JCPenney

BONUS BUCKS (UX Case Study)

Aaron Albarran - Lead UX Designer

Fathers Day MVP Launch

FATHERS DAY (.com)
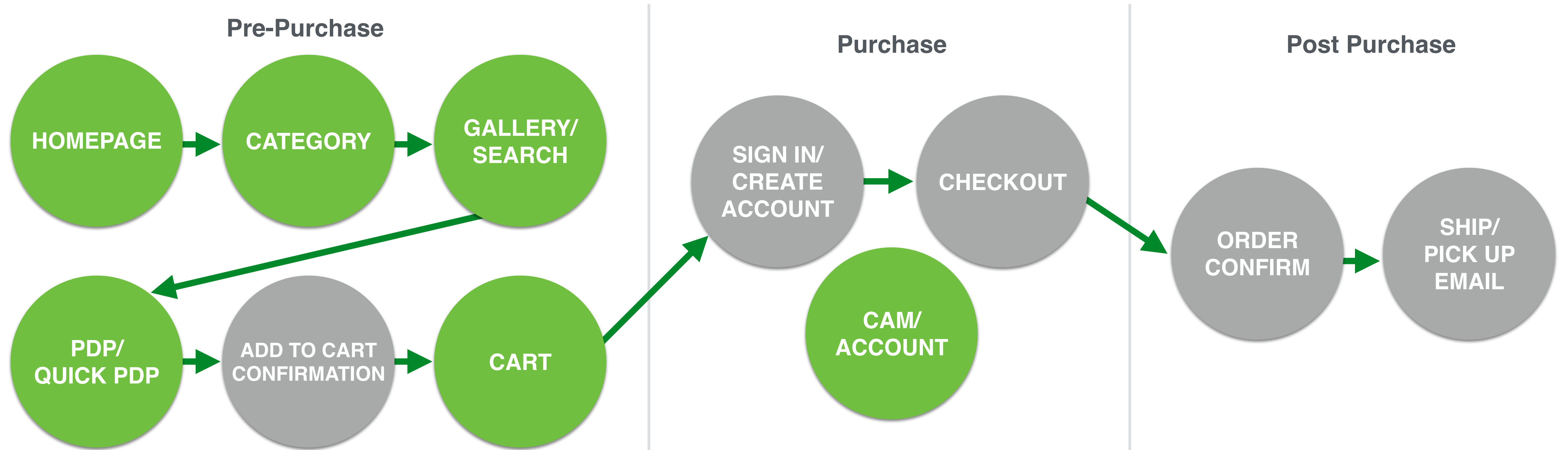
Pre-Purchase

Purchase

Post Purchase

HOMEPAGE
- Marketing Banner (Digital Marketing Team)

CATEGORY & SEARCH/GALLERY
- S1 Marketing Banner (Digital Marketing Team)

PDP
- A/B Test Messaging (.com)

CART
- Redemption Flow (.com)
- S1 Marketing Banner (.com)

CHECKOUT
- Redemption Flow (.com)
- Bonus Backs Card Slot (.com)

CAM/ACCOUNT
- Bonus Bucks
  Storage/Redemption(.com)

🟢 Enhancements

⚫ No Enhancements

FATHERS DAY (.com)
Marketing Homepage Banners

TABLET - 1024

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home

| WOMEN › | MEN › | KIDS › | BABY › |
| SHOES › | HANDBAGS › | HOME › | ACCESSORIES › |

*GET DETAILS ›

+

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.
GET DETAILS ›

DESKTOP - 1392

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home

| WOMEN › | MEN › | KIDS › | BABY › |
| SHOES › | HANDBAGS › | HOME › | ACCESSORIES › |

*GET DETAILS ›

+

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.
GET DETAILS ›

MOBILE WEB - ZONE A

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home

*GET DETAILS ›

WOMEN	SHOES
MEN	HANDBAGS
KIDS	ACCESSORIES
BABY	HOME

+

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.
GET DETAILS

FATHERS DAY (.com)
Marketing Sitewide Banners

GLOBAL S1 DESKTOP - 960

NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER $99
GET DETAILS ›

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS ›

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND **SAME DAY**
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GLOBAL S1 DESKTOP - 1024

NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER $99
GET DETAILS ›

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS ›

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND **SAME DAY**
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GLOBAL S1 DESKTOP - 1024

NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER $99
GET DETAILS ›

60% OFF*
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS ›

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$
EARN & SPEND **SAME DAY**
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

FATHERS DAY (.com)
PDP - Item under $50

St. John's Bay® Short Sleeve Floral Top
★★★★★ 5 Reviews | 10 Questions & 14 Answers

New

Share: f ⌄ 𝕡 🖨

HOT DEAL!
$34.99 sale
was $60 | 41% off

$20.40 when you use code **FUNDEAL**
at checkout details

spend $50 & earn $10 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details

Size Range | Size | Size Chart
misses ⌄ | medium ⌄

Color: Green

○ **Ship To Home or Store**
Est. Delivery: Jun 18th - Jun 22nd

○ **FREE Same Day Pickup**
at Stonebriar Mall Change

Order before 3 pm to get same day pickup.

Qty
1 ⌄ **Add to Cart**

Add to List

Add to Registry

A/B Test:
Earn messaging
on products under
$50.

FATHERS DAY (.com)
PDP - Item over $50

Worthington® Long Sleeve Top

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: f 🐦 📌 🖨

New

HOT DEAL!
$64.99 sale
was $60 | 41% off

$54.99   when you use code **FUNDEAL**
at checkout details

earn **$10** JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details

A/B Test:
Earn messaging
on products over $50.

Size Range   **Size**   Size Chart

misses ▼   medium ▼

Color: Gray

Qty

○ **Ship To Home or Store**
Est. Delivery: Jun 18th - Jun 22nd

1 ▼   **Add to Cart**

○ **FREE Same Day Pickup**
at Stonebriar Mall Change

Add to List

Order before 3 pm to get same day pickup.

Add to Registry

FATHERS DAY (.com)

PDP - Item over $100

Worthington® Mary Jane - Women's

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: f 🐦 📌 🖨

HOT DEAL!
$194.99 sale
was $60 | 41% off

$124.99 when you use code **FUNDEAL**
at checkout details

earn $20 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details

Size | **Width** | **Size Chart**
9 1/2 | medium

Color: Black

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall Change

Order before 3 pm to get same day pickup.

Qty
1

Add to Cart

Add to List

Add to Registry

A/B Test::
Earn messaging
on products over
$100.

FATHERS DAY (.com)

PDP - Item over $150

JCPenney Home® Marion Comforter Set

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: f 🐦 P 🖨

New

HOT DEAL!
$264.99 sale
was $60 | 41% off

$154.99 when you use code **FUNDEAL**
at checkout details

BONUS BUCK$ **earn $30 JCPenney Bonus Bucks**
available in your account when this item ships or is ready for pickup details

A/B Test:
Earn messaging
on products over
$150.

Product   **Buying Guide**

California King ▼

Color: Purple

[purple] [tan]

○ **Ship To Home or Store**
Est. Delivery: Jun 18th - Jun 22nd

○ **FREE Same Day Pickup**
at Stonebriar Mall Change

Order before 3 pm to get same day pickup.

Qty
1 ▼

Add to Cart

Add to List

Add to Registry

Sleeve Top

14 Answers

Share: f ✕ p 🖨

HOT DEAL!
$64.99 sale
was $60 | 41% off

$54.99 when you use code **FUNDEAL**
at checkout details

earn **$10** in JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details

Details Modal

Size Range   **Size**   Size Chart

misses ▼   medium

Color: Gray

Order before 3 pm to get same day pickup.

Ship To Home or Store
Est. Delivery: May 18th - May 22nd

FREE Same Day Pickup
at Stonebriar Mall Change

Quantity
1 ▼

ng Sleeve
stions & 14 Answers

Spend $50 & Earn $10 - In Store & Online
Earn up to 3 Bonus Bucks 6/14 - 6/17. Redeem 6/14 - 6/20

Spend	Earn
$50	$10 Bonus Bucks
$100	$20 Bonus Bucks
$150 or more	$30 Bonus Bucks

jcp.com orders: JCPenney Bonus Bucks are only earned if items shipped during earn period. Up to 3 per Rewards member. Some restrictions & exclusions apply. Learn More

Bucks
em ships or is r

Size

medi ▼

FATHERS DAY (.com)
CART

Free Shipping on purchases of $50 or more! **See Details**

JCPenney | Search products... | JCPENNEY REWARD$ | My Account Sign In | 🛒 12

SHOP DEPARTMENTS ▾ | Menu Item 1 | Menu Item 2 | Menu Item 3 | **Coupons** | My Store **Stonebriar Mall** ▾

BONUS BUCK$ EARN $10 FOR EVERY $50 SPENT — Up to $30 Back. Shop by 05/06. Redeem by 05/10. **LEARN MORE ›**

BONUS BUCK$

SPEND $50 & EARN $10
Earn up to 3 Bonus Bucks

Apply Bonus Bucks or Rewards

👤 **FIND BEST COUPON ›**

Enter coupon, bonus bucks, or reward | **Apply**

Replace Rewards Banner with EARN Bonus Bucks banner.

Update copy in apply field to say "Enter coupons, bonus bucks or reward".

Incorporate Bonus Buck Redemption with Rewards Redemption.

Order Summary

Spend **$49.05** more to earn **FREE SHIPPING**

Subtotal:	$109.89
Bonus Bucks/Rewards: Remove	-$10.00
FUNDEAL: Remove	-$10.00
Est. Standard Delivery:	FREE
Or Ship to Store:	FREE
Tax: Estimated at Checkout:	TBD

Total **$79.94**

You Saved: **$54.99**

🔒 **Checkout**

PayPal

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red
Save For Later   Remove

Low Stock

● **FREE Same Day Pickup**
at Stonebriar Mall Change

○ Ship to Home or Store
Est. Delivery: Aug 13th - Aug 20th

| 1 ▾ |

was $20.00
Rewards/ Bonus Bucks -$10.00
FUNDEAL -$2.00

$20.00

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red
Save For Later   Remove

Low Stock

● **FREE Same Day Pickup**
at Stonebriar Mall Change

○ Ship to Home or Store
Est. Delivery: Aug 13th - Aug 20th

| 1 ▾ |

was $20.00
Rewards/ Bonus Bucks -$10.00
FUNDEAL -$2.00

$20.00

Saved for Later   View All (21)

FATHERS DAY (.com)

CART

Order Summary: Empty State

Spend **$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal:	$109.89
Bonus Bucks/Rewards:	Apply
Coupons:	Apply
Est. Standard Delivery:	**FREE**
Or Ship to Store:	**FREE**
Tax: Estimated at Checkout:	TBD

Total **$109.89**

You Saved: $24.99

🔒 **Checkout**

PayPal

Order Summary: Applied

Spend **$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal:		$109.89
Bonus Bucks/Rewards:	Remove	**-$10.00**
FUNDEAL:	Remove	**-$10.00**
Est. Standard Delivery:		**FREE**
Or Ship to Store:		**FREE**
Tax: Estimated at Checkout:		TBD

Total **$79.94**

You Saved: $54.99

🔒 **Checkout**

PayPal

Total amount will be accumulative
of Rewards + Bonus Bucks applied.

