EXCLUSIVE RESOURCES INSIDE

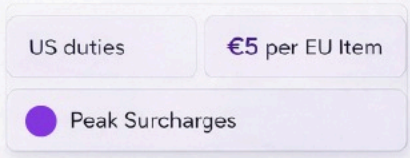
$275B in sales. +38.5% in shipping. One plan to win both.

The Ultimate BFCM 2026 Whitepaper for global sellers: when sales peak, when costs spike, and the exact moves to protect your margin through peak season.

Peak-season cost data from our supply chain:
when shipping costs really rise, tracked across 7 countries and 9 parcel weights.



Every 2026 rule change, priced per order:
US duties, the new €5 per EU item and carrier peak surcharges.



BFCM Supply Signals + a ready-to-use checklist:
peak-season picks from our suppliers and everything to tick off before Nov 26.



LIVE SIGNALS · LAST 2 WEEKS TO BFCM

Updated **Nov 17**

We're With You All the Way Through Peak

Peak season moves fast. Here's what we're seeing across our supply chain right now, and how we're backing you up all the way to Cyber Monday.

+25–35%

sourcing requests. More sellers are adding products to their peak lineup. If you have new products in mind, ask your agent now what's in stock and can still ship in time for Black Friday. We've scaled up to keep giving you our best support. See how we're backing you up below.

Before You Restock

- **Running a general store with many different product types?** Some items may be harder to source during peak. Check stock with your agent early so you don't miss the Black Friday rush.
- **Planning bulk orders?** Ask about our Premium Services (see below). Most of our top customers have already stocked up for peak.

How HyperSKU Is Backing You Up This Peak

Longer support hours

Our Customer Success team is available until 9 PM China time (1 PM UTC), about 3 hours longer than usual, weekends included.

Faster fulfillment

Our upgraded shipping operations move orders faster, and we're not expecting warehouse backlogs this peak.

Smoother payments

Pay by bank transfer, or top up your balance in advance so orders never wait on payment.

Premium Services for bulk orders

We reserve stock for you and line up backup suppliers, so supply keeps moving even if one source runs short. Contact your agent to set it up.

YOUR ONE MOVE THIS WEEK

Top up your HyperSKU balance before Nov 24. Black Friday orders then process without waiting on payment, even when banks are slow over the holiday.

Nov 19
Last day to change AI channel settings

Nov 24
Top up your balance

Nov 27
Black Friday

Nov 30
Cyber Monday

Need help this week?

Your agent can check stock, shipping times and Premium Services for your top products.

Talk to Your Agent

LIVE SIGNALS · PLATFORM UPDATES

Updated **Nov 17**

Latest News Sellers Need to Know

Shopify changed several things this season. Here is what affects your store in the final two weeks, and what to leave until January.

DON'T

Redesign your live theme in Canvas

A theme edited in Canvas no longer receives theme updates, and you can't download its files. Freeze your theme and apps now and save redesigns for January.

DON'T

Start a new test in the last week

A test needs enough orders to give a reliable answer. Discount tests with Rollouts should already be running by mid-November.

DON'T

Switch AI channels off at the last minute

Changes to AI channel settings can take up to 7 days to apply. Set them by Nov 19.

DON'T

Judge the weekend on conversion rate alone

Since Sep 21, Shopify counts human visitors only in sessions, so conversion rate isn't comparable with last year. Compare orders, revenue and average order value with BFCM 2025 instead.

DO

Check AI channel orders in Shopify, not only GA4

Some AI agent checkouts don't fire your usual tracking pixels, so they may be missing from GA4.

DO

Use genuine compare-at prices

AI shopping tools now show your "was" prices. Make sure the reference price is real.

DO

Remove manual tax on US return shipping

If you use Shopify Tax, it now taxes return shipping fees. Remove any manual setup so customers aren't charged twice.

DO

Test your Thank You page tracking

Place a test order and confirm ads and analytics record it. Code in the old Additional Scripts box no longer runs there.

NEW · SHOPIFY FALL '26

Schedule sale prices that roll back by themselves

Rollouts and scheduled catalog pricing let you set Black Friday prices and theme changes to go live at a set time and reverse automatically.

NEW · SHOPIFY FALL '26

Ready-made Black Friday email series

Preview, customize and schedule a prebuilt Black Friday campaign in the Shopify Messaging app.

Not ready for this BFCM: custom checkout fields (gift messages, delivery notes), new checkout layouts and the Shopify Protect app's fraud rules are still rolling out. Don't plan your peak around them.

Sources: Solo Media Group, Shopify BFCM 2026 checklist; Shopify Editions Fall '26. Checked Nov 17, 2026. Feature availability can depend on your plan and region.

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A LIVING WHITEPAPER

We keep updating this whitepaper with new data, partner insights and HyperSKU notices. The same link always opens the latest edition.

PREPARED BY



Victoria Huo, Brand Supervisor with the HyperSKU Team

With expert insights from James Foster, JB Marketing

A Word from Our CEO

Every October, someone asks me when peak season really starts. After eight years of building HyperSKU, my answer is the same: about a month before you think it does.

Low prices alone no longer win.

Raw material, logistics and ad costs are all rising. What sells best now are products with a light touch of customization and real emotional value.

Don't scale faster than you can deliver.

The most common peak-season mistake is pushing ad spend without knowing what the back end can handle. It wastes budget and costs you customers exactly when it matters most.

We have prepared for your peak.

Five expanded warehouses, backup teams, real-time monitoring across more than 20 checkpoints, and a supplier information platform that keeps delivery on time.

2027 will reward brands.

Costs will keep rising. The sellers growing with healthy margins are the ones building real brands, and we will keep helping you build a focused, profitable DTC brand in your niche.

Thank you for reading. Here's to your best season yet.



Shawn Zhao
Co-Founder & CEO, HyperSKU

START HERE

BFCM 2026 at a Glance

Record sales are coming, and so are record costs per order. Here is what you need to know in two minutes.

$275.1B
US online holiday spend forecast, Nov 1 to Dec 31, up 6.7%

$47.5B
Cyber Week forecast, Thanksgiving to Cyber Monday

71%
of shoppers plan to start buying before Black Friday

Up to 32%
Higher US residential peak surcharges vs 2025

€5
EU duty plus handling fee per item, parcels up to €150

Six Things Every Seller Should Know

Sales peak on Cyber Monday
Forecast to pass **$15B** in US online sales, the biggest day of the year. Black Friday follows, and demand stays strong into mid-December.

Shoppers start early
71% plan to buy before Black Friday. Discounts deepen from about 14% in early November to **30%** in Cyber Week.

Shipping costs peak after Black Friday
Last season, China export parcel rates peaked on **Dec 8 at +38.5%**. US carriers charge their highest surcharges from **Nov 22 to Dec 27**.

Every small parcel now pays
US small parcels pay duties on every order. EU parcels up to €150 pay **€5 per item** from Nov 1 (expected).

Ads cost most on the big days
Meta CPMs on Black Friday 2025 ran **57%** above October. Warm up your email and SMS lists before then.

Stock early, plan backward
Ship peak inventory before late November. For US Christmas delivery, USPS Ground needs parcels by **Dec 17**. Lunar New Year comes early on **Feb 6, 2027**.

Your Top 5 Moves Before November

01 Ship peak inventory before the late-November rate jump, not after it.

02 Recalculate margin per order with this year's duties and fees for each market (Chapter 6).

03 Raise order value with bundles and free-shipping thresholds rather than deeper discounts.

04 Lock supplier capacity and packaging for your best sellers now (Chapter 7).

05 Confirm cutoff dates and EU requirements with your HyperSKU agent.

START HERE

What's Different in 2026

If you plan this BFCM the way you planned the last one, you will price too low, ship too late or both. Six things changed.

