Beyond the Checkout:

The **Impact of Post-Purchase Ads** on Customer Engagement & Loyalty

Thanks for Shopping!

Order confirmation# 174629444

Claim Offer
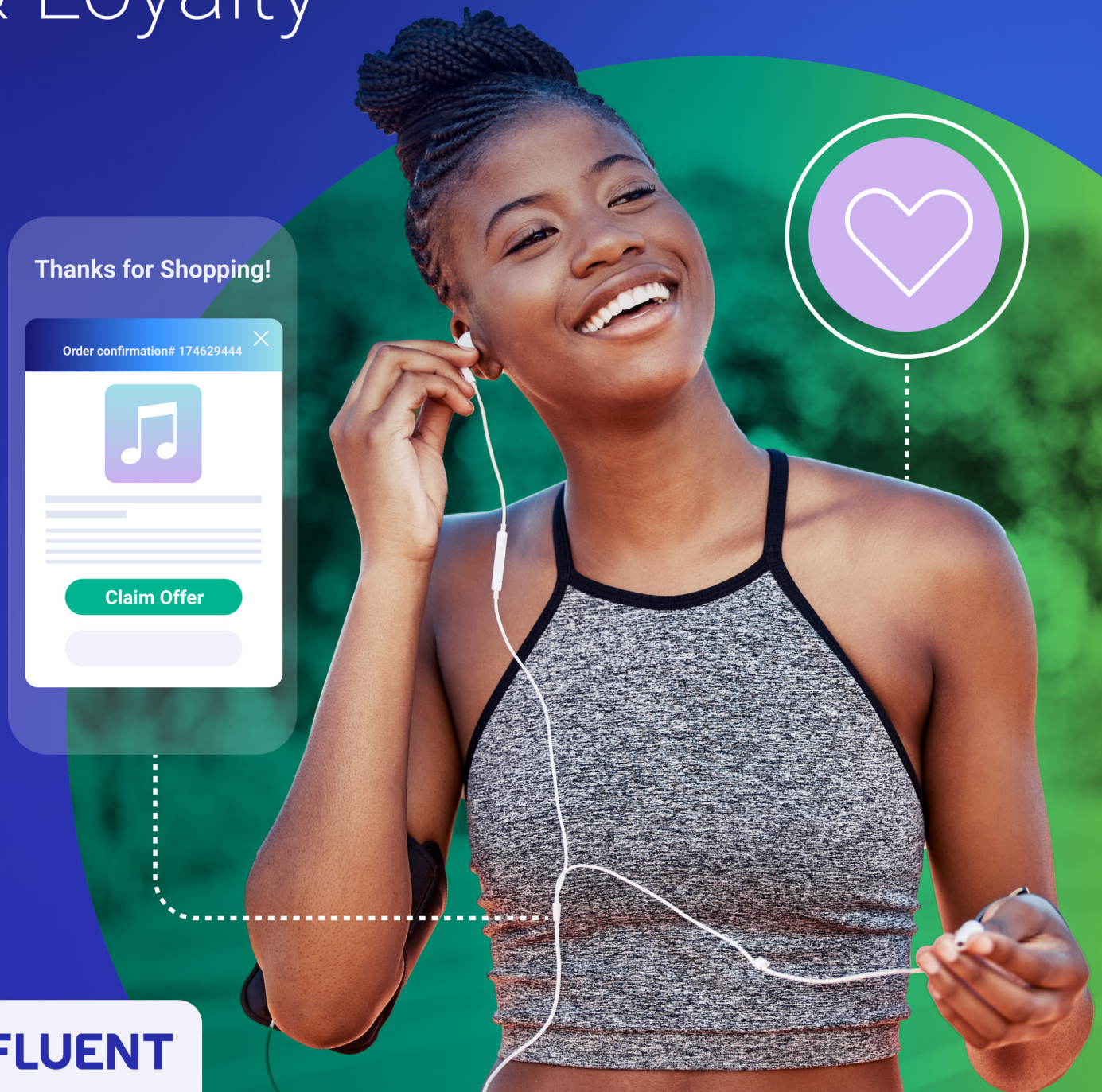
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Introduction

Using Post-Purchase Ads to Maximize Customer Loyalty & Engagement

Retail media is growing faster than almost any other form of ad spending, and EMARKETER projects that it will account for 25% of all US media investment by 2028.

