
REBUY
POWER UP
KA-CHING!
Beat stress &
boost revenue
LEVEL UP
Top brands reveal
their strategies

EDITOR'S LETTER

Video games are magic.

You can battle zombie hordes, slingshot birds at buildings, explore the Old West, and even defend your ecommerce store from Stress Monsters.

But I have a confession to make: I've never really been a gamer. Growing up, I was the sidekick. I liked hanging out with my friends while they argued about whether playing as Oddjob in Goldeneye 007 was cheating (it was), or watching as they tried to figure out how to escape Black Mesa in Half-Life—even if I rarely picked up the controller.

That same spirit inspired us to create KA-CHING! It's simple, fast, and surprisingly addictive. It's also our love letter to all the merchants out there gearing up for the busiest time of the year.

We know running an ecommerce business can be stressful, especially around the holidays. KA-CHING! is here to help you take a few moments to unwind and recharge, to challenge your team for leaderboard supremacy, and even learn a few tips to boost your store. Don't let the simplicity fool you; KA-CHING! tells a rich story about how to protect your store from ecommerce baddies like low AOV, cart abandonment, and tech bloat.

This magazine, Rebuy Powerup, is your official strategy guide. Inside, you'll find gameplay tips, behind-the-scenes reveals, a few side quests, and real-world ecommerce tactics inspired by the game.

We hope you have as much fun playing as we did making it!

Josh Catone
VP of Marketing, Rebuy

REBUY POWER-UP

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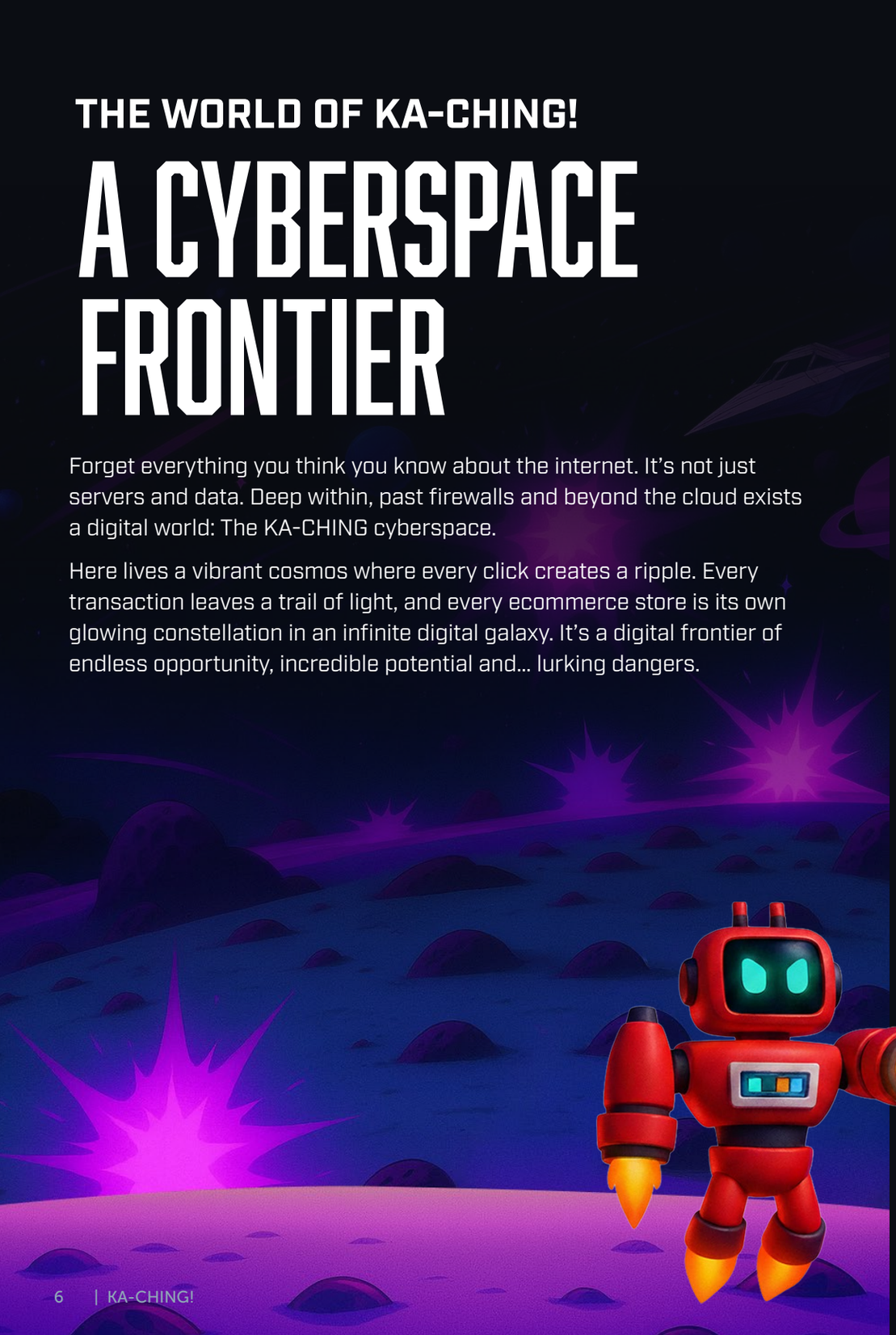
Thank you 58

THE WORLD OF KA-CHING!

A CYBERSPACE FRONTIER

Forget everything you think you know about the internet. It's not just servers and data. Deep within, past firewalls and beyond the cloud exists a digital world: The KA-CHING cyberspace.

Here lives a vibrant cosmos where every click creates a ripple. Every transaction leaves a trail of light, and every ecommerce store is its own glowing constellation in an infinite digital galaxy. It's a digital frontier of endless opportunity, incredible potential and... lurking dangers.



When problems evolve



For years, ecommerce challenges were just that—challenges. Bugs to fix. Metrics to improve. Pain points on a spreadsheet.

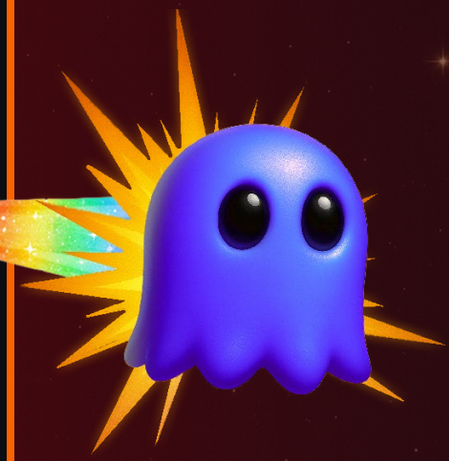
But as online commerce exploded, something unexpected happened in the KA-CHING cyberspace.

The stress, the friction, the chaos—it accumulated. It compounded. And in the deepest layers of the digital realm, where raw data meets pure energy, that stress began to manifest.

It took form.

The Stress Monsters emerge

These weren't viruses or glitches. They were something far more sophisticated. They were digital entities born from the collective angst of millions of merchants, created from the frustration of billions of abandoned carts, powered by every slow-loading page and generic recommendation.



Each monster represented a specific affliction plaguing the ecommerce universe.

They spread across cyberspace like a digital plague, feeding on merchant stress and growing stronger with every frustrated encounter.

The Stress Monsters thought they'd won.

They hadn't counted on Rebuy.

