Commerce insights report

Cracking the code on the modern consumer

Contents

Today's consumers shop with intention, not impulse

We surveyed 6,000+ consumers across the UK, US, Canada, and Australia to understand how people discover, evaluate, and buy today. The results reveal a clear shift: shoppers are deliberate, value-driven, and expect brands to meet them on their terms.

Free shipping wins

33%

cite free shipping as a top purchase driver

while 59% abandon when shipping costs are high.

Discovery is fragmented

43%

of consumers research on one platform and purchase on another

Amazon is the #1 validation channel (48%), but TikTok is rising fast — 55% of Gen Z now use it for discovery.

Trust drives purchase decisions

64%

say reviews are a key influence

and 43% will abandon a purchase if product quality feels uncertain.

Personalization must respect preferences

36%

unsubscribe from brand comms

due to irrelevant or generic content. Gen Z and Millennials, however, welcome tailored offers (30% and 25% respectively).

AI is emerging, but early

28%

use AI frequently for recommendations

but that jumps to 39% in the US and 48% among Gen Z.

The core question: does this brand meet me where I am — and on my terms?

How retail and ecommerce brands win customers in today's market

Focus on customer experience, not just products. Compassionate brands genuinely want to understand their consumers on a deeper level to serve them. And with competitors already making moves into this more intelligent ecommerce space to generate more growth and revenue, it's wise to begin making the shift.

While audience purchase patterns are usually generational, regional nuance matters, too. UK shoppers were most likely to cite loyalty programs as a purchase driver, whereas Australian shoppers showed the highest sensitivity to price. North American shoppers skewed more pragmatic — looking for trust signals like reviews and return policies — while Canadian respondents showed higher-than-average interest in sustainable or local values. Wherever you're selling, you need to tailor relevance locally.

Here are a few approaches brands can implement straight away:

Appeal to their core values. Give them free shipping or discounts, demonstrate consistency across platforms, and spotlight verified reviews.

Invest in platform-specific storytelling. Companies must be savvy with social to be discovered, tailoring their content to each platform and audience type.

Build trust with consumers. Purchasing from Amazon or directly from brand sites means trust must be built through customer experience before consumers click buy.

Honor customer preferences. Give consumers the reins to control how, when, and where you reach out — giving them the choice on whether to engage.

Showcase consistency and reliability. Use loyalty programs that reward and feel relevant to consumers' lives by serving them content that's useful and meaningful.

Basically, every single touchpoint — from first click to post-purchase — must be designed in a way that creates connections built around trust, respect, and purpose.

How WooCommerce and Klaviyo can support you

WooCommerce gives brands control to design trusted, seamless shopping experiences, from a flexible checkout to community-powered reviews. Klaviyo adds the intelligence layer, turning customer data into automated, personalized communications. Together, we help brands meet today's intentional shoppers with the value, trust, and control they expect.

woo | **klaviyo**

With WooCommerce and Klaviyo you can:

Have complete control over design, performance, and checkout flow — critical for building trust and minimizing cart abandonment.

Personalize communications with individual customer types in mind using advanced segmentation tools and data points.

Set up multichannel automation across email and SMS, so brands can make their messaging timely and relevant.

Combine marketing automation, analytics, and service into one unified platform enabling brands to better know their customers and grow faster.
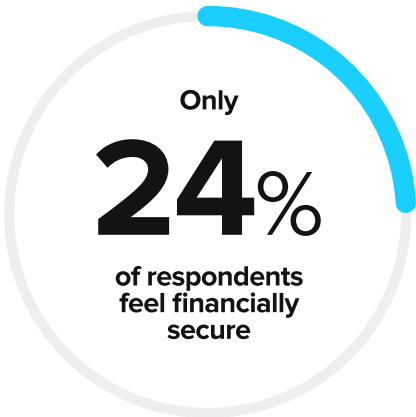
Theme 1:

Purpose drives purchase decisions for the value-conscious consumer

Economic uncertainty is causing worldwide cautious spending — especially for low-income earners. In fact, people across all incomes are being more careful with their purchases, only choosing what's necessary and worth it. Not only does it have to align with their lifestyle, it has to promise value.

Financial confidence varies dramatically by income, with only 24% of respondents feeling confident about managing finances and only 15% feeling confident in lower-income groups. So what's encouraging them to spend money?

At the crucial "hit buy" moment, 33% of people said that free shipping is the number one purchase driver, with 22% preferring discounts, and 18% preferring to see product reviews and ratings. These totally outweigh convenience elements like fast deliveries and flexible payment options, so much so that even high-earners are prioritizing discounts and necessity over convenience.
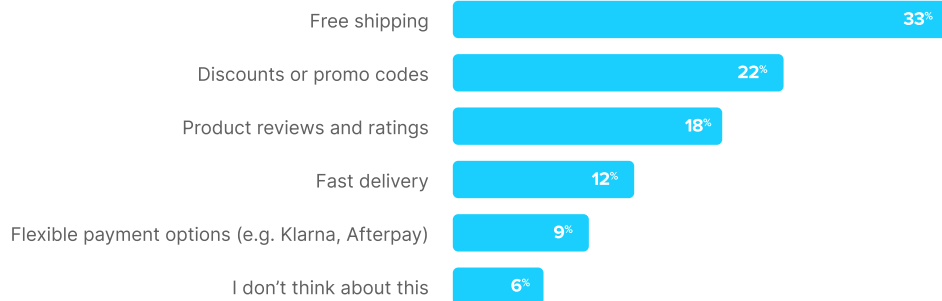
Only
24%
of respondents feel financially secure

Current level of financial confidence by yearly income

Annual income in local currency

Total	24%	33%	22%	14%	7%
Less than 25,000	15%	24%	26%	21%	15%
25,000 – 54,999	22%	34%	22%	15%	7%
55,000 – 99,999	24%	38%	22%	11%	4%
100,000 – 249,999	35%	42%	14%	8%	
250,000+	72%	20%	4%		

Very confident: I feel financially secure and able to manage unexpected expenses
Somewhat confident: I can manage my finances but feel some uncertainty about the future
Neutral: My financial situation hasn't changed much, and I feel stable but cautious
Not very confident: I'm concerned about my ability to cover future expenses
Not confident at all: I'm struggling to manage my current financial obligations

Q2: How would you describe your current level of financial confidence?
Base: Total (6021), Less than 25,000 (1568), 25,000 - 54,999 (1909), 55,000 - 99,999 (1514), 100,000 - 249,999 (896), 250,000+ (134)

Key purchase drivers when shopping online

Driver	Percentage
Free shipping	33%
Discounts or promo codes	22%
Product reviews and ratings	18%
Fast delivery	12%
Flexible payment options (e.g. Klarna, Afterpay)	9%
I don't think about this	6%

What brands can do

To thrive in today's value-driven, trust-sensitive market, brands must go beyond price and product to create purposeful, experience-led engagement. It's essential to prioritize free shipping, exclusive discounts, and satisfaction guarantees. But product quality is a priority, too. Here's what else businesses can do:

Balance price with reassurance

Even shoppers who aim to spend less don't compromise on the big three: quality, safety, and trust. For health and wellness brands, safety and clear information about how products are made and what they're made from is nonnegotiable.

Sell an experience, not just a product

Provide meaningful value like lifestyle-led content backed with expert advice. Nike offers augmented reality (AR) try-ons and flexible returns, whereas AR-powered IKEA Place lets people see furniture in their space before buying — both inspire confidence and drive action.

Retain through relevance

Brands investing in messages that focus on value, like showing verified reviews or offering localized bundles, see stronger repeat rates and higher customer lifetime value. Loyalty is no longer earned through points alone, but through continued alignment with what each shopper truly values.

