

NOTES

Many major e-commerce sites don't appear to offer group scale pricing, including:

- Amazon
- Crate & Barrel
- J. Crew
- Sephora
- Walmart
- Zappos

Among those that do, it seems rare for there to be multiple concurrent group scale promotions. For example, here are the current promotions on a few major sites:

- Gap.com: men's t-shirts, women's underwear
- BarnesAndNoble.com: buy-3-for-2 book promotion
- Uniqlo.com: men's socks
- YoYo.com (Quidsi): K'Nex, Chima Legos, Schleich, OgoSport

So most sites aren't faced with the issue of having many different promotions appearing within a single search results page (even in the case of YoYo.com, which had the most).

The most similar implementation to FreshDirect's is the Gap Inc. family of sites, with a dedicated "see all" template to display all products within a single Group Scale Pricing promotion.

POTENTIAL ISSUES WITH GROUP DISCOUNT DISPLAY IN FRESHDIRECT.COM SEARCH RESULTS

1. Search results are sorted by relevancy, so products that qualify for the same group scale pricing are not adjacent to each other.
2. Different groups of scale-priced products may appear within the same search results, all with the same "Mix 'n Match" heading.
3. The "Any [no.] for [\$]" text is the same color as sale prices, which does not signify a link.
4. In some cases, different offers use the same language (such as "Any 2 yogurts for \$10" and "Any 2 yogurts for \$7", which actually are offers for different groups of Fage and Stonyfield yogurts)

1. Product Listing Page

The screenshot shows the Barnes & Noble website's product listing page for a 'Paperbacks Sale'. The page features a navigation bar with 'Sign in', 'My Account', 'Order Status', 'My NOOK', 'Stores & Events', and 'Help'. Below the navigation is a search bar and a shopping bag icon showing 0 items. The main content area is titled 'Paperbacks Sale' and includes a promotional banner: 'Buy 2, Get the 3rd Free'. Below the banner, there are several book covers displayed in a grid, including 'Into the Wild', 'Dark Places', 'The Buddha in the Attic', 'Mindset', 'Dear Life', 'Quiet', 'The Orphan Master's Son', and 'Wild'. A 'See Sale Details' link is visible, and a mouse cursor is hovering over it. The left sidebar contains various navigation options like 'Books for Everyone on Your List', 'Customer Favorites', and 'Books by Subject'.

2. Details Pop-Up

The screenshot shows a details pop-up window titled 'Details' with the URL 'cart2.barnesandnoble.com/shop/promodetails.asp?pr...'. The pop-up contains the following text:

Paperbacks Sale - Buy 2 Get the 3rd Free Offer Details:

This offer is valid at BN.com from November 1, 2013 at 12:01 a.m. to December 3, 2013 at 2:59 a.m. Eastern time and at Barnes&Noble stores from November 1, 2013 to December 2, 2013 close of business, while supplies last.

This offer can be redeemed only once per customer, per billing address.

When you purchase 2 or more qualifying books from our "Paperbacks - Buy 2 Get the 3rd Free" promotion, you will get a 3rd least expensive qualifying paperback for FREE! Simply look for the "Paperbacks: Buy 2, Get a 3rd Free" note or sticker on select titles.

In order to take advantage of this offer online, you must place all 3 qualifying paperback books in your BN.com Shopping Bag. Your credit for the least expensive product will appear at Checkout. At stores, you must bring all 3 qualifying paperback books to the register.

Additional Rules Governing Use of this Offer: This offer is (i) not redeemable for cash or cash equivalents (including Gift Cards and eGift Cards); (ii) not valid on paid or pre-ordered purchases; (iii) not eligible for purchases of any other products other than eligible books from the "Paperbacks: Buy 2, Get a 3rd Free" note.

