perfect storm of new pressures:

- **External cost increases** → Tariffs, surcharges, rising transportation and packaging costs
- **Low consumer demand** → Shoppers are cautious, budget-conscious, and harder to convert
- **Unpredictable demand patterns** → Forecasting is harder than ever, and planning windows are shrinking
- **Carrier volatility** → Pricing, capacity, and service levels are shifting fast
- **Legacy systems under strain** → Many tech stacks can't flex fast enough to handle peak
- **Intelligent shipping remains elusive** → Most teams still lack the tools to turn data into smarter decisions

- **Shipping seen as a cost center**
→ Forward-thinking brands are transforming it into an end-to-end growth engine

In this environment, brands that simply “do what worked last year” risk falling behind. Winning Peak 2025 will require smarter, more adaptive shipping strategies—driven by modern tools that help you move faster, control costs, and deliver exceptional customer experiences under pressure.

That's where EasyPost comes in.

This guide outlines how EasyPost's solutions help brands navigate the biggest 2025 peak season shipping challenges.

1. Conquer Rising Costs

Shipping costs were already on the rise in 2024—up more than 8% year-over-year—even before this year’s wave of new tariffs and surcharges. Now, with external cost pressures compounding—tariffs, inflation, surcharges, packaging costs—retailers and brands are facing razor-thin margins heading into Peak 2025.

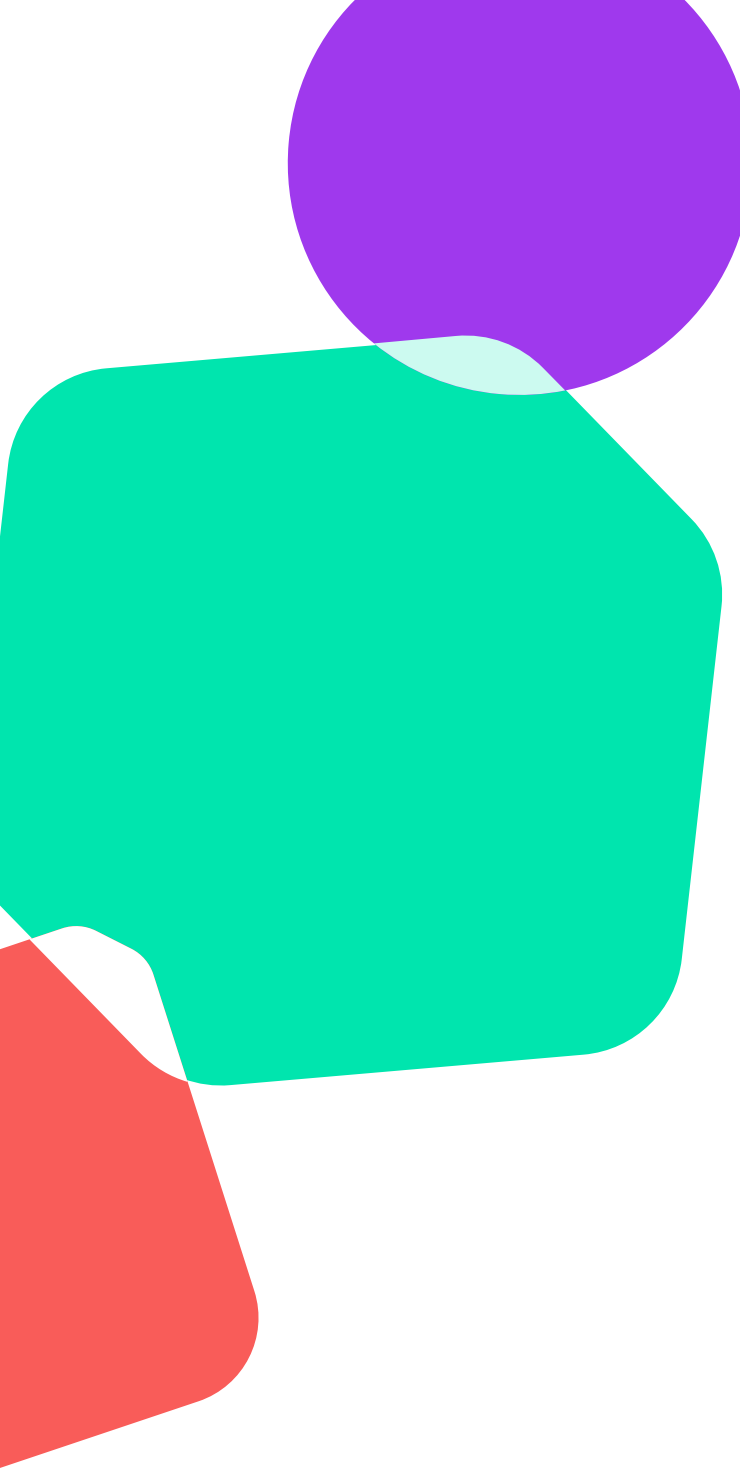
At the same time, today’s shoppers are more price-sensitive than ever. 70% of shoppers still abandon carts due to high shipping fees—meaning brands can’t simply pass costs through to consumers without risking conversion.