Q4: How important are the following when deciding to make an online purchase? Base: Total (6021)

How WooCommerce and Klaviyo can support you

In an economic climate where shoppers are value-focused and cautious, WooCommerce and Klaviyo can be used to craft personalized, value-led shopping experiences.

woo

With WooCommerce you can support dynamic pricing tools to help brands offer bundles, promotions, region-specific pricing, or free shipping based on things like cart value, customer segment, and geographic location. Engaging, experiential offerings empower brands to create a unique customer journey that elevates perceived value and drives more purchases.

klaviyo

With Klaviyo you can support the conversion by implementing automation to reward browsing behavior with timely, personalized incentives such as price drop alerts, back-in-stock notifications, or abandoned cart nudges. Understanding your customer's behavior and reacting with relevant messaging is the key to getting their purchase over the line and encouraging return visits.

Theme 2:

Targeted signals over mass noise

Consumers are hit with a tidal wave of brands vying for attention every single minute of every single day. To cut through the noise, strengthen your trust cues with clean, consistent branding; show customer testimonials, expert opinions and endorsements; and be transparent about pricing, and contact information. These elements will ultimately shape what your audience pays attention to, believes, and buys.
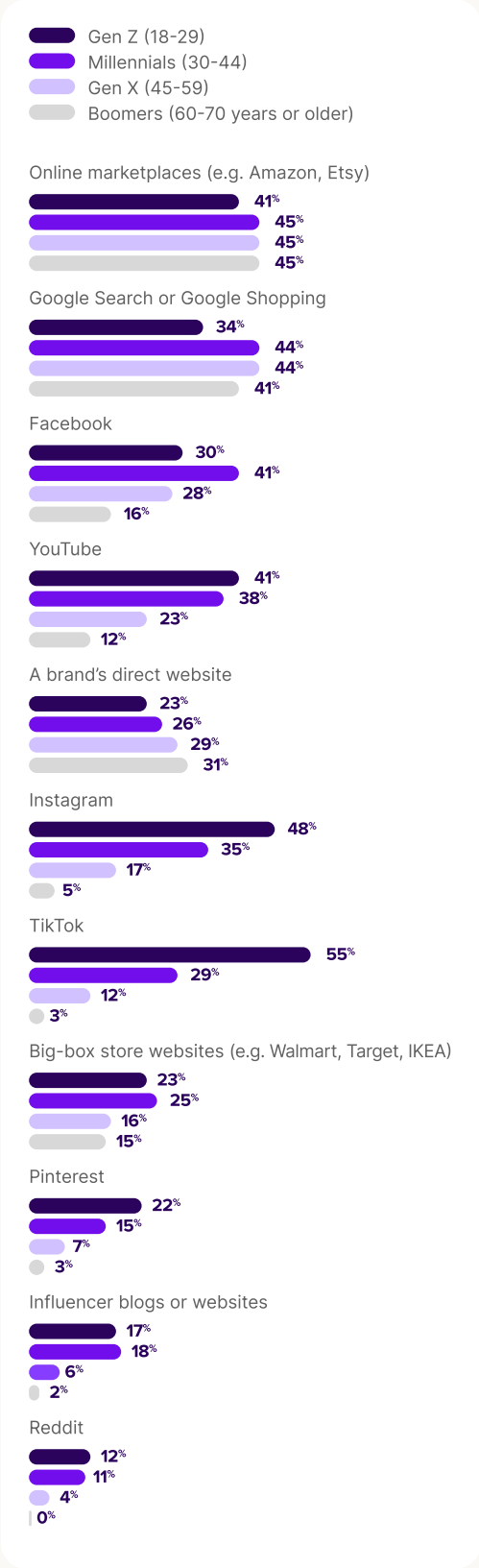
nutribullet

Even though 42% of all consumers will buy from influencer endorsements, platform preferences vary by region. Shoppers from the US and UK prefer TikTok and influencer-led discovery, while Canadian shoppers show a stronger reliance on traditional channels like Google and online marketplaces. Australian respondents have the highest rate of discovery via email and peer referral, suggesting that social proof still plays a bigger role than short-form hype in some places.

66%

of high-earners use AI for product recommendations

Generational shopping habits vary too, with 55% of Gen Z using TikTok and 48% using Instagram to discover new products; in contrast to 45% of Millennials, Gen X, and Boomers who prefer online market-places like Amazon and Etsy. This reveals that Gen Z are the first generation more likely to discover a product within a social-first, highly visual, influencer-driven environment. However, similar to their elders, they're still likely to use Google or Amazon later to validate that discovery, seeking reviews, peer opinions, and familiar branding as trust checkpoints.
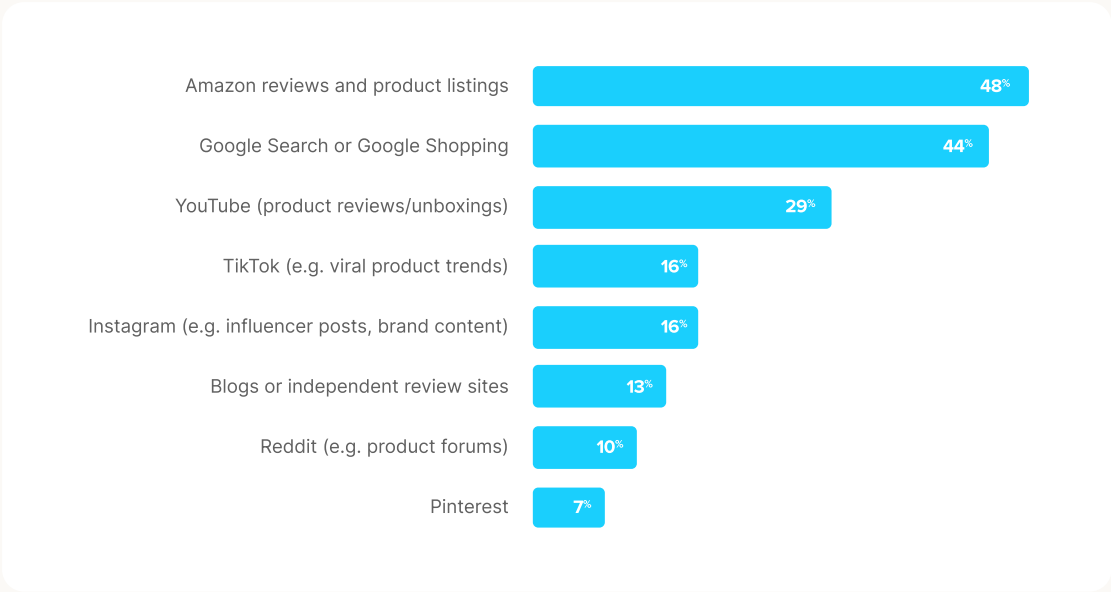
When AI is thrown into the mix, 66% of high-earners use AI for product recommendations frequently or all the time, compared to 15% of low-income groups. This shows a huge shift around how AI is now shaping and influencing what consumers are likely to buy, with high-income, digital-native shoppers expecting brands to anticipate their needs with intelligent, curated content. This means brands will benefit from moving from reactive content to proactive signal-based journeys to truly capture their consumer's imagination and win them over.