3. Add to Cart Confirmation Page

The screenshot shows the Barnes & Noble 'My Shopping Bag' page. The page displays a table of items in the shopping bag:

PRODUCT DETAILS	QUANTITY	PRICE
The Racketeer by John Grisham Format: Paperback Usually ships within 24 hours	1 Remove Save for Later	\$9.36 (You Save 41%)
Dear Life by Alice Munro Format: Paperback Usually ships within 24 hours	1 Remove Save for Later	\$9.32 (You Save 41%) <i>Your discount has been applied to the order total.</i>
Into the Wild by Jon Krakauer Format: Paperback Usually ships within 24 hours	1 Remove Save for Later	\$11.99 (You Save 19%)

Below the table, there is a 'Have a Coupon Code?' section. At the bottom right, a summary box shows:

Subtotal: **\$30.67**
 Estimated shipping: \$5.97
 Discount: -\$9.32
Total*: \$27.32

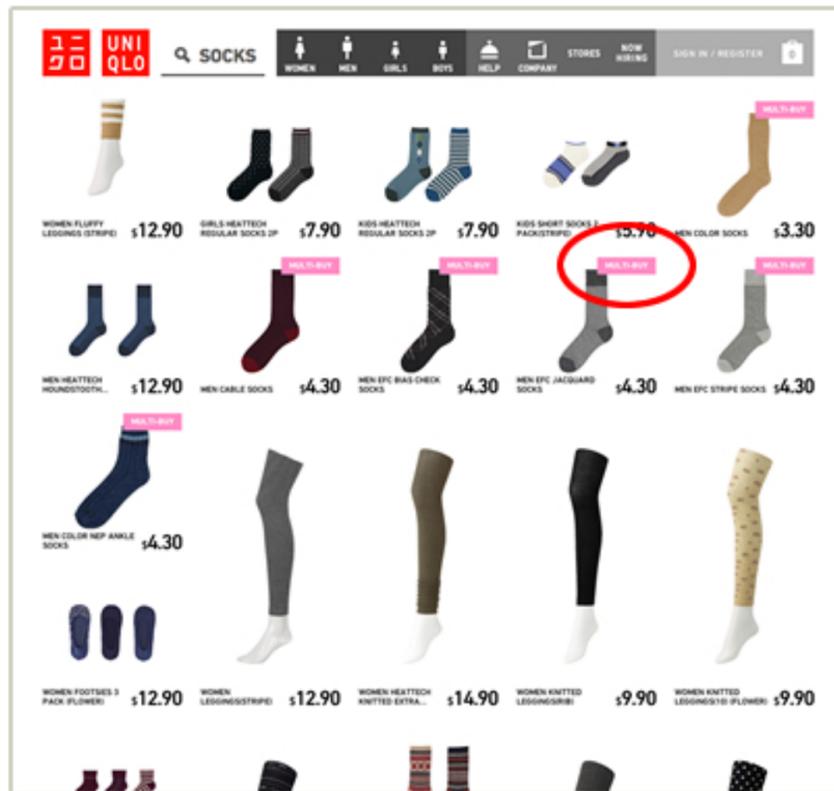
Buttons for 'Continue Shopping' and 'Continue Checkout' are visible at the bottom.

ISSUES WITH THIS IMPLEMENTATION:

1. Offer details only appear on a dedicated product listing page and on the individual product detail pages. No indication given on search results for any of these products.
2. "See Sale Details" link opens a verbose pop-up window.
3. Discount is indicated twice on Add-to-Cart-Confirm page, but only after adding a third qualifying item, and the design doesn't trumpet the savings.

