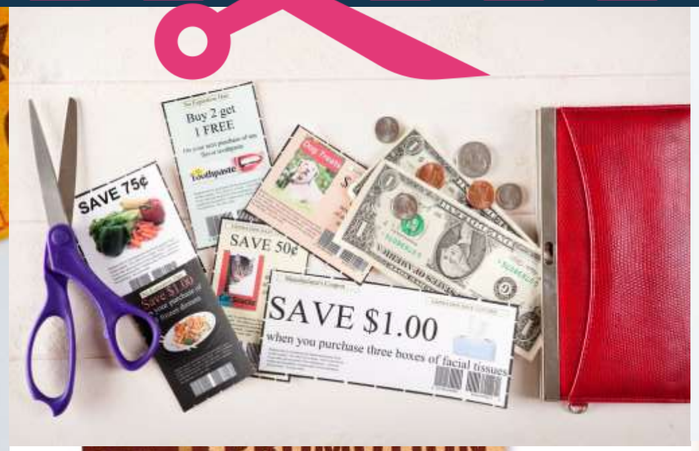
RevLifter®

Intelligent offers

How to drive more revenue while protecting your brand

KEEP THIS
COUPON
4421868
4421867


Buy 2 get
1 FREE
SAVE 75¢
SAVE 50¢
SAVE $1.00
when you purchase three boxes of facial tissues

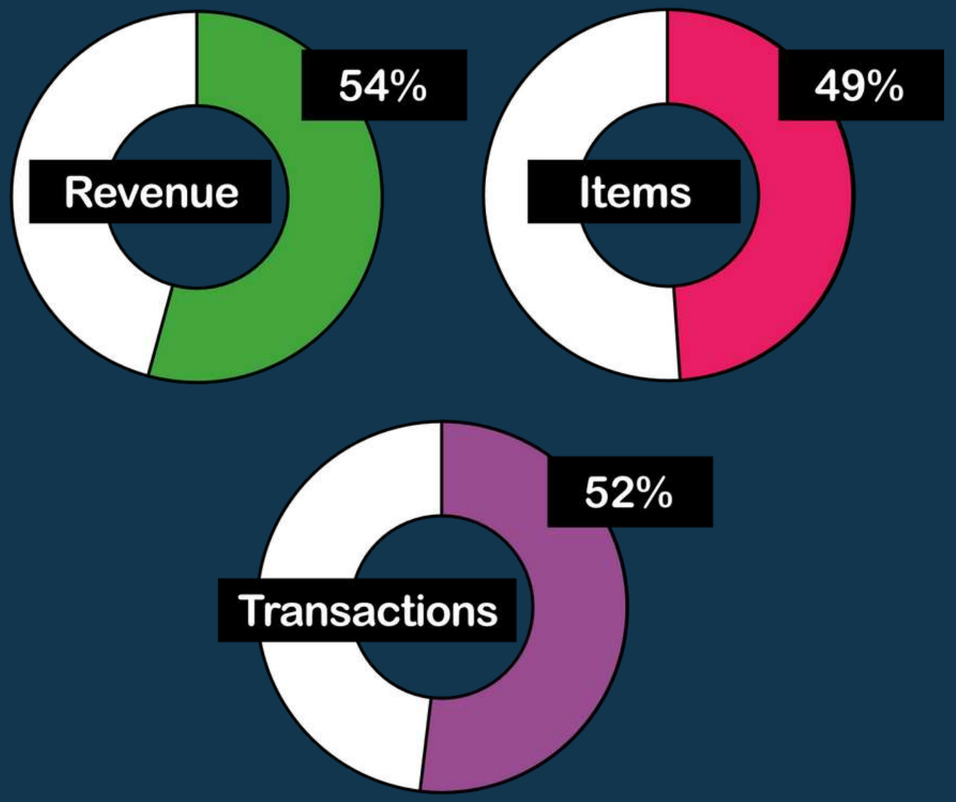
25% OFF

$5
OFF
a purchase
of $15 or

FREE
LIMITED TIME ONLY
COUPON
PROMOTION
UP TO
50%
BIG
SALE
50%
OFF
COUPON
PROMOTION
UP TO
50%

Brand and margins

Average share generated by discounted products



Average item price

From **Promotions & Loyalty Schemes: Market Insights and Best Practices** by IMRG and RevLifter

Why do people buy?