Online channels used to discover new products by age groups

- Gen Z (18-29)
- Millennials (30-44)
- Gen X (45-59)
- Boomers (60-70 years or older)

Online marketplaces (e.g. Amazon, Etsy)
- 41%
- 45%
- 45%
- 45%

Google Search or Google Shopping
- 34%
- 44%
- 44%
- 41%

Facebook
- 30%
- 41%
- 28%
- 16%

YouTube
- 41%
- 38%
- 23%
- 12%

A brand's direct website
- 23%
- 26%
- 29%
- 31%

Instagram
- 48%
- 35%
- 17%
- 5%

TikTok
- 55%
- 29%
- 12%
- 3%

Big-box store websites (e.g. Walmart, Target, IKEA)
- 23%
- 25%
- 16%
- 15%

Pinterest
- 22%
- 15%
- 7%
- 3%

Influencer blogs or websites
- 17%
- 18%
- 6%
- 2%

Reddit
- 12%
- 11%
- 4%
- 0%

Trusted sources for discovering product recommendations

Source	%
Amazon reviews and product listings	48%
Google Search or Google Shopping	44%
YouTube (product reviews/unboxings)	29%
TikTok (e.g. viral product trends)	16%
Instagram (e.g. influencer posts, brand content)	16%
Blogs or independent review sites	13%
Reddit (e.g. product forums)	10%
Pinterest	7%

Frequency of using AI for product recommendations by income group
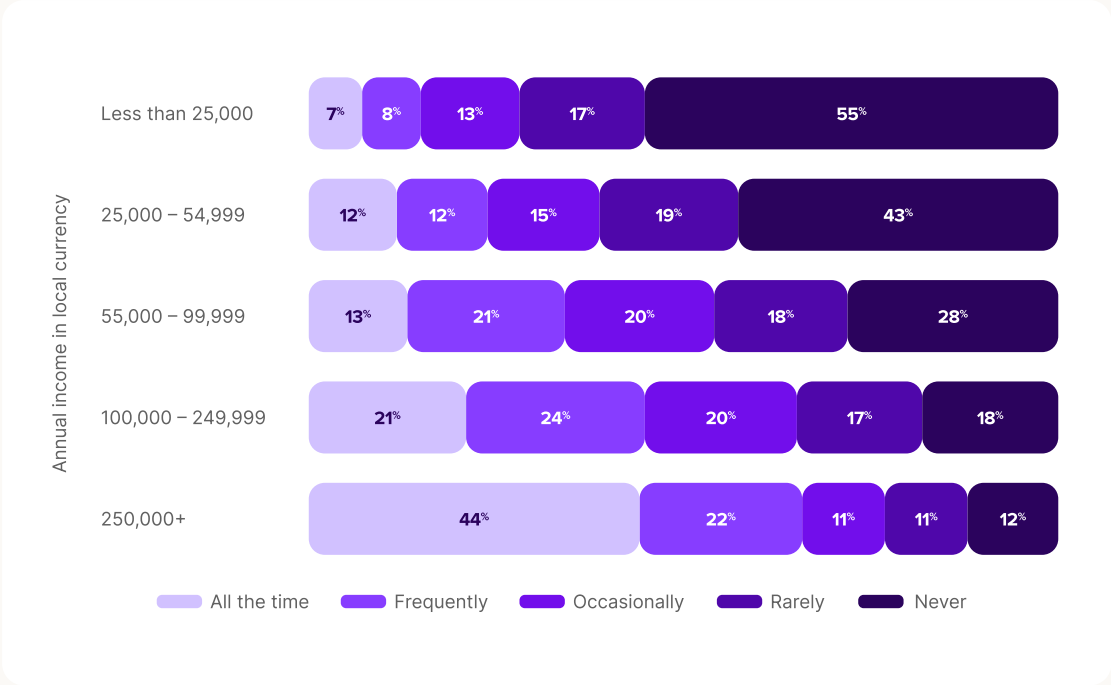
Annual income in local currency

Income	All the time	Frequently	Occasionally	Rarely	Never
Less than 25,000	7%	8%	13%	17%	55%
25,000 – 54,999	12%	12%	15%	19%	43%
55,000 – 99,999	13%	21%	20%	18%	28%
100,000 – 249,999	21%	24%	20%	17%	18%
250,000+	44%	22%	11%	11%	12%

Legend: All the time · Frequently · Occasionally · Rarely · Never

Likelihood of trying influencer-endorsed products

Total	15%	27%	23%	12%	24%

- Very likely: I often try products based on influencer recommendations
- Somewhat likely: I consider their opinions but still do my own research
- Neutral: I'm indifferent to influencer recommendations
- Unlikely: I rarely act on influencer endorsements
- Very unlikely: I don't trust online personalities for product advice

What brands can do

Attract with visuals, seal the deal with trust

Social channels are the place to be discovered, especially for younger or high-income audiences. Aligning your content with what works on specific platforms and curating trust cues builds credibility from the get-go. Nike blends credible endorsements from diverse athletes with crystal clear storytelling to create visually appealing and trustworthy brand messaging.

From discovery to conversion

Hitting the mark from the "first date" isn't enough. Elevate the "dating phase" by enhancing product pages and marketplace listings with detailed product info, verified reviews, price clarity, and clear delivery timelines. A brand who does this really well is Samsung, who gets YouTube influencers to demo their products, backed up with clear specs and comparisons on their website.

Credibility over visibility

Attracting your consumers through visuals and educating them on your product pros go hand-in-hand. But content strategies need to be tailored to audience type. High-income Gen Zs love immersive storytelling combining aspiration with influencer-backed reviews. Boomers want less overly emotional marketing, often looking for tech specs, comparisons, and clear pricing.

Ultimately, brands that can integrate storytelling with substance to give consumers a seamless experience from the moment they first meet, will close trust gaps, lessen drop-offs, and drive meaningful conversion.

How WooCommerce and Klaviyo can support you

In a digital landscape where a multitude of brands are shouting into the void to vie for consumer attention, WooCommerce and Klaviyo reinforce your trust cues to help you stand out from the crowd.

woo

klaviyo

With WooCommerce you can:

Add real-time purchase notifications such as "X just bought this item" which creates social proof and urgency — nudging shoppers to follow suit.

Remove conversion obstacles by showing pricing and delivery costs upfront, making consumers feel more confident about buying.

Make sure relevant products get shown to the right people, by embedding AI-powered search suggestions based on browsing history.

Seamlessly sync with social commerce tools such as Instagram and TikTok Shop to introduce products naturally into user feeds.

With Klaviyo you can:

Utilize discovery signals. If a customer clicked an influencer email or visited a UGC product page, it can create trust-building follow-ups with testimonials, discounts, and more.

Segment audiences and personalize automated messaging flows across email and texts, tailoring communications to suit audience needs.

Support post-purchase engagement like encouraging customers to leave reviews or share photos to feed the cycle of social credibility.

Send re-engagement emails to lapsed buyers with limited-time offers or social validation messaging such as "1,000 people love this" to help reignite curiosity.

Theme 3:

Fluid journeys, fixed expectations

Shopping today is like teleportation between moments. But the journey from discovery to purchase is fragmented, with 43% of consumers researching on one platform and then completing their purchase on another. Gen Z and Millennials do this most, fluidly navigating many websites and social media channels to find authentic reviews, trustworthy brands, and better prices.

william mitchell
US · 1 review

★★★★★

I recently discovered Boost Oxygen on a trip out west at elevation of 7500 ft+. I have allergies and other respiratory issues. I feel much better when I have Boost Oxygen around.

Date of experience: 31 March 2025

👍 Useful   ⌘ Share   ⚑

From the moment of first discovery, throughout the entire purchase journey, brands are wise to be as upfront and transparent as possible. Even the tiniest bump in the road can make people abandon purchases, with 78% abandoning carts due to slow or difficult websites; 59% because of unexpected or pricey shipping costs; 43% on account of product quality not meeting expectations; and 37% as a result of unclear product information.

