

*A Reddit
Hot Take:*



Decentralized Deals

How shopping with others has become less about style opinions and more about savings.

In attempts to keep shopping social online, friends have been **replaced** by anonymous crowds.

And their value is even *more* appreciated. Communities now help us discover deals we couldn't get our hands on before.

Thanks to the selfless sharing amongst strangers, expectations have been elevated and online shopping has **forever changed**.

Implications—

Social buying, deal sharing and gifting are all staples of the modern e-commerce ecosystem, but few are leaning in here. Here's how...

01. Bring All Together

More than half of people believe that shopping is *more enjoyable* when it's a shared experience. How can you start discussions which allow shoppers to not just offer opinions on each others' wishlists, but share their "best buys" from your catalogue?

02. Test New Amplification Strategies

Only 16% of people are satisfied with the ease to find discounts from their favorite brands online today. The deals are out there, but people still feel they're hidden. How can you better parade promos, attracting *all...* not just your current followers?

03. "Leak" & "Wink"

Just as some chains have introduced "Secret Menus" for their most passionate fans, there needs to be the equivalent for *deal hunters*. How can you seed "Easter Eggs" within promo campaigns and give a nod to consumers who are on their promo game?

04. Promote Gifts & Exchanges

The future of deals goes beyond codes. What programs can you develop, which allow consumers to effortlessly shop for, or exchange buys amongst one another—introducing opportunities for surprise and delight... especially amongst strangers.

05. Think Beyond Seasons

Mentions of "Promo" on Reddit were just as high in May '21 as Nov & Dec the same year. Discount hunting is *evergreen*. When consumers expect deals throughout the entire year, how do you keep them novel no matter the month?



When there are deals, there are purchases...



72%

Of people are **open** to purchasing something they *weren't* planning to, just because they found a good deal.

And Redditors are **more likely** than users of *any other social platform* to use coupons, deals or price comparisons websites.



Now: What's Happening?

Decentralized Deals

Trend Summary: Redditors are pooling together undervalued buys and discount codes, hacking the system and sharing the best deals all year round.

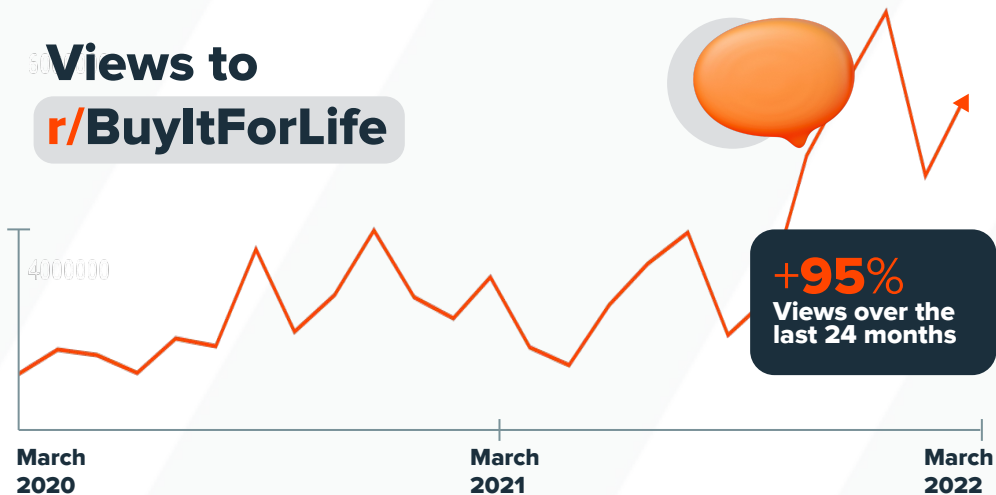
Not only is technology helping consumers maintain their social shopping habits, but it's ushering in new, radical rituals which haven't existed before... particularly, throughout the *entire purchase funnel*.

From sharing brutally honest haul reviews and embracing "Buy For Life", to co-authoring guides and designing tiered ranks of brands, the Hive Mind doesn't sleep when it comes discovering the best prices.

