



THE

# ECOMMERCE TACTICS DECK

 REBUY

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HOMEPAGE



## PROMOTIONS AND FEATURED PRODUCTS

Make your sales promotions and featured products impossible to miss!

Using your homepage to draw attention to special offers can increase conversions and drive higher engagement.

- Highlight your best sales promotions
- Use bold, eye-catching banners
- Dedicate a special section for featured products

By making your deals easy to find, you draw shoppers in and boost your chances of making a sale.



HOMEPAGE



TOP SELLERS

Put your top-selling products front and center on your homepage to build trust and guide customers to proven favorites.

Use engaging images and brief, persuasive descriptions to capture attention.

This strategy not only boosts sales but also helps your visitors make confident purchasing decisions, enhancing their shopping experience.

By making top sellers easy to find, you'll encourage repeat visits and foster customer loyalty.

HOMEPAGE



## PERSONALIZATION

Transform your homepage with personalized shopping experiences.

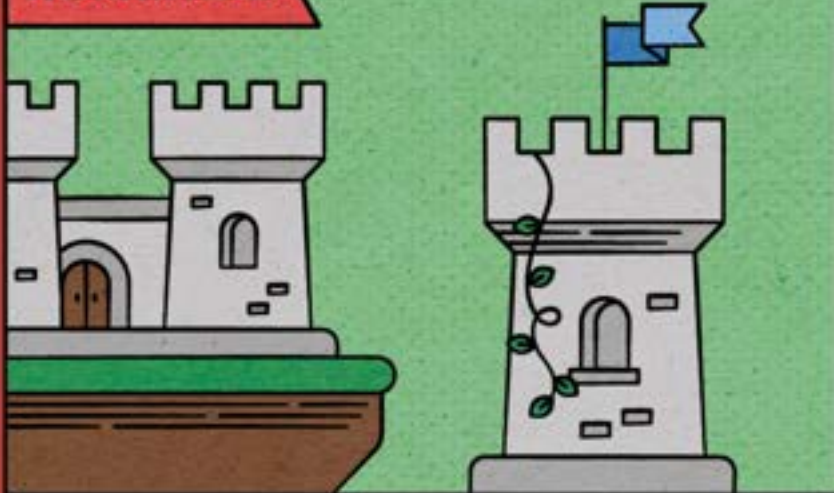
80% of shoppers are more likely to make a purchase when brands offer personalized experiences (Epsilon).

Use customer data to display dynamic content like personalized messages and product recommendations based on past behavior or other segmentation.

A solution like Rebuy empowers merchants to provide AI-powered shopping experiences that delight customers and drive sales.



HOMEPAGE



## BRAND STORY

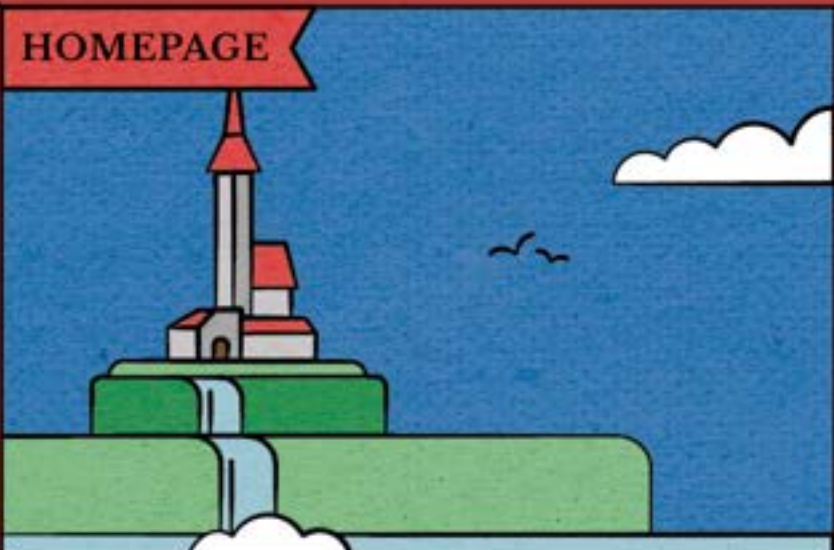
Share your mission, values, and the inspiration behind your brand to connect on a deeper level with your customers.

Brands that forge an emotional connection see a whopping 306% higher LTV (Motista).

Use engaging visuals and concise storytelling to build trust, foster loyalty, and stand out from the competition.

Showcase what makes your brand unique, creating an emotional bond that invites customers to invest not just in your products, but in your journey.

**HOMEPAGE**



# WEBSITE SPEED

Shaving seconds off your website load time can boost conversion rates by 2% for each second you save (WPO Stats).

To speed things up, benchmark your page speed and try compressing images, enabling browser caching, and cutting down on unnecessary plugins.

