

ActiveCampaign >



**COUPONS,  
DISCOUNTS  
& BOGOs**

*Oh my!*

**How incentives drive ecommerce consumers  
to purchase, return, and recommend**

ActiveCampaign research conducted in partnership with Ascend2

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# Introduction

Incentives have long been a favored shortcut to growth and loyalty for ecommerce merchants. Those who fail to plan carefully, however, often find that path filled with terrors just like Dorothy's in *The Wizard of Oz*. Only instead of lions and tigers and bears (oh my!), the terrors ecommerce merchants and marketers encounter are unprofitable promotions, missed sales projections, and—worst of all—dissatisfied customers who share their experiences liberally on social media.

So what's an ecommerce merchant to do? [Listen to consumers](#). And this research report is a great first step as you begin your listening tour. We surveyed over 1,000 US-based consumers across all walks of life to understand their preferences when it comes to ecommerce incentive offerings. Do they like coupons? Do they prefer

them via email, text, or other channels? Do they appreciate birthday recognition? Will they refer a friend in exchange for a discount? What kind of discount? And how do consumers' incentive preferences vary across generations (Gen Z, Millennials, Gen X, and Boomers+)?

We posed all of these questions and more to demystify your path to an effective ecommerce incentive strategy. So we're off! Not to see the Wizard, just what regular folks think is magic when it comes to inspiring them to purchase, return, and recommend.

We hope you enjoy this report and encourage you to share your suggestions for future research with any of the ActiveCampaign team.



*Damian Amaya*

**Damian Amaya**  
Senior Director of Product,  
Growth & Ecommerce

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No credit card required. Instant setup.

## Highlights

**97%** of all consumers would like to see more coupons from their favorite online stores.

**91%** of consumers would be more likely to recommend an online store to family and friends if they each received a coupon good for their next purchase.

**94%** of consumers say they enjoy receiving happy birthday messages from online stores where they shop.

**77%** of consumers prefer to receive coupons via email, but SMS preference is growing (31%).

**17%** of those surveyed say they would post about and tag an online store on social media in exchange for a coupon.

**HHI** The higher the household income (HHI), the greater the preference for percentage discounts. The lower the HHI, the greater interest consumers have in free shipping offers.

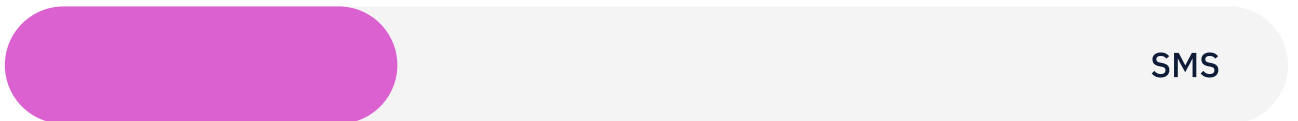
### INCENTIVE CHANNEL PREFERENCES

Email still rules the roost as the preferred channel in which to receive ecommerce coupons. However, SMS is gaining ground with consumers.

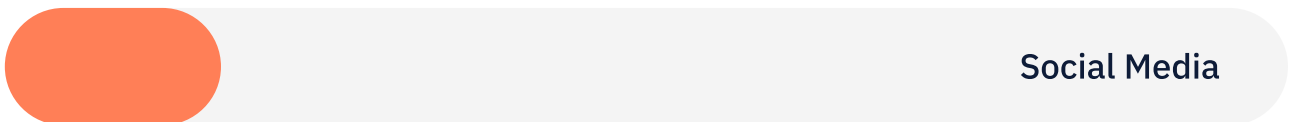
**77%**



**31%**



**17%**



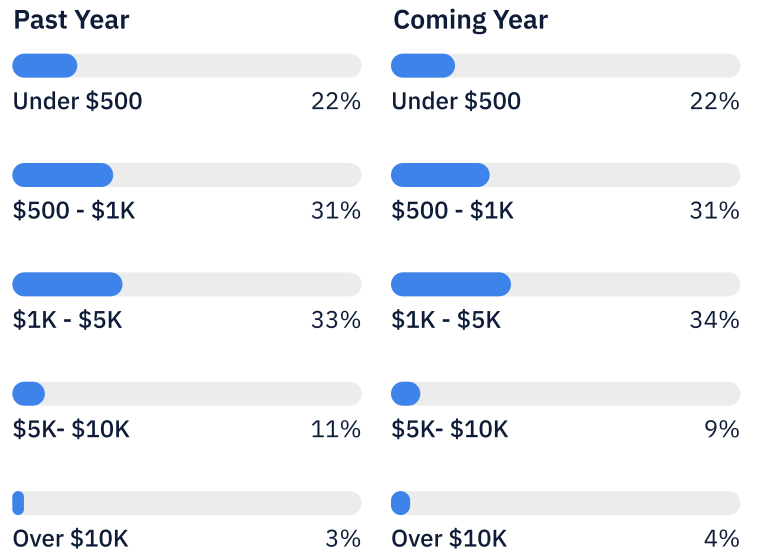
# Stand Out or Stand Back

## Ecommerce is booming, with no slow down in sight

Ecommerce is alive and well, with nearly half (47%) of consumers reporting that they spent over \$1,000 at ecommerce sites in the last year, with another 14% reporting over \$5,000 in spending.

Despite media prognostications to the contrary, consumers anticipate that their spending will be similar in the year to come. This means that ecommerce merchants not only have a significant opportunity to attract new customers but also the chance to expand their share of consumers' online shopping budgets.

## Money spent online shopping (including for family or gifts)



## Which of the following do you shop for most frequently online?



Apparel and shoes are the most sought-after products online, with 73% of all consumers surveyed indicating purchases in this category.

**Millennials**, today's highest-spending generation, are looking for opportunities to save.

Over one in five **Millennials (21%)** report spending over \$5,000 online in the past year, but only 17% expect to spend over \$5,000 in the year ahead.

## Incentives help brands stand out in even the most competitive times

With purchase intent remaining similar to last year’s levels, you may be asking yourself how ecommerce stores can stand out from the crowd. Look no further than generationally-tailored coupons, discounts, and other incentives. By offering customers a way to save, in a manner consistent with their preferences, online stores can differentiate themselves and appeal to their audience, no matter what age.