Consequently, brands must set clear expectations. Be honest and clear before money changes hands. This includes information about price, delivery times, product perks, and anything else that might impact the consumer's decision. Get it wrong and they will walk.
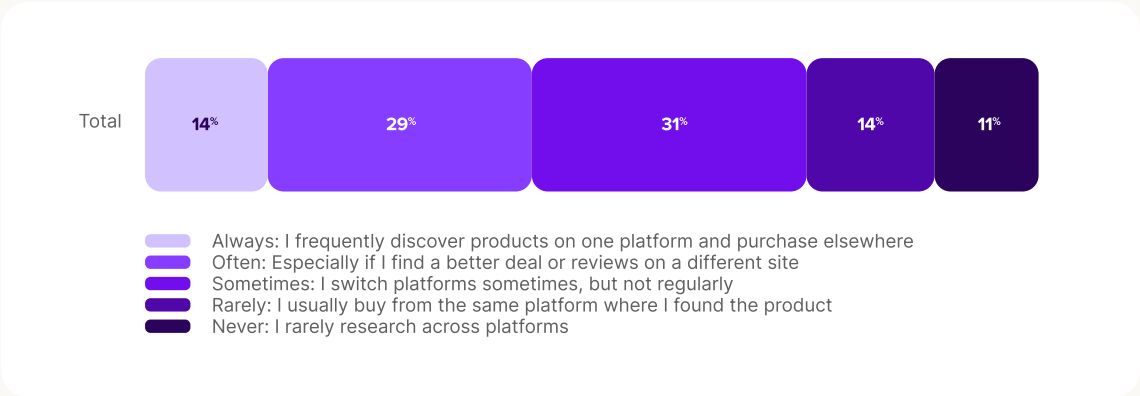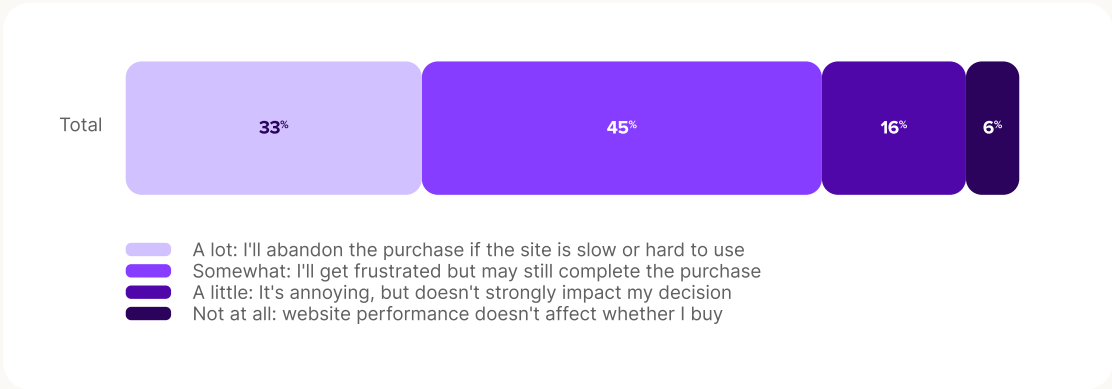
78%

abandon carts due to slow or difficult websites

Regionally, this behavior was most noticeable in the US and UK, where shoppers were more likely to discover products on social media and then purchase from marketplaces or branded sites. Australian consumers reported the highest cart abandonment because of unclear fees or delivery costs — which suggests there's a bigger gap in transparency. Meanwhile, Canadian shoppers were least tolerant of slow websites, with 81% saying it directly impacted whether or not they'd complete a purchase.

Cross-platform shopping behavior

| Total | 14% | 29% | 31% | 14% | 11% |

- Always: I frequently discover products on one platform and purchase elsewhere
- Often: Especially if I find a better deal or reviews on a different site
- Sometimes: I switch platforms sometimes, but not regularly
- Rarely: I usually buy from the same platform where I found the product
- Never: I rarely research across platforms

Effect of website's speed and functionality on purchase behavior

Total	33%	45%	16%	6%

- A lot: I'll abandon the purchase if the site is slow or hard to use
- Somewhat: I'll get frustrated but may still complete the purchase
- A little: It's annoying, but doesn't strongly impact my decision
- Not at all: website performance doesn't affect whether I buy

Barriers to completing an online purchase

High shipping costs	59%
Concerns about product quality or authenticity	43%
Not enough product information or photos	37%
Lack of trust in the brand or website	37%
Lack of customer reviews or ratings	36%
Poor website experience (e.g., confusing layout, slow)	32%
Unclear or strict return policies	26%
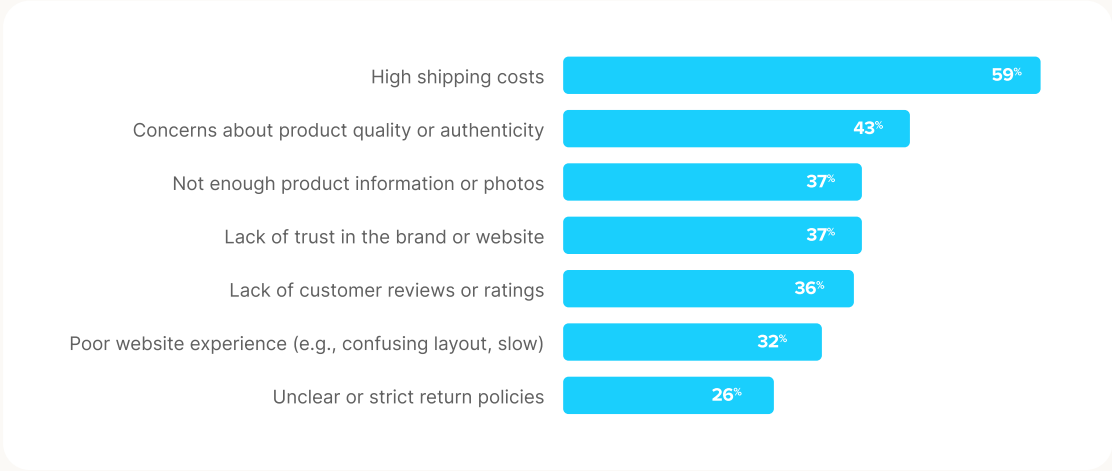
Importance of reviews and ratings before purchase

Total	29%	35%	26%	5%	4%

- Extremely important: I rarely buy anything without reading reviews
- Very important: I often rely on reviews to confirm my decision
- Somewhat important: I look at them, but they don't determine my decision
- Not very important: I occasionally read reviews, but don't rely on them
- Not important at all: I usually make purchase decisions without reading reviews

Reasons for abandoning a purchase at the time of checkout

Reason	%
Unexpected fees added at checkout	49%
Felt unsure about payment security	36%
Website errors or crashes during checkout	30%
Checkout process was too long or complicated	29%
Required account creation before purchase	29%
Limited or no payment options (e.g., no PayPal, no Buy Now Pay Later)	28%
Lack of order confirmation or reassurance	22%
I've never encountered this problem	13%

What brands can do

Give them a consistent and fluid customer journey

Shoppers hop between platforms, so you can't control where discovery starts. This makes omnichannel orchestration critical. Brands need to show up consistently across every touchpoint: from TikTok discovery, to Amazon validation, to on-site checkout.

Friction kills intent

Carts get abandoned for many reasons: slow websites, hidden fees, or missing information. Speed, clarity, and confidence are gold. Make checkouts lightning-fast, delivery timelines crystal clear, and subscription models simple — giving customers a 'save preferences' option for seamless repeat purchases.

Post-purchase pampering

The journey doesn't end when they've bought your product. Gently introduce subscription choices, reinforce great value with follow-up rewards, and encourage shoppers to leave reviews. For products that people don't buy often (like skincare, supplements, or tech) simplify reordering by setting reminders to stay top of mind, so it's more likely they'll buy again.

Take a close look against what drives and kills conversion

Conversion triggers
- Free shipping (33%)
- Discount or promo codes (22%)
- Verified reviews (18%)

Conversion killers
- Slow site speed (78%)
- Surprise shipping costs (59%)
- Unclear product details (37%)

Q12: What aspects of the checkout experience have caused you to abandon a purchase? Base: Total (6021)

How WooCommerce and Klaviyo can support you

With shopping today often feeling like ping-pong between social platforms and brand websites, companies should make sure transitional moments are seamless in terms of speed, efficiency, and consistency.

WOO

With WooCommerce you can:

Ensure your products align with the unique platform requirements and shopping habits of users on TikTok Shop, Instagram, and Google to boost visibility and conversion across many channels without increasing workload.

Elevate the checkout experience for mobile — which has high traffic, but high drop-offs because of small screens. By enabling saved payments and guest checkout, you make purchases easier.

