

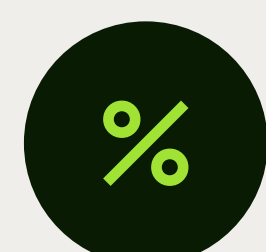
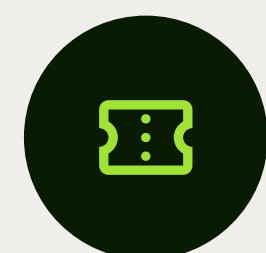


# Promotions *analysis*

There are plenty of promotion types out there, but how do you know which one to use — *and why?*

Navigate it like a pro with our cheat sheet.


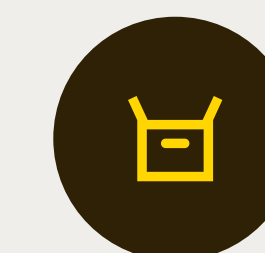

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## Drive *more* conversions quickly

-  **Price Slash Discounts (PSD)**  
Ideal for high-traffic sales events and to clear inventory quickly
-  **Digital Coupons (DCP)**  
Effective for engaging digital-savvy consumers and driving online conversions
-  **Installment Offers (INS)**  
Useful for high-ticket items to make them more accessible
-  **Shipping Offers (SHP)**  
Encourages customers to meet minimum spend thresholds, increasing order value

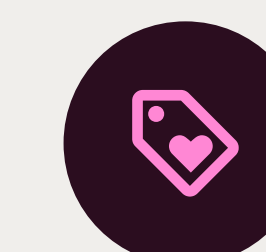
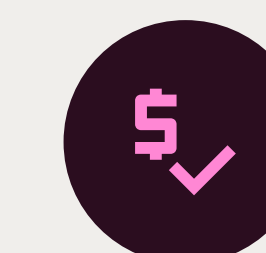
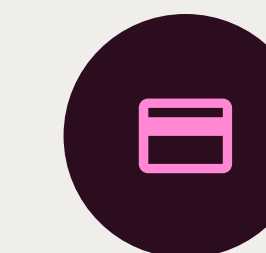
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## Cross-sell and *build* baskets

-  **Multi-Buy Offers (MBO)**  
Encourages bulk purchases and increased basket size
-  **Bundling Offers (BUN)**  
Increases sales of related products and enhances perceived value
-  **Threshold-Based Discounts (THD)**  
Drives higher order values and increases total revenue per transaction

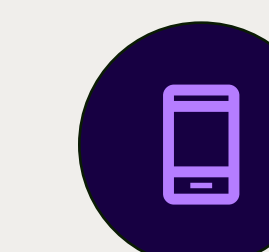
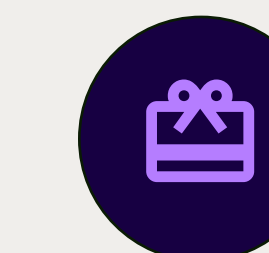
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## Increase loyalty and *repeat* purchases

-  **Subscription Discounts (SUB)**  
Works well for brands offering consumable or replenishable products
-  **Price Guarantees (PRI)**  
Builds trust and prevents customers from switching to competitors
-  **Loyalty Card (LOC)**  
Encourages repeat business and strengthens customer retention

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## Other *promotions*

-  **Online-Only Discounts**  
Drives eCommerce exclusivity, especially in DTC and marketplace exclusives
-  **Contests & Giveaways**  
Engagement-driven promotional strategies best deployed in brand awareness campaigns

### Tips

#### Tailor promotions by channel

Use competitive pricing and multi-buy offers for marketplaces, digital coupons, and free shipping for DTC models.

#### Integrate with retail media

Enhance paid search ads with digital coupons and retarget consumers with personalized promotions.

#### Leverage social media

Drive sales and engagement with targeted social media promotions.

#### Test & analyze continuously

Use A/B testing and track ROI to adjust promotions for maximum impact.

Contact us for a demo:

[BOOK A DEMO](#)