Rebuy's all-in-one personalization platform can help reduce tech bloat and maintain your site speed.

A faster site doesn't just make customers happier—it also gives your search rankings a healthy boost. Speed really does sell!



**HOMEPAGE**



**LIMITED-TIME OFFER**

Amp up the urgency (and the conversions) with a limited-time offer that grabs attention and inspires shoppers to act now.

Use site-wide banners and countdown timers to make these deals impossible to ignore.

Creating a dynamic, high-energy vibe on your homepage will help drive quicker purchases and higher sales.

Make your homepage an exciting place where customers know they can find time-sensitive deals they won't want to miss.



PRODUCT



YOU MAY ALSO LIKE

91% of customers prefer to buy from brands that provide relevant offers and recommendations (Accenture).

So don't miss opportunities to cross-sell complementary or related products on your product pages.

Highlight top sellers and products frequently bought together to help increase AOV.

An AI-powered personalization platform like Rebuy can make this easy to implement.



PRODUCT



## REVIEWS AND RATINGS

Here's a hot tip: Use customer reviews and ratings to build credibility and boost sales.

Nearly 55% of online shoppers read a minimum of four reviews before buying online (Oberlo).

Don't worry if you have a few negative reviews – 68% of shoppers won't believe your reviews are legitimate unless you have negative ones (Fera).

Ensure your best reviews and top-rated products are engaging and highly visible to increase trust and turn first-time shoppers into satisfied customers.



# PRODUCT



## DYNAMIC BUNDLES

Boost average order value and enhance the shopping experience with dynamic bundles.

Dynamic bundles adapt to customer preferences and shopping behavior, offering suggestions that feel personalized.

This approach boosts sales while adding value, creating a more satisfying shopping experience. Adding a discount can help increase conversions.

The Rebuy platform makes it easy to offer dynamic bundles on product pages and elsewhere.



PRODUCT



## COMPLETE THE LOOK

"Sell the outfit, not the shirt."

This is the idea behind the Complete The Look. Perfect for fashion, jewelry, and furniture brands, this tried-and-true promotional maneuver highlights items that go hand-in-hand, boosting your AOV with style.

Complete The Look is ideal for product pages and is a fun, simple, and creative way to inspire shoppers to buy the whole package.

Because why settle for just one piece when you can rock the entire ensemble?



# PRODUCT



## SUBSCRIPTION SAVINGS

Encourage repeat purchases by offering customers an option to "Subscribe and Save."

Subscriptions offer customers greater convenience and cost savings.

On the other hand, brands see increased customer loyalty and predictable recurring revenue for their business.

Highlight the subscription savings prominently on the product page to help customers see the value and benefits of subscribing to their favorite products.



PRODUCT



## HIGH-QUALITY PHOTOS

Make your product pages pop with high-quality photos and videos that do more than just look pretty—they build trust by helping customers picture your products in their lives.

- Highlight product details
- Allow customers to zoom in on images
- Show products in real-world settings

Great imagery doesn't just enhance the shopping experience—it boosts conversions and gets customers excited to buy.

After all, seeing is believing!



# PRODUCT



## STICKY ADD-TO-CART BUTTON

Keep the add-to-cart button always visible with a "sticky" feature.

This way, if customers scroll past the button to read the description, the call-to-action button remains in view.

- Make sure it's always accessible
- Ensure it doesn't obstruct content
- Design it to be eye-catching yet unobtrusive

Remove friction and boost conversions by making it easy to add items to the cart at any time!



PRODUCT



SOCIAL PROOF

Let your customers do the talking!

Conversion rates of product pages with reviews are up to 3.5 times higher than those that don't (Bazaarvoice).

Social proof like ratings, reviews, awards, and testimonials, can build trust and credibility, helping customers feel more confident in their purchases.

- Showcase high ratings
- Highlight user-generated content
- Feature glowing customer testimonials
- Flaunt influencer endorsements