Affinity
(intent - they want to buy something)

Price
(is it right?)

Targeting

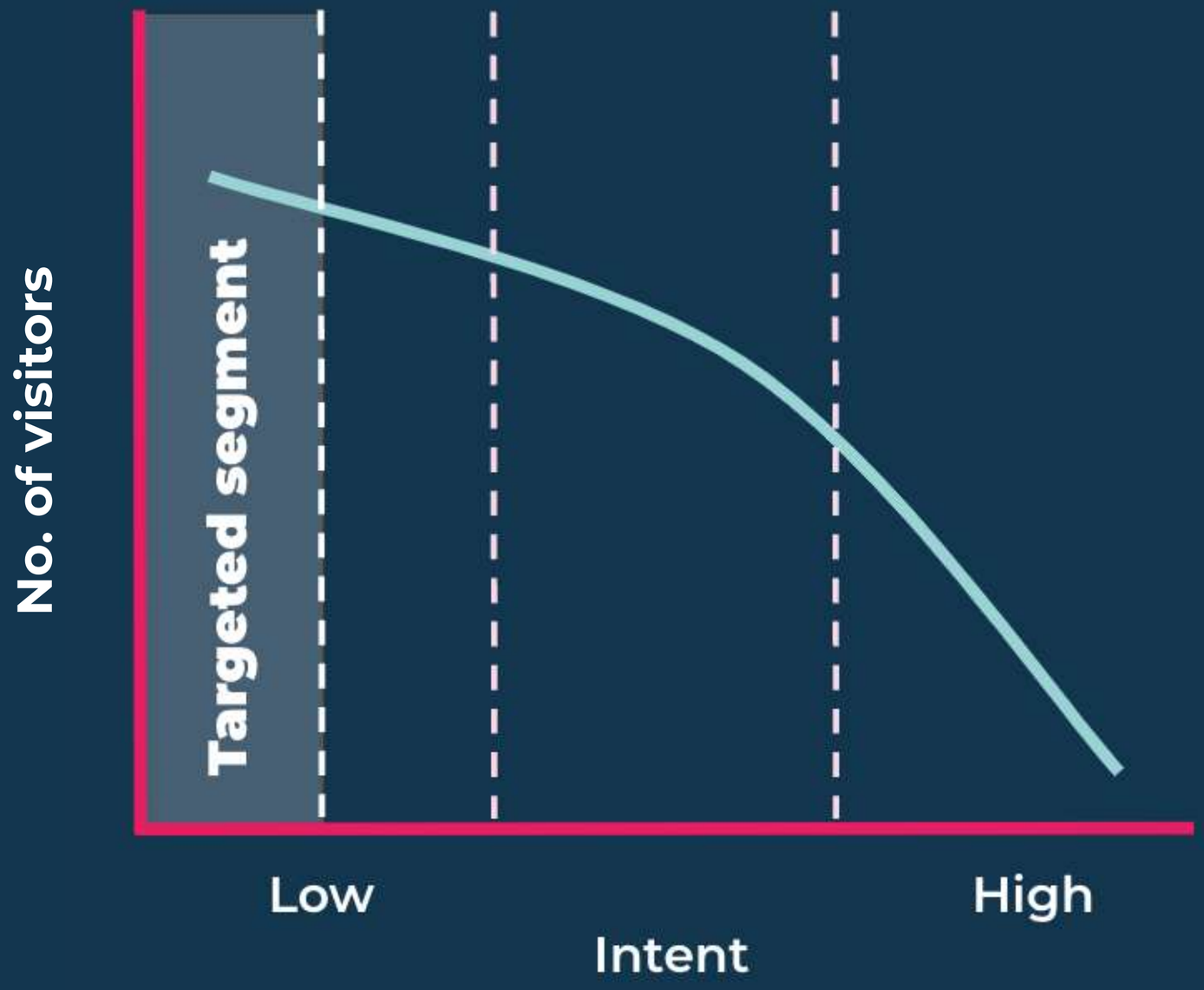
Optimisation

Targeting

- Traffic source
- New vs. returning
- Funnel stage
- Products browsed
- Location
- Basket value / products

