

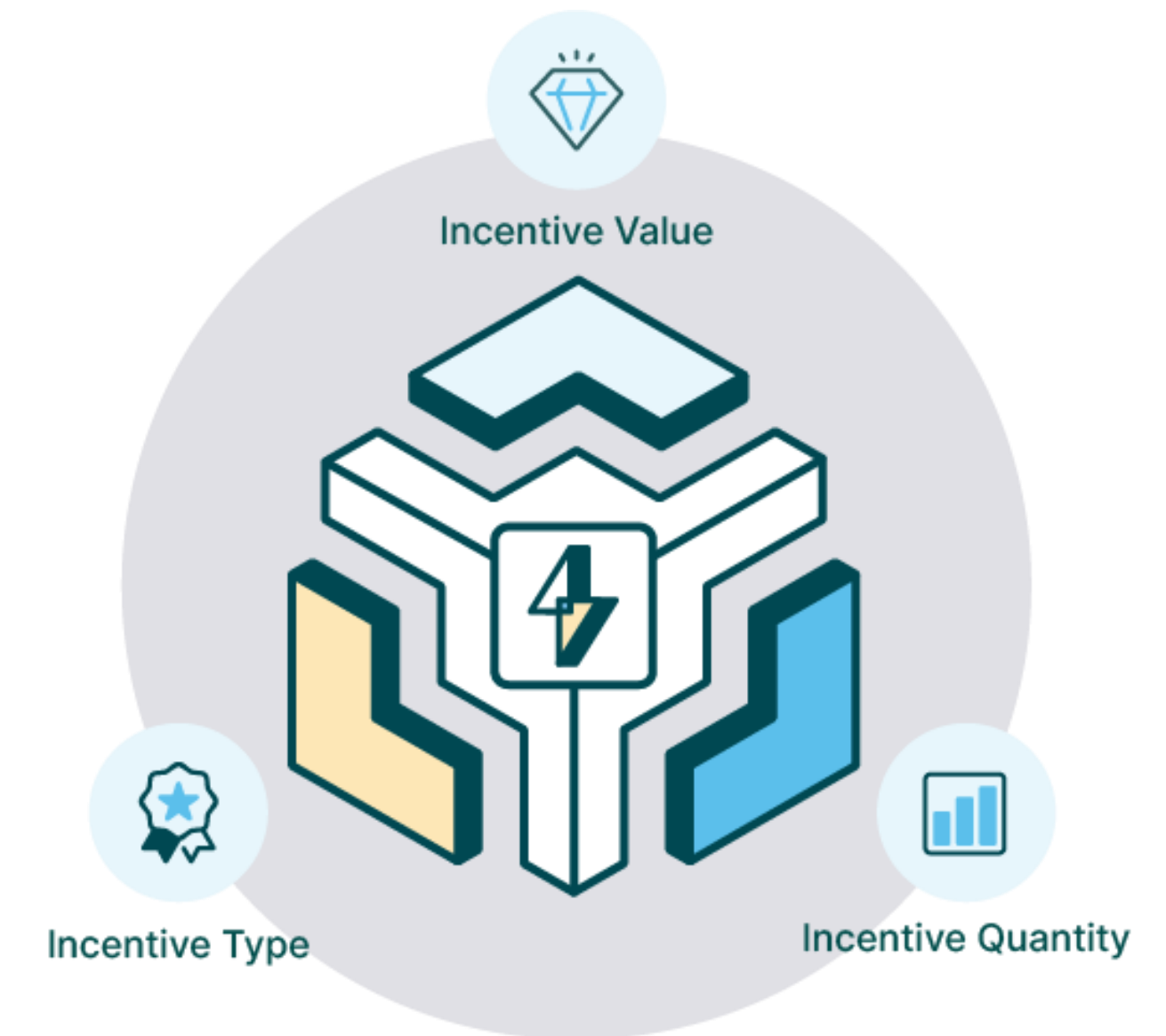


Promo & Discount Order Analysis

2025

We dove deep into your actual order and discount data from the past 60+ days because we wanted to give you insights that actually matter—not generic advice. Every number, trend, and recommendation in this analysis comes directly from your customers' real buying behavior.

Here's what we found: your discount strategy has some serious opportunities hiding in plain sight. There are simple tweaks that could boost your profitability while keeping customers happy, and bigger strategic shifts that could transform how you think about promotions entirely. This isn't about cutting discounts—it's about making them work smarter for your business.