Area	BFCM 2025	BFCM 2026
EU small parcels	No customs duty on parcels up to €150	**€3 duty per item since Jul 1, plus a €2 handling fee per item and product IDs from Nov 1 (expected)** NEW
EU national fees	Few country-level fees	**France €2 per tariff line, Romania about €5 per parcel, Italy €2 per parcel announced** NEW
US small parcels	Duty-free de minimis already suspended	**Duties on every order, plus a 12.5% Section 301 tariff on Chinese goods since Jul 24, 2026; postal duties under $2,500 must be prepaid** NEW
US peak surcharges	FedEx peak residential surcharge $0.65 per parcel	**$0.80 per parcel; residential peak surcharges up 22 to 32% across UPS, FedEx and USPS**
How shoppers find you	AI shopping assistants still new	**AI-driven traffic to retail sites forecast +130%; 61% of US shoppers plan to use AI to shop**
Restock window	Lunar New Year on Feb 17, 2026	**Lunar New Year on Feb 6, 2027: factories close 11 days earlier, so January restocks must be ordered in December**

What stayed the same

- Demand still concentrates in Cyber Week.
- Shipping costs still climb from mid-October and peak in December.
- Returns still follow: about 17% of holiday sales came back last year.

The bottom line

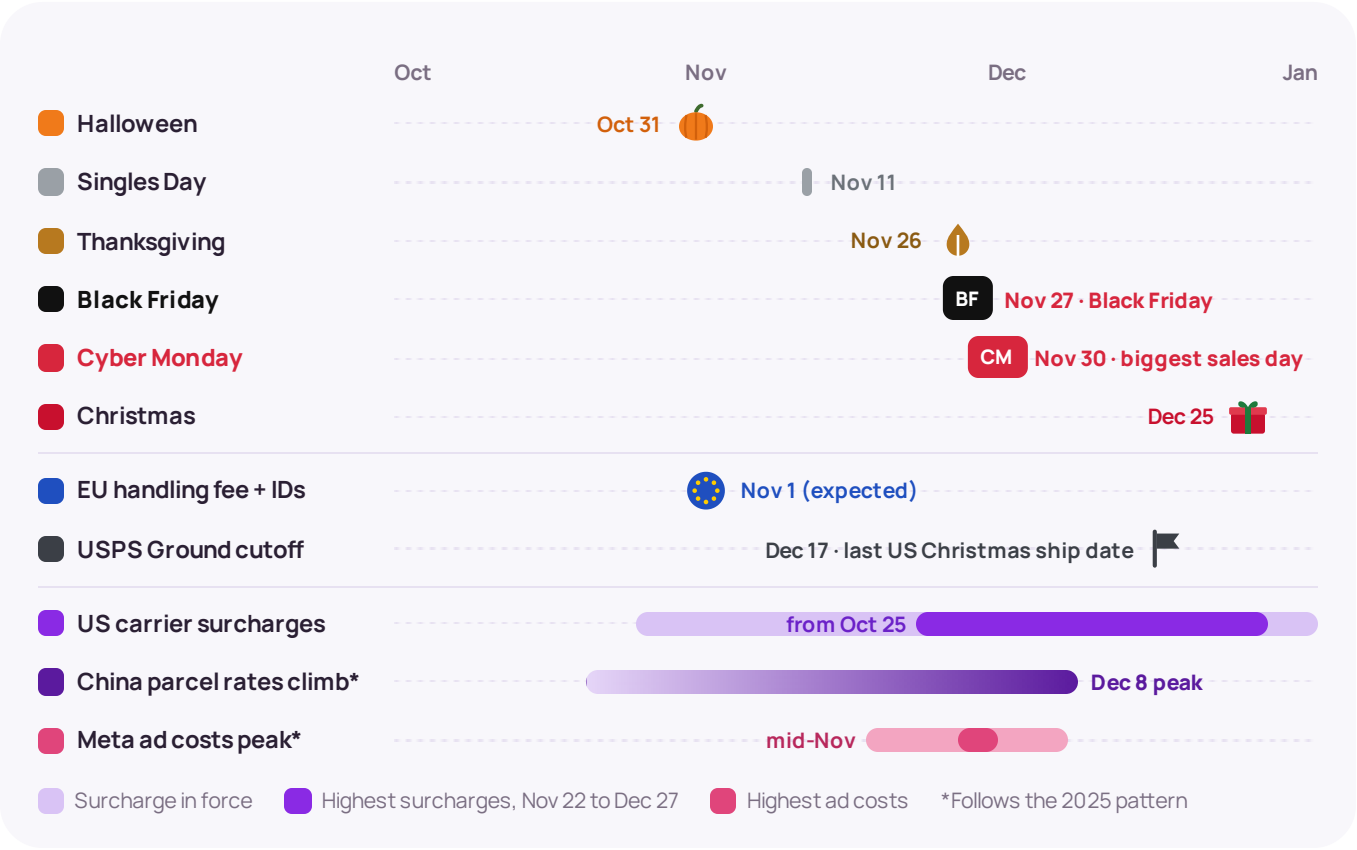
Fixed costs per order are higher than ever, and they hit low-value orders hardest. This year, margin is won with order value, timing and the right products, not with deeper discounts.

EU fee dates follow European Commission guidance of Oct 5, 2026. US surcharge comparisons from EasyPost and Supply Chain Dive analysis of carrier notices. See Sources.

START HERE

The Q4 2026 Calendar

Costs start rising a month before the sales do. Plan every step at least four weeks ahead of the date you care about.



Where to Focus, Week by Week

NOW TO NOV 6

Prepare

Lock stock, capacity and packaging. Set landed-cost pricing. Warm up email and SMS lists.

NOV 7 TO 25

Launch Early

Gift guides, VIP early access and early offers while ad costs are lower.

NOV 26 TO 30

BFCM Weekend

Run your main offers. Reserve stock for Cyber Monday. Watch margin, not just ROAS.

DEC 1 TO 17

Holiday Push

Last-chance shipping reminders, gift cards and bundles before the cutoffs.

DEC 18 TO JAN

Retain & Restock

Second-order flows, returns, and January stock ordered before Lunar New Year.

PART 1

Read the Season

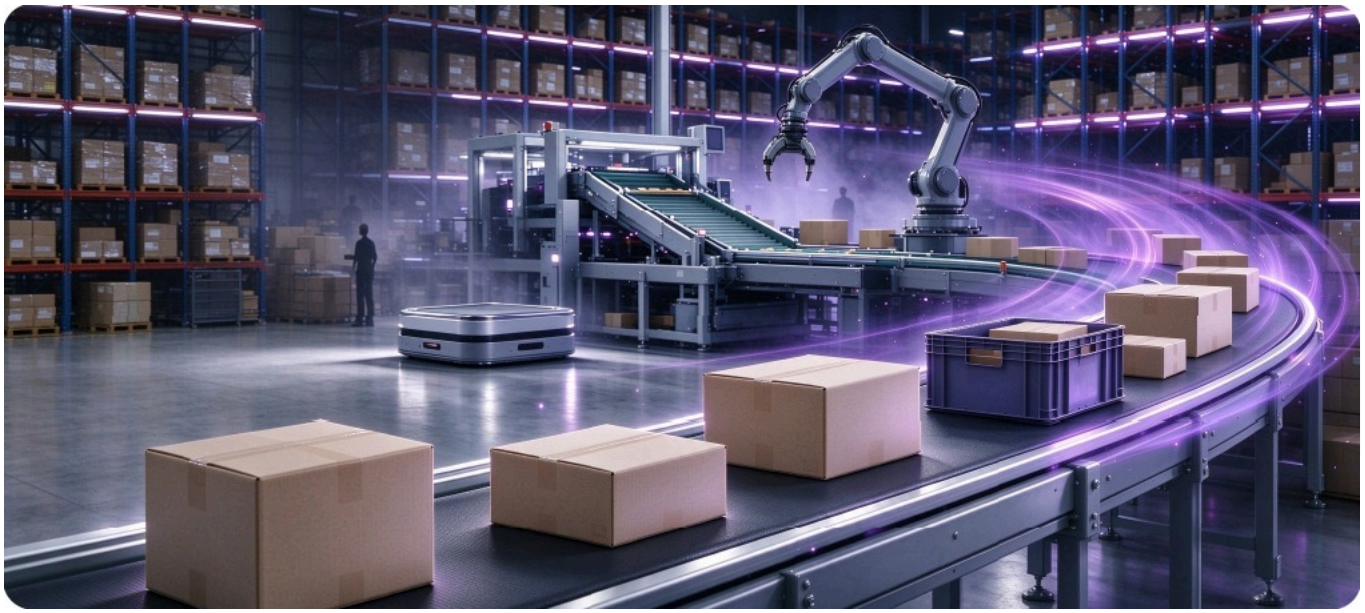
Before you plan, know what changed. Four chapters on demand, costs and rules.

