

**Wunderkind**



**FAJA**

FASHION, APPAREL,  
JEWELRY & ACCESSORIES

# 2025 Consumer Insights Report

*CONSUMER BEHAVIORS AND PURCHASE  
INTENT IN THE FASHION, APPAREL, JEWELRY  
AND ACCESSORY VERTICALS.*





# Introduction

The retail landscape for fashion, apparel, jewelry and accessory (FAJA) is undergoing a significant transformation, driven by shifts in consumer behavior, economic uncertainty, and advancements in digital technology. As we advance into 2025, retail trends reveal a growing emphasis on personalization, sustainability, and seamless omnichannel experiences. Despite lingering economic pressures, consumer spending in the retail sector remains resilient, with shoppers prioritizing value, convenience, and meaningful brand connections. This dynamic environment presents both challenges and opportunities for retail marketers seeking to navigate evolving expectations and fierce competition.

Digital acceleration continues to shape the industry, with eCommerce solidifying its position as a cornerstone of retail. Online sales now account for a significant portion of total revenue, fueled by mobile-first strategies and AI-driven personalization. Simultaneously, physical stores are adapting, focusing on experiential retail to complement the digital experience. Retailers are investing in technologies like augmented reality, virtual try-ons, and AI-powered recommendations to create more engaging and efficient shopping journeys.

One defining characteristic of retail consumers is how they typically switch between devices and research on multiple sites before purchasing. This fragmented purchasing journey makes re-engagement crucial—delivering the right message, on the right channel, at the right time can mean the difference between securing a sale and losing a potential customer.

Yet, up to 95% of website traffic remains anonymous, making it difficult to deliver personalized offers via email, text, and ads. Additionally, only 3% of visitors complete a sale in a single session. Retail brands that fail to identify and re-engage these potential customers risk missing out on significant revenue opportunities.

This is where identity resolution transforms the game. Traditional identity resolution providers match an unknown device to an email or mobile number, but Wunderkind takes this a step further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually across thousands of websites, Wunderkind possesses deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows retail brands to match anonymous visitors to their first-party databases, triggering highly personalized messaging at scale. Unlike traditional marketing technologies, Wunderkind guarantees a measurable lift in revenue for its clients.

Wunderkind also addresses a critical challenge for brands in FAJA: recognizing shoppers across multiple devices. Many consumers browse products on their phones, research further on a tablet, and ultimately buy on a desktop. Without the ability to connect these touchpoints to a single individual, retail brands struggle to deliver a seamless, personalized experience. Wunderkind's advanced identity resolution technology ensures that John Doe on his laptop is recognized as the same John Doe who browsed sneakers on his phone—enabling consistent messaging and a frictionless customer journey.

Beyond identifying existing customers, Wunderkind also helps brands in FAJA capture first-party data from anonymous visitors who aren't yet in their database. By collecting consented first-party data at scale, Wunderkind converts unknown website traffic into engaged subscribers, giving brands a larger, more qualified audience to nurture and convert.

Today's shoppers expect hyper-personalization in exchange for their loyalty. With partners like Wunderkind, brands can bridge the gap between anonymous traffic and known customers—unlocking the ability to deliver meaningful, behavior-driven offers across owned channels like email and text.

However, if your brand isn't leveraging an identity resolution partner, this research will help refine your strategy. By understanding what shoppers expect at every touchpoint—broken down by age and gender—you can craft a smarter, more effective approach to engaging and converting your audience and drive growth in the fast-paced world of modern retail.



## Methodology

In partnership with MX8 Labs, Wunderkind conducted the Fashion, Apparel, Jewelry and Accessory (FAJA) Consumer Insights Report 2025.

This research explores consumers shopping plans in our targeted verticals for 2025, key drivers influencing purchase decisions, browsing behavior, what leads to cart abandonment and how they can be won back. The report offers detailed insights paired with strategic takeaways designed to empower digital strategists, marketers, and decision-makers to identify emerging shopper trends and develop performance marketing strategies that strengthen brand-consumer relationships.

While this report centers on FAJA purchases, additional insights into other retail verticals are available in our Consumer Insights content hub, including multiple reports by country and vertical.

# Wunderkind

X

 MX8 LABS

# 302

This report delves into the latest trends shaping online purchasing, drawn from a representative sample of 302 shoppers in the U.S., reflecting diversity across gender, ethnicity, age, and household income.

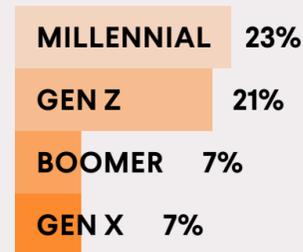
*Data collection was completed in January 2025.*

# Frequency at Which Shoppers Make FAJA Purchases Directly From Brand Websites?

The frequency of online fashion, apparel, jewelry and accessory purchases reflects notable generational differences alongside consistent behavior across genders. Younger demographics, particularly Millennials and Gen Z, shop more frequently, driven by their dynamic and fast-paced lifestyles. In contrast, Boomers and Gen X prefer less frequent but more focused shopping, aligning with their preference for seasonal or planned purchases. Gender differences are minimal, indicating that convenience and accessibility resonate equally with male and female shoppers. These trends highlight the importance of tailoring marketing strategies to suit distinct shopping habits.

