

# DON'T MAKE THESE PRICING MISTAKES

## Pricing Psychology for Physical Products



**Display the MSRP with a strikethrough line after the price**

\$14.99 ~~\$20.00~~ (MSRP)

**Reduce the left digit by one**

| Price | Conversion |
|-------|------------|
| .99   | 3.06% ↑    |
| 1     | 1.88%      |
| 1.99  | 5.20% ↑    |
| 2     | 2.39%      |
| 2.99  | 3.44% ↑    |
| 3     | 2.11%      |
| 3.99  | 3.21% ↑    |
| 4     | 2.39%      |
| 4.99  | 4.67% ↑    |
| 5     | 3.84%      |
| 5.99  | 1.56% ↑    |
| 6     | 1.42%      |

**Referenced words need to portray something small**

Bigger Size \$9.99  
vs. Low Maintenance \$9.99

**Size Matters**

Use a smaller font size to list your price



**Use % discounts vs. a price difference**

A sweater that costs \$50. A sales price of 20% off or \$10 off? It's the same amount off, but the 20% sounds like a better deal.

**This works with products under \$100. Products over \$100, flip it.**

A Remote control car for \$350. A sales price of 10% off or \$35 off. Same price off. The \$35 just sounds like a better deal.

**High vs. low quality**

Higher quality items show the *product* first.

Lower quality items show the *price* first.

**Mention daily cost**

\$19.99 vs \$0.66 a day for a month



**Put a higher number next to the price**

\$9.99 Over 150 happy reviews

**BOGO!** Buy one Get one. Logic gets pushed aside and customers focus on making the purchase to get the free item.