Segments based on intent

Targeting

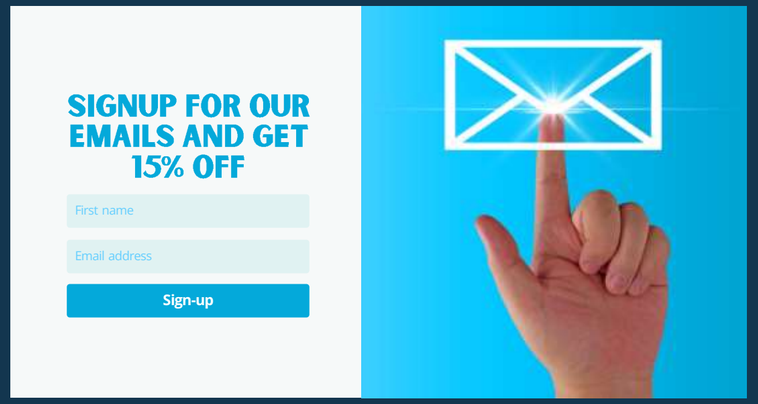


Optimisation

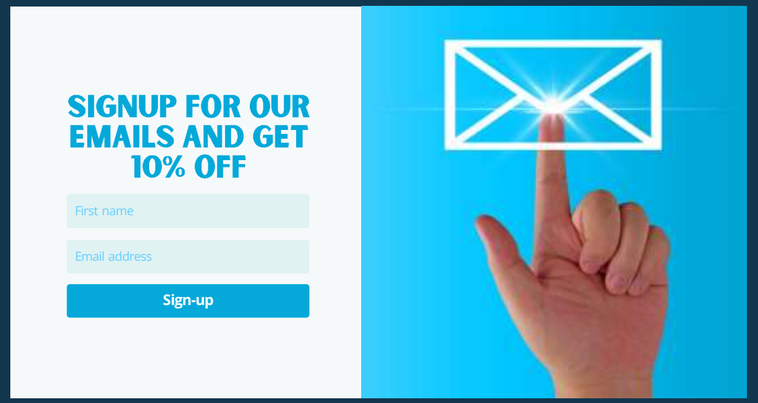
Offer sensitivity

Promotional price testing

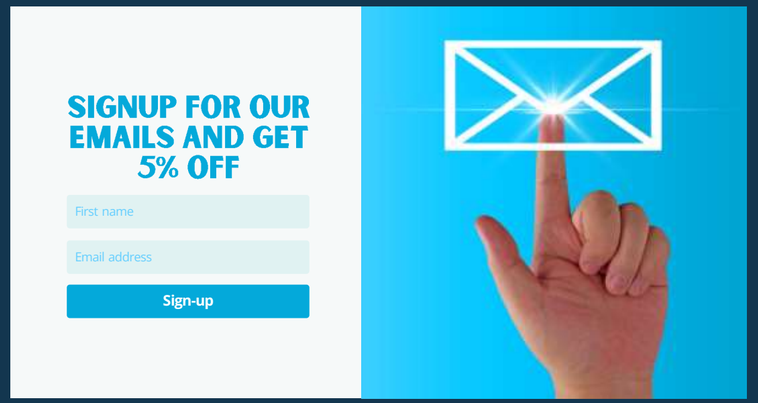
A



B



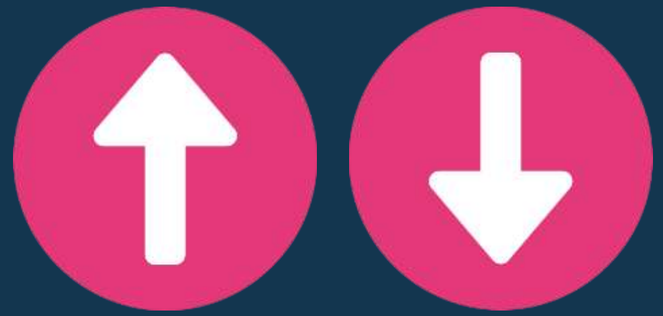
C



- Sign-ups
- Conversions
- Offer redemption