Heroes assemble

Four champions, scattered across the KA-CHING cyberspace, came together under the banner of Rebuy, drawn together by something beyond code. A shared purpose, a simple credo:

Turn stress into success.

Separately, they were gifted. Together, powered by Rebuy, they became an unstoppable team:

BLAISE



Their fiery breath burns stress away, illuminates the path forward, and reveals opportunities hidden in the flames.

RAIDA



They channel personalization magic through their horn, galloping fearlessly toward any challenge, turning chaos into clarity with every spark.

The Rebuy heroes

Together, they don't just fight the Stress Monsters. They transform them. Turning frustration into fuel. Making every challenge an opportunity for growth.

And they're not just fighting alone...

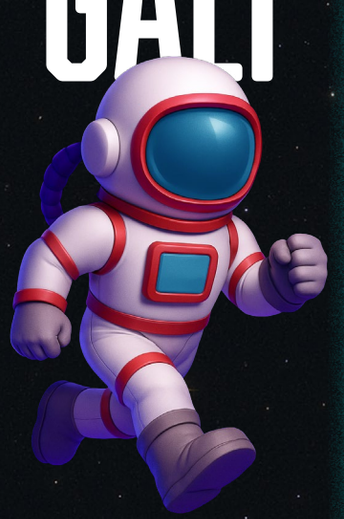


VINCI



Their brilliant mind processes problems in milliseconds, transforming every obstacle into an elegant solution.

GALI

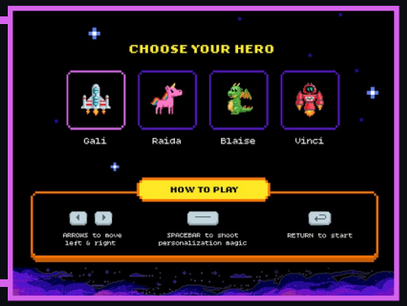


They cut through the noise at lightspeed, guiding merchants safely through even the darkest stretches of cyberspace.

YOU'VE BEEN RECRUITED

Through the KA-CHING! arcade portal, you can step into this cyberspace yourself. The heroes need reinforcements. The Stress Monsters won't defeat themselves.

Choose your champion.





Defend your store.

Turn stress into success.

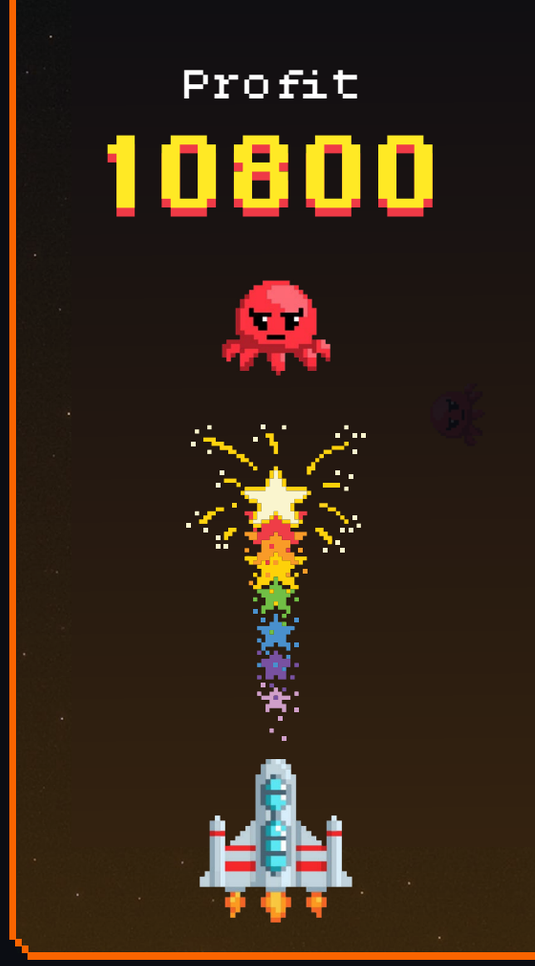


Ready to play?

The arcade is open. The Stress Monsters are waiting. And the Rebuy Heroes need you.

Every monster defeated becomes a spark of success and adds to your profit score. Every victory makes the ecommerce universe a little brighter.

The game isn't just a game. It's a glimpse into the real challenges brands face every day. And just like in cyberspace, the right tools (and the right heroes) can turn any challenge into an opportunity.



Press start. Choose your hero.
Save cyberspace.

Play KA-CHING!

DEFEAT STRESS MONSTERS IN REAL LIFE

WITH REBUY

Stress Monsters aren't just characters in a game. They're digital manifestations of the very real challenges merchants face every day. Each one feeds on a specific pain point, growing stronger when left unchecked.

But here's the thing about monsters: they all have a weakness.

Welcome to your field guide. Inside, you'll find detailed profiles of every Stress Monster and, more importantly, how Rebuy's personalization platform is your cheat code to defeating them in real life.



BOONCE



Bounce rate

Affliction



“Gone before you know it.”

Look
A wobbly blue blob with oversized eyes and ghostlike edges, always darting just out of reach.

Impact
Visitors vanish almost instantly, slipping away before they’ve even had a chance to shop.

Personality
Flighty, jittery, easily bored.

Fun Fact
Boonce spends his days floating between tabs, never staying anywhere long enough to buy.

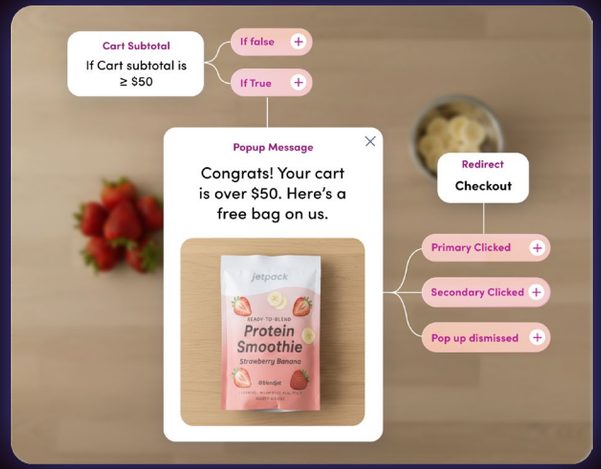
CHEAT CODE

Hook them from the start

If your store doesn’t capture interest right away, Boonce will scare shoppers off before the first scroll. Unlike Dawdle (who slows things down) or Blandor (who bores with generic offers), Boonce thrives in those fragile first seconds when someone decides whether to shop or leave.

01 Defeat Boonce by leading with striking visuals, strong messaging, and personalized entry points that show shoppers something relevant right away. When your store makes a strong first impression, Boonce has no time to pull shoppers away.

02 Use strategic popups to guide customers to sales or promotions before they leave.



Rebuy Smart Flows helps you engage visitors from the first click with personalized popups, banners, and offers that reduce friction and boost conversions.

DAWDLE



Slow, bloated sites

Affliction



“The more you add, the more I drag.”

Look
Droopy golden blob with fuzzy edges and sleepy antennae.

Impact
Clutters stores with unnecessary apps and code, dragging down site performance and shopper patience.

Personality
Sleepy, stubborn, lethargic.

Fun Fact
Moves at exactly one page load per minute.