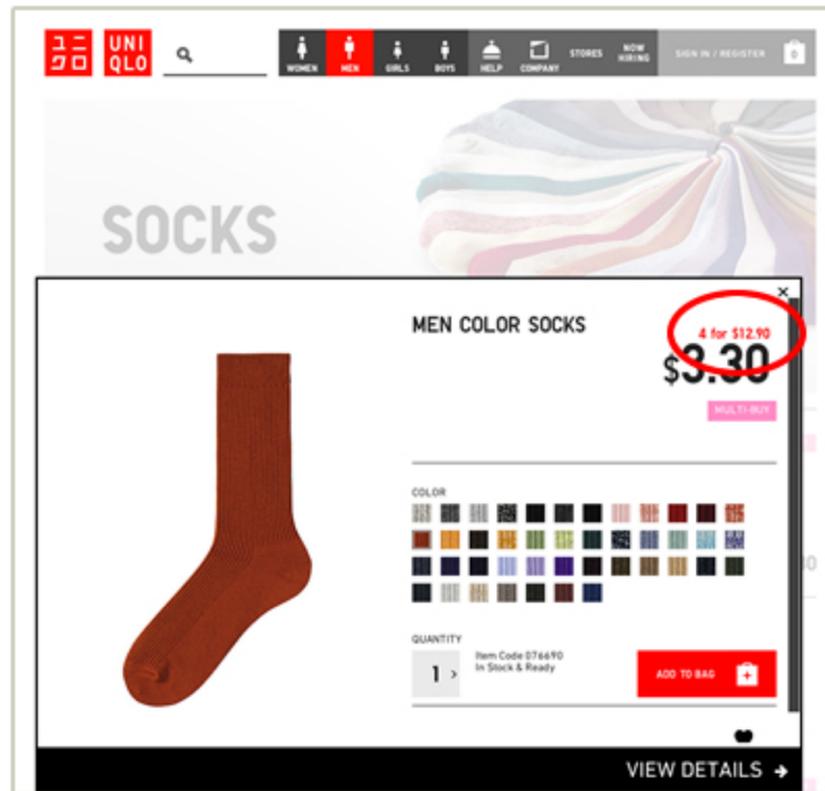
1. Search Results

Products that qualify for group scale pricing are indicated with a “multi-buy” burst. Display is the same on search results and on product listing templates.



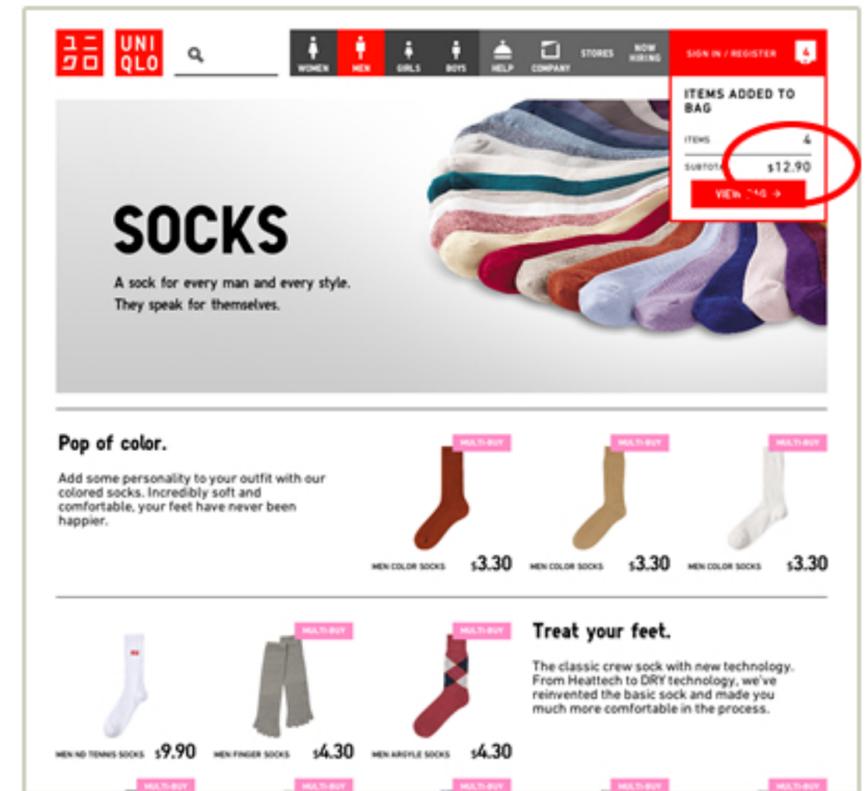
2. Quick View Modal

Group scale pricing details appear in Quick View Modal.



