

Post-Purchase Advertising Playbook: Take Your Customer Journey to the Next Level



After the Sale Is Where Loyalty Starts

Retail media is on track to capture **25% of U.S. ad spend by 2028**. While most retailers focus on the path to purchase, the moment that matters most happens **after checkout**. The confirmation page is high-intent, high-attention real estate—where brands can drive measurable revenue, deepen loyalty, and create repeat customers.

Fluent’s research shows:

62%

of shoppers say discounts or promotions motivate them to click a post-purchase ad.

57%

of those who completed an offer discovered a product or service they love.

63%

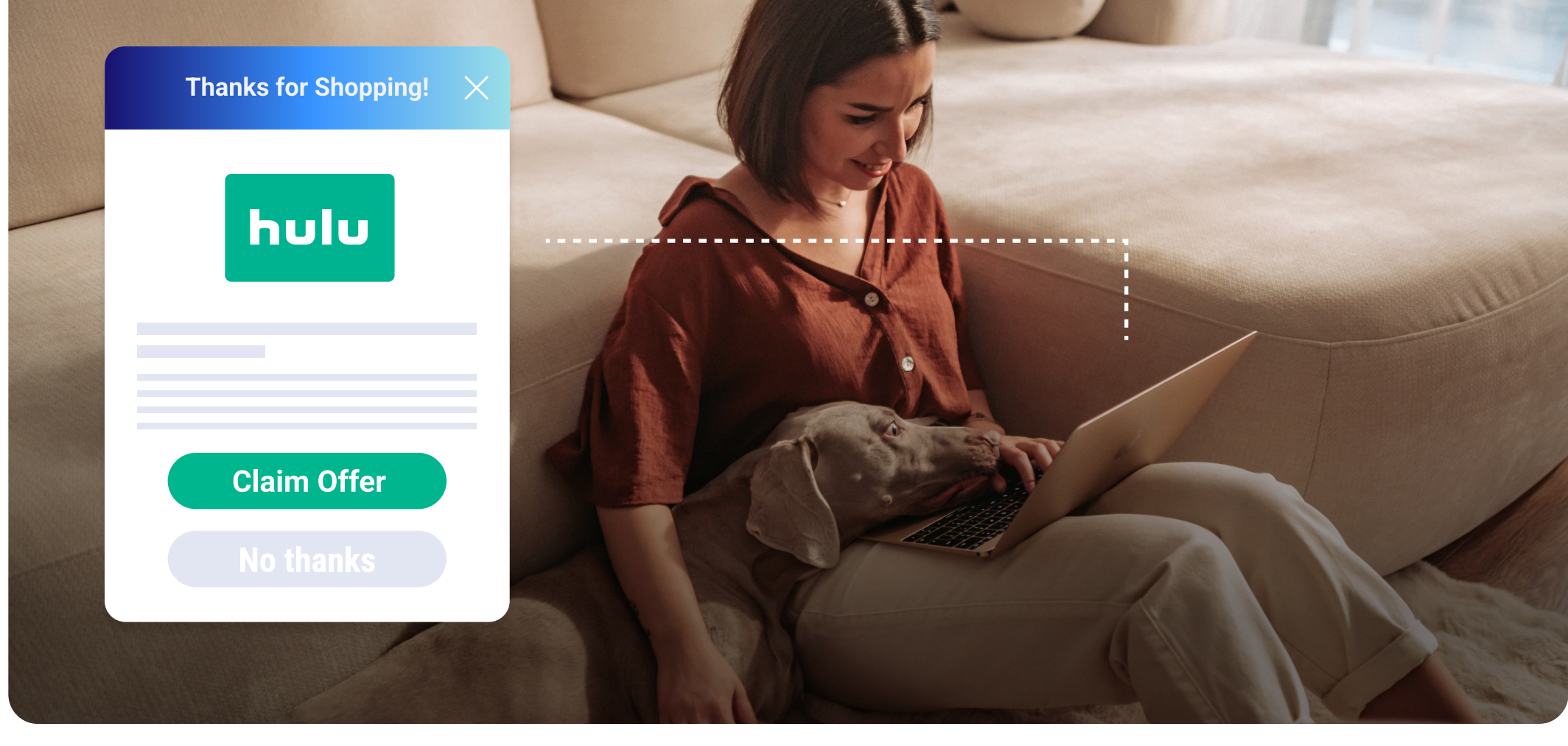
who see ads after every purchase say these ads improve their experience.