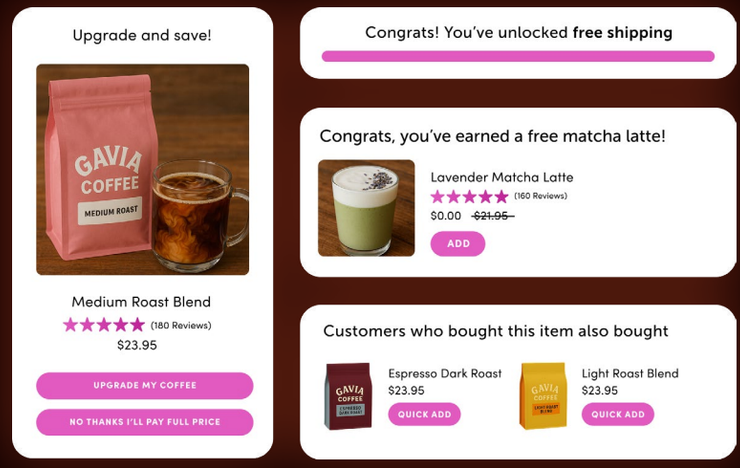
CHEAT CODE

Speed up the game

Every second counts in ecommerce. Dawdle takes advantage of overloaded sites and unnecessary apps that slow the experience to a crawl. The counterattack is simplicity: clean, fast, and purposeful.

01 Streamline your stack, minimize distractions, and keep checkout lightning-fast. Shoppers notice speed — and so does Dawdle, who disappears once the pace picks up.

02 Don’t let glitz and flash slow down your site and make it less user friendly. Shoppers want sites that are easy to navigate, fast and responsive, and work across all platforms.



Rebuy helps consolidate multiple tools into one, cutting out the bloat while powering up your store’s personalization magic.

SCRIMPUS



Low average order volume

Affliction



“Watch me sink your sales.”

Look
A furious red octopus blob with glaring eyes and swirling tentacles that latch onto single items.

Impact
Keeps baskets pathetically light, dragging profits down into the depths.

Personality
Brooding, possessive, greedy.

Fun Fact
Hoards a cavern filled with nothing but lonely single-item carts.

CHEAT CODE

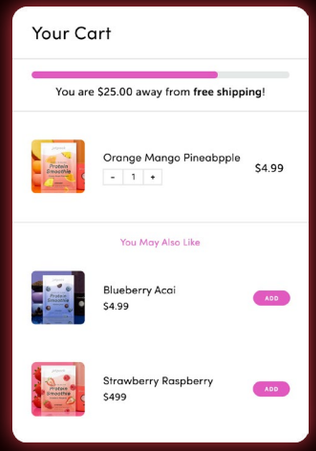
Level up the basket

Scrimpus takes grotesque delight in sinking sales and keeping shopper baskets at the bare minimum. Scrimpus likes to make products feel isolated and decontextualized as a way of increasing stress and discouraging expansion. To beat Scrimpus, think about ways to **make every order feel like a complete set.**

01 Pair products that belong together, introduce helpful upgrades, and reward shoppers who add a little more to their cart.

02 Instead of piling on pressure, focus on making the shopping experience smoother and more satisfying for your customers.

03 Free shipping thresholds, bundles that make sense, and well-timed add-ons give customers more of what they came for and allow you to avoid Scrimpus’ cheap embrace.



The Rebuy Smart Cart makes implementing these strategies and boosting AOV effortless.

BLANDOR



Generic, irrelevant offers

Affliction



“Nothing special to see here.”

Look
A teal blob with a scowl, stubby horns, and the charisma of a damp rag.

Impact
Smothers excitement with one-size-fits-none offers that drive shoppers away.

Personality
Boring, predictable, bland.

Fun Fact

Blandor’s idea of indulgence is plain toast with room-temperature water.

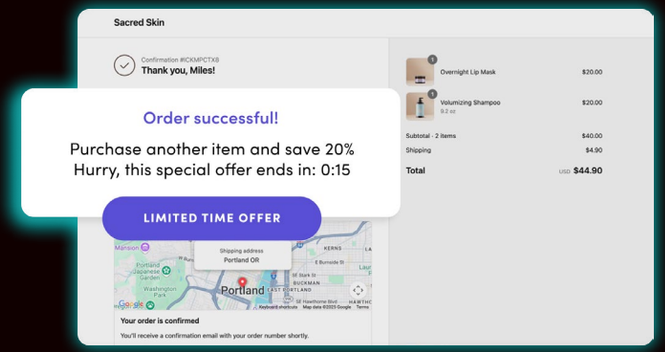
CHEAT CODE

Personalization is the power-up

Blandor’s greatest weapon is boredom. They despise dynamism, specificity, and anything personal. Blandor’s deepest wish is to alienate others by treating them like they’re nothing special and as though their needs and desires are irrelevant.

01 The only way to banish Blandor is with offers that feel alive — personalized, timely, and relevant. When customers see something that actually matches their journey, they stick around. When they don’t, Blandor wins.

02 Think less “broadcast” and more “conversation.” Offers that change based on browsing behavior, recognition of loyal customers, and recommendations that actually make sense — that’s the kind of personalized magic that breaks Blandor’s same-same spell.



Rebuy makes personalization simple, turning generic noise into engaging moments at every step of the shopper’s journey.

MALIATHAN



Low conversion rate

Affliction



“So many visits... so few victories.”

Look
A wiry, restless blue creature with bulging orange gills and claws that click like closing browser tabs.

Impact
Lures shoppers in, then sends them running before they hit purchase.

Personality
Mean, twitchy, rude.

Fun Fact
Collects abandoned carts like trophies.

CHEAT CODE

Keep the final stretch smooth

Maliathan feeds on wasted traffic. Maliathan confuses, distracts, and overwhelms visitors until they give up. To banish Maliathan, stores need **personalized discovery** that lights the way forward.

01 Search is discovery. Make it count by surfacing products that match each shopper’s intent. Think tailored results based on behavior, not guesswork.

02 Collections aren’t just lists—they’re guided journeys. Feature products with badges, add promo tiles, schedule campaigns, and customize sorting to create curated experiences that guide shoppers toward purchase.



Rebuy’s discovery tools, like Smart Search and Smart Collections, make sure every visitor finds what they’re looking for, turning lost traffic into loyal buyers.

ABANDACONDA



Cart abandonment

Affliction



“So close... yet so gone.”

Look
Green snake slithering across the checkout, eyes glowing as it coils around half-finished orders.

Impact
Chokes off sales at the very last moment, leaving merchants staring at ghosted carts.

Personality
Sly, slippery, opportunistic.

Fun Fact
Loves snacking on carts left behind right before payment.