3. Search Results

Adjusted pricing appears in add-to-cart confirmation drop-down.

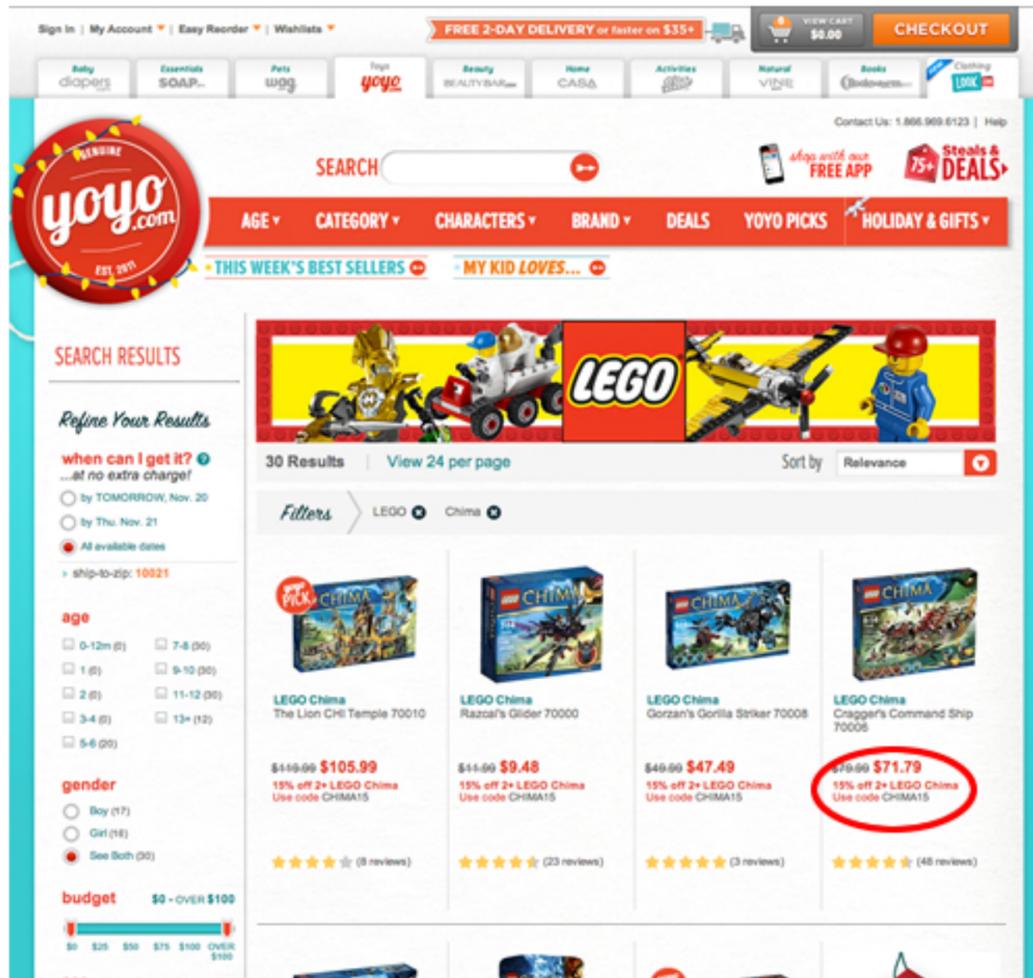


ISSUES WITH THIS IMPLEMENTATION:

1. There appears to be only one category of “Multi-buy” products on the site at present (socks), so it’s impossible to evaluate how Uniqlo would handle multiple group discounts.
2. Offer details appear only in Quick View modal window, not on product thumbnails.
3. Cart drop-down: no visual indication that a discount has been applied.
4. No “see all” option.