FATHERS DAY (.com)
CART

Replace with REDEEM Bonus Bucks banner. After earn period is over.

Dates will be dynamically pulled.

Free Shipping on purchases of $50 or more! **See Details**

JCPenney

Search products...

JCPENNEY REWARD$

My Account
Sign In ▾

3

SHOP DEPARTMENTS ▾   Menu Item 1   Menu Item 2   Menu Item 3   **Coupons**

My Store
Stonebriar Mall ▾

JCPenney BONUS BUCK$ **FPO**ARN $10 FOR EVERY $50 SPENT   Up to $30 Back. Shop by 05/06. Redeem by 05/10.
LEARN MORE ›

JCPenney BONUS BUCK$

REDEEM YOUR BONUS BUCKS
Redeem by 5/4 - 5/10

Apply Bonus Bucks or Rewards

FIND BEST COUPON ›

Enter Coupon, Bonus Bucks, or Rewards   Apply

Spend **$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal:	$109.89
Bonus Bucks/Rewards: Remove	-$20.00
FUNDEAL: Remove	-$10.00
Est. Standard Delivery:	FREE
Or Ship to Store:	FREE
Tax: Estimated at Checkout:	TBD

Total   **$79.89**

You Saved: **$54.99**

🔒 Checkout

PayPal

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red
Save For Later   Remove

1 ▾

was $40.00
Bonus Bucks/   -$10.00
Rewards
FUNDEAL   -$5.00

$25.00

Low Stock

⬤ **FREE** Same Day Pickup
at Stonebriar Mall   Change

◯ Ship to Home or Store
Est. Delivery: Aug 13th - Aug 20th

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red
Save For Later   Remove

1 ▾

was $40.00
Bonus Bucks/   -$10.00
Rewards
FUNDEAL   -$5.00

Identify the pain points.

After testing the new flow designs, one of the critical findings from the usability study was the messaging that a user needed to be signed in to earn Bonus Bucks.

Desktop Sign-In Page

Mobile Sign-In Page

A critical finding from the usability study:

None of the 10 users read the message informing them to sign in to get their Bonus Bucks on desktop as well as mobile; signing in is a pre-condition to earning Bonus Bucks

This finding helped design iterate an alternative design solution

Revisions based off Research Feedback

After hearing about the user feedback, we quickly worked on a more direct design to inform the customer that any non-signed in user will not receive Bonus Bucks. **This new design increased our top line by $105k for that event & account sign ups.**
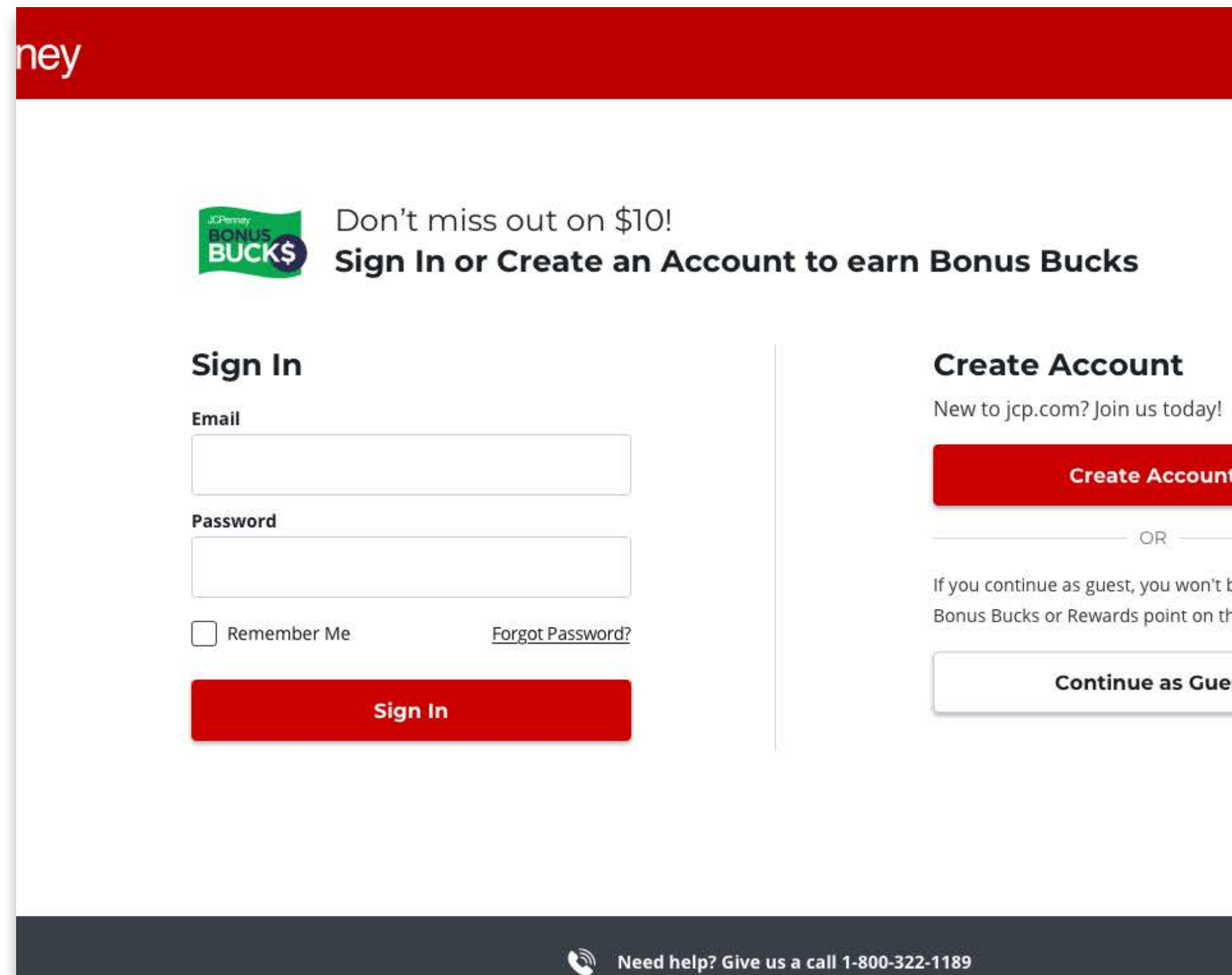
Revised designed after user feedback

Tested Design
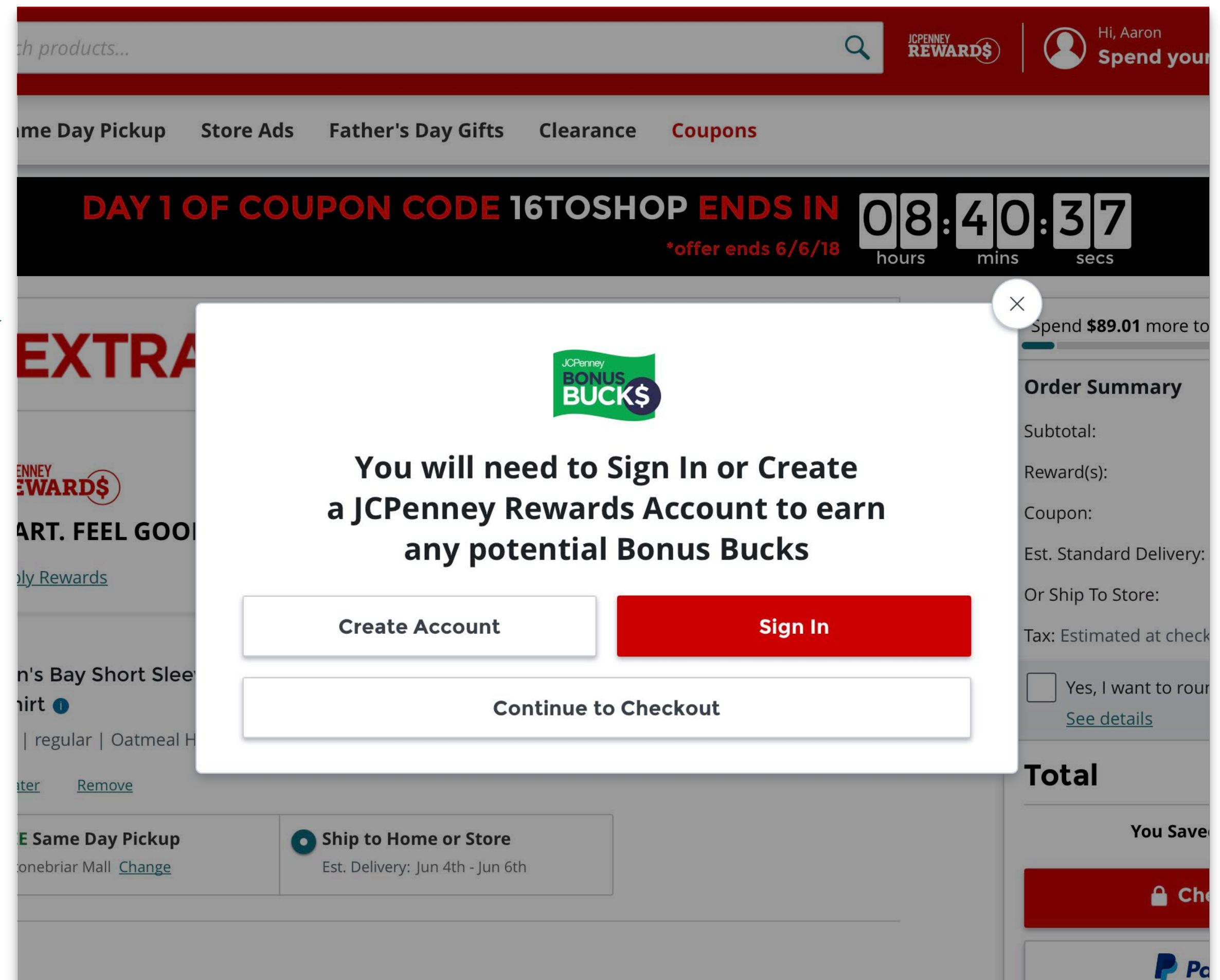
FATHERS DAY (.com)
CART - REMINDER (Not Signed In)

40:37
mins secs

Spend **$89.01** more to earn **FREE SHIPPING**

Order Summary

Subtotal:	$9.99
Reward(s):	Apply Reward
Coupon:	Apply Coupon
Est. Standard Delivery:	$8.95
Or Ship To Store:	$3.95
Tax: Estimated at checkout	TBD

☐ Yes, I want to round up for charity
See details

Total   **$18.94**

You Saved: **$16.01**

🔒 **Checkout**

PayPal

Hi, Aaron
Spend your

ch products...   🔍   JCPENNEY REWARD$

me Day Pickup   Store Ads   Father's Day Gifts   Clearance   **Coupons**

DAY 1 OF COUPON CODE 16TOSHOP ENDS IN   **08:40:37**
*offer ends 6/6/18   hours mins secs

EXTRA

Spend **$89.01** more to

Order Summary

Subtotal:

Reward(s):

Coupon:

Est. Standard Delivery:

Or Ship To Store:

Tax: Estimated at check

Yes, I want to rour
See details

Total

You Save

Ch

JCPenney BONUS BUCK$

You will need to Sign In or Create a JCPenney Rewards Account to earn any potential Bonus Bucks

Create Account	**Sign In**

Continue to Checkout

EWARD$

ly Rewards

n's Bay Short Slee
irt ⓘ

| regular | Oatmeal H

ter   Remove

E Same Day Pickup
conebriar Mall Change

● Ship to Home or Store
Est. Delivery: Jun 4th - Jun 6th

Encouragement to sign in or create an account to not lose Bucks.

