

## Promotional Drill Sets as Gift with Purchase Incentive Increases Average Order Size and Improves Conversion for Online Retailer Blinds.com

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- **Challenge:** To raise the average order size and incent customers to buy now.

E-commerce giant Blinds.com is consistently ranked by Internet Retailer Magazine as the number one online window-covering purveyor in the world. With customers customizing over 4,200 blinds online every day, it sells twice as many blinds as its closest competitor. To increase average order size and convince people to buy now, they wanted the right item to use as a gift with purchase for all orders over a certain size.

- **Solution:** 29-piece cordless drill toolset with a Blinds.com-branded cover as purchase incentive.

The answer was a gift with purchase item that their customers found valuable: a 29-Piece Cordless Drill Toolset. Lightweight and compact, Blinds.com customers can actually use the promotional drill set to install their new blinds. The kit's 29 pieces include a 150-rpm, 2.5 max-torque-force drill with a standard-head, flat-head and Phillips-head screwdriver attachment, plus various other attachments to match up to any screw, nut or bolt a customer might try to remove or place. The kit cases were Blinds.com-branded with a full-color epoxy color dome. ePromos also handled the warehousing and distribution of the gifts as the orders arrived so Blinds.com could focus on their business, not running their promotion.

- **Result:** Drill set purchase-incentive promotion achieves e-tailers' sales goals.

The Blinds.com team reports a successful purchase-incentive promotion that helped to raise the average order size, even during a tough time economically when many other companies were experiencing decreasing average orders. They received many compliments about the free drills and the team is looking forward to their next promotion in the future.



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