Utilize a vast plugin ecosystem to experiment with transparent shipping updates and financing options like Klarna or Afterpay — known to boost trust and average order value.

Support more strategic selling with dynamic pricing and personalization according to region and audience type. By offering a more relevant, seamless shopping experience you'll sell more and create higher customer satisfaction.

klaviyo®

With Klaviyo you can:

Craft email and SMS journeys at scale, tailored to what channel shoppers come from. TikTokers are more emotionally driven, desiring aesthetic appeal. Whereas Googlers are practical and solutions focussed. This is key for meeting expectations and making conversion more likely.

Help nurture the customer relationship after the sale, which is a key trust-building opportunity. Follow up with helpful content, ask for reviews, or invite them to loyalty programs to raise engagement and turn first-time buyers into long-term fans.

Identify shoppers who've added an item to a cart but then abandoned it, and gently nudge them with a product reminder, a limited-time offer, or a positive customer review. Sending automatic follow-ups via email or SMS can help recover otherwise lost revenue.

Segment audiences according to behavior. New shoppers might need more educating and trust building, whereas loyalists might appreciate exclusivity or early access. Sending tailored messaging through relevant channels boosts engagement and lifetime value.
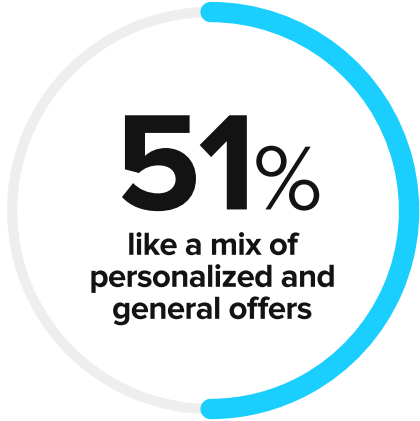
Theme 4:

Connection
on their terms

Connection doesn't come from shouting into
the void, it comes from conversation. And that
starts with making a great first impression, keeping
it personal, and keeping your audience curious.

Audiences want personalization, but it's risky and easy to get wrong. Half of consumers like it when done well, yet nearly 1 in 5 people find it invasive. Personalization at its best is done with a light touch, when it's useful, respectful, and always on the consumers' terms. So, the future of personalization is permission-based because when brands ask instead of assuming — letting customers set content frequency, channel, and tone — trust grows and engagement follows.

In our age of digital overwhelm, sometimes it's easier for audiences to disconnect entirely. No matter the age or income, people are tuning out the noise — making first-contact strategies even more essential. If it's just promo spam, they're not listening. Plus, not everyone wants to hear from brands, with 17% of consumers opting out entirely.
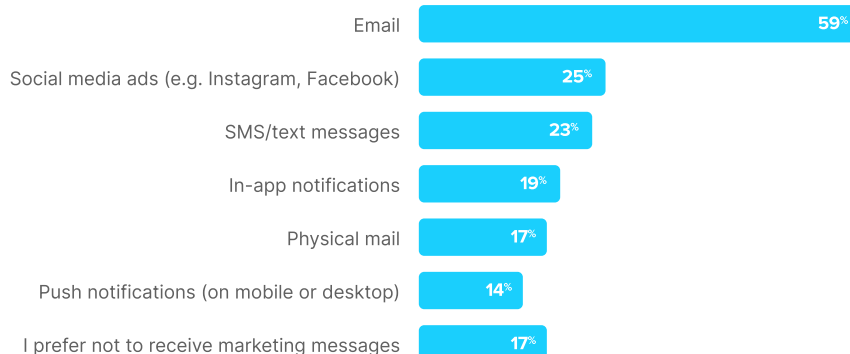
51%
like a mix of personalized and general offers

58%
prefer personalized promotions based on past behavior

Preferred marketing channels for receiving offers and updates

Channel	%
Email	59%
Social media ads (e.g. Instagram, Facebook)	25%
SMS/text messages	23%
In-app notifications	19%
Physical mail	17%
Push notifications (on mobile or desktop)	14%
I prefer not to receive marketing messages	17%

Brands need to look at the reasons why people disengage, because unsubscription patterns aren't random. Here's what the stats say:

60%

feel they get too many messages

44%

feel the tone is too pushy
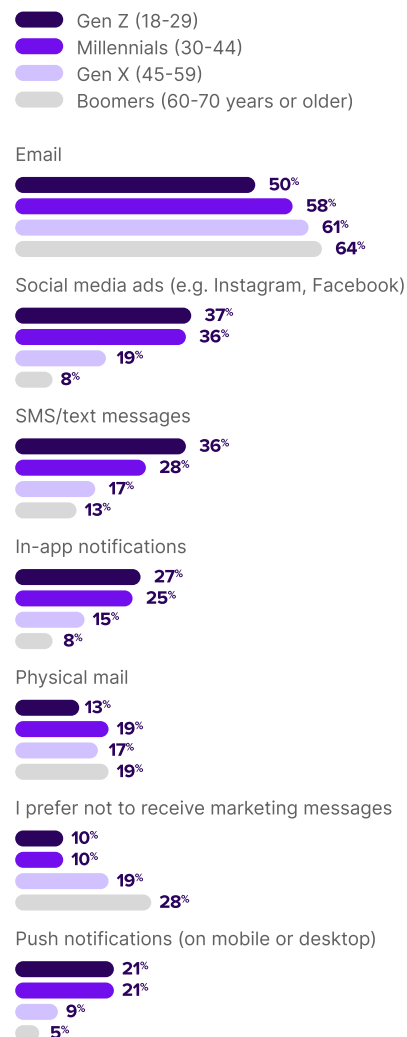
36%

feel the content is irrelevant

32%
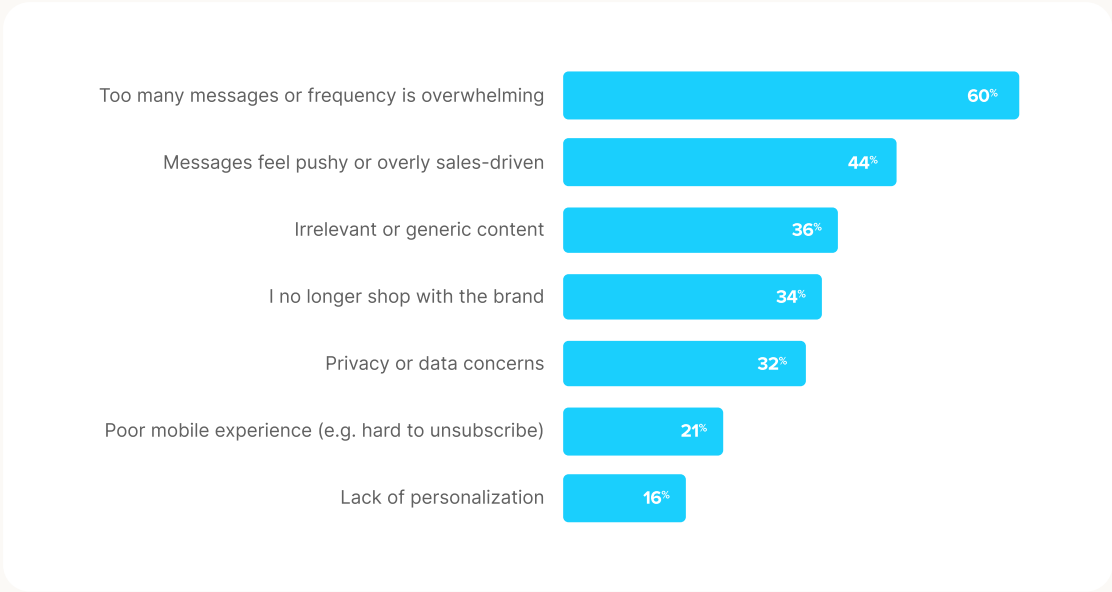
feel concerned for their privacy

Opt-out behavior is also regionally nuanced. Boomers in the UK and Australia were most likely to unsubscribe due to getting too many messages, while US Gen Z consumers were more likely to unsubscribe because of the tone and whether or not it was relevant to them. In contrast, Canadian shoppers showed the strongest preference for email over SMS, especially among older generations. Ultimately, this suggests that brands could segment by both age and location to stay relevant.

