



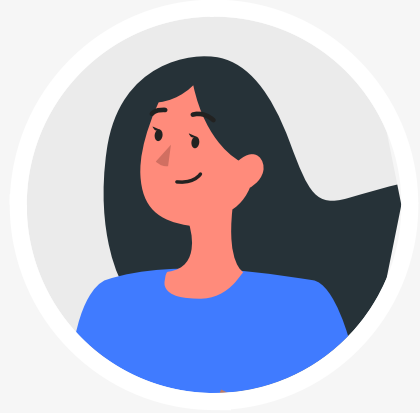
Loyal But Ready to Leave:

Amazon's Battle to Retain Bargain-Hunting Shoppers

Understanding Amazon Shoppers' Loyalty and the Fine Line Between a Sale and a Missed Opportunity



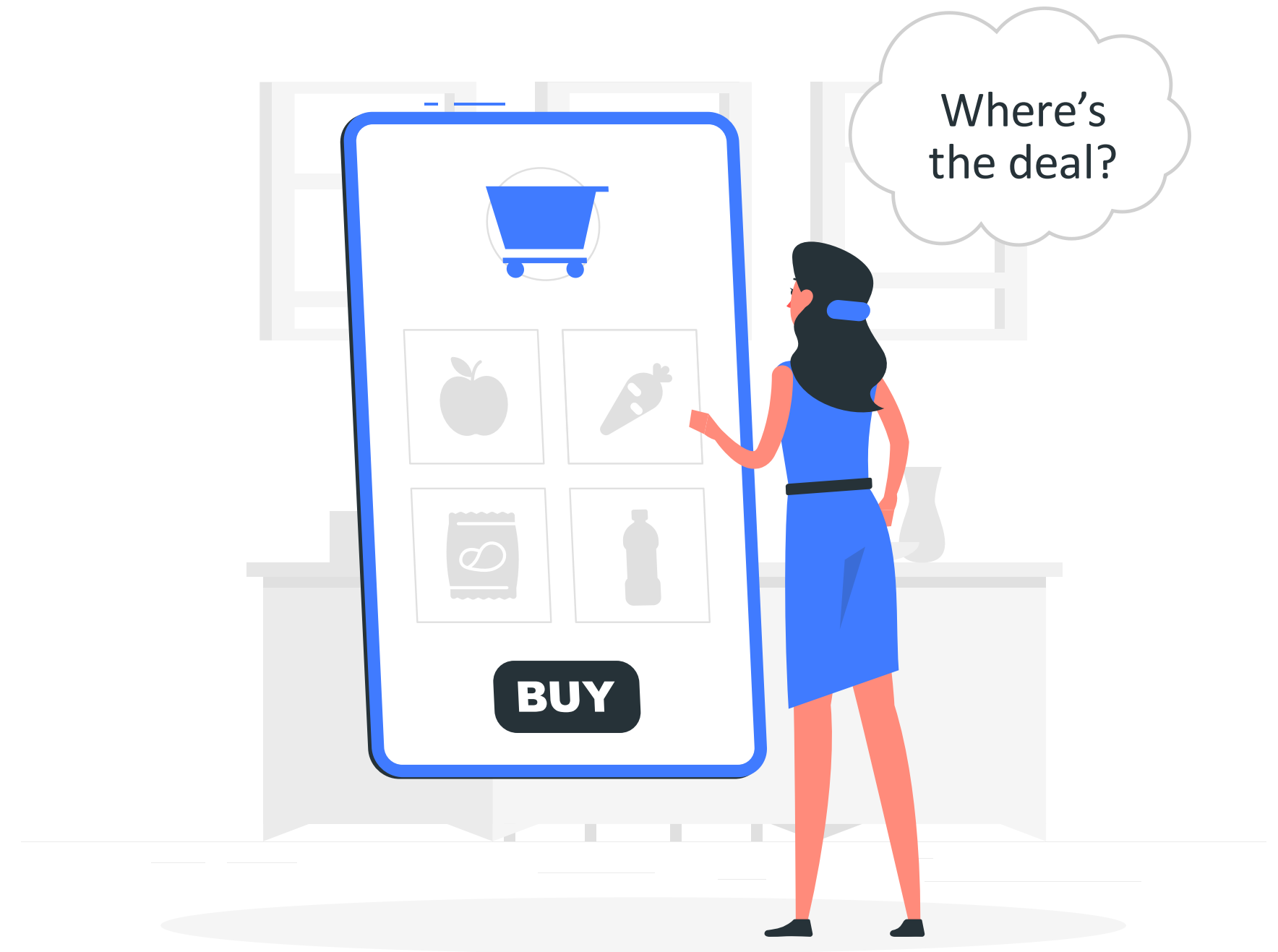
Anna



Meet Anna: The Savvy Amazon Shopper



Anna is a loyal Amazon shopper. She loves the convenience and the prices, but if she can't find what she needs or spot a great deal, she's quick to head to another retailer.