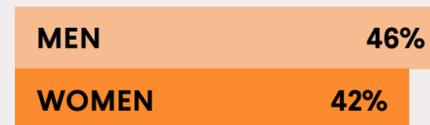
## Key Insights

### Youth Lead Weekly Shopping



Millennials (23%) and Gen Z (21%) are the most frequent shoppers, purchasing weekly compared to just 7% of Boomers and Gen X.

### Gender Parity



16%

Shopping behavior is balanced, with 16% of both men and women shopping weekly, and 46% of men and 42% of women purchasing monthly.

### Monthly Shopping is the Norm

44%

Across demographics, 44% of respondents shop once per month in the FAJA category, making it the most common purchase frequency.

 HOW FREQUENTLY DO YOU PURCHASE DIRECTLY FROM FAJA BRAND WEBSITES?

 **Strategic Takeaways**

**1. Engage Frequent Shoppers**

Create exclusive loyalty programs or subscription models tailored to Millennials and Gen Z, leveraging their higher shopping frequency.

**2. Reignite Seasonal Shoppers**

Develop targeted seasonal campaigns and promotions that align with the planned shopping habits of Boomers and Gen X.

**3. Embrace Gender-Neutral Strategies**

Design campaigns with universal appeal, focusing on value-driven offers such as discounts, free shipping, and rewards to maintain strong engagement across all shoppers.



 **HOW FREQUENTLY DO YOU PURCHASE DIRECTLY FROM FAJA BRAND WEBSITES?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Weekly	7%	7%	23%	21%	16%	16%	16%
Once per month	27%	35%	49%	54%	42%	46%	44%
At least 3 times per year	67%	58%	29%	25%	42%	38%	40%

# Where Shoppers Typically Find a FAJA Website for the First Time?

How shoppers first discover FAJA websites reveals a diverse mix of pathways influenced by age and preferences. Younger generations are drawn to dynamic and visually engaging platforms like social media, while older shoppers rely more on traditional methods such as search engines or direct recommendations. Gender differences also emerge, with men showing a slightly higher tendency to click advertisements, while women lean toward social media and recommendations. These insights highlight the importance of a multi-channel presence to capture varied consumer attention.

## Key Insights

### Email and Text Are Consistent

**GEN Z** 12%

9% 

Email and text account for 9% of overall discovery, resonating most with Gen Z (12%).

### Gender Variances in Discovery

**MEN** 12%

**WOMEN** 7%

Men are more likely to click on advertisements (12% vs. 7% for women), while women are more influenced by social media (14% vs. 8% for men).

### Search Engines Still Add Value

**GEN X** 26%

**BOOMER** 27%

21% 

Search engines drive discovery for a sizable 21% of respondents, peaking at 26% among Gen X and 27% among Boomers.

 HOW DO YOU TYPICALLY FIND AND VISIT A FAJA WEBSITE FOR THE FIRST TIME?

 **Strategic Takeaways**

**1. Deliver Seamless Cross-Device Messaging**

Leverage identity resolution to recognise shoppers across devices and sessions. Implement a unified cross-channel messaging strategy that provides personalized, consistent communication, ensuring every interaction builds trust and strengthens customer relationships.

**2. Leverage Social Media Engagement**

Amplify social media campaigns and influencer partnerships to appeal to younger audiences, ensuring content is visually compelling and authentic.

**3. SEO v GEO? Both!**

Brands still need to strengthen search engine visibility to maintain relevance for older shoppers. Consider a robust GEO (Generative Engine Optimization) which differs from SEO by enabling AI search tools to provide your site in contextualized consumer searches. Early adopters of AI will discover your brand's products and services in those personalized search results.

**4. Diversify Marketing Channels**

Balance advertising strategies across platforms, combining paid ads with organic methods like user reviews and recommendations to connect with diverse consumer groups.



 **HOW DO YOU TYPICALLY FIND AND VISIT A FAJA WEBSITE FOR THE FIRST TIME?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Clicking on an advertisement (e.g., Google Ads, social media ads)	13%	6%	11%	9%	7%	12%	10%
Finding the website through a search engine	27%	26%	19%	15%	21%	20%	21%
Discovering it via social media posts or influencer recommendations	7%	7%	11%	18%	14%	8%	11%
Receiving a recommendation from friends or family	11%	13%	12%	11%	13%	10%	12%
Opening an email or text message from the brand	9%	8%	6%	12%	7%	10%	9%
Seeing a physical ad (e.g., billboard, magazine, in-store signage)	9%	8%	7%	4%	6%	7%	7%
Reading about the brand in an article, blog, or review	5%	5%	5%	8%	5%	7%	6%
Clicking a link from an online marketplace (e.g., Amazon, Etsy)	7%	20%	15%	13%	15%	14%	14%
Being redirected from another website	2%	1%	4%	1%	2%	2%	2%
Typing the brand name or URL directly into the browser	11%	6%	11%	9%	9%	9%	9%

 HOW OFTEN DO YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?

# Window Shopping

Browsing frequency reveals a clear generational divide and highlights varied purposes for engaging with FAJAI websites. Millennials and Gen Z are the most frequent browsers of sites in these industries, visiting daily, while Boomers and Gen X favor less frequent visits, browsing weekly or monthly. Gender differences are evident, with men much more likely than women to browse weekly. These patterns underscore the need for targeted strategies to engage both frequent and occasional visitors.