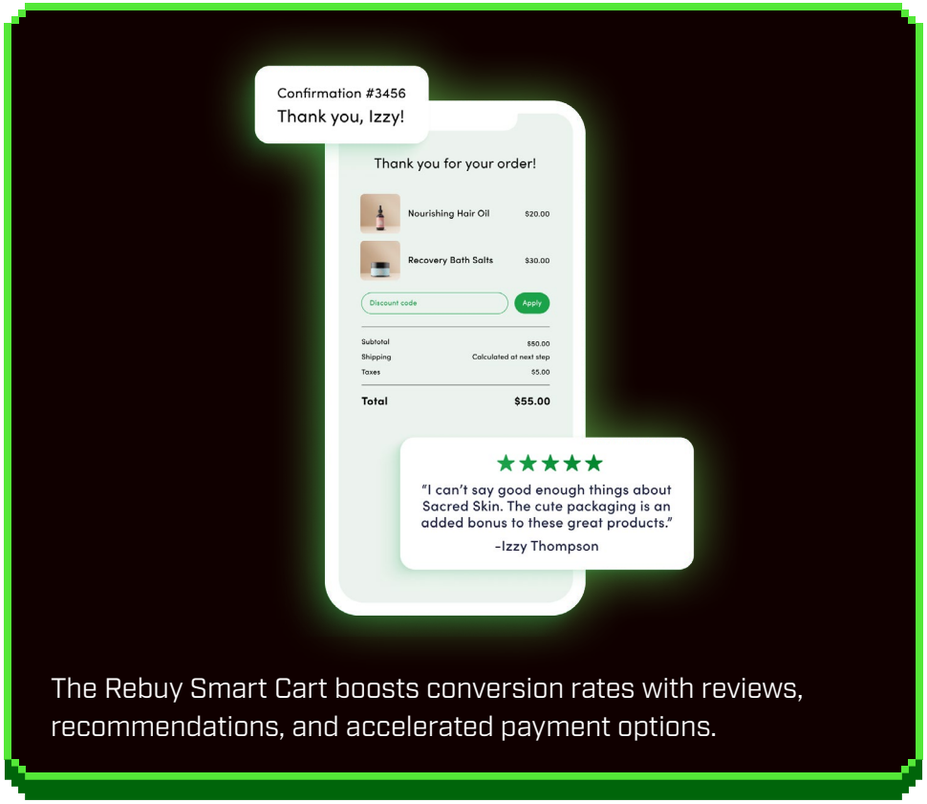
CHEAT CODE

Keep shoppers on the path

Abandaconda thrives when shoppers hesitate at the last hurdle. Hidden fees, clunky checkout forms, or limited payment options give them room to strike. The antidote is transparency and trust.

01 A clean, optimized checkout with clear pricing and flexible ways to pay makes it harder for Abandaconda’s coils to tighten.

02 Add visible security cues and reassurance at just the right moments, and shoppers slip past Abandaconda’s grip with ease.



The Rebuy Smart Cart boosts conversion rates with reviews, recommendations, and accelerated payment options.

SPRUNOX



Customer churn

Affliction

> “Shoppers say I have a prickly demeanor.”

Look
A green brute with spiky yellow horns.

Impact
Turns loyal fans into one-time shoppers, draining lifetime value and leaving stores stuck chasing new customers.

Personality
Grumpy, angry, selfish.

Fun Fact
Spurnox sharpens their spikes on unclaimed loyalty points.

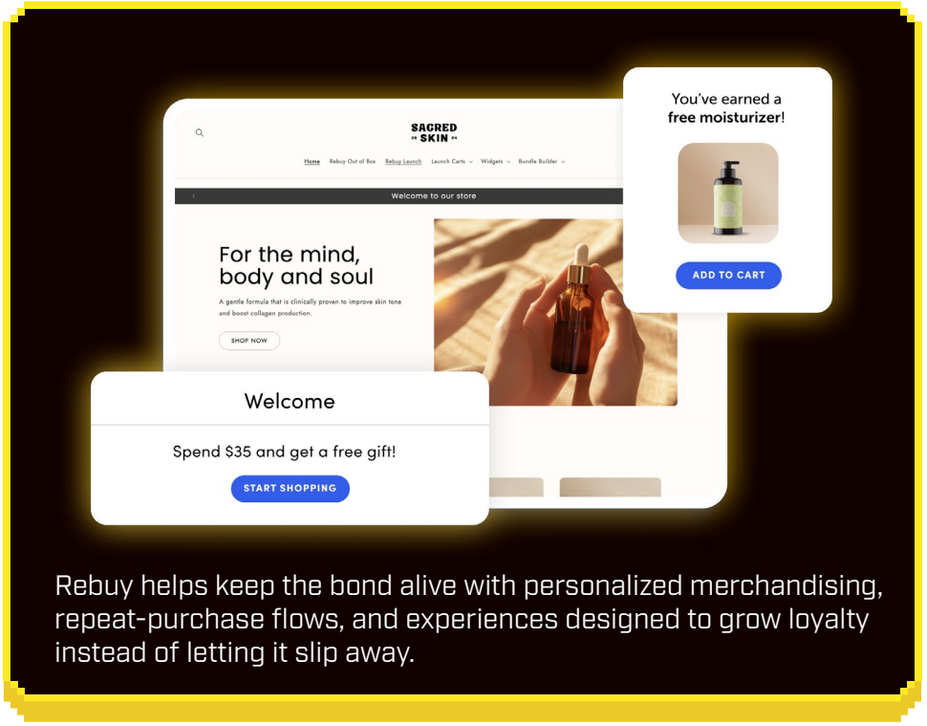
CHEAT CODE

Turn one-time buyers into lifelong fans

Spurnox thrives when the relationship ends after a single purchase. Spurnox waits for loyalty to slip, then drive shoppers away for good. The antidote is **connection and consistency.**

01 Keep customers engaged with subscription options, loyalty rewards, and personalized follow-ups that remind them why they loved shopping with you in the first place.

02 Deliver value beyond the cart via content, offers, and experiences that build trust over time. When shoppers stick around, Spurnox’s spikes lose their sting.



Rebuy helps keep the bond alive with personalized merchandising, repeat-purchase flows, and experiences designed to grow loyalty instead of letting it slip away.

LEVEL UP YOUR STRATEGY

Now you know the Stress Monsters and most importantly: how to beat them.

Every Rebuy Cheat Code in this guide is a proven tactic to transform stress into success. And unlike the monsters, these strategies get stronger the more you use them.

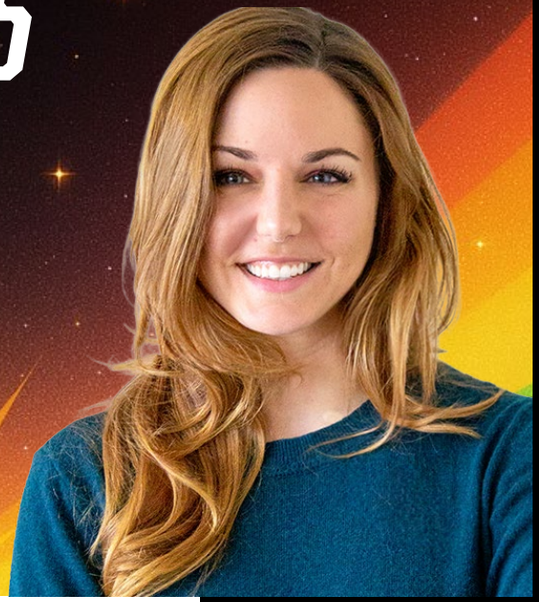
The game taught you the mechanics. Now it’s time to play for real.

Learn more



BEHIND THE PIXELS

Interview with KA-CHING! Creative Director (and vibe coder)



Jeannine Armbruster

Written by
Alanna Boudreau

Meet the creative mind who brought the KA-CHING cyberverse to life.

Every great game starts with a vision. For KA-CHING!, that vision belonged to Jeannine Armbruster, Rebuy's Creative Director and the lead game designer who transformed ecommerce pain points into pixel-perfect monsters and heroes.

We sat down with her to talk about creating a retro arcade experience for the modern merchant, the character design process, and what's next for the creative team at Rebuy.