While display ads and sponsored search offer retailers obvious touchpoints for monetization, the post-purchase moment presents an often untapped opportunity to boost engagement and create new revenue streams.

We conducted a survey of 1K US adults to better understand consumer sentiment around this emerging ad format.

Dive in to discover:

- Engagement with post-purchase ads and key benefits
- Consumer preferences for ad types and personalization
- The effectiveness of ads in driving loyalty and repeat purchases

Key Findings

Enhancing the Customer Journey

57% ▶ of shoppers who converted on a post-purchase offer discovered a **new product or service they love.**

63% ▶ who encounter post-purchase ads after every online purchase say these ads **enhance their shopping experience.**

Opportunities for Engagement

62% ▶ say **useful discounts or promotions** would motivate them to click on a post-purchase ad.

Driving Retention & Loyalty

88% ▶ of those who say post-purchase ads improve the shopping experience by offering **personalized suggestions are more likely to return.**

Section 1

Enhancing the Customer Journey

Powered by first-party data and contextual signals, post-purchase advertising allows retailers to deliver targeted offers on the online confirmation page - meeting heightened consumer demand for more personalized brand experiences.

For example, **54%** say post-purchase ads improve the shopping experience by offering useful **discounts and promotions**, followed by suggestions for **complementary products (49%).**
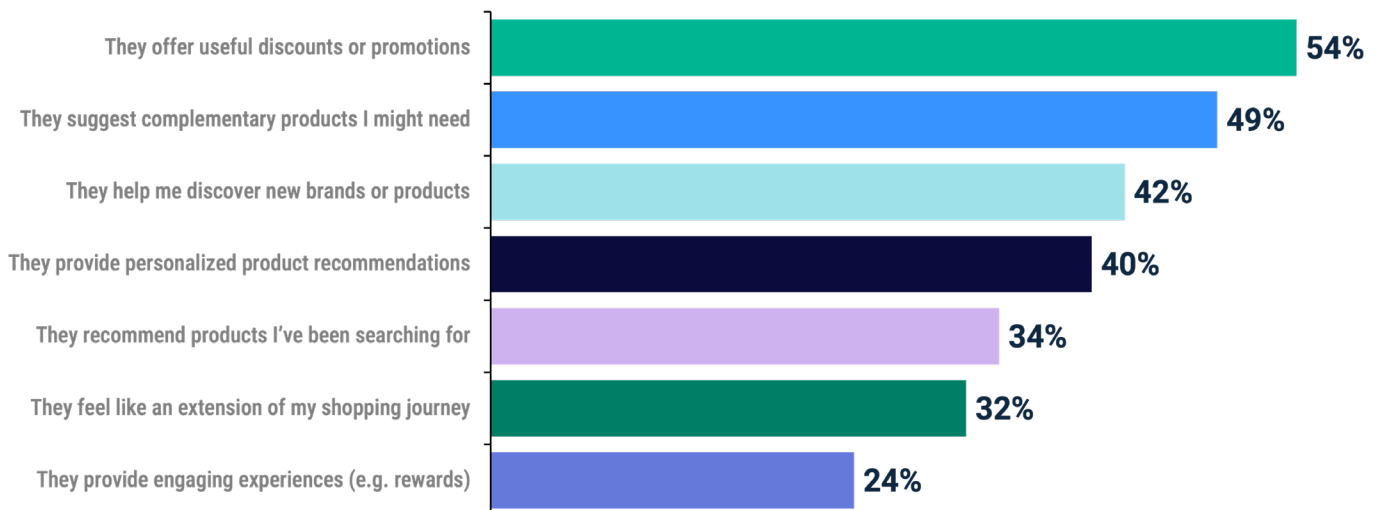
The opportunity for **product discovery** is also a major selling point, with **42%** citing this as a way to improve the shopping experience (compared to 34% who prefer offers for products they've already been searching for).

57% ▶ of those who completed a post-purchase offer found a product or service they love as a result.