So how do you do it right? Email is still the favored way to connect, but young, high-earners expect mobile-first, visually powerful communication. They're more open to SMS, push notifications, and in-app messaging when it's timed right and easy to dismiss in a way that still gives them full control over how and when they hear from brands.

Preferred marketing channels for receiving offers and updates by age group

Gen Z (18-29)
Millennials (30-44)
Gen X (45-59)
Boomers (60-70 years or older)

Email
50%
58%
61%
64%

Social media ads (e.g. Instagram, Facebook)
37%
36%
19%
8%

SMS/text messages
36%
28%
17%
13%

In-app notifications
27%
25%
15%
8%

Physical mail
13%
19%
17%
19%

I prefer not to receive marketing messages
10%
10%
19%
28%

Push notifications (on mobile or desktop)
21%
21%
9%
5%

Top reasons consumers unsubscribe from brand communications

Reason	%
Too many messages or frequency is overwhelming	60%
Messages feel pushy or overly sales-driven	44%
Irrelevant or generic content	36%
I no longer shop with the brand	34%
Privacy or data concerns	32%
Poor mobile experience (e.g. hard to unsubscribe)	21%
Lack of personalization	16%

Perceptions of personalized marketing by age group
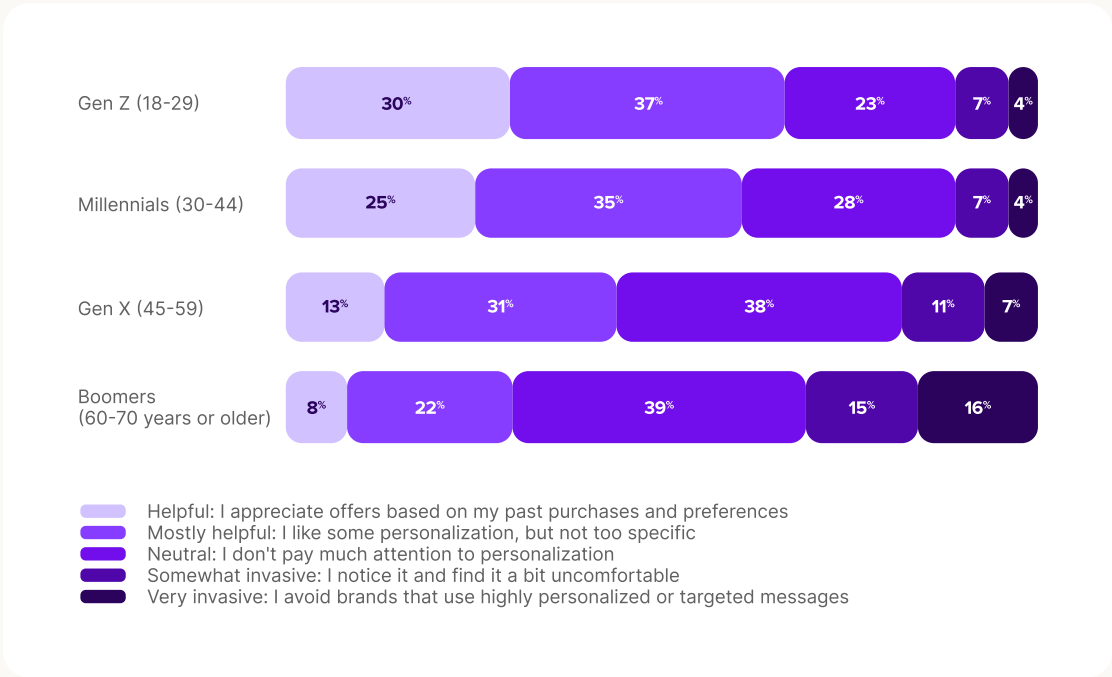
Age group	Helpful	Mostly helpful	Neutral	Somewhat invasive	Very invasive
Gen Z (18-29)	30%	37%	23%	7%	4%
Millennials (30-44)	25%	35%	28%	7%	4%
Gen X (45-59)	13%	31%	38%	11%	7%
Boomers (60-70 years or older)	8%	22%	39%	15%	16%

Helpful: I appreciate offers based on my past purchases and preferences
Mostly helpful: I like some personalization, but not too specific
Neutral: I don't pay much attention to personalization
Somewhat invasive: I notice it and find it a bit uncomfortable
Very invasive: I avoid brands that use highly personalized or targeted messages

Consumer preference for tailored vs. general promotions

Total

| 17% | 51% | 20% | 13% |

Tailored: I prefer personalized deals based on my interests and purchases
A mix: I like a combination of personal and general offers
General: I prefer offers that apply to everyone equally
It doesn't matter to me: I'll engage if the offer is good, regardless of targeting
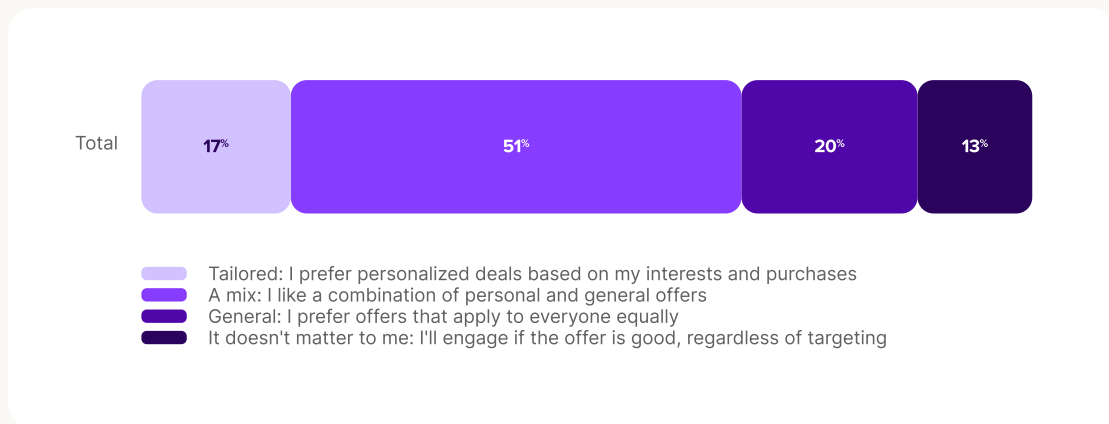
What brands can do

Be relevant, not intrusive

Just like real-life friendships, brands need to earn trust before they're rewarded with our attention. If personalization is powered by volunteered data, it will feel less invasive and brands are less likely to fall into the trap of irrelevant follow-ups and over-messaging, which can damage relationships. For example, Lush uses personalization to send opt-in product guides tailored to skin type or past purchase. Timely, respectful comms clearly aligned with consumers' personalities is the way forward.

Quiet brands build stronger relationships

Audiences feel relevance is more important than how often they're messaged, so knowing when not to contact is just as essential as knowing what to say. Brands can use behavioral segmentation shaped by recent purchases, return habits, and browsing patterns to understand buyer behavior and create more relevant messaging. Rather than elbowing your way to the front row, earn loyalty and trust by respecting boundaries and mirroring buyers' shopping styles

Let the buyer set the pace

Just like first-time meetings IRL, it'd be off-putting if a new acquaintance messaged you every day. Instead of hitting them with automated messages based on their small habits, look at how they engaged. Were they truly interested and would they benefit from receiving more updates? ASOS gives shoppers access to a preference center that gives them total control over how often they see promo content and order updates — this way, contact feels less pushy and more considerate.