## COLLECTIONS



## PRODUCT CATEGORIZATION

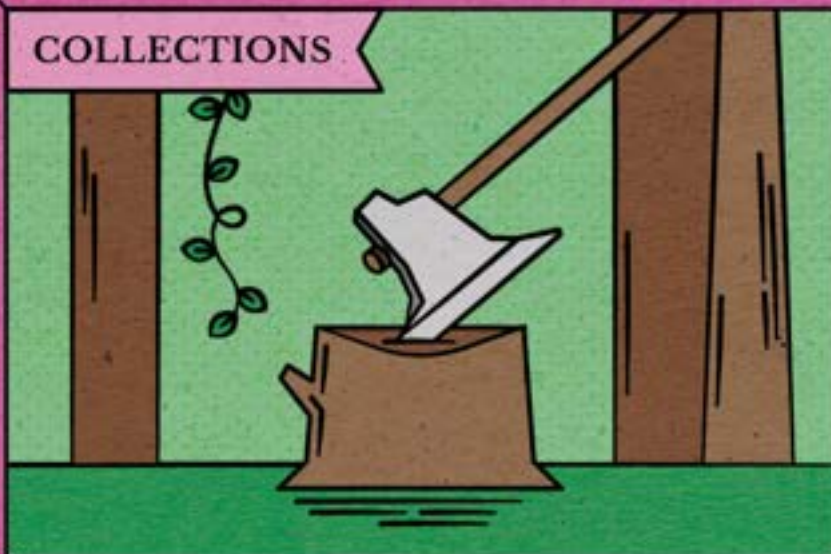
Ensure your product categories align with how your customers think. Use a simple card sort study to gain insights:

- Put products on index cards or sticky notes
- Ask five or six people to sort them into groups that make sense to them
- Have them name each group

Avoid recruiting people with prior knowledge of your current structure.

Family and friends can be ideal participants to get unbiased feedback.

## COLLECTIONS



## BEST SELLERS

Brands often find that a small number of products generate most of their revenue.

So, highlight your top performers!

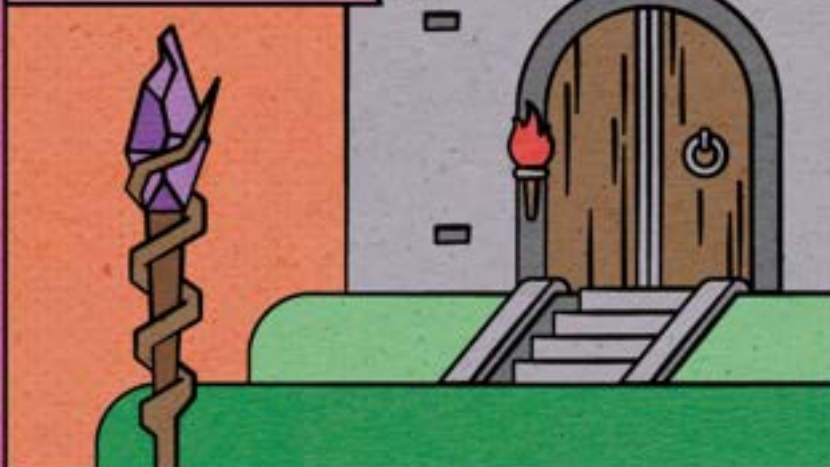
- Place them front and center
- Use engaging images and descriptions
- Update regularly to reflect trends

By prominently displaying your bestsellers, you'll drive more revenue and encourage repeat purchases, keeping customers coming back for the products they love.

When it comes to revenue, your top sellers are the true MVPs. Give 'em the spotlight!



**COLLECTIONS**



**PAGE OPTIMIZATION**

Collections pages can significantly boost customer satisfaction and your sales – but only if they're easy to use.

Optimize your collections pages by including filtering and sorting options, using clear and concise copy, and featuring high-quality images.

Employ a category hierarchy that matches customer expectations to help shoppers find what they want quickly, enhancing the shopping experience and encouraging more purchases.

**COLLECTIONS**



**SEASONAL PRODUCTS**

Feature seasonal groups of products together on your collections page.

Curate items that reflect current trends, holidays, or events, making it easy for customers to find timely products.

Use vibrant banners and themed sections to draw attention and create a cohesive shopping experience.

Seasonal collections drive urgency and excitement while also encouraging customers to explore more, increasing their likelihood of making additional purchases.



**COLLECTIONS**



**NEW ARRIVALS**

Give shoppers a reason to keep visiting collections pages by spotlighting new arrivals.

Showcase your latest products to keep your inventory exciting and encourage customers to explore what's new.

Prominently featuring new arrivals creates a sense of discovery that draws shoppers in and drives repeat visits.

This can boost engagement and help increase sales for customers eager to get their hands on your newest merch!

CART

An illustration of a hand holding a golden chalice. The background is a dark blue night sky with a white crescent moon, three yellow stars, and two white clouds. The chalice is golden with three circular details on its bowl. The hand is light-skinned and positioned as if presenting the chalice.

IN-CART  
RECOMMENDATIONS

Boost your average order value (AOV) with personalized in-cart recommendations.

On average, product recommendations account for 31% of a store's revenue (Barilliance).

Suggesting relevant products increases the chances of additional purchases and turns every cart into a curated shopping experience.

Rebuy Smart Cart makes personalizing in-cart recommendations easy.



CART



## SLIDE-OUT CART

Today's shoppers are all about speed and convenience. A slide-out cart (cart flyout) delivers on those expectations by immediately showing shoppers what they're purchasing, the quantity, and the cost—all without leaving the page.