01 **Learn from Last Peak**
17% of the season's sales landed in just five days

02 **More Orders, Thinner Margins**
Demand up 6.7%, costs per order rising faster

03 **When Shipping Costs Really Peak**
+38.5% on Dec 8, after Black Friday

04 **What Every Parcel Pays Now**
€5 per EU item from Nov 1, duties on every US parcel



Learn from Last Peak: What Q4 2025 Taught Sellers

Last season set sales records, but most of the volume landed in five days, and costs peaked in the same window.

Demand concentrated into Cyber Week

US online spend reached $257.8B from Nov 1 to Dec 31, up 6.8%. Cyber Week alone brought in $44.2B, about 17% of the season: Black Friday $11.8B, Cyber Monday a record $14.25B. Shopify merchants sold $14.6B over the BFCM weekend, up 27%, and 16% of those orders crossed a border. For one US fulfillment network, Black Friday order volume was 3.4 times an average October day.

Discounts went deep

On Cyber Monday, online discounts peaked at 31% for electronics, 28% for toys and 25% for apparel.

Costs rose in steps, not all at once

Parcel rates out of China started climbing in mid-October and peaked in early December (Chapter 3). Air cargo booking windows stretched from the usual 24 to 48 hours to four to five days. On Asia-Europe ocean lanes, late-November rates ran 18 to 25% above early November.

Ad costs peaked on the big days

Meta CPMs on Black Friday were 57% above October levels, roughly $16 to $32. Conversion rose faster, so cost per purchase still fell 42%. The trap came later: in the week of Dec 8, cost per purchase was 39% above October.

Returns followed

Retailers expected 17% of holiday sales to come back.

What sellers learned

- The weekend is won in October: stock, pricing and ads all need to be set before costs rise.
- A strong ROAS on Black Friday can hide a loss once discounts, shipping and returns are counted.
- Fixed per-order costs hurt low-value orders most, and they keep rising.

More Orders, Thinner Margins: The 2026 Outlook

Demand is forecast to grow 6 to 8%, while the costs attached to each order are rising faster than that.

	Demand side	Cost side
Sales	US online holiday spend $275.1B (+6.7%); Cyber Week $47.5B; Cyber Monday over $15B (Adobe). US e-commerce $316 to $319B, Nov to Jan (+7.5 to 8.4%, Deloitte)	Free-shipping subsidies cost retailers an extra $3B globally, up 7% (Salesforce)
Timing	71% of shoppers plan to start before Black Friday, 46% before November (Attentive)	US carrier peak surcharges start Oct 25 and run to mid-January; residential surcharges up 22 to 32%
Discounts	Up to 14% in early November, 21% before Thanksgiving, 30% in Cyber Week (Adobe)	4 in 5 shoppers will buy at 40% off or less; 10% would buy with no discount (Attentive)
Channels	AI-driven traffic to retail sites +130% (Adobe); social purchases +17% while brand sites stay flat (Salesforce)	Meta's average price per ad up 12% year on year in Q1 and Q2 2026
Cross-border	70% of shoppers buy from other countries; 57% would buy more with free delivery (DHL)	41% worry about duties and taxes; new EU fees and US duties now apply (Chapter 4)

What it means: shoppers are ready to spend but compare harder, start earlier and expect free shipping. You pay more for each order you deliver and each customer you reach. The gap is margin, and it has to be planned.

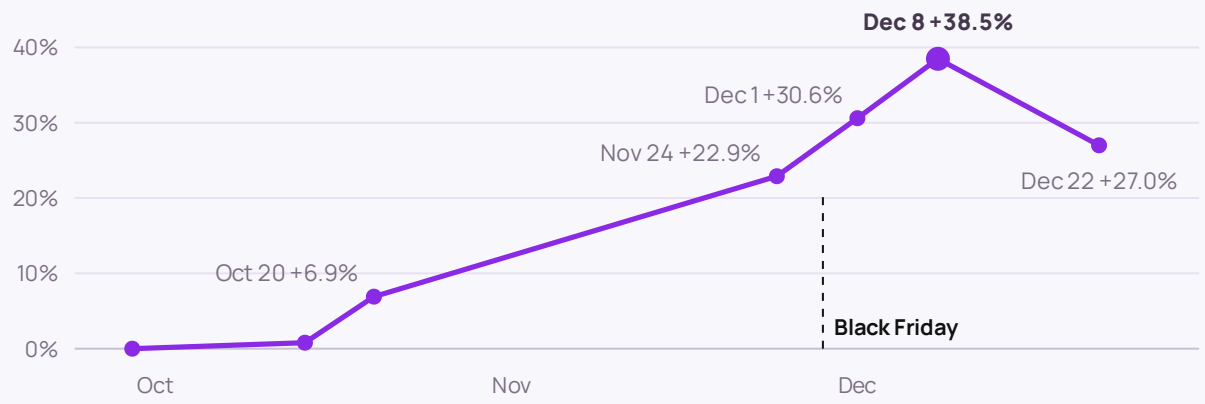
What sellers should do

- Launch early offers in the first half of November, when expected discounts are still modest and ad costs have not peaked.
- Show the landed price clearly. Hidden duties at the door are the top cross-border complaint.
- Make product pages readable by AI shopping assistants: clear titles, specs, shipping times and return terms.

When Shipping Costs Really Peak (Hint: After Black Friday)

Peak-season shipping costs do not jump once. Last year they climbed in about ten rounds over two months, peaked in early December and stayed high after the holidays.

Parcel rates rose 38.5% in ten weeks and peaked after Black Friday



Cumulative change vs Sep 29, 2025. China export parcel lines, 4 lines × 7 countries × 9 weights, equal-weighted. Historical trend, not a 2026 rate forecast.

Four patterns from two peak seasons of HyperSKU cost data

01 **Rates start moving in mid-October.** The first clear increase came on Oct 20 (+6.9%). By Nov 24 rates were up 22.9%; on Dec 1 every tracked lane, country and weight combination rose at once.

02 **The peak comes after Black Friday.** Rates topped out on Dec 8 at +38.5%. Goods that leave in October ship at a very different cost from the same goods in December.

03 **Heavier parcels are hit hardest.** At peak, a 0.2 kg parcel cost 17.7 to 19.1% more than in September; a 5 kg parcel cost 43.4 to 52.6% more.

04 **Destination matters.** For a 5 kg parcel, the UK peaked at +60.8% and Canada at +33.2%. Carriers also changed costs 2.7 times as often as the year before.

US last-mile peak surcharges, 2026

Carrier	Handling and oversize from	Residential from	Highest residential surcharge per parcel	Ends	vs 2025*
UPS	Sep 27	Oct 25	$0.75, Nov 22 to Dec 26	Jan 16, 2027	about +23%
FedEx	Sep 28	Oct 26	$0.80, Nov 23 to Dec 27	Jan 17, 2027	about +22%
USPS	Oct 4, built into temporary holiday prices		+$0.40 to $0.55 for 0 to 3 lb (commercial Ground Advantage)	Jan 17, 2027	about +32%

Large or oversize parcels pay up to about $117 extra each in the highest window (UPS Large Package $117.50, FedEx Oversize $117.25). For bulky goods, that line can outweigh everything else on the invoice.