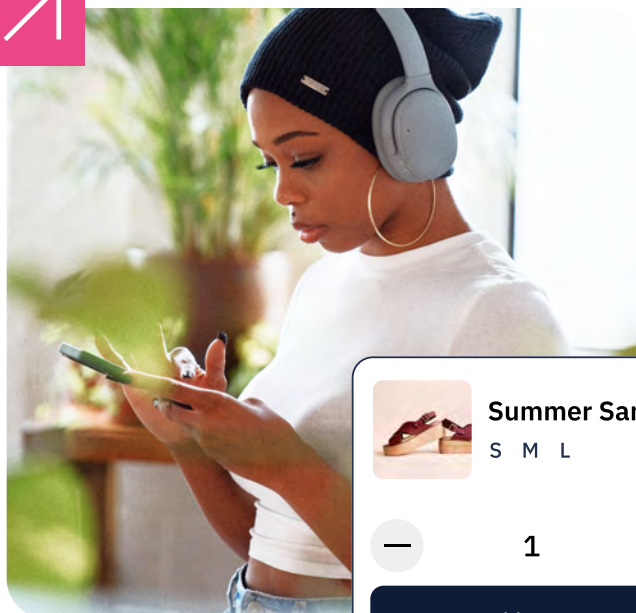
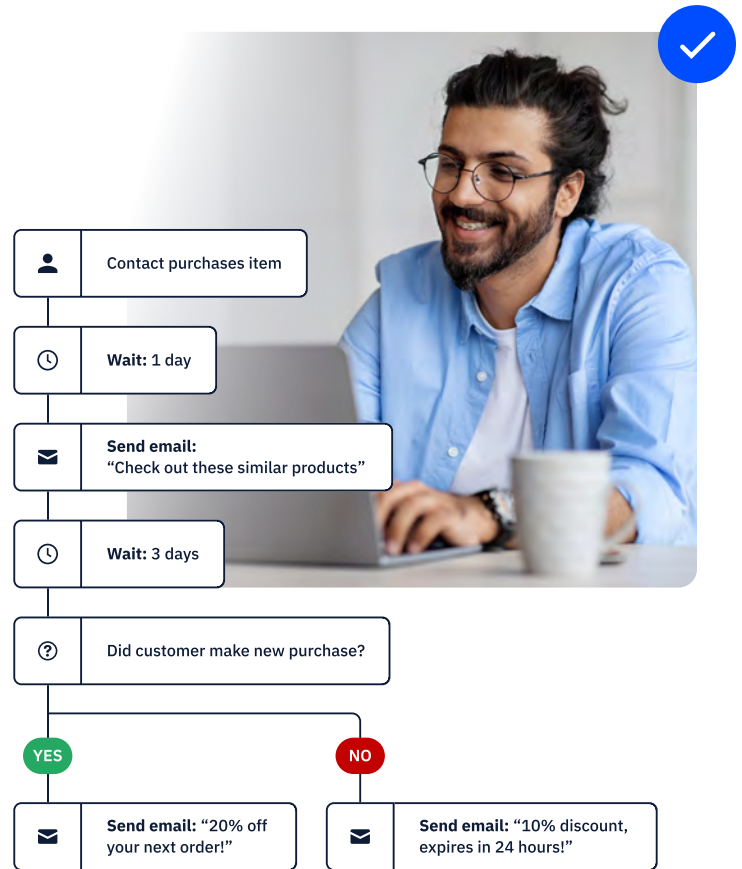
**85%**

of all consumers report that a coupon has encouraged them to purchase from an online store they have never purchased from before.

A whopping

**97%**

of all consumers would like more coupons from their favorite online stores.



## Find the right incentives for your store

A well-crafted incentive strategy can help businesses stay top-of-mind amidst the noise in today’s competitive digital marketplaces. Offering the right promotion to the right audience at the right time via the right channel is critical for growing your customer base, driving retention, and increasing sales.

**It’s the destination and the journey for big spenders.** Those who report spending more than \$5,000 in the last year are 2x more likely to care about the shopping experience at online stores than those spending less (41% vs 22%). Those who spent less than \$5,000 in the last year online care more about prices and discounts than others who spent more.

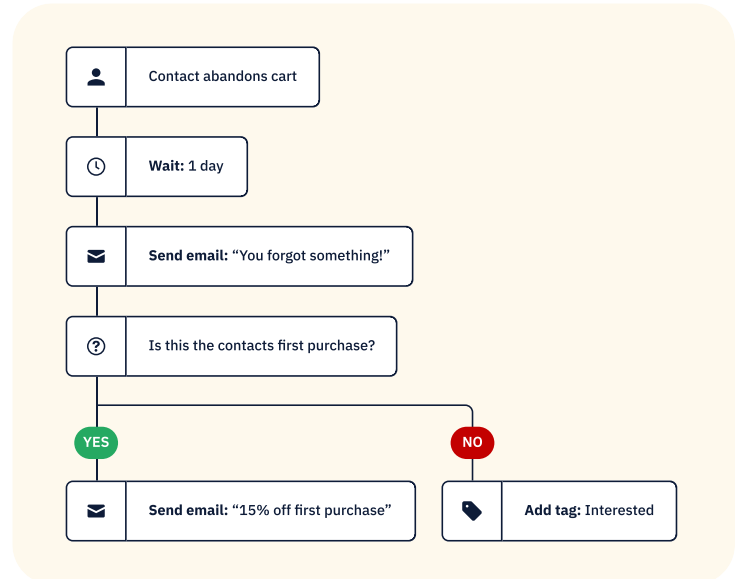
## Value matters most regardless of product category

When you understand what's important to your consumers, you can better attract your target audience.

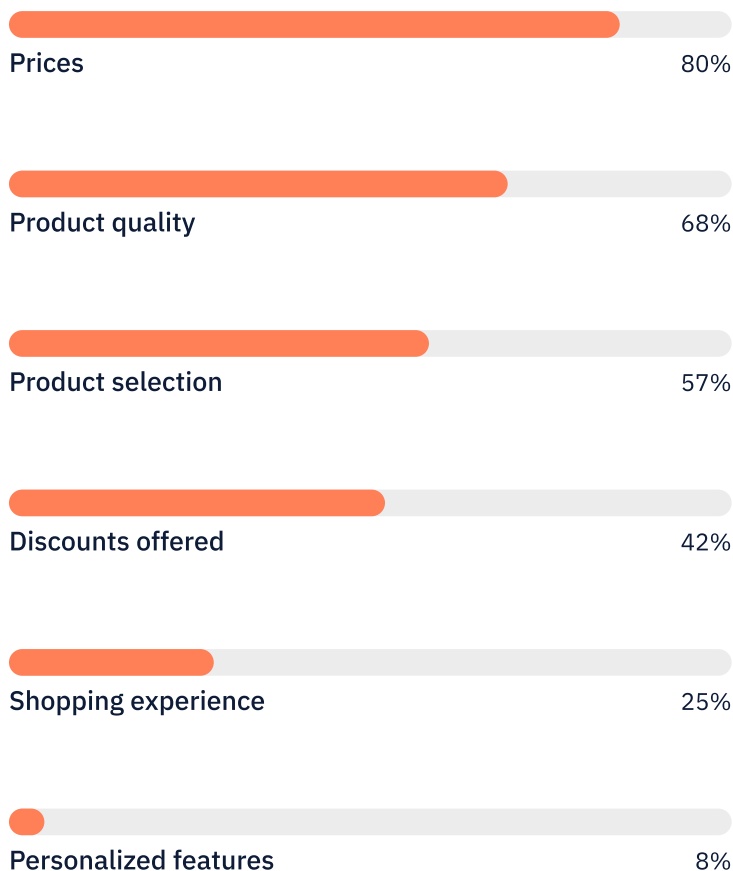
For four out of five consumers, price is a top priority in online shopping, and

# 42%

(nearly half) of those surveyed report caring most about discounts when shopping online.



## What do you care most about from an online store?



## Advice from our Wizards

To entice new subscribers, consider providing a one-time discount on their first purchase. This strategic approach not only grows your subscriber base but boosts email engagement dramatically. ActiveCampaign customers using the Coupon Block feature have seen an average increase in email click-through rates of 345%!

Also, remember that new email subscribers are an asset. The speed with which you greet them speaks volumes about the speed with which you will serve them. Leverage a welcome email series automation to greet them immediately after subscription to:

- 1. Build Brand Awareness and Provide Value.** Offer a coupon or discount to engage subscribers and provide an immediate benefit for their subscription.
- 2. Personalize the Experience.** Personalize messaging to their preferences, purchase history, and needs to increase the value to each individual.
- 3. Showcase Top Products.** Tout your best, and most relevant products to drive interest.