How WooCommerce and Klaviyo can support you

Audiences are open to personalization if the tradeoff makes way for excellent value: one that's respectful and gives the customer complete control of how and when they're contacted so that trust can grow organically.

woo

With WooCommerce you can power personalization at scale, capturing unique data about users and storing it neatly, ready to sync with Klaviyo. This data is used to help understand how and when customers want to hear from brands, giving them a better personalized experience so they feel more seen.

klaviyo

With Klaviyo you can:

Give customers control of contact boundaries, which boosts loyalty, trust, and overall satisfaction. Options like "email me monthly" or "just tell me about new products" give consumers a say on what they truly want. These preferences can be tracked and sent to Klaviyo, which navigates what messages they get sent and when.

Support dynamic flows based on individual preferences. Traditional campaigns are scheduled in bulk, but more tailored, innovative approaches are best. If someone prefers SMS or wants content about sustainability, their preference should guide their experience, it shouldn't be solely guided by a brand's marketing calendar. This crafts a more human experience, which people are more likely to have faith in.

Set smart rules to control when messages go out and how many should be sent. No one wants to be bombarded, and frequency caps stop brands from over-sending, emailing someone twice in twenty-four hours, or spamming lapsed users. Restraint makes for respectful marketing, ultimately protecting your engagement rates and customer trust.

Create audience segments based on individuals' favored social platform, tone, and best time to reach out, which makes your messaging feel less like marketing and more like a real conversation. Boomers might prefer practicality and clear subject lines via email. However, Gen Z might lean towards short-form, visually powerful content through SMS or social.

Theme 5:

Earned loyalty is an investment

How you gain loyalty is always changing; but it has to be built with every interaction. Making a sale is no longer the end of the journey, so it's crucial to look at the most effective ways of crafting the post-purchase experience to maintain customer loyalty.

brodo

Making Bone Broth at Home

Making bone broth at home is a lot like how we make it at Brodo. There

Read more

Soup Season Recipe Collection

It's soup season, y'all. To celebrate our favorite season, we're rounding up some of our favorite

Read more

Coffee Colada Smoothie

A summer broth shop favorite: now ready to recreate in the comfort of your own home.
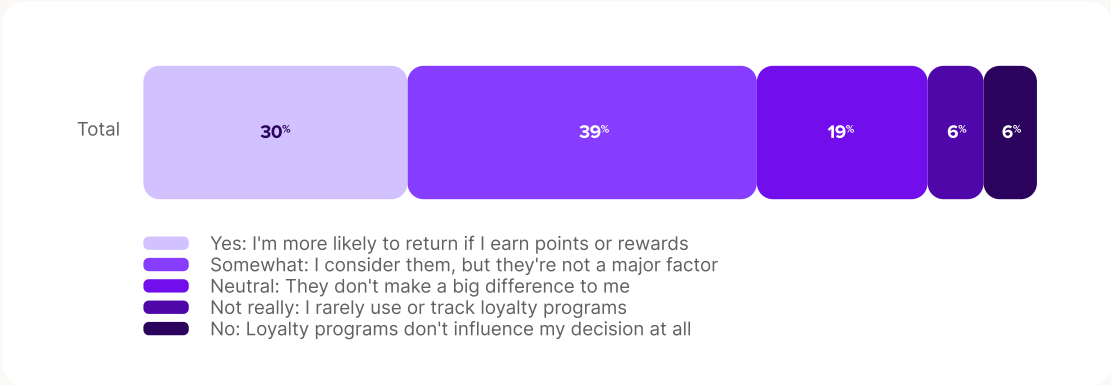
Read more

Many brands aim to cultivate loyalty, but it's not as simple as it used to be. You must earn and reward your customer's attention in carefully curated ways. Enticing rewards create a habit loop, and genuine connection to nurture affinity. However, some of these elements have become transactional, or commoditized, which blurs the lines between genuinely caring about how to best serve your customer while creating long-term fans, versus just making a sale. So, even though reward incentives have teetered into the transactional, it doesn't necessarily mean loyalty itself has become a commodity. Loyalty just needs to be re-earned, re-imagined, and treated with care.

Repeat purchase drivers

Consistently good product quality	52%
Fast and reliable delivery	48%
Excellent customer service	38%
Loyalty programs or reward points	32%
Hassle-free returns and exchanges	25%
Post-purchase discounts or incentives	18%
Easy reordering or subscription options	12%
Personalized follow-up emails or offers	9%
Unsure	4%

Do loyalty programs drive repeat purchases?

Total	30%	39%	19%	6%	6%

Yes: I'm more likely to return if I earn points or rewards
Somewhat: I consider them, but they're not a major factor
Neutral: They don't make a big difference to me
Not really: I rarely use or track loyalty programs
No: Loyalty programs don't influence my decision at all

Brodo — a direct-to-consumer broth brand — generously gives their customers educational freebies. When customers get their box of Brodo, they are met with a step-by-step guide on how to open the box, where to store it, and how best to consume Brodo as a beverage. They even send customers recipes and tips, which furthers their generosity and boosts loyalty.

55%

of customers say that getting shipping updates is a top priority

But what's valued by Brodo's audience will be different for yours, so it's important to understand what your audience values most. To give you a sense of what's valued across the board, 55% of customers say that getting shipping updates is a top priority. This is followed by exclusive perks at 33% and tips on how to use the product at 22%. However, regardless of the post-purchase messaging theme, always make sure it's relevant, timely, and informative.
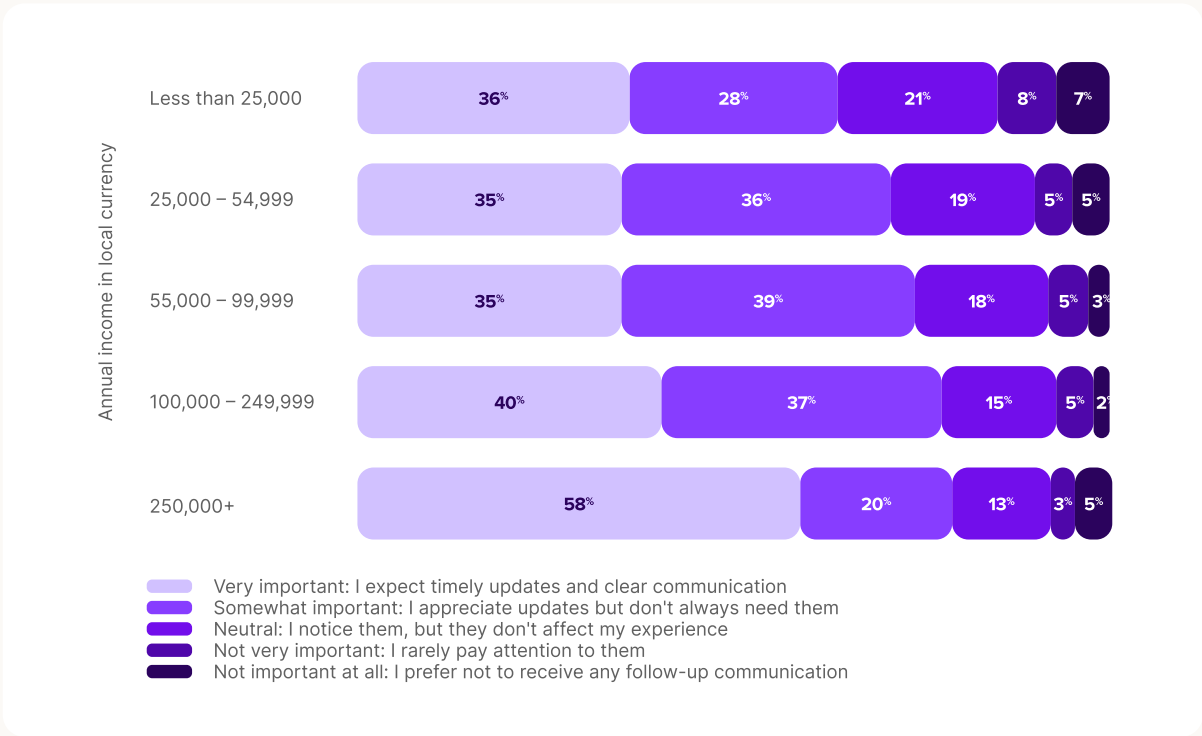
In terms of making sure that shoppers return, 52% say that high-quality offerings remain the most important reason why they buy again, which rises to 64% for Boomers and 53% for Gen X. However for Gen Z and Millennials, loyalty is fueled by convenience and speed, so brands are smart to invest in subscription models and seamless reordering processes.