- AOV
- Incremental revenue

Our system makes thousands of decisions in milliseconds everyday

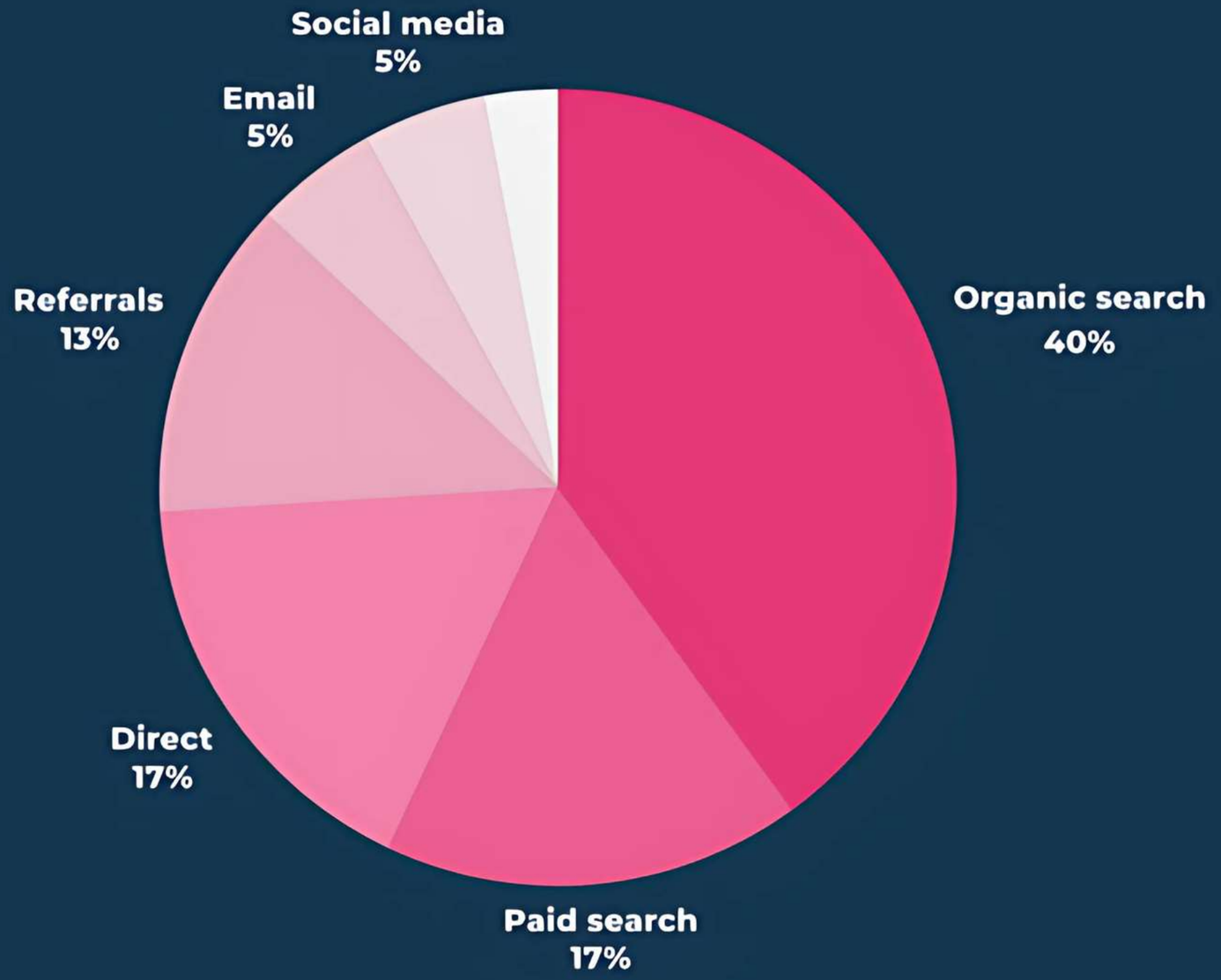
How would you do?

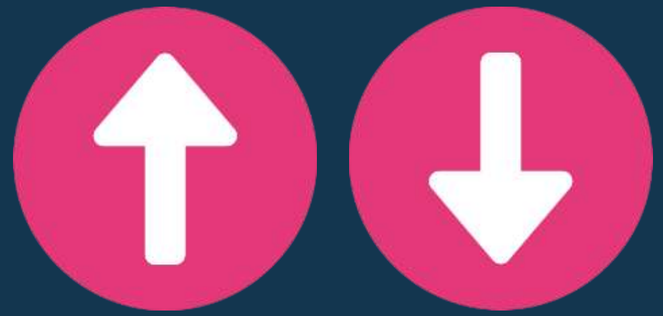


Do visitors arriving from PPC ads have a higher or lower conversion rate than those from email campaigns?