> *"Rebuy helps brands overcome real-world ecommerce challenges through the power of personalization."*

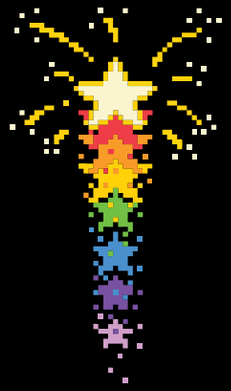
What was the spark that inspired the look and feel of KA-CHING!? Did you have any favorite games, zines, or art styles in mind when you started sketching?

I grew up playing games like Space Invaders, Galaga, and Ms. Pac-Man, and they were a huge inspiration for the spirit and visual style of KA-CHING! I wanted to evoke that very specific magic of the 8 and 16-bit era of video games, where the most exciting thing in the world was charging up to your favorite arcade with a pocket-full of quarters to lose yourself in neon and maybe even etch your high score into immortality.

What was it like blending human creativity with AI assistance while bringing this project to life?

It was a lot of fun. The biggest surprise to me was that vibe coding a full video game is actually possible. The big caveat is that all the in-game artwork — the hero and monster sprites, the typography, the environment — are all custom designed by our team (Sr. Designer Jason Ortiz and me) the old-fashioned way, without AI.

The gameplay mechanics, physics, and logic, though? We have a vibe coding tool called Bolt to thank for that. The real trick was structuring the prompts to coax Bolt into building the interactions, timing, and motion physics that I envisioned. There were many times where prompting alone wouldn't cut it, so I also enlisted ChatGPT to help me dive into the code and manually fine-tune things like motion design, interactions, and the difficulty multiplier.



Were there any surprising or funny AI-generated outputs along the way that influenced your final designs?

I'm so glad you asked. While developing an early concept for one of our villains, Blandor, AI generated a rogue extra leg. I found this hilarious and decided that for Blandor, three legs were better than two.

The villains feel distinct but they're clearly part of the same universe. What visual choices tied them together?

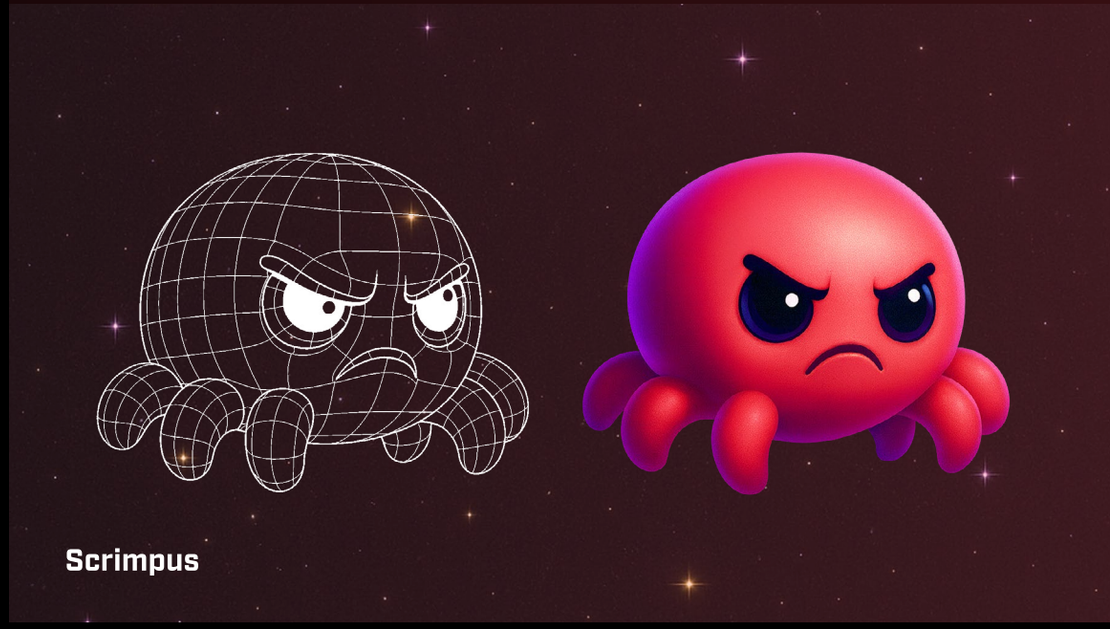
They all share a certain roundness, like they're all made of the same squishy DNA. When designing the monsters, we wanted them to be adorably angry without crossing into intimidating or grotesque territory. They needed to feel defeatable while maintaining that grumpy jellybean energy — threatening enough to shoot at, but cute enough that you'd feel a little bad about it.

Blandor



The heroes each have big personalities. Why did you go with those archetypes, and how do they represent Rebuy?

Our heroes were inspired by the legendary archetypes of retro video games. Each one is epic, magical, and impossible not to root for. They're fun to play, but they're also purposeful: their "personalization magic" isn't just a playful narrative twist; it's a metaphor for how Rebuy helps brands overcome real-world ecommerce challenges through the power of personalization.



Scrimpus

Were there any designs that didn't make the cut? Any "lost monsters" lurking on your hard drive?

Oh, absolutely. There are many. There's one little orange, jelly-like blob in particular that I still have a fondness for.

If you could expand KA-CHING! into a full game series, what would Level 2 or a sequel look like?

A level two would turn up the heat with more monsters, some new obstacles, and a fresh setting somewhere deep in the KA-CHING! universe (maybe on a distant star or uncharted planet). I'd love to introduce power-ups like extra lives or temporary speed boosts, plus layer in some new twists like limited ammo or extra-sneaky monsters. We have a few more tricks up our sleeves — but you'll just have to wait and see ;)

BONUS POINTS

INSIGHTS FROM THE EXPERTS

pattern

BARREL

SUPERCO

Expert guidance on conquering ecommerce in 2026 and beyond.

We sat down with the agency partners who sponsored our KA-CHING launch giveaway to get their take on the future of ecommerce.

From shifting consumer behaviors to emerging technologies, these experts share what it takes not just to survive, but thrive, in the year ahead.

CPG Commerce Agency

pattern

Pattern co-founder Isaac Newton on BFCM UX & strategy

Year founded	2018
Top clients	Framebridge, Allbirds, Marine Layer, Benefit Cosmetics, Suja Organic, PAIGE, Bobbie



Isaac Newton

Tell us a little about Pattern. What makes your approach to ecommerce design, development, and strategy stand out?

Pattern is a digital commerce agency that helps brands unlock their next catalyst moment through experience-driven ecommerce. As a design-driven agency, we specialize in brand identity, UX & UI design and development for ecommerce, strategy and research, and digital product design. From digitally-native direct-to-consumer startups to industry leaders, we strive to create brands, experiences, and digital products that resonate with real people.

> *"The best promos scale revenue and deepen brand equity."*

Got any quick tips for Shopify brands looking to optimize their store before Black Friday hits?

Yes, here are a few.

Stress-test storefront performance

Black Friday traffic is unforgiving. Run Lighthouse and Core Web Vitals checks now, and fix what's slowing you down — oversized images, bloated scripts, or third-party apps dragging performance. Every extra second of load time is conversion left on the table.

Optimize conversion paths (before the stampede)

Audit your cart and checkout flows. Reduce distractions. Surface clear shipping and returns info, and test payment methods. If something breaks when 10x traffic arrives, you don't just lose a sale, you lose trust. A/B test small changes now so you're not gambling on the big weekend.

