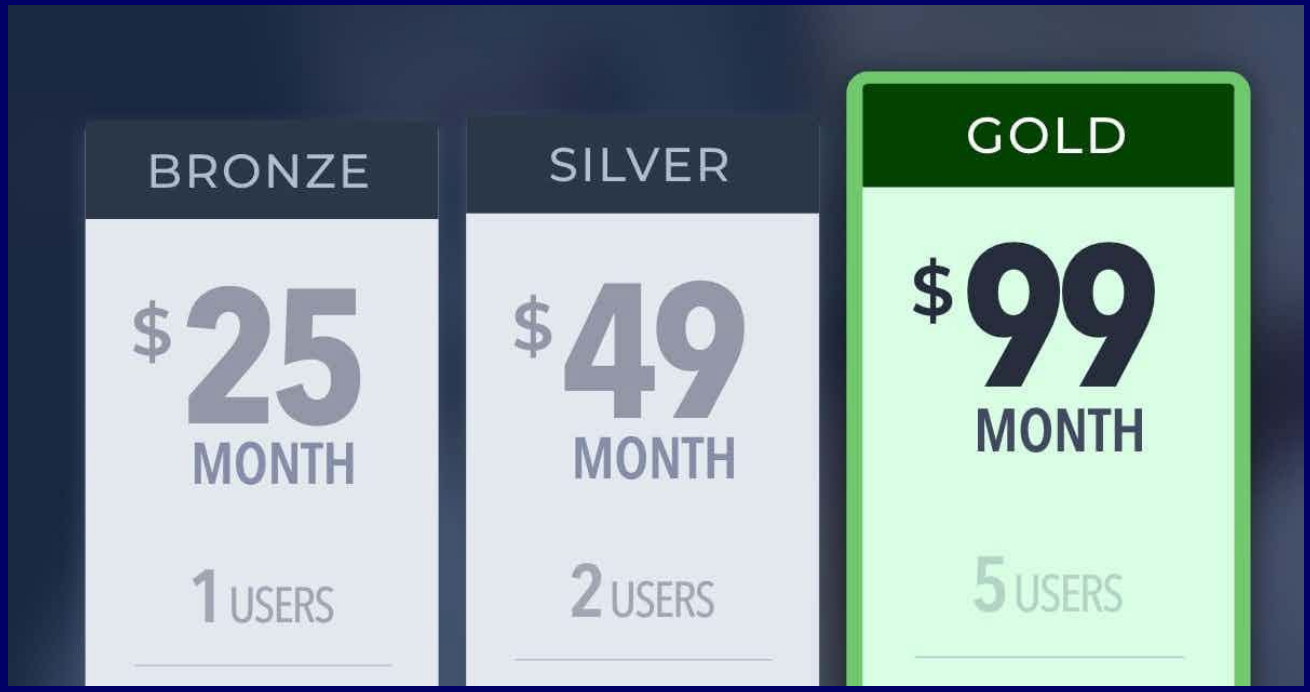
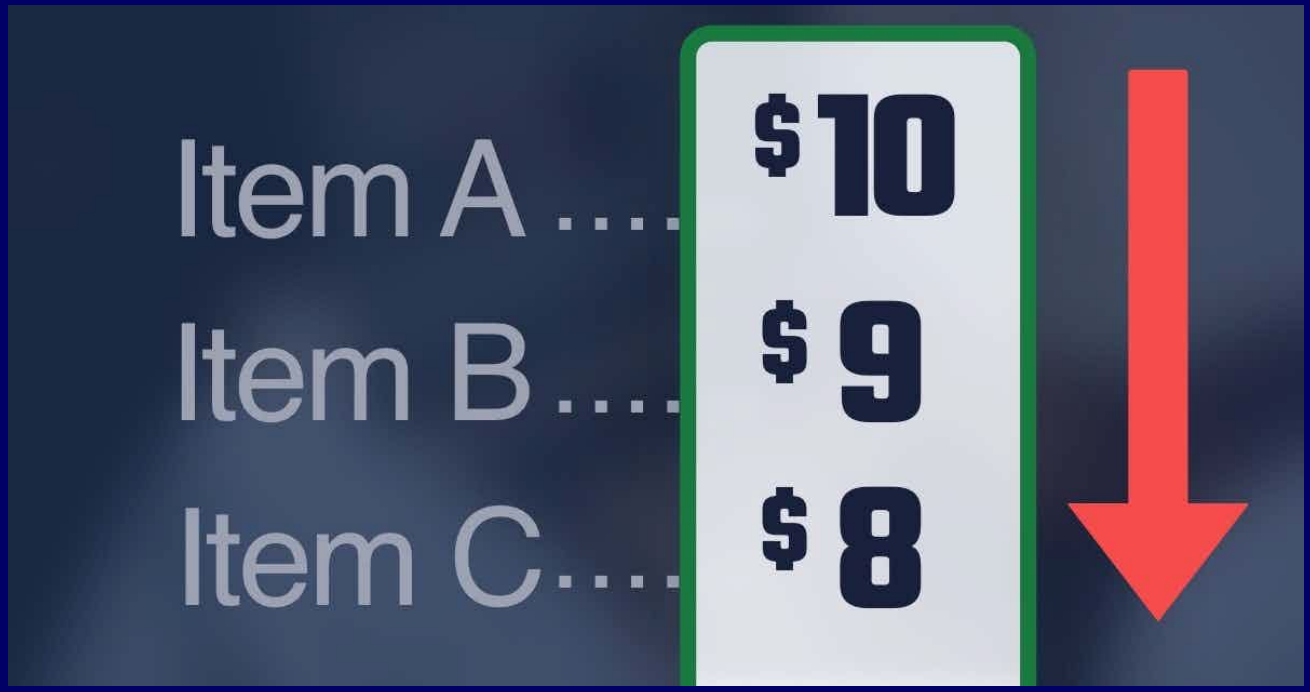
Increase Sales Just by the Way You Present the Price