Lower.

Traffic from email campaigns typically has a 10-20% higher conversion rate than PPC ads.

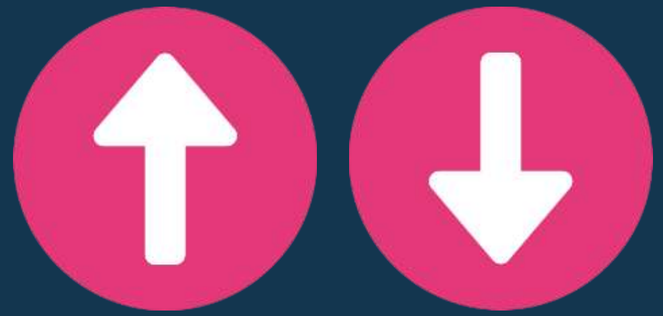

Social media
5%
Email
5%
Referrals
13%
Organic search
40%
Direct
17%
Paid search
17%



Do visitors who view less than 4 product pages have a higher or lower conversion rate compared to those who view more pages?

Lower.

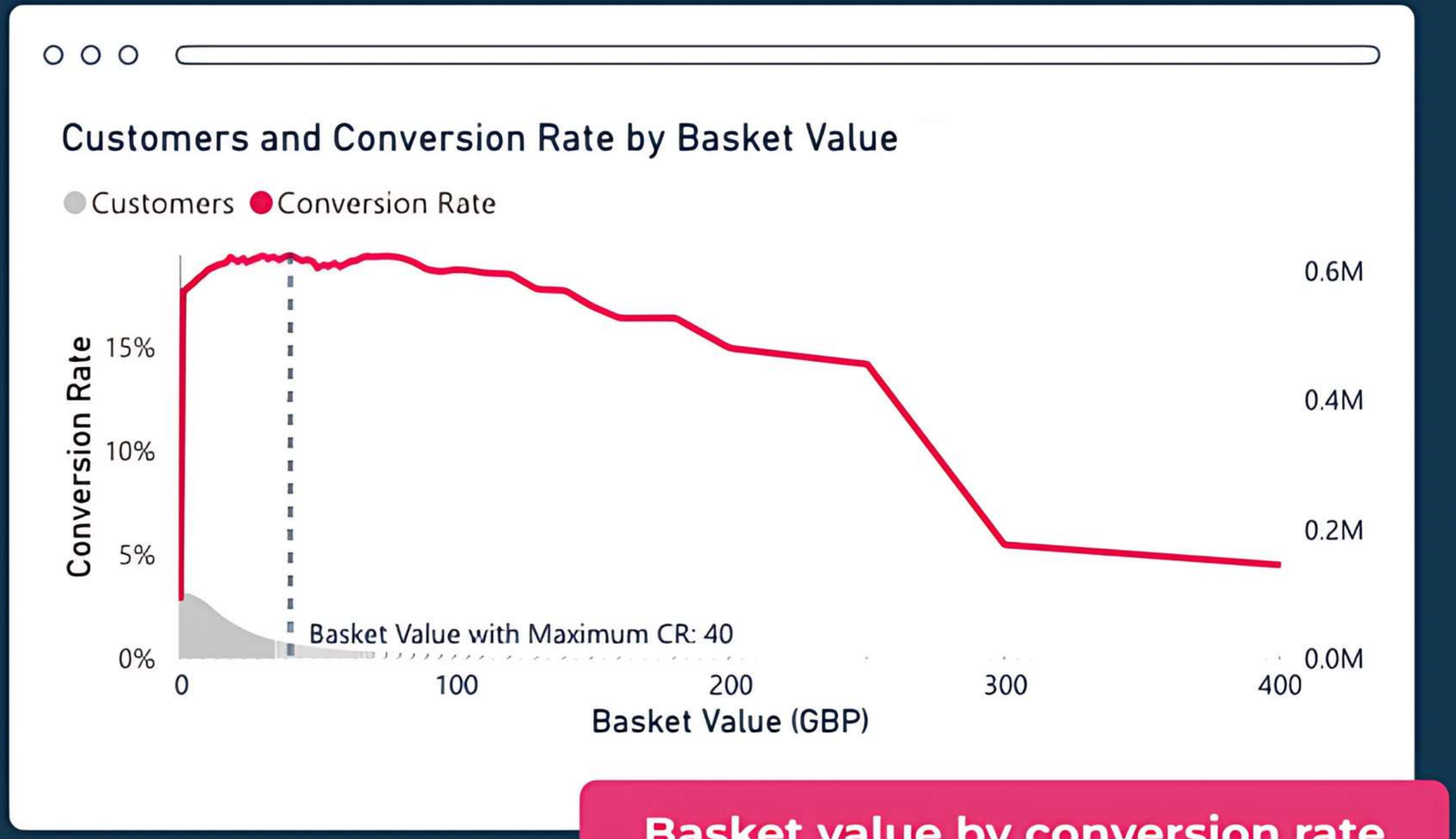
Visitors who view less than 4 product pages typically have a lower conversion rate.