Prep your promotional playbook

Don't scramble day-of. Map your discounting strategy, bundle offers, and upsell placements in advance. Build landing pages and email/SMS triggers now so you can launch with one click instead of duct-taping in the moment.

Most importantly: Stay true to your brand

Don't get lost in the sea of sameness. BFCM is a chance to showcase what makes your brand different, whether that's exclusive drops, creative storytelling, or customer experiences that only you can deliver. The best promos scale revenue and deepen brand equity.



Design Agency

BARREL

The Shopify agency behind McCormick & Company wants to upgrade your store

Year founded	2006
Top clients	McCormick & Company, Instant Pot, Stiller's Soda, Revision Skincare, Khloud, Cabot Creamery



Lucas Ballasy

Tell us a little about Barrel. What makes your approach to ecommerce design/dev/strategy stand out?

We've been doing this for nearly two decades now, so we've seen how CPG brands evolve and how different *digital* looks today than it did even five years ago.

What makes us different is our specialization. We understand that for most of our clients, DTC isn't their only channel. They're in retail, on Amazon, and aiming for Target or Whole Foods. So we help them treat their site like a *digital flagship*, with a cohesive journey that speaks to all kinds of customers, not just shoppers ready to buy, but also those looking for education, retail info, or deeper brand connection.

> *"The website is the only channel a brand can fully control."*

How do you see the role of design + development work (like the top prizes in KA-CHING!) influencing brand growth strategies over the next few years?

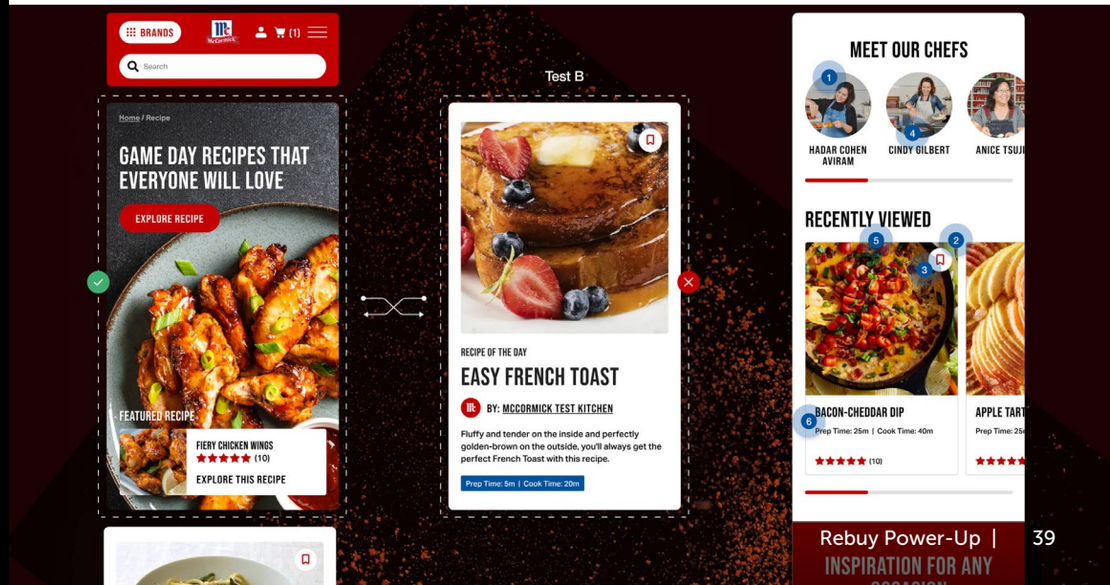
The way that we have been thinking about this is: the website is the only channel a brand can fully control. In retail, your packaging might be turned around. End caps don't get set up properly. On Amazon or TikTok, you're at the mercy of the algorithm.

So, how do you make sure that your website is something you feel most represents who you are as a brand, what you offer, what value you bring to customers, and how you want to be seen in the world?

Even if customers never see your website, it's now becoming the brain of the brand, if you will, in the way that we're interacting with AI search and all of these other discovery platforms that are starting to crawl and bring your website's information to other places for customers to access it.

We've been doing a lot of AI search work with our clients for months now. And consistently, we find that brands often lack the type of content that allows them to own their storytelling in channels like ChatGPT and Perplexity.

And so, we think now more than ever is a time to invest in what that experience looks like, feels like, but also what it says, and what content is on it. If you don't own your storytelling there, you lose visibility elsewhere.



Design Agency

SUPERCO

Rachel Kirchem shares fast tips & big wins for BFCM success

Year founded	2019
Top clients	House of Spoils, Allbirds, Ursa Major, PureSport, Minor Figures



Rachel Kirchem

Tell us a little about Superco. What makes your approach to ecommerce design/dev/strategy stand out?

Superco is a global Shopify Plus agency specialising in high-impact growth and retention strategies. We launch and scale world-class ecommerce brands with transformative design, expert-led integration, and creative problem-solving.

Every feature, design choice, and strategy comes from really understanding our clients, their customers, and the world of ecommerce. Our goal is to make stores that look great, work perfectly, and help our clients sell more while keeping their customers happy.

“Focus on creating personalized shopping experiences and offering fast, flexible shipping.”

Got any quick tips for Shopify brands looking to optimize their store before Black Friday hits?

Focus on creating personalized shopping experiences and offering fast, flexible shipping. Make sure your store can handle high traffic without slowing down. Keep checkout smooth and simple, and think about how to turn first-time buyers into repeat customers. These small but important steps can help maximize sales and give shoppers a great experience.

Superco specializes in improving the online shopping journey for Shopify brands. What’s one small change you frequently recommend that consistently boosts customer retention or lifetime value?

Use smart AI personalization tools, nail a considered post-purchase and re-engagement journey, and focus on a loyalty program.

Another small but powerful change we often recommend is integrating apps to offer personalized product recommendations and upsells. Even a simple setup, like widgets, cross-sells on the slide cart and at checkout, bundles, or subscriptions, can make the shopping experience feel more tailored, encouraging customers to buy more and come back more often. It’s an easy way to boost both customer retention and lifetime value without overcomplicating the store.



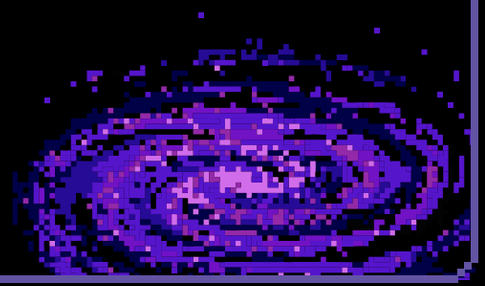
HIGH SCORE STRATEGIES FROM REAL BRANDS

Real merchants.
Real wins.
Real strategies.

The best way to level up? Learn from players who've already beaten the boss.

These brands faced Stress Monsters in real life (cart abandonment, low AOV, generic experiences) and came out victorious.

Here are their strategies, their results, and the tactics they used to turn challenges into high scores worth celebrating.



Copper Cow Coffee

01 THE GIFT UNLOCK STRATEGY

Free gifts aren't just nice – they're AOV boosters.

"We always knew free gifts had the potential to drive higher AOV, but seeing it in action with Rebuy really solidified it. When we did the free mug with purchase, that seemed to be a real unlock for us."

