

Leading consumer products company uses rebates to increase add-to-cart rate

GOAL

A leading consumer products company wanted to increase the Add-to-Cart (ATC) rate for a new product they were launching.

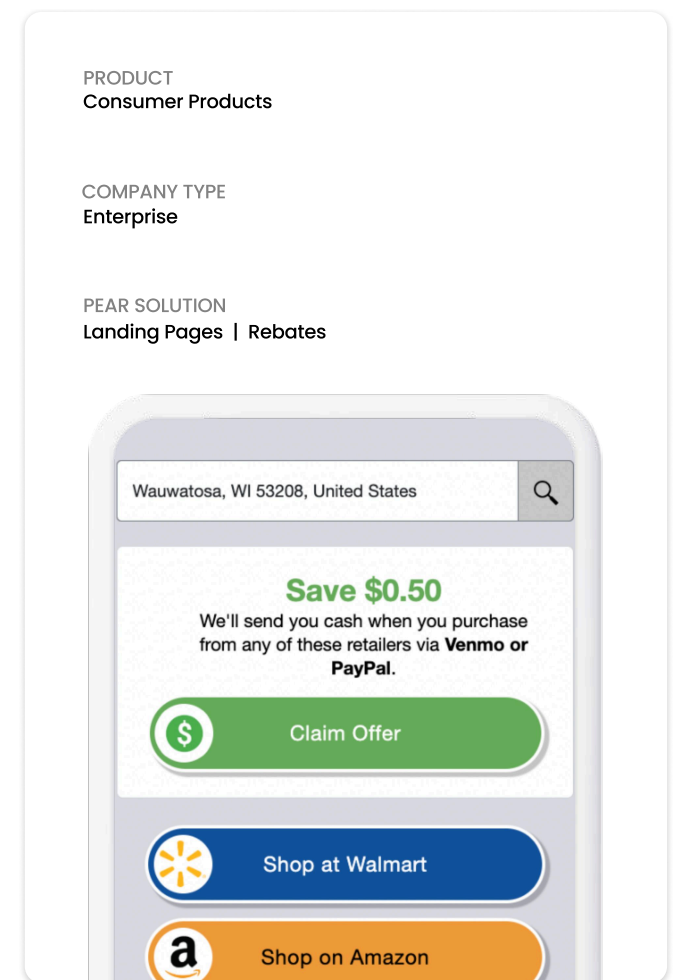
CHALLENGE

The company was rolling out a new, premium bug spray and experiencing awareness and consideration challenges at the initial launch.

SOLUTION

Pear helped the company conduct a split-test gaging consumer price sensitivity, which included a \$0.50 off rebate, a \$1.00 off rebate, and a no rebate option served to consumers on shoppable landing pages.

Both rebate options led to a **75% increase in purchases** and a **300% increase in total Add-to-Carts**.



75% increase
in purchases



300% increase
in total ATCs

**Reach more consumers.
Grow your brand.**

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