Further, these catalogues of qualified products are becoming fossilized, standing the test of time for future Redditors to come across at another time.

Social shopping went from discovery to checkout, and from friends to the anonymous online.

Source: Reddit Internal Global Data 2020-2022



Communities like r/BuyItForLife have grown in popularity as they help Redditors discover undervalued products that they only have to buy once. As the crowd votes for the best deal, they become the community's new go-to.

Produced by Marketing Sciences



Redditors' acts of service work up the purchase funnel too

Everyday, across **all** product categories, Redditors are discovering new brands, products and titles while requesting recommendations.

YoY Views to:

Shoes

+611%

r/RunningShoeGeeks

Tech

+140%

r/SuggestAPC

Make Up

+82%

r/Sephora

Food

+66%

r/AskBaking

Fashion

+42%

r/FindFashion

Auto

+32%

r/WhatCarShouldIBuy

Games

+32%

r/GamingSuggestions

Jewelry

+14%

r/Watches



The Origin

Social Shopping

Shopping has always been a social experience.

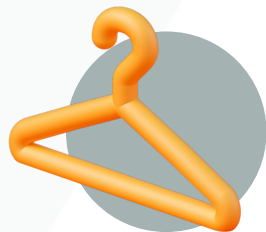
From tupperware parties to mall hangouts, deciding what to pull the trigger on next has consistently involved others.

In light of the pandemic though, social shopping hit turbulent waters. It's been hard to keep these traditions alive. But, over the last couple of years we've seen the growth of Live Shopping events and Group Buy discounts, as well as apps allowing you to poll friends: stripes or plaid?

Now as e-commerce soars, the social component is growing beyond just immediate friends and family. Now, *all online* join us in the process of not just deciding stripes or plaid, but more importantly, where to find the best deal. The internet has entered the chat.

Social shopping is open *for all* to participate in.

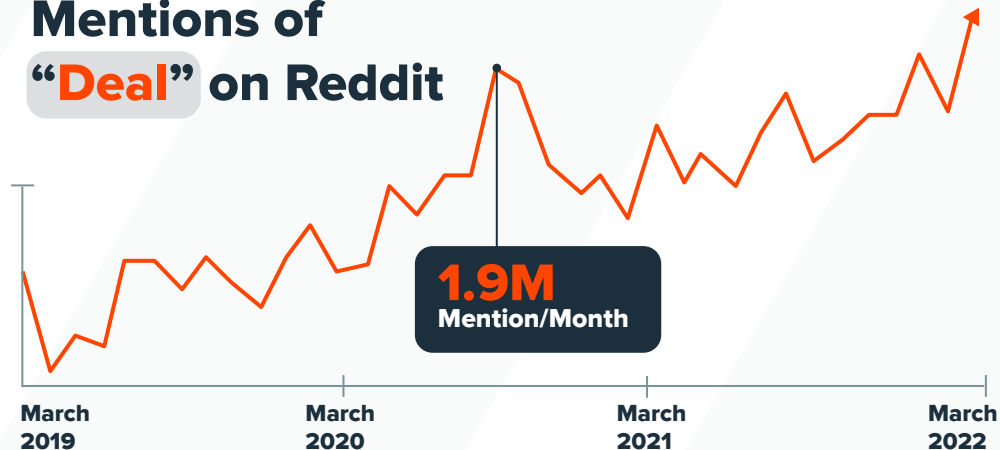
Source: Reddit Internal Global Data 2020-2022.



+7.2M

Avg. monthly views to **r/FrugalMaleFashion**, while views to their female counterpart is up **+35% YoY**

Mentions of “Deal” on Reddit



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“Social” remains, but its purpose has changed

Since the pandemic disrupted shopping habits, social shopping remains a priority, but there’s an emphasis placed upon **the deal**.

46%

Of Americans have *never* shopped with a family member or friend via video chat

69%

Of people would rather a friend share a *discount* than advice for a purchase of theirs

3-in-4

Shoppers would welcome deals and discounts from *strangers* online



While mentions of “**Social Shopping**” are up +45% YoY on Reddit, its meaning has now taken on a new form: Deals + Strangers.



