

Best Shopify Customer LIVE Order Tracking App for Online Small Business: FREE 14-Day Trial Review

Irina Poddubnaia Interview 2022-11-15

[00:00:00] **Joey Myers:** Welcome to the Lead Generation Strategies Podcast. I'm your host, Joey Myers. This podcast is brought to you by lead generation SEO services.com, and that is with an S at the end of services and EnfuegoMedia. We get companies more customers, clients, or patients, by creating branded multimedia content using a mix of AI or artificial intelligence, software automation, and fantastic writers.

[00:00:30] Then we distribute that content to over 400 partnership sites. A couple hundred of those are media sites like Fox, ABC, NBC Affiliates. Traffic and rankings can be seen within 48 hours after publishing.

[00:00:42] Today, and I'm going to attempt her name. I want to welcome Irina.

[00:00:45] I'm going to attempt this and you're going to have to correct me I'm sure, but I do want to attempt this Poddubnaia. Was that it?

[00:00:52] **Irina Poddubnaia:** Very good.

[00:00:53] **Joey Myers:** So, is it good?

[00:00:53] **Irina Poddubnaia:** It just like with an Ooh.

[00:00:56] **Joey Myers:** Got you. She's promoting a SAAS company, it's SaaS right? Software as a solution company. And that's called TrackMage.

[00:01:03] Then imagine, So the tagline for it is, imagine real time tracking of all your global shipments. Then think bigger.

[00:01:10] That's TrackMage.

[00:01:12] So first, Irina, thank you for coming on and welcome to the show.

[00:01:16] **Irina Poddubnaia:** Thank you very much for having me here. Really excited to get it going.

[00:01:20] **Joey Myers:** Very cool. Give the people what TrackMage is, just in a couple sentences or whatever. Now this show, before you say that, this show is more geared towards Irina, being an expert in e-commerce, having an app.

[00:01:31] Or a software as a solution for eCommerce businesses that do track, have physical products and their customers need to track those products. But give people in a couple sentences which you guys do over at TrackMage.

What are the folks at TrackMage up to?

[00:01:44] **Irina Poddubnaia:** Okay.

[00:01:44] So the best way to explain what we do is just by remembering what you already have experienced.

[00:01:50] When you order a product on Amazon, for example remember how they are sending you all the notifications about like, when the product is getting there. When it starts shipping and [00:02:00] after that you receive a message from Amazon to leave a review in the end of the process when you get the product.

[00:02:06] We take this functionality, not literally, but just literally, we don't take functionality and make it available on other platforms like Shopify, WooCommerce, ClickFunnels, and other independent funnel builders.

[00:02:19] What we do is we help e-commerce companies with creating the best post purchase experience.

[00:02:25] So everything that happens after we buy and make sure that the customers, they are not only customers one time, but customers for life after that. So that's what we do.

[00:02:39] **Joey Myers:** Very cool.

[00:02:39] Thank you for keeping that nice and succinct and on your guys' website. So that's TrackMage and that's track, like you track a package, m a g e.com.

[00:02:47] They break it down well here in I think seven or eight steps. Taking us through that process where you validate the new customer's email address, which is pretty good because you got a customer that puts in a wrong email address, and you can't track and then you'd track the shipment.

[00:03:01] Step three is upsell customers, which I really like, upsell customers on your tracking page. Talk a little bit about how a company would do that, which is, people understand upsells and that's a great spot, right?

How does TrackMage handle upsells on the “tracking shipment” page?

[00:03:12] **Irina Poddubnaia:** What we discovered is that customers, when they are waiting for the product, they are anxious, and they are usually checking their notifications all the time.

[00:03:20] They're looking for something to do. What we do, we capitalize on this interest. When the emails are going out, so TrackMage sends emails about the shipment status when it changes. Then the emails are getting to those customers. They don't treat them as marketing emails, and they open them in 60% of cases.

[00:03:40] That's a very high open rate for those emails. What else we noticed is that once a person gets their tracking link, they check that link one or two times per day. When they're actively waiting for order.