Kate Strolo | Director of Ecommerce & Digital Marketing at Copper Cow Coffee

Using in-cart upsells, post-purchase offers, site search, and more, Copper Cow Coffee saw:

27%
increase in subscriptions

23%
increase in AOV

Pro move

Set tiered gift thresholds in your cart to encourage customers to add just one more item.

BRAIN + BODY FUEL mosh

02 BE READY FOR VIRALITY

When traffic spikes (Shark Tank, anyone?), capitalize with smart merchandising and built-in retention strategies.

"Our head of finance literally Slacked me asking, 'what magic is this' because our AOV had jumped significantly."

Tanner Flitter | Head of Growth at MOSH

Over 8 months following their Shark Tank appearance, MOSH saw:

292%
increase in subscription renewals

Pro move

Have subscription upsells and post-purchase offers ready before your big moment hits.

STILL & BLOOM

03 TURN SEARCH INTO A DISCOVERY ENGINE

Turn searches into instant insight and revenue.

"We're using search data to brainstorm new product ideas... One of the biggest things for us is that help inquiries have gone down, which means that customers are finding what they need on the site, on their own. That tells us the site's doing its job, and it saves us hours responding to general questions."

Jack Berrett | Technical Design Manager at Still & Bloom

After partnering with Rebuy, Still & Bloom improved upsell and discovery opportunities, and had over:

29%
increase in AOV

Pro move

Use Rebuy Smart Search to reduce customer service burden while helping shoppers self-serve their way to purchase.

MARYRUTH'S®

04 LEVEL UP YOUR SUBSCRIPTIONS

Want to turn one-time buyers into loyal subscribers?

Deploy subscription prompts at multiple touchpoints throughout the shopping journey. The key is making the switch feel effortless. Offer it in add-to-cart popups, showcase the savings in the cart, and present it again at checkout.

"Rebuy is one of the biggest game changers for increased subscriptions and higher AOV. Those are the two big things we care the most about."

Jay Hunter | CRO at MaryRuth Organics

MaryRuth Organics saw switch-to-subscription tactics account for over 62% of Rebuy-assisted revenue and had:

27%
increase in AOV

Pro move

Deploy multiple subscription touchpoints: ATC popups, in-cart upgrades, and checkout offers to maximize recurring revenue.

momofuku

05 THE RETENTION BOOSTER

Want to increase customer lifetime value? Deploy targeted Gift With Purchase offers through lifecycle email campaigns. When you make redeeming gifts effortless (no codes, no friction), customers engage more and come back more often.

Momofuku uses this strategy across welcome, abandonment, and win-back flows with impressive results.

"Our monthly birthday campaigns, featuring Rebuy-driven GWPs, consistently drive double-digit conversion rates while allowing us to personalize this special occasion for the customer."

Emma Hughes | Retention and Lifecycle Marketing Manager at Momofuku

Through leveraging Rebuy's suite of personalization products, Momofuku saw:

10%
increase in AOV

Pro move

Use link-based Rebuy Smart Flows that auto-load personalized gift offers directly into carts, eliminating discount codes and reducing checkout friction.

G.O.A.T. FOODS

06 BEYOND THE PURCHASE

The checkout isn't the finish line. Post-purchase offers let you boost AOV without adding friction to the customer journey. By presenting relevant add-ons immediately after purchase, you capture additional revenue with zero risk to conversions. Customers feel like they're being rewarded, instead of sold to.

"Across our online stores, including Caramels.com and Pretzels.com, Rebuy's post-purchase offers have consistently delivered impressive conversion rates."

Jonathan Packer | Co-Founder at G.O.A.T. Foods

With Rebuy Post-Purchase G.O.A.T. Foods has driven over:

$2.5 Million
in additional revenue

Pro move

The moment after purchase is when buyers are most receptive—capture value while trust is highest.

STRESS BUSTERS

Take five minutes. Put down your to-do list. Fill in the blanks below with the first words that come to mind (the weirder, the better).

Then read your creation and enjoy a stress-free moment of pure, unfiltered nonsense. You've earned it.

The return of Boonce

The sun hadn't even risen over _____ (place) when the first tremor hit.

A faint "boing... boing..." echoed through the analytics dashboard.

_____ (hero name) looked up from their _____ (object), eyes wide. "Oh no," they whispered. "He's back."

From the depths of the data came Boonce, the _____ (adjective) blob of bounce rate doom, floating lazily above the homepage and scattering _____ (plural noun) in every direction.

With every second, sessions dropped by _____ (number)% and panic spread faster than a _____ (noun) on Cyber Monday.

But _____ (Previous hero name) wasn't about to let the galaxy down. They took a deep breath, adjusted their _____ (piece of gear), and launched a counter-strike: optimizing, energizing, and shouting,

"_____ (battle cry)!"

Moments later, the site shimmered with _____ (color) light, conversion rose, and Boonce disintegrated into a mist of _____ (funny substance). Peace was restored... for now.

The BFCM panic log:

Dawdle strikes again

LOG ENTRY: _____ (time)

SITE LOAD TIME: _____ (time in seconds)

DAY _____ **OF BFCM.** (number)

MORALE: _____ (emotion)

_____ (hero name) sat surrounded by cables, _____ (energy drink) cans, and the faint smell of _____ (odd scent).

Everything had been running smoothly - until Dawdle, the golden sludge of tech bloat, decided to “help.”

“Don’t worry,” Dawdle yawned. “I just installed _____ (ridiculous plugin or feature).”

Seconds later, the homepage froze. The add-to-cart button started playing _____ (unexpected song).

“We’re losing traffic!” cried _____ (coworker name).

But our hero didn’t flinch. They pulled up _____ (specific tool or clever fix), entered _____ (phrase) into the command line, and rebooted.

Dawdle tried to resist, but was too sleepy to fight back.

The system hummed to life, faster than ever. Orders poured in.

Somewhere in the distance, a quiet “KA-CHING!” echoed through the void.

Blandor’s Black Friday broadcast

“Greetings, shoppers,” Blandor intoned into the void, their voice flatter than a _____ (object) on discount.

“Today’s deal is _____ (percentage) off for _____ (length of time) only.”

The galaxy groaned. Stars dimmed. Even the ad pixels stopped rendering out of sheer boredom.

Somewhere across the cosmos, _____ (hero name) slammed a fist on the dashboard. “Not again,” they muttered.

Armed with a _____ (art tool) and a playlist of _____ (genre of music), they hijacked the broadcast.

“Hey everyone!” they shouted. “Let’s make discovery fun again!”