What & Why

Key Findings

1

High Discount Utilization

81% of all orders had a discount attached, highlighting a strong customer reliance on promotions to drive purchases.

2

Rising Discount Values, Lower Efficiency

The average discount value per order increased by 71% (from \$22.50 to \$38.40), while the number of orders per code dropped by 36%, indicating that deeper discounts are generating fewer, less profitable orders.

3

Mid-Range Discounts Drive Volume

Discounts in the 15–25% range produced the highest order counts and gross sales, while smaller discounts (10%) delivered the best ROI, suggesting a sweet spot for balancing volume and profitability.

4

Promotional Cadence Intensifying

The number of active discount codes more than doubled (from 15 to 35), reflecting a much heavier promotional schedule and increased experimentation with offers.

5

Top Codes Dominate Results

Just a handful of codes (e.g., MOTHERSDAY, MEMORIALDAY) accounted for the majority of redemptions and discount spend, with the top five codes representing 79% of all discount orders.

6

Offer Types & Eligibility

The most common offers were percentage-off and free product promotions, with the majority targeting specific items or requiring a minimum spend, demonstrating a focus on targeted incentives.

7

ROI Varies Widely by Discount Depth

ROI peaked at lower discount tiers (up to 536% at 20% off), but dropped sharply for deeper discounts, underscoring the importance of optimizing discount depth for profitability.

Orders With Discounts Attached – Snapshot

% Orders With Discount Attached

81%

Average Discount Value Per Order (%)

33%

Average Order Value With Discount Attached

\$57.06

Unique Discounts Redeemed

92

Total Discount Value Given (\$)

\$117,592.73

Average Discount Value Per Order (\$)

\$31.82

Average Items Per Order With Discount Attached

2.49

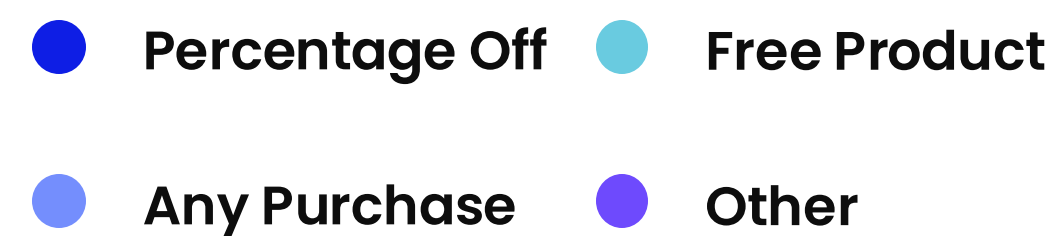
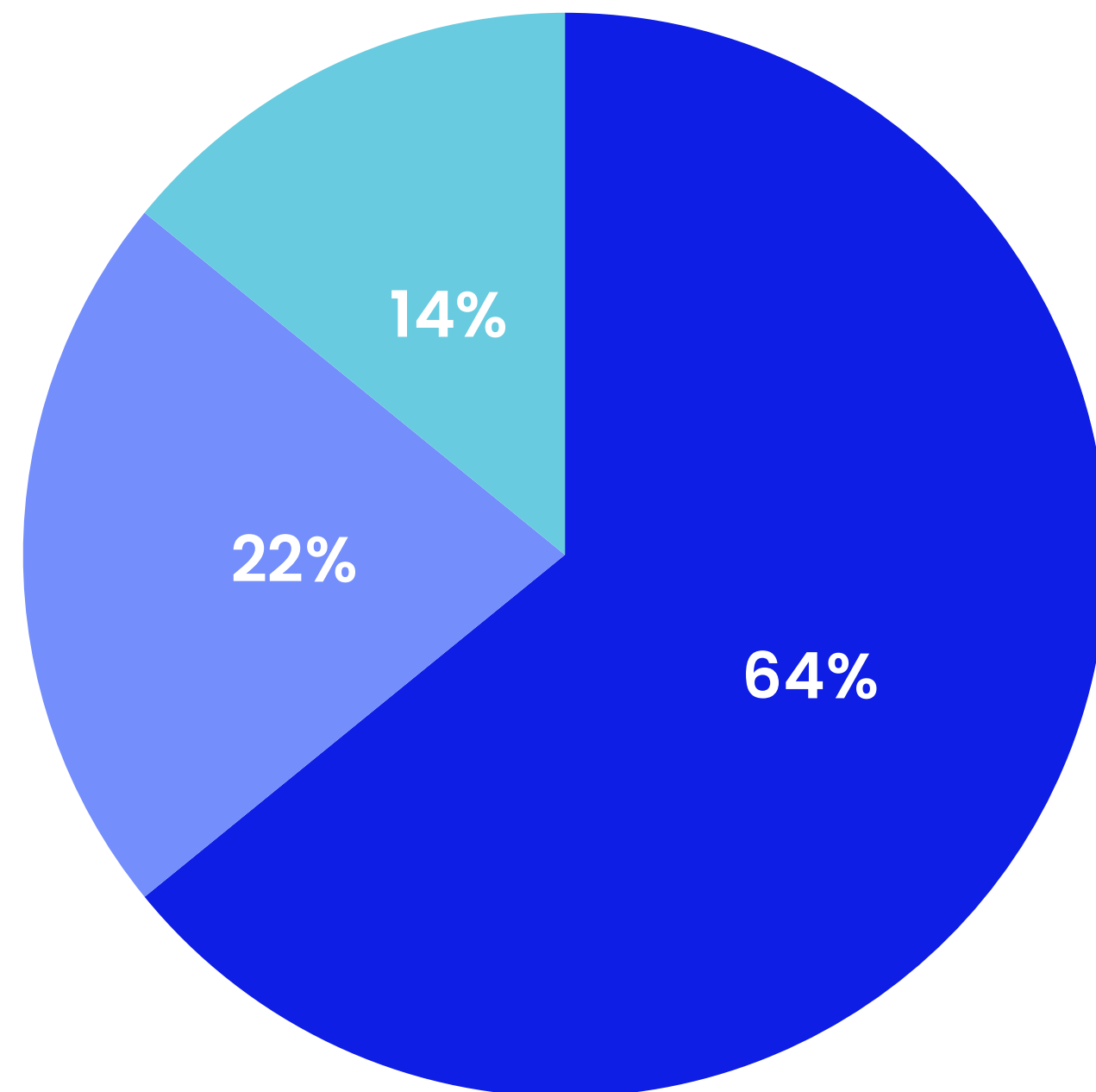
Total Discounts Redeemed