[00:03:54] During that time, they engage with the brand. So instead of wasting all that traffic on [00:04:00] DHL FedEx, or whichever carrier the company's using, you are getting those customers back to the store.

[00:04:06] You are showing them your brand and you are showing them your products. That's what big platforms like Amazon or eBay, they do great. When we bring customer back with an order update, they usually sell them additional products. But what is good about TrackMage is when you install it on your store, you show only your products.

[00:04:27] No competitor products. No nothing that's going to distract them. You just show them your products. We've seen that the average conversion from the shipment volume that's coming is from five to 10% extra sales without anything like any additional marketing resources. People, when they're waiting for their order, they see a product and they purchase without them getting their first package.

[00:04:51] That's what tends to happen and that's how we do upsells.

[00:04:54] **Joey Myers:** Now when you're showing those products, those upsells, or is that something that the company, the e-commerce company they put in manually, or does it take from like a related product, like the person, it takes what the person bought and then it shows them related products automatically?

[00:05:09] Or is that something the e-commerce company would have to put in? Hey, let's show these types of products for anybody that is looking at that email.

[00:05:16] **Irina Poddubnaia:** We do it three ways. The company can put it in manually if they don't have any like any product feeds configured for their stores, if they do have a product feeds, we have native support for Shopify feed with Atom.

[00:05:31] This is the format of how the products are stored. And we also have support for Facebook. For example, if you're creating some carousel ads or some other ads that get the feed from the store you can literally just use the same feed on your tracking page and every time you update the collection or those products that you put on the feed, they are going to be reflected in real time on your tracking page.

[00:05:56] This is how we are currently supporting it. They have some plans to [00:06:00] introduce some AI and some intelligence based on what the customer bought. But so far, we have a functionality to just put the products that you want to put there as featured or put some product feeds and update them in real time.

[00:06:12] Every time you update it on your store, it updates on your tracking page as well, without you having to do anything.

[00:06:18] **Joey Myers:** Very cool, and I probably should ask this question before we got to that one. But some of the platforms that you guys are supported on, so you mentioned Shopify. What other kind of main e-commerce platforms is the app supported on?

What are the e-commerce platforms the TrackMage app is supported on?

[00:06:29] **Irina Poddubnaia:** Currently we have two direct integrations. We have Shopify and WooCommerce and we have integration with Zapier. With Zapier, you can connect to all other apps, not even eCommerce apps.

[00:06:40] We have certain customers that use us just specifically because we support Zapier. You can connect it to Click Funnels, for example, for Zapier or to Slack for Zapier, and you can get shipment notifications in your Slack channel just to inform your team.

[00:06:55] That's what we currently have, and we are working on more integrations coming. We are working on Magento, Commerce, Equid, all those platforms and this is yet to come.

[00:07:05] **Joey Myers:** Very cool. Yeah. Rolling it out as you guys are going. How long has the company, the SaaS software been around?

[00:07:12] **Irina Poddubnaia:** We've been around for two, sorry, for four and a half years by now, and we're still working. Most of the time that we spent was spent on integrating with carriers. We support over thousand carrier companies and like all those tracking updates, we update our tracking system frequently so that we do maintain the frequency.

[00:07:36] Too many frequencies in one sentence.

[00:07:38] What I meant to say is that we were perfecting our shipment tracking functionality and our tracking pages with like responsiveness, like design, everything, and that's why we didn't have that many integrations.

[00:07:50] But what we do have is a very much magical integration with Shopify, where you install the app, and it customizes the tracking page based on the look and feel of the [00:08:00] store automatically. You don't even have to do anything. You just click configure, install, that's it and that's how it works.

[00:08:06] **Joey Myers:** I think majority e-commerce on Shopify anyway. What's the percentage? Do you know that?

[00:08:12] **Irina Poddubnaia:** The industry statistics is unreliable because most of the eCommerce would be on Amazon. Amazon is a platform. It's not an independent store creation platform.

[00:08:22] When it comes to independent eCommerce, probably Shopify is one of the leaders in that regard.

[00:08:27] **Joey Myers:** This is for like, those that are thinking about, beginning off that kind of thing. And I've tried a couple, we have a drop ship site and that's what leads me to my next question.

