

Get Custom Ready for Holiday Season

Q4 is the most important revenue period for ecommerce brands. Having a product customization program in place gives your brand an advantage going into the busiest shopping season of the year.

If you plan to **launch or expand product customization** in time for Black Friday, Cyber Monday, and holiday shopping, now is the time to act. Onboarding now puts you on track to go live before peak shopping begins.

Why Q4 Is the Time to Launch Custom

In 2024, U.S. shoppers spent \$41 billion online during Cyber Week, including \$10.8 billion on Black Friday and \$13.3 billion on Cyber Monday, according to [Digital Commerce 360](#). For many ecommerce brands, **Q4 drives 20 to 40 percent of total annual revenue**.

Consumer behavior shifts during this window. Conversion rates rise, average order value increases, and acquisition costs drop due to stronger buyer intent. That momentum creates the perfect environment for **customized products to thrive**.

Personalized experiences drive measurable revenue impact:

- 67% of consumers spend more when personalization meets their needs
- 69% spend more when it helps them discover something new
- Brands that lead in personalization are 48% more likely to exceed revenue goals and 71% more likely to improve loyalty
- **70% of consumers want customized products, but fewer than 40% of brands offer them**

Customization increases perceived value and helps brands hold pricing power. When executed well, it strengthens customer connection and drives repeat behavior during the highest-volume period of the year.

Onboard Now, Be Ready on Time

If your goal is to launch a custom experience before Black Friday and Cyber Monday, your window to start is closing fast.

Most ecommerce teams underestimate how much planning, coordination, and testing goes into getting a custom program live. Even with a streamlined process, there are steps that take time.

Common sources of delay include:

- Asset preparation and product visualization
- Platform setup and backend connections

- Custom rule building and production logic
- Alignment across product, marketing, and operations
- Coordination with factory partners or fulfillment centers

Starting now gives your team the time to build confidently, test thoroughly, and go live confidently by the time Holiday season arrives.

Launch in 16 Weeks Right on Time for Q4

VU Custom's onboarding timeline is designed to help brands go live fast without sacrificing quality or control. Starting in Q3 gives your team a clear runway to launch ahead of the peak season.

- **Week 1:** Discovery and visual asset prep
- **Week 2:** Store connection and platform setup
- **Week 3:** Product modeling
- **Week 6:** Product template configuration and styling
- **Week 12:** User acceptance testing
- **Week 16:** Go-live and ongoing optimization

This timeline can be accelerated for brands that come to the table with a clear understanding and details of their experience and delivery of materials to VU Custom. Our team provides clear guidance throughout the process to keep timelines on track.

Proven Results by Leading Brands

"Being able to launch in under 90 days was a huge win for our team. Their end-to-end customization platform seamlessly integrated into our operations and pre-existing on demand case design program. It gave us a fast and reliable path to market without sacrificing quality, and helped us gain a competitive edge. VU delivered both speed and alignment."

– Julia Janke, President

"VU Custom helped us seamlessly integrate customization into our DTC business in under 90 days, creating a smooth design experience for customers and an efficient production process for our team. After seeing its success, we're now expanding customization into our B2B business."

– Zach King, Web, Ecomm, and Emarketing Manager

Act Now to Capture Q4 Growth

If you want your custom experience live before the Cyber 5, now is the time. Let's connect and walk through what that could look like for your brand.