

Company & Product Information

Company description

Route is helping people discover and celebrate the world's brands and products through a completely reimagined e-commerce network that directly connects and empowers both consumers and brands. Route's unique platform takes a holistic approach to online shopping, rethinking the consumer experience from delivery to discovery via the Route app, while offering a suite of features that provides merchants the tools necessary to enhance the overlooked post-purchase experience. Since launching in 2019, Route has built a network of millions of app users and over 12,000+ merchants. The company has offices in Lehi, UT and Los Angeles, CA.

Company history

The idea of Route came to Founder and CEO, Evan Walker, while on a trip to Italy. After experiencing difficulties trying to ship an antique trunk he had purchased back home, Evan recognized the lack of visibility in tracking and protecting an order, the inconvenience it has on both shoppers and merchants, and ultimately an opportunity to create a seamless solution for both.

Using a relatable experience and sharing his vision and excitement around creating a simple, but innovative product, Evan got to work on quickly building a world class team. With individuals joining from some of the most successful tech companies and brands, a common goal and mission, and having raised one of the largest Seed rounds in Utah, Route was catapulted into a league of some of the most disruptive companies in tech and ecommerce to date and continues to push boundaries.

Route Executive Team

Evan Walker: Co-founder, CEO

Mike Moreno: Co-founder

Ryan Debenham: CTO

Charlie Besecker: CRO

Michael Yamartino: VP of Product & Global Head of Strategic Partnerships

Arteen Arabshahi: SVP of Strategy

Chelsea Moon: Chief of Staff

Daniel Oakley: VP of Consumer Marketing

Hunter Saunders: VP of Finance

Nick Allen: VP of Design

Jason Nelson: VP of Sales



Product information

In a world of outdated, disconnected, and expensive post-purchase software, Route is revolutionizing ecommerce by providing fully-integrated, modern technology that is free to merchants and highly convenient for consumers. Route holistically increases online buying satisfaction, decreases customer support costs, and boosts bottom-line profits.

The Route for Merchants platform is a fully integrated suite of ecommerce tools that powers modern post-purchase experiences for merchants and consumers.

The platform enables merchants to offer Amazon-level amenities to their customers, including multi-channel package tracking, customizable buyer protection, instant order resolution, and seamless customer re-engagement.

With **Track, Protect, and Discover**, merchants can revolutionize their post-purchase experience from start to finish and provide a best-in-class post-purchase experience.

1. Track

Track is the world's most powerful package tracking software. With Route's modern tracking technology, merchants can create immersive experiences that are proactive, accessible, and on-brand.

Track everything in one place: Track empowers customers to track everything they order online on a single map display, creating immersive tracking experiences for any device.

Send proactive shipping updates that reduce support costs: Consumers get real-time notifications that significantly reduce merchant support costs and increase customer engagement at every step.

Put customer's next purchase at their fingertips: Track increases customer engagement and LTV with contextual product recommendations that capture users when intent-to-buy is highest.

Increase brand awareness and affinity: With Track, merchants can offer mobile-first tracking experiences that increase awareness and brand affinity at every step.

2. Protect

Protect gives customers access to buyer protection at checkout that covers lost, stolen, or damaged packages, and enables seamless resolution if something goes wrong.

Offer buyer protection that gives customers peace of mind: Merchants can give customers access to buyer protection at checkout that protects against lost, stolen, or damaged packages.

Customize protection to your business: Unlike most traditional shipping insurance technology, merchants can customize buyer protection to fit their customer preferences and their business model.

Provide instant, hassle-free resolutions that customers love: Turn negative experiences into positive ones by empowering customers to self-resolve issues in seconds with seamless resolution technology.

Leverage protection that's backed by data: Powered by AI and billions of data points, Protect technology resolves issues intelligently and helps merchants identify fraudulent claims.

3. Discover

Discover is a next-generation discovery platform that highlights the best brands and gives them access to Route's high engagement consumer app network through their own brand profiles and feed.

Extend customer lifetime value: Re-engage with customers after purchase to inspire customers and keep them coming back for more.

FAQ's

Customer FAQs

What is Route?

Route automatically connects to everything you've ordered from all your favorite retailers while allowing you to visually track your packages, anytime, anywhere. Add Route Package Protection at checkout and unlock full package protection and seamless resolution for order issues.

[Download the Route app for iOS on the Apple App Store](#)

[Download the Route app for Android on the Google Play Store](#)



What info do you gather and how do you use data?

Route uses delivery and order information to provide as much detail as possible about customer orders. To do this, Route parses emails to collect order information such as tracking numbers, carrier names, and product info. We employ multiple layers of security to protect and secure customer data.

Note: Route's use of information received from Google APIs will adhere to Google API Services User Data Policy, including the Limited Use requirements.

Why do I need Route Package Protection?

Route offers you "peace of mind" package protection for all of your orders at an affordable price. The cost to you –to fully protect your package in the event that it is lost, damaged, or stolen– is calculated based on the subtotal of the order and the partnership between Route and the merchant.

Merchant FAQs

What is the difference between the Route Mobile app and Route Package Protection?

Route is a mobile app that automatically connects to everything your consumers have ordered from all their favorite retailers while allowing them to visually track their packages, anytime, anywhere.

Route Package Protection enables merchants to provide package protection to their customers, allowing them to provide the same experience that consumers have come to expect from e-commerce marketplaces like Amazon.

How Much Does Route Package Protection Cost?

Route is free for merchants and is available for purchase to customers in the cart page. For cart totals under \$100 USD Route is only \$0.98 USD. For cart totals over \$100 USD, Route is 1.5% - 5% of the cart total.

What if My Products aren't Sold in American Dollars (\$USD)?

We use Shopify's currency converter that allows all customers to pay in whichever currency is most convenient for them.

Why Does Route Need My Billing Information? Isn't it Free for merchants?

You're right. Route is free for merchants! Because Shopify has a closed-cart system, the total revenue made by each sale sent to the merchant is unable to be split among different parties. In order for us to receive the amount that our mutual customers pay for Route Package Protection, we use Stripe to debit the exact amount of the total premiums. We debit this amount weekly and send a receipt, so there are no surprises!

More FAQs can be found [here](#)