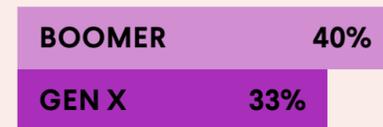
## Key Insights

### Daily Browsing Among Youth



Millennials (23%) and Gen Z (21%) lead in daily browsing, driven by their digital-first lifestyles.

### Older Generations Trend Monthly



# 31%

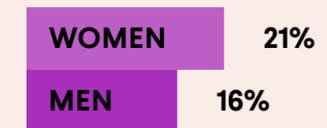
Almost a third (31%) of respondents browse monthly, peaking at Boomers (40%) and Gen X (33%).

### Weekly Browsing Dominates Overall



Weekly browsing is the most common frequency, with 36% of respondents, particularly Gen Z and Millennials (both 42%) favoring this pattern.

### Gender Differences in Frequency



Women are more likely to browse daily (21% vs. 16% for men), whereas men are more likely to browse weekly (41% vs. 33% for women).

 HOW OFTEN DO YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?

 **Strategic Takeaways**

**1. Engage Daily Browsers**

Offer dynamic, fresh content such as trend updates, styling tips, and exclusive deals to retain Millennials and Gen Z who browse frequently. Identify these consumers with the help of identity resolution partners like Wundekrind to trigger email and text messages more frequently than other consumers, even if they appear as anonymous traffic.

**2. Maintain Weekly Engagement**

Leverage email and text encouraging consistent visits with tailored offers and updates.

**3. Target Shoppers with Precision Marketing**

Use AI-powered insights and identity resolution to also identify patterns in shopping behaviors. Deliver personalised, timely promotions, such as exclusive discounts or limited-time shipping offers, to nudge these consumers toward conversion.



 **HOW OFTEN DO YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Daily	9%	19%	23%	21%	21%	16%	19%
Weekly	27%	28%	42%	42%	33%	41%	36%
Monthly	40%	33%	30%	26%	32%	30%	31%
Rarely	24%	20%	6%	11%	14%	13%	14%



WHEN YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?

# The Purpose of Browsing Behavior

Many shoppers browse FAJA websites with absolutely no intent to purchase in the moment. Browsing behavior reveals that shoppers visit fashion, apparel, jewelry and accessory websites for a range of practical and inspirational purposes. Checking prices and discounts is the primary motivation for over a third (34%) of respondents, especially among Boomers (40%) and Gen X (41%). Millennials browse for entertainment and outfit inspiration, blending leisure with shopping. Gender differences are generally subtle, but women are more inclined to want to keep up with fashion trends, seek inspiration and check prices. These trends highlight the importance of catering to both practical and aspirational shopping goals.



## Key Insights

### Price Checks Lead

BOOMER	40%
GEN X	41%

**34%**

Checking prices and discounts is the top reason for browsing, with 34% overall, led by Boomers (40%) and Gen X (41%).

### Gender Preferences

Women browse for inspiration (29% vs. 21% for men), pricing (36% vs. 32% for men) and entertainment (22% vs. 17% for men) while men are slightly more likely to look for gifts (23% vs. 21% for women).

### Trends Trend Younger

BOOMER	18%
GEN X	18%
MILLENNIAL	21%
GEN Z	16%

Millennials (21%) lead when seeking to keep up with fashion trends, as well as browsing for fun (24%). Similarly, Gen Z lead the charge in bookmarking for the future (27%).



WHEN YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?



## Strategic Takeaways

### 1. Highlight Value

Feature visible, regularly updated discount sections and promotional banners to engage price-focused shoppers. Triggerback in stock, low in stock, price drop and other incentives via emails and texts to visitors based on their behavior.

### 2. Cater to Younger Aspirational Shoppers

Offer visually engaging content like lookbooks, trend guides, and outfit recommendations to attract Millennials and Gen Z.

### 3. Implement Triggered Messaging

Use automated email and text campaigns to target specific behaviors such as category browsing or cart abandonment.



 **WHEN YOU BROWSE FAJA WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Looking for inspiration or outfit ideas	27%	26%	26%	23%	29%	21%	25%
Keeping up with current fashion trends	18%	18%	21%	16%	18%	18%	18%
Checking prices or discounts for future purchases	40%	41%	27%	33%	36%	32%	34%
Browsing for entertainment or relaxation	13%	19%	24%	19%	22%	17%	19%
Bookmarking or saving items for later consideration	18%	13%	19%	27%	19%	21%	20%
Looking for gift ideas for friends or family	29%	20%	19%	24%	21%	23%	22%
Checking availability for a specific item in the future	15%	13%	18%	18%	15%	18%	16%
Reading customer reviews or learning more about the brand	9%	19%	10%	15%	11%	16%	14%

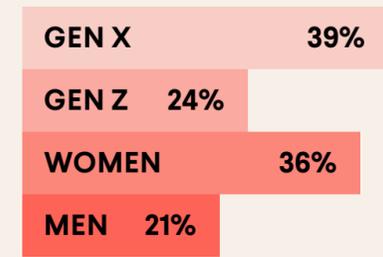
 WHAT WOULD MAKE A FAJA BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?