# Generational Snapshot: The Buyer Brain

## Number of different online stores each generation has visited in the last year:

	Gen Z	Millennials	Gen X	Boomers+
1-5 online stores	57%	49%	56%	69%
6-10 online stores	35%	32%	33%	22%
11-25 online stores	7%	15%	8%	8%
25+ online stores	0%	4%	4%	1%

## Number of individual products Gen Z'ers have purchased online in the last year:

	Gen Z	Millennials	Gen X	Boomers+
1-10 individual products	27%	17%	22%	27%
11-50 individual products	54%	40%	43%	50%
51-200 individual products	17%	29%	28%	19%
201-500 individual products	1%	10%	5%	2%
501-1K individual products	0%	3%	1%	1%
1K+ individual products	0%	2%	1%	0%

## Most purchased categories by each generation:

	Gen Z	Millennials	Gen X	Boomers+
Apparel & shoes	85%	73%	73%	59%
Beauty & cosmetics	57%	46%	29%	21%
Home goods	52%	62%	62%	60%
Health & wellness	41%	44%	45%	36%
Pet products	24%	33%	35%	26%
Other	9%	10%	21%	31%



# Forge a Clear Path to Customer Loyalty

So how do you become the online store that customers return to time and time again? One key is to create an effective retention strategy that leverages marketing automation to stay engaged with consumers regardless of if and when they're shopping. Staying top of mind with personalized messaging, useful content, and timely, relevant product offers will draw them back in after periods of absence. And that's key to rising above the one-and-done stores to become a favorite destination for each and every item you sell.

**43% of consumers** report visiting more than **five different online stores** to make purchases for themselves or others in the last 12 months.

This is great news if you're looking to attract new customers, but a bit worrisome if you're seeking to retain existing ones.

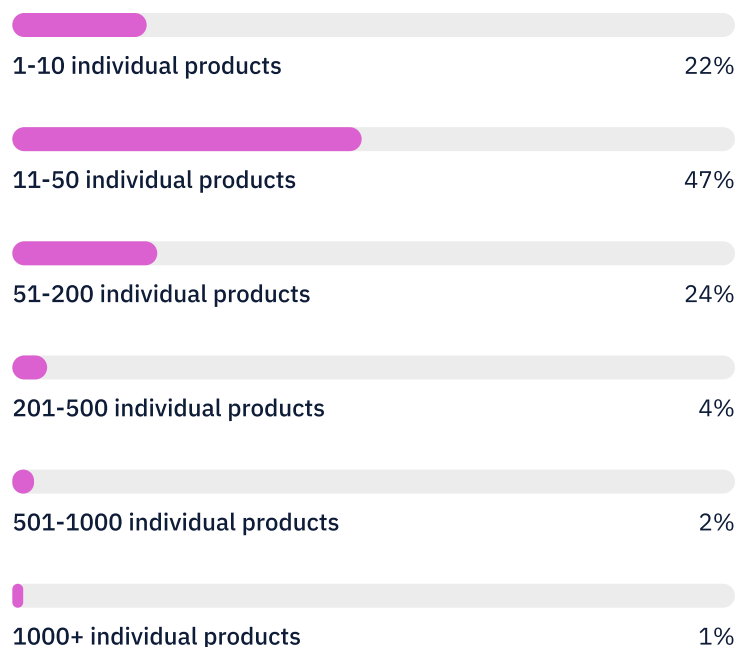
## Advice from our Wizards

During peak shopping times, consider promoting a "One and Done Bundle" offer, allowing customers to save on a package of items and complete their shopping in fewer trips. This allows you to curate collections that increase sales of items your customers might otherwise overlook.

How many different online stores (including, but not limited to, Amazon, eBay, retailers, direct-to-consumer sites, etc.) would you estimate that you have purchased products from for your personal use (including family or gifts) in the past 12 months?



How many individual products would you estimate you have purchased online (including items purchased for others) in the past 12 months?



## Loyalty is a marathon, not a sprint

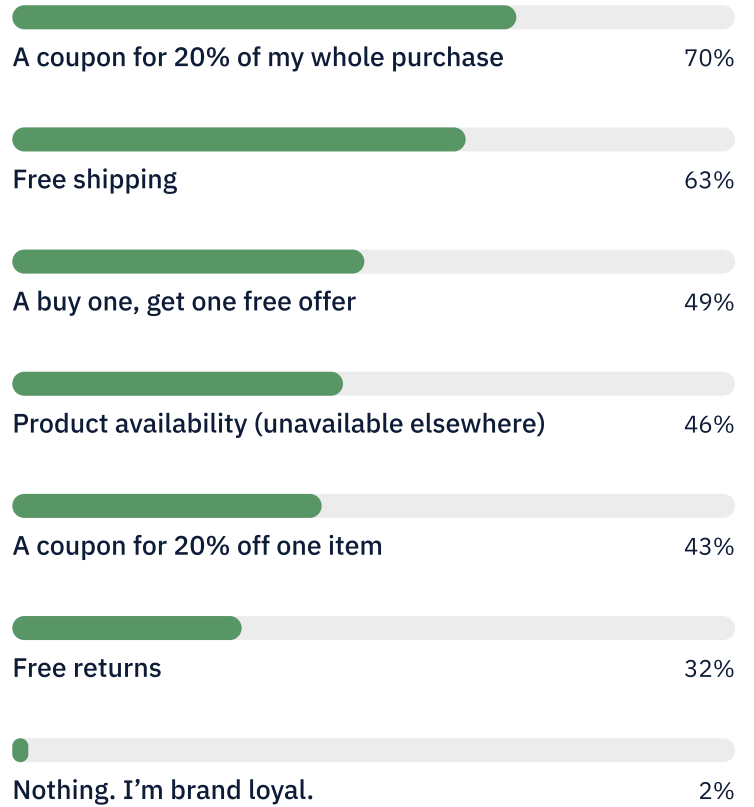
Even when you’ve worked hard to build loyalty with customers, it will be tested. 98% of the consumers we surveyed shared that there was at least one type of coupon, discount, or situation that could get them to try a competitor.

Rather than fear these threats to loyalty, embrace them as a business reality and work to uncover your key, competitive differentiators. Are you great at customer service? Stocked with unique items? More responsive when issues arise? A pillar in your local community?


Surface the stories beyond price that help drive the emotional loyalty of your customers, and you’ll build relationships based on far more than the size and breadth of your incentives.

**75% of Boomers+** would consider switching to a competitor for free shipping – more than any other generation

Which of the following would lead you to purchase something from a competitor of your favorite online store?



*Northside Cycles*



**A BIRTHDAY GIFT FROM US, TO YOU!**

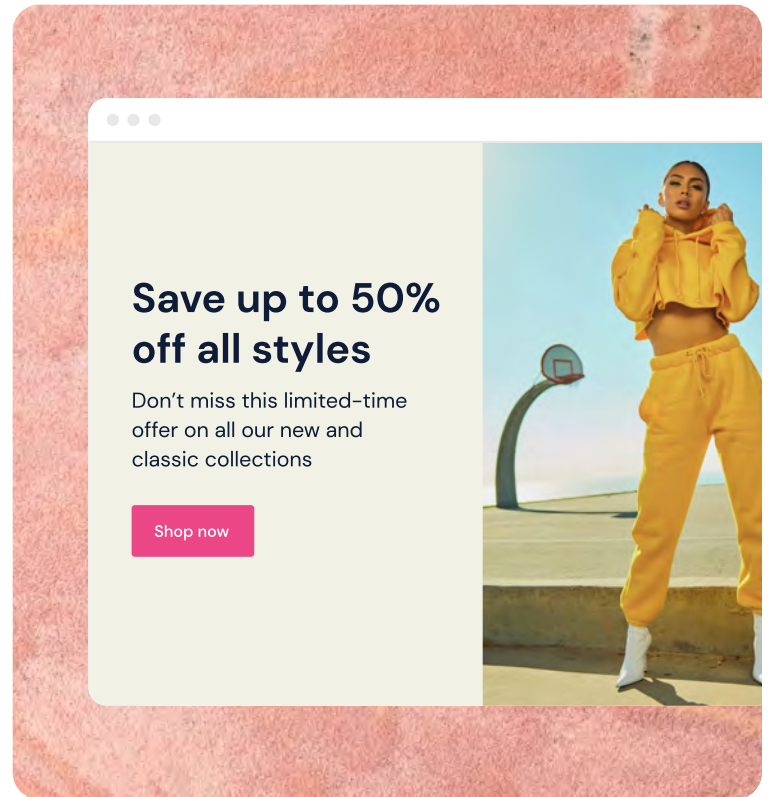
Treat yourself to a \$20 coupon with code **BIRTHDAY2023**

[SHOP NOW](#)

## Create repeat customers with upselling and cross-selling

Targeted upsell and cross-sell campaigns can bring in more revenue from existing customers, build confidence in your brand, and improve loyalty. In fact, after an initial purchase, 95% of consumers shared that a coupon would likely encourage them to make an additional purchase. These repeat customers can be a huge source of income for your ecommerce business.