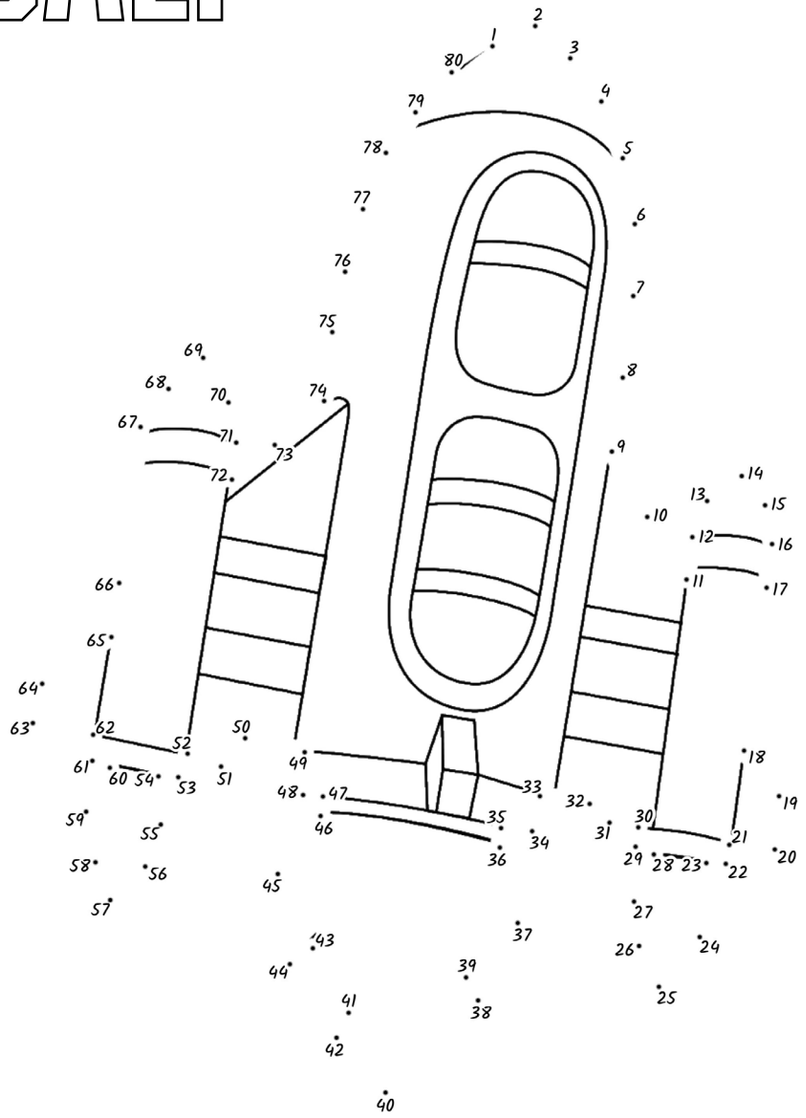
Suddenly the feed burst into color — spinning graphics, witty copy, even a cameo from _____ (random celebrity or mascot).

Shoppers rejoiced. Carts filled. Blandor slumped in defeat, muttering something about _____ (dull object) as confetti rained down.

And from every checkout in the sector came the sweet sound of “KA-CHING!”

Connect the dots

GALI



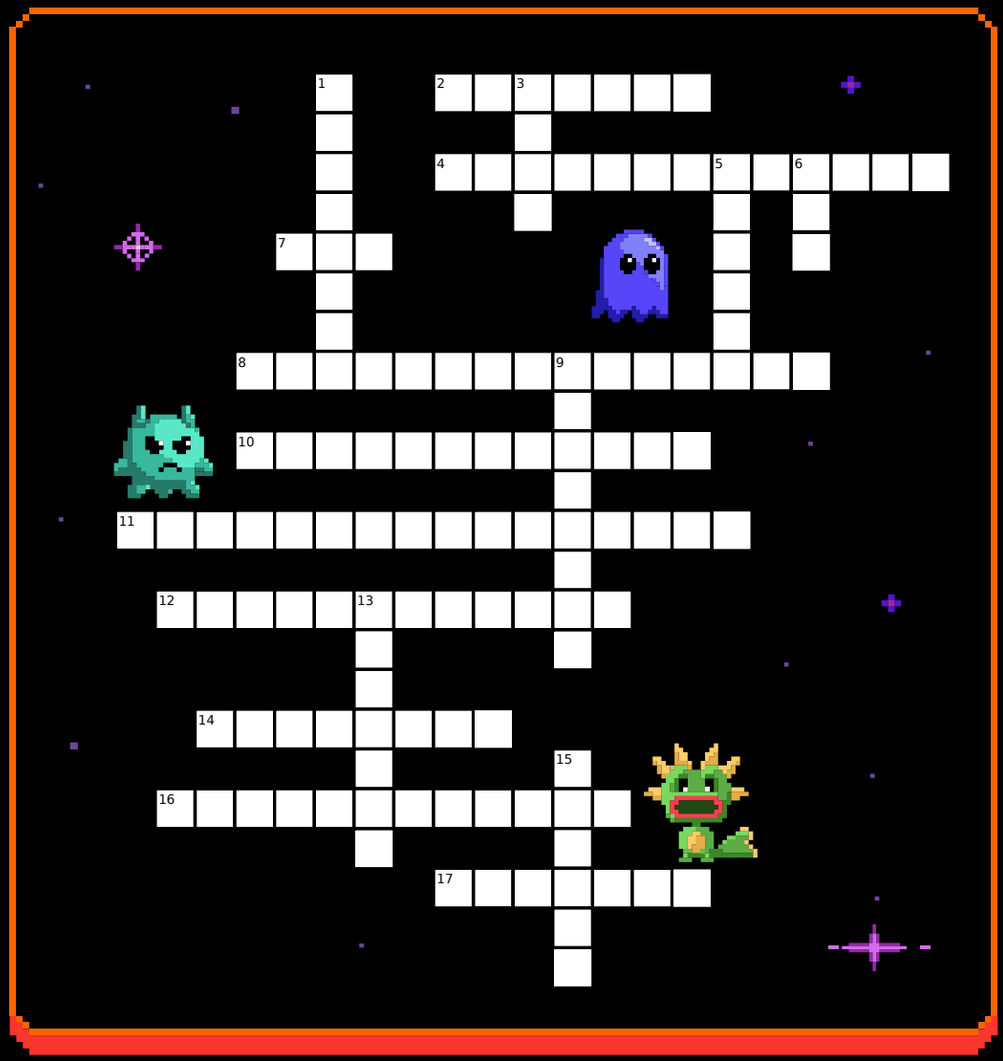
Connect the dots

RAIDA



KA-CHING! CROSS

Put your ecommerce and KA-CHING! game knowledge to the test!



Down

1. A person or organization that buys products or services from a store or business
3. Select and temporarily store products for purchase
5. The KA-CHING! “slow, bloated sites” monster
6. A set of practices to improve a website’s visibility and ranking in search engine results
9. A deduction from the usual cost of something
13. The monster of customer churn
15. The KA-CHING! “bounce rate” monster

Across

2. The name of Rebuy’s first arcade game
4. Strategically presenting and promoting products to drive sales by influencing customer purchasing decisions
7. The average dollar amount a customer spends per order on a website
8. Leaves the website or app without completing the purchase
10. A semi-fictional representation of an ideal customer based on market research and real data
11. Discount, or product that is available to customers for a specific, finite period
12. The attempt to sell additional products or services to an existing customer who has made a purchase
14. A gift or contribution
16. The series of steps a customer takes to complete a purchase, from reviewing their cart to entering shipping and payment details
17. The monster that has nothing special to see

Crossword answers

Down

1. Customer
3. Cart
5. Dawdle
6. SEO
9. Discount
13. Spurnox
15. Boonce

Across

2. KACHING!
4. Merchandising
7. AOV
8. Cart abandonment
10. Buyer persona
11. Limited time offer
12. Cross selling
14. Offering
16. Checkout flow
17. Blandor

THANKS FOR PLAYING!

Thank you for reading! Whether you came for the Stress Monsters, ecommerce strategies, or maybe a much-needed break, we hope you found something valuable (and maybe even fun) in these pages.

Ready to keep the momentum going?

Rebuy is your IRL cheat code that makes personalization effortless, so you can defeat stress and focus on growth.

Play KA-CHING!

Level up your brand