

Convert and conquer with

Ultimate Special Offers



Follow this guide to learn:

- What is a conversion rate?
- Why does it matter?
- How you can use Ultimate Special Offers to boost your conversion rate!

What's a conversion rate? (and why does it matter?)

A conversion rate shows the percentage of customers who took a desired action online. Learn about [Shopify analytics](#).

In **ecommerce**, the conversion rate generally refers to the percentage of customers who complete a purchase on your store. **Ultimate Special Offers** calculates the conversion rate as the percentage of customers who completed an order that includes special offers.

Learn about [in-app reporting](#).

(and why does it matter?)

Converting browsers into buyers is a crucial step in growing your business. This is especially important when you start to increase traffic to your online store through paid advertising.

Increasing your conversion rate will not only increase your sales, it will increase your ROI for advertising.

Where can I find my conversion rate?

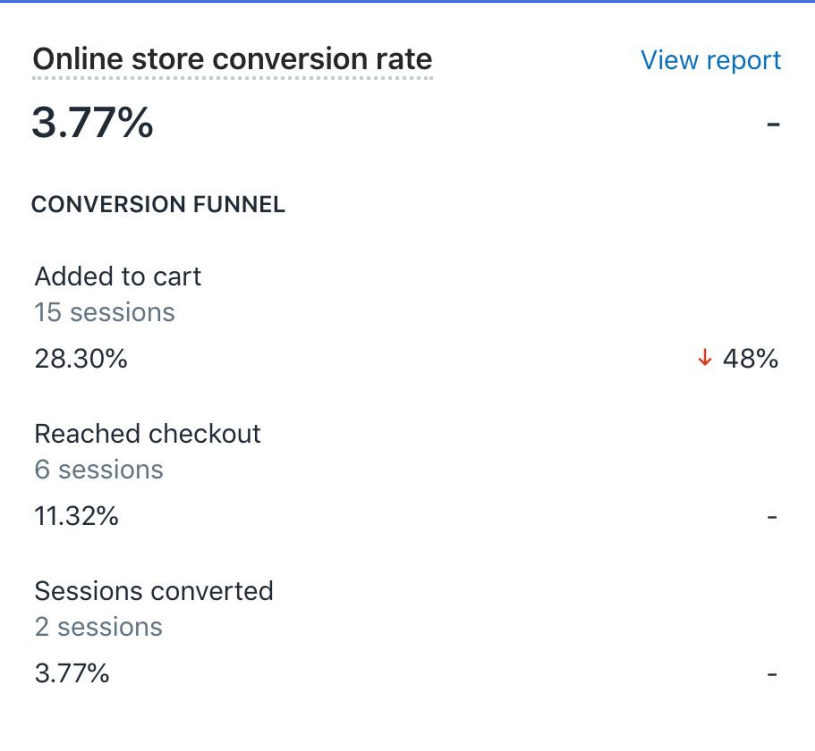
Your **Shopify** admin contains a range of analytics, including your store's conversion rate.

Your **Ultimate Special Offers** dashboard will show you offer conversion rate, as well as total orders and total value of orders made with the app.

Although these conversion rates will differ, the important thing to know is that improving your conversion rate in the app, will boost your conversion rate in the admin.

In fact, you will likely see a higher conversion rate in the Ultimate Special Offers dashboard because customers are more likely to complete their purchase when a product is discounted.

The likelihood that they'll convert is increased when the discount is automatically applied at the checkout.



Example: Shopify online store conversion rate and Ultimate Special Offers conversion rate

Let's improve your offer conversion rate!

Preview the offer you have set up to see if there are any barriers between adding a product to the cart and checking out.

- **Is your offer easy to understand?** Be clear in the offer message you create to avoid any confusion that could result in dropped sales.
- **Are you offers applying at the checkout?** Disable dynamic checkout buttons and Ajax cart when offers are active, as they disrupt the app's ability to apply discounts to the order.

Targeting your offers will improve your conversion rate

Everyone loves a deal but not every deal is for everyone! It's important to **sell to the right customers.**

Customers are more likely to engage with an offer when it is relevant to their own interests and buying habits. Study your Shopify admin to learn more about your customers and sort them into customer groups.

Offer targeting

Using the availability section in USO

Choose the right offer type for your customers



Learn how to use each offer



[Making a Bulk offer](#)



[Making a Goal offer](#)



[Making a Volume offer](#)



[Making a Discount offer](#)

Learn how to use each offer



[Making a BOGO offer](#)



[Making a Gift offer](#)



[Making a Bundle offer](#)



[Making an Upsell offer](#)

Targeting offers with the Availability feature

In addition to choosing and layering 8 different automatic offers, Ultimate Special Offers gives you a ton of options for creating highly targeted offers.

Each offer type has an Availability section that you can fill out to make offers that are only accessible to specific customers or customer types.

Instead of casting a wide net and seeing who's interested, you can create different offers that will resonate with different customers.

Options for offer availability

1. Sales channel
2. Date and time
3. Customers accounts
4. Unique offer link

1. Sales channel

Make the offer available on the online store, through the Shopify POS app, or both.

2. Date and time

Make the offer available for a limited time by scheduling it to begin and end on selected dates and times.

3. Customer accounts

Make the offer available only to customers when they are logged in to their customer account or make the offer available to specific customers groups.

4. Unique offer link

Make the offer available only to those who have reached your online store by clicking a specific link.

What's a customer group? (and why do I care?)

You can create customer groups in your Shopify admin by sorting your customers by using the [filter feature](#). Next, [tag customers](#) with similar purchasing histories by using the bulk editor in the Shopify admin.