# Favorite Website Factors: Loyalty Programs, Shipping and Discounts

Shoppers prioritize traditional perks when evaluating FAJA websites, with exclusive discounts (29%), loyalty rewards (21%), and reliable shipping (20%) ranking as the top factors. However, there's plenty that shoppers value that doesn't impact your bottom line. An easy-to-navigate website (17%), high-quality images (18%), and personalized recommendations (14%) follow closely behind, showcasing the importance of a seamless and engaging user experience. These trends underscore the importance of balancing usability with engaging features to capture broad appeal.

## Key Insights

### Discounts Dominate



Exclusive discounts and rewards are the top priority for older shoppers (39% of Gen X vs. 24% of Gen Z) and women (36% vs. 21% for men)

### Gender Variances



Women prioritize website design and usability (18% vs. 15% for men).

### Immersive Experiences Appeal to Youth



Millennials and Gen Z favor high-quality visuals and frequently updated collections, whereas Boomers and Gen X value a positive previous shopping experience with the brand.

 WHAT WOULD MAKE A FAJA BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?

 **Strategic Takeaways**

**1. Emphasize Discounts and Rewards**

Promote your discounts, loyalty program, and member benefits to engage value-conscious shoppers, particularly Boomers and Gen X.

**2. Engage Younger Audiences**

Regularly update collections and feature high-quality visuals to captivate Millennials and Gen Z, who value immersive browsing experiences.

**3. Balance Features for Broad Appeal**

Combine a sleek, user-friendly design with transparent policies to cater to all demographics.



 **WHAT WOULD MAKE A FAJA BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Easy-to-navigate design and user experience	16%	9%	19%	21%	18%	15%	17%
Frequent updates with new collections or styles	18%	9%	13%	20%	16%	14%	15%
Personalized recommendations based on browsing or purchase history	11%	11%	15%	18%	15%	13%	14%
Exclusive discounts, sales, or rewards for frequent visitors	35%	39%	25%	24%	36%	21%	29%
High-quality product images and detailed descriptions	14%	15%	23%	16%	17%	18%	18%
Inspiration through styling tips, outfit ideas, or trend guides	7%	11%	14%	15%	11%	14%	13%
Transparent and ethical brand values (e.g., sustainability, inclusivity)	0%	5%	11%	13%	8%	9%	8%
Reliable and fast shipping or return policies	17%	28%	24%	12%	18%	23%	20%
A loyalty program or perks for members	23%	23%	13%	26%	18%	24%	21%
Positive previous shopping experiences with the brand	18%	24%	16%	17%	16%	21%	18%

WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A FAJA BRAND'S WEBSITE?

# Barriers to Completing Online Purchases: Shipping Costs and Waiting For Discounts

Reducing cart abandonment and boosting conversion rates requires addressing the key barriers that prevent shoppers from completing online purchases. Waiting for a sale or discount (24%), high shipping costs (23%), lack of urgency (22%) and uncertainty about the quality of the product (22%) are the most significant deterrents. Younger shoppers, while less price-focused, are often discouraged by product worries and lack of reviews. Older shoppers tend to hesitate in the hopes of a discount. For all demographics, convenience, speed, and transparency are essential, with any friction leading to drop-offs.

By addressing the specific concerns of different groups—such as pricing for older shoppers and product visuals for younger ones—brands can improve engagement and checkout completion. Solutions like simplifying workflows, adding trust signals, and offering strategic incentives can significantly reduce abandonment rates and enhance conversion.

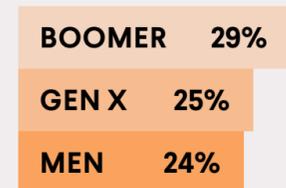
## Key Insights

### Shipping Costs a Top Concern

23% 

High shipping costs are a key barrier for 23% of shoppers, particularly Gen X, Millennials and Gen Z.

### Lack of Urgency Drives Inaction



29% of Boomers, 25% of Gen X and 24% men don't convert as they've not been nudged along the sales process sufficiently.

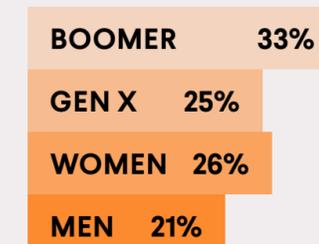
### Quality Uncertainty Lingers



22% 

Uncertainty about product quality prevents 22% of shoppers from completing purchases, with Millennials (26%) most affected.

### Price Consciousness in Older and Female Shoppers



Boomers (33%) and Gen X (25%) are more likely to delay purchases until discounts become available. Women trend the same (26% vs. 21% for men).

 WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A FAJA BRAND'S WEBSITE?

 **Strategic Takeaways**

**1. Address Shipping Costs Transparently**

Offer free or discounted shipping options whenever possible and communicate them upfront. Consider free shipping thresholds to incentivise larger order value.

**2. Enhance Inventory Transparency and Imagery**

Provide real-time stock updates to minimize frustration over out-of-stock items, maintaining shopper trust. High-quality visuals, coupled with reviews will aid this too.

**3. Emphasise Urgency**

Craft targeted campaigns with low-stock and back-in-stock notifications for hesitant shoppers, particularly older shoppers and men. Triggered email and text providers like Wunderkind turn browsing intent into personalized offers that generate more than \$5B per year!

**4. Recovery Messaging**

Cart abandonment tools can re-engage shoppers with tailored incentives like free shipping.

Visit our [2025 US Consumer Insights Report](#) to see more data on free shipping and other offers consumers expect.





**WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING YOUR FIRST VISIT TO A FAJA BRAND'S WEBSITE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Waiting for a sale or discount	33%	25%	24%	18%	26%	21%	24%
Unsure about the quality of the product	13%	20%	26%	22%	22%	21%	22%
High shipping costs	18%	25%	24%	24%	22%	24%	23%
No urgency to buy immediately	29%	25%	18%	19%	19%	24%	22%
Lack of customer reviews	7%	5%	8%	15%	9%	9%	9%

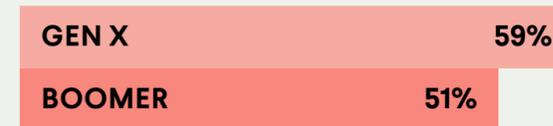
 WHEN DECIDING BETWEEN TWO FAJA BRANDS,  
WHAT FACTOR MOST INFLUENCES YOUR CHOICE?

# What Helps the Most When Making Online Purchase Decisions

As retail brands aim to encourage customers to shop with them over the competition, understanding the factors that influence purchase decisions has never been more critical. When browsing FAJA sites online, shoppers are most influenced by factors that build trust, provide validation, and offer actionable value. Price is of course the primary factor, but product quality, the online experience and shipping options also rank high. Leveraging these insights allows brands to create tailored experiences that resonate with diverse shopper segments.

## Key Insights

### Price Reigns Supreme



# 40%



Better pricing is the leading factor for 40% of shoppers, with the highest emphasis among Gen X (59%) and Boomers (51%).

### Ethics Gain Traction Among Gen Z



Ethical or sustainable practices are important to 15% of Gen Z shoppers, far exceeding older generations.

### Quality Matters to Youth



Millennials (30%) and Gen Z (24%) prioritize higher quality, signaling their preference for premium, long-lasting products.

### Gender Variations

Women are motivated by price (45% vs. 34% for men) and sustainable practices (11% vs. 9% for men), while men are influenced by product quality (28% vs. 20% for women) and a better online shopping experience (18% vs. 12% for women).

 WHEN DECIDING BETWEEN TWO FAJA BRANDS,  
WHAT FACTOR MOST INFLUENCES YOUR CHOICE?

## Strategic Takeaways

### 1. Highlight Competitive Pricing

Promote affordability through price comparisons, discounts, and value bundles to appeal to cost-conscious shoppers, especially Gen X and Boomers.

### 2. Emphasize Product Quality

Showcase quality certifications, material details, and customer testimonials to attract Millennials, Gen Z and male shoppers who value premium products.

### 3. Leverage Ethical Messaging

Integrate sustainability and ethical practices into branding and campaigns to capture the growing interest of Gen Z and female shoppers.

### 4. Harness First-Party Insights

Use first-party data to personalise the shopping experience. Leverage this data, along with their browsing behavior, across email and text to recommend related products, share relevant content, and build long-term customer relationships.

 **WHEN DECIDING BETWEEN TWO FAJA BRANDS,  
WHAT FACTOR MOST INFLUENCES YOUR CHOICE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Better price	51%	59%	32%	27%	45%	34%	40%
Higher quality	27%	17%	30%	24%	20%	28%	24%
More ethical or sustainable practices	5%	4%	13%	15%	11%	9%	10%
Better online shopping experience	11%	8%	16%	21%	12%	18%	15%
Faster shipping options	7%	13%	9%	13%	11%	10%	11%

 WHEN A FAJA BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL IN GETTING YOU BACK TO THEIR WEBSITE?

# How to Win Shoppers Back

There are a multitude of reasons why shoppers don't always convert first time around. Fortunately, there are opportunities to tempt them back, and the vast majority are receptive to messaging to remind them of what they left in their basket. FAJA shoppers are heavily influenced by personalized and relevant offers that align with their interests. Recommendations based on previous purchases (30%) and items similar to those viewed (34%) lead the way, reflecting a desire for tailored experiences. Gen X and Boomers are particularly drawn to these personalized offers.

Millennials and Gen Z show interest in trending products and seasonal recommendations, demonstrating their engagement with current styles. Gender differences are subtle but notable, with men slightly more influenced by personalized recommendations than women while women show stronger interest in seasonal offers.

## Key Insights

### Personalization is Key



**34%** 

Items similar to previous purchases or views resonate with 34% of shoppers, with Gen X (39%) and Boomers (47%) leading in preference.

### Gender Subtleties in Preferences



Men are more influenced by personalized offers (31% vs. 29% for women).

### Seasonal and Trend-Based Offers Appeal to Youth



Millennials (23%) and Gen Z (18%) prefer seasonal and trend-specific recommendations, emphasizing their interest in timely styles.

 WHEN A FAJA BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL IN GETTING YOU BACK TO THEIR WEBSITE?

## Strategic Takeaways

### 1. Email with Behavioral Triggers

Design rich, personalized email campaigns targeting all demographics and implement automated reminders, such as cart abandonment messages and personalized recommendations. Trigger accessory and upsell offers via email or mobile a day, week or short time after a purchase is made.

### 2. Channel Segmentation

Continuously monitor consumer engagement metrics across channels to refine strategies. Leverage feedback and behavioral data to stay ahead of shifting preferences and maximize communication effectiveness. Wunderkind is an excellent orchestration partner to ensure cross channel communication is optimized.