Place Your Target Plan in the Center

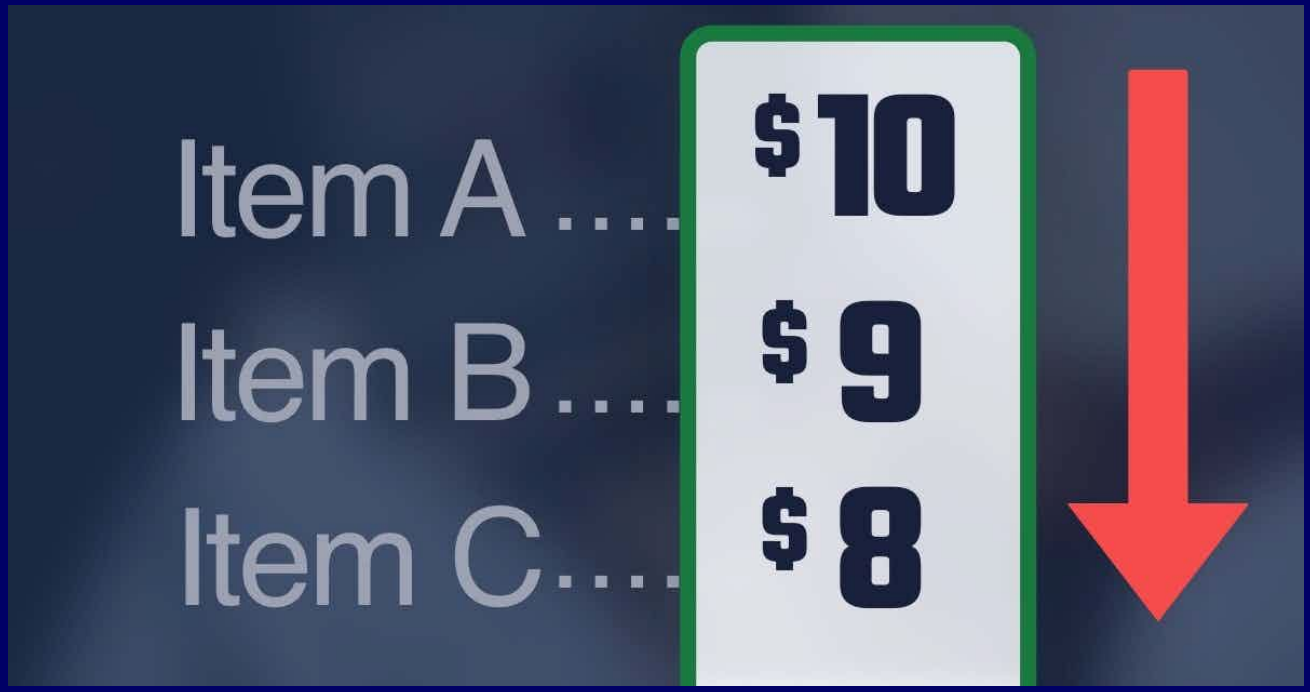
Distinguish the Most Expensive Option



Sort Prices From High to Low



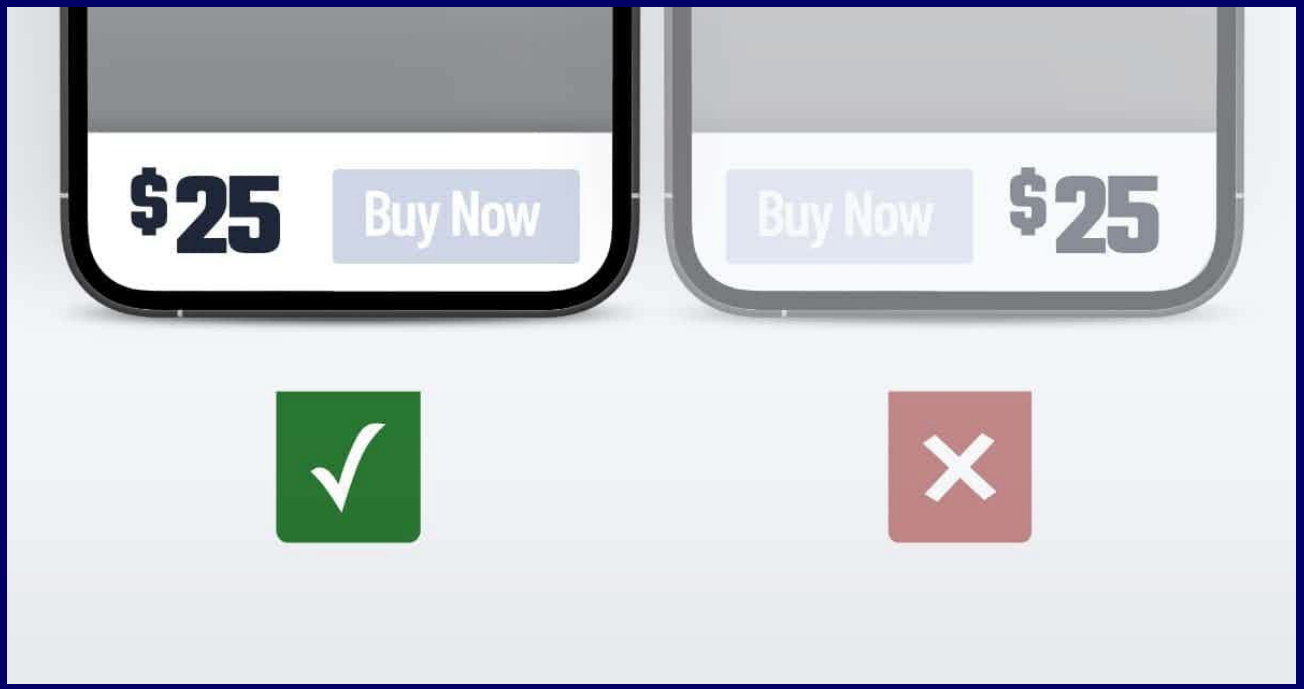
Put $ in Smaller Type



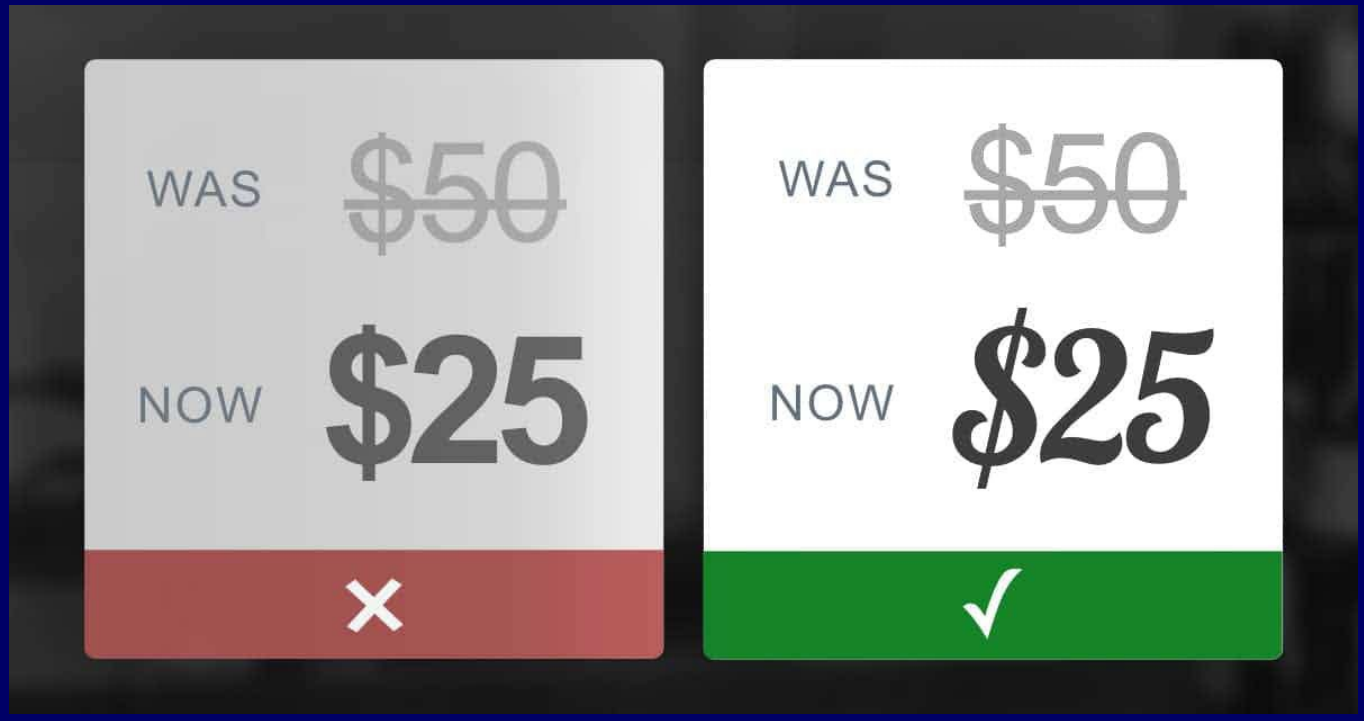