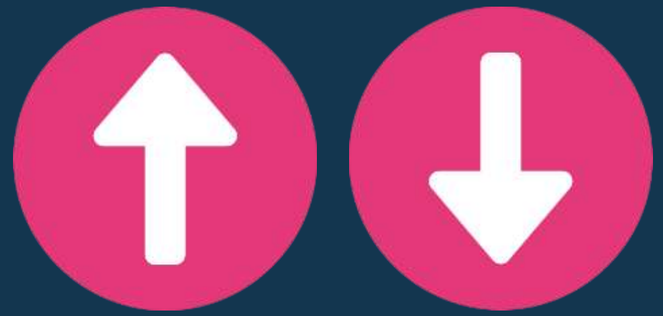
Do customers who add a recommended product at checkout have a higher or lower conversion rate compared to those who only purchase the original items?

Higher.

Customers who add a recommended product at checkout usually convert at a rate 5-10% higher.



Basket value by conversion rate



Does % off or $/£/€ off drive more conversions?

Same.

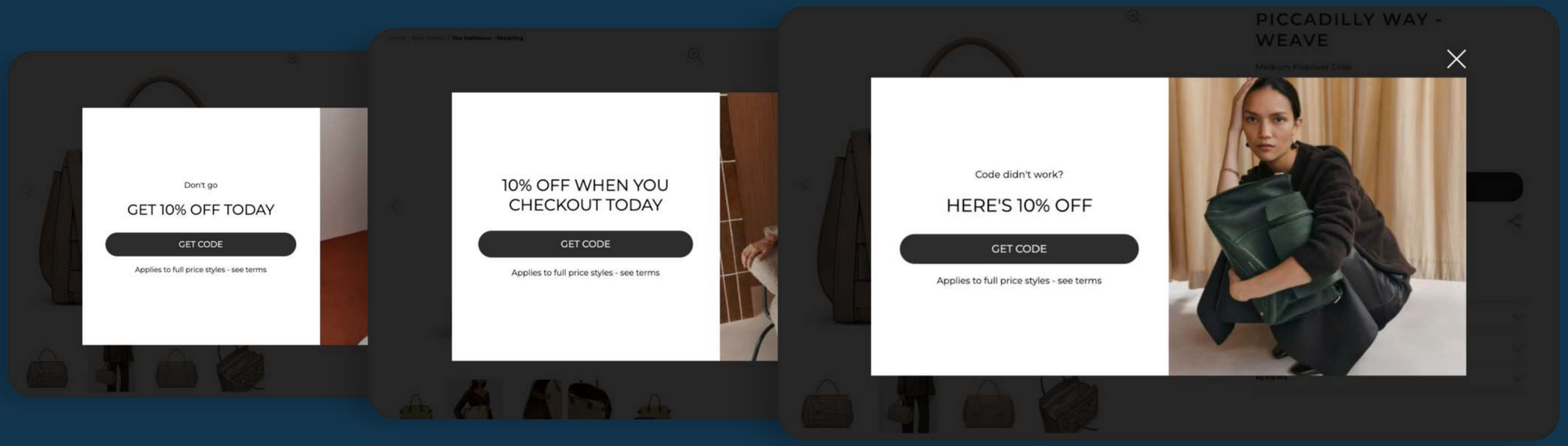
But £/$/€ off gives away less value.