A/B & User Tested

FATHERS DAY (.com)
CHECKOUT

Penney

Secure Checkout

Shipping

Qty 2   Qty 2

Show Item Details

● Ship to Home	○ Ship to Store

First Name

Last Name

+ Company Name

+ APO / FPO / DPO

Street Address   Ship International ⓘ

Apt, Suite, Floor

Zip Code   **State**
▼

Order Summary

Subtotal:	$109.89
Bonus Bucks/Rewards	Apply
Coupons:	Apply
Est. Standard Delivery:	**FREE**
Tax:	TBD

Total   **$109.89**

You Saved: **$24.00**

Incorporate Bonus Buck Redemption with Rewards Redemption.

FATHERS DAY (.com)
CAM/YOUR ACCOUNT - NO BONUS BUCKS

Marketing Slot

FATHERS DAY (.com)
CAM/YOUR ACCOUNT - 3 BONUS BUCKS

Marketing Slot +
Full Earned Bonus
Bucks

Redeem Banner

FATHERS DAY (.com)

CAM/YOUR ACCOUNT - Bonus Buck Modal

Bonus Buck Redemption/Info Modal

FATHERS DAY (APP)

Pre-Purchase

Purchase

Post Purchase
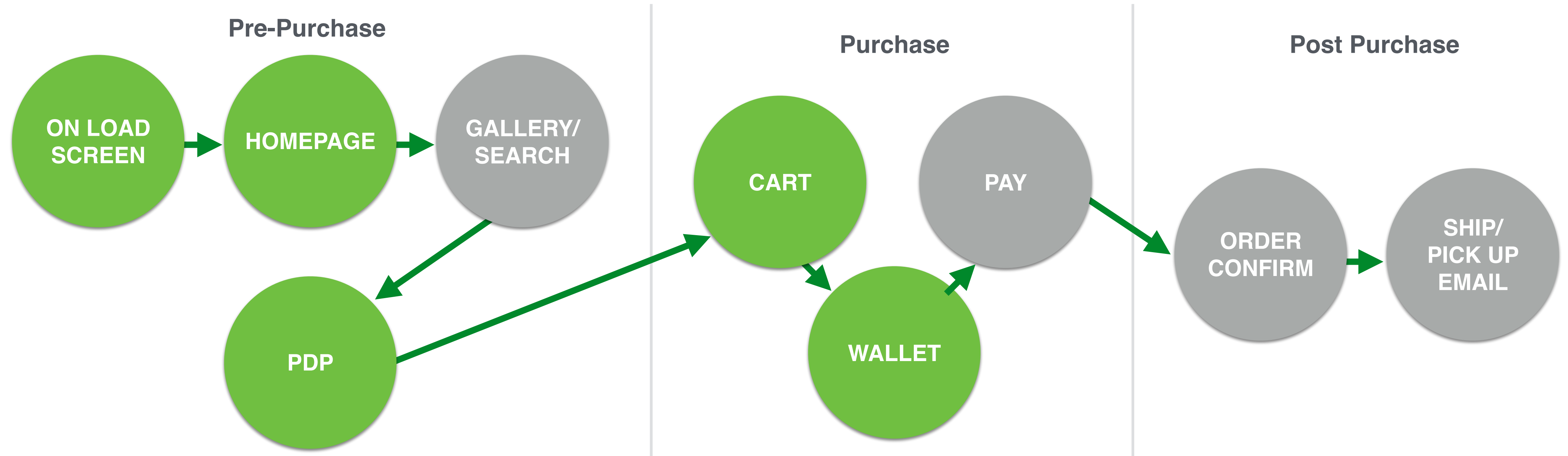
LOAD SCREEN
- Awareness Screen (APPs Team)

HOMEPAGE
- Marketing Banner (Digital Marketing Team)

LANDING PAGE
- Awareness Page (APPs Team)

WALLET
- Add Bonus Bucks to Wallet Tab (APPs Team)

- Add Bonus Bucks to Wallet in Cart (APPs Team)

● Enhancements

● No Enhancements

FATHERS DAY (APPs)
ON LOAD SCREEN
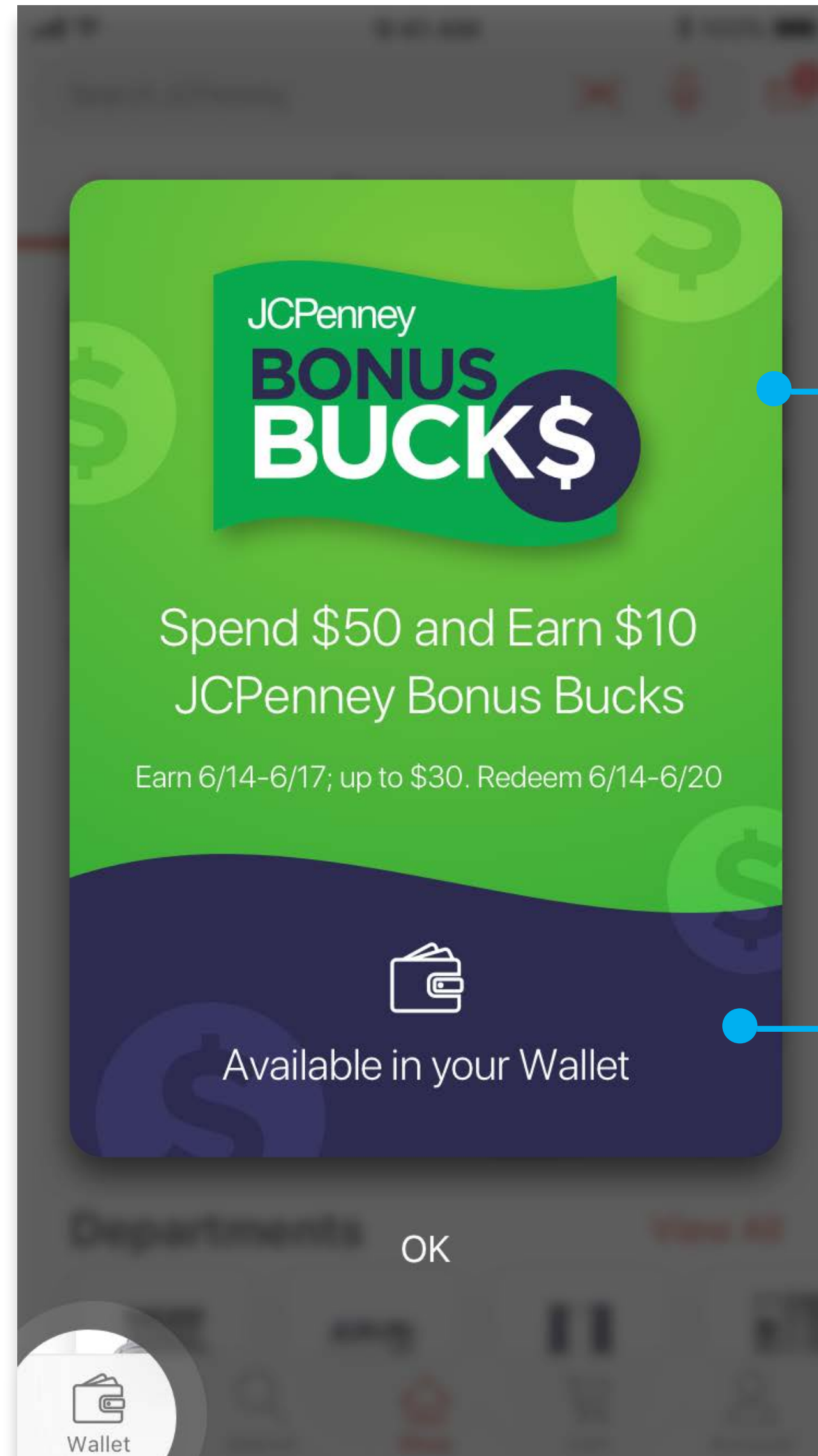
Temporarily use a Bonus Bucks Splash Screen.

Educate users that they are available in the app Wallet.

FATHERS DAY (APPs)
HOMEPAGE BANNERS

MOBILE APP - ZONE A

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*
JCPENNEY EXCLUSIVE BRANDS

No coupon needed on select apparel, shoes, accessories & home

*GET DETAILS ›

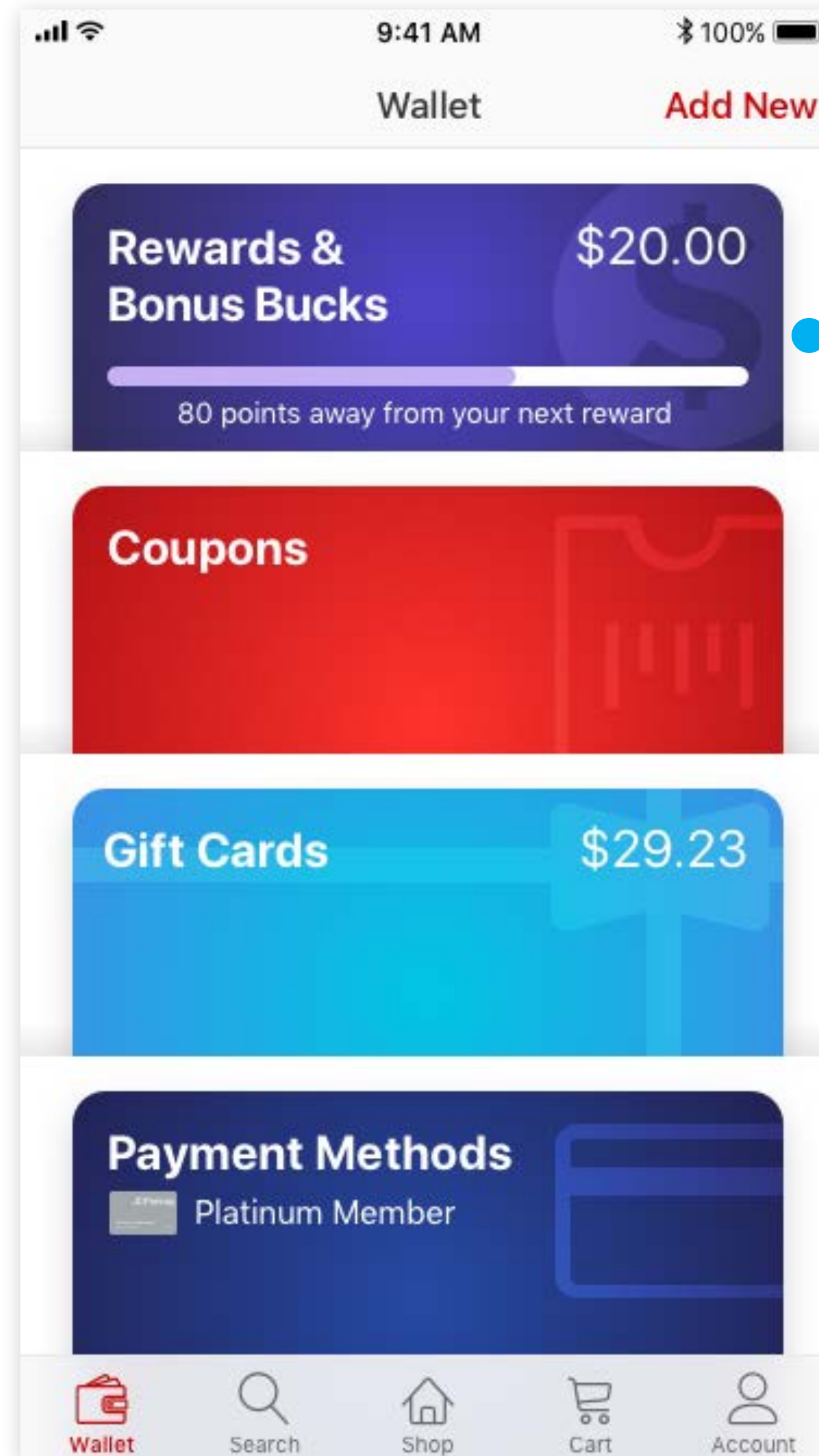MOBILE APP - ZONE A

SPEND $50 & EARN
$10 JCPenney BONUS BUCK$

EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3.
Redeem 6/14-6/20.