Ways Post-Purchase Ads Improve the Shopping Experience

They offer useful discounts or promotions	**54%**
They suggest complementary products I might need	**49%**
They help me discover new brands or products	**42%**
They provide personalized product recommendations	**40%**
They recommend products I've been searching for	**34%**
They feel like an extension of my shopping journey	**32%**
They provide engaging experiences (e.g. rewards)	**24%**

What It Means for Retailers

Post-purchase ads offer retailers a prime opportunity to partner with non-endemic brands to deliver added value to shoppers, introducing them to new products and services that align with their needs and interests.

🏆 How Fluent Can Help

Fluent connects retailers with exclusive offers from premium, non-endemic brands. Our solutions help you expand your ad inventory, boost customer engagement, and unlock additional revenue opportunities—all while enhancing the customer journey.

SEE IT IN ACTION:

"We switched to Fluent because of their ability to better customize the experience and drive increased revenue. We consistently monitor TrustPilot and have never encountered any concerns from customers when delivering post-purchase offers."

- Malik Chabou, Senior Partnership Manager, Vivid Seats

Read Case Study

Section 2
Opportunities for Engagement

Post-purchase ads offer a great way to engage shoppers while they're excited about their recent purchase and still in a buying mindset. So what are the factors that prompt consumers to take action in the post-purchase moment?
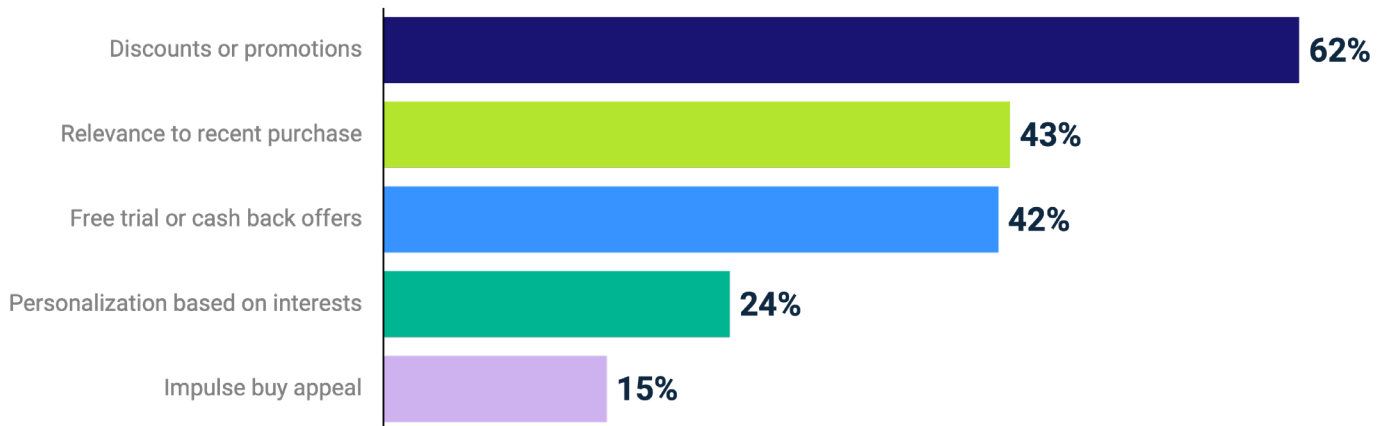
Overall, **discounts and promotions** are most likely to motivate shoppers to click on a post-purchase ad **(62%),** followed by **relevance to recent purchases (43%)** and **free trial or cashback offers (42%).**

