

Shopping Best Practices

Create offers to drive traffic to online sales, clearance, new arrivals, larger purchases and more. Offers can simultaneously drive new customers while encouraging larger purchases.

Create a combination of offers to target different audiences and change the offers up every 1 to 4 weeks for best results.

Some Great Performing Offer Ideas

Offer Idea	Offer Idea	Offer Idea	Offer Idea
BOGO item at Partner Name	Get a free belt with the purchase of select jeans at Partner Name	Bring a friend and get 2 new arrival tops for \$35 at Partner Name	BOGO for 50% off at Partner Name
\$ or % off item at Partner Name	Buy 3, get 3 at Partner Name	Extra 20% off sale items at Partner Name	Spend \$100 get a \$50 gift card at Partner Name
Accessories 4 for \$10 at Partner Name	Flash sale - % off product at Partner Name	Complete seasonal outfit for \$50 at Partner Name	Clearance is 50% off + an extra 50% off at Partner Name
70% off a clearance item with each new arrival purchase at Partner Name	All fall dress pants % off at Partner Name	BOGO 20% off, third is 30% off at Partner Name	Free gift with purchase over \$40 at Partner Name
3 dresses for \$100 at Partner Name	Get a free headband with purchase of workout shorts at Partner Name	Come in for a free gift at Partner Name	\$100 off any furniture item at Partner Name