3,695

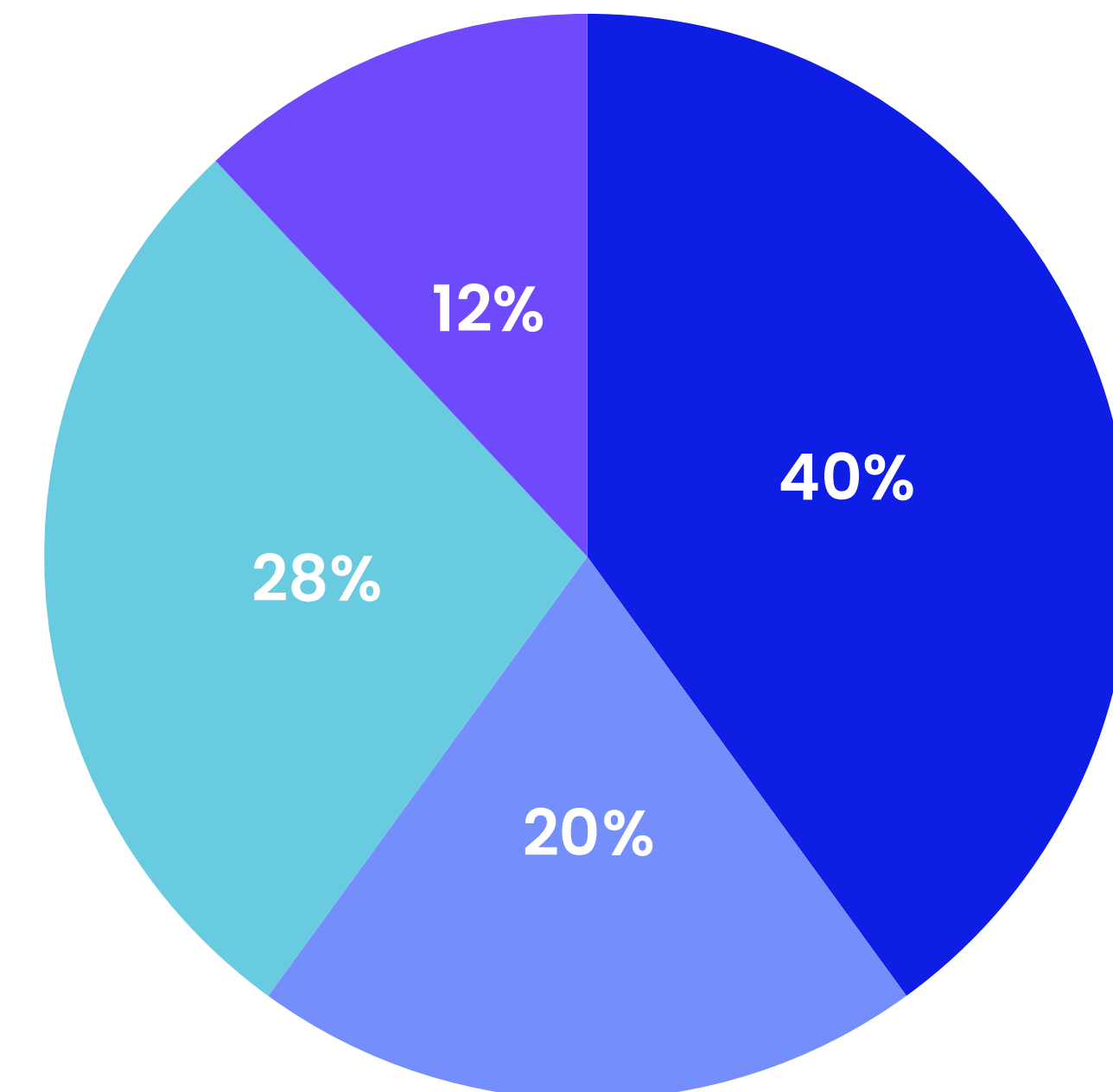
Discount Code Breakdown