88%

who find personalized offers helpful are more likely to return.

The post-purchase moment isn’t the end of the customer journey—it’s the new starting line.

What is Post-Purchase Advertising?



Post-purchase ads appear on the confirmation page immediately after a purchase. Instead of ending the interaction, they extend it—delivering personalized, context-driven offers when customers are still in buying mode.

How It Works

Here’s how post-purchase ads fit into the customer journey:

1. Order:

Customer completes an order and reaches the confirmation page.

2. Confirmation Page:

Tailored offers surface, powered by first-party data, demographics, order details, and contextual signals.

3. Offer & Engagement:

Customers engage with relevant offers—unlocking new conversions, incremental revenue, or deeper loyalty.

Why It Matters

Boost Revenue: Turn your confirmation page into a profit machine.

Better Customer Experience: Personalized offers make customers feel seen.

Expand Partnerships: Partner with non-endemic brands to grow your reach and make your digital shelf feel endless.

Retail media is on track to capture 25% of U.S. ad spend by 2028 — Are you ready?

Launching a Post-Purchase Ad Strategy

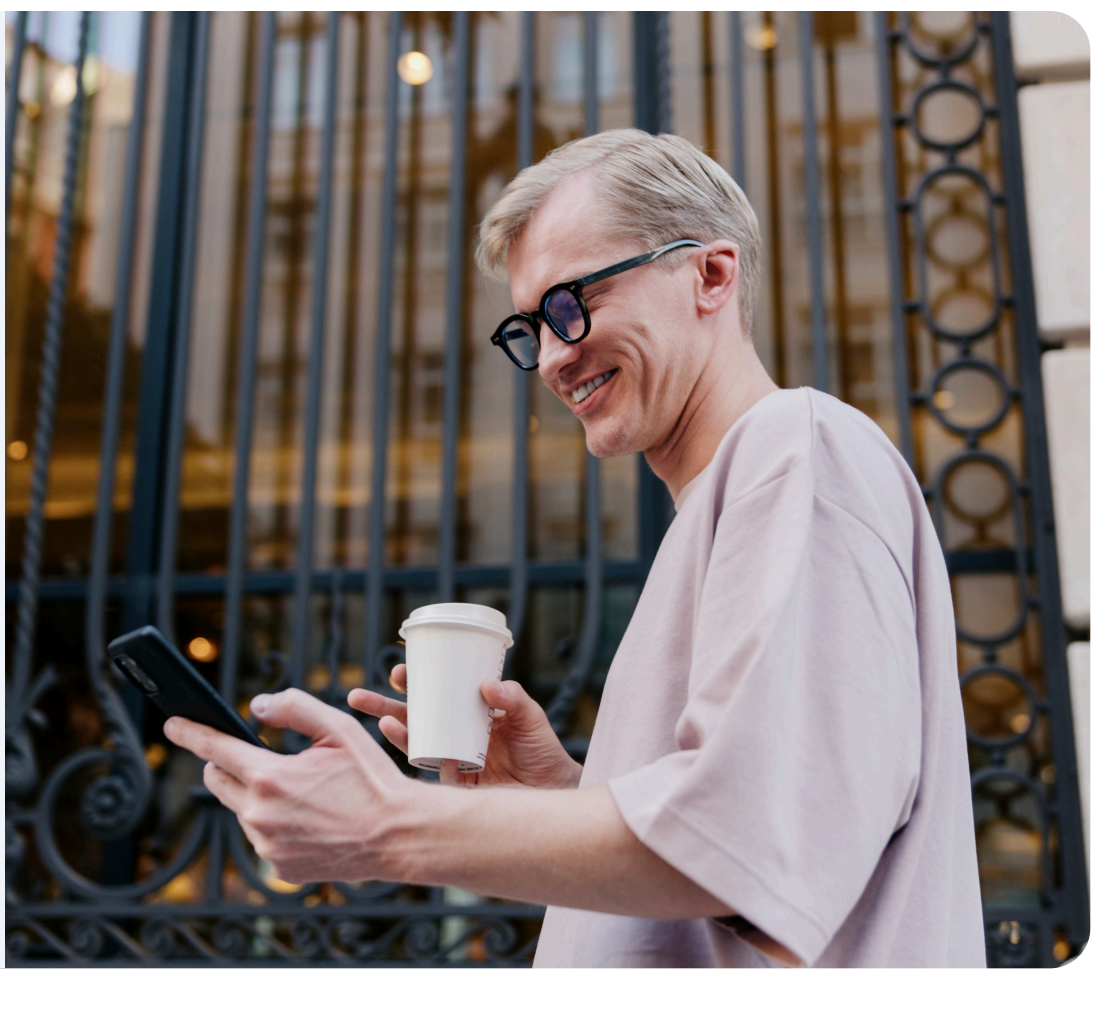


Website Integration

- Add a lightweight JavaScript tag to the confirmation page.
- Activate privacy-safe targeting with hashed identifiers and contextual data.
- Maintain control with category allow/deny lists, frequency caps, and real-time reporting.

Mobile Integration

- Use SDKs for iOS, Android, Flutter, or React Native.
- Deploy branded UI components for a seamless look and feel.
- Ensure offers match your brand design system (colors, fonts, spacing).



What Good Looks Like



For Customers

Frictionless:

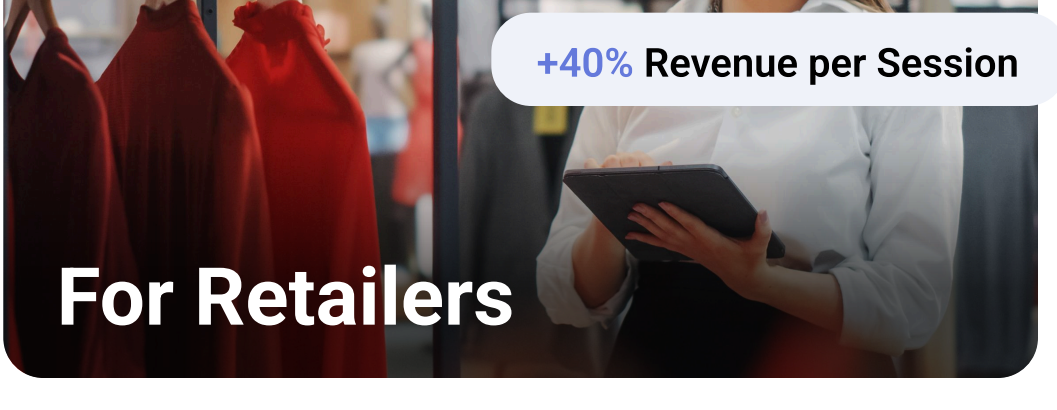
Ads load instantly; no added steps or disruption.

