

How can you lower your ODR?



As a Target Plus Partner, if there's one key metric that you should keep an eye on, it's Order Defect Rate (ODR). ODR is a measurement of "defective" orders and the biggest indicator of your operational performance on Target.com. The best way to bring it down is by reviewing it constantly, and identifying and fixing the issues that impact it early on.

Let's look at the steps you can take in order to lower your ODR.

Tackling late deliveries

For a great guest experience, it's essential to make sure guests receive the order on the Expected Delivery Date (EDD). Here's how you can do that:



- If shipped orders are still showing as unshipped, make sure the shipping mappings are accurately set up with your integration partner or direct API connection.
- If you miss the Must Ship By Date (MSBD) on your order, then upgrade the shipping to ensure the guest receives the order on time.
- Review your Site Cutoff Time and Building Lead Time in the Marketplace Portal. You can update your Site Cutoff Time if necessary and connect with the Target Plus team if you need to make changes to your Building Lead Time.
- Make sure you are using an approved carrier and correct ship method that corresponds with the EDD provided on your Target Plus order.
- If you are having issues fulfilling an order, immediately alert the Target Plus Support & Performance team by opening a case in the Target Plus Marketplace Portal.

Minimizing returns

The best way to minimize returns is to improve your guests' shopping experiences. Here's what you can do:

- Guests like to know what they're buying. When you add recommended item attributes along with a good mix of item and lifestyles images, they get to see if the item looks, fits, works or performs the way they expect, and decide if they're interested in buying it.
- A video providing additional information about the item goes a long way with the guests.
- Also, make sure the item description is clear and easy to understand, and include a size chart if the item needs it.
- And, if you're still seeing items with high return rates, remove them!



Reducing guest contact rates

Like returns, an effective way to reduce guest contacts is by giving the guests as much information about the item as possible so they don't have to contact guest support for additional details.

And remember to:

- Always keep them updated with the order status details so they know when to expect the item. What's more, such updates keep them excited about the order's arrival!

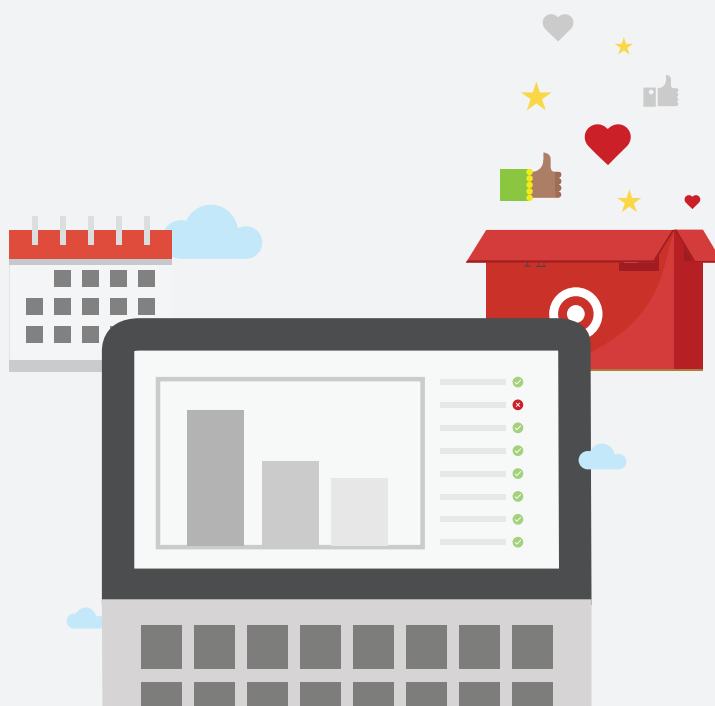
Lowering cancelation rates

We know keeping the guests happy is your top priority and one of the ways to ensure that is by keeping an accurate inventory. You can lower cancelation rates by following the below steps:

- Zero out inventory on out-of-stock items so they don't show up on the website when not available.
- If possible, include safety stock for Target Plus orders, and alert the Target team of popular items you expect to sell in high quantities.

How long does it take to lower your official ODR?

Heads up! It may take a while for you to see a drop in your ODR score (Due to how ODR is calculated). However, you will be able to view your ODR trend in the Marketplace Portal. Navigate to Performance > Order Defect Rate, and you will be able to see the trends for the past 2 weeks. If updates are made to your account or item data, you should see improvements in these trends, i.e., improvement in the official ODR when posted.



Your ODR checklist

You can improve your Operational Performance and lower your ODR if you remember to:

- Include robust item data and content
- Ensure accurate inventory and behind-the-scenes levers
- Monitor your order pipeline and review your reporting

Introduce these practices into your operations and you'll be able to see your ODR lowering in no time.