

Post-Purchase Optimization **Audit**

Uncover operational and experience inefficiencies, improve customer journeys, and maximize revenue after every purchase.

THIS AUDIT REPORT
IS BUILT FOR



APPAREL & FASHION | MARCH 2026

OVERALL SCORE

32 / 100 points

MATURITY STATUS

Poor

CRITICAL GAPS

4 Requiring
Immediate Action



BUILT BY  LATESHIPMENT.COM

EXECUTIVE SUMMARY

Demure's Post-Purchase Optimization Audit

TOTAL SCORE

32/100

STATUS: POOR

BRANDED TRACKING 5/25

How customers track orders with visibility after purchase experience

RETURNS & EXCHANGES 7/25

How customers return or exchange products after completing their purchase

CHECKOUT 8/20

What customers see understand and expect before placing their order

NOTIFICATIONS 12/30

How customers receive updates and communication throughout delivery journey

SHIPPING REFUNDS NON-SCORED OPPORTUNITY

~ \$16,200 Est. Annual Refund Recovery

How auditing shipping invoices identifies carrier errors and recovers costs

PLATFORMS: Shopify

CARRIERS: FedEx UPS

SERVICE TYPES: Ground Next Day Air

International

MARKETING AUTO.: Klaviyo

HELPDESK: Gorgias

RETURNS PLATFORM: Loop Returns

TRACKING: AfterShip

EXECUTIVE SUMMARY

Demure scores 32/100 — placing it in the Poor maturity band — despite operating a strong Shopify stack with established tools like Klaviyo, Loop, and AfterShip.

The brand's post-purchase experience is not yet calibrated to the luxury standard the product commands:

- Tracking redirects to FedEx.com
- The returns portal has no exchange path
- The delivered email closes the relationship at exactly the moment it should deepen

These are infrastructure configuration gaps, not product gaps — and each is fixable without engineering work.

KEY GAPS

Checkout

- No EDD at checkout — speed ranges only, no specific delivery date
- No package protection — full loss exposure on every shipment

Notifications

- Track CTA links to FedEx.com — brand experience abandoned post-ship
- No in-transit update — customers go silent after shipment confirmation

Returns

- No exchange option — \$148 refund processed when customer wanted size L
- Login required to initiate a return — guest purchaser barrier

BIGGEST OPPORTUNITIES

Tracking & Notifications

- Configure AfterShip branded tracking — 72% WISMO reduction, 12% repeat purchase lift
- Add EDD + delay alerts via Klaviyo to eliminate reactive WISMO support

Returns

- Enable exchange + store credit in Loop — recover 40% of refunds as retained revenue