GET DETAILS ›

FATHERS DAY (APP)
WALLET

Add Bonus Bucks into
App Wallet Tab

FATHERS DAY (APP)
WALLET

Rewards/Bonus Bucks Cards

Learn More Screen

Learn More

$10

80 points away from next reward

JCPenney
BONUS
BUCK$

Expires Aug 24, 2017   ⓘ

$10
Bonus Bucks

Present barcode during checkout

Apply to Cart

*Spend Same Day only

1 of 2

FPO

◁15   ⏸   15▷   00:00 ———————●——— 00:00   ⏹

Spend $50 & Earn $10 In Store & Online

Earn up to 3 Bonus Bucks **6/14 - 6/17**.
Redeem **6/14- 6/20**

Spend	Earn
$50	$10 Bonus Bucks
$100	$20 Bonus Bucks
$150	$30 Bonus Bucks

jcp.com & app orders: JCPenney Bonus Bucks are only
earned if items shipped during earn period. Up to 3 per
Rewards member. Some restrictions & exclusions apply.
Terms & Conditions

Redemption Cards

Educational Video

Bonus Bucks Info

digital purchase FYI

FATHERS DAY (APP)

PDP

A/B Test Messaging
(same as on desktop)

Van Heusen No-Iron Lux Sateen Long Sleeve Dress Shirt

BUY 1 GET 1 FREE

$59.99 sale   or $50.99
was $149.99   with code FUNDEALS

Earn $10 in JCPenney Bonus Bucks
Available in your account when this item ships or is ready for pickup. View Details

Select

range,   Add to Cart

Wallet   Search   Shop   Cart   Account

FATHERS DAY (APPs)
WALLET IN CART

NO BONUS BUCKS

Your Wallet

Payment Method
Checkout with a credit card or PayPal
Add

Coupons, Rewards, Bonus Bucks &
Gift Cards
Add
Sign In or Create an Account to earn Bonus Bucks and
Rewards

Add Bonus Bucks
to Your Wallet

Add Sign In/Create
Account Messaging

BONUS BUCKS AVAILABLE

Your Wallet

We found $15.00 in savings
eligible for this order.
Apply

Payment Method
Checkout with a credit card or PayPal
Add

Coupons, Rewards, Bonus Bucks &
Gift Cards
Add

Include Bonus Bucks
in savings found

9:41 AM   100%

Cancel   Add Savings   Apply

Rewards / Bonus Bucks   Add New

☑ $10 JCP Bonus Bucks
Exp August 24, 2017

Add Bonus Bucks
to Savings Panel

☐ $10 JCP Bonus Bucks
Exp August 24, 2017

☑ $10 JCP Reward
Exp August 24, 2017

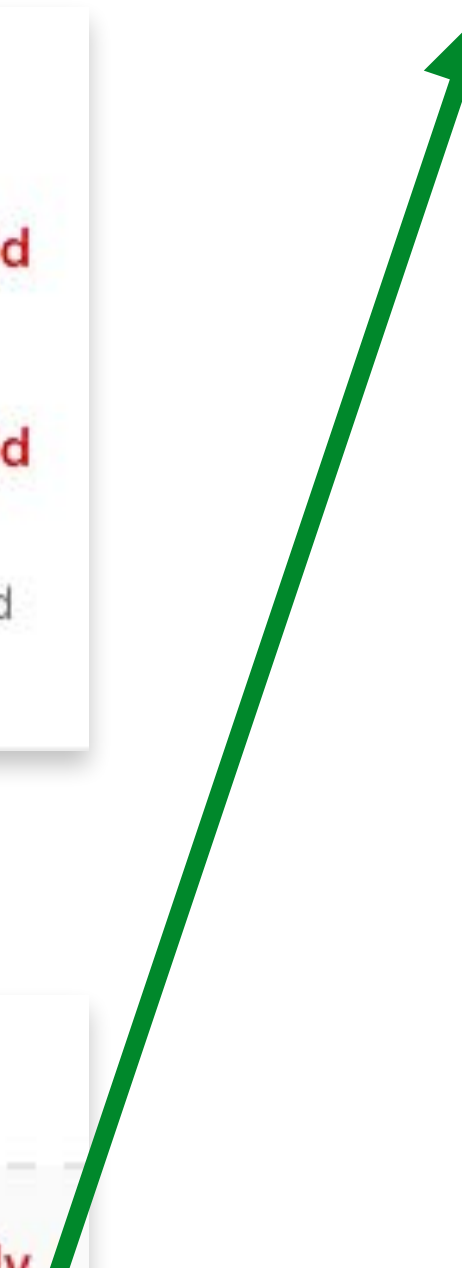☐ $10 JCP Reward
Exp August 24, 2017

Gift Cards   Add New

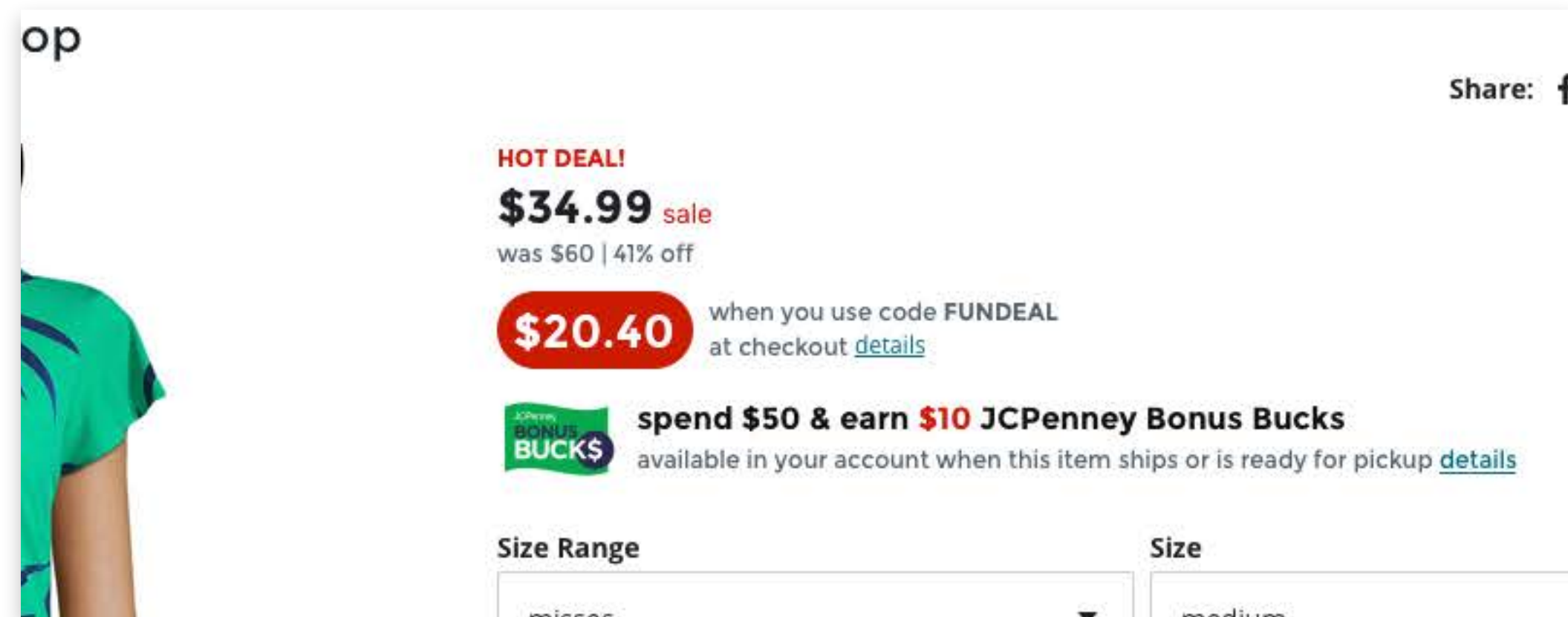☑ •••• 2239
$25.00 Available Balance

Coupons   Add New

best coupon
FUNDEAL save $29.99
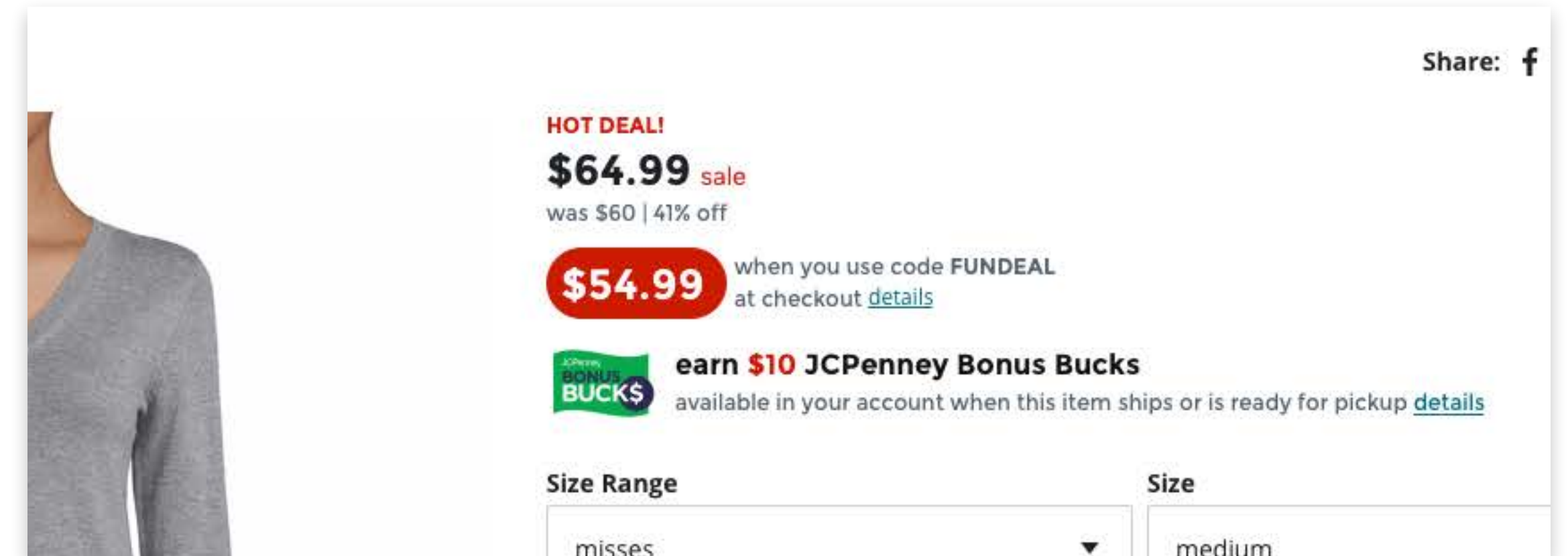☑ Extra 15% Off   ⓘ
Valid through October 29, 2017

Testing 1,2,3…

One question we had as a UX team was what type of value messaging would preform better on the PDP page. Would a static generic message or a dynamic threshold message do better?