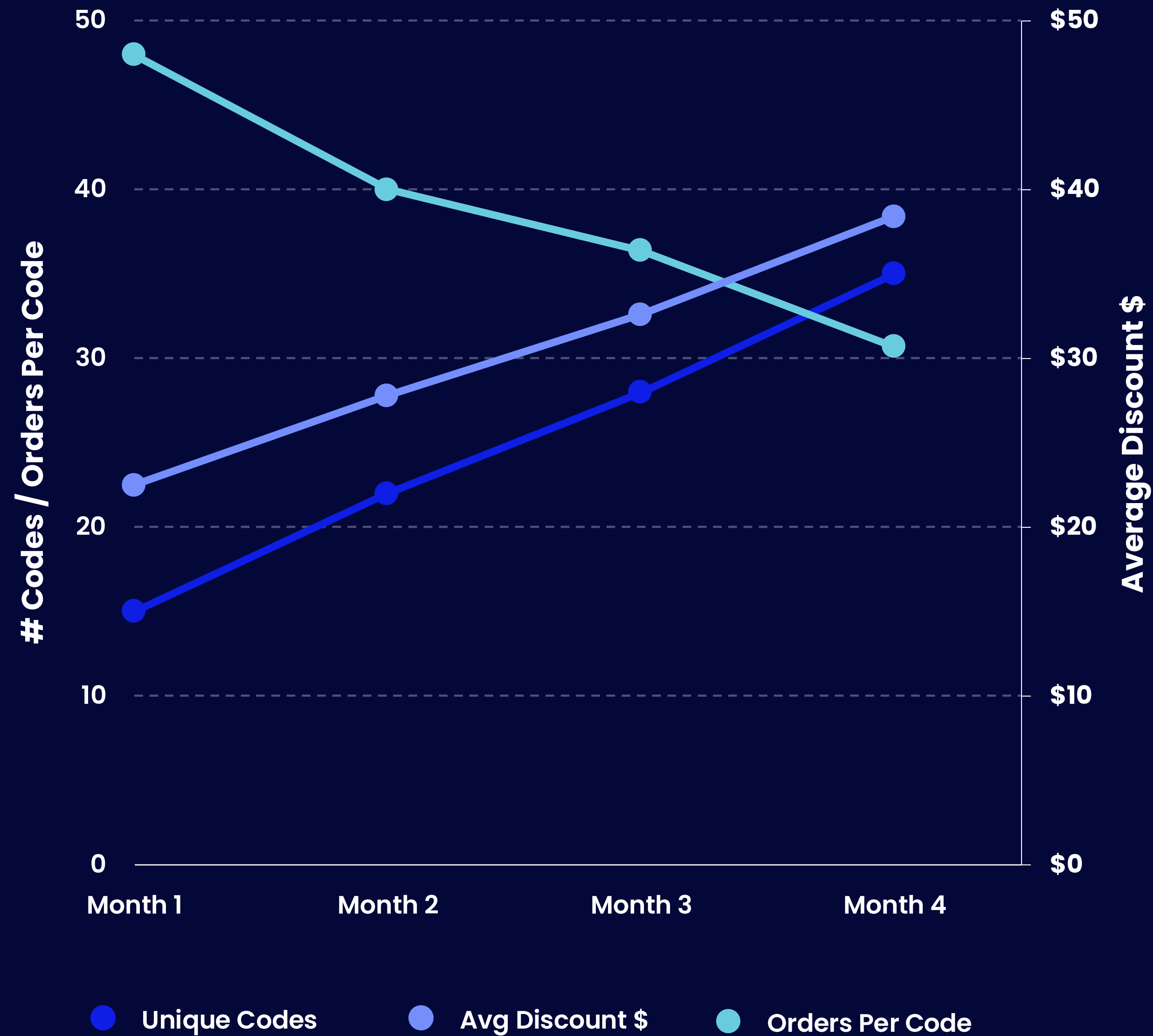
Analysis of your most common offer types and eligibility requirements.