In this environment, every shipping decision hits the bottom line—and too often, hidden costs go unnoticed. Rate cards and time-in-transit tables only tell part of the story. Late deliveries, damaged

shipments, refund-triggering handoffs—all of these can quietly erode margin and customer trust. Even packing inefficiencies contribute more than many realize—overboxing alone can increase costs by 15% per package, driving up dimensional weight fees and inflating transportation costs.

Without visibility into true performance and cost drivers, even seemingly small decisions—label selection, packing method, service level—can trigger a chain reaction of margin loss.





EasyPost gives brands the tools to control costs intelligently —even as market conditions change:

Dynamic rate shopping (EasyPost API + Luma Advisor + Luma Select)

- Optimize for the lowest cost per shipment across 100+ carriers and services
- Automatically select the most cost-effective option based on current rates, fees, and delivery performance

AI-powered shipping decisions (Luma)

- Powered by billions of historical shipments → delivering recommendations based on real-world outcomes, not just static rules
- Simulate different carrier/service scenarios to project cost savings and delivery outcomes before you ship

Carrier fee visibility (EasyPost API)

- Prevent surprise charges and model true landed costs with real-time data
- Understand and manage tariff impacts, fuel surcharges, DIM fees, and more

Smarter packing (MagicLogic)

- Reduce over-boxing by up to 80%—saving packaging costs and reducing dimensional weight fees
- Unlock revenue per carton by 12-15% and improve warehouse efficiency with AI-powered packing

Strategic cost optimization guidance (Summit Advisory Team)

- Expert consulting to design smarter shipping strategies that protect margin and performance during Peak

2. Win Cautious Consumers

Low consumer demand is the #1 concern for many brands heading into Peak 2025.

More than 54% of U.S. adults plan to spend less this holiday season, and budget-conscious shoppers are weighing every purchase carefully. At the same time, the cost to acquire a customer has increased 200% for small to mid-market online retailers over the past decade—putting even more pressure on brands to retain the customers they do convert.

In this environment, retention is no longer optional. Brands must turn first-time buyers into repeat customers to protect lifetime value and profitability. And trust, experience, and delivery have become key conversion levers. Shoppers expect transparent delivery promises, proactive communication, and seamless post-purchase experiences. Brands that can deliver on these expectations will win share of wallet—even in a cautious market.

EasyPost gives brands the tools to drive both conversion and retention:

Optimize the post-purchase experience (EasyPost Track)

- 26% lift in conversion by displaying AI-powered Estimated Delivery Dates at checkout
- Branded tracking experiences turn post-purchase into a marketing and upsell channel
- SMS & Email alerts drive repeat purchases with open rates far above typical marketing emails
- 72% decrease in WISMO (“Where is my order?”) tickets—cutting support costs and improving customer trust
- Insight reporting helps optimize loyalty strategy



Dynamic delivery options

(EasyPost API + Luma Advisor)

- Present the optimal mix of shipping options—balancing speed, cost, and profitability
- Tailor delivery choices to match consumer expectations at checkout
- Help convert both value-driven and convenience-driven shoppers

Embedded shopper protection (Norton Shopping Guarantee)

- Build trust at checkout with visible buyer protection
- Reduce conversion drop-off and provide peace of mind during purchase
- Retailers adding NSG have seen:
 - » 10%+ lift in conversions
 - » 37%+ increase in average order value
 - » 230%+ spike in YoY revenue

Checkout clarity (EasyPost API)

- Display real-time shipping options and costs transparently
- Prevent cart abandonment due to surprise fees

Strategic consumer experience consulting (Summit Advisory Team)

- Guidance on optimizing delivery experience, checkout strategy, and post-purchase touchpoints—especially for high-complexity or high-volume shipping operations
- Tailored insights to help drive loyalty and lifetime value during Peak and beyond



3. Adapt to Unpredictable Demand



Forecasting for Peak has always been a challenge—but Peak 2025 introduces a new level of uncertainty.