Dates and amounts from the official UPS demand surcharge notice, the FedEx demand surcharge page and the USPS Aug 25, 2026 price change release. Base rates for standard customers; high-volume shippers may pay more. *Year-on-year averages from EasyPost analysis.

What sellers should do

- Do not promise customers fixed shipping prices through December. Set a validity date on shipping quotes.
- Run a margin check on promotions, big sales and heavier parcels first.
- After the holidays, update prices to the latest notices. Do not assume rates snap back to September levels.
- For bulky or oversize goods, stock overseas before late November. A local warehouse speeds delivery but not peak surcharges.

Which parcels are hit hardest

Light and small (under 0.5 kg)

Least affected by peak rate swings; per-parcel duties and fees hit hardest as a share of value. Bundle to raise order value.

Heavy (1 to 5 kg)

Rates rose up to 50% at peak last year. Ship early and confirm peak quotes.

Bulky and oversize

Dimensional weight and US oversize surcharges (up to about $117 per parcel at peak) dominate. Repack to true size.

Special goods (battery, liquid, cosmetics)

Separate lines with their own rules and price moves. Confirm acceptance and cutoffs with your agent first.

New Duties, New Fees: What Every Parcel Pays Now

The US and the EU now charge on every small parcel, so the same product needs a different plan for each market.

Market	Rules for Q4 2026	Cost per order	What to do
United States	Duty-free de minimis suspended for all countries. Since Jul 24, 2026, postal parcels pay normal duties, including a 12.5% Section 301 tariff on Chinese goods; duties under $2,500 must be prepaid (DDP).	Duty on every order, based on product classification	Build duty into price. Use DDP so customers pay nothing at the door. Consider bulk import to a US warehouse for best sellers.
European Union	€3 duty per item on parcels up to €150 since Jul 1, 2026. From Nov 1, 2026 (expected): €2 handling fee per item on all distance-sale parcels, and product IDs for parcels up to €150.	€5 per item up to €150; three item types: €15	One product type per parcel where possible. Collect VAT through IOSS. Stock best sellers in an EU warehouse.
EU national fees	France: €2 per tariff line since Mar 1, 2026. Romania: about €5 per parcel since Jan 1, 2026. Italy: €2 per parcel announced.	Varies by country	Check fees by destination, not just by "EU".
United Kingdom	£135 duty relief to be repealed by October 2028 at the latest. No change for Q4 2026.	No new cost this season	A stable market to test, though last season's UK peak rate rise was the highest we tracked.

Selling into the EU? Stay updated with HyperSKU

- **Handling fee:** HyperSKU expects to start applying the €2 handling fee around the end of October 2026. The exact date depends on final carrier confirmation, and we will notify you in-app before it takes effect.
- **Product IDs:** the new data requirements are being added to our shipping process. Your agent will let you know if anything is needed from your side.
- **What you can do now:** budget at least €5 per item in EU landed cost, keep product types per parcel low, and check that your product titles and SKUs are accurate.

Bookmark our live notice: **EU Customs Duty Update 2026**

General guidance, not legal or customs advice. Confirm duties for your products with your agent or a licensed customs broker.

PART 2

Win the Season

From product to payout, the moves that protect your margin.

05 **What to Sell**
Toys sell 3x more in Q4; see where else demand jumps

06 **The Margin Math Nobody Talks About**
Going from 20% to 30% off can cut profit by two thirds

07 **3 Hidden Traps**
Capacity, cash and weight

08 **Frozen Payouts?**
A 10% reserve can lock up a month of revenue

09 **Win Buyers Before Ads Get Expensive**
Black Friday ads cost 57% more than October

10 **Turn Deal Hunters into Repeat Customers**
17% of holiday sales come back

11 **Learn from the Best**
A Google Ads expert, two brands that won peak, and a product others said no to



What to Sell: Where Q4 Demand Jumps

The best BFCM products are light, giftable and easy to bundle, and they need to be in stock before demand peaks.

Where demand jumps in Q4

Category	Q4 lift	Dec vs Jan	2026
Toys & Hobbies	3.00x	4.36x	+7.9%
Home Supplies	2.14x	3.17x	+12.3%
Menswear & Underwear	2.02x	2.45x	+11.2%
Computers & Office	1.92x	1.97x	+38.6%
Shoes	1.87x	2.30x	+15.6%
Fashion Accessories	1.68x	1.96x	+17.3%

US TikTok Shop, Q4 2025 sales volume, third-party estimates via FastMoss. Useful for comparing categories, not exact sales.

Formats that win

- **Gift sets and bundles:** skincare sets, beanie and glove sets, discovery kits. Ready-made gifts that lift order value.
- **Cozy and seasonal:** fleece-lined leggings, slippers, desk lighting, mini projectors and hosting essentials.
- **Personalized:** custom tees, mugs and jewelry. Hard to copy, easy to price higher; allow extra production time.

Timing by holiday

Window	What sells	Tip
Thanksgiving Nov 26	Table decor, hosting and baking tools, family tees, plaid scarves	Decor and hosting items peak in early November. Ship by then.
BFCM Nov 27 to 30	Gift sets, bundles, apparel, beauty, pet products	Reserve stock for Cyber Monday. Don't sell out on Friday.
Christmas Dec 25	Toys, home, personalized gifts, winter apparel and footwear	Most categories peak in December; beauty and womenswear peak in November.

Explore HyperSKU product picks

- TikTok Trending Products for BFCM and the Holidays
- Best Thanksgiving Products for 2026
- HyperSKU October Catalog
- Trend Signal: Low-Profile Sneakers and Trail-to-Town Shoes

How to pick for profit

- Favor light items under 0.5 kg; peak rates hit heavy parcels hardest.
- Test small batches first. Only 6 of 37 monthly top-20 TikTok products held their spot all quarter.
- Look for buying intent in comments across several creators, not just views.

The Margin Math Nobody Talks About

Map out your real profit per order before you set a single discount. Most of these costs can be optimized, and that is where HyperSKU comes in.

PROFIT PER ORDER

Selling price after discount − product cost − shipping (with peak surcharge) − duties and fees − payment fees − ad cost per order − returns allowance

Example: the same product, three offers

Per order	20% off, 1 item	30% off, 1 item	Bundle of 2, 20% off
Selling price	$36.00	$31.50	$64.00
Product cost HyperSKU	−$9.00	−$9.00	−$18.00
Shipping with peak surcharge HyperSKU	−$7.50	−$7.50	−$9.50
Duties and fees HyperSKU	−$2.50	−$2.50	−$4.00
Payment processing (average)	−$1.08	−$0.95	−$1.92
Ad cost per order	−$8.00	−$8.00	−$8.00
Returns allowance (5%) HyperSKU	−$1.80	−$1.58	−$3.20
Profit per order	**$6.12 (17%)**	**$1.97 (6%)**	**$19.38 (30%)**

☐ Costs HyperSKU can help you optimize: sourcing, shipping routes, duties setup, packaging weight and quality control

Illustrative numbers for a $45 list-price product, not HyperSKU rates. Payment processing fees vary by provider; an average is used. Use your own costs and ask your agent for your actual peak shipping quote.

Going from 20% to 30% off cuts profit by two thirds. The bundle earns three times more per order, because shipping, ads and duties are paid once across more revenue. In the EU, the €5 per item fee is 25% of a €20 order but only 6% of an €80 one.

Your margin worksheet

For each product you plan to discount: fill in the costs above at your peak shipping rate, find your break-even price, then set the deepest discount that still leaves your target margin.

