



Ready to Crush Your 2024 BFCM Sales Goals? Here are 3 Must Use Triggers

Psychological triggers like **urgency, scarcity,** and **social proof** go beyond mere tips and tricks because they **influence customer decision-making** by creating a sense of urgency to act, a fear of missing out, or a desire to conform to others' behaviors.



Let's Delve into the Psychological Drivers Behind Successful BFCM Sales



The **urgency** created by time-limited offers influences **88%** of impulse purchases.



Urgency in messaging can increase conversion rates by up to **14%**.



Impulse purchases in grocery products make up between **50.8%** and **67.7%** of total purchases, generated as a result of **urgency**.

Scarcity



Products perceived as scarce **sell 2.1 times faster** due to limited-time offers and low stock levels.

68% of consumers experience FOMO during BFCM sales, prompting quicker purchasing decisions.

Scarcity increases perceived value, as consumers see scarce products as more exclusive and unique.



Social Proof

92% of consumers trust recommendations from friends and family the most.

63% of consumers are more likely to buy from sites with product ratings and reviews.

77% of consumers are more likely to buy a new product if friends or family recommend it.

Why Mobile App is Best Suited Channel To Leverage Urgency, Scarcity, and Social Proof



Instant Alerts

Use push notifications to instantly alert your customers about flash sales, creating a sense of urgency that drives immediate action.



Real-Time Stock

Provide real-time stock updates to your customers, making scarce items more appealing and prompting quicker purchases.



Social Proof

Make it easy for your customers to check reviews and recommendations from friends, building trust and reducing purchase hesitation.



Personalized Experience

Offer tailored suggestions based on user behavior, showcasing popular and trending items to foster a sense of community.



Always Accessible

Ensure your customers can shop anytime, anywhere. Mobile apps make it convenient to browse and buy on the go, perfect for capitalizing on urgency and scarcity.

How To Leverage Urgency, Scarcity, and Social Proof with Mobile Apps



Countdown Timer Feature

Showcasing limited stock or a countdown timer creates a sense of urgency. For example, "**Only 10 items left in stock!**" or "**Flash sale ends in 2 hours!**"



AI-enabled Push Notification

The push notification feature allows you to send real-time alerts about limited-time offers directly to customers' smartphones.



Real-Time Stock Updates

You can update stock levels in real-time through the app, highlighting low stock to create scarcity and prompt quicker purchases.



Social Proof

Integrating a reviews app into mobile apps simplifies the customer review process, encouraging more reviews from users.



Advanced Analytics

Mobile apps leverage advanced analytics to decode customer shopping behavior, enabling you to showcase popular products, highlight trends, and display social proof.

**Want to tap into customer behaviors
and emotions to influence customer
decision-making?**

Connect with m-commerce experts
at MageNative Now!