**57% of Millennials** strongly agree that they are likely to make a second purchase after receiving a coupon compared to 42% of all others.



### Advice from our Wizards

Rewarding customer loyalty is a great way to encourage continued purchasing. By acknowledging repeat customers with special incentives, businesses can convey appreciation, foster brand loyalty, and create opportunities to cross-sell and upsell.

A loyalty program or rewards system for your most valuable customers is a tried and true strategy for improving retention. This might seem difficult and time-consuming, but marketing automation can make it far easier than you may first think. Want to learn more? Check out our resources regarding marketing automation for customer retention.

# Generational Snapshot: The Heart of Action

## Incentive channel preferences by generation

	Gen Z	Millennials	Gen X	Boomers+
Email	70%	72%	81%	90%
Store Mobile App	49%	34%	31%	31%
Text (SMS)	34%	33%	26%	21%
Social Media (Click or Copy)	20%	24%	20%	12%
Direct Mail	10%	19%	15%	6%

## To receive a coupon from an online store, each generation would:

	Gen Z	Millennials	Gen X	Boomers+
Follow a store on social media	57%	44%	41%	67%
Subscribe to receive promotional emails	57%	64%	69%	41%
Like a store on social media	56%	55%	48%	30%
Subscribe to receive promotional emails from partner stores	44%	49%	50%	26%
Share an offer with a friend	39%	43%	42%	23%
Post about and tag an online store on social media	18%	24%	18%	15%
None of the above	7%	3%	5%	7%

# Turn Happy Customers into Your Best Marketers

## Incentivizing word of mouth

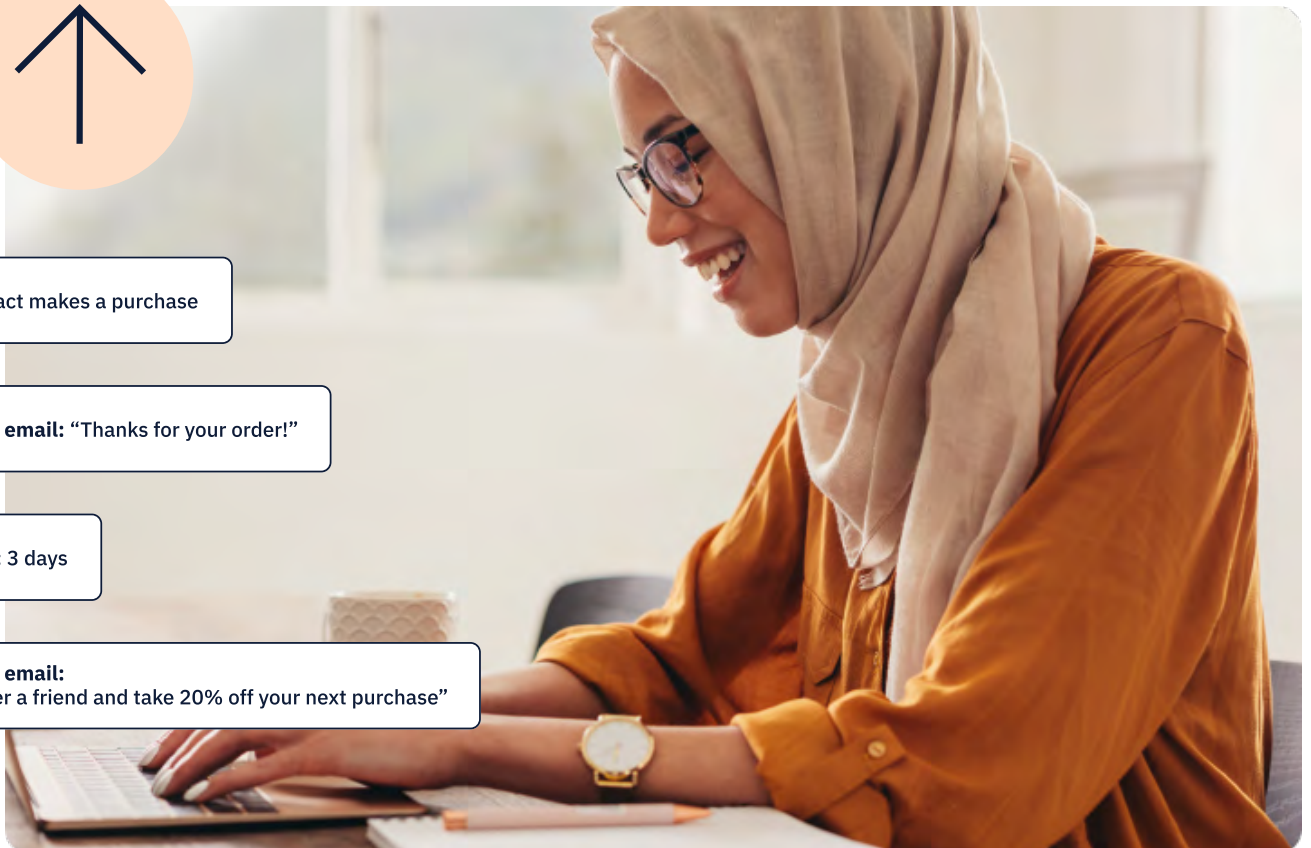
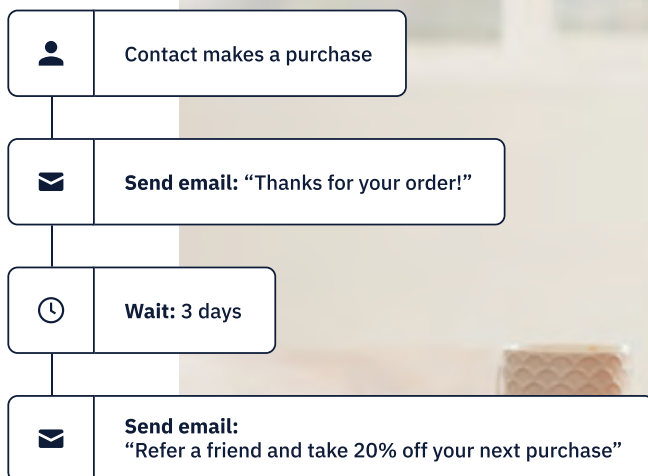
According to our research, 95% of consumers would recommend an online store they like to family or friends. Word-of-mouth recommendations can be a powerful way to build confidence in a brand with new potential customers. However, providing customers with a great experience that they will share with friends is only the first step. The challenge is activating these new potential customers and turning them into buyers.

The critical second step is offering new, referred visitors some sort of an incentive on a purchase. For some, free shipping will do it. For others, discounts or BOGOs are preferred. The key is to test your offers to determine which convert referred visitors at the highest, most profitable rate. Once you know this, you can scale your referral requests to turn happy customers into your best marketers.

**91% of consumers** would be more likely to recommend an online store to family and friends if they each received a coupon good for their next purchase.

## Give them something to talk about

Use this willingness to spread the word about your business by offering a **“One for you, one for a friend”** coupon. This type of incentive rewards your customer for the referral and their friend for making their first purchase.



## How far would you go for a discount?

Consumers are willing to take high-value actions in exchange for a coupon. Two-thirds would subscribe to an email list, and 46% would sign up to receive promotional emails from a partner store. Perhaps surprisingly, 39% would share an online offer with a friend to receive a discount—that's a sizable figure for such a personal action and suggests that with certain products, consumers can feel like they're providing a service to their friends by sharing coupons, especially when the offer seems special in some fashion.