Demand patterns that once followed predictable curves are now fractured. Shoppers are more cautious, and many are delaying purchases until the last possible moment. Retailers are launching promotions later—and making assortment and pricing changes closer to Peak to stay competitive. Meanwhile, tariffs and supply chain disruptions are forcing last-minute adjustments in product and shipping strategies.

With planning windows shrinking, brands must be able to flex quickly as demand shifts in real time. But too many shipping operations are still built on static routing, locked-in carrier allocations, and outdated forecasting assumptions. That rigidity will be costly this year—leading to bottlenecks, late deliveries, or expensive last-minute workarounds.

How EasyPost helps

AI-powered carrier selection & optimization (Luma)

- Dynamically optimize carrier and service mix as demand shifts
- Automatically selects the best label based on your business preferences, achieving **97%+ on-time delivery** and **39% better accuracy**—with rule-based automation and no dev work required
- Improve delivery speeds by up to 23%

Carrier performance monitoring (EasyPost API + Luma)

- Live visibility → shift volume proactively when performance drops

Fast onboarding of new carriers
(EasyPost API + Enterprise)

- Scale capacity without long dev cycles

Exception management
(EasyPost API + Enterprise)

- Proactively resolve issues before they impact customers

Peak strategy and agility consulting
(Summit Advisory Team)

- Tailored support to help you flex carrier mix, capacity planning, and shipping ops as demand shifts

4. Build Carrier Agility

Carrier strategies that once seemed stable are now a moving target.

In just the past year, regional carrier adoption has surged as brands look to diversify. National carriers are changing rate structures, tightening capacity, and

introducing new service limitations. Even the most trusted networks have shown growing performance variability under peak pressure.

For brands that can't pivot quickly, the risks are high: getting boxed out of capacity, stuck with premium surcharges, or facing delivery delays that erode customer trust.

Carrier agility is no longer a “nice to have”—it’s a critical lever for protecting performance and profitability.

How EasyPost helps

Single API access to 100+ national, regional, & local carriers (EasyPost API)

- Personalize shipping strategies and flex volume as conditions shift—helping avoid peak-season rate spikes and capacity constraints.

Instant carrier diversification
(EasyPost API)

- Eliminate single-carrier risk and reduce the likelihood of outages or delivery delays during Peak.

Significant cost savings across services and carriers (EasyPost API)

- Leverage EasyPost-negotiated rates and smart routing to lower shipping costs up to 88%—without sacrificing performance. Our exclusive Wallet Carriers program unlocks seamless access to top carriers like USPS, FedEx, and Amazon Shipping—all with built-in discounts and simplified billing.

Frictionless access to top carriers
(EasyPost API)

- Buy labels instantly with built-in discounts and embedded protection—no carrier account required. Available across USPS, Amazon Shipping, FedEx, and other major and exclusive carriers

Performance analytics (Luma)

- Optimize carrier mix based on live performance and cost data—improving delivery reliability and reducing return rates with smarter carrier selection.
- Make sure you're getting the most

out of your carrier mix: simulate adding new carriers and service levels, and receive AI-powered recommendations about how your shipping operations compare to those of your peers (and how to improve and reduce costs)

Partner ecosystem (Forge + Enterprise)

- Add niche and specialized carriers as needed to maximize flexibility and coverage.

Carrier strategy expertise

(Summit Advisory Team)

- Guidance on diversification, risk management, and optimizing carrier relationships for Peak.

5. Modernize Your Shipping Stack

Legacy shipping systems might limp along during normal volumes—but they crack under peak pressure.

Manual rate shopping, brittle carrier portals, disconnected post-purchase tools—these inefficiencies lead to late orders, higher costs, frustrated customers, and burned-out teams during the season when every shipment matters most. Worse, legacy systems lack the flexibility to adapt as Peak conditions change.