[00:08:35] I run a drop ship site on the starting lineup store.com, and it just basically features baseball and softball hitting products that are hand selected that we use with our own hitters and so it's all drop ship. Is this something that even a drop shipper could use, because I know there's a lot of print on demands, there's a lot of drop ship type e-commerce stores out there.

[00:08:57] Does TrackMage work with that?

Does TrackMage work for drop shippers?

[00:08:59] **Irina Poddubnaia:** Actually, TrackMage was developed with drop shippers in mind. Our first customer was a drop shipper with who was shipping funny enough, drones.

[00:09:06] **Joey Myers:** Which is on your website.

[00:09:08] **Irina Poddubnaia:** Yes. And we were dealing with a lot of refunds and chargebacks that were coming during the launch shipping times, and that's why they needed the solution to keep customers entertained or at least pacified somewhat while we were waiting for order.

[00:09:22] With drop shipping whatever functionality, we have some functionality to track if your supplier ships a product. We have the counters called days in idle, that

starts counting from the day you create a shipment to the day when you get shipment tracking information.

[00:09:37] Because sometimes when you are buying products from such suppliers like Ali. The supplier can provide you a tracking number and then the tracking number doesn't have any shipment information ever. And that's when you need to raise a red flag and refund it on Ali Express, and then invite from a different supplier.

[00:09:54] But to do it properly and to do it timely, you need to do it before your customer actually [00:10:00] starts knocking at your door asking, where is my order? Because that usually happens in two weeks when the order should have already arrived. You just don't have enough time to buy it again from a different supplier and orchestrate all that.

[00:10:13] If you just keep track of all the shipments that are overdue, maybe three days or five days, and then you just take proactive action, you will see probably like zero refunds in that case. Because if you just take the proactive action, and even if you just follow up with the customer and say Oh yeah, there was a delay in our warehouse, sorry and you're buying from a different supplier.

[00:10:35] You must know about that. But the thing is you can take proactive action. You can take it under control. You see it in one dashboard, you can see it like all the shipments. And, if you are not only just doing drop shipping, but you also sell from your own premises.

[00:10:50] You can have multiple workspaces for each premise. You can have one for your warehouse one for drop shipping supplier, one for another store, different brand, and you just have in one single interface where you see the entire thing. You don't have to guess like wherever a package was and where it is right now.

[00:11:09] **Joey Myers:** Very cool. Yeah. All in one dashboard makes it a lot easier for you. In the case of a drop ship where you have the suppliers maybe taking a little bit longer. Is the system sending, tell me, being the drop shipper, is that sending me an email, like an email notification saying, hey, it's been three days, or it's been five days.

[00:11:24] We haven't heard, we haven't gotten a tracking information. Is it sending you an email? How's it notifying me as the drop shipper to either reach out to the customer or reach out to the supplier to see what's going on?

[00:11:36] **Irina Poddubnaia:** That feature is still in the works because that has been on the backlog for a long time.

[00:11:41] Never surfaced to the very top, but what can they consider the feature request now? So yes, we do send notifications just not about that, that specific thing, but yes, we will implement it in the very near future.

[00:11:52] Right now how it works is you can just go to shipments and then filter the shipments that have the days in idle over a certain threshold. You can [00:12:00] just see literally like all those shipments that have overdue delivery. Or overdue even shipping from the premises because sometimes, like I said when they say that they shipped it doesn't mean they ship.

[00:12:12] So if you don't see any tracking information that's the time to act and reach out to the supplier, ask them if there is a problem, or if they provided an incorrect tracking number in the first place, which is also a frequent case.

[00:12:24] **Joey Myers:** Very cool. It's all from the dashboard, so that makes sense.

[00:12:27] You go to the dashboard, you can filter all that, through that. I love that. The other thing I really like, and you said post, add, or not add to cart. I think more checkout, right? More at this handle everything post checkout. The other thing it helps do is automate the reviews. Talk a little bit about how it does that.

How does TrackMage automate reviews? How does that work?

[00:12:43] **Irina Poddubnaia:** All right.