- Keep customers focused on shopping
- Improve the customer experience
- Minimize cart abandonment

Pair this one with in-cart recommendations for pure merchandising magic! Check out Rebuy Smart Cart to create a modern slide-out cart for your online store.

CART



The illustration shows a brown treasure chest with a yellow keyhole, open to reveal gold coins and a pearl necklace. It sits on a tan sandy beach. To the left is a red gemstone and to the right is a blue gemstone. The background is a solid blue sky with three small white bubbles.

## SUBSCRIPTION UPSELL

Turn one-time transactions into recurring revenue with subscription upsells.

Allow customers to switch to a subscription and select their preferred delivery schedule directly in the cart.

- Showcase the ability to upgrade to a subscription
- Make it easy to set a delivery schedule
- Display subscription savings

Remember to highlight the benefits of subscribing (like discounts and greater convenience).



CART



## TIERED PROGRESS BAR

Gamify the shopping experience!

Use a tiered system where customers can see how their spending unlocks perks like free shipping or a free gift.

Use a tiered progress bar to show shoppers how close they are to earning the next reward.

- Display spending tiers and rewards
- Show current progress in real-time
- Highlight the next reward milestone

Motivate customers to spend a little more to reach enticing rewards.

CART



## BUY MORE, SAVE MORE

Encourage customers to increase their cart value with a "Buy More, Save More" discount in the cart.

Offer tiered discounts based on the total purchase amount, making it enticing for shoppers to add more to their order.

Motivate customers to take advantage of this offer by highlighting how much they'll save.

It's a win-win that enhances the shopping experience and drives higher revenue for your business.



CART



## DOUBLE-WIDE CART

Maximize your merchandising potential with a double-wide cart layout.

This expanded shopping cart layout offers extra space for merchandising content like in-cart upsells, cross-sells, and promotional messages.

- Create more merchandising opportunities
- Increase product visibility
- Show bigger, bolder photos, and more detailed content

Because when it comes to boosting sales, sometimes bigger really is better!



**CHECKOUT**

**FREE SHIPPING**

Who doesn't love free shipping?

90% of customers say free shipping motivates them to spend more (NRF).

Incentivize your shoppers at checkout by showing how close they are to free shipping. Display a message encouraging them to buy more to qualify for it.

This small nudge can boost your average order value, improve customer satisfaction, and turn a potential purchase into a sale.



CHECKOUT



TRUST BADGES

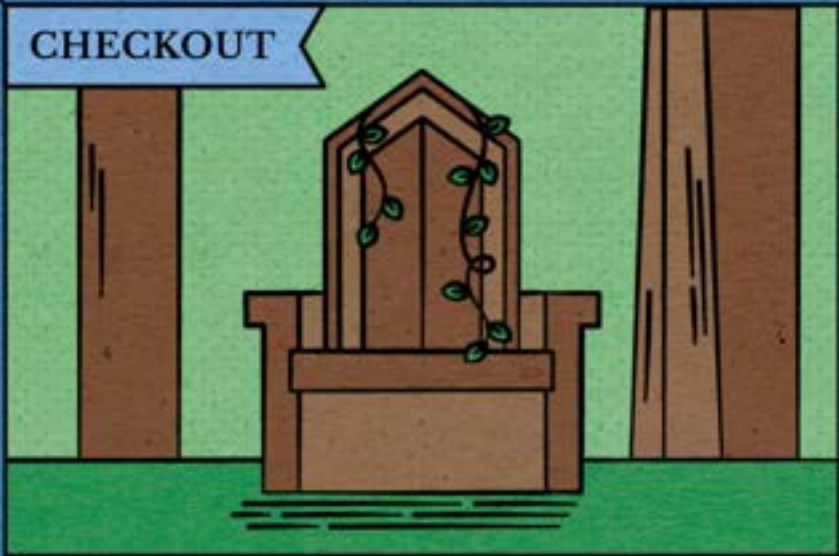
Reduce cart abandonment by displaying trust badges at checkout.

19% of people abandon their shopping carts because they don't trust the site with their credit card information (Shopify).

Highlight security certifications and customer service awards to reassure customers of a safe and reliable purchase.

By showcasing these assurances, you create a more trustworthy shopping environment that can lead to higher conversion rates and customer satisfaction.

CHECKOUT



## CROSS-SELL

Boost spending with cross-sell offers that are hard to resist.

You can do this by suggesting complementary products that enhance the customer's purchase.

Whether it's an accessory for the item they're buying or a related product, a well-timed cross-sell can turn a single purchase into multiple items.

With Rebuy Data Sources, you can set up personalized cross-sells that boost sales and enhance the customer experience.