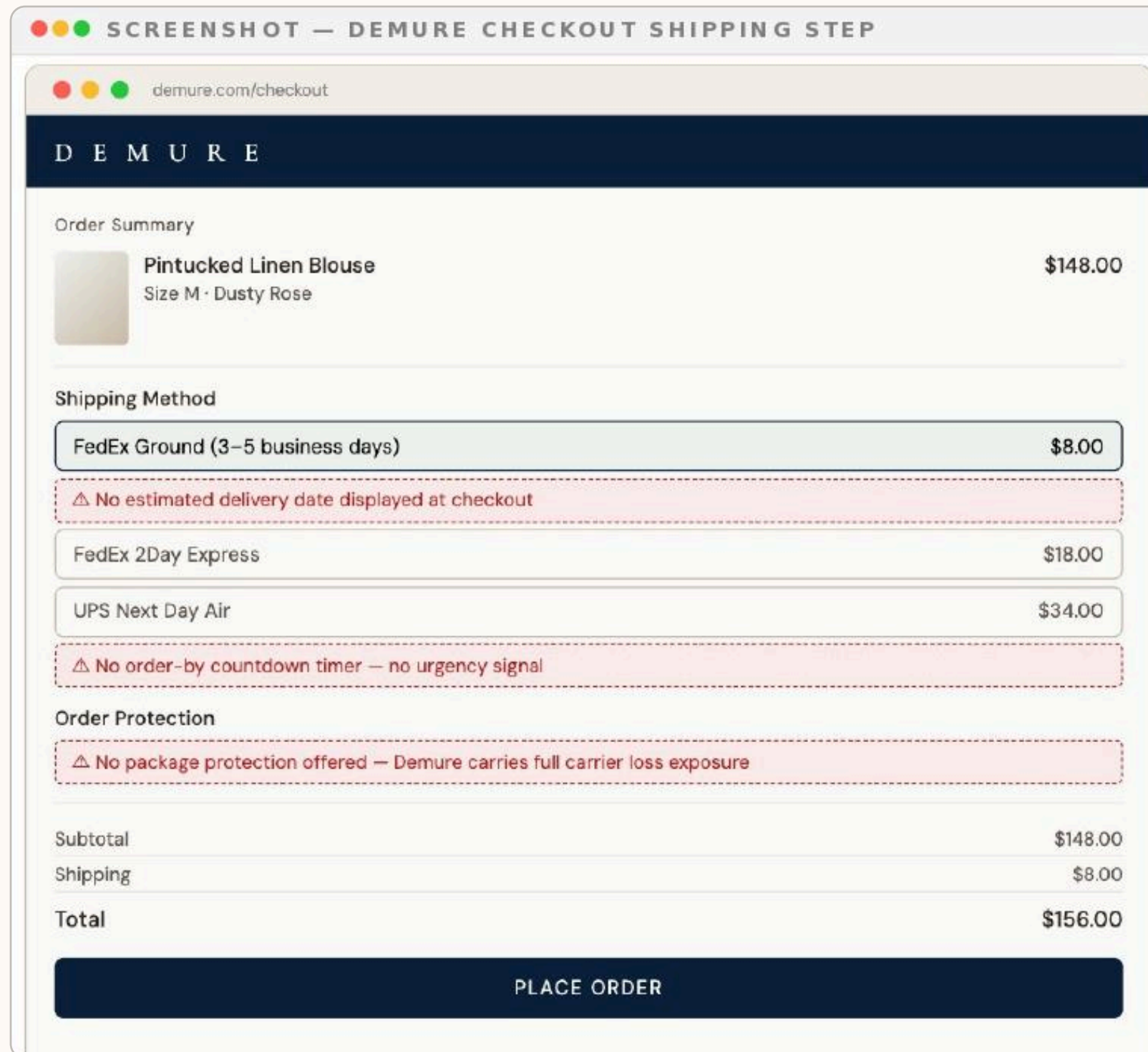
Cost Recovery

- No exchange option — \$148 refund processed when customer wanted size L
- OneAudit carrier refund recovery — est. \$16,200/yr unclaimed on FedEx/UPS

Checkout Experience Audit

TOTAL SCORE
8 / 20

Demure — Shopify Checkout · demure.com/checkout



Note: All screenshots are real and captured during the audit, not AI-generated.

AUDIT SCORING & FINDINGS	CHECKOUT
Estimated delivery date at checkout	0 / 5
Order-by countdown timer	0 / 4
Shipping method clarity	3 / 3
Package protection option	0 / 3
Shipping cost transparency	3 / 3
Address validation	2 / 2
TOTAL	8 / 20

VISUAL OBSERVATIONS

● HIGH PRIORITY

No estimated delivery date at checkout

Observed: FedEx Ground shows “3–5 business days” only — no specific date visible anywhere on the checkout page.

Impact: At \$148 AOV, delivery uncertainty suppresses conversion — especially for gifting and occasion-driven purchases.

Action: Replace speed ranges with “Arrives by [date]” tied to fulfillment cutoff via OneTrack EDD widget.

● HIGH PRIORITY

No order protection offered

Observed: Order Protection section is present in the UI but empty — no insurance or coverage option shown.

Impact: Full \$148+ loss exposure on every lost or damaged shipment — resolved via support cost at Demure’s expense.

Action: Activate OneProtect opt-in — covers up to \$2,000/shipment, creates incremental revenue and removes support burden.

● STRENGTH

Shipping costs transparent and well-structured

Observed: All three shipping options (Ground \$8, 2Day \$18, Next Day \$34) are visible upfront with no hidden fees.