Converting more browsers into buyers

RADLEY LONDON

+15% CVR

+28% RPU



Funnel exits

Ctrl+C

Invalid code

Converting more browsers into buyers

RADLEY
LONDON

+15% CVR

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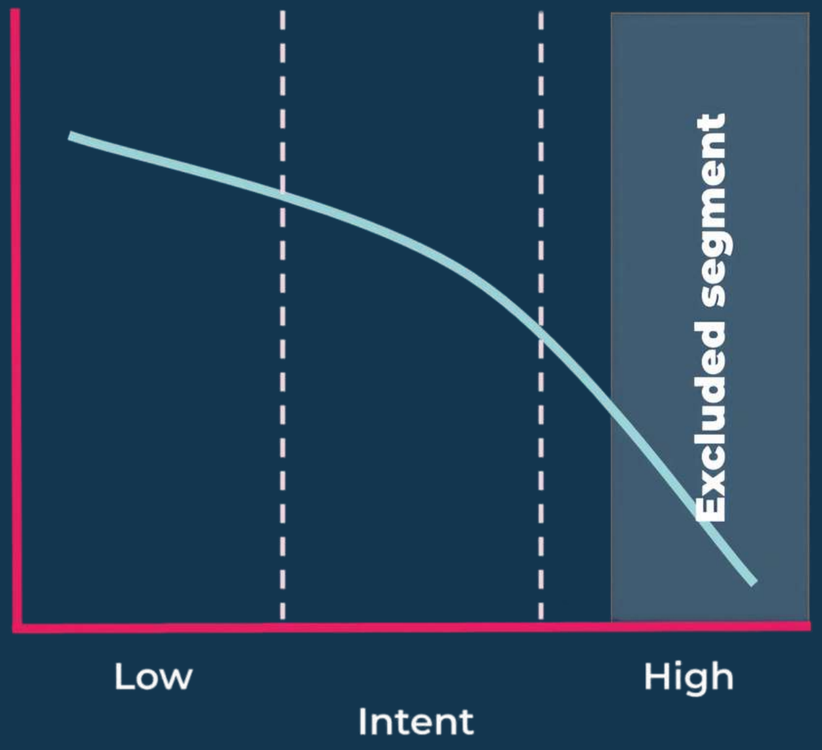
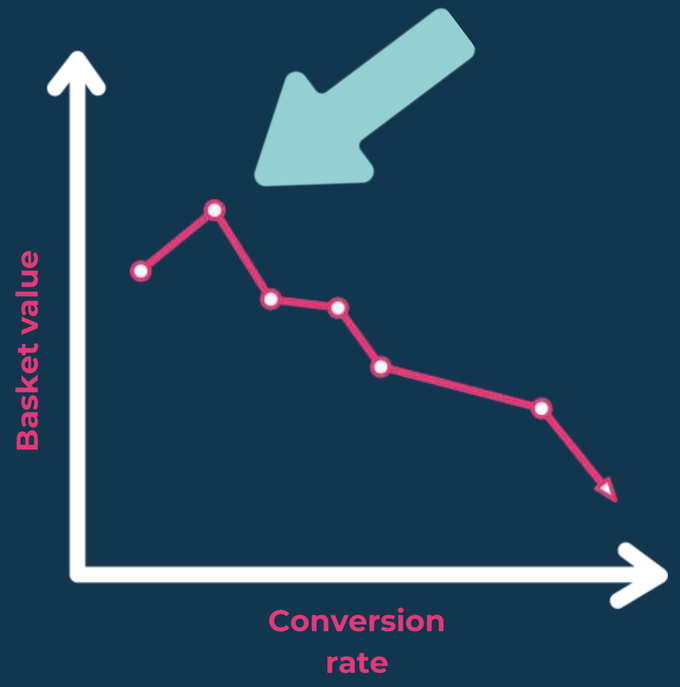


