

# Rebuy Overview

My go to for all things ecommerce  
personalization, increasing AOV, and  
improving customer retention!



# Overview

Rebuy is an **AI-powered ecommerce personalization and recommendations app** that I utilize in the 3 main stages of a consumer's journey with a brand:

1. Pre-checkout: increase conversion rate and AOV during the discovery process
2. During Checkout: increase AOV
3. Post-Purchase: boost AOV immediately post-checkout and to improve retention and increase LTV in the post-purchase experience

Rebuy has also built **seamless integrations to empower omnichannel personalization through:**

- Email & SMS
- Subscriptions
- Order tracking pages
- Reviews & loyalty initiatives

# Rule Builder

Rebuy's Data Sources are the foundation of their app, allowing you to create rulesets with multiple conditions using OR and AND statements to choose who sees what and when.

Functionality includes:

- No code AI-powered or customizable rules
- Rule stacking capabilities to perfect offers

Various rules and endpoints for your strategy:

- AI recommendation endpoints
- Product and collection type rules
- Customer specific rules
- Cart subtotal and item count rules

The screenshot displays the Rebuy Rule Builder interface. At the top, there's a section for 'Data Source Name' with the value 'Soylent 45418' and buttons for 'Preview Ruleset', 'Clear Cache', and a trash icon. Below this, there are three checkboxes: 'Filter out of stock products' (checked), 'Filter input products', and 'Smart sort response'. The main section is titled 'Rule #1' and contains a rule configuration. The 'IF' condition is 'Customer Tags' containing 'Active Subscriber'. The 'AND' condition is 'Customer Total Spent' is 'Greater Than' '\$ 500'. The 'RETURN' condition is 'Endpoint' 'Upsells'. There are buttons for 'Add Before', 'Add After', 'Duplicate', and 'Remove'. At the bottom, there's a toggle for 'Exit If Matched' with a note: '(When enabled, all rules after this will be ignored if this rule is matched)'.

# Rebuy's Personalization Solutions

# Smart Cart

For almost every merchant I work with I like to implement Rebuy's Smart Cart. The customizable cart drawer has numerous features to drive conversions:

- In-cart cross-sells
- Switch-to-Subscription CTAs
- Free shipping and gift with purchase dollar amount threshold incentives
- Buy More Save More (i.e. Buy 3 Get 25% Off)
- ***Able to test up to 5 different variations!***

Helps with:

- Boosting AOV and conversions
- Increase the # of subscription orders
- Improve ROAS

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## Your Cart ×

Add one more case and get a free sample!



Soylent Cafe Latte Protein  
Nutrition Shake

- 1 +

\$45.00

X Remove

YOU MAY ALSO LIKE



Soylent Chocolate Protein +  
Energy Nutrition Shake

\$35.00

ADD TO CART



Soylent Chocolate High Protein

Subtotal (1 item)

\$45.00

Checkout →

Continue Shopping

## YOUR CART ×

YOU ARE \$10.80 AWAY FROM FREE SHIPPING

CONTINENTAL US CUSTOMERS ONLY | ALL SUBSCRIPTION ORDERS RECEIVE FREE SHIPPING!



TACO SEASONED BEEF

10 PACK

20% Off: Fuel for Summer Sale

- 1 +

\$19.20 ~~\$24.00~~

UPGRADE TO SUBSCRIPTION & SAVE 10%

YOU MAY ALSO LIKE



HABANERO BEEF

\$24.00

SELECT

Discount Code

APPLY

Sign up or login to access [Chomjian Rewards](#)

Subtotal (1 item)

\$19.20 ~~\$24.00~~

CHECKOUT

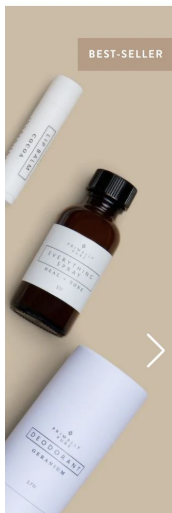
# Product Page Solutions

Rebuy offers a number of solutions for brands to create engaging shopping experiences on PDPs:

- Upsell and cross-sell pop-ups
- Cross-sell carousels
- Dynamic Bundles
- Complete the Look
- Product Add-Ons

Helps with:

- Increasing AOV
- Driving more conversions and sales
- New product discovery



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## RECOMMENDED ITEMS

Product Name	Price	Reviews
French Vanilla Coffee Intensity	\$14.95	★★★★★ 139 Reviews
Birthday Cake Intensity	\$14.95	★★★★★ 55 Reviews
Chocolate Cherry Coffee Intensity	\$14.95	★★★★★ 94 Reviews
Hazelnut Cinnamon Coffee Intensity	\$14.95	★★★★★ 137 Reviews

\$ 52.00

What's included:

EVERYTHING SPRAY (1 OZ)

DEODORANT (1.7 OZ)

Charcoal

BODY BUTTER (2 OZ)

Almond + Vanilla

LIP BALM #1

Peppermint

LIP BALM #2

Grapefruit

# Smart Links - Marketing URLs

Rebuy users can create custom URLs that auto-adds item(s) to the cart and redirects users to anywhere along the onsite customer journey.

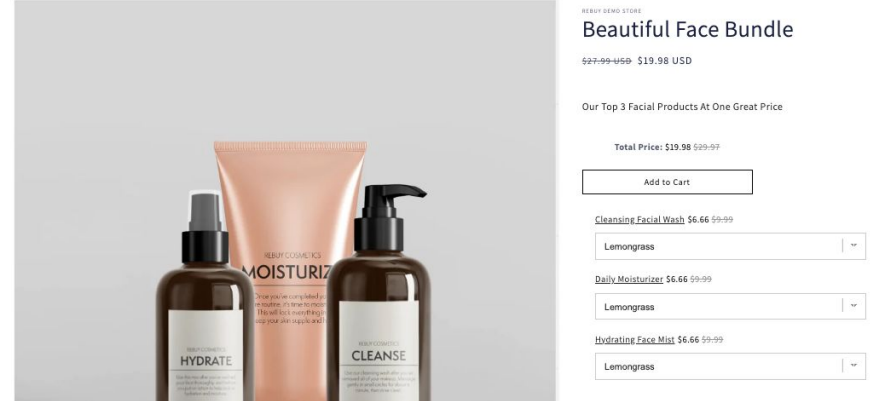
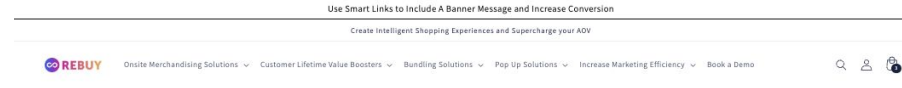
Add discounts and custom banner messaging with flexible link destinations to add to:

- Blog posts
- Links in bio
- Social media, paid ad, email & SMS campaigns

Helps with:

- Increasing AOV and conversion rates
- Driving more product discovery
- Improve ROAS

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# In-Checkout Cross-Sells

Rebuy empowers brands to cross-sell last-minute items in the checkout flow, acting as the “candy aisle” of an ecommerce site.

Surface cross-sells as:




- Easily understood, low price products
- Mystery items
- Subscription-eligible items
- Products that will bump customers above the free shipping threshold

Helps with:

- Increasing AOV
- Driving last-minute conversions
- Improving ROAS

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The screenshot displays a checkout interface with a 'RECOMMENDED' section. At the top, a 'Taco Seasoned Beef' 10 Pack is shown with a price of \$24.00 and a 20% discount applied, resulting in a price of \$19.20. Below this, two other products are recommended: 'Habanero Beef' 10 Pack and 'Pepperoni Seasoned Turkey' 10 Pack, both priced at \$24.00. Each product has a red 'Select' button. At the bottom of the recommended section, there is a text input field for 'Gift card or discount code' and an 'Apply' button. The checkout summary at the bottom shows a subtotal of \$19.20, shipping calculated at the next step, and a total of USD \$19.20.

	<b>1</b> Taco Seasoned Beef 10 Pack 20% OFF: FUEL FOR SUMMER SALE (-\$4.80)	<del>\$24.00</del> <b>\$19.20</b>
RECOMMENDED		
	Habanero Beef 10 Pack <b>\$24.00</b>	Select
	Pepperoni Seasoned Turkey 10 Pack <b>\$24.00</b>	Select
<input type="text" value="Gift card or discount code"/>		Apply
Subtotal		<b>\$19.20</b>
Shipping		Calculated at next step
Total		USD <b>\$19.20</b>



# Post-Purchase Offers

This is literally free revenue for brands!!! My favorite is the immediate post-purchase 1-click cross/upsell.