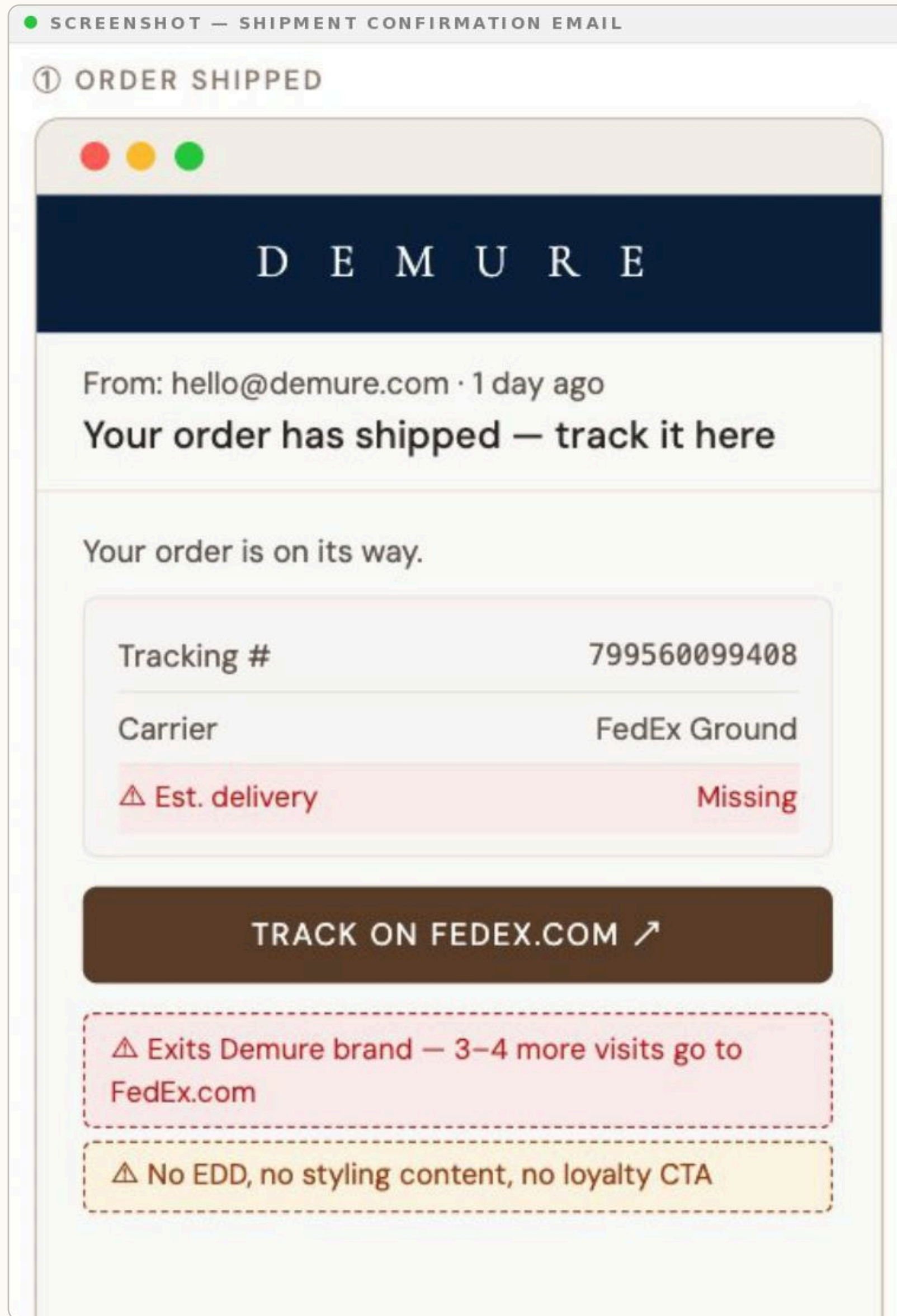
Impact: No surprise cost friction at order review — supports checkout completion at a premium price point.

Action: Maintain — add specific delivery dates next to each option to complete the picture.

Shipping Notifications — Order & Dispatch

TOTAL SCORE
8 / 17

Demure — Klaviyo / Shopify Native · Shipment Confirmation



Note: All screenshots are real and captured during the audit, not AI-generated.

AUDIT SCORING & FINDINGS	NOTIFICATIONS (1/2)
Order confirmation sent	1 / 2
Shipment confirmation sent	2 / 2
EDD visible in email body	0 / 2
Branding quality (logo, tone)	5 / 6
Branding quality (logo, tone)	0 / 5
TOTAL	8 / 17

VISUAL OBSERVATIONS

● HIGH PRIORITY
"Track on FedEx.com" — brand exits here
Observed: CTA button reads "TRACK ON FEDEX.COM ↗" — a direct link away from Demure's environment into a generic carrier portal.
Impact: 3-4 tracking visits per order all go to FedEx — zero brand touchpoints, no cross-sell, no support path.
Action: **Configure branded tracking page and update the CTA to point to it — zero re-development needed.**

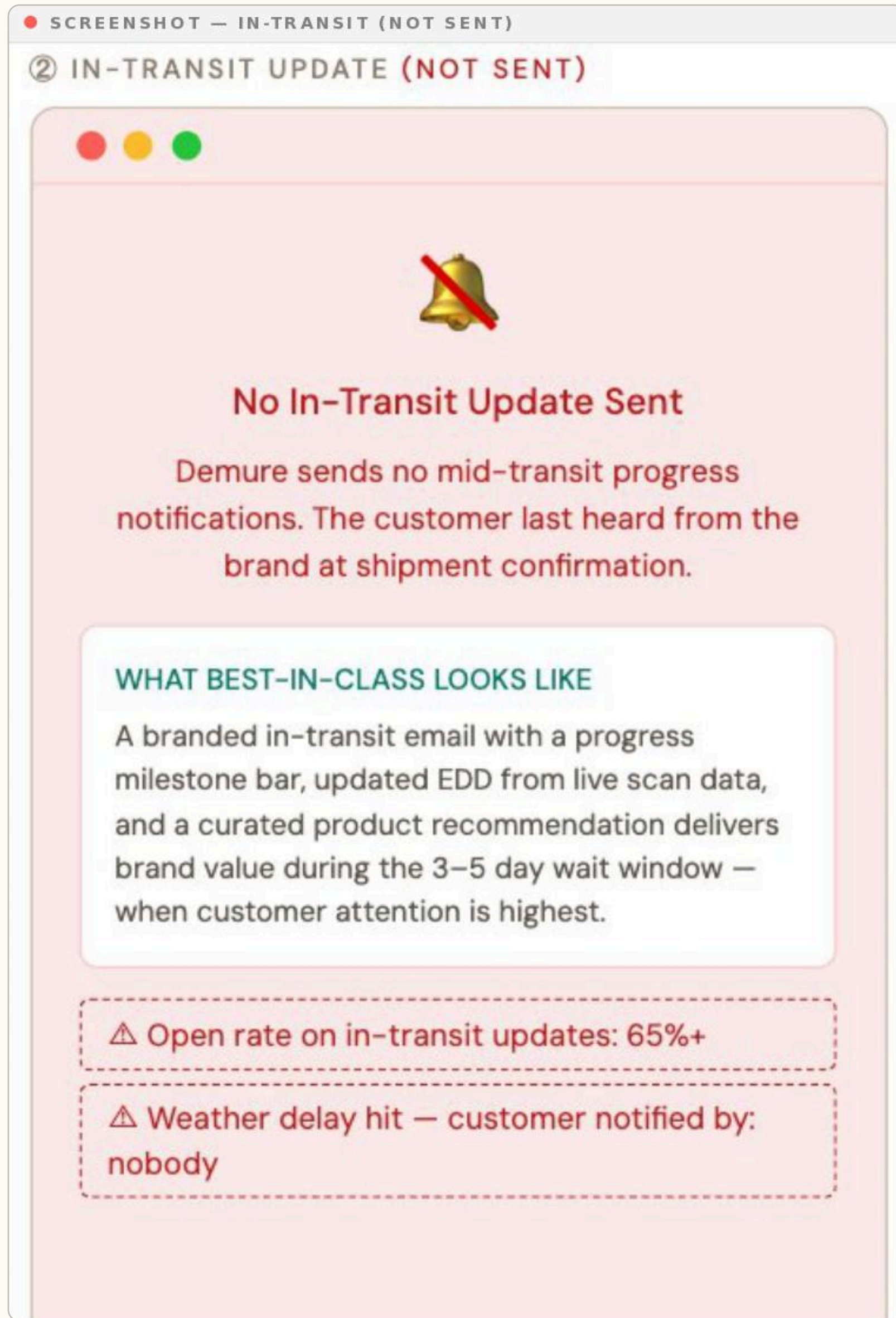
● HIGH PRIORITY
Estimated delivery shows as "Missing"
Observed: Email table shows "Est. delivery — Missing" — the field exists in the template but is not populated.
Impact: Every customer opens the email looking for an arrival date — and finds nothing. Direct WISMO driver.
Action: **Connect Klaviyo to OneTrack to populate EDD dynamically — the template is already structured for it.**

● STRENGTH
On-brand email design — navy header, Demure wordmark
Observed: Email header uses the navy brand colour and Demure wordmark — visually consistent with the site.
Impact: Consistent brand presentation post-purchase builds trust — no redesign needed to layer in delivery data.
Action: **Maintain the design — add EDD, branded tracking link, and a post-purchase CTA to the existing template.**

Shipping Notifications — In-Transit & Delivery

TOTAL SCORE
4 / 13

Demure — In-Transit · Delivered · Delay Alerts



Note: All screenshots are real and captured during the audit, not AI-generated.

AUDIT SCORING & FINDINGS	NOTIFICATIONS (2/2)
In-transit update (mid-journey)	0 / 4
Out-for-delivery notification	2 / 3
Delivery confirmation	2 / 2
Proactive delay / exception alert	0 / 4
TOTAL (COMBINED: 12 / 30)	4 / 13

VISUAL OBSERVATIONS

HIGH PRIORITY

No in-transit update sent — confirmed absent

Observed: Screenshot confirms “No In-Transit Update Sent” — Demure sends nothing between shipment confirmation and OFD.

Impact: In-transit emails have 65%+ open rates. 3-5 days of silence on a \$148 luxury purchase drives WISMO contacts and anxiety.

Action: Add a Klaviyo in-transit flow triggered scan data — one email on day 2 with updated EDD and a product recommendation.

HIGH PRIORITY

Delivered email closes the relationship — missed opportunity

Observed: Delivered email shows only “Your order has arrived” with delivery time — no returns CTA, no review request, no loyalty prompt.

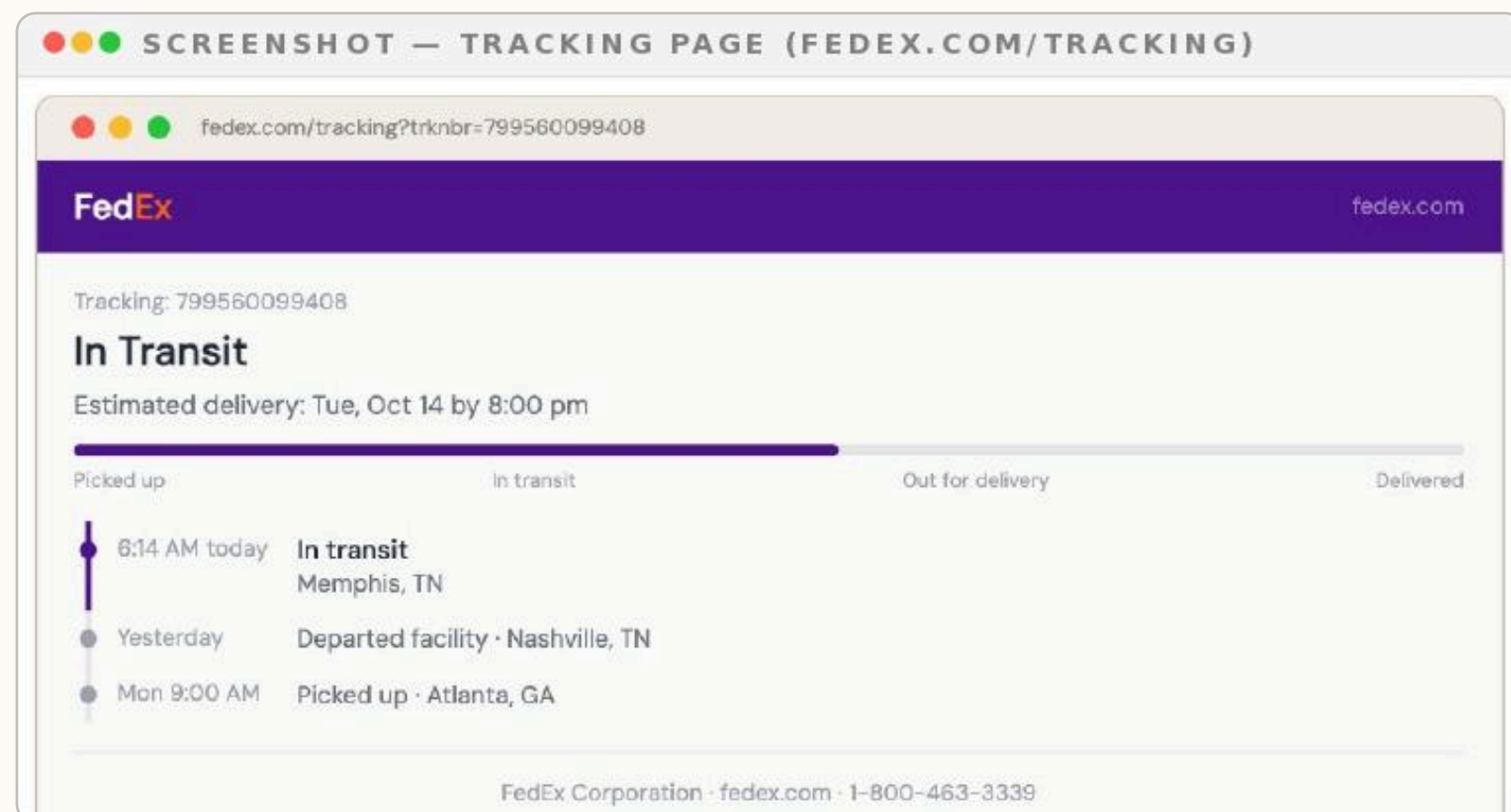
Impact: The delivered moment is highest intent for a repeat purchase — Demure sends nothing to capture it.

Action: Add review request, returns link, and a curated “complete the look” recommendation block to the delivered email.

Branded Tracking Experience

TOTAL SCORE
5 / 25

Demure — Tracking Page (FedEx.com Redirect)



Note: All screenshots are real and captured during the audit, not AI-generated.

AUDIT SCORING & FINDINGS	BRANDED TRACKING
Branded vs carrier page	0 / 8
Real-time EDD displayed	2 / 4
Shipment timeline / progress	3 / 3
Exception alerts on page	0 / 3
Support access from tracking	0 / 3
Cross-sell / promotions	0 / 2
Returns access from tracking	0 / 2
TOTAL	5 / 25

VISUAL OBSERVATIONS

● HIGH PRIORITY

Tracking is currently a FedEx redirect

Observed: URL is fedex.com/tracking — branded tracking page has not been activated to capture high-intent shopper attention.

Impact: Every tracking visit lands on FedEx portal — zero Demure branding, no support, no cross-sell, no returns.

Action: **Activate branded tracking page — configure with Demure logo, brand colours, and support link. Takes hours, not days.**

● MEDIUM PRIORITY

EDD shown on FedEx page but not in brand experience

Observed: FedEx page shows “Estimated delivery: Tue, Oct 14 by 8:00 pm” — the data exists but it's behind the carrier redirect.

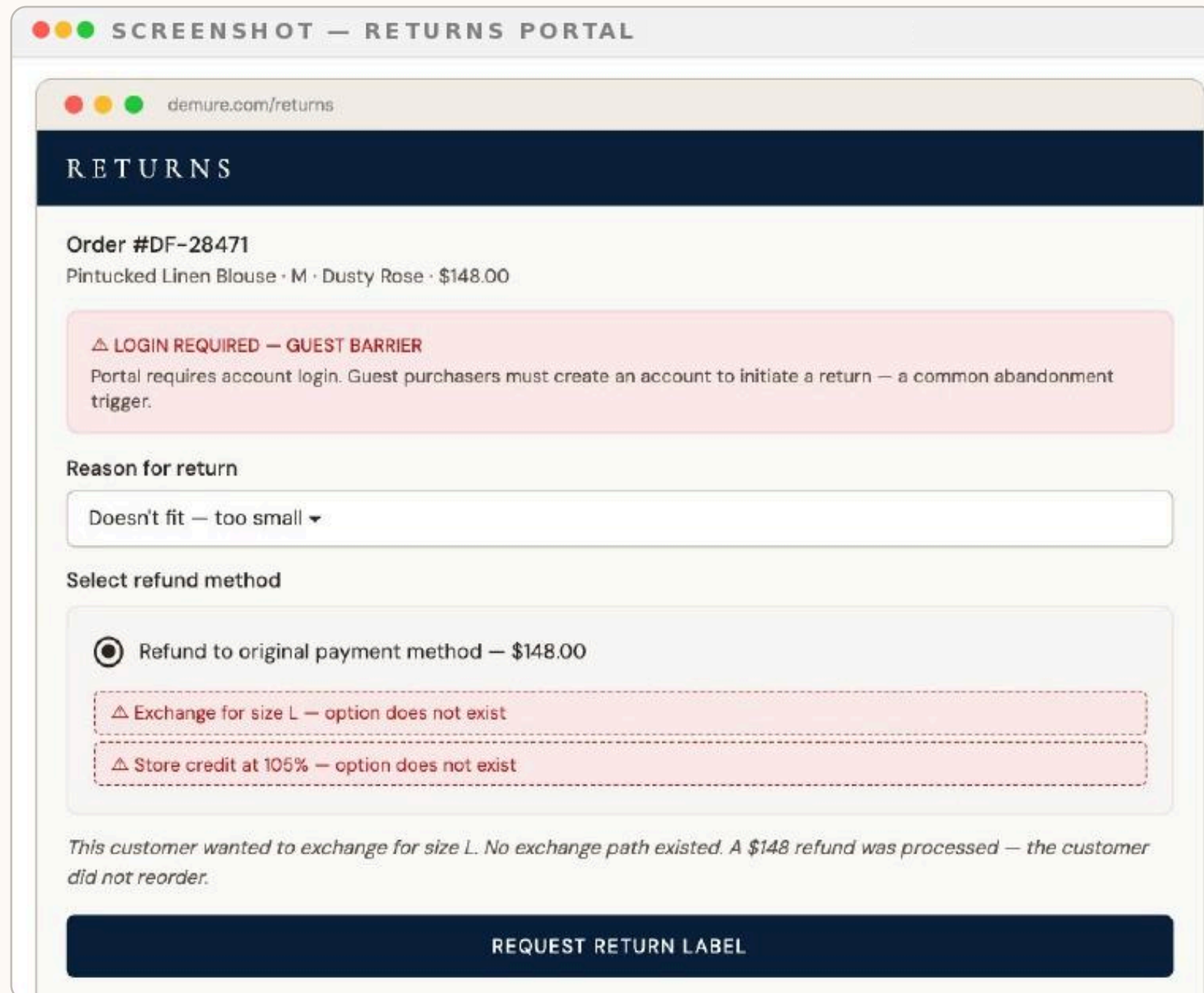
Impact: The EDD data is available — it's just not surfaced in the Demure email or branded page where it would reduce WISMO.