[00:12:44] What we noticed on the market is that all the typical automation is configured based on the timing. Let's say our customer bought a product and then in two weeks we send them an email asking for a review. Literally today I received an email asking me for a review for a product, but I haven't received.

[00:12:59] That's what frequently happens with outer responders. You cannot control if the package was received by the customer. But this is very different with TrackMage. The package transitions to delivered status. The very moment it does we send them a notification about please leave a review.

[00:13:15] The wording is a little bit different. Like, how did it go? Did everything go well? And then people leave review and that review it stays inside of TrackMage, so it doesn't link to social media. It doesn't get posted on your product page immediately. If a review is positive, you can showcase it on your website.

[00:13:30] You can import it to the product pages. But if a review is negative, you can just address for problems quietly with the customer and maybe offer them discounts, apologies, or whatever is needed.

[00:13:41] Just to make sure that the customer is satisfied in the end. This is how TrackMage can stop those negative reviews like from leaking to the social media, but with a positive review.

[00:13:51] We're working on some killer feature that's. Again, not yet released, but I know that it's coming. After the review is left by the customer and if [00:14:00] it's positive, four stars, five stars we are prompting them to share with review on social

media. Especially it's going to be very fun to see because we are going to support pictures and videos as part of a review.

[00:14:12] They can just share with rich media on TikTok or some other platforms, like maybe Instagram. And then this is already additional source of leads and traffic to the store because customers, when they have a good experience and they leave a good review, they are already positive.

[00:14:29] So why not share? That's the point that this entire thing, like this entire circle of like post purchase experience and making customers for life, this is where it comes full circle. When they attract additional buyers to the same product they already bought.

[00:14:43] **Joey Myers:** And like you said, most of those touchpoints are in good warm times, right?

[00:14:47] whether it's an upsell, being featured in an email for shipping notification, they're checking that email, like you said, 60% open rates or more probably. I would see, and then you're showcasing a product or if it's the review, it's right there. They're hot, they're ready to go.

[00:15:02] In the future when you guys get that to where they can automatically share, that just makes things a lot better instead of it just sitting there for a little bit. Posting it or asking them for a video or image that'll be nice feature.

[00:15:12] Now I know there's some probably, I've gone through plenty of different apps on Shopify trying to find back in the day when I was setting everything up and you put in shipping, you search in the app store, right?

[00:15:23] Shipping something or other, and you get all the different apps, and you can go through them. What makes you guys different than some of the other shipping type apps that are showing up in Shopify market?

What makes TrackMage different than the other “shipping apps” in the Shopify app store?

[00:15:32] **Irina Poddubnaia:** I believe what makes us different is the approach. This is a standalone solution like it's not just bound to Shopify, so it can be used across all platforms.

[00:15:42] I've seen a lot of Frankenstein setups where people are using some uncanny systems besides Shopify. And Shopify is just like the shopping cart that we're using, and they have click funnels whatever else.

[00:15:54] TrackMage is this central hub that can bridge the gap between all those systems and [00:16:00] especially if you are using not only Shopify, but also some

CRM systems or some systems with all-in-one type with the tasks and automations like Entrepport, for example.

[00:16:09] So that's where TrackMage is really standing out from the competition because we do have a lot of capabilities to create some custom integrations. Because of Zapier, because of integrated, that's another app that allows you to integrate and, we have API where you can just literally experiment.

[00:16:25] Oh, and another thing that I forgot to mention, I always forget to mention that because it's very technical. We do have widgets. If you want that tracking page doesn't have to be used. You can take parts and bits and pieces and put it everywhere in your store where you want it to. On the thank you page, on the featured page wherever you want.

[00:16:47] Those widgets that make it just, it's almost like Lego. You put that block wherever you want it, and then it works, and you don't have to worry. So that's how we stand out because we come from IT background. We have also a personal story of going to China and figuring it out like hands on.

[00:17:05] The idea is we do know how to build software and that's why we built it in the most flexible way. How you can just customize everything that you want and there are a lot of options, other apps usually we were created for Shopify.

[00:17:19] They only work for Shopify, and that's what they're good at. But with TrackMage, we are externally focused. You can just use it as a data hub where you see all the data with all the shipment updates and all notifications that are going to customers. But then again, you are not bound to shop.