Option A: Static Generic Message:
Spend $50 get $10 message

Option B: Dynamic Threshold Message:
• Item under $50 - Spend $50 get $10 message
• Item $50-$99 - Earn $10 JCPenney Bonus Bucks
• Item $100-$149 - Earn $20 JCPenney Bonus Bucks
• Item $150-199 - Earn $30 JCPenney Bonus Bucks

A/B tested - PDP Value Messaging by Price

Hypothesis:

- By displaying a variant specific JCP bonus buck marketing message on the PDP drive additional PDP Purchase Intent and Website Registrations

. Action taken based on test results:
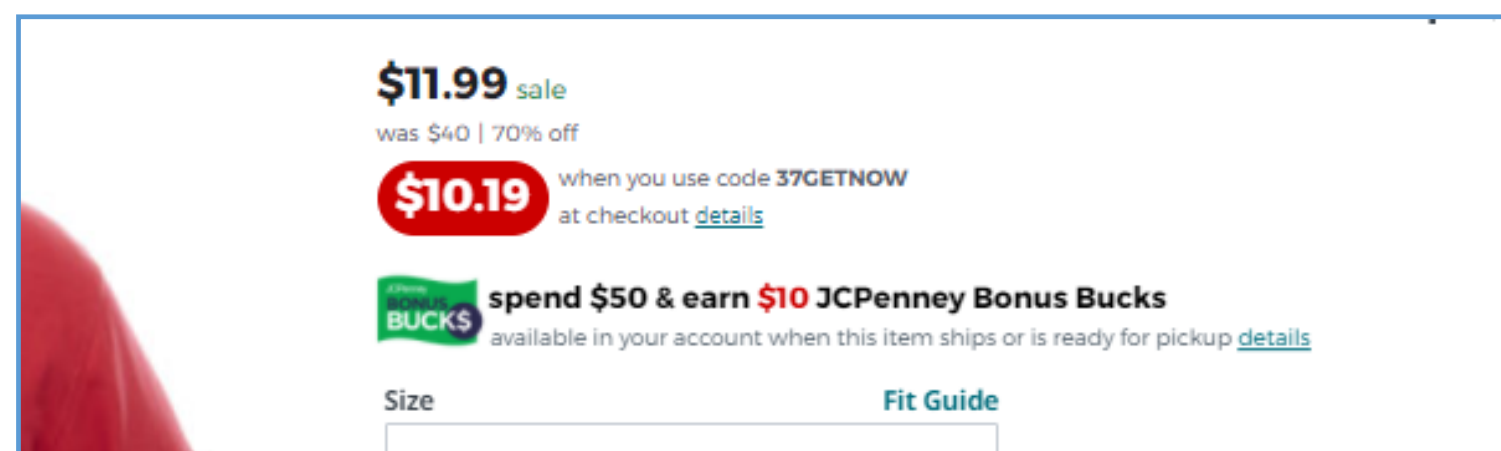- Adjust marketing for Back-to-School campaign

Key Metrics:
- Key Metric: PDP key metrics (PDP > ATB rate); Website Registrations
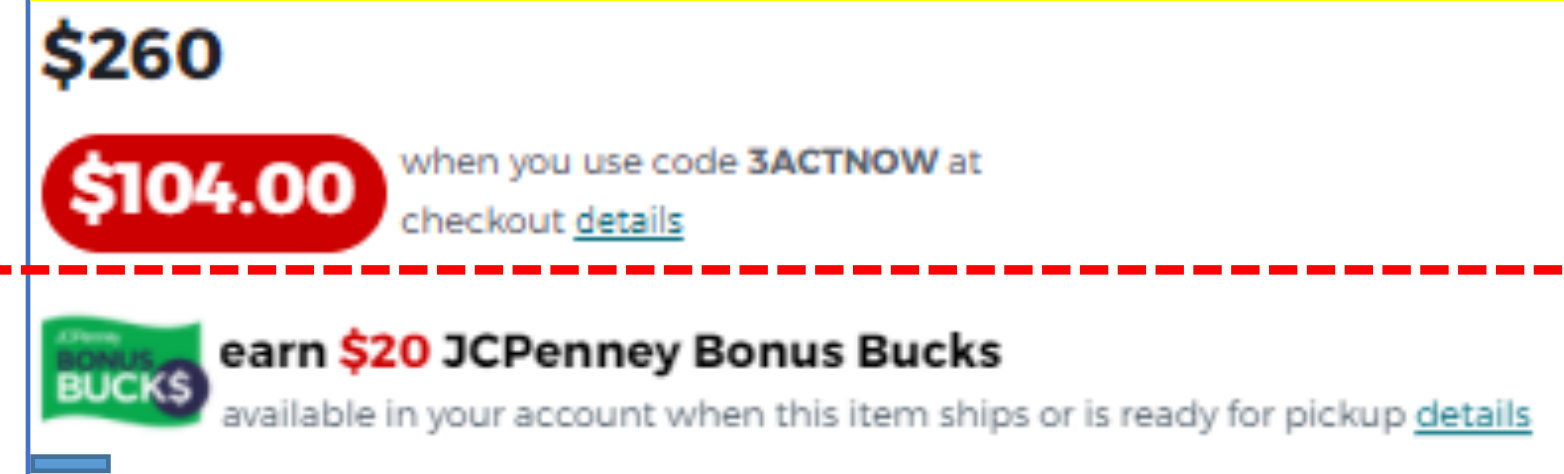
Summary of Findings:

- **Does JCP Bonus Bucks messaging on the PDP page increase ATB rates?** No. Across the different shopping bag amounts bands, PDP ATB rates was the same or slightly decreased on Mobile and Tablet
- **Does JCP Bonus bucks drive additional Website Registrations/ Order?** Yes, but only at shopping bag bands that earn JCP Bonus bucks (generally, the more Bonus Bucks earned, the higher the rate of new website registrations. (see appendix for Test results by Price Bands)
- **Are the results different for different price points.** Yes. As a whole, Variant C key metrics showed a decrease but when the shopping bag is over $100, Variant C outperformed Control and variant B
- **Is there any value in Variant B: Generic msg.** Perhaps for branding purposes but there was no significant changes in PDP or Website Registration metrics

Variant B: Generic Msg (all price points)

$11.99 sale
was $40 | 70% off
$10.19 when you use code 37GETNOW at checkout details
spend $50 & earn $10 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details
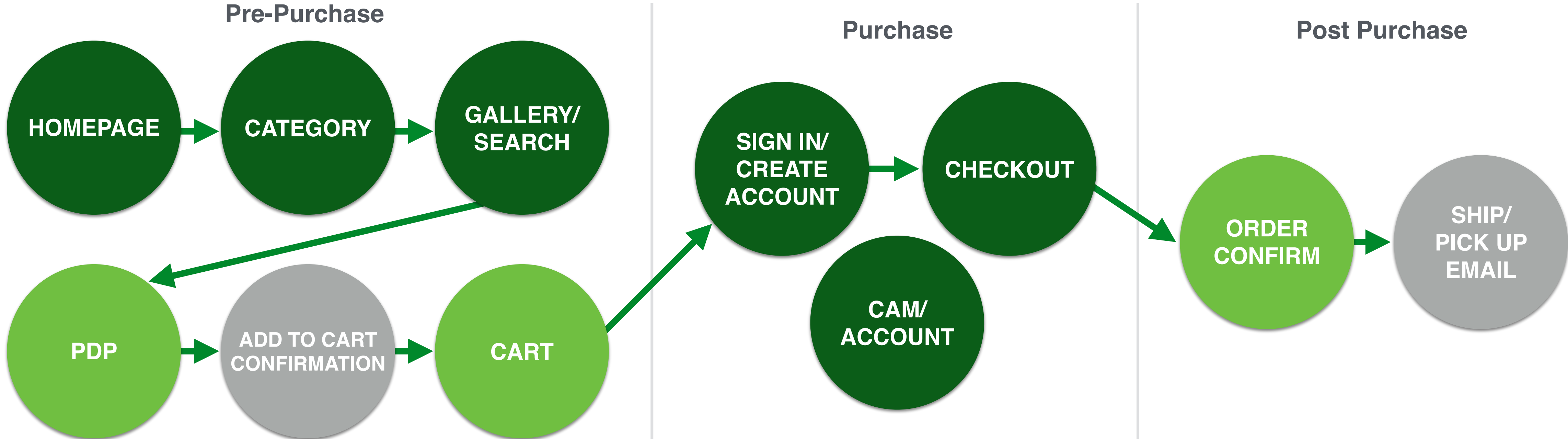Size   Fit Guide

Recommendation:
- Consider in a future period to test a promo message that encourages a user to spend more to reach the next tier of bonus bucks. Ie, as a basket builder. Eg., for product price = $90, show a message such as "Congrats, your qualified to earned 10 JCP Bonus bucks, spend $10 more to earn 20 JCP Bonus bucks.
- metrics

⭐ Winner

Variant C: JCP Bonus Bucks msg changes depending on (1st) FPAC (if present) or (2nd) Product Price

$260
$104.00 when you use code 3ACTNOW at checkout details
earn $20 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup details

Website Registrations:
$100-$150 band - DT +17% (high confidence)
$150 - $250 band: DT: +16% Lift (high confidence)

After Fathers Day Enhancements

BACK TO SCHOOL (.com)

Pre-Purchase

HOMEPAGE → CATEGORY → GALLERY/SEARCH

PDP → ADD TO CART CONFIRMATION → CART

Purchase

SIGN IN/CREATE ACCOUNT → CHECKOUT

CAM/ACCOUNT

Post Purchase

ORDER CONFIRM → SHIP/PICK UP EMAIL

HOMEPAGE
- Marketing Banner (Digital Marketing Team)

CATEGORY & SEARCH & GALLERY
- S1 Marketing Banner (Digital Marketing Team)
- Test Messaging on Product Cards (.com)

PDP
- Bonus Buck Messaging UPDATE (OMNI)

CART
- Redemption Flow - Separate Savings (.com)
- S1 Marketing Banner (Digital Marketing Team)
- Bonus Bucks Earned Messaging (.com)

SIGN IN/CREATE ACCOUNT
- Split Bonus Bucks and Rewards Redemptions
- Earn Bonus Bucks Banner (.com)

ORDER CONFIRMATION
- Bonus Bucks Earned Messaging (.com)

● Enhancements

● No Enhancements

● Same as FATHERS DAY

BACK TO SCHOOL (.com)

PDP - updated messaging

Messaging on products over $50 threshold (including FPAC)

BACK TO SCHOOL (.com)

PDP

thington® Long Sleeve Top

★★★ 5 Reviews | 10 Questions & 14 Answers

HOT DEAL!
$64.99 sale
was $60 | 41% off

$54.99 when you use code **FUNDEAL**
at checkout details

earn **$10** JCPenney Bonus Bucks
available in your account in about an hour details

Size Range

misses

Color: Gray

○ **Ship To Home or Store**
Est. Delivery: Jun 18th - Jun 22nd

○ **FREE Same Day Pickup**
at Stonebriar Mall Change

Order before 3 pm to get same day pickup.