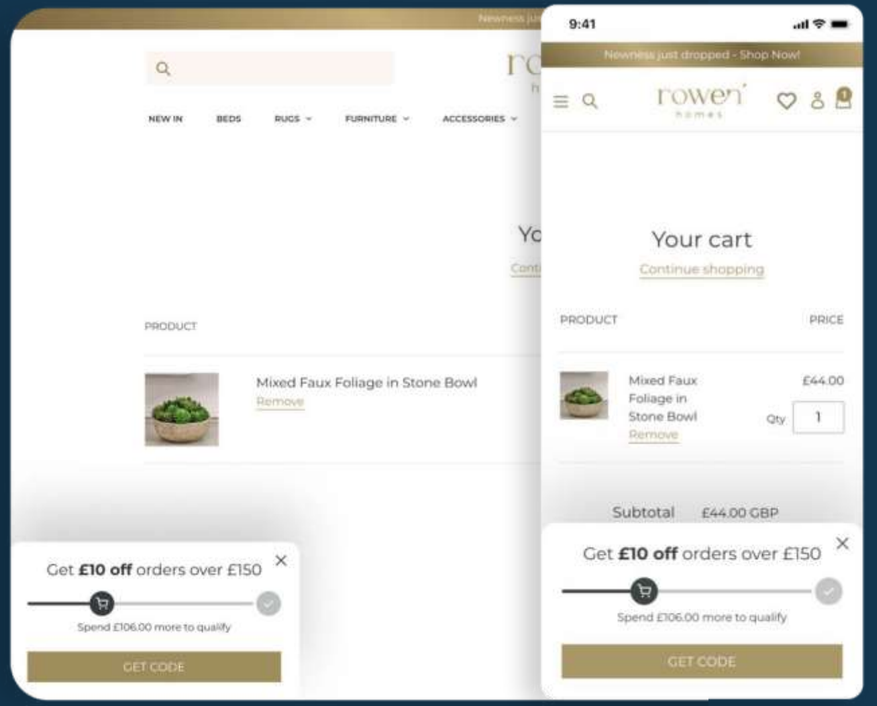
8% saved

Increasing revenue per transaction (AOV)

rowen homes

+16%
RPU





Stretch & Save

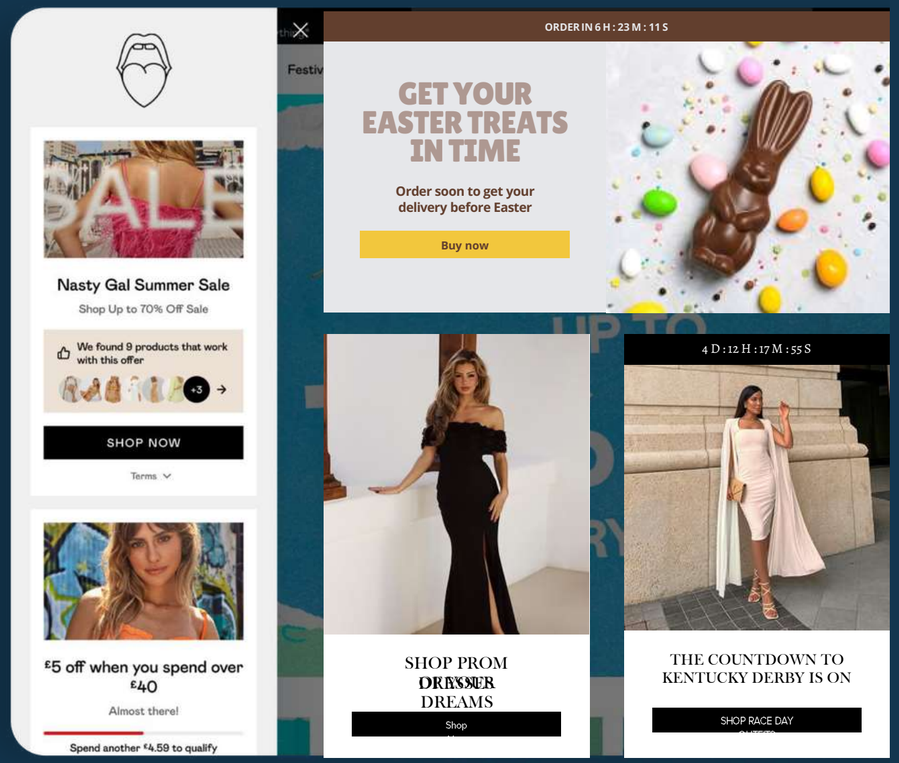
Moving inventory when it matters

NASTY GAL

CLUBL LONDON

+16% AOV

+15% AOV



- Seasonal sales
- Flash sales
- Delivery cut-offs
- New product drops
- Product recommendations
- High margin products
- Events and holidays

FREE

Try us free for 90 days

revlifter.com