### Advice from our Wizards

Customer reviews serve as potent social proof, indicating that individuals trust your store or endorse a specific product or service. You can use marketing automation to inspire customers to generate more reviews simply by sending requests for reviews immediately after a purchase.

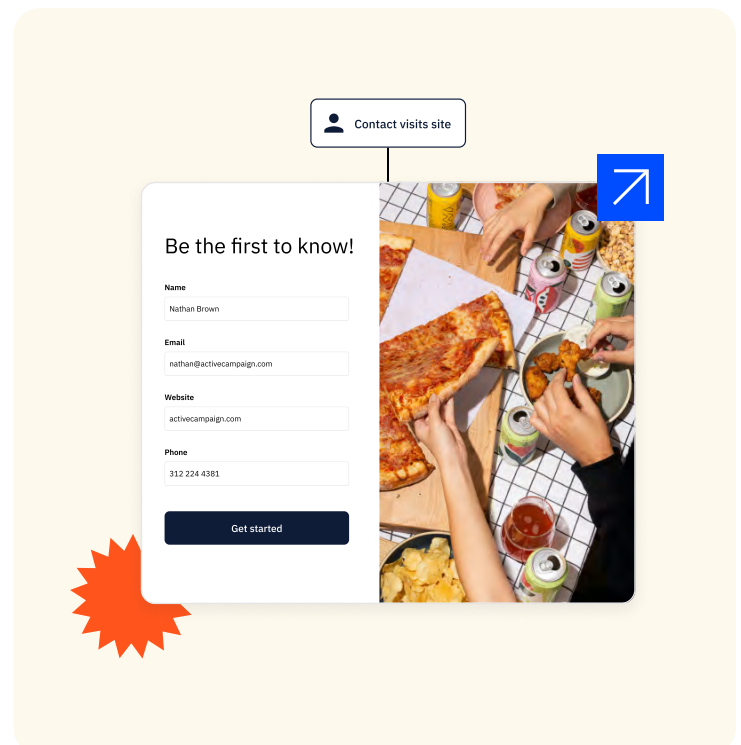
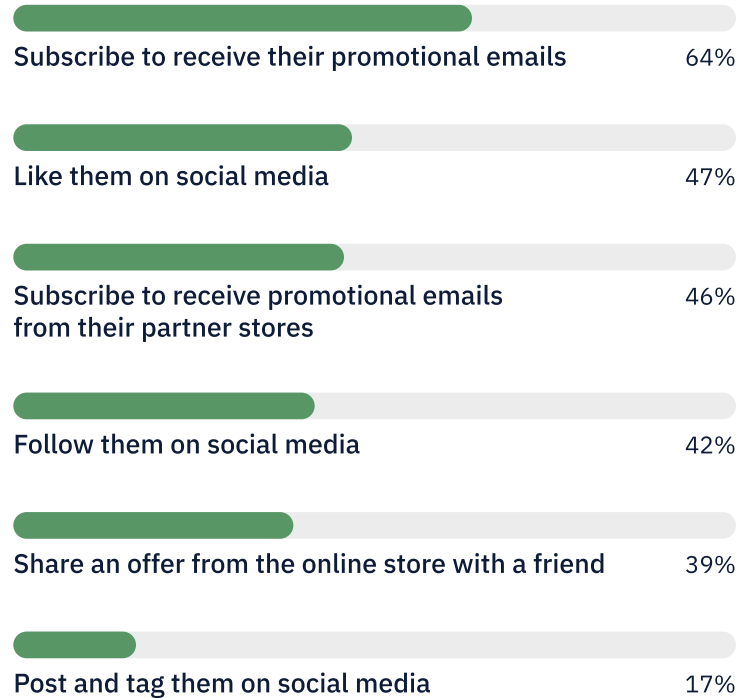
You may even occasionally consider an additional discount as an incentive for them to share their feedback. Be careful, however. Too many review requests or too many incentives may be misinterpreted as an attempt to sway sentiment. Want to learn more about automating review requests? Check out our Request for Review After Purchase automation [here](#).

### Don't ask for too much

Only 17% of consumers surveyed say they would post about and tag an online store on social media in exchange for a coupon.

Many consumers want to engage on their own terms, without having to publicly tie themselves to a particular brand or product.

### Which of the following actions would you take to receive a coupon from an online store?



# Generational Snapshot: The Courage to Act

Incentive preferences tend to vary in significant ways, depending on the customer generations you serve. If you're serving Gen Z consumers, your customers are digital natives with the least immediate buying power but the most future potential. Hence, discounts for encouraging social sharing could hold a great deal of potential both in building your brand and driving sales.

Alternatively, one may assume that Boomers+ (our combination of Baby Boomers and the Greatest Generation) are too brand loyal to sway with incentives, but our research suggests something far different. Whether you appeal to one generation or many, it's clear that the right mix of coupons, discounts, and other incentives can motivate purchases regardless of age.

## Types of coupons each generation is most likely to use

	Gen Z	Millennials	Gen X	Boomers+
Free shipping	72%	71%	70%	85%
\$\$\$ off offers	65%	65%	66%	64%
% based discounts	64%	56%	63%	53%
Buy one, get one free (BOGO)	54%	54%	55%	53%
Buy more to save more	16%	23%	16%	7%

## Things that would lead each generation to purchase something from a competitor of their favorite online store

	Gen Z	Millennials	Gen X	Boomers+
Free shipping	60%	57%	60%	75%
20% off an entire purchase	68%	68%	75%	70%
Product availability	36%	48%	47%	57%
A buy one, get one free offer	48%	49%	51%	50%
20% off one item	38%	47%	45%	44%
Free returns	32%	27%	32%	39%
Nothing	2%	1%	2%	2%

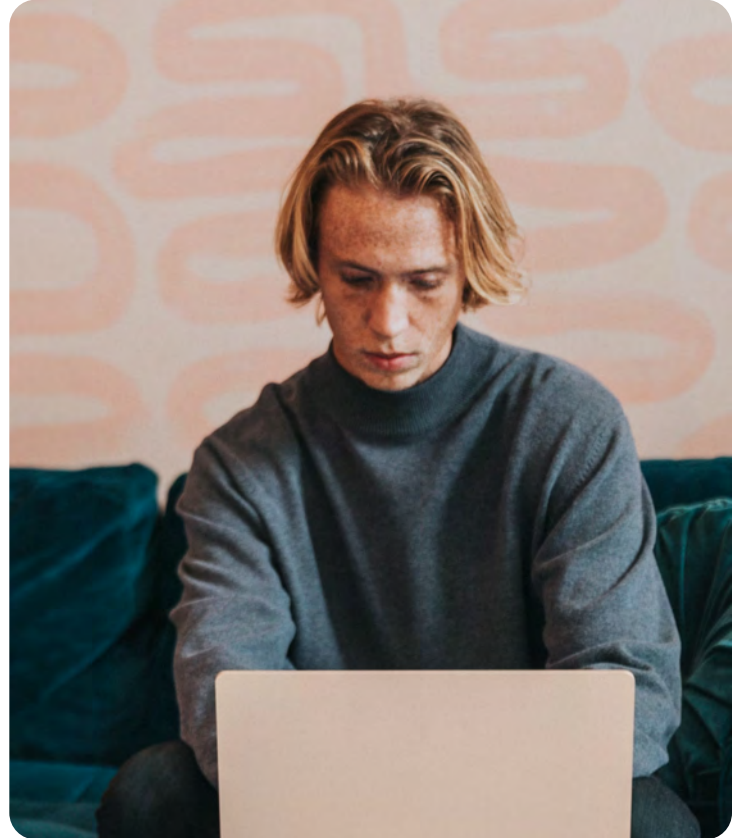
# Map Your Incentive Strategy

## Account for the needs and preferences of your audience

We know coupons can be a powerful tactic in customer acquisition and retention strategies. However, the impact that coupons can make on an ecommerce business heavily depends on the product, the starting price, the size of the discount, the timing of the discount, and more. These factors can influence consumer behaviors and their perceptions of a brand, and striking the right balance is critical to an effective incentive strategy.