CHECKOUT



## MYSTERY GIFT

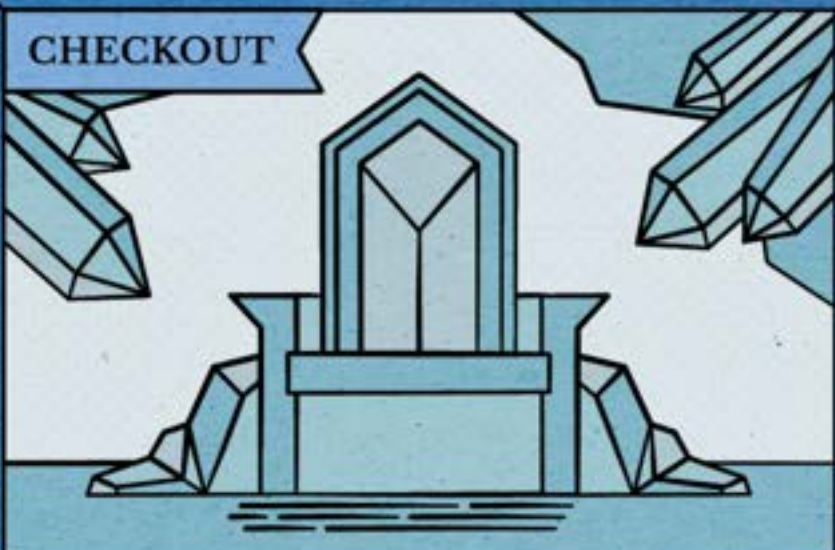
Everyone loves a good mystery!

With a mystery gift, you invite your shopper to buy a little extra fueled by the excitement of what it could be. This tactic works so well because it piques your shopper's curiosity in a fun way.

Offering a mystery gift serves a practical purpose, too — it's a clever way to move overstock and spotlight specific SKUs.

Pair a mystery gift with a limited-time offer, and you've got a double whammy of intrigue and urgency that's bound to boost conversions.





CHECKOUT

## DISCOUNTED GIFT CARDS

Give your AOV a lift by offering gift cards at a slight discount.

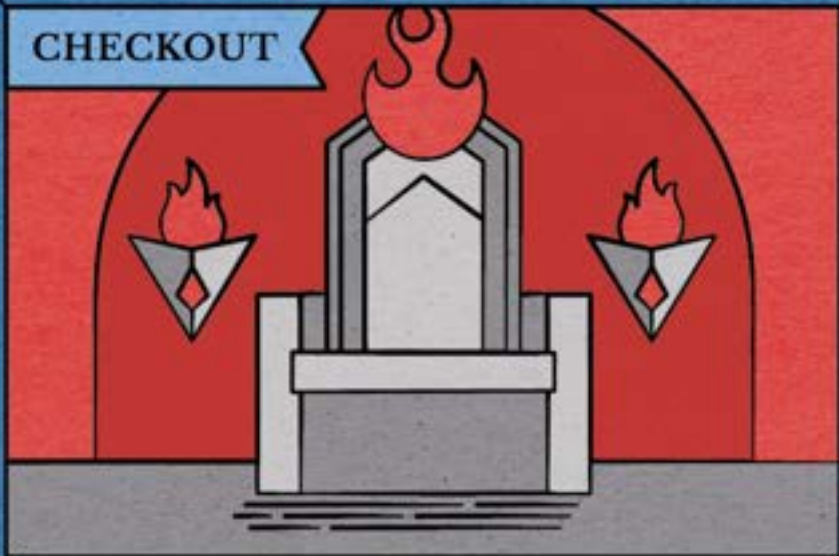
Gift cards are powerful because they're redeemable only at your store, driving repeat conversions and building loyalty.

- Offer a small discount on gift cards
- Highlight them at checkout
- Emphasize their value as gifts and for future purchases

When recipients redeem their cards, they're likely to spend more than the card's value, giving your AOV an extra boost!



CHECKOUT



## ACCELERATED PAYMENT METHODS

Letting your customers use their favorite payment methods is like giving them a VIP pass to the express lane.

With 53% of people now preferring digital wallets over traditional payment options (Forbes), it's clear why these methods are a hit—they save payment and shipping info, making checkout faster and smoother.

Consider adding options like PayPal, Shop Pay, Apple Pay, Google Pay, and Amazon Pay to make shopping a breeze and watch those conversions soar!

CHECKOUT



## IMPULSE BUYS

We all love quick fixes, right?

Tap into your customer data (and spontaneity) to serve up irresistible impulse buys at checkout.

- Base offers on data
- Keep it affordable
- Create a sense of urgency
- Add in some social proof

Gift cards, trendy items, and seasonal products are perfect for this strategy.