For years, shipping was viewed as an operational cost center. But today, it's a strategic lever for growth—one that directly impacts customer experience, profitability, and retention. Yet ripping out an entire tech stack isn't feasible for most brands on a Peak timeline. What's needed is targeted modernization—intelligent capabilities that plug into existing systems and unlock new value where it matters most.

How EasyPost helps

Modernize your shipping stack with API-first architecture (EasyPost API + Forge + Enterprise)

- Integrate flexibly with existing systems.





Automate shipping and fulfillment workflows (EasyPost API + MagicLogic + Luma)

- Streamline rate shopping, labels, tracking, claims—and automate packing and load planning—reducing manual tasks, saving hours of operational time, and enabling teams to scale efficiently.

Optimize shipping decisions with AI (Luma)

- Make smarter shipping decisions with smart recommendations powered by billions of real shipments—reducing costs, improving delivery accuracy, and replacing guesswork with data-driven intelligence.

Automate and accelerate claims resolution (EasyPost API Claims)

- Resolve claims in minutes, not weeks.

Enhance the post-purchase experience (EasyPost Track + protection)

- Turn tracking into a branded post-purchase channel that drives loyalty,

repeat purchases, and revenue growth.

Launch an advanced shipping stack for marketplaces and commerce platforms (Forge)

- Rapidly modernize marketplaces and commerce platforms with a low-code, pre-built shipping stack.

Execute with expert strategic guidance (Summit Advisory Team)

- Expert guidance on shipping stack modernization, carrier strategy, warehouse operations, updates, and expansions, and operational efficiency, and peak planning.

Access premium support when it matters most (included with EasyPost)

- 24/7 access, real-time escalation, no hidden fees—critical for Peak execution.

Why EasyPost Is Built for Peak 2025 and Beyond

Peak 2025 is a **pressure test** for every part of your shipping strategy.

With EasyPost, you can:

- **Control costs** with AI-powered rate shopping, smarter packing, and dynamic carrier optimization
- **Convert and retain cautious consumers** with branded tracking, predictive delivery, and shopper protection
- **Adapt quickly as demand shifts** through flexible APIs, dynamic routing, and automated workflows
- **Build carrier agility** and avoid single-carrier risk with instant multi-carrier operations
- **Modernize fast** with plug-in tools like Luma, MagicLogic, and Forge—no full stack replacement required
- **Make smarter decisions** with real performance data—not static rate cards or assumptions
- **Execute with confidence** through 24/7 premium support and enterprise-grade advisory consulting

Ready to Ship Smarter This Peak?

Let's build the smartest peak season yet—because this isn't just about keeping up. It's about leading with intelligence.



EasyPost Solutions at a Glance

A quick reference to the tools that help you ship smarter this Peak—and beyond.

EasyPost API Suite

Powerful, flexible APIs for rate shopping, label generation, tracking, address verification, and claims. The foundation for modern shipping—trusted by thousands of brands.

- Automate and optimize shipping workflows
- Build carrier flexibility into your stack
- Modernize without a full tech rebuild

EasyPost Track

Turn post-purchase into a marketing and loyalty channel. Branded tracking, AI-powered delivery dates, proactive notifications, and performance insights.

- Lift conversion with delivery transparency
- Reduce WISMO and support burden
- Drive repeat purchases and loyalty

EasyPost Luma

AI-driven shipping intelligence, powered by **billions of real shipments**. Simulate, optimize, and execute smarter decisions.

- Optimize cost, performance, and carrier mix dynamically
- Project impact of routing and service changes before you ship
- Drive margin and delivery improvements at scale

MagicLogic

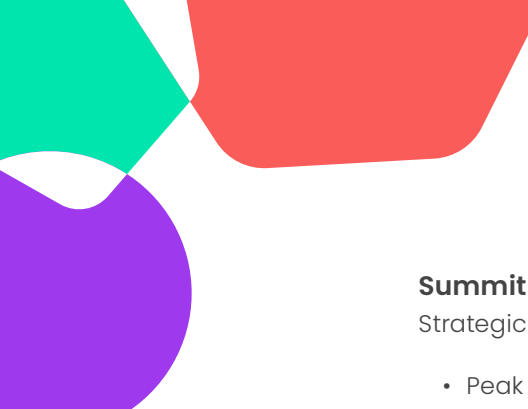
Smarter packing and load planning. Reduce over-boxing, cut shipping costs, and unlock revenue per carton—without changing your WMS.