Redditors trust themselves more than existing shopping guides...

r/SkincareAddiction



Holy Grail Threads Index

We've asked our members to share their "Holy Grail" status products in order to have crowd sourced recommendations. See below for an index of recs by product type.

HG Products & Ingredients Threads 2022

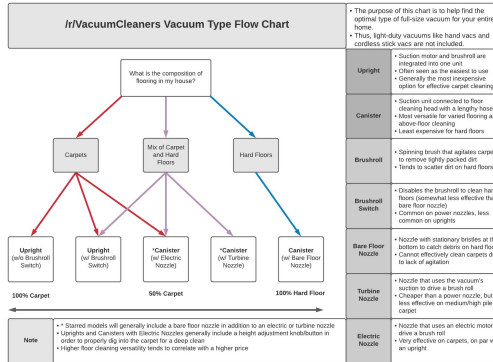
Topic	Date
1. Cleansers	February 7
2. Moisturizers	February 14
3. Sunscreens	February 21
4. Serums & Toners	March 1
5. Eye Care	March 7
6. Masks	March 14
7. Lip Care	March 21
8. Body Care	March 28
9. Hand, Foot, and Nail Care	April 4
10. Fun & Luxurious Products	April 11
11. AHAs	April 18

384 Comments Award Share Save ...

BEST COMMENTS

Members of r/SkincareAddiction have been curating the best value buys deals over six years, creating a longstanding Wiki, "The Holy Grail," for millions to leverage.

r/VacuumCleaners



384 Comments Award Share Save ...

BEST COMMENTS

Meanwhile, members of r/VacuumCleaners co-authored the ultimate product guide for the best purchases by need.

69%

Of people agree with others online have more knowledge of deals than close family or friends. In the Hive Mind we trust.



Next: What's Coming

Code Hacking

At the end of the day, consumers are most loyal to the deal, *not the brand*. Sorry.

In a tightening economy with rising inflation, a few shaved % points off at checkout goes a long way. And for that reason, energy into discount barcode hunting is spreading. After all, there's *always* a code out there.

When trust is distributed amongst the anonymous on Reddit, reciprocity is bred. So, when someone has extra Victoria's Secret or GAP cash, rather than throwing it away, it's now shared online for those in need.

Redditors are helping one another garner referrals for their affiliate programs, and are alerting others as soon as new promo campaigns drop. Deals are democratized. Immediately.

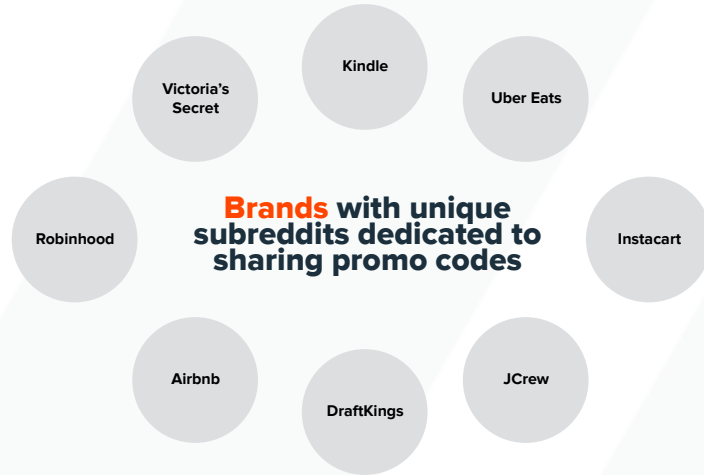
This is as much about saved money as it is about looking out and financially supporting one another.

Source: Reddit Primary Research 2022 (n=600)



#1

“**Best Deal**” is the most important element for shoppers, ranked higher than brand loyalty, convenience, service, and options. Only 14% of shoppers place “**Brand**” as #1.



It's not that consumers are *agnostic* to brands, but price trumps loyalty. *Deals* have become a **gateway** to new brand loyalty.