Make it easy for customers to say "Why not?" and watch your sales soar.



POST-PURCHASE



**NEW PRODUCT DISCOUNTS**

Maximize post-purchase momentum by offering a new product discount right after checkout.

It's a clever way to introduce customers to more of your lineup and give your sales a nice boost.

A well-timed discount can turn a low cart total into a much larger one, enhancing customer satisfaction and bumping up your average order value.

Besides, who can resist a sweet deal when they're already in the buying mood?

POST-PURCHASE



## DOUBLE UP AND SAVE

Let customers double down on specific products at a discounted price.


This tactic not only delivers great value for them but also boosts your sales. By making this offer immediately after checkout, you ride the wave of their purchasing momentum.

It's a clever way to turn a single purchase into a bulk order, adding more convenience and savings while padding your bottom line.

Everyone loves a good deal, especially when it's twice as nice!



POST-PURCHASE



## A/B TESTING

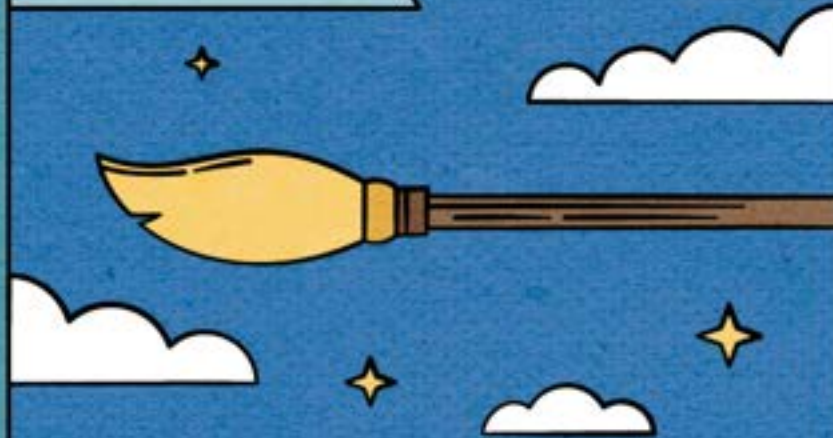
Optimize your post-purchase offers using A/B testing tools to experiment with different approaches.

1. Test different offers and messaging
2. Analyze performance metrics
3. Implement the best variations

To succeed in the ecommerce game, a relentless commitment to optimization is essential.

So continuously refine your post-purchase strategy to see what works best. And don't forget the eye of newt.

## POST-PURCHASE

**EXCLUSIVE OFFERS**

Make your customers feel like VIPs with exclusive offers.

Present them with never-before-seen products or special deals right after they complete a purchase.

- Highlight the benefits of the offer
- Create a sense of scarcity
- Ensure the offer is genuinely special

Giving customers exclusive offers can boost their engagement and also strengthen their loyalty, turning a one-time buyer into a long-term customer.



POST-PURCHASE



## DATA-DRIVEN OFFERS

Use data-driven offers to create personalized deals that your customers can't resist.

Leverage customer tags, cart totals, items in the cart, and other data to tailor your offers to each shopper.

- Personalize based on customer behavior
- Use purchase history for relevant suggestions
- Adjust offers based on cart value

This strategic approach ensures your offers are relevant and highly compelling.

POST-PURCHASE



## COUNTDOWN TIMER

Add a countdown timer to your post-purchase offers and watch the FOMO (fear of missing out) kick in!

Create a sense of urgency with a special discount or exclusive deal that's just too good to pass up.

The timer encourages customers to act quickly, increasing the likelihood of additional purchases.

Offer discounts on add-on products or future purchases to sweeten the deal and keep them coming back for more with these irresistible, time-sensitive offers.



MESSAGING



## CONSISTENT BRAND MESSAGING

Maintain a unified brand tone, style, and message across your channels like website, social media, products, packaging, etc.

This consistency builds trust and recognition, making your brand more memorable.

Clear and cohesive messaging helps customers understand your value proposition, fostering stronger connections and loyalty.

The more customers identify with your brand, the more they'll buy.

## MESSAGING



## PERSONALIZED COMMUNICATION

Personalize your communication by using customer names, referencing past purchases, and tailoring messages to individual preferences.

96% of marketers report that personalized experiences increase the likelihood of repeat customers (Hubspot).

Personalization makes customers feel valued, boosting loyalty and satisfaction.

Whether through emails, social, or website content, personalized messaging can significantly improve the customer experience and drive sales.



MESSAGING



## BRAND STORYTELLING

Captivate your customers with storytelling in your messaging.

Share your brand's journey, values, and mission to create a deeper connection with customers.

Use compelling narratives to highlight how your products solve problems or enhance lives.

Storytelling makes your brand relatable and memorable, fostering emotional engagement and customer loyalty.