Levers that beat deeper discounts

Bundles, buy two get one, gift sets, free shipping above a threshold, and tiered offers like spend $60 save $10.

What sellers should do

- Revisit shipping rules and free-shipping thresholds set earlier in the year before Nov 1.
- Price EU orders with at least €5 per item in landed cost, and US orders with duty included.
- Judge offers on profit per order, not ROAS alone.

3 Hidden Peak-Season Traps That Drain Your Cash

In peak season, factories fill up, freight slows and cash gets tied up in stock. The sellers who plan earliest get both capacity and better terms.

01

Capacity gets tight

Factories prioritize big buyers in Q4. Lock production slots for your best sellers before November.

02

Cash gets locked

Large MOQs and early stock buys absorb working capital right before your biggest sales weeks.

03

Weight eats margin

Heavy or oversized packaging adds freight cost to every order, and peak rates make it worse.

Plan stock from demand, not guesses

01 **Forecast from signals.** Use last season's sales, current ad performance and add-to-cart data to size peak orders by SKU.

02 **Split the buy.** Commit a core order early and keep a smaller top-up order for proven winners in mid-November.

03 **Pre-position stock.** Move best sellers to warehouses near your customers before the late-November rate jump.

04 **Order January stock in December.** Lunar New Year closures start earlier in 2027 (Feb 6).

Protect cash flow

- Negotiate lower MOQs and installment payments on stock orders where possible.
- Keep a 30 to 60 day cash buffer for payout delays and returns.
- Slim down packaging to cut weight while keeping products protected.

How HyperSKU has prepared for peak 2026

- Expanded 5 warehouses, the largest now 1,000 m², to absorb stock spikes
- 13+ warehouses across China, the US and Europe, processing 200,000+ orders a day
- Backup teams to keep response times steady during order surges
- Faster supplier payments, shortening the time from order to production
- Expanded label sewing and branded packaging capacity. Book early, as slots are limited

Frozen Payouts? How to Avoid Shopify Holds This BFCM

A sales spike can trigger a payout review at the worst possible moment. Most holds trace back to signals you can manage before BFCM.

Common trigger	What it looks like	What you control
Verification	New account, new bank account, mismatched business details	Update details well before peak
Fulfillment gaps	Orders shipping later than promised, stock-outs, unclear pre-orders	Realistic delivery promises and fast order-to-ship time
Transaction risk	Sudden sales spikes, high-risk orders	Review flagged orders before fulfilling
Disputes	Rising chargebacks, refunds and complaints	Clear policies, proactive delay updates
Compliance	Restricted products, listings that don't match the item	Accurate titles, photos and claims

What a reserve can cost

A 10% reserve held for 120 days on $30,000 of monthly sales locks up about $12,000 after four months, roughly one month of revenue.

If you get a review

Send one complete evidence pack: a dated summary, fulfillment status and tracking. Never upload tracking for orders that have not shipped.

Before BFCM

- Publish refund, shipping, privacy and terms pages, and label pre-orders with lead times.
- Ship in-stock items first and split shipments when part of an order is delayed.
- Keep a cash buffer and consider a second payment provider.

How HyperSKU helps

Faster processing through 2,000+ vetted suppliers, tracking synced to your store, and supply chain documents and shipment history you can use as fulfillment proof. Read the **Shopify Payout Holds Guide** and **full article**.

Based on Shopify's public guidance. Only Shopify can release held funds. HyperSKU is not affiliated with Shopify.

What Actually Makes Shoppers Buy This BFCM

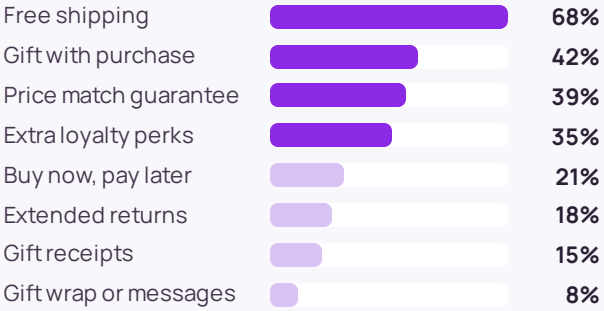
Before you plan offers, know what moves shoppers. Deep discounts are not the only lever, and often not the best one.

The smallest discount that would get shoppers to buy



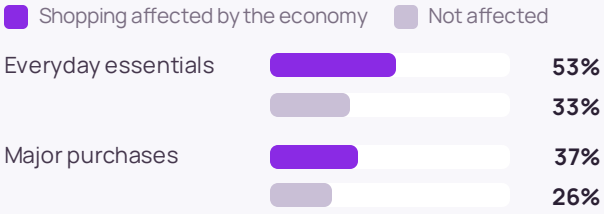
4 in 5 shoppers would buy at 40% off or less, many for far less.

Non-discount perks that move shoppers



68% say free shipping beats any other perk.

Economic pressure makes shoppers practical



77% plan non-gift purchases during BFCM; **71%** will buy gifts.

Personalization converts careful shoppers

90%
Price drop alerts on items they like

88%
A discount on something they viewed or carted

73%
Product recommendations that feel relevant

68%
Relevant products instead of generic promos

Share of shoppers who say each would make them more likely to buy.

What this means for your offers

- Lead with 20 to 40% off, then add free shipping or a gift with purchase instead of discounting deeper.
- Stock and promote everyday essentials and practical gifts, not just impulse buys.
- Trigger price-drop and abandoned-cart messages; they convert better than a sitewide blast.

Source: Attentive Consumer Pulse, survey of 600 US adults planning to shop BFCM, June 2026. Percentages may not total 100% due to rounding.

Campaign Playbook: Win Buyers Before Ads Get Expensive

Paid traffic costs most in BFCM week, so the winners build demand early and sell to the audience they already own.

The campaign timeline

Phase	Email and SMS	Ads and social
Now to Nov 6 Warm up	Clean your list, ramp up sends to engaged subscribers, open a VIP early-access waitlist, build BFCM versions of welcome and cart flows	Test creatives and audiences while costs are lower; collect fresh reviews and UGC
Nov 7 to 25 Early access	Gift guides, teasers, then VIP early access	Launch early offers; retarget engaged visitors
Nov 26 to 30 BFCM	Offer and deadline at the top; SMS for urgency, email for detail	Scale proven ads only; watch profit per order hourly
Dec 1 to 17 Holiday push	Last-chance shipping reminders, gift cards, bundles	Shift budget to gift and last-minute intent
After Dec 17 Retain	Thank-you, second-order and loyalty flows	Remarket to new buyers in January

Campaign ideas that protect margin

VIP early access

Reward your best customers first; repeat customers made 47% of BFCM purchases for Klaviyo brands.

Bundles and mystery boxes

A fixed price with a higher perceived value lifts order size without a deeper discount.

Free-shipping threshold

Set it just above your average order value to pull basket size up.

24-hour deals

Daily scarcity with a cap per customer keeps urgency high across Cyber Week.

Gift guides and wish lists

Help shoppers plan, and capture emails before the big days.

Extended returns

A longer return window reduces gift-buying hesitation.

What sellers should do

- Authenticate your sending domain and keep spam complaints under 0.3%; inbox placement in BFCM week depends on October engagement.
- Match every ad's offer to the page it links to.
- Test the full mobile checkout and every discount code before Nov 26.

After the Sale: Turn Deal Hunters into Repeat Customers

BFCM doesn't end at checkout. Delivery promises, support and returns decide whether a deal buyer becomes a repeat customer.

Set delivery expectations

Publish shipping times before checkout, show the last order date for holiday delivery, and send proactive tracking and delay updates.

Prepare support

Write saved replies for order status, address changes and returns. Plan extra coverage for Nov 26 to Dec 2.