Consistent:

Offers feel like a natural extension of the brand.

Personalized:

Relevant to what was just purchased.



For Retailers

Revenue Lift:

Case studies show **40%+ increase in revenue per session.**

Retention Gains:

83% of shoppers who value discounts say they’re more likely to return.

Habit Formation:

59% of consumers say seeing ads every purchase motivates repeat visits.

Lifetime Value Growth:

A major sportswear retailer saw a **27%+ increase in customer lifetime value.**

Your 5-Week Launch Plan

Week 1

Week 2

Week 3

Week 4

Week 5

Week 1: Configure

Align on KPIs, placements, and brand guardrails.

Week 2: Integrate

Implement tag/SDK; validate event tracking and privacy safeguards.

Week 3: Approve

Curate advertiser categories, finalize partner list, and approve creative.

Week 4: Test

QA revenue metrics, engagement tracking, and customer experience.

Week 5: Launch

Go live with confidence; monitor performance and begin optimizations.

Choosing the right Partner + Key Takeaways

Look for:

✓ Ease of Integration:

Minimal dev lift, rapid time-to-value.

✓ Transparency & Control:

Full visibility into ads, categories, and placement.

✓ AI-Driven Targeting:

Optimize relevance and engagement at scale.

✓ Real-Time Reporting:

HubSpot and GA4 connectivity for closed-loop attribution.

✓ Dedicated Support:

Ongoing optimizations, category curation, and creative QA.

Post-purchase advertising allows you to:

✓ Turn a single transaction into the beginning of an ongoing relationship.

✓ Enhance the customer experience while unlocking measurable incremental revenue.

✓ Build loyalty, increase lifetime value, and position your brand for sustainable growth.

Earn more from the orders you already have. Fluent partners generate an average of **\$0.25 – \$0.50 in incremental profit per transaction.**

Ready to Launch?

FLUENT