### Well-planned Timing

Strategically space out sales, discounts, and other types of coupons to your targeted audiences to ensure customers continue to feel that they are getting value, both from your discount and your product. If you regularly use coupons and discounts and seem to constantly promote a sale, your customers begin to rely on those coupons and discounts. This can lead them to delay their purchases with you. They may even begin to perceive your store as “the one for bargains only,” which is fine if that’s your goal but deadly if you’re trying to drive better margins and larger purchase amounts.

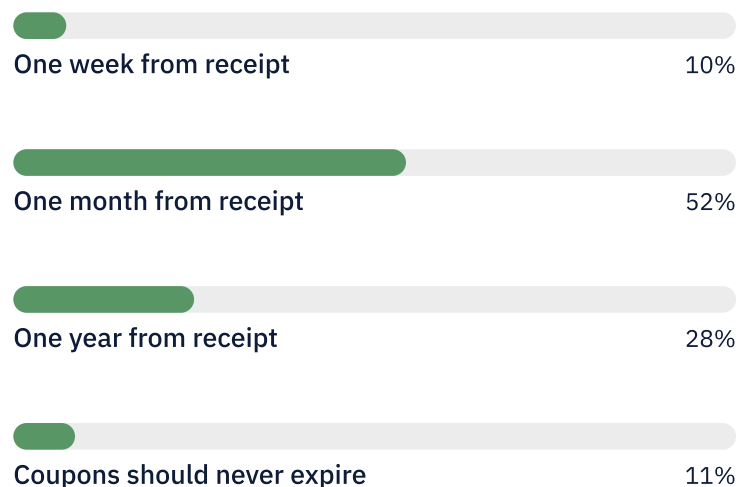


In the last 12 months, **70% of consumers** say they waited for something to go on sale before purchasing.

### Expiration as a Service

In offering incentives, you must also consider when they should expire. For the answer, look in part to your customers’ expectations. Over half of those surveyed feel coupons should expire within one month of receipt. Another 28% say they should have a full year to use a coupon before it expires. Whatever you decide is right for your business, communicate it clearly to eliminate any chance of missed expectations.

### What do you think is a fair coupon expiration date?





## The right type of discounts

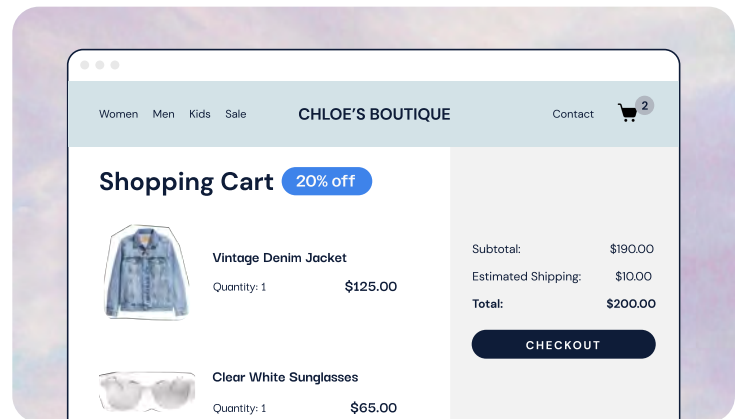
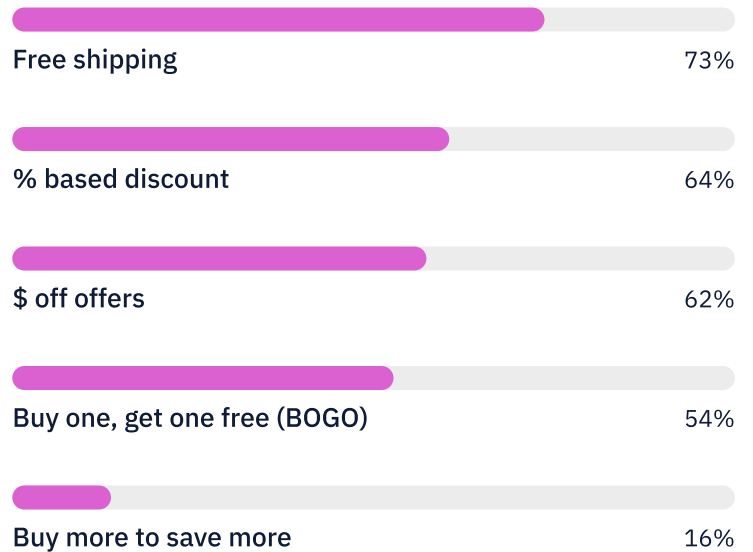
Now we come to the heart of the question regarding coupons, discounts, and BOGOS: which incentives are the right ones to offer your customers.

Overall, 73% of consumers surveyed say they are most likely to use a free shipping coupon. Another 64% of consumers say they would most likely use a coupon that offered a percentage off the purchase price, and 62% would prefer a certain dollar amount off the purchase price.

Clearly, consumers welcome a number of different discounts; however, the right ones are those that drive the desired consumer behaviors while also meeting your business objectives. After all, it doesn't make sense to offer discounts that fail to make money in the long run.

So now is the time to crunch the numbers. What will your customers' preferred incentives cost you? Can you offset that with higher purchase requirements? What are the discounts and loyalty rewards that you can offer without over-indexing? It is imperative to have these questions answered before you select the final mix of incentives for your business.

## Which of the following coupons are you most likely to use?



## Advice from our Wizards

Utilize a targeted discount strategy that activates only when a contact meets specific criteria you've established. This approach gives you control over the discount amount, preventing excessive discounts. Consider setting up an automation, triggered when a contact abandons a cart valued at a certain price. This way, you can offer discounts, free shipping, or special offers exclusively to those who are likely to spend more, contributing to the recovery of lost sales. Learn more about how to strategically provide a coupon incentive to convert [here](#).

## Income impacts incentive preferences

As annual household income grows, so does the preference for percentage-based discounts. Cohorts with a lower household income are more attracted to free shipping offers. As a result, ecommerce merchants who know their customers' purchasing power stand to improve both consumer sentiment and redemptions of their incentives.

## Delivery across channels

According to over three-quarters of consumers surveyed, email is the most preferred channel through which to receive coupons. However, while email reigns supreme, channels like text and mobile apps are listed by nearly one-third of consumers among their top channels for receiving coupons. As a result, as your business grows, consider adding channels to your coupon distribution, graduating to new ones as customers demand.

Ultimately, a cross-channel approach to engaging consumers with coupons and discounts is ideal. Effective email marketing is a fundamental approach to nurturing customers, but combining email with additional channels like SMS and social media enables online stores to extend their reach, increase brand recall, and meet consumers when and where they are most likely to engage.

## Define your strategic objectives

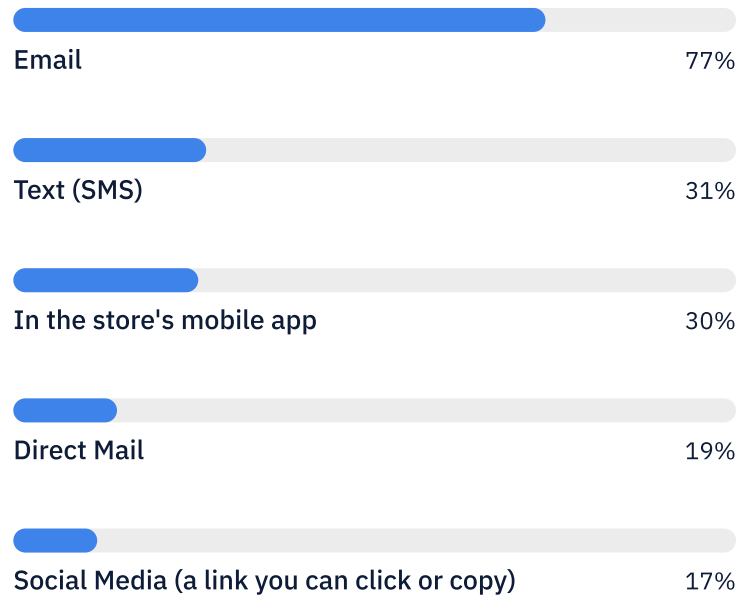
As with any other strategy, you need clear objectives. What are the goals of your incentive program and how should they shape your promotional campaigns? Here are three to consider.

