Theme	Feature (code)	Description / Examples
add-on benefit	donation with purchase	purchase includes donation that company makes to charity
add-on benefit	free gift with purchase	free gift with purchase (e.g., free tote with purchase of makeup)
add-on benefit	sweepstakes with purchase	promised entry into contest/sweepstakes if purchase made
advertising	external ads/sponsored products	paid ad space or sponsored product/vendor
advertising	internal ads	for example, internal ads to apply for store's credit card
browsing	general product recommendations	any recommendations that don't clearly fall into one of the other product recommender categories
browsing	others viewed recommendations	product recommendations labeled as "Other customers also viewed..."
browsing	personalized recommendations	product recommendations based on past purchases/browsing
browsing	product collection for browsing	curated product collections for browsing such as "Look books" (Not simple product categories/navigation)
browsing	product quick view button	quick view button allows you to see product without open product details page
browsing	similar products recommendations	product recommendations labeled "similar products"
deliberation	helpful eview voting	allows user to vote on whether review was helpful / not helpful
deliberation	negative review highlighted	highlights negative product reviews
deliberation	product comparison tool	product comparison features e.g., ("compare" tools)
deliberation	product Q&A section	product Q&A section (not company Q&A)
deliberation	rating distribution	shows the distribution of product ratings (e.g., 5 stars = 10 people, 4 stars = 50 people, etc.)
deliberation	save for later list	"save for later" list
deliberation	wish list	wish lists, registry lists (all lists except "save for later" lists)
investment	personalization quiz	questions or quiz to personalize products
investment	requires account to buy	must create account to checkout
investment	sign up for price alerts	sign-up for price alerts, price tracking, etc.
lower risk	discount for providing email address	discount for providing email address
lower risk	discount/promo code (not for shipping)	promo code / discount code / coupon that must be applied by user at checkout
lower risk	discounted price	shows a reduced price or % off
lower risk	free reservation cancellation	no penalty for canceling reservations
lower risk	member/rewards program discounts	"member" or "rewards" discounts
lower risk	price match guarantee	promise to match competitors' prices
lower risk	returns/refunds	allows product returns / refunds
lower risk	sale page/list	includes a "sale" or "clearance" pages / list / section
lower risk	third-party seal	third-party seals/logos (e.g., "TRUSTe")
lower risk	trial period	try product for free for short time
perceived scarcity	exclusive price	exclusive price (this price only available here) (e.g., "web price")
perceived scarcity	exclusive product	exclusive product (only available here, e.g., "online only")
perceived scarcity	limited quantity for sale (not "low stock")	only a small number of products being sold
perceived scarcity	low stock warning	low stock warning (e.g., "only 2 left in stock")
perceived scarcity	selling fast tag	selling fast / recent high demand (e.g., "10 just sold!")
perceived scarcity	sold out / back-ordered tag	shows products that are sold out or back-ordered
physical proximity	interactivity	product interactivity (e.g., zoom, 360 spin, tilt product views)
physical proximity	multiple product pictures	multiple product pictures
physical proximity	preview product specs	preview product specs (e.g., display product in different color choice)
physical proximity	video/animation	product video / animation (no interactivity)
physical proximity	virtual dressing room	virtual dressing room (e.g., virtual mirrors, mock-up rendering of product in home)
shopping momentum	add-on product recommendations	product recommendations that are "add-on" to another product being viewed or added to cart (e.g., "Customers who bough
shopping momentum	discount for add-on products	discount for buying more products (e.g., 2 for 1 discount, "15% off paddles when you buy a canoe")
shopping momentum	discount for auto re-order	discounts for subscription products/automatic re-ordering

shopping momentum	discounted shipping with minimum spent	free or discounted shipping when you spend a minimum amount of money
shopping momentum	first purchase discount	free/discounted price for first purchase
social influence	bestseller tag	labeling products as bestseller / trending / popular
social influence	number of customers interested / watching	shows # of customers watching / looking
social influence	number of ratings/reviews	number of product ratings
social influence	number sold/number of customers	number of previously sold or number of customers who bought
social influence	others bought recommendations	product recommendations labeled as "others bought" (e.g., "Other customers ultimately purchased...")
social influence	positive review highlighted	highlights positive product review (e.g., testimonials)
social influence	product ratings/reviews	product ratings (numeric) and/or reviews (text)
social influence	referral discount	discount for referring a friend or other customer to the site
social influence	share cart or product (no counter)	ability to email/share/text a product or cart to someone or yourself with no counter
social influence	share cart or product (with counter)	ability to email/share/text a product or cart to someone or yourself with a counter of number of shares
social influence	shows real customers using product (not models/cele	user-generated content (not a photoshoot by company, not friends/known-others/celebs)
social influence	shows social media friends have purchased	shows friends / known-others from personal social networks have purchased
temporal proximity	checkout pop-up	encourages you/quickly directs you to cart/checkout after adding product to cart (e.g., checkout pop-up)
temporal proximity	easy credit/payment terms	layaway options, payment installments
temporal proximity	expedited shipping (all) *parent code	expedited shipping (not standard shipping). Parent code counts includes same day, next day, and general expedited shippi
temporal proximity	expedited shipping (next day) *child code	next day shipping
temporal proximity	expedited shipping (same day) *child code	same day shipping
temporal proximity	quick add-to-cart button	add to cart directly from product listing page
temporal proximity	quick checkout button	"quick "or "express" checkout option
temporal proximity	store pickup	"in-store pick-up", "free store pick-up", "same day pick-up"
urgency	limited-time discount (no clock)	limited-time discounts with no clock
urgency	limited-time discount (w/ countdown clock)	limited-time discounts with countdown clock
urgency	limited-time product availability (no clock)	limited-time availability of product (time, not quantity) with no clock shown
urgency	limited-time product availability (w/countdown clock)	limited-time availability of product (ime, not quantity) with a countdown clock
urgency	lock in discount now	must take an action immediately (e.g., add to cart) to secure price. (e.g., "add to cart now to lock-in price")
urgency	order deadline (for shipping)	order deadline for shipping (e.g., "arrives tomorrow if you order by 3pm")