ANALYTICAL REPORT

"AskmeOffers Automatic Coupons" Chrome Extension

INTRODUCTION

The AskmeOffers Chrome Extension is a powerful tool designed to enhance online shopping experience. By seamlessly integrating into browser, it ensures that shopper never miss out on discounts and cashback offers. Let's delve into the details but first let's explore the great features and drawbacks of the "AskmeOffers Automatic Coupons" Chrome Extension.

Great Features:

1. **Automated Coupon Application:**

The extension automatically applies eligible promo codes during checkout, saving users the hassle of manually entering codes.

This feature streamlines the shopping process and ensures maximum savings.

2. **Wide Store Coverage:**

AskmeOffers covers an impressive range of stores, including retail giants like Amazon and Walmart, fashion destinations like Myntra, and global marketplaces like AliExpress.

Users can enjoy discounts across a diverse range of online retailers.

3. **Seamless Integration:**

Unlike extensions that bombard users with ads or complex settings, AskmeOffers seamlessly integrates into the browsing routine without disruptions.

It focuses on the core goal: saving users money effortlessly.

4. **Real-Time Deal Notifications:**

The extension notifies users of deals in real time, ensuring they never miss out on discounts.

Whether it's a flash sale or a limited time offer, AskmeOffers keeps users informed.

5. **Intuitive Price Comparison Tools:**

While not explicitly mentioned, an intuitive interface suggests that the extension may offer price comparison features.

Users can compare prices across different stores to make informed purchasing decisions.

6. **Hassle-Free Installation:**

Getting started with AskmeOffers is straightforward. Users can install the extension in seconds and start saving immediately

<u>Drawbacks</u>:

1. **Limited Availability of Coupon Codes:**

While the extension claims to automatically apply promo codes on over 195,000+ stores, it's essential to recognize that not all stores consistently offer valid coupon codes.

Coupons should be more precise and calculative as well as easy to understand about the calculations of purchasing discount, so the user should not be felt cheated. The quality of the coupons matters the most instead of quantity of coupons. It will subsequently increase the number of site visits, which will further help in acquiring new clients.

Some websites may not have active coupons at all times, leading to missed opportunities for savings.

2. **Risk of Fraudulent Coupon Codes:**

Not all coupon codes available online are legitimate. Some websites intentionally provide fake or expired codes to deceive users.

Naive customers might fall victim to fraudulent sites that request sensitive information (such as bank account details or card numbers) under the guise of offering discounts.

3. **Dependency on Browser Extensions:**

Users who rely heavily on browser extensions may find themselves limited to specific browsers (such as Chrome) for their shopping experience.

If the extension encounters compatibility issues or becomes unsupported, users may face disruptions in their couponing process.

PURPOSE

The purpose of this report is to analyze the effectiveness of the AskmeOffers Chrome Extension in providing savings to users during their online shopping journeys.

METHODOLOGY

To evaluate the extension, I conducted the following steps:

1. **Installation and setup**

[Users installed the AskmeOffers Chrome Extension from the Chrome Web Store.](#) The installation process was hassle-free, requiring no technical expertise. Here are the steps:

- Visit the Chrome Web Store link given below to add the extension: AskmeOffers Automatic Coupons-

`https://chromewebstore.google.com/detail/AskmeOffers-automatic-cou/kmklnaljhcfcancckobnbafdhkbigfkk`

- Simply click "Add to Chrome" to install.

2. **Data Collection**

I tracked user interactions with the extension across various online stores. This included monitoring the automatic application of promo codes and cashback offers. Here is an example of online shopping stores, which I am talking about - 'Beardo.in', 'Kapiva.in', 'Sephora' etc.

3. **Performance Metrics**

I measured the following metrics:

- **Coupon Code Application Rate:** The percentage of eligible promo codes applied automatically.

- **Cashback Redemption Rate:** The proportion of users who successfully received cashback.
- **User Satisfaction:** Gathered through user feedback and reviews.

FINDINGS

My analysis revealed the following key findings:

1. **High Coupon Code Application Rate**

The extension consistently applied relevant promo codes during checkout. Users appreciated the convenience of not having to manually search for codes.

2. **Wide Store Coverage**

The extension supported over 195,000+ stores worldwide, including retail giants like Amazon, Walmart, and fashion destinations like Myntra and AliExpress.

3. **Seamless Shopping Experience**

Users reported a seamless shopping experience. The extension discreetly worked in the background, ensuring maximum savings without disrupting the flow.

CONCLUSION

The AskmeOffers Chrome Extension is a game-changer for online shoppers. Its automated features save time, enhance convenience, and maximize savings. I recommend its adoption for anyone seeking smart shopping solutions.

RECOMMENDATIONS/ Potential Enhancements and Insights:

Based on my analysis, I recommend the following:

- **Promotion and Awareness:** Increase awareness about the extension through targeted marketing campaigns. Implement a referral program to incentivize existing users to refer friends and family.
- **User Education:** Provide clear instructions on using the extension effectively. Encourage users to install the extension by highlighting its benefits (e.g., time savings, automatic discounts) on your website or through targeted ads.

- **Continuous Improvement:** Regularly update the extension to support new stores and improve coupon code accuracy.
- **Coupon Code Accessibility:** In the current scenario the accessibility of coupon code needs to be more transparent. For 'beardo.in' & 'kapiva.in' the AskMeOffer claims about "Automatically Apply 44 Beardo Coupons in Just One Click!" & "Automatically Apply 84 Kapiva Coupons in Just One Click!" respectively, but after visiting those sites there are only 10 coupons which are automatically accessed and evaluated for best offers no matter what the cart value is.

- **Personalization**: Consider personalizing coupon recommendations based on user preferences, browsing history, and purchase behavior.
  Tailor coupon suggestions to specific product categories or brands that the user frequently shops for.

- **Performance Metrics:** Track key metrics such as conversion rate, user retention, and average order value. Analyze user feedback and ratings to identify pain points and areas for improvement.

- **A/B Testing:** Conduct A/B tests to evaluate different features, messaging, and user flows. Test variations of the extension (e.g., different pop-up designs, coupon placement) to optimize user engagement.

- **Security and Privacy:** During the time of extension installation, the pop-up asks permission to read and change all user data to look and feel fishy. This will make many users avoid adding the extension. Instead, users should be given the choice to either accept the permission or not. Ensure that the extension adheres to privacy regulations and does not collect sensitive user data without consent. Regularly audit the extension for security vulnerabilities.

- **Extension accessibility:** The extension needs to be supported on mobile devices as multiple users use mobile apps for shopping instead of using a PC.

In summary, the AskmeOffers Chrome Extension is the ultimate shopping sidekick, ensuring smart savings with every click.