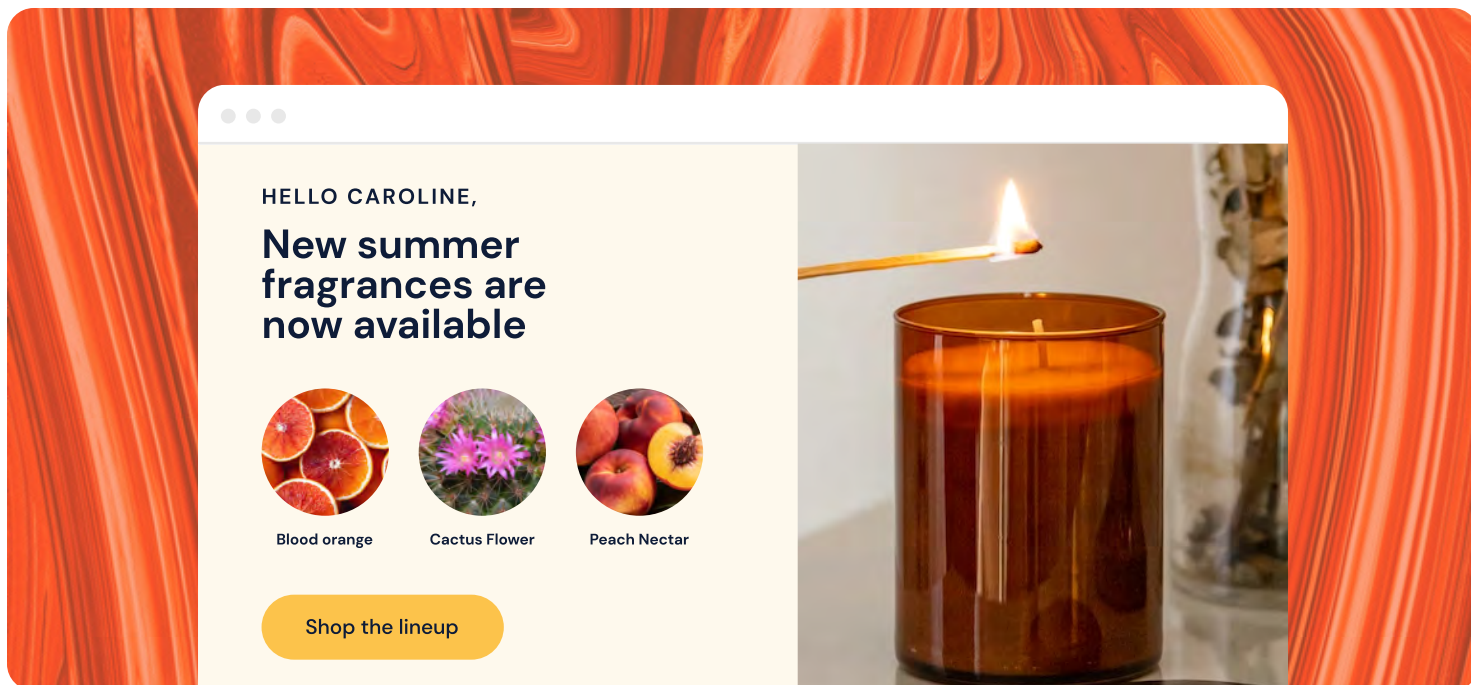
### Goal 1 Attract new customers

Unlike existing customers, new customers are coming into your online store without fully knowing what to expect. Consider:

- Incentivizing happy customers to refer their friends and family. With 91% of consumers willing to recommend an online store to family and friends in exchange for a coupon good for their next purchase, an incentive may drive more ROI than paid advertising channels.
- Promoting email subscriptions as a way for new visitors to get a discount on their first purchase. Email is the preferred coupon channel across all generations, so getting a new visitor to subscribe is a path to getting them to purchase—if not in that first visit, certainly down the line as you build trust and product awareness through your automated welcome email campaign.

## How do you prefer to receive coupons for online stores?





## Goal 2 Nurture and convert shoppers

To accomplish this goal, you need to foster trust and build long-term relationships. Consider:

- Providing personalized recommendations and offers to inspire purchases.
- Recognizing special occasions. Happy Birthday messages are a layout, with 94% of consumers reporting they enjoy receiving them from online stores where they shop. Confused about what to send? In these messages, 75% of consumers hope to see a discount coupon, and another 68% would like a free item with no purchase required.
- Associating your coupons and correspondence with holidays and big events. Just be wary of overwhelming consumers on typically high-traffic times of the year like Black Friday as annoyed customers can easily unsubscribe from all of your brand communications. Strategic timing is key.
- Seizing short-term opportunities. Over half (53%) of those surveyed have made an impulse purchase online in the last 12 months. Leverage incentives to recoup abandoned carts created from impulse shopping.

## Goal 3 Re-engage shoppers

By targeting shoppers who haven't made a recent purchase with enticing discounts, ecommerce businesses can reignite interest and encourage them to return for more purchases. Here are a few ideas:

- 53% of consumers have shopped for new arrivals in the last year. Add an email to your re-engagement sequences about relevant new arrivals that have been added to your inventory.
- Send inactive users a customer survey to learn why they have become inactive, and offer an incentive for completed responses! Asking questions about pain points can help you improve your product or services while re-engaging inactive customers.
- Send an exclusive, limited-time offer or incentive to inactive users to increase urgency and improve email engagement.

Whatever your strategic plan, always keep in mind legendary management consultant Peter Drucker's famous saying, "culture eats strategy for breakfast." In other words, if you don't have the people and systems to implement your strategy, the culture of your organization will inevitably undermine your goals. Incentives require an alignment of team, technology, and strategy to get it right and evolve with your customers' preferences.

## Conclusion

# There's no place *like home*

We hope our research has taken the “Oh my!” worry out of testing and implementing new coupons, discounts, and BOGOS in your ecommerce business. It is apparent from the consumers we surveyed that clear, well-timed, and well-considered incentives can not only motivate them to buy from new ecommerce merchants, but also increase their loyalty to the ones they already purchase from regularly.

Ultimately, the very best insights about your customers will come from your customers. Ask them what they like and dislike about your incentives. Discuss how they like their loyalty to your business to be recognized. Reward them not only with savings, but your time and personal gratitude. In an increasingly digital world, it is that human touch that can truly distinguish your ecommerce business from the competition.

# About Our Research

## Methodology

Ascend2 benchmarks the performance of business strategies and the tactics and technology that drive them. To collect the data in this report, Ascend2 used a custom online questionnaire to survey 1,044 consumers who have made an online purchase in the last 12 months.