checkout →

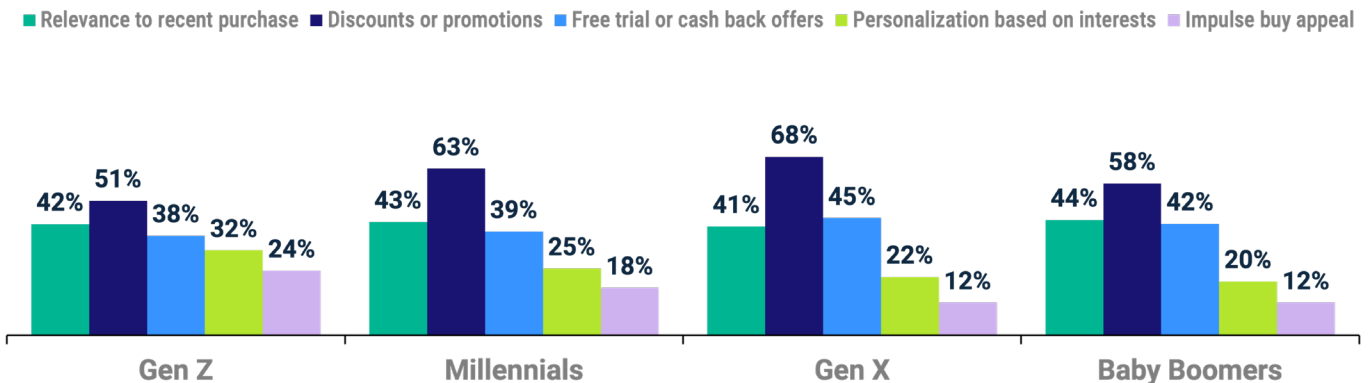## Factors That Motivate Consumers to Click on Post-Purchase Ads

Discounts or promotions	**62%**
Relevance to recent purchase	**43%**
Free trial or cash back offers	**42%**
Personalization based on interests	**24%**
Impulse buy appeal	**15%**

These motivators are mostly consistent across generations, though **Gen Z** is more likely than their older counterparts to be **motivated by personalization** (32%, compared to 25% of Millennials and 22% of Gen X) and the least likely to be swayed by discounts.

24% of Gen Zers are drawn to the **impulse buy** appeal of post-purchase ads, making them the most likely age group to either click on an ad and **complete an offer (22%)** or **search for more information (36%).**

Factors That Motivate Consumers to Click on Post-Purchase Ads, By Generation

■ Relevance to recent purchase ■ Discounts or promotions ■ Free trial or cash back offers ■ Personalization based on interests ■ Impulse buy appeal

	Gen Z	Millennials	Gen X	Baby Boomers
Relevance to recent purchase	42%	43%	41%	44%
Discounts or promotions	51%	63%	68%	58%
Free trial or cash back offers	38%	39%	45%	42%
Personalization based on interests	32%	25%	22%	20%
Impulse buy appeal	24%	18%	12%	12%

What It Means for Retailers

Retailers can transform the post-purchase moment into a powerful engagement tool by:

- **Personalizing Ads:** Leverage first-party data to align ads with recent purchases.
- **Driving Impulse Buys:** Offer time-sensitive deals to capitalize on shopper excitement.
- **Refining Targeting:** Test and optimize offers across different audience segments.

🏆 How Fluent Can Help

Fluent combines advanced AI technology with rich first-party data to deliver personalized offers that resonate with each shopper. Our AI-driven models analyze user behavior to maximize ad relevance, drive conversions, and turn every transaction into an opportunity for engagement.

SEE IT IN ACTION:

40%+ increase in revenue per session

Learn how Fluent boosted engagement and revenue for a DTC apparel brand with post-purchase ads.
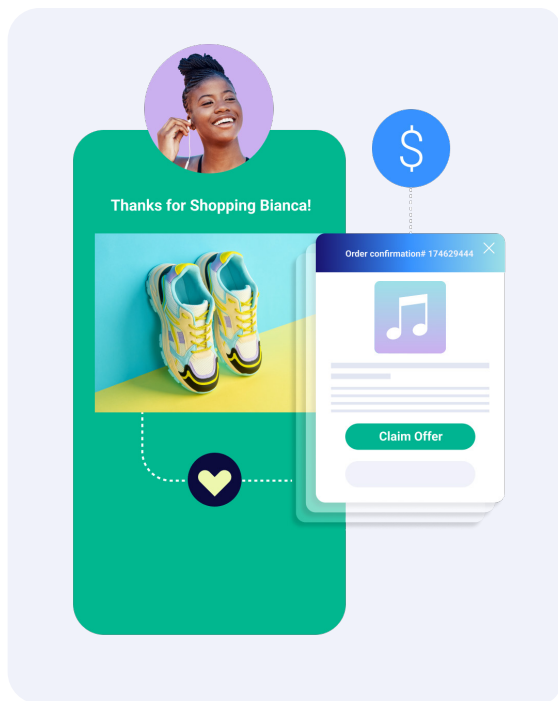
Read Case Study

Claim offer

Section 3
Driving Retention & Loyalty

Post-purchase ads empower retailers to extend the customer journey beyond the checkout, offering shoppers more of what they value while driving repeat engagement.

