

cleanCART

How the apparel industry is finding the right fit with cleanCART

About the apparel industry:

The global apparel market is a trillion-dollar industry and a cash cow for coupon hijackers. While major players make up the majority of that income, there are retailers of all sizes in the space. A lot of these smaller retailers are primarily online so their entire business is at risk of coupon fraud.

Before cleanCART: The cart was half full

Coupon extensions are wreaking havoc on the apparel industry. On average, cleanCART clients see roughly:

- 7.5 coupons injected at checkout
- over 75% of all apparel stores experience at least 4 coupon injections per checkout.
- partners like Honeylove, Boys Lie, 80s tees, and Cuts Clothing were suffering from 2.63 to 13.6 coupons automatically injected per order.

AOV in the apparel category is also being negatively affected:

- pre-cleanCART clients experienced an average 8.78% discount
- Discounts ranged from 10% to as high as 25.39%+.
- Clients also suffered from a loss in profit and smaller overall margins.

Within 30 days of cleanCART, companies were able to recover an average of **\$15 in recovered revenue per order, or 10%+** of the total purchase. This number ranged depending on the customer's price points and coupons recovered, with the highest return at \$42.64. The average AOV for apparel verticals is \$127, whereas the average for those businesses that use coupon fraud blockers like cleanCART is \$170.12.

"We've been using this app since its beta launch and it does exactly what it says it does: discreetly blocks coupons from being added to your cart. The support team is excellent and very quick to respond. Well worth it!"

- Birddogs

In The First 30 Days:

21%

Average Increase
in Cart Completion

\$15 or 10%

Revenue Recovered
Per Average Order

1,864,459

Discounts Blocked

Want to learn more? Visit clean.io.