Share

Details Modal

Spend $50 & Earn $10 - In Store & Online

Earn up to 3 JCPenney Bonus Bucks MM/DD - MM/DD.
Redeem MM/DD - MM/DD.

Spend	Earn
$50	$10 JCPenney Bonus Bucks
$100	$20 JCPenney Bonus Bucks
$150 or more	$30 JCPenney Bonus Bucks

jcp.com orders: JCPenney Bonus Bucks will be issued about an hour after your qualifying order has been placed. Up to 3 per Rewards member. Some restrictions & exclusions apply. Learn More

BACK TO SCHOOL (.com)

PDP - SILVER (delivery)

Dynamic Messaging on Silver delivery products

For the Home   Back to Appliances

4.1 cu. ft. Ultra Large Capacity 3-Door French Door Refrigerator

★★ 5 Reviews | 10 Questions & 14 Answers

SAMSUNG BUY 4 GET 10% OFF

$1,749 sale
was $2,249 | 22% off

JCPENNEY REWARD$ **earn an extra $30 in Rewards**
available in your account when this item ships details

Price Match Guarantee See Details

Up to $500 in Rebates Available

Color: Stainless Steel

☑ **Limited Warranty Included** See Deta...

Additional Protection Plans
Save 10% on your major appliance protection pla...

○ 5 Year Appliance Protection Plan. See Deta...

○ 3 Year Appliance Protection Plan. See Deta...

○ No Thank You

Ship to 75023 Change
Earliest Delivery: May 18th ⓘ

Share:

New

Details Modal

SAMSUNG BUY 4 GET 10% OFF

✕

Earn an extra $30 in Rewards

Order online or in store MM/DD - MM/DD to receive up to 3 extra Rewards.

Valid on major appliances, mattresses, and furniture.
Rewards certificates and points will be issued once the item ships.

em ships de

☑ **Limited Warranty Included** See Details

Additional Protection Plans
Save 10% on your major appliance protection plan purchase

○ 5 Year Appliance Protection Plan. See Details $219.

○ 3 Year Appliance Protection Plan. See Details $129.

BACK TO SCHOOL (.com)
CHECKOUT

JCP Rewards/
Bonus Bucks

BACK TO SCHOOL (.com)

CART

Free Shipping on purchases of $50 or more! **See Details**

JCPenney | Search products... | JCPENNEY REWARD$ | My Account Sign In | 🛒 3

SHOP DEPARTMENTS ▾ | Menu Item 1 | Menu Item 2 | Menu Item 3 | **Coupons** | My Store **Stonebriar Mall** ▾

FPO EARN $10 FOR EVERY $50 SPENT Up to $30 Back. Shop by 05/06. Redeem by 05/10. LEARN MORE ▸

JCPenney Bonus Bucks →

BONUS BUCK$

SPEND $50 & EARN $10

Earn up to 3 JCPenney Bonus Bucks

Apply JCPenney Bonus Bucks or Rewards

FIND BEST COUPON ▸

Enter Coupon, JCP Rewards, or Bonus Bucks | Apply

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red

Save For Later   Remove

1 ▾

was $40.00
JCP Rewards/ -$10.00
Bonus Bucks
FUNDEAL -$5.00
$25.00

◉ **FREE Same Day Pickup**
at Stonebriar Mall Change

○ **Ship to Home or Store**
Est. Delivery: Aug 13th - Aug 20th

Low Stock

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red

Save For Later   Remove

1 ▾

was $25.00
JCP Rewards/ -$10.00
Bonus Bucks
FUNDEAL -$5.00
$40.00

◉ **FREE Same Day Pickup**
at Stonebriar Mall Change

○ **Ship to Home or Store**
Est. Delivery: Aug 13th - Aug 20th

Low Stock

Saved for Later   View All (21)

Spend **$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal:	$109.89
JCP Rewards/ Bonus Bucks: Remove	-$20.00
FUNDEAL: Remove	-$10.00
Est. Standard Delivery:	FREE
Or Ship to Store:	FREE
Tax: Estimated at Checkout:	TBD

Total | **$79.89**

You Saved: $54.99

You Could Earn:

JCPenney Bonus Bucks: **$10.00**
View Details

🔒 **Checkout**

PayPal

JCP Rewards/ Bonus Bucks →

Message Earned Bonus Bucks →

BACK TO SCHOOL (.com)

ORDER CONFIRMATION

Message earned Bonus Bucks on order

BACK TO SCHOOL (APP)

Pre-Purchase

Purchase

Post Purchase

ON LOAD SCREEN → HOMEPAGE → GALLERY/ SEARCH

PDP → CART

CART → WALLET → PAY

PAY → ORDER CONFIRM → SHIP/ PICK UP EMAIL

HOMEPAGE
- Earn Alert Message (APPs Team)
- SMS Text Message Alerts

PDP
- Add earn Bonus Buck Message UPDATE (APPs Team)

CART
- Highlight earn Alert Message (APPs Team)

ORDER CONFIRMATION
- Bonus Bucks Earned Messaging (APPs Team)

● Enhancements

● No Enhancements

● Same as FATHERS DAY

BACK TO SCHOOL (APP)
ON LOAD SCREEN

JCPenney
BONUS
BUCK$

Spend $50 and Earn $10
JCPenney Bonus Bucks

Earn 6/14-6/17; up to $30. Redeem 6/14-6/20
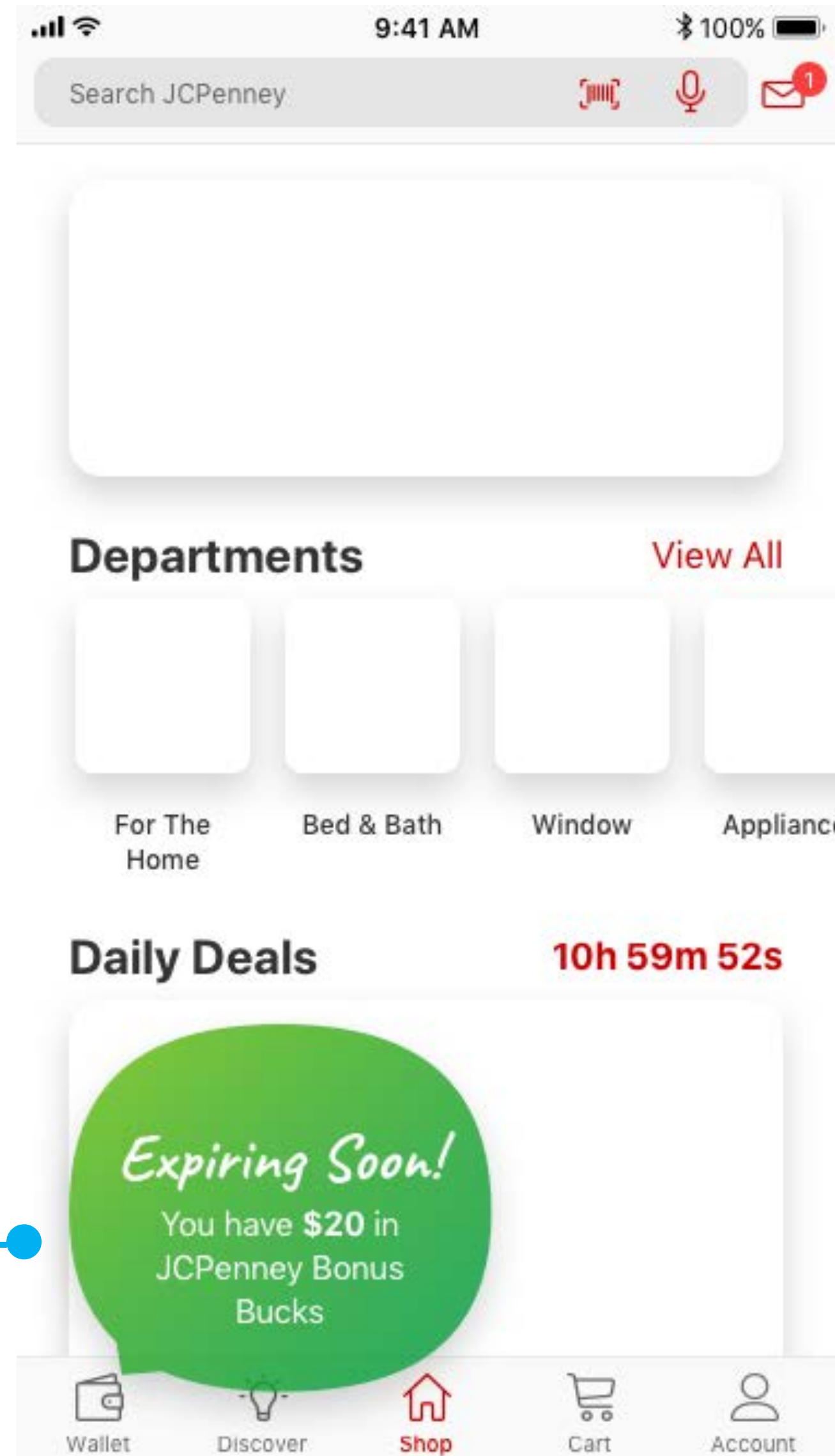
Available in your Wallet