Thanks for Shopping Bianca!

Order confirmation# 174629444

Claim Offer

How to Drive Retention with Post-Purchase Ads

Sweeten the Deal: Rewards and Discounts Drive Return Visits

83% of shoppers who say post-purchase ads improve their experience through **discounts and promotions** report a higher likelihood of returning.

**55%** of all the consumers we surveyed are drawn back by ads offering **loyalty rewards or points.**

Be Consistent: Frequent Exposure Keeps Shoppers Coming Back

59% of those who claim to see post-purchase ads "every time they complete an online purchase" say these ads **motivate them to return.**
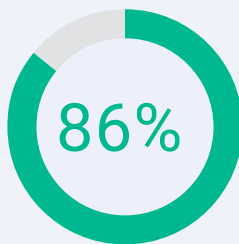
Get Personal: Tailored Ads Drive Increased Engagement

Nearly **9 in 10** consumers who find post-purchase ads improve their shopping experience through **personalization** or **brand discovery** are more likely to return for future purchases.
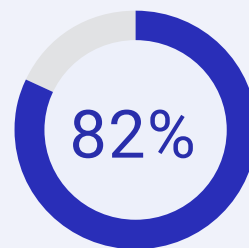
Leading Factors Driving Customer Retention

88%
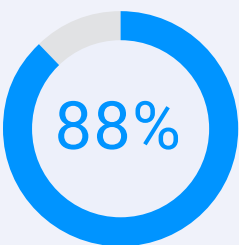
of shoppers return when ads offer **personalized product suggestions.**

86%

are more likely to return after **discovering new products or brands.**

82%

are drawn back by ads that suggest **complementary items** to complete their purchase.

What It Means for Retailers

Post-purchase ads offer a powerful strategy to boost customer retention and drive revenue growth. Retailers should consistently display ads after every purchase to build habits, reinforce trust, and keep customers coming back for more.

🏆 How Fluent Can Help

Fluent's solutions seamlessly integrate with your existing platforms, empowering you to deliver personalized ads that feel like a natural extension of your brand. By creating a cohesive and engaging customer journey, we help you increase loyalty and drive repeat purchases.

SEE IT IN ACTION:

27%+ increase in lifetime value

Learn how Fluent enhanced customer retention and lifetime value for a major sportswear retailer with post-purchase ads.

Read Case Study

Section 4

Key Takeaways & Next Steps

By embracing post-purchase advertising, retailers can turn a single online transaction into the beginning of a long-term customer relationship.

This strategy not only enhances the shopping experience but also strengthens loyalty, maximizes lifetime value, and positions brands for sustained growth in the evolving commerce media landscape.

How to Get Started with Post-Purchase Advertising

- ✅ **Prioritize Personalization:** Use first-party data and contextual signals to drive ad relevance.
- ✅ **Optimize Incentives:** Boost engagement with discounts, rewards, and value-driven perks.
- ✅ **Expand Partnerships:** Work with non-endemic brands to diversify offers and unlock revenue.
- ✅ **Educate and Experiment:** Align your team on benefits, test formats, and refine strategies.
- ✅ **Measure and Adapt:** Track performance metrics and adjust campaigns for better results.

Methodology

Fluent fielded an online survey in the fall of 2024 among 1,003 US consumers aged 18-65 who made an online purchase in the past 30 days and recalled seeing at least one post-purchase ad.

Ready to level up your customer journey beyond the sale?

Get in touch today to learn how Fluent can help you leverage post-purchase ads to unlock a new profit stream and increase brand loyalty.

Ready to get started? **Schedule a Meeting**

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