Then create an offer that is available exclusively to that target demographic by adding that same customer tag to the “**only show to signed in customers**” field in the [Availability section](#).

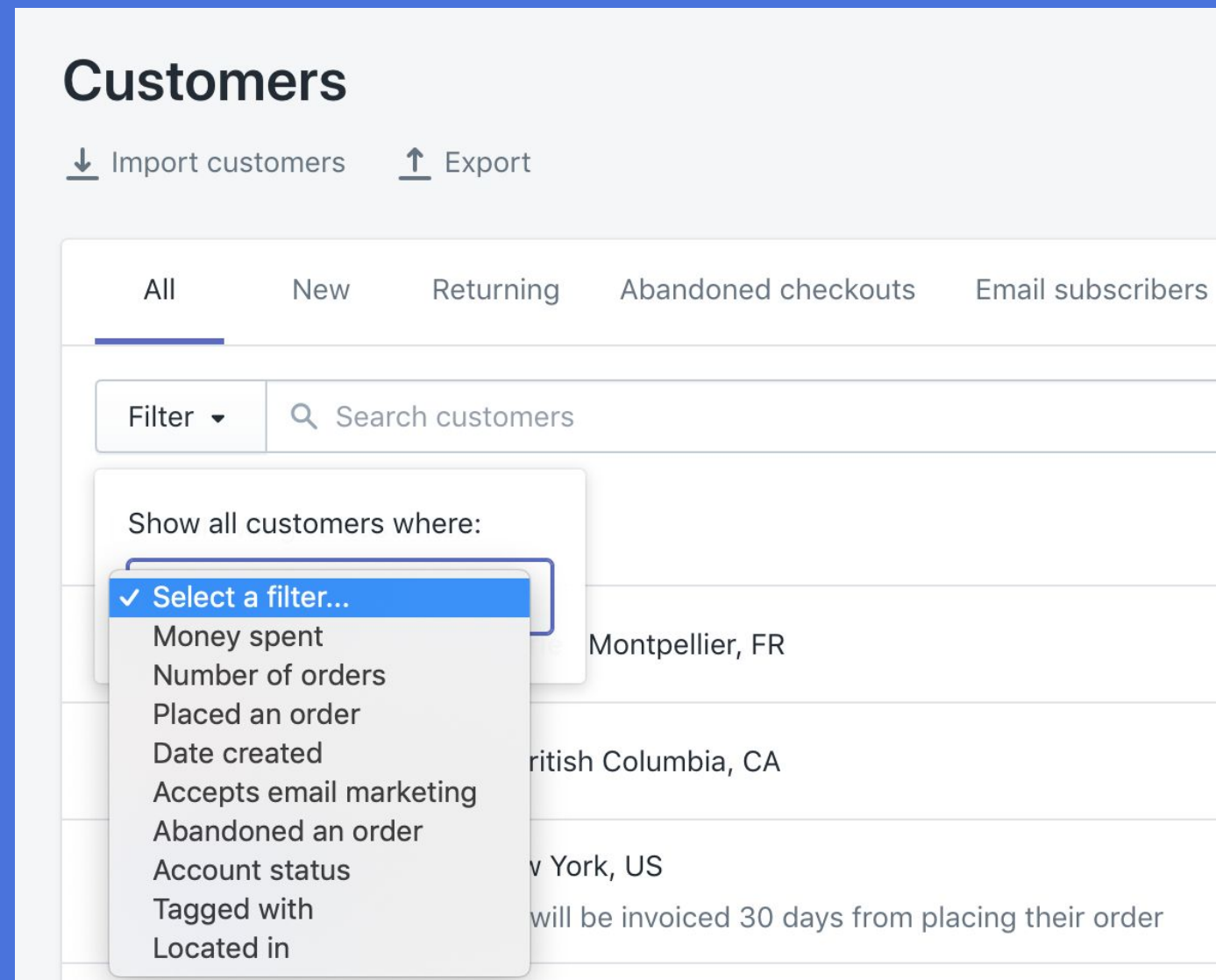
(and why do I care?)

This feature works well for increasing customer loyalty because it rewards customers who have created accounts on your store. Use the information associated with their account to make them a returning customer, and ultimately increase your customer lifetime value (LTV).

Offers that use customer tags will only be displayed to tagged customers. All other customers will pay full price. Creating exclusive deals for existing customers shows them that you want to maintain a relationship with them.

Customer filter options

Choose from the following options or mix and match in the Shopify admin.



- Money spent
- Number of orders
- Placed an order
- Date created
- Accepts email marketing
- Abandoned an order
- Account status
- Tagged with
- Located in

When to use different filters

Money spent

Increase customer lifetime value by offering a discount when goal spend is met over time.

Located in

Celebrate international holidays with timely sales for different countries.

Number of orders + placed order

Create loyalty by encouraging multiple orders a month.

Working with unique offer links in Ultimate Special Offers

Offers that are activated by unique offers links are ideal for attracting new customers, as they do not require the customer to have an account on your store.

Links are generated in the app and can be added to Facebook ads, Instagram ads, email marketing, or sent directly to customers. Only you can control where the link is added.

Generating your unique offer link

All you need to do is add some text into the “require specific link access field” in the Availability section and the app will generate a unique offer link for you. Now you're ready to share the link!

Require specific link access

thanks

Link: <https://ultimate-special-offers-demo.myshopify.com/?sol=thanks> 

Additional Resources

You can find links to resources throughout this whole guide, but make sure to check out these additional resources for great ecommerce ideas!

- [Pixel Union Help Center](#)
- [Setting the availability for offers](#)
- [Pixel Union blog](#)
- [Shopify blog](#)