[00:17:38] You can use whichever system you want.

[00:17:39] **Joey Myers:** That's a great answer for that. When I go in as a drop shipper e-commerce store and you just don't know what you're going to get when you get in there and a lot of times you just rely on the reviews and looking through reviews and seeing what other people are saying about the app and things.

[00:17:53] Sometimes apps will leave. If you decide, hey, I don't want to do this app and you delete it. Then it'll leave a lot of code on, [00:18:00] junky code on your site, which will slow your site down. It's nice to have something, like you said, you can piece by piece it, you can widget it, you can use it in different, like your CRM, you can use it in all different places.

[00:18:09] Before we go into where people can find you, get more information, I wanted to ask you, so of all the new innovations that you guys are doing with TrackMage, what's the top or the top two that you have coming up on the horizon that you're getting ready to, as a functionality of the app that you really like, that you're excited about?

What are top one or two new TrackMage innovations that you're working on?

[00:18:29] **Irina Poddubnaia:** I already spoiled the surprise about sharing reviews at the end of a customer journey. This one is coming. We are updating the interface, but that's nothing new. It's just going to become more straightforward and easier to use. So right now, like the fulfillment functionality it's not that straightforward to use.

[00:18:47] That's why we are improving it and probably the next best feature that's going to come is more B2B focused. It's for people to create their own carriers. If you want to ship the package through your own logistic channels or you are probably sending it by your own means. You can also create your own carrier that's going to be available only inside of your team, so it's not going to be publicly available, like not on our list of carriers.

[00:19:18] You need to be more reputable than that, just to get on the list. But the idea is that some of those smaller companies that are just starting, and they cannot afford to create like the entire UPS or FedEx infrastructure. We are going to be able to use TrackMage as with starting ground where they are going to just create their own package numbers and track it inside of their own workspaces.

[00:19:41] So that's what's coming.

[00:19:42] **Joey Myers:** Very cool. Lots of cool stuff and I'm sure you could keep listing off things. Sounds like you guys are really working hard back there behind the scenes with different things. Very cool. So let people know where they can find you. I know you had a free report that you wanted to talk about, so go ahead and talk about that.

Where can e-commerce folks learn more about TrackMage?

[00:19:56] **Irina Poddubnaia:** All right. So yeah, there is a free guide. It's how to
[00:20:00] get extra sales from existing customers without spending more money on ads and hiring more staff. This is the report that we have, you can find it on trackmage.com/flywheel-extra-sales, and I hope this is going to be included in the show notes.

[00:20:17] **Joey Myers:** I'll link that.

[00:20:17] **Irina Poddubnaia:** What you're going to find, how do you retain customers, how to delight customers, and how do you get extra sales from those customers. That's what you're going to find there.

[00:20:27] **Joey Myers:** Very cool and then any of the socials that you guys are on?

[00:20:30] **Irina Poddubnaia:** We're present on pretty much all the social media. You can find TrackMage on LinkedIn, Facebook, TikTok, Instagram, Pinterest, wherever you want.

[00:20:40] **Joey Myers:** Very cool and I'll link to all those too in the show notes. Very cool. Let me do a little conclusion here.

[00:20:46] So if you like this podcast episode, then please like review and or share it. We really appreciate the feedback. If you're interested in hearing more about our branded multimedia marketing events, then please visit [lead generation seo services.com](https://leadgenerationseo.com), again s at the end of services, and click on the marketing events link to watch a three-to-four-minute video overview.

[00:21:04] So Irina. Her SaaS company is TrackMage. Their tagline again was, imagine real time tracking of all your global shipments, but then think bigger as you've heard today. That's TrackMage.

[00:21:15] She mentioned a free eBook today and that is the title of that, How to Make 5 to 10% Extra Sales on Autopilot without increasing Your Ad Spend or Hiring More Staff.

[00:21:25] I will link to that in the show notes. Irina thank you for joining us here today.

[00:21:32] **Irina Poddubnaia:** Thank you very much.

[00:21:34] **Joey Myers:** All right.