The order has already processed, so you have no risk of losing this customer, and on average I see about **10-12% of customers take advantage of the offer**. Rebuy simply appends the item to the existing order. Say it with me, **FREE REVENUE**.

Helps with:

- Increasing AOV
- Driving conversions
- Improving customer LTV

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Special One-time Offer  
Add some more super to your order for 25% off  
This offer expires in 4:49



## Moon Balance Mix

\$26.18 ~~\$34.90~~

Quantity  
1

Subtotal	\$26.18
Shipping	Free
Taxes	N/A
<b>Total</b>	<b>\$26.18</b>

Pay now · \$26.18

Decline this offer

# Reorder Landing Pages

Reducing friction is the name of the game when it comes to keeping your one-shot customers happy and ordering from your store.

Rebuy will pull in all of the previous order data via the customer's last Order ID, create a landing page with a pre-populated cart, GWP or free shipping threshold bar, and additional product recommendations!

Helps with:

- Improving customer retention
- Improving customer LTV
- Boosting subscription orders

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The screenshot displays a landing page for 'Super Green Mix' with a green header that reads 'Easily replenish your last order!'. Below the header, the main heading is 'YOUR SUPER'. The page is divided into three main sections:

- YOUR PREVIOUS ORDER:** Shows a product card for 'Super Green Mix' with a price of \$29.99 and a quantity of 1. Below this is a 'Your Cart' summary showing the same product, a progress bar indicating '\$45.01 away from FREE SHIPPING', and a 'Checkout' button.
- YOU MIGHT ALSO LIKE:** A grid of five product recommendations, each with an 'Add to Cart' button:
  - Skinny Protein Mix (\$34.99)
  - Forever Beautiful Mix (\$29.99)
  - Moon Balance Mix (\$29.99)
  - Plant Collagen Mix (\$29.99)
  - Golden Mellow Mix (\$29.99)

**💡 Pro-Tip:** These are really powerful when the customer's last order is larger with multiple different SKUs.

# Rebuy Integrations

# Email & SMS

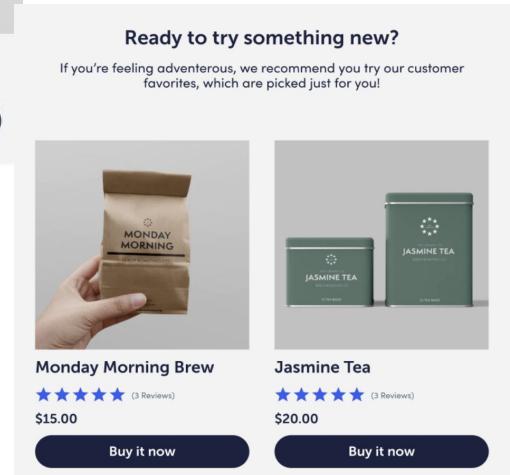
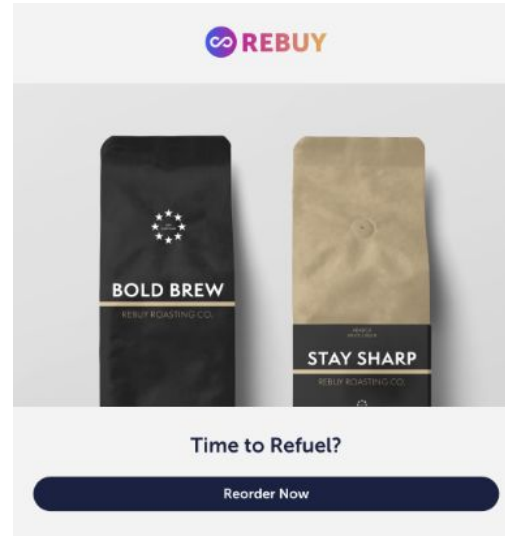
Rebuy allows brands to surface personalized product recommendations on marketing emails and text messages.

