

Why did i buy that?



Presented by Jess Lane-Brown
February 2026

Leveraging Evolution



- 01** Reviews & Identity-Based Marketing
- 02** Charm Pricing & Decoy Pricing
- 03** High-Price Anchoring & Premium Upsells
- 04** Low-Stock Warnings & Countdown Timers
- 05** Best-Sellers, Live Purchase Pop-ups
- 06** Free Shipping Thresholds & BOGO Offers
- 07** Bright CTAs, Red Price Slashes, Animations
- 08** Drip Pricing & Pre-Selected Add-Ons
- 09** Discount Codes, Free Gifts, Loyalty Points



Apes like

Other Apes





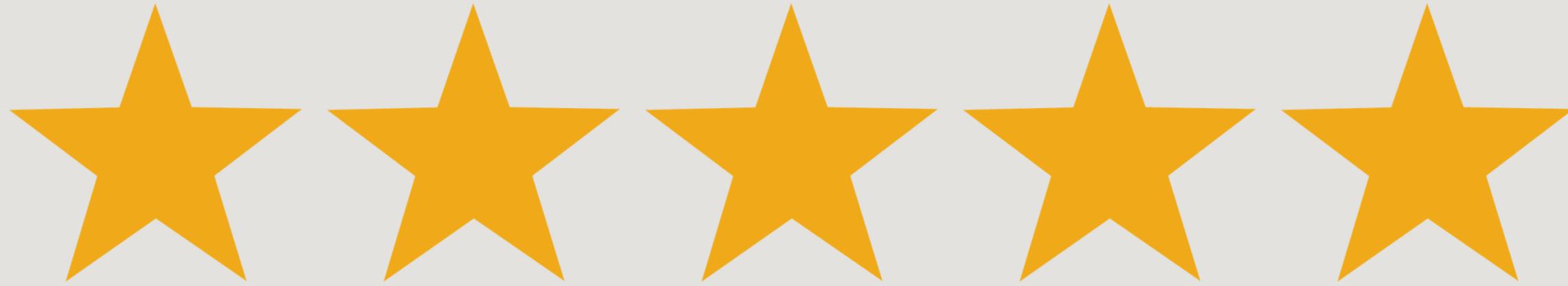
Special T-Shirt



Size: Medium

~~£60~~ **£38.99**

BUY NOW



“It’s huge!

Fantastic buy”

Social Conformity

Asch, 1951

A third of the time, participants will conform, even when clearly incorrect



Why Conform?

Safety in Numbers

Burns et al, 2005

Cooperative Groups

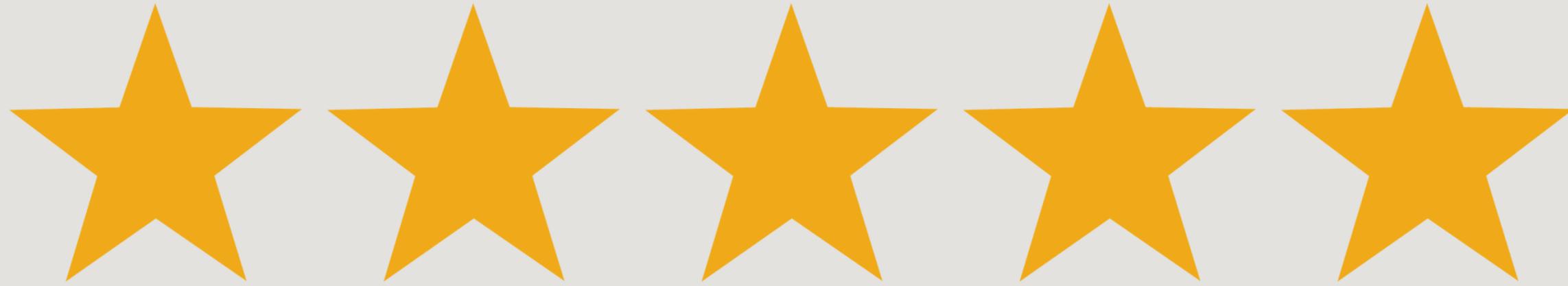
Survive

Dunbar 1993

Conformity is Easier

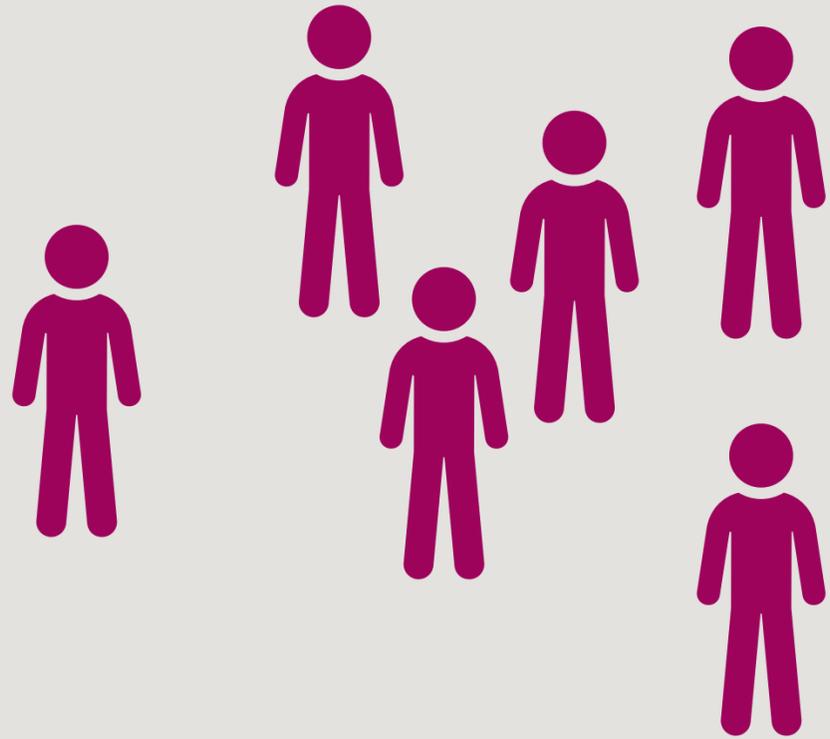
Toelch, Bruce & Dolan, