



2025 Holiday Season

Your Shipping Survival Cheatsheet

Shipping costs are climbing. Carriers are stretched to the limit. Meanwhile, 60% of shoppers expect free shipping and 30% will send items back.

This 8-step cheatsheet shows you how to use shipping to increase sales, stay profitable, and deliver an Amazon-style checkout experience this holiday season.

Take a breath...you've got this. Let's make this your best ever peak season!

- ☒ **Budget for Higher Shipping Rates + Peak Fees**
FedEx and UPS announced higher peak season fees than last year. Plan for higher costs.
- ☒ **Show the Most Competitive Rates to Drive Conversions**
Use rate shopping to compare multiple carriers automatically and display the lowest rates at checkout.
- ☒ **Attract New Customers & Lift AOV with Selective Free Shipping**
Set smart free shipping thresholds or run targeted free shipping for certain products or customer groups.
- ☒ **Build Trust with Transparent Delivery Dates at Checkout**
Show delivery dates based on cutoffs and blackout days so customers know their order will arrive on time.
- ☒ **Set Up Backup Carriers to Avoid Downtime**
Don't let a carrier outage take you offline. Add backups so shipping rates always show up, no matter what.
- ☒ **Boost Sales with Store Pickup or Ship-to-Store Fulfillment**
Capture last-minute holiday shoppers and increase in-store sales with flexible pickup options.
- ☒ **Calculate Duties & Taxes at Checkout to Prevent Surprise Fees and Costly Returns**
Adapt to changing tariffs and improve the international customer experience with real-time duties and taxes.
- ☒ **Test Your Shipping Rates and Rules Before the Rush**
Now is the perfect time to optimize shipping, run tests, and lock in your strategy before code-freeze.

Don't Just Survive BFCM
Win it with **ShipperHQ**.

[Start Your Free Trial](#)

 **ShipperHQ**
Learn more at shipperhq.com



UPS® Ground

[Check ups.com/ctc](https://www.ups.com/ctc) for details

15

MONDAY



Ground Economy®

17

WEDNESDAY



Ground Advantage™



First-Class Mail®

18

THURSDAY



Priority Mail

19

FRIDAY



Express Saver®



3-Day Select

20

SATURDAY



Priority Mail Express®



2nd Day Air

23

TUESDAY



Next Day Air®



Overnight Services

24

WEDNESDAY



FedEx SameDay®

25

THURSDAY



*The deadline for USPS Ground Advantage is Dec 17th for all states except Alaska (AK) and Hawaii (HI). The deadline for AK & HI is Dec. 16th.

Start Your 15 Day Free Trial
Make your checkout **shine** this holiday season.

[Start Your Free Trial](#)