MESSAGING



PROMOTE  
NEW OFFERS

Boost sales by crafting compelling promotional messages that resonate with your customers.

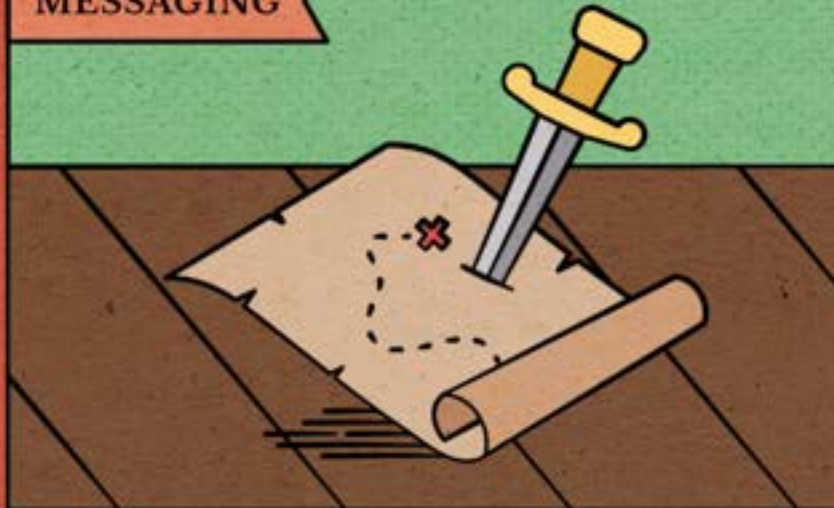
Articulate the value and urgency of your offers through social media, your website, and especially through email.

Email marketing is a powerful selling channel, generating an average of \$40 for every \$1 spent (Omnisend).

Personalize your promotions and use action-oriented language to encourage immediate purchases to drive conversions and customer loyalty.



# MESSAGING



## PHYSICAL TOUCHPOINTS

Elevate the customer experience by personalizing physical touchpoints, such as card inserts or product instructions.

A tailored message discovered inside a package can create a memorable unboxing experience, reinforcing your brand's connection with the customer.

Providing clear and engaging instructions can also enhance product satisfaction and demonstrate your dedication to quality.

These small, thoughtful details can boost customer loyalty and differentiate your brand in a crowded market.



MISC



## SUBSCRIPTION UPSELL POP-UP

Trigger a pop-up when customers add items to their cart to highlight the perks of subscribing.

Let them know about regular deliveries, exclusive discounts, and the convenience of never running out.

This little nudge can turn casual shoppers into loyal subscribers, showing them the value of a hassle-free, money-saving experience.

By showcasing these benefits when they add items to their cart, you'll boost long-term loyalty. (And recurring revenue!)



MISC



## HOLIDAY RETENTION

Prioritize customer retention during the holidays by offering exclusive deals, subscription offers, and loyalty rewards.

56% of customers are more likely to repurchase from a brand that offers a personalized loyalty program (Acxiom).

Use holiday-themed campaigns to re-engage past customers and highlight holiday promotions.

Highlight the benefits of your subscription and loyalty programs to turn seasonal shoppers into year-round customers.



MISC



# DISCOUNT ALTERNATIVES

Luxury brand? Not into discounting? No problem!


Instead of slashing prices, offer alternatives that scream exclusivity, like:

- Exclusive early access to products
- Thoughtful gifts with purchases
- Participation in social causes
- Invites to special events

These strategies let you stay true to your brand's luxury vibe while still finding creative ways to wow your customers and add meaningful value. Keep it classy and keep them coming back for more!



MISC



UPDATED FAQ

Keep your FAQ up to date to provide quick answers to common questions.

A comprehensive, current FAQ page can reduce support requests, enhance customer satisfaction, and improve the overall shopping experience.

By proactively addressing potential concerns or questions, you can build trust and make it easier for customers to find the information they need, leading to smoother transactions.



MISC



SITE ACCESSIBILITY

Roll out the welcome mat for everyone by sticking to web accessibility standards.


With 88% of websites not fully compliant (Accessibility Checker), there's room to stand out. Use alt text for images, make your design screen reader-friendly, and create a user experience everyone can enjoy.

Not only does this foster inclusivity and customer loyalty, but it also boosts satisfaction and sales.

Plus, when everyone can access your site, everyone can shop!



MISC



RECENTLY VIEWED

Make it easy for visitors to pick up where they left off by displaying the products they've viewed recently.

Personalized recommendations based on data like past purchases or recently viewed items let a customer feel known and understood.

Display them on your product pages (or even the homepage) to help customers rediscover their favorite products.

Keep 'em engaged with a personalized shopping experience!