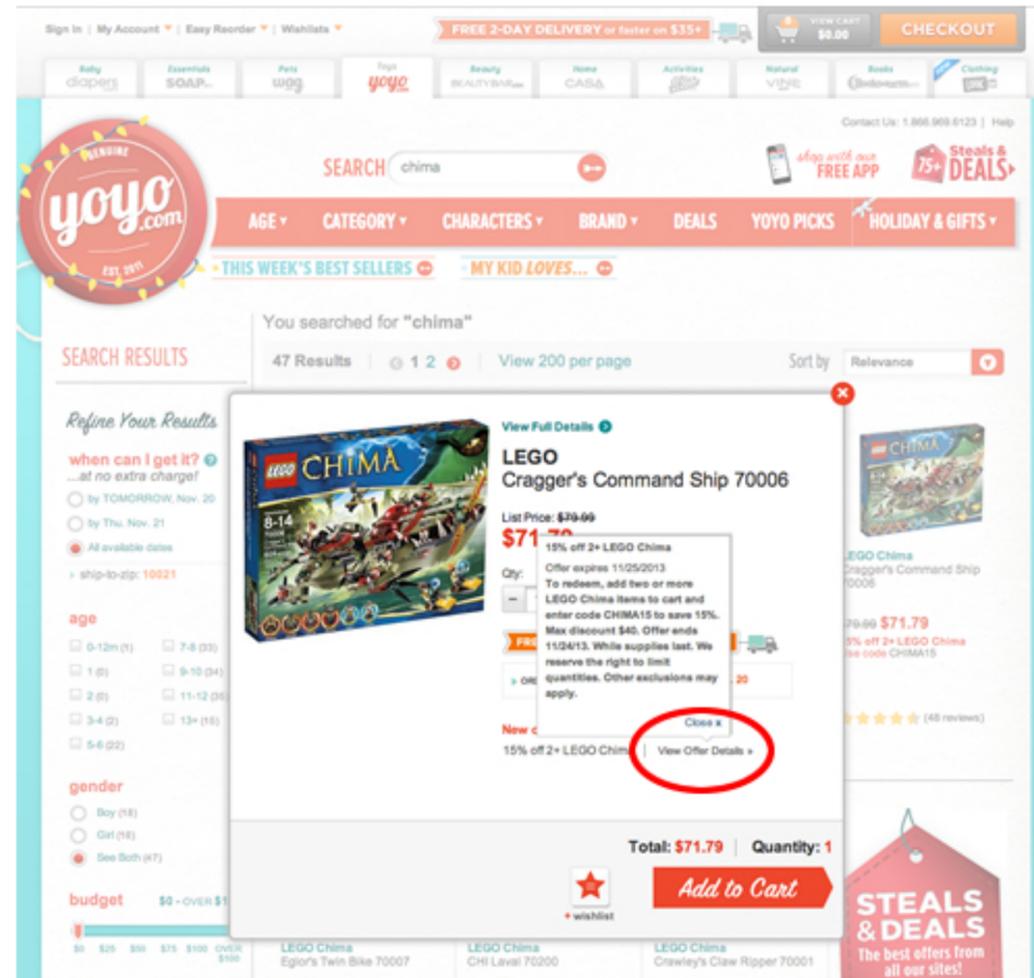
I. Search Results

Group Scale pricing indicated on search results and product listing templates.



2. Offer Details

"View Offer Details" link on Quick Shop modal window and on product detail page.