Action: **Pull EDD from into both the branded tracking page and Klaviyo email templates simultaneously.**

Returns & Exchanges Experience

TOTAL SCORE
7 / 25

Demure — Portal · demure.com/returns



Note: All screenshots are real and captured during the audit, not AI-generated.

AUDIT SCORING & FINDINGS	RETURNS & EXCHANGES
Self-serve returns portal	2 / 4
Structured return reasons	3 / 3
Exchange-first design / incentive	0 / 6
Store credit bonus option	0 / 4
Instant label generation	2 / 4
Return tracking after label	0 / 4
TOTAL	7 / 25

VISUAL OBSERVATIONS

● HIGH PRIORITY

No exchange option — customer forced into refund

Observed: Only "Refund to original payment" is available. Screenshot notes: "Exchange for size L — option does not exist." "A \$148 refund was processed when the customer wanted an exchange."

Impact: Every size/fit return becomes a lost sale. At \$148 AOV, each avoidable refund costs ~\$148 in lost revenue plus fulfillment and return shipping.

Action: **Enable exchange and store credit options — this is a configuration toggle, not an engineering project.**

● HIGH PRIORITY

Login required — guest purchaser barrier

Observed: Portal requires account login. Screenshot flag: "Guest purchasers must create an account to initiate a return — a common abandonment trigger."

Impact: Guest buyers — who can't remember passwords or never created an account — abandon the returns flow. This increases support contact and creates negative brand experiences at a luxury price point.

Action: **Enable order-number + email lookup returns — no account required to initiate a return.**

Shipping Cost Optimization

CARRIERS USED

FedEx

UPS

SERVICE TYPES USED

Ground

Next Day Air

International

EST. ANNUAL REFUND RECOVERY

~ **\$16,200**

Based on current website traffic. Actuals will be confirmed via OneAudit invoice eligibility report.

Carrier SLA Exposure

FedEx and UPS guarantee SLA on Express and Next Day Air shipments. Late deliveries are eligible for a full shipping cost refund — but only if claimed within 15 days. Most luxury brands never claim these.

Next Day Air Risk

Demure's use of Next Day Air for time-sensitive luxury orders means higher carrier fees and higher late-delivery rates. Every missed SLA is recoverable — but only within 15 days without automation.

Operational Gap

No evidence of a carrier invoice auditing process. At Demure's volume (~1,500 orders/mo), unclaimed refunds compound silently every billing cycle.

OneAudit **RECOMMENDED**



Automated carrier invoice auditing — connects directly to FedEx and UPS accounts. Recovers 6–20% of carrier spend. No engineering required, positive ROI within first billing cycle.

Check your refund eligibility and see what carriers owe you today. [Get free eligibility report](#) →.

STRATEGIC RECOMMENDATIONS

Your roadmap to post-purchase excellence

#	RECOMMENDATION & CORE EXECUTION	IMPACT FOCUS	EXPECTED OUTCOME
01	<p>Activate Branded Tracking Page</p> <p>Configure the branded tracking page with Demure's native brand colours, logo, and support link. Update all Klaviyo email CTAs to point to it instead of FedEx.com.</p> <p>HIGH PRIORITY Responsibility: MARKETING CX</p>	WISMO & Retention	72% WISMO ↓ 12% repeat purchase ↑
02	<p>Enable Exchange + Store Credit</p> <p>Turn on exchange for size/style and store credit options. Set exchange as the default-first option. This is a configuration toggle — not an engineering project.</p> <p>HIGH PRIORITY Responsibility: CX FINANCE</p>	Revenue Retention	40% refund → exchange at \$148 AOV
03	<p>Enable Guest Returns</p> <p>Enable order-number + email lookup so guest purchasers can initiate returns without creating an account. Remove the login barrier entirely.</p> <p>HIGH PRIORITY Responsibility: CX OPS</p>	Customer Effort	Eliminates returns abandonment for guests
04	<p>Populate EDD in Klaviyo Email Templates</p> <p>Connect EDD data to Klaviyo flows. The template field already exists — it just shows "Missing." Fill it with a live estimated delivery date.</p> <p>HIGH PRIORITY Responsibility: MARKETING</p>	WISMO Reduction	Eliminates the #1 post-ship support trigger
05	<p>Add In-Transit Klaviyo Flow</p> <p>Create a single in-transit email triggered by real-time package scan data on day 2–3 — include updated EDD, shipment location, and a curated product recommendation.</p> <p>HIGH PRIORITY Responsibility: MARKETING CX</p>	Engagement & WISMO	65%+ open rate · reduces mid-journey anxiety
06	<p>Enrich Delivered Email with Post-Purchase CTAs</p> <p>Add review request, returns link, loyalty prompt, and a "complete the look" product recommendation to the delivered email. Close the relationship loop at highest-intent moment.</p> <p>MEDIUM PRIORITY Responsibility: MARKETING</p>	Retention & LTV	Converts delivery moment into repeat purchase
07	<p>Add EDD + Countdown Timer at Checkout</p> <p>Replace "3–5 business days" with a specific delivery date at checkout. Add an order-by countdown for same-day dispatch urgency — especially for gifting occasions.</p> <p>MEDIUM PRIORITY Responsibility: MARKETING OPS</p>	Conversion	5–9% checkout conversion improvement
08	<p>Deploy Carrier Invoice Auditing (OneAudit)</p> <p>Activate automated FedEx and UPS invoice auditing to claim refunds on late or failed deliveries within the 15-day window. Est. \$16,200/yr unclaimed currently.</p> <p>MEDIUM PRIORITY Responsibility: FINANCE OPS</p>	Cost Recovery	\$1,350/mo · ROI in first billing cycle