When it comes to loyalty programs, 40% of Gen Z and 36% of Millennials say rewards are no longer a "nice-to-have," they're expected in return for their loyalty — compared to only 19% of Boomers.

Regional differences also matter. UK shoppers were the most loyalty-program driven overall, while US and Canadian shoppers prioritized fast, transparent post-purchase communication — especially around delivery and returns. Australian respondents showed stronger interest in referral bonuses and VIP exclusives, signaling a desire for recognition over general rewards.
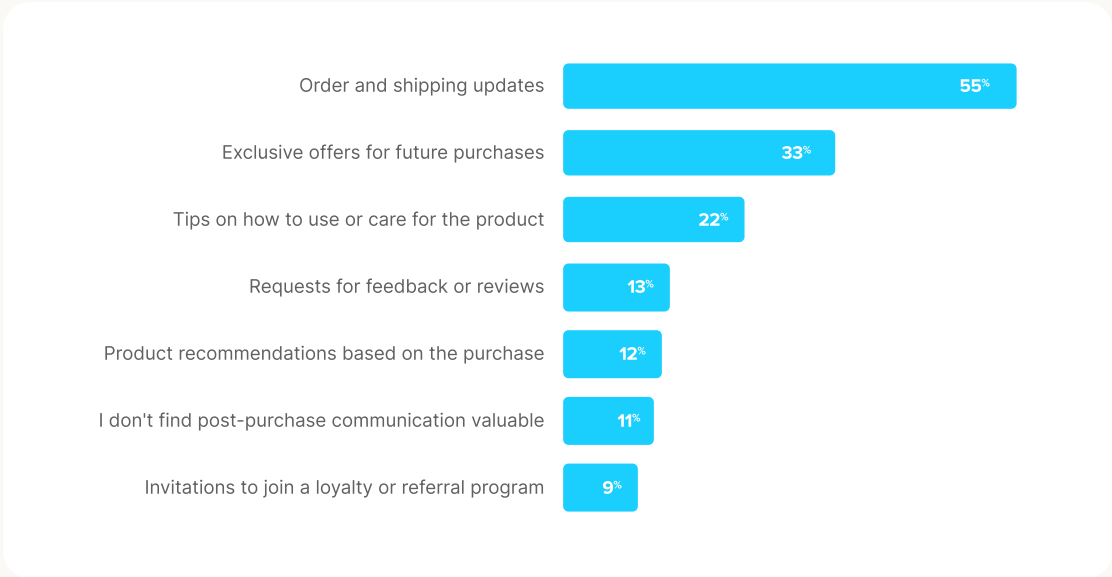
One thing is clear, modern loyalty is earned through convenience, relevance, and trust — not just discounts and points. Brands who listen, simplify, and personalize will outperform those who just treat the post-purchase journey as an afterthought.

Post-purchase communication expectations by income group

Annual income in local currency

Income	Very important	Somewhat important	Neutral	Not very important	Not important at all
Less than 25,000	36%	28%	21%	8%	7%
25,000 – 54,999	35%	36%	19%	5%	5%
55,000 – 99,999	35%	39%	18%	5%	3%
100,000 – 249,999	40%	37%	15%	5%	2%
250,000+	58%	20%	13%	3%	5%

Very important: I expect timely updates and clear communication
Somewhat important: I appreciate updates but don't always need them
Neutral: I notice them, but they don't affect my experience
Not very important: I rarely pay attention to them
Not important at all: I prefer not to receive any follow-up communication

What post-purchase communications do shoppers value?

Order and shipping updates	55%
Exclusive offers for future purchases	33%
Tips on how to use or care for the product	22%
Requests for feedback or reviews	13%
Product recommendations based on the purchase	12%
I don't find post-purchase communication valuable	11%
Invitations to join a loyalty or referral program	9%

What brands can do

Strengthen trust with every touchpoint

Every update, delivery, and return is an opportunity to strengthen trust. Handle these moments with clarity, care, and empathy to make sure doubt never creeps in, leaving your customer with a solid sense of satisfaction and total confidence.

Be flexible with freebies, the key to lasting loyalty

Everyone's different, so it makes sense that they should be rewarded according to their preferences. Whether it's VIP access, discounts, or points, implementing admin controls lets customers choose how they want to be gifted.

Be purposeful, not promotional

Follow-up messaging only gives value when it's purposeful. It could be a simple how-to guide, order updates, or tips around getting the most out of what they bought. Send what makes sense for each audience type to maximize engagement.

Q27: What kind of post-purchase communication adds the most value for you? Base: Total (6021)

How WooCommerce and Klaviyo can support you

Building loyalty is a dance between offering customers value and honoring their values. If you truly want to understand your customers and forge a connection you must learn what's most important to them first.

WOO

With WooCommerce you can:

Launch dynamic loyalty programs using plug-ins to reward behavior like sharing on Instagram, leaving reviews, and referring friends. This creates a richer, more inclusive sense of loyalty, especially for Gen Z and Millennial audiences who expect brands to value all forms of communication.

Streamline the post-purchase journey to provide more visibility and real-time updates around live tracking, delivery timelines, and a seamless return process. This leaves the customer feeling confident that their item will arrive safely, or that they'll be refunded in an effortless and timely manner.

Use dynamic content blocks to introduce a fun, game-like feel to the shopping experience. A real-time loyalty reward progress bar or freebie milestone indicator creates instant feedback and visibility that boosts interactions — especially with Gen Z.

klaviyo

With Klaviyo you can:

Trigger automated messages that are carefully curated based on what the customer bought, how much they spent, and where they are in their journey. Tailored experiences like sneak peeks for VIPs or gentler trust building comms for new buyers make shoppers feel seen and boost lifetime loyalty.

Collect and store profile data like order history, product preferences, and habits to craft powerful segments that can be used for upsells, reactivation, or referrals. Plus, suppressing messages is just as important for when a customer has their product and no longer needs additional reminders or review requests.

Stand out in today's competitive landscape

We're well beyond the point where fast shipping and a smooth checkout are enough to win loyalty. Consumers want meaningful, personalized experiences that nurture the brand-customer relationship to create trust.

Modern shoppers like Gen Z and Millennials are loyal to brands that get them, evolve with them, and respect their time and preferences. They won't tolerate spammy comms. They want brands to recognize their loyalty and give them value-led messaging tailored to their needs.

WooCommerce gives brands full control over the shopping experience, making it customizable, fast, and reliable. When paired with Klaviyo's intelligent communication systems, this means brands can send messages at the right time to the right person for optimum impact. Mid-sized businesses who master touchpoints from discovery to delivery can achieve milestones that go far beyond their own expectations. They can meet rising customer expectations to compete with bigger players, by being nimble, smart, and human. Plus, investing in experience-led commerce lets you create stronger long-term value, reduce customer acquisition cost payback timelines, and build resilience in a highly competitive market.

So lead with relevance, listen before speaking, and earn trust thoughtfully through every interaction. Brands that do this will undoubtedly turn fleeting scrollers into loyal, long-term advocates.

WooCommerce and Klaviyo can help give you the flexibility to build the commerce experience your customers expect on your terms. From personalized checkout to seamless integrations with Klaviyo, you can tailor every touchpoint to drive trust, loyalty, and long-term growth.

See how WooCommerce and Klaviyo can help your business create personalized shopping experiences that drive growth.

Learn more

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