OK
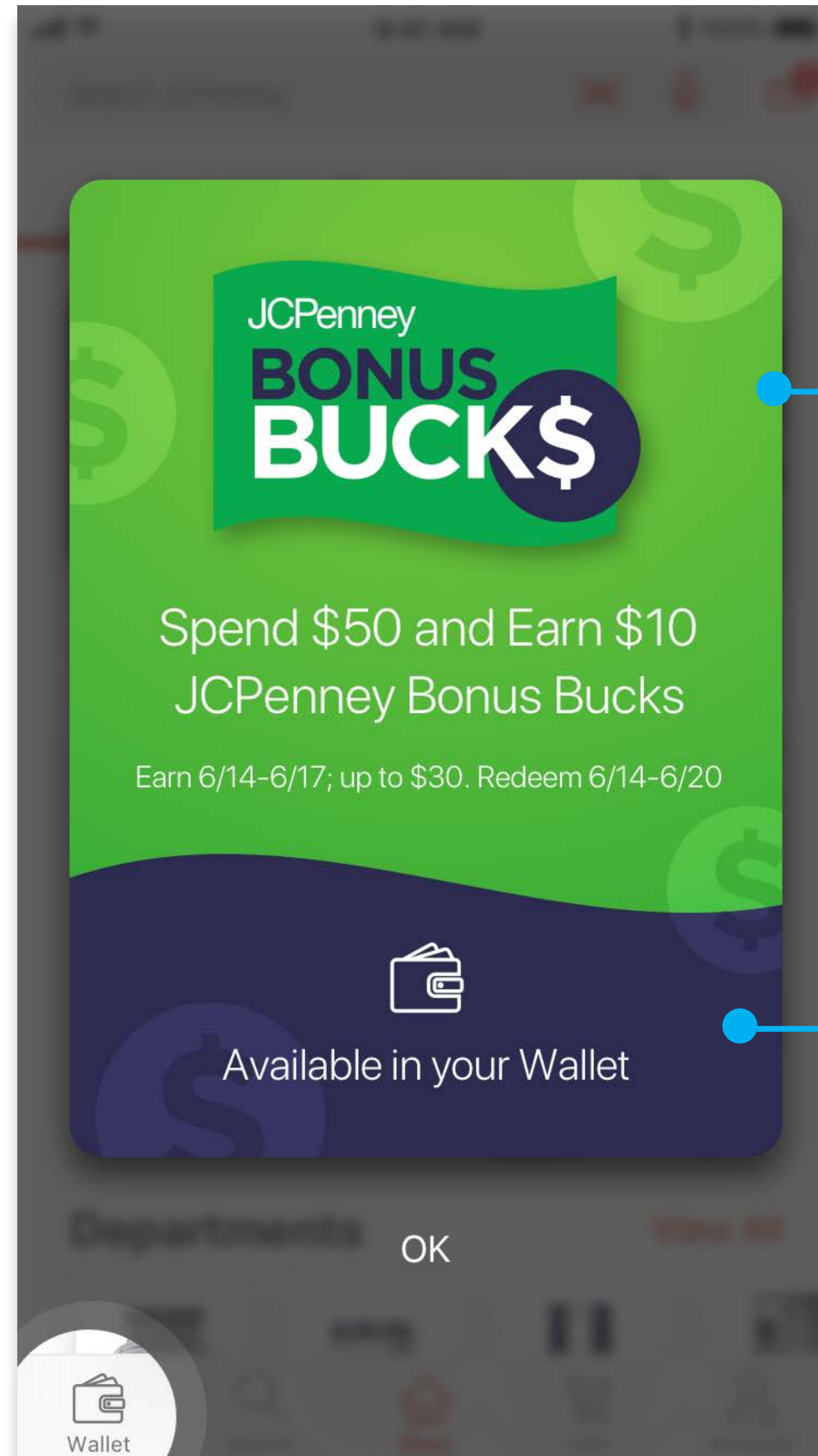
Temporarily use a
Bonus Bucks Splash
Screen.

Dates will be dynamic

Educate users that
they are available in
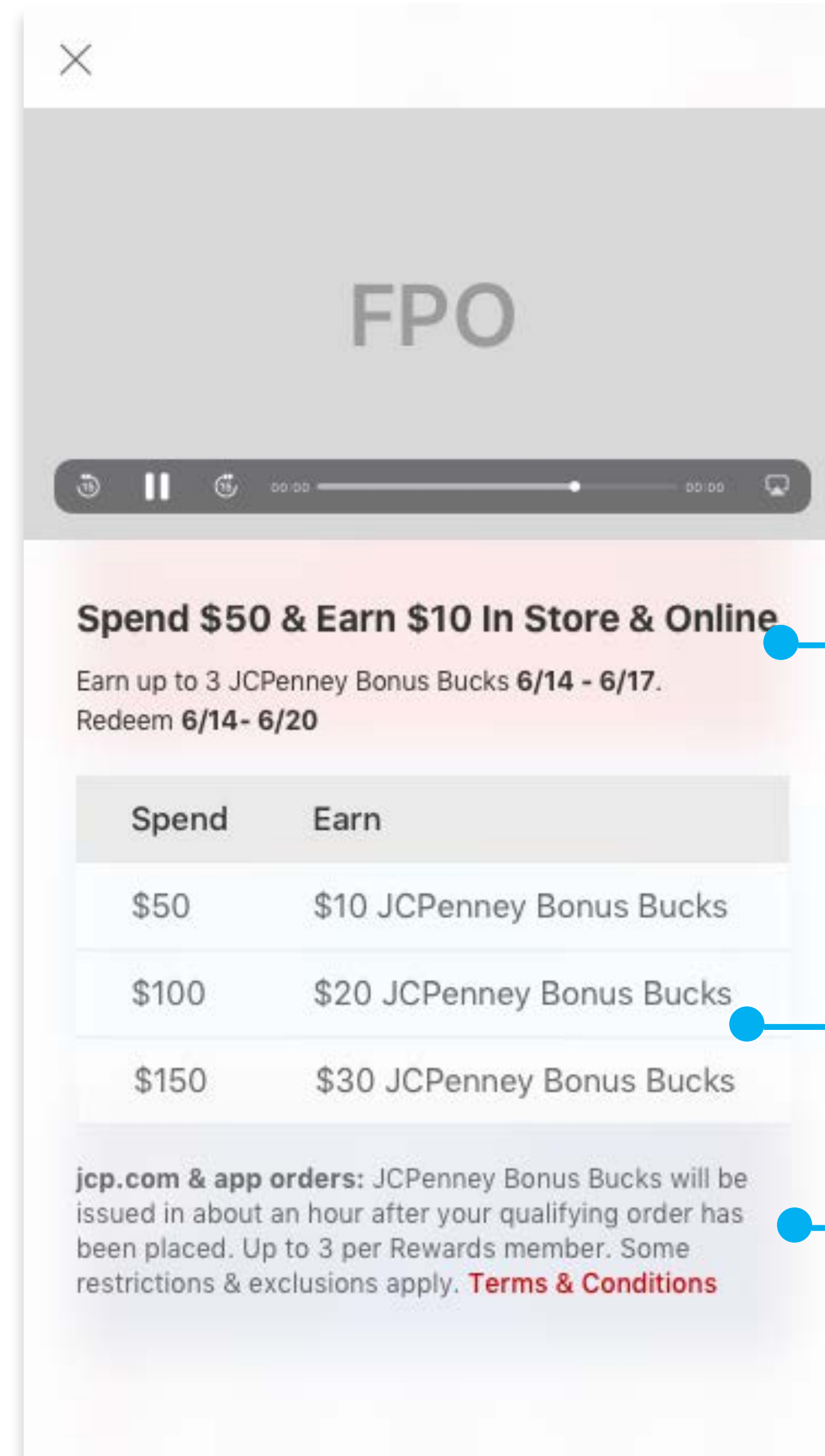the app Wallet.

BACK TO SCHOOL (APP)
HOMEPAGE

Add Bonus Buck
Alert Notification

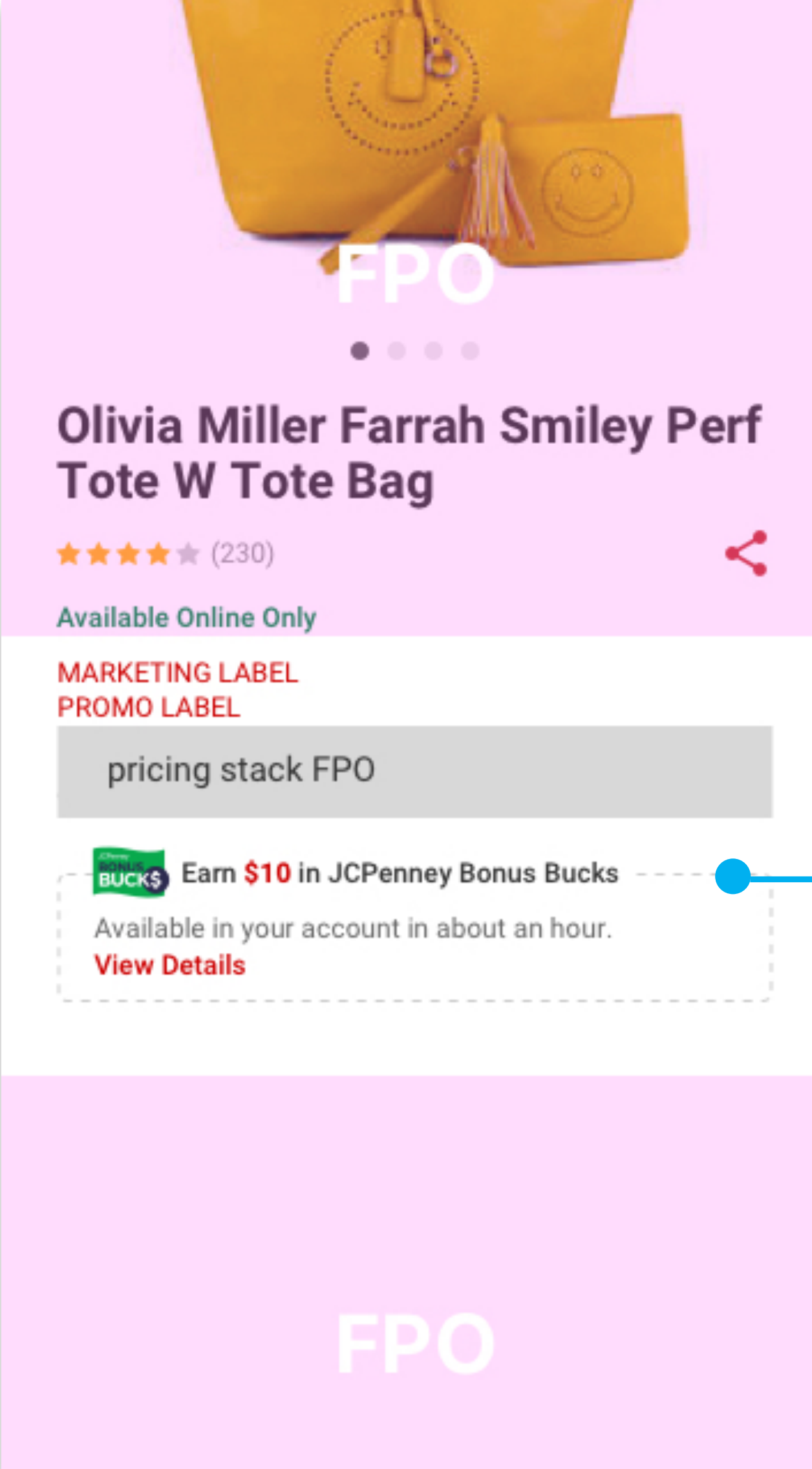# BACK TO SCHOOL (APP)
LEARN MORE

FPO

Spend $50 & Earn $10 In Store & Online

Earn up to 3 JCPenney Bonus Bucks **6/14 - 6/17**.
Redeem **6/14- 6/20**

Spend	Earn
$50	$10 JCPenney Bonus Bucks
$100	$20 JCPenney Bonus Bucks
$150	$30 JCPenney Bonus Bucks

jcp.com & app orders: JCPenney Bonus Bucks will be issued in about an hour after your qualifying order has been placed. Up to 3 per Rewards member. Some restrictions & exclusions apply. **Terms & Conditions**