### 3. Mobile Engagement

Invest in text campaigns and push notifications for all shoppers.

### 4. Prioritize Personalization

Use AI-driven tools to recommend items based on browsing history and past purchases, particularly for Gen X and Boomers.

### 5. Engage Younger Shoppers With Trends

Highlight seasonal collections, trending items, and exclusive new launches to capture the attention of Millennials and Gen Z.





**WHEN A FAJA BRAND SENDS YOU EMAILS OR TEXTS WITH OFFERS, WHICH ARE MOST INFLUENTIAL IN GETTING YOU BACK TO THEIR WEBSITE?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Entire outfits styled around an item	13%	24%	15%	13%	16%	17%	16%
Accessories that complement your cart	9%	16%	14%	16%	15%	15%	15%
Products trending with other shoppers	4%	11%	14%	7%	10%	9%	10%
Items similar to what you've viewed or purchased	47%	39%	28%	28%	36%	31%	34%
Seasonal or trend-specific recommendations	14%	9%	23%	18%	16%	17%	16%
Recommendations based on your previous purchases	33%	36%	25%	28%	29%	31%	30%
Newly launched or exclusive collections	22%	15%	17%	27%	17%	24%	20%
"Best-sellers" or highly rated products by other customers	22%	15%	30%	34%	27%	25%	26%



WHICH ALERTS OR OFFERS CAN A FAJA BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

# Unlocking the Power of Messaging to Win Back Lost Sales

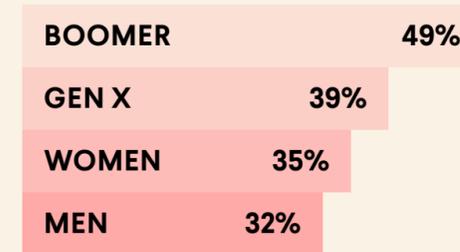
Crafting impactful messaging offers is essential for reengaging FAJA shoppers who have abandoned a purchase. Email and text remain unparalleled tools for delivering highly personalized and timely messages. These channels enable brands to cut through the noise of crowded digital landscapes, targeting consumers with offers that align with their preferences, shopping behaviors, and position in the customer journey.

By strategically leveraging these direct communication methods, brands can increase immediate conversions, recover lost sales, and build lasting relationships that turn shoppers into loyal customers and advocates. When asked which types of triggered messaging offers would persuade shoppers to purchase something they'd previously abandoned, consumers identified several key motivators.



## Key Insights

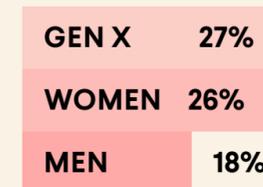
### Price Drop Alerts Lead



**34%**

Price drop notifications resonate with over a third (34%) of shoppers, particularly Boomers (49%), Gen X (39%), and women (35% vs. 32% for men).

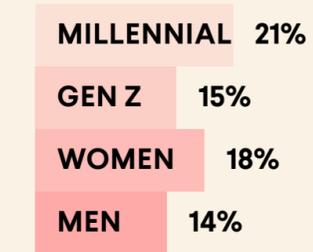
### Free Shipping Has Ubiquitous Appeal



**22%**

Nearly a quarter (22%) of shoppers are drawn to free shipping offers, with interest peaking at 27% of Gen X and 26% of women, compared to 18% of men.

### Urgency Drives Younger Shoppers



Millennials (21%) and Gen Z (15%) are more motivated by flash sales and time-sensitive deals. Women lead in this area, with 18% influenced compared to 14% of men.



WHICH ALERTS OR OFFERS CAN A FAJA BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?



## Strategic Takeaways

### 1. Emphasise Urgency

Craft targeted campaigns with low-stock and back-in-stock notifications for hesitant shoppers, particularly for women. Let AI engines determine which message to send to whom and when. You focus on human tasks while data decides the best journey at an individual level.

### 2. Tailor Notifications by Preference

Use personalized notifications such as “back in stock” alerts for men and targeted ‘price drop’ messages for women to optimize conversions.

### 3. Identity is Key

Partner with an identity solution like Wunderkind to turn the unknown shopper into the known and target them with messaging on the right channel, with the right offer, at the right time.

### 4. Leverage Behavioral Triggers

Implement automated email and text messages like cart reminders and tailored product recommendations to re-engage consumers based on browsing history.





**WHICH ALERTS OR OFFERS CAN A FAJA BRAND SEND VIA EMAIL OR TEXT TO MOTIVATE YOU TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Item is back in stock	11%	13%	12%	11%	10%	14%	12%
Item is low in inventory	7%	6%	7%	6%	5%	8%	6%
Item has a price drop	49%	39%	29%	27%	35%	32%	34%
Item is part of a limited-time flash sale	16%	13%	21%	15%	18%	14%	17%
Item is included in a "buy one, get one" promotion	26%	20%	17%	20%	19%	21%	20%
Item is now available in a new size or color	16%	14%	11%	11%	10%	14%	12%
Item is included in a bundle offer	0%	6%	10%	8%	5%	9%	7%
Item is trending and highly rated by other shoppers	2%	6%	12%	15%	14%	5%	10%
Item qualifies for free or discounted shipping	18%	27%	21%	22%	26%	18%	22%
Item is part of an exclusive early-access collection	5%	7%	8%	7%	7%	7%	7%
Item has limited availability due to high demand	0%	7%	7%	13%	6%	10%	8%
Item now includes additional perks, such as loyalty points bonuses	5%	8%	11%	14%	13%	7%	10%
Item is recommended as a perfect gift or seasonal favorite	7%	12%	14%	11%	10%	14%	11%

 WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A FAJA BRAND?