Place “Small” Words Near a Price

Remove Commas From Prices

Place Prices Toward the Left



Display Discounts in Ugly Fonts



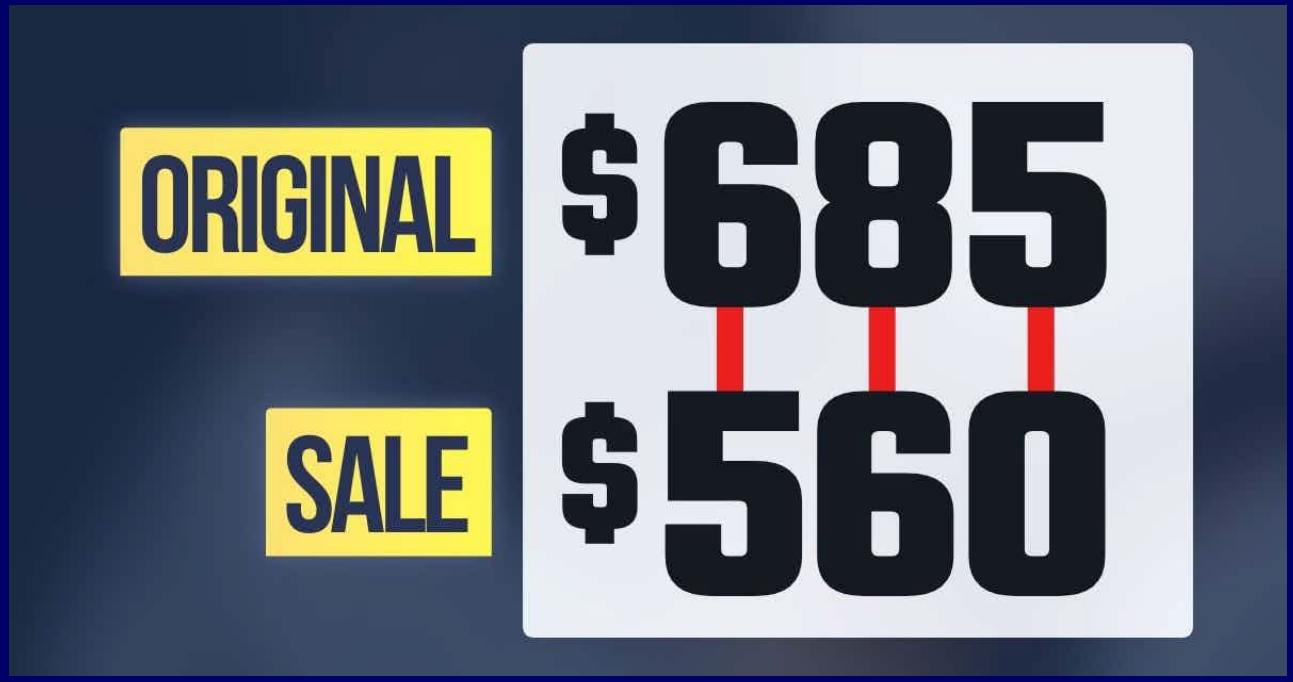
Arrange Discounts in Tiered Amounts

Give Two Discounts in Ascending Order

Provide a Reason for the Discount

Give Percent Discounts Below $100

Reduce Every Digit in the Discounted Price



Add Gap Between Original and Discount Price

Make Discounts Different From Original Prices

Attribute Bundle Savings to Weaker Items