Offer Types Used Most



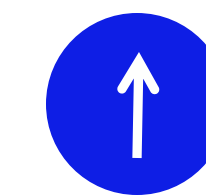
Offer Product Eligibility Used Most





Promotions Are Heating Up... But Performance Is Cooling Off

Doubling down on discount codes and deeper price cuts has driven up activation – but each code is now generating fewer less profitable orders orders.



+133% Codes Configured

Active discount codes jumped from 15 in Month 1 to 35 in Month 4 – reflecting a much heavier promotional cadence.



+71% Average Discount \$

The average dollar value of each code soared from \$22.50 to \$38.40 as the store leaned into bigger discounts to drive traffic.



-36% Orders Per Code

Redemptions per code fell from 48 orders to just 30.7 – evidence that while the store is offering more and larger discounts, each code is lifting fewer transactions.

Most Redeemed Codes

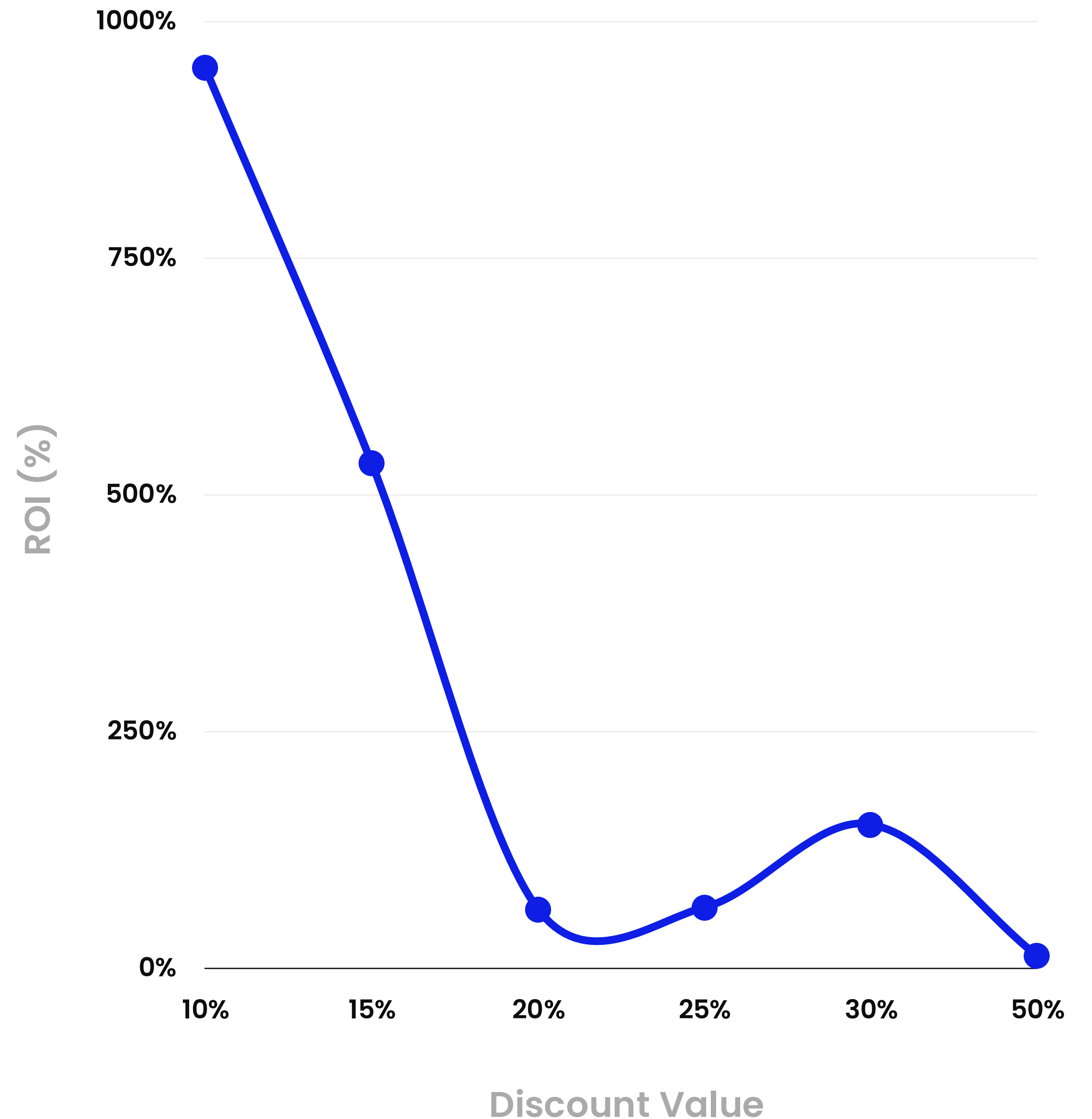
	Total Redemptions (#)	Total Discount Value (\$)	GMV (\$)	Sales (\$)	AOV (\$)	ADV (\$)	ADV (%)	ROI
MOTHERSDAY	1,174 (32%)	\$27,847	\$98,280	\$70,433	\$59.99	\$23.72	28.3%	153%
MEMORIALDAY	809 (22%)	\$22,629	\$71,264	\$48,636	\$60.12	\$27.97	31.8%	115%