# How Shoppers Define “Value” in the FAJA Brands They Purchase From

Shoppers define “good value” as a combination of quality, pricing, and durability, balancing practicality with long-term satisfaction. High-quality products at reasonable prices are the top priority for 20% of respondents. Younger shoppers place greater emphasis on items that are durable and long-lasting. Gender differences are subtle, with men slightly favoring durability, while women lean more toward affordability and competitive pricing. Other factors that shoppers value and apparel brands should consider include good customer service (10%), a seamless shopping experience (9%), discounts (9%), free shipping (8%), personalized recommendations (6%), exclusive access to products (4%), and ethical products (4%).

## Key Insights

### Quality and Affordability Lead



**20%** 

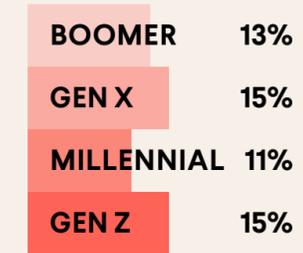
High-quality products at reasonable prices are the top value driver for 20% of respondents, especially Gen X (31%) and Boomers (25%).

### Gender Differences in Value



Women prioritize affordability (17% vs. 14% for men).

### Durability Matters



Durability is a key aspect of value, peaking with oldest and youngest shoppers, showcasing a preference for longer-lasting apparel.

### Boomers Love a Discount



**9%** 

Only 9% of shoppers cite discounts, but this is as high as 16% for Boomers.

 WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A FAJA BRAND?

 **Strategic Takeaways**

**1. Showcase Value Through Quality**

Emphasize the quality of materials and craftsmanship in product descriptions to appeal to Gen X and Boomers who prioritize reasonable pricing and quality.

**2. Highlight Durability for Older and Younger Audiences**

Create campaigns that stress the longevity of products to engage Boomers and Gen Z, who value sustainable and long-lasting apparel.

**3. Balance Messaging Across Genders**

Combine messaging about affordability and durability to resonate with both male and female shoppers, addressing their slightly different value preferences.



 **WHAT DOES THE TERM “VALUE” MEAN TO YOU WHEN PURCHASING FROM A FAJA BRAND?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Getting high-quality products for a reasonable price	25%	31%	18%	13%	21%	19%	20%
Finding items that last a long time or are durable	13%	15%	11%	15%	14%	16%	15%
Receiving discounts, promotions, or rewards for purchases	16%	7%	9%	8%	10%	8%	9%
Access to exclusive or limited-edition items	0%	5%	5%	3%	4%	3%	4%
Affordable pricing compared to other brands or competitors	15%	13%	14%	19%	17%	14%	16%
Free or fast shipping options included with purchases	2%	12%	7%	7%	9%	6%	8%
Ethical or sustainable production practices by the brand	2%	2%	6%	4%	3%	5%	4%
A seamless and enjoyable shopping experience	9%	5%	13%	8%	8%	10%	9%
Personalized recommendations or offers that align with my preferences	7%	2%	5%	9%	7%	5%	6%
Trust in the brand's reliability and customer service	11%	8%	12%	9%	7%	14%	10%

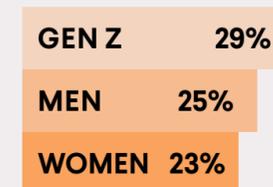
 MANY FAJA BRANDS ARE USING AI TO ENHANCE YOUR BROWSING AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

# What AI Features Do Shoppers Find Most Helpful on FAJA Websites?

AI-driven personalization is transforming eCommerce, offering tailored experiences that enhance convenience and relevance. While many shoppers appreciate these advancements, there is some skepticism among older demographics. Younger shoppers, however, are more enthusiastic, viewing AI as a tool for enriched shopping journeys, including personalized recommendations, virtual wardrobes, curated feedback, and AI-powered chat and dynamic pricing. Brands that strike the right balance between personalization and transparency are well-positioned to thrive in this evolving landscape.

## Key Insights

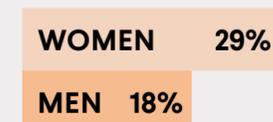
### Growing Enthusiasm for AI Personalization



**24%** 

Almost a quarter (24%) of respondents embrace AI-driven personalization. Gen Z lead the charge at 29%, with men edging it over women (25% vs. 23%).

### Gender Variances in Preferences



Women prefer size and fit tools (29% vs. 18% for men).

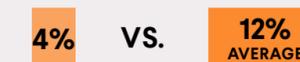
### Skepticism Among Boomers

In contrast, Boomers express discomfort with some AI-driven features, pitching well before the overall score. These are percentages of Boomers who find the following items “helpful”, as compared with the total respondent pool.