Fix problems fast

Catch wrong addresses and cancellations before parcels leave. Every intercepted order saves a return.

Plan returns early

About 17% of holiday sales come back. Set your returns workflow, return window and refund rules before Nov 27.

Turn BFCM buyers into repeat customers

01 Send a personal thank-you with shipping details and what's next.

02 Check in two to three weeks later with usage tips or a second-order offer.

03 Ask for reviews and photos, and reuse them as UGC.

04 Separate full-price buyers from deal seekers in your flows.

05 Review results within a week: conversion, order value, top products and discount use.

How HyperSKU supports you

- 24/7 support in 10+ languages, with backup teams during peak
- 99% delivery rate across our shipping network
- Faster interception of orders that need to be pulled, such as wrong addresses or cancellations
- Ask your agent to set up your returns workflow before Nov 27

★ EXPERT INSIGHT · JAMES FOSTER · 1/4

$30K to $400K a Month in Google Ads Revenue: Copy the Strategy

★ PARTNER EXPERT INSIGHT · GOOGLE ADS



James Foster

Founder, JB Marketing

James runs JB Marketing, a Google Ads agency for DTC e-commerce brands across the US, UK, Europe and Australia. Here he shares the four highest-leverage moves his team made for one fashion brand last Q4, and how you can apply them before Black Friday.

$30K → $400K
Monthly Google Ads revenue, from start of engagement to December

$750K
Q4 revenue from $250K of ad spend

≈3x
ROAS across Q4

99%
Of that revenue came from cold traffic

01 Turn Google into a 7-Figure Acquisition Engine

Brand search made up just 1% of that brand's Q4 Google revenue. Shopping, Performance Max and non-brand Search delivered the rest.

Most accounts we audit run the other way round: brand search props up blended ROAS, prospecting runs below break-even, and budgets are set on blended ROAS instead of new-customer ROAS.

Before you scale

- **Know your true break-even and target ROAS.** Include every cost of fulfilling an order: product, shipping, fees, refunds and returns. JB Marketing's free calculator does the math: jbmktg.com/calculator
- **Report prospecting and brand campaigns separately,** and judge prospecting on its own ROAS.
- **Add brand exclusions to every prospecting campaign,** or it will claim your brand traffic as growth.

Once prospecting is profitable, your budget becomes the only ceiling. That's how this brand went from $6,000 to $150,000 in monthly ad spend last Q4.

HyperSKU note: the true break-even ROAS starts with your landed cost per order. Pair this with our margin math in Chapter 6.

★ EXPERT INSIGHT · JAMES FOSTER · 2/4

02 Get 3x the Traffic from Google Shopping

Shopping and Performance Max have no keywords. Your product feed decides which searches you appear for. Here are three ways to triple your Shopping traffic.

Write product titles for what customers actually search

Rewrite every product title in a supplemental feed, leaving your store untouched. Most brands put their brand name first and key details last, so Google truncates the title and shoppers only see the brand name. Lead with the product or category term, then the words customers use, then attributes and benefits, and the brand name last.

BEFORE

Aria Earrings – Gold

→

AFTER

Gold Huggie Hoop Earrings | Small Hoops for Women | Aria | 18k Gold-Plated Sterling Silver | [Brand]

Duplicate your best sellers

Duplicate top products two or three times with new titles and images, ideally in new campaigns with a dedicated budget. For one jewelry brand, this added almost 300,000 impressions in 8 weeks on top of the originals, and the duplicates with better imagery earned a 28% higher click-through rate.

Run Standard Shopping alongside Performance Max

Google pushes every account toward PMax, but across the accounts JB Marketing manages, running both lifts revenue 20 to 30% over either one alone. A low-bid Standard Shopping campaign across your full catalog picks up long-tail clicks PMax ignores. For the fashion brand, Standard Shopping brought in $200,000, 30% of all Shopping and PMax revenue, at a slightly higher ROAS than PMax.

The result

3.4x
More daily Shopping and PMax clicks

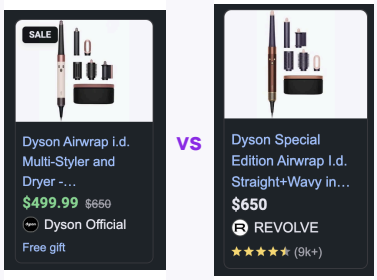
+64%
ROAS improvement over the same period

★ EXPERT INSIGHT · JAMES FOSTER · 3/4

03 Use the Strategies Your Competitors Are Missing

Three quick setups that make your Shopping ads stand out. Two of them need Google's approval, so start now.

Merchant Center Promotions

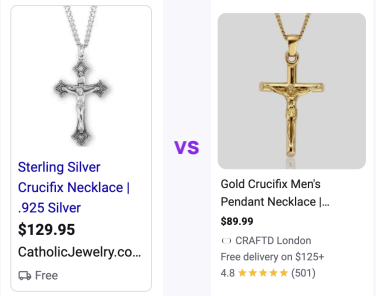


Put your offer directly in the ad, exactly when Q4 shoppers are hunting for the best deal. Higher click-through from Shopping placements.

≈5 min to set up, ≈3 days for Google to review.

Do this first

Product Ratings



Most shoppers click the listing with social proof. Ratings are the cheapest CTR gain in your account; Yotpo research puts the average lift at 24%.

Connect your reviews app now: Google takes ≈2 weeks to show them.

Do this first

Comparison Shopping Service (UK & EEA)

$0.75
UK CPC with CSS, down from $1.80

$1.47
Same products in the US, no CSS

A Google-approved partner submits your Shopping ads for you, with up to 20% off your CPCs. Feed and campaigns stay exactly as they are.

Around $30 a month, set up in under 24 hours.

Selling to UK or EU

Examples shown for illustration of ad strategy only.

Next: Maximize scale when customers are looking →

★ EXPERT INSIGHT · JAMES FOSTER · 4/4

04 Maximize Scale When Customers Are Looking

Last year, that fashion brand's biggest week landed ten days after Black Friday. Most brands pull back after Cyber Monday, handing the most valuable fortnight of the year to whoever keeps bidding.

$150K
Google Ads revenue in the week of Dec 8

+55%
Above Black Friday week

2.5x
A typical November week, for each of the first two weeks of December

Notice the date? The week of Dec 8 is also when shipping costs peaked last season (Chapter 3). Demand and costs peak together, so make sure your margin math holds before you scale.

How to handle the December window

- Keep raising budgets through mid-December, as long as ROAS holds above break-even.
- Apply a seasonality adjustment for Black Friday to Cyber Monday only, then let budgets and targets handle December.
- Review performance daily from Dec 14, and cut fast once efficiency declines.

What to do before Black Friday (Nov 27)

Google's algorithm needs up to two weeks to learn from any change, so work in this order:

STEP 1 · NOW
Get Google approvals
Set up promotions and product ratings first; they need review time.

STEP 2 · EARLY NOVEMBER
Feed and Standard Shopping
Optimize titles and build Standard Shopping so they gather conversion data before peak.

STEP 3 · BFCM WEEK
Budgets
The last lever, and the only one you can still pull on Black Friday.

Want a second pair of eyes before peak?
Book a free Q4 Google Ads roadmap with JB Marketing, exclusive for HyperSKU sellers.

Book Your Free Roadmap

Success Story: How a Kidswear Brand Won Peak Capacity

A kidswear brand that started with one store and one product line now runs two stores, with monthly transaction volume up 10x over five years with HyperSKU.



10x
Monthly transaction volume over five years

2
Stores, grown from one

5 years
Partnership with HyperSKU

1
Free new sample from the factory every month

The challenge

- Factories filled up in peak season, and a small buyer had little leverage
- High MOQs tied up working capital, with a risk of overstock
- Unclear product direction slowed new launches
- Heavy packaging raised cross-border freight costs

What HyperSKU did

- Built a sales forecast from ad and demand signals, then locked factory capacity before peak
- Negotiated lower MOQs and installment payments on stock orders
- Secured one free new sample from the factory each month
- Reworked packaging to cut weight while protecting products

The lesson for BFCM 2026

Peak season is won before it starts: forecast early, secure capacity, protect cash and take weight out of every parcel.