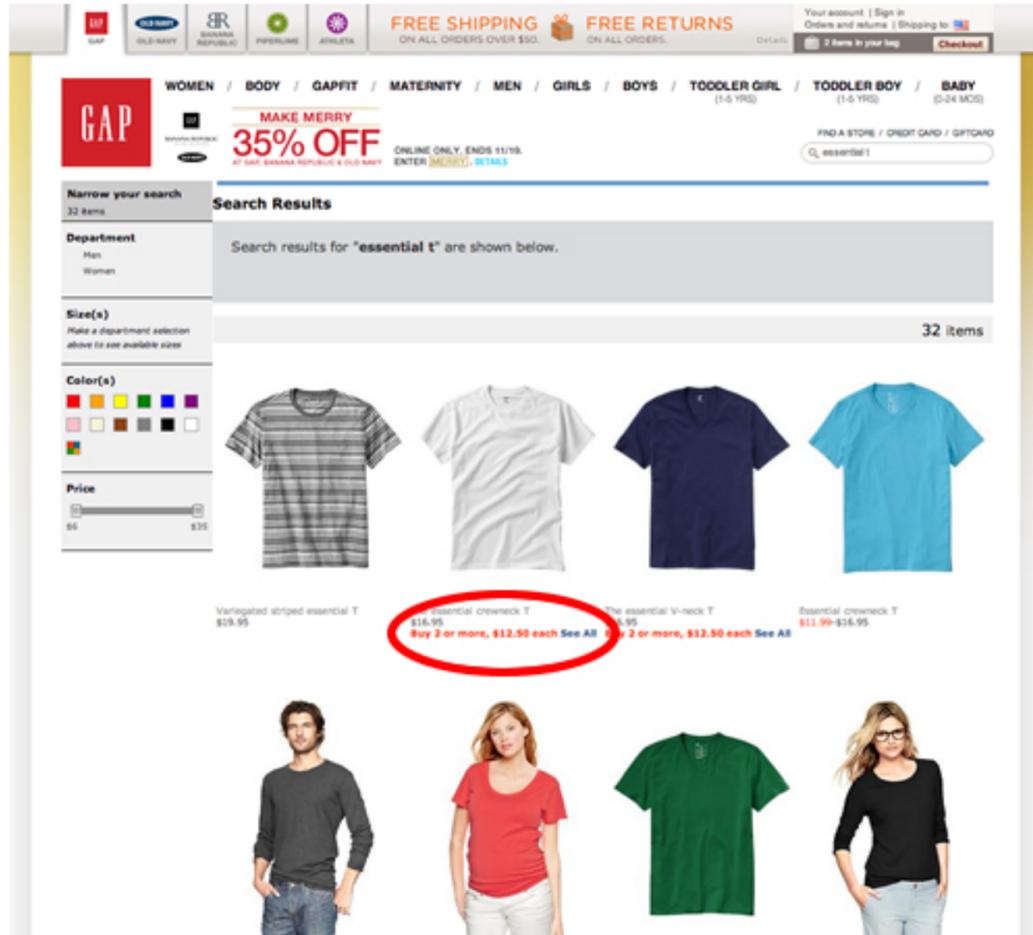


ISSUES WITH THIS IMPLEMENTATION:

1. Not automatic. Requires use of a coupon code during checkout.
2. No "see all" option.

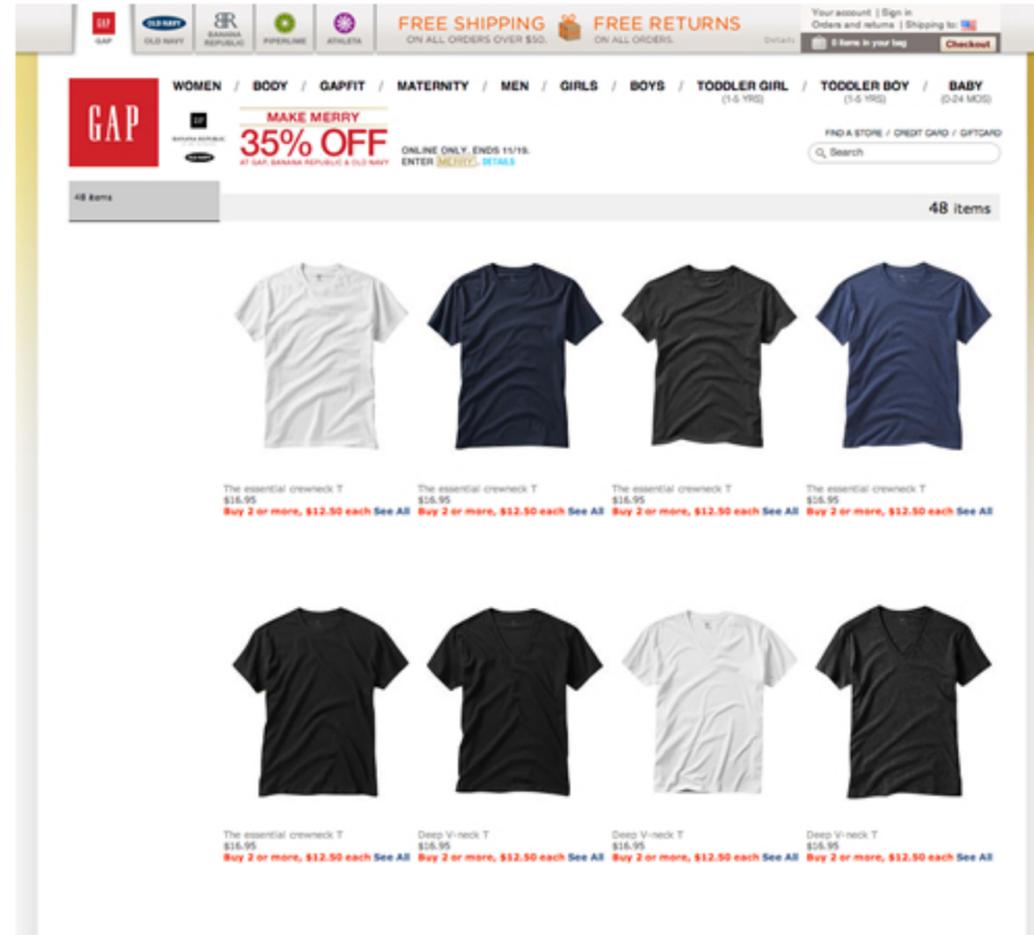
I. Search Results

Group Scale pricing indicated on search results and product listing templates. Includes a “see all” link.



2. See All

Special product listing template to display all products related to one group scale pricing promotion.



NOTES:

1. Functionally very similar to the FreshDirect.com model.

Current FreshDirect Search Results Treatment (for comparison:)

For comparison.

Products (320) Recipes (4) 320 products found for yogurt

Sort: Most Relevant Name Price Popularity Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	35.3oz \$5.99/ea (\$7.99) Any 2 yogurts for \$10.00	6oz \$1.79/ea Any 3 Chobani for \$4.80	5.3oz \$1.99/ea (\$2.29)	8pk \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00
	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart

Treatment I:

Add an additional sort option to sort by "Group Discount" pricing. Similar to "Sale" sort option. Displays all Group Scale Priced products first, sorted by particular promotion. So in this example, all Chobani first, followed by all Stonyfield Kids Flavors, followed by all Fage.

Products (320) Recipes (4) 320 products found for yogurt

Sort: Relevance Name Price Popularity **Group Discount (yes)** Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	MIX 'N MATCH	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	6oz \$1.79/ea Any 3 Chobani for \$4.80			
	- 1 + add to cart			

Current FreshDirect Search Results Treatment (for comparison:)

For comparison.

Products (320) Recipes (4) 320 products found for yogurt

Sort: Most Relevant Name Price Popularity Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	35.3oz ★★★★★ FAGE TOTAL 0% Greek Yogurt \$5.99/ea (\$7.99) Any 2 yogurts for \$10.00	6oz ★★★★★ Chobani All Natural Non-Fat Greek Yogurt - Plain \$1.79/ea Any 3 Chobani for \$4.80	5.3oz ★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry \$1.99/ea (\$2.29)	8pk ★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00
	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart

Treatment 2:

Append a "See All" link (with standard FreshDirect.com link style) to each Group Scale Pricing tout.