FRIENDS	416 (11%)	\$7,471	\$34,439	\$26,968	\$64.83	\$17.96	21.7%	261%
EVENT	325 (9%)	\$3,232	\$23,790	\$20,558	\$63.25	\$9.95	13.6%	536%
LAUNCH	210 (6%)	\$10,148	\$23,666	\$15,893	\$64.37	\$48.33	42.9%	33%
	79% Discount Orders	60.7% Discount \$	\$50,288 Avg	\$36,022 Avg	\$62.51 Avg	\$25.59 Avg	27.7% Avg	220% Avg

How Discount Depth Drives Volume, Revenue & ROI

Analyzing customer response across six discount tiers within % off – our findings shows that mid-range % (15-25%) deliver the highest order counts and gross sales, while shallow discounts maximize ROI.

	Orders (#)	Total Sales (\$)	AOV (\$)	Avg Discount (\$)
10%	146	\$9,576	\$65.59	\$6.23
15%	785	\$48,859	\$62.24	\$9.81
20%	352	\$19,050	\$54.12	\$33.46
25%	2,204	\$142,698	\$64.74	\$39.48
30%	65	\$6,897	\$106.11	\$42.07
50%	108	\$6,894	\$63.83	\$56.44

DISCOUNTS VALUES



Competitive Landscape



% Orders With Discounts

81%

59%

×

Avg. Discount % Per Order

33%

24%

×

Unique Discount Codes Redeemed

92

67

×

Avg. Discount ROI

141%

176%

×

Top Offer Type Used

% off

% off | All Items

Top Offer Eligible Towards Used

Specific Items

All Items | Specific Items