MEET LATESHIPMENT.COM

The Post-Purchase Imperative

BRANDS THAT WIN AFTER THE BUY BUTTON WIN THE CUSTOMER FOR LIFE.

Post-purchase experience has emerged as the most consequential — and most underinvested — dimension of eCommerce brand equity. The acquisition funnel absorbs the majority of marketing spend, yet the moments that determine whether a customer ever purchases again are almost entirely post-purchase: the tracking email they open three times, the returns interaction that takes 20 minutes of friction, the delayed shipment they discover by checking the carrier portal themselves. The recommendations in this audit represent a direct, achievable pathway to closing that gap — without engineering resources, and with positive ROI in the first billing cycle for several interventions

ABOUT LATESHIPMENT.COM

LateShipment.com unifies tracking, returns, protection, and refund recovery into a single post-purchase platform — helping eCommerce brands improve CX and reduce costs without engineering work, driving real business impact.

72% Fewer WISMO tickets

12% Higher repeat purchases

6-20% Shipping cost recovery

40% Returns → exchanges

OneTrack — Branded Tracking

Replaces carrier redirects with a branded post-ship page. Reduces WISMO by 72% and drives 12% repeat purchase lift by keeping customers in the brand experience.

OneReturn — Exchange-First Returns

Self-serve portal that surfaces exchange and store credit before refund. Converts 40% of would-be refunds into retained revenue — a configuration change, not engineering.

OneProtect — Shipping Insurance

Opt-in coverage at checkout for lost, damaged, or stolen shipments. Eliminates support cost on claims and creates an incremental revenue line — up to \$2,000/shipment.

OneAudit — Refund Recovery

Automated carrier invoice auditing that claims refunds on late deliveries. Recovers 6-20% of carrier spend — est. \$16,200/yr for Demure — with ROI in the first billing cycle.

OneInsight — Post-Purchase Analytics

Unified dashboard across tracking, returns, and shipping cost data — surfaces WISMO trends, carrier performance gaps, and refund recovery ROI in one view.

NEXT STEPS

On-call Audit Walkthrough

Book Product Demo

Start Post-purchase Optimization

TRUSTED BY **4500+** BUSINESSES WORLDWIDE

PRINCESS POLLY

MICHAEL KORS

LAGOS

SlumberPod

WINONA

Branch

CHILLY'S

WHAT BRANDS ARE SAYING

"We've successfully reclaimed 95% of the support hours that were once tied up handling customer return requests through LateShipment.com's intelligent returns platform."

Alex Dietrich
Ecommerce Manager · EPØKHE

"We saved ~\$200,000 last year with LateShipment.com's proactive, branded shipping notifications. Their solution is a practical no-brainer for any business operations."

Ryan Batenhorst
Operations Manager · LA POLICE GEAR

"Working with LateShipment.com has been exceptional! Their platform and commitment to efficiency have greatly contributed to our operational success."

Keisha Celene
Director of Customer Success · BRANCH

SECURE CONNECTIVITY WITH 1,200+ CARRIERS AND TOOLS

DISCLAIMER

This document is a sample audit report provided solely for illustrative and informational purposes, intended to demonstrate the nature of insights, impact and scope for improving post-purchase operations. All information including the findings and observations is provided "as is," without warranties of any kind, including accuracy, completeness, or fitness for a particular purpose. All trademarks, names, logos, and third-party references are the property of their respective owners and are used under applicable fair use without any implied affiliation or endorsement.