Read the full story: **How a Kidswear Brand Secured Peak Season Capacity**

Success Story: How COA Testing and a Faster Shipping Line Won a Wellness Brand

An Australian supplement brand had slow, expensive shipping and a supplier that wouldn't back its product with test reports. HyperSKU solved both within days, and the brand moved its full fulfillment to us.



1–2 days
To find a COA-ready supplier

3
Testing categories covered

10–15%
Lower freight cost

2,000
Bottles in the first stock order

The challenge

- **Slow, costly shipping:** orders took 15 to 20 days to reach Australian customers, at a high price
- **No proof of quality:** the supplier was slow to provide a Certificate of Analysis (COA), the lab report showing what a product contains and whether it meets safety limits
- For a product people take every day, the brand was one complaint away from losing trust

What HyperSKU did

- Found a supplier that supports proper testing within 1 to 2 days
- Arranged COA testing across three categories
- Reviewed the ingredient list and suggested improvements
- Moved the brand to a faster, lower-cost logistics line to Australia
- Brought stock and fulfillment into one HyperSKU warehouse

Three tests that matter for an ingestible product

Ingredient content
Key active ingredients verified per capsule

Heavy metals
Lead, arsenic, cadmium and mercury

Microbial limits
Colony count, E. coli, Salmonella and Staphylococcus aureus

Before and after

Area	Before HyperSKU	With HyperSKU
Product testing	Supplier slow to provide COA documentation	**COA-ready supplier found in 1–2 days, tested across 3 categories**
Delivery to Australia	15–20 days	**Typically 8–12 days on the selected line**
Freight cost	High	**About 10–15% lower**
Stock and fulfillment	Handled by the previous provider	**Fully with HyperSKU**

Results based on the partnership period.

From first test to full fulfillment

WITHIN DAYS
Quality and shipping fixed
COA-ready supplier found and tested; faster line selected

MID-SEPTEMBER
First stock order
2,000 bottles ordered through HyperSKU

MID-OCTOBER
Full move
Stock arrived, remaining inventory transferred, fulfillment fully with HyperSKU



"I have noticed the exceptional attention to detail and persistence unparalleled to my current supplier."

Founder, Australian wellness brand · in a WhatsApp message to our sales team

The lesson for BFCM 2026

If customers consume what you sell, quality proof is part of the product. Get your test reports and a reliable shipping line in place before peak season, not after the first complaint.

Read the full story: **How COA Testing and a Faster Shipping Line Won a Wellness Brand**

What Others Can't: A Heated Robe, Made Real with HyperSKU

★ SUPPLY CHAIN SPOTLIGHT

A customer asked for one robe that does two jobs: feel cozy and keep you warm on its own, printed with the brand's own artwork. Several suppliers said no. HyperSKU's fashion supply chain said yes, and built it from pattern to packaging.

THE WISH

Comfort and warmth, in one piece

A plush hooded robe with built-in heating and the brand's seasonal artwork on every panel, not a generic logo on a blank.

WHY OTHERS SAID NO

Five crafts, five different suppliers

Pattern work, placement printing, a heated lining, electrical checks and branded packaging rarely sit under one roof. Few will connect them for one brand's order.

HOW HYPERSKU MADE IT

One partner, from artwork to doorstep

We turned the artwork into production files, printed every panel, quilted in the heating, sampled, labeled, packed and shipped.



From cut-panel layout to finished front and back: an original HyperSKU holiday design on the same development process.

5+ More brands have asked for this technique since the first sample. One customer's wish is now a product any brand can make its own, with HyperSKU.

Why It's Hard, and Why HyperSKU Can

A heated robe looks simple on a product page. Behind it are five crafts that usually live with five vendors. Here is where most projects stall, and how HyperSKU keeps them moving.

The craft	Where others stall	With HyperSKU
1 **Pattern digitizing**	A separate pattern studio, extra rounds before printing can start	Paper pattern turned into production-ready digital panels
2 **Placement printing**	Print shops run repeat yardage, not artwork placed piece by piece	Each motif placed panel by panel so it lines up at the seams
3 **Heated lining**	Apparel factories avoid electrical parts in garments	Heating layer quilted into the lining, wiring routed and secured
4 **Function checks**	Electronics testing sits with yet another vendor	Heating and controller checked on every sample before sign-off
5 **Labels and packaging**	Another supplier, another MOQ, another timeline	Brand labels, care cards and retail boxes, shipped from one place

Inside the process



Print placement planned
Artwork mapped to every panel: body, hood, sleeves, borders.



Panels printed on the floor
Each piece printed and checked before cutting and sewing.



Lining and quilting
The warm layer is quilted in and the seams are finished.



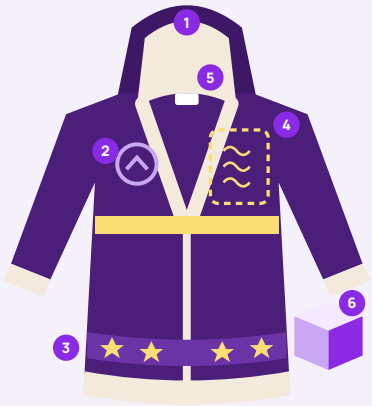
Finished on the form
Fit, print and trims reviewed as one product.

1 partner
instead of five vendors to brief and chase

1 timeline
sampling, production and packing planned together

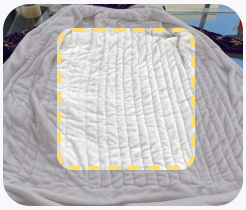
1 point of contact
one team accountable from artwork to doorstep

Make It Yours with HyperSKU



1. **Artwork and theme**
   Holiday, gothic, fantasy or cozy winter, in your own designs
2. **Print placement**
   Front, back, sleeves, hood and badges
3. **Borders, colors and trims**
   Hem bands, belt, sherpa trim, scale and fit
4. **Heating type**
   Plug-in or portable power, placed where warmth matters
5. **Brand and care labels**
   Your logo, care and use instructions
6. **Retail packaging**
   Boxes and mailers that match your collection

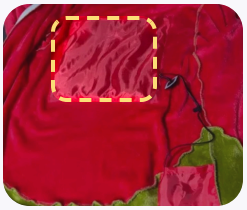
Choose your heating option



Plug-in heating wire

Heating wire quilted across the whole back panel.

Full-back warmth



Portable power heating pad

Local heating pad on the upper back, power bank in an inner pocket.

Fewer cables

	Plug-in heating wire	Portable power heating pads
Status	Sample done, production in progress	Confirmed through a sample for each design
Best for	Home use near a power outlet	Customers who want fewer cables and local warmth
Controls	5 heat levels, timer up to 12 hours	3 heat levels; power bank not included
Pros	Warms the whole back; no battery to charge	Lighter; simpler build and lower cost
Limits	Power cord limits movement	Needs charging; weight and warmth confirmed by sample

Why now is the time

Shoppers buy warmth and gifts all winter, and a robe in your own artwork is one no competitor can list. Start now for winter and early 2027 drops; holiday arrival dates are confirmed order by order.

Got another idea others can't make?

This robe began as one customer's request. If you have a creative product no supplier will take on, bring it to us. Turning ideas like this into products is what HyperSKU's supply chain is built for.

Have a design in mind?

Share your artwork and target launch date, and HyperSKU will come back with a sample plan.

Submit Your Design

Robe visuals show an original HyperSKU concept design that illustrates the development process. Heating photos are development samples. Not available as ready stock.

PART 3

Get Ready

Your checklist, your tools and the team behind them.

