

Goal: Increase AOV**Target: Increase Average Order Value, Improve Sales**

Initiative	Developer Action	Justification
Product Combo Offer	Automatically add the Silicon Cover for the selected airdopes SKUs based on the availability	Bundles entice users to purchase more at a perceived discount.
Volume Discounts / Tiered Pricing	Created discounts for 2units, 5units and 10units and allowed customers to add these respective units to the cart in a single click	Encourages users to buy more to save more
Free Shipping Threshold Indicator	Clear callout on the PDPs and slider cart for shipping fee based on the product value	Nudges customers to add more to unlock perks
Post-Purchase Upsells	Custom Thank You page with exclusive add-on offers	Captures impulsive purchases post-checkout without interrupting buying flow
Loyalty Program Integration with Spend Incentives	Integrated Nector for points-based loyalty and spend-to-earn loyalty points that can be redeemed in the next purchase	Customers buy more to unlock points
Offer Buy Now, Pay Later (BNPL) services	Snapmint and Mobikwik Integration	Encourages users to spend more now and pay later