Amazon Shoppers: Loyal But Ready to Jump Ship



Source: Shopper Intelligence Survey; Year to end of Q2 2024; Total Online, All Categories sample = 44,578 Shoppers; Total Amazon, All Categories sample = 6,918 Shoppers (who have shopped in the last 7 days); Index of Amazon Shoppers vs Online Average

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The Drivers Behind Amazon Loyalty – and What Causes Shoppers to Walk Away

Promotions

drive traffic to Amazon

OVER-INDEX AT **107**

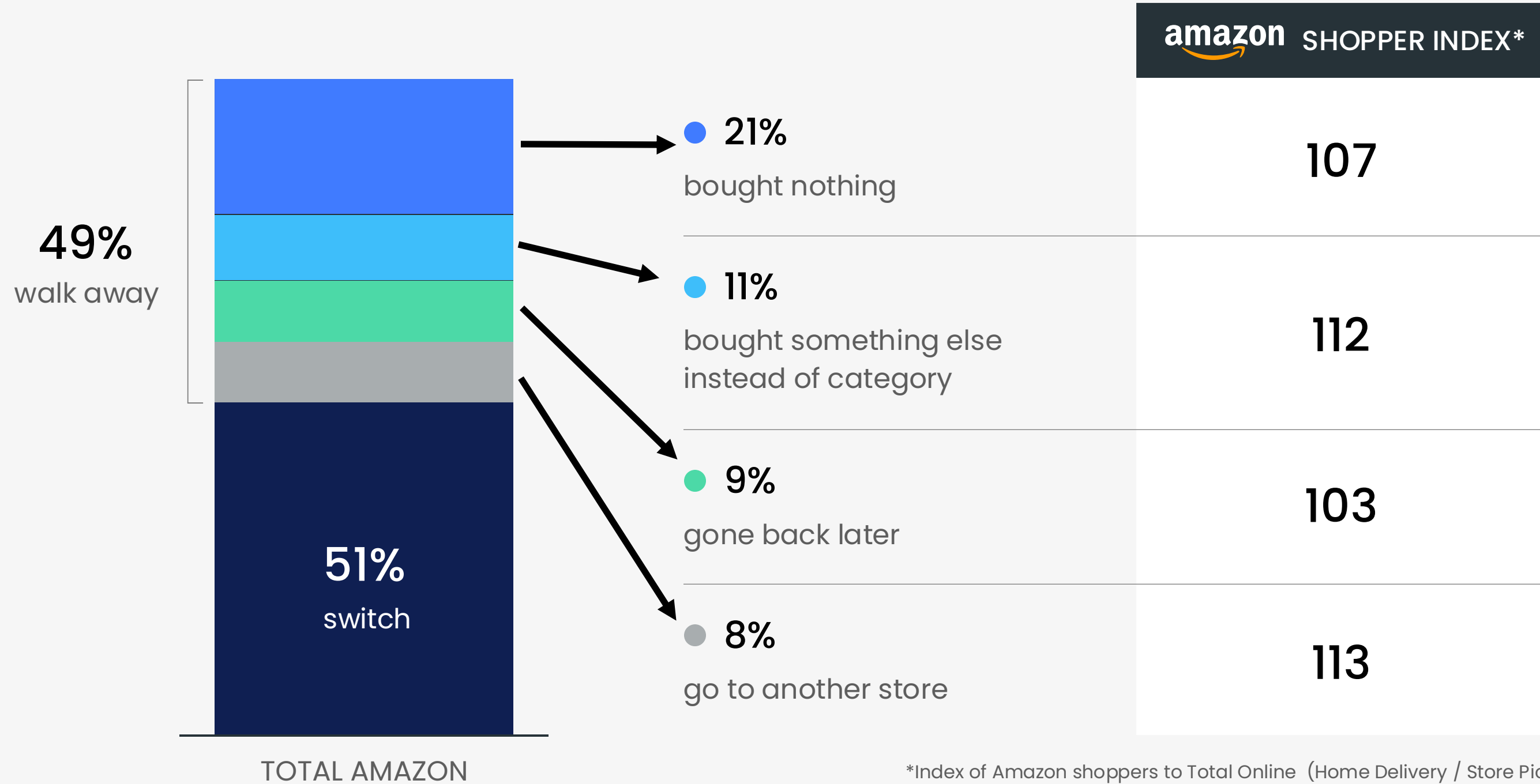


Lack of availability

causes 49% of shoppers to abandon their purchase. Amazon shoppers more likely than other online shoppers to walk away and take make their category purchase at another retailer.

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When Loyalty Isn't Enough: Why Shoppers Abandon Amazon



The abandonment rate at 49% shows that loyalty alone isn't enough to keep shoppers engaged

*Index of Amazon shoppers to Total Online (Home Delivery / Store Pickup)

How to Retain Amazon Shoppers and Boost Engagement



Optimize Assortment

Make it easy for shoppers to find what they want.



Refine Promotional Strategies

Ensure deals are clearly visible and valuable.



Deep Dive into Shopper Journey

Conduct a detailed analysis to improve user experience.

How Will You Keep Amazon Shoppers Loyal?

Are your promotions enticing enough to keep deal-hunters from walking away?

Can shoppers find exactly what they need when they need it?

The competition is just a click away—are you ready to save the sale?



The Path to Loyalty: Engaging the Amazon Shopper

Optimizing assortment and promotions reduces abandonment/walk away.



Promotions and availability keep shoppers loyal.

A better shopper experience leads to stronger retention.