Products (320) Recipes (4) 320 products found for yogurt

Sort: Most Relevant Name Price Popularity Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	35.3oz ★★★★★ FAGE TOTAL 0% Greek Yogurt \$5.99/ea (\$7.99) Any 2 yogurts for \$10.00 See All	6oz ★★★★★ Chobani All Natural Non-Fat Greek Yogurt - Plain \$1.79/ea Any 3 Chobani for \$4.80 See All	5.3oz ★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry \$1.99/ea (\$2.29)	8pk ★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00 See All
	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart

Current FreshDirect Search Results Treatment (for comparison:)

For comparison. Note that the different Fage and Stonybook promotions both use the same generic word “yogurts”, potentially causing confusion.

Treatment 3:

Different text for different promotions. Repeat text in “See All” link to reinforce difference between offers.

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Sort: Most Relevant Name Price Popularity Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	★★★★★ Fage TOTAL 0% Greek Yogurt	★★★★★ Stonyfield Farm Organic Plain Yogurt	★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry	★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt
	35.2oz \$5.99/ea (\$7.99) Any 2 yogurts for \$10.00	32oz \$3.99/ea Any 2 yogurts for \$7.00	5.3oz \$1.99/ea (\$2.29)	8oz \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00
	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart

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DEPARTMENT	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more				
Category Yogurt (255) Dairy (68) Greek Yogurt (53) Baby Boutique (26) Dairy (20) Smart Office Snacks (12) Ice Cream & Frozen Treats (11)	★★★★★ Fage TOTAL 0% Greek Yogurt	★★★★★ Stonyfield Farm Organic Plain Yogurt	★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry	★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt
	35.2oz \$5.99/ea (\$7.99) Any 2 Fage for \$10.00 See All Fage	32oz \$3.99/ea Any 3 Stonyfield for \$7.00 See All Stonyfield	5.3oz \$1.99/ea (\$2.29)	8oz \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00 See All Flavors
	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart	- 1 + add to cart

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DEPARTMENT Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more	MIX 'N MATCH	MIX 'N MATCH	SAVE 12%	MIX 'N MATCH
	★★★★★ Fage TOTAL 0% Greek Yogurt	★★★★★ Stonyfield Farm Organic Plain Yogurt	★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry	★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt
	35.3oz \$5.99/ea (\$7.99) Any 2 yogurts for \$10.00	32oz \$3.99/ea Any 2 yogurts for \$7.00	5.3oz \$1.99/ea (\$2.29)	8pk \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00

add to cart

Treatment 4:

Remove "Mix 'n Match" headers. Potential confusion created by using the same header for products that may belong to different group discounts.

Products (320) Recipes (4) 320 products found for yogurt

Sort: Most Relevant Name Price Popularity Sale

Results: 1-16 of 320 1 2 3 4 5 6 7 ... 20 > Show all

DEPARTMENT Dairy (262) Organic & All-Natural (74) What's Good (55) Grocery (32) Healthy Living (20) Buy Big (20) Frozen (14) At the Office (10) + See more			SAVE 12%	
	★★★★★ Fage TOTAL 0% Greek Yogurt	★★★★★ Stonyfield Farm Organic Plain Yogurt	★★★★★ Siggi's Skyr Icelandic Style Strained Non-Fat Yogurt, Strawberry	★★★★★ Stonyfield Farm Organic Squeezers Cherry/Berry Portable Lowfat Yogurt
	35.3oz \$5.99/ea (\$7.99) Any 2 Fage for \$10.00 See All Page	32oz \$3.99/ea Any 3 Stonyfield for \$7.00 See All Stonyfield	5.3oz \$1.99/ea (\$2.29)	8pk \$3.59/ea (\$3.99) Any 2 Flavors for \$6.00 See All Flavors

add to cart