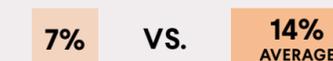
#### Virtual try-on tools



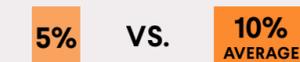
#### AI-powered chat



#### Virtual wardrobe



#### Dynamic styling suggestions



#### Smart search



#### AI-powered feedback



 MANY FAJA BRANDS ARE USING AI TO ENHANCE YOUR BROWSING AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

## Strategic Takeaways

### 1. Leverage AI for Relevance

Use Wunderkind's AI-powered tools to deliver hyper-relevant content that improves the customer experience. From subject lines, to copy and even decisioning on where and when to send, Wunderkind's Autonomous Marketing Platform takes the lift off of your human team and optimizes maximum revenue.

### 2. Educate Older Audiences

Develop educational content that demystifies AI, showing how it enhances their shopping journey. Position your AI tools as safe, helpful and flexible.

### 3. Maintain a Human Touch in Personalization

Use storytelling, brand voice, and emotional connections to ensure the experience feels authentic and relatable, appealing to all demographics.

 **MANY FAJA BRANDS ARE USING AI TO ENHANCE YOUR BROWSING AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?**

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Virtual try-on tools to see how items would look on you	11%	16%	18%	15%	16%	16%	16%
High-quality photos or videos of products on real humans	25%	26%	24%	19%	23%	22%	23%
Personalized product recommendations based on browsing history	25%	22%	19%	29%	23%	25%	24%
AI-powered chat assistance for instant answers to questions	4%	9%	13%	15%	11%	13%	12%
Size and fit guides tailored to your body measurements	33%	23%	20%	23%	29%	18%	24%
Virtual wardrobe tools to mix and match with items you own	7%	8%	21%	16%	15%	14%	14%
Dynamic styling suggestions for specific occasions or trends	5%	10%	12%	11%	8%	12%	10%
Inventory alerts like low stock, back in stock, or price drops	29%	19%	11%	11%	17%	14%	15%
Smart search tools that adapt to your preferences and keywords	9%	15%	8%	14%	8%	16%	12%
Real-time customer reviews and AI-curated feedback summaries	9%	16%	15%	15%	15%	15%	15%

# Conclusion: Navigating Modern Retail

The insights from shopper behaviour across demographics reveal clear patterns and preferences that fashion, apparel, jewelry and accessory brands can leverage to enhance engagement and drive sales. Younger shoppers, particularly Millennials and Gen Z, prioritize frequent interactions with apparel websites, whether through browsing for inspiration, seeking personalized recommendations, or taking advantage of time-sensitive offers. They value immersive experiences, such as high-quality visuals, seasonal trends, and tailored suggestions, highlighting their digital-first approach to shopping.

In contrast, Boomers and Gen X focus on practicality and value, favouring price-driven incentives like discounts, free shipping, and reliable sizing tools. Their more deliberate shopping habits emphasize seasonal purchases and thorough research, making trust-building tools like customer reviews and quality guarantees crucial for engagement.

Gender differences, while subtle, also influence preferences. Women gravitate toward usability, affordability, and styling content, while men are more

responsive to loyalty perks and functional features like detailed filtering and comparison tools.

To truly succeed in 2025, retail brands must prioritize true-personalization, at every step of the buying journey. However, personalization is only possible when brands can accurately identify their potential customers. Up to 95% of website traffic remains anonymous, making it essential to deploy identity resolution solutions that recognize and track consumer behavior across devices and sessions.

Wunderkind helps brands identify logged-out loyalty members and even builds behavioral profiles for truly unknown visitors, enabling marketers to deliver hyper-personalized offers at the right moment. By leveraging patented email and mobile capture tools, brands can grow their first-party data and re-engage shoppers through behaviorally triggered email and SMS campaigns.

Wunderkind has identified over 9 billion consumer devices and tracks nearly 2 trillion digital interactions each year across thousands of websites. With insights into the

browsing, engagement, and buying behaviors of more than 1 billion opted-in consumers, Wunderkind enables brands in FAJA to connect anonymous visitors to their first-party databases. This advanced intelligence powers highly personalized, one-to-one messaging at scale, delivering a guaranteed increase in revenue—setting it apart from traditional marketing solutions.

By leveraging first-party data, enhancing user experiences, and creating targeted engagement strategies, marketers can build stronger connections with their audiences and drive long-term growth.

The insights in this report serve as a roadmap for navigating the modern retail landscape. Those who adapt quickly, innovate strategically, and prioritize value without compromise will be the ones who thrive in this fast-changing industry.





### [Unlock the Power of Identity Resolution](#)

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalised experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insight.

[Download Now](#)



### [The Power of Acquisition](#)

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioural targeting for personalised marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media.

[Download Now](#)



### [Success Stories from Leading Brands](#)

Discover how leading brands are leveraging Wunderkind's Autonomous Marketing Platform to drive personalised engagement, boost revenue, and enhance customer loyalty. By utilising identity-powered messaging, first-party data, and seamless cross-channel campaigns, these brands are turning unknown traffic into known and seeing huge lifts in revenue.

[Learn More](#)



### [The Performance Marketing Solution](#)

At Wunderkind, we drive meaningful, measurable outcomes for our clients. With identity and permissioning at the heart of our business, Wunderkind has the data and expertise to help you scale owned revenue channels while providing a premium experience for your customers, all while guaranteeing a lift in revenue.

[Drive Unmatched Revenue](#)

# Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyper-personalised one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over \$5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Saks OFF 5TH, Uniqlo, Perry Ellis International and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.



P E R R Y E L L I S