



# How WooCommerce Discount Plugin Impacts Store Sales

Discover how [WooCommerce Discount Plugins](#) can increase store sales, attract customers, and improve conversions.

## Facts You Need to Know about WooCommerce Discount Plugins

### Disadvantages of WooCommerce's Default Discount Features



Basic Functionality



Lack of Customization



Limited Data Insights



Inability to Automate Discounts

### Its Advantages



Sales Growth



Enhancing Customer Loyalty



Effective Inventory Management



Higher Average Order Value (AOV)



### Top Statistics and Facts

1. As of 2024, 80% of online businesses use WooCommerce.
2. 75% of online shoppers indicate they are more likely to complete purchases.
3. Implementing discount strategies can increase a store's conversion rates.
4. Email marketing campaigns can increase the sales through rate by 20%.
5. Personalized campaigns can increase the quality leads by 50%.
6. Social media engagement can increase the sales through rate by 25%.
7. Business owners using discount plugins can see an increase in average order value by up to 30%.
8. Personalized discounts have been shown to increase customer engagement by up to 40%.

### Stats and Facts on the Future of WooCommerce Discount Features

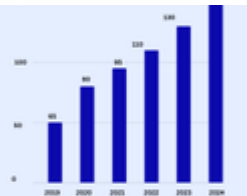
- The global eCommerce market is projected to reach \$3.4 trillion by 2024.
- 80% of retailers expected to adopt AI-driven discount strategies by 2025.
- 90% of consumers now expect discounts and promotions as a standard feature.

### Social Media Usage on WooCommerce Stores

- Instagram is used by 37.5% of WooCommerce stores.
- Facebook is used by 37.5% of WooCommerce stores.
- YouTube is used by 12.4% of WooCommerce stores.



% of Live WooCommerce Websites as Per Country



No of WooCommerce Downloads from 2019 - 2024

Top Countries for WooCommerce Stores



Active WooCommerce Stores by Quarter



WooCommerce Domain

