**IDEATION**

**1. Track user engagement and find what works**

Usage of several KPI’s and metrics that can track data to improve sales and boost revenue. For example, metrics like cart abandonment and average order value

2.**Use paid traffic to promote your sales**

Adding paid social media ads to ecommerce websites lets you reach a wide range of audience. The right people can be targeted according to demographics like location, age, gender etc

**3.Give exclusive previews for loyal customers:**

Loyal customers play a vital role in not only buying the product but also promoting it to their networks. Exclusive offerings such as a demo, in person meetings and sessions, online tour are a great customer engagement strategy and are essential for growth of sales

**4.Implement Tiered Pricing:**

A technique termed as ‘decoy pricing’ can be leveraged to increase sales with tiered pricing structures. By including a third ‘decoy’ option in the pricing structure, we can push people to buy the middle option, the one we really want them to buy.