- Cut packaging waste and DIM fees
- Improve carton and load efficiency
- Enable faster, more cost-effective fulfillment
- Automate bay truck loading
- Automate load planning

EasyPost Forge

A pre-built, low-code shipping stack for marketplaces and commerce platforms. Ideal for teams with limited dev resources—Forge lets you launch a white-labeled, end-to-end shipping experience in days, not months.

- Enable advanced shipping capabilities without heavy development
- White-label predictive delivery, tracking, and protection
- Reduce operational complexity and improve seller and buyer experience



Summit Advisory Team

Strategic consulting to turn smarter tools into real results.

- Peak planning, shipping stack modernization, and carrier strategy
- Hands-on guidance to help you win Peak 2025—and beyond

Norton Shopping Guarantee

Embedded protection and claims automation. Build trust and resolve delivery issues faster.

Why it matters:

- Increase conversion at checkout
- Protect customer experience during delivery
- Automate claims resolution—improving NPS and reducing costs

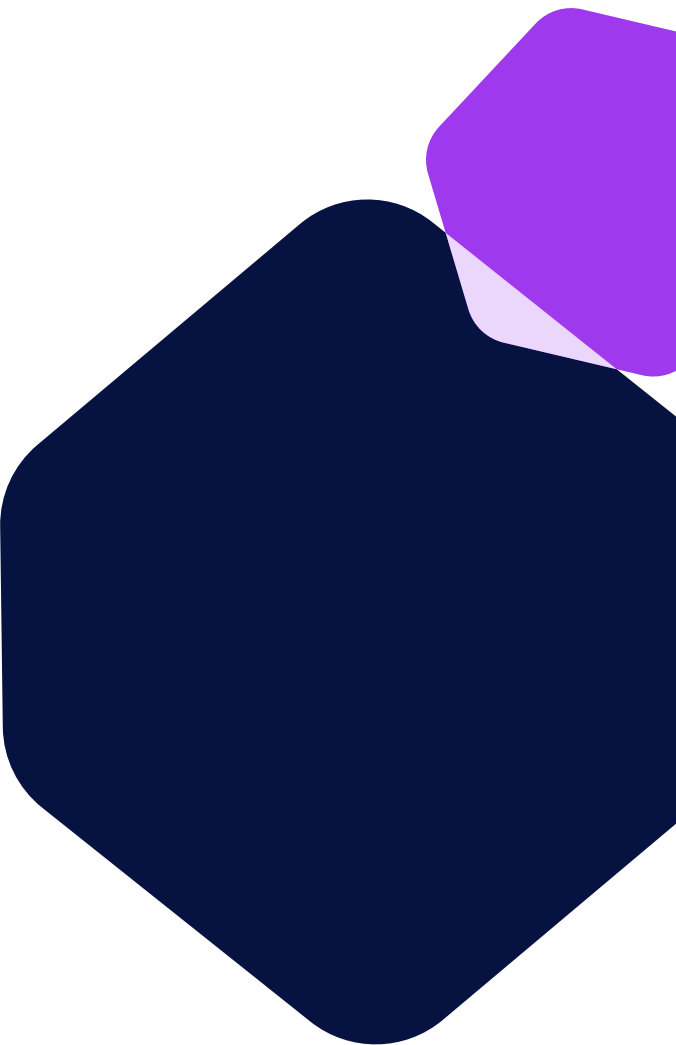
EasyPost Enterprise

Advanced solutions for high-volume and complex shippers. Enterprise-grade flexibility, security, and performance.

- Scale across multiple locations, systems, and carrier networks
- Support global, multi-channel shipping
- Leverage full EasyPost capabilities with dedicated support

Premium Support

Always-on, enterprise-grade support with no hidden fees.

- 24/7 access to technical experts
 - Real-time escalation when it matters most
 - Confidence and control during peak season
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EasyPost's best-in-class shipping APIs provide end-to-end flexibility and more control over parcel shipping and logistics processes for e-commerce retailers, fulfillment centers, marketplaces, and enterprises. Founded in 2012, EasyPost has 200 employees and is based in Lehi, Utah.

For more information, visit [EasyPost.com](https://www.easypost.com) or email us at sales@easypost.com.