



## #21 Distinction bias, #20 Contrast effect

We can manipulate the position of the displayed service/product by performing appropriate A/B tests.

## #92 Decoy effect

If we notice that users stay on the same page and cannot choose something for too long, we can add an unfavourable option.

## #80 Appeal to novelty, #39 Recency illusion

We can "reinvent" an existing product by changing its wrapper and serve it up as new. The implication is that each time we use this technique, we carefully collect analytical data, and each time our wrapper gets better.

## #58 Normality bias

We can prepare some changes that will change the "status quo" for our users, announce them, and advise users to switch to a new service plan or product before the changes take effect.

## #28 Selective perception, #22 Framing effect

We can define our users' current interests and then modify our offerings to match them.

## #86 Zero-risk bias

We can identify our users' concerns about the product and add different guarantees to cover any risks completely. Here I'm talking about extremely obvious things to us and not entirely obvious to users. For example, we can add a 99.9% guarantee of our servers' availability, a guaranteed response from the support service within one day, etc.



#### #4 Mere-exposure effect

We can add to our offer some familiar things to our users, they have exclusively positive emotions associated with.

#### #15 Von Restorff effect

We can visually distinguish the object from the rest.

#### #23 Money illusion

Knowing that most people make financial decisions without adjusting for inflation, we can lure them with offers of various kinds of cashback, accumulative virtual money, etc.

#### #49 Automation bias

We can send targeted suggestions with offers to buy what similar users have bought ([#50 Bandwagon effect](#)).

#### #83 Loss aversion

We can provide vouchers for a specific amount of money, with a limited duration. At the same time, we can restrict the use of vouchers for the goods/services we need.

#### #79 Hyperbolic discounting

We can create "offer-forks" - kind of short-term "hot promotions" with instant bonuses for the purchase of the product/service we need.