12 **The Readiness Checklist**
Everything to tick off before Nov 26

→ **Resources to Keep Winning**
BFCM Supply Signals, free sourcing and more

→ **What Is HyperSKU**
Your supply chain, connected end to end



The BFCM 2026 Readiness Checklist

Tick these off before Nov 26. Each item links back to the chapter that explains it.

What to Sell (Ch. 5)

- [ ] Pick light, giftable products and bundles
- [ ] Test small batches and keep a backup SKU
- [ ] Set a last order date for every product
- [ ] Reserve stock for Cyber Monday

Pricing & Margin (Ch. 6)

- [ ] Recalculate landed cost at peak shipping rates
- [ ] Add US duty and €5 per EU item to pricing
- [ ] Set discount depth from break-even price
- [ ] Review free-shipping thresholds

Stock, Logistics & Cash (Ch. 3, 4, 7)

- [ ] Lock supplier capacity and packaging
- [ ] Ship peak stock before late November
- [ ] Confirm cutoff dates for each market
- [ ] Order January stock before Lunar New Year
- [ ] Keep a 30 to 60 day cash buffer

Storefront & Technical

- [ ] Test mobile speed, checkout and discount codes
- [ ] Clear titles, specs, FAQs for AI shopping tools
- [ ] Show delivery times and landed price before checkout
- [ ] Publish refund, shipping and privacy pages (Ch. 8)
- [ ] Offer buy now, pay later

Marketing (Ch. 9)

- [ ] Warm up email and SMS lists in October
- [ ] Open a VIP early-access waitlist
- [ ] Schedule gift guides, teasers and BFCM sends
- [ ] Match ad offers to landing pages
- [ ] Plan post-BFCM and January campaigns

After-Sales (Ch. 10)

- [ ] Saved replies and extra support for Nov 26 to Dec 2
- [ ] Returns workflow ready before Nov 27
- [ ] Proactive tracking and delay updates
- [ ] Thank-you and second-order flows

Get a Private Peak-Season Review

Send your top products and destination countries to your HyperSKU agent. We'll review your peak shipping costs, cutoff dates and packaging with you, before your offers go live.

Sourcing
2,000+ vetted suppliers, quotes within 48 hours, capacity and MOQ negotiation

Fulfillment
13+ warehouses in China, the US and Europe, 200,000+ orders a day, 99% delivery rate

Support
A dedicated agent, 24/7 support in 10+ languages, EU and US compliance updates

Talk to Us on WhatsApp

RESOURCES

Resources to Keep Winning

This whitepaper is your plan. These tools keep it current all season, built from what our supply chain sees first.

Exclusive for BFCM 2026 · Peak Season Only

BFCM Supply Signals

What our supply chain is gearing up for this peak season. These picks come from rising supplier demand, not social trends. Some aren't listed in the app yet, but our sourcing resources are ready.

- Signals refreshed through peak season
- Samples, pricing and lead times on request
- Plus evergreen Winning Products by niche

Explore BFCM Supply Signals





Ongoing Series · Evergreen

Category Intelligence

Product signals drawn from our supply chain, not from social feeds. Each issue breaks down where a category is heading and which directions to test first.

Subscribe to Our Newsletter

RESOURCES

More Tools for Your Peak Season

New to HyperSKU?

Start Free Today

Create your account and get up to 3 free sourcing requests. Tell us what you want to sell, and we'll find it.

Start for Free →

?

Help Center

What sellers usually ask, from shipping times to branding. Find most answers here.

Visit the Help Center →



Monthly Trending Catalog

The October edition of our latest trending products.

Open the Catalog →

↗

Trend Signal Reports

Deep dives on Low-Profile Sneakers and Trail-to-Town Shoes.

Read Trend Signal →

$

Shopify Payout Holds Guide

Common hold triggers, restriction types and what you can control.

Get the Guide →

€

EU Customs Duty Update

Our live notice on EU fees, timelines and next steps.

View the Notice →

✆

Talk to Us

Questions about costs, cutoffs or sourcing? Message the HyperSKU team.

Chat on WhatsApp →

WHAT IS HYPERSKU

We Are Connecting Your Business with the Entire Supply Chain

HyperSKU is a professional supply chain solution for D2C brands, dropshippers and creators. Founded in 2018, we handle sourcing, branding, warehousing and fulfillment end to end, so you can focus on your brand while we take care of the rest.

2018	4.9	2,000+	13+	99%	10+
Founded	Rating on the Shopify App Store	Vetted suppliers	Warehouses in China, the US and Europe	Delivery rate with address validation	Support languages, 24/7

01

Sourcing & Procurement

- 2,000+ vetted suppliers
- Quality examination
- Product recommendations
- Bundling and order splitting

→

02

Branding & Warehousing

- Custom bags, gift boxes, hangtags and labels
- Photography, design and product line development
- 24 to 48h processing near ports and factories
- Up to 60 days free storage in China

→

03

Logistics

- Real-time shipping calculator
- Express and economy options
- Live tracking synced to your store
- Smart routing from the nearest warehouse

Why Sellers Choose HyperSKU

Personalized

A dedicated agent and team for quality control, order monitoring and cost optimization.

Resourceful

Years of e-commerce experience, factory networks across China's key manufacturing hubs and 10+ languages.

Optimized System

One dashboard for orders, stores and billing, integrated with Shopify, TikTok Shop, Etsy, WooCommerce and more.

WHAT IS HYPERSKU

HyperSKU BrandLift Package

Can't scale beyond 10 orders a day? BrandLift gives you the tools to grow, from your first branded parcel to a full product line.

Launch Kit



Label Sewing



Branding Bag



Express Bag


Quality Check

Scale Kit


Packaging Design



Card Design


Product Photography


Model Photography

Premium VIP Gifts, Fulfilled Globally

Custom gifts and merch, produced to your brand standard and delivered to recipients worldwide. Perfect for holiday gifting.


VIP Gifts
Premium sets with custom packaging



Merch
Branded apparel, bags, caps and drinkware



Event Gifts
Swag kits for launches and events



Welcome Kits
For new employees, members and clients


Staff Uniforms
Custom-logo workwear



Fashion
Streetwear and private-label collections

How we deliver 01 Sampling & QC · 02 Concept & Packaging · 03 Production · 04 Global Fulfillment

BEHIND THIS WHITEPAPER

Behind Every Parcel, There Are People

This whitepaper is built on data, but what's behind HyperSKU is people.

Every order you send passes through many hands: the sourcing agents negotiating with factories at midnight, the warehouse teams packing through Cyber Week, the inspectors checking every stitch, and the support team answering in 10+ languages around the clock. This peak season, they are the ones making sure your customers' gifts arrive on time.

This whitepaper was written by **Victoria Huo**, Brand Supervisor, together with the HyperSKU Team, and shaped by the questions our sellers ask us every day.

Sourcing

Finding the right factories and securing capacity before peak.

Team members to be added

Warehouse & Fulfillment

Picking, packing and shipping 200,000+ orders a day.

Team members to be added

Quality Control

Checking products before they reach your customers.

Team members to be added

Logistics

Routing every parcel through the fastest, most reliable lines.

Team members to be added

Customer Success

Your dedicated agents, available 24/7.

Team members to be added

Product, Marketing & Data

Building the tools and insights in these pages.

Team members to be added

Thank you for growing with us.

Here's to your best peak season yet! 🎉

SOURCES & METHODOLOGY

Sources

Public figures were checked against the pages below in October 2026. HyperSKU cost data comes from carrier rate notices for two peak seasons and a standardized index of four China export parcel lines across seven countries and nine weights, equal-weighted. It shows historical trends, not a 2026 rate forecast, and not the change on any one order. This whitepaper is general guidance, not legal, tax, financial or customs advice. It is a living document and will be updated as rules and rates change. © 2026 HyperSKU.

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