Include engaging product offers using an Order Placed trigger and seamless integrations with:

- **Klaviyo**
- **Attentive**

Helps with:

- Driving conversions
- Extending customer LTV
- Improving customer retention strategy



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# Subscriptions

Brands can offer customers the chance to upgrade 1-time purchases to recurring subscriptions on:

- PDPs
- Post-Purchase Offers
- Reactivate Landing Pages
- And more

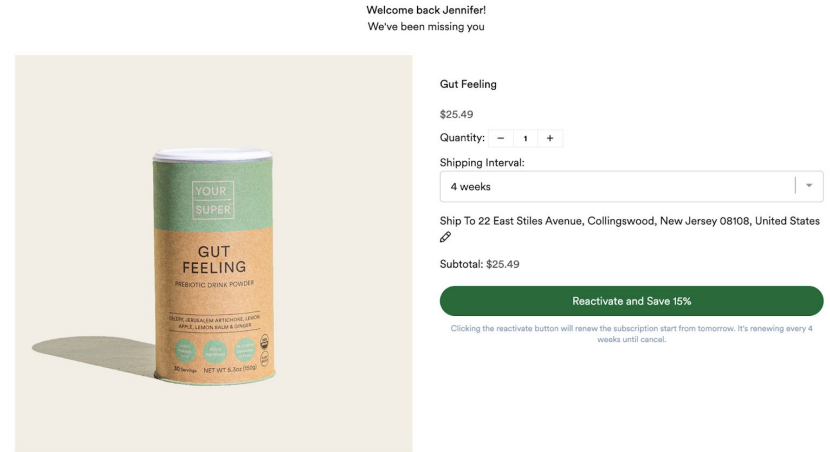
Rebuy supports subscription selling plans for all subscription apps that manage Shopify selling plans, including:

- **Recharge**

Helps with:

- Improving retention
- Increasing LTV

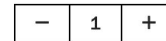
BRANDON **AMOROSO**



**TACO SEASONED BEEF**

**10 PACK**

20% Off: Fuel for Summer Sale



**\$19.20 ~~\$24.00~~**

[UPGRADE TO SUBSCRIPTION & SAVE 10%](#)

# Order Tracking Pages

Rebuy's dynamic product recommendations can also be surfaced on shipping notification messages and order tracking pages.

The platform integrates with other technology providers like:

- Malomo
- Wonderment

Helps with:

- Increasing LTV
- Driving additional conversions
- Additional product discovery

The screenshot displays a Soylent order tracking page. At the top, there is a navigation bar with links for 'SHOP ALL', 'LEARN', 'HELP', and 'MY ACCOUNT'. Below this, a delivery notification is shown: 'October 26 12:50 PM Delivered (Left at gated driveway. Signature Service not requested.) Mohegan Lake, NY'. A tracking number 'FedEx: 540904448902' is provided. To the right of the notification is a large image of hands holding a white Soylent container. Below the notification, four product recommendations are displayed in a grid. Each product card includes an image of the product, its name, price, and an 'Add to Cart' button. Additionally, each card features an 'Upgrade to Subscription and Save' offer with a percentage discount and a 15-day dropdown menu.

Product Name	Price	Upgrade Offer
Soylent Drink Creamy Chocolate	\$37.00 \$42.00	Upgrade to Subscription and Save 11.78%
Soylent Drink Original	\$32.30 \$40.00	Upgrade to Subscription and Save 23.10%
Soylent Powder - Cacao	\$55.00 \$67.00	Upgrade to Subscription and Save 17.91%
Soylent Powder - Original	\$55.00 \$67.00	Upgrade to Subscription and Save 17.91%

# Reviews & Loyalty

Rebuy has integrated with a number of loyalty platforms to drive social proof for product recommendations and provide authentic customer feedback in the form of ratings, reviews, and photos:

- Yotpo
- Okendo
- Stamped.io
- Reviews.io

Helps with:

- Creating engaging product offers
- Driving more conversions
- Building loyalty and trust with shoppers

The screenshot displays a product recommendation section titled "MORE FOR YOUR BOWL" in purple text. It features three product cards, each with a product image, title, rating, and price. Each card includes a purple "ADD" button.

- Product 1:** Cookies & Cream and Cocoa PB - 8 Cereal Bars. Rating: 5 stars (37,788 REVIEWS). Price: \$15.00 (original price \$49.00).
- Product 2:** Zebra Bowl and Spoon Set - 1 Bowl + 1 Spoon. Rating: 5 stars (42 REVIEWS). Price: \$15.00 (original price \$49.00).
- Product 3:** Single Serve Variety Pack - 8 Cups. Rating: 5 stars (7 REVIEWS). Price: \$19.00 (original price \$23.00).

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