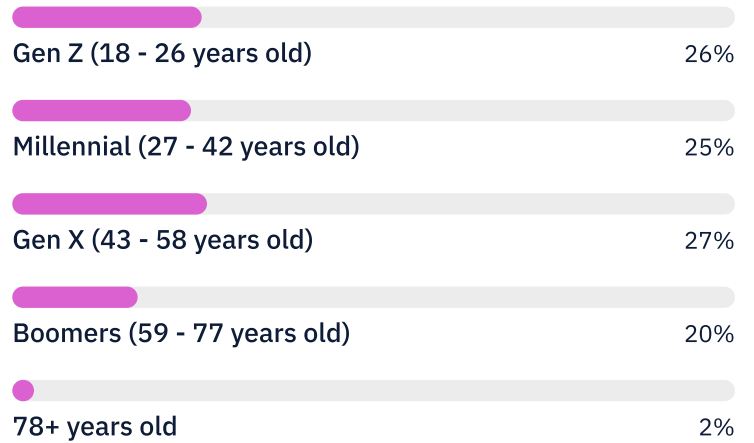
All individuals who answered our survey were in the United States and self-identified as being 18 years of age or older. The survey was fielded in October 2023.



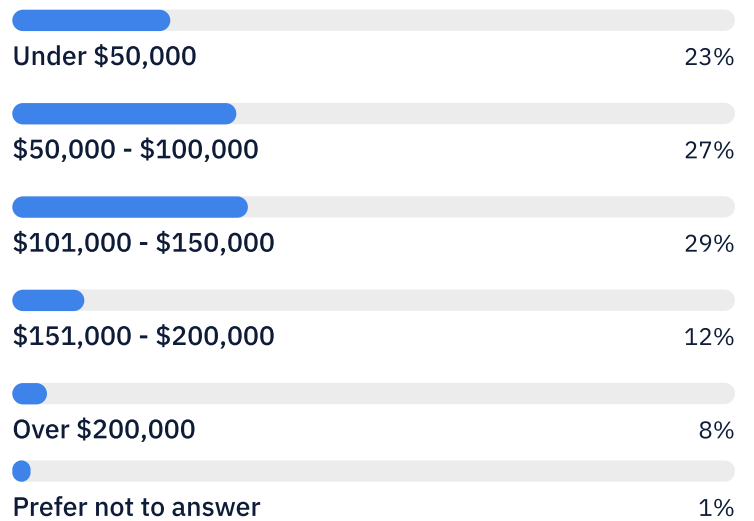
## Participants

N = 1,044 consumers

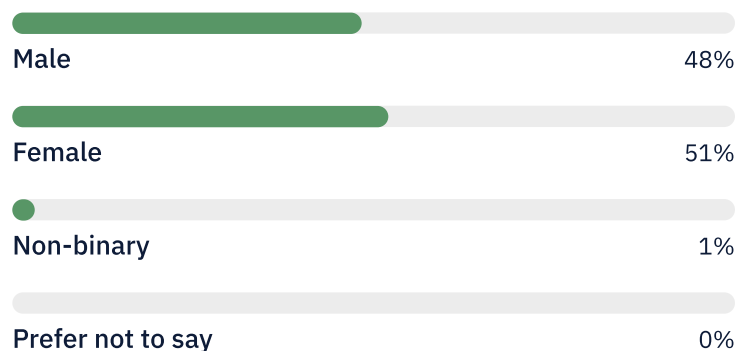
### Age/Generation



### Annual HHI



### Gender



# Behind the *curtain*

## ActiveCampaign >

Customers from over 170 countries depend on ActiveCampaign's mix of pre-built automations and integrations (including Shopify, WooCommerce, BigCommerce, Facebook, Google, WordPress, Salesforce, and Square) to power personalized marketing, transactional emails, and one-to-one CRM interactions throughout the customer lifecycle.

ActiveCampaign holds the highest customer satisfaction rating among Marketing Automation, E-Commerce Personalization, Landing Page Builders, and CRM solutions on G2.com and is one of only a handful of software solutions with over 10,000 positive reviews.

ActiveCampaign has also been named the Top Rated Email Marketing Software on TrustRadius. Learn more and start your free trial at [ActiveCampaign.com](https://www.activecampaign.com).

## Ascend2

RESEARCH-BASED MARKETING

Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

For more about Ascend, visit [ascend2.com](https://ascend2.com).

# Looking to grow your online sales? ActiveCampaign can help!

At ActiveCampaign, we're focused on helping small teams power big businesses with intelligent marketing automation. For ecommerce merchants, that means helping your online store leverage real-time data to power automated communications that:

## Reach and engage customers

Go beyond the initial sale and drive brand loyalty. Get the tools you need to grow one-time purchasers into brand loyalists through the entire customer journey in a matter of minutes across the email, SMS, and other channels that matter most to them.

## Connect you to your customers across all channels

Deliver a consistent and connected customer experience across email, SMS, and social throughout the customer journey.

## Drive repeat sales with personal communications

Personalize your messages with email automations designed to get you the next sale based on your knowledge and the behaviors of each and every customer. Showcase your product catalog, cross-sell the most relevant products for each customer, send abandoned cart reminders, target messages based on product interest, and more.

## Leverage your data to trigger more timely outreach

Tap the power of marketing automation and software integrations to auto-generate abandoned cart reminders, highly-targeted cross-sell messages, and product recommendations based on your customers' website browsing behavior.

## Integrate ActiveCampaign with your ecommerce stack:



Try ActiveCampaign for free

## Free for 14 days

No credit card required. Instant setup.

## The ecommerce features to fuel your sales:

### Product catalog

Create highly personalized messages based on product attributes to facilitate new product launches, cross-sell, and upsell campaigns. Leverage product segmentation on product data to maximize the efficacy of each interaction.

### Coupons & discounts

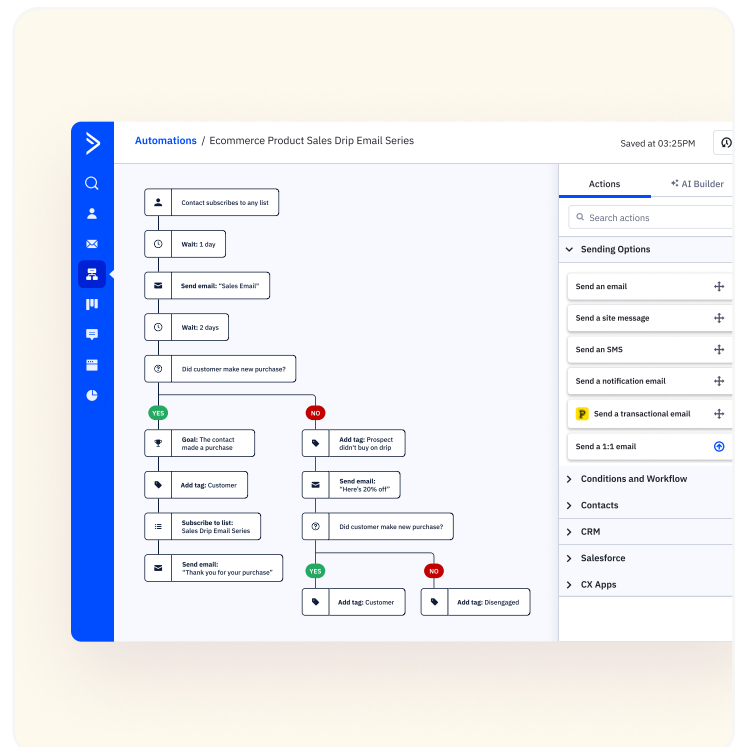
Accelerate your sales with promotions and discounts. Automate coupon codes and send out personalized campaigns to inspire customers to purchase.

### Abandoned cart reminders

Recover lost sales by reminding customers to complete their purchase with abandoned cart emails.

### CRM & sales automation

Utilize our CRM and sales automations to keep loyal accounts and prospective buyers organized and nurtured.



With a track record of

**\$5B+**

of customer ecommerce revenue attributed to ActiveCampaign, we're here to help you to grow your online sales, get more customers, and save time doing it.

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Expand your average sales price with ActiveCampaign's automation platform.

**Try it today, for free** (no credit card required), and if you enjoy it, get 50% off your first three months.

**[www.activecampaign.com/ecommerce](http://www.activecampaign.com/ecommerce)**