Add JCPenney Bonus Bucks

Add JCPenney Bonus Bucks

Add JCPenney Bonus Bucks

BACK TO SCHOOL (APP)
PDP - BB Eligible $50+

Olivia Miller Farrah Smiley Perf Tote W Tote Bag

★★★★☆ (230)

Available Online Only

MARKETING LABEL
PROMO LABEL

pricing stack FPO

BUCK$ Earn **$10** in JCPenney Bonus Bucks

Available in your account in about an hour.
View Details

Add JCPenney Bonus Bucks + Back to School earn messaging

BACK TO SCHOOL (APP)
PDP - BB Eligible - Silver

←

FPO

★★★★ (230)

Van Heusen No-Iron Lux Sateen Long Sleeve Dress Shirt

MARKETING LABEL
PROMO LABEL

PRICING STACK FPO

JCPENNEY **REWARD$** Earn an Extra **$30** in Rewards

Available in your account when this item ships.
View Details

Select
range, neck, sleeve

Add to Cart

Wallet   Search   Shop   Cart   Account
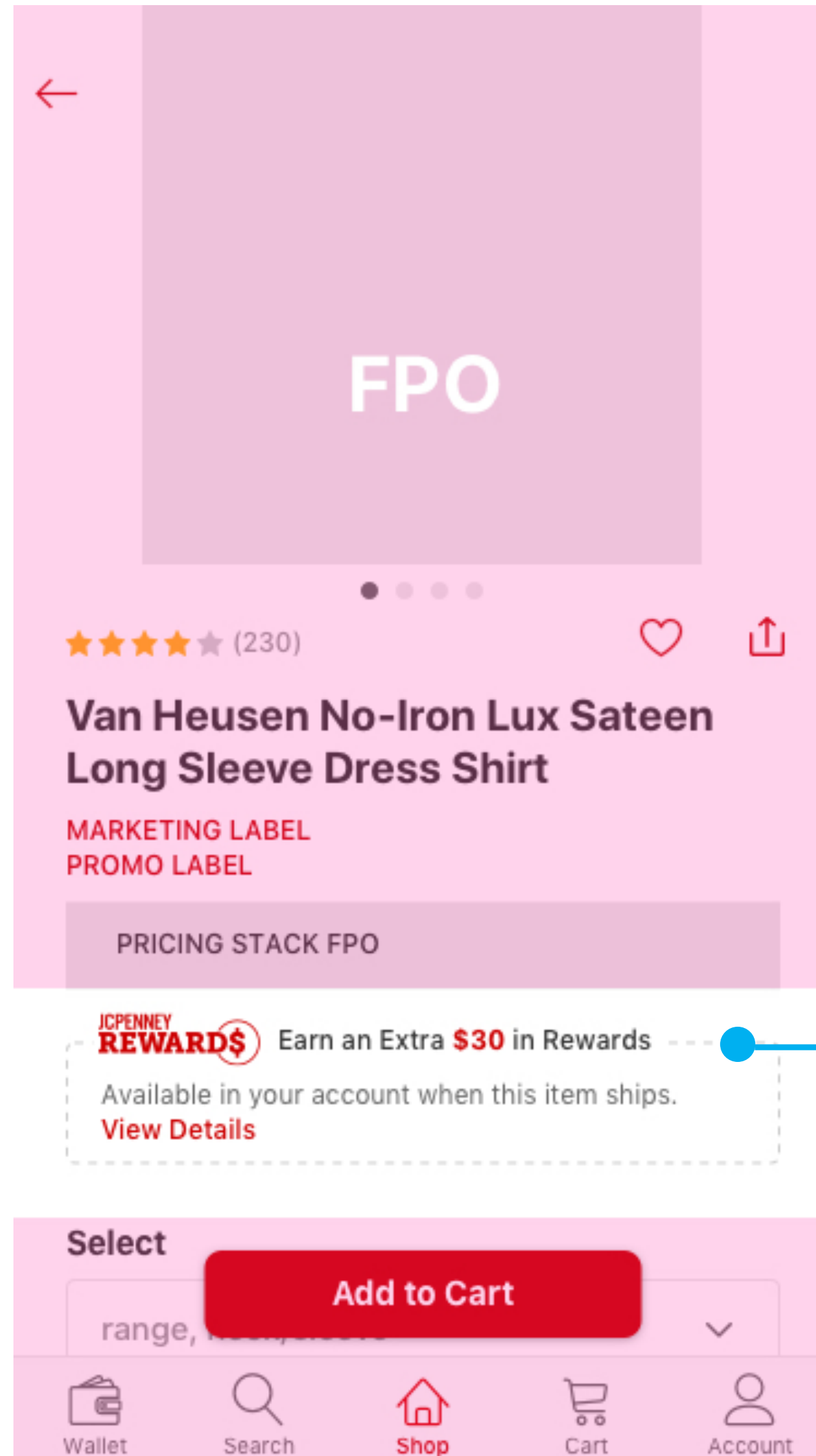
Add Back to School Rewards earn messaging

BACK TO SCHOOL (APP)
CART/CHECKOUT

Order Summary

Subtotal	$108.99
FUNDEAL	-$2.00
Rewards & JCPenney Bonus Bucks	-$20.00
Gift Card ••••5437	-$33.00
Assoc. Discount	-$10.99
Shipping & Handling	FREE
Tax	$5.00

total $0.00

You Saved	$10.99

You Can Earn $20.00
JCPenneyBonus Bucks **Learn More**

NEED TO UPDATE TO JCP Rewards/ Bonus Bucks

Earn Bonus Bucks Messaging

BACK TO SCHOOL (APP)
CART - Wallet

Your Wallet

💳 Payment Method   **Add**
Checkout with a credit card or PayPal

🗂 Coupons, Gift Cards, Rewards &   **Add**
JCPenney Bonus Bucks
Sign In or **Create an Account** to earn JCPenney Bonus
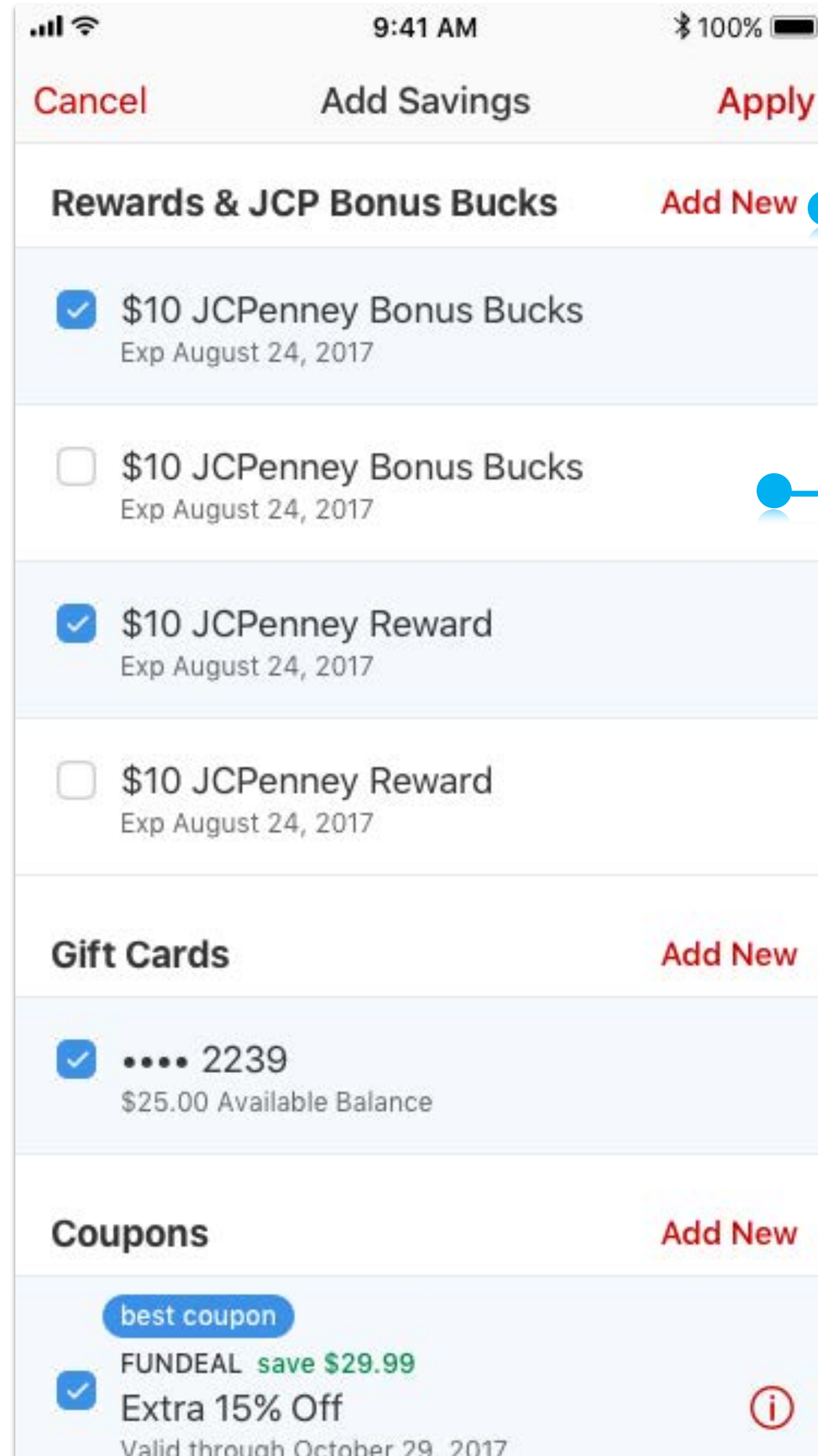Bucks and Rewards

**NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks**

Your Wallet

We found **$15.00** in savings   **Apply**
eligible for this order.

💳 Payment Method   **Add**
Checkout with a credit card or PayPal

🗂 Coupons, Gift Cards, Rewards &   **Add**
JCPenney Bonus Bucks

**NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks**

BACK TO SCHOOL (APP)
CART - Apply Savings

NEED TO UPDATE TO JCP Rewards/ Bonus Bucks

Add JCPenney Bonus Bucks

Back to School Bonus Bucks Basket Builder

Building off learnings from Father's Day, we are able to continue to optimize the BonusBucks value messaging.

Research question/Objective:

- Based on an AB test during Fathers Day Bonus Bucks, it was determined that showing an earn msg based on a price threshold can influence purchase behavior.

- This test is to determine if displaying a basket-building marketing msg (eg, spend $20 more to earn more bonus bucks) will increase AOV

THANK YOU!