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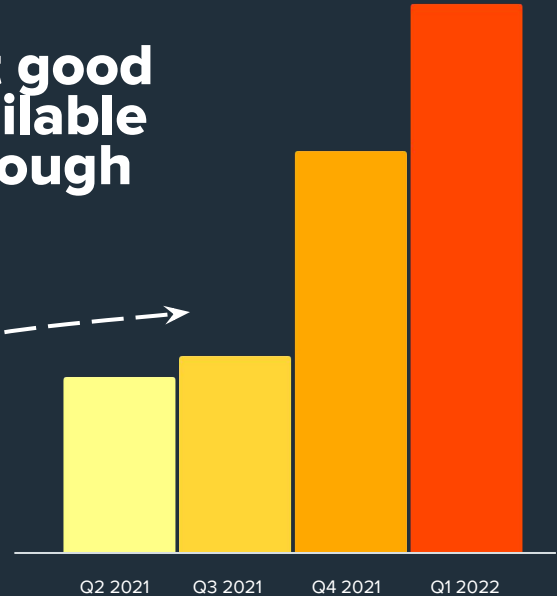
Reddit serves as a platform to easily find coupons and deals

81%

Of people agree that good deals are **always** available ...if you look hard enough

+3X

Increase in mentions of “**Discount**” from Q2 '21 to Q1 '22



Future: Where It's Going

Gifting Culture

Free is the best deal.

When forecasting what comes after graciously sharing discount code, it's clear that this generosity will only increase as the habit is normalized. What's better than a -20% off? How about 100%?

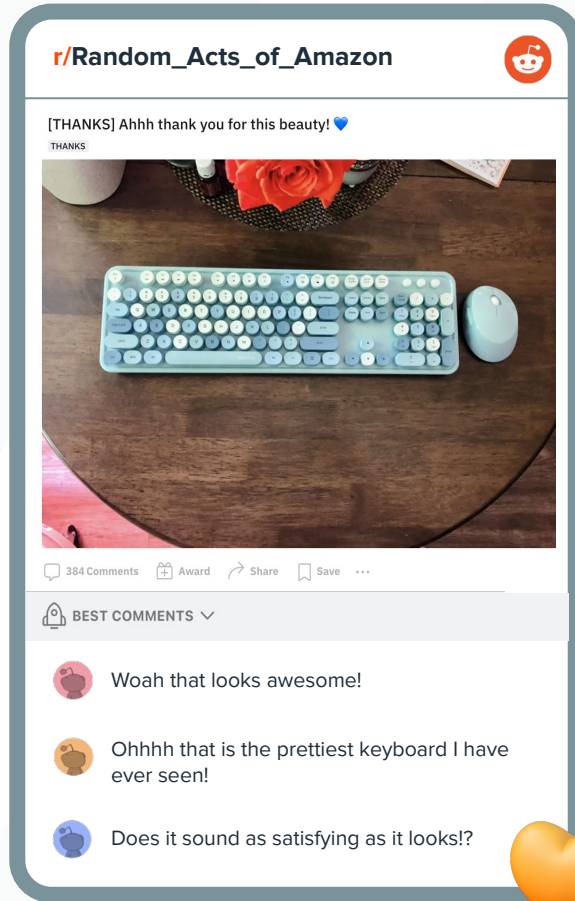
There's been a rise of "Random Acts of Kindness" communities where Redditors surprise one another with packages, and "Wish Lists" communities where Redditors share dream purchase (within reason), which the community anonymously fulfills.

Who says philanthropy and consumerism can't collide?

Redditors are proving the paradox that social shopping is most powerful when it's amongst those who don't even know one another.

"Deals" have gone *beyond* barcode.

Source: *Reddit Internal Global Data 2020-2022, Reddit Primary Research 2022 (n=600)*



1.9M+

Avg. views to "Random Acts of Kindness" communities, where Redditors send each other pizza to nail polish over the year

+64%

Growth of mentions for "Wish List" since 2019, as Redditors share wanted purchases, which others buy for them

83%

Of people share that purchasing something for someone else "puts them in a better mood"



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Thanks!



Want to Learn More?
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