MISC



# MERCHANDISING LAYOUT

Make the most of your cart space with an eye-catching display style for your upsells and cross-sells.

Arrange recommendations in a way that highlights value and appeal with popular styles like grid, list, and line.

- Choose a layout that fits your goals
- Display selectable variants
- Use high-quality images

Display your products in style and guide customers to more great products while they shop!

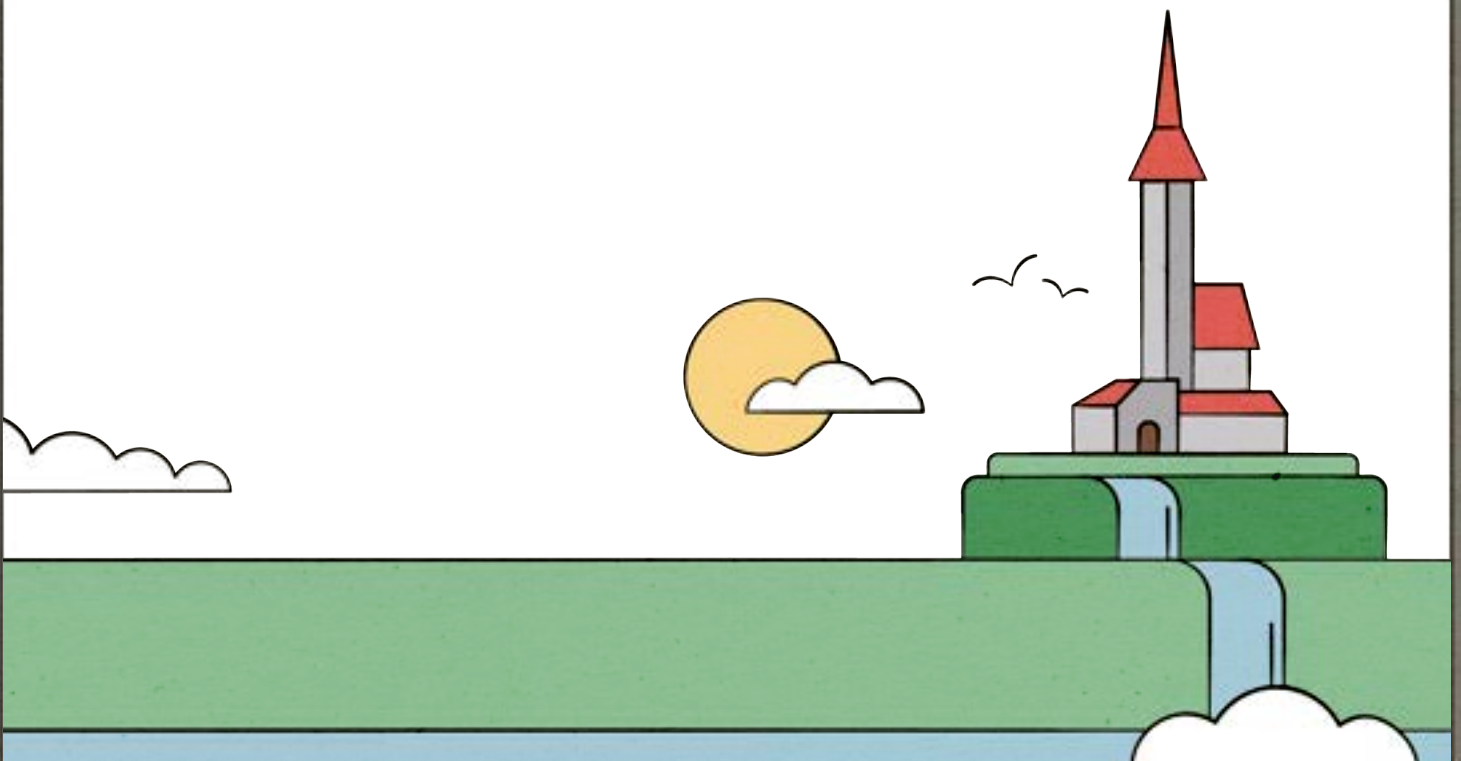


# REBUY COMMUNITY

You don't have to grow alone! Unlock the collective wisdom of industry peers in the Rebuy Community.

- Connect with experts
- Share valuable strategies
- Discuss emerging trends
- Learn best practices
- Join virtual events
- Access in-person meetups

Join the community



# GROW WITH REBUY

Successful stores know how to use the tactics found in this deck, but the smartest brands have a secret: **Rebuy.**

Thousands of the fastest growing Shopify brands on the planet conjure up more AOV and LTV using Rebuy:

- Search & Collections
- AI-powered recommendations
- Smart Cart
- Cross-sells and upsells
- A/B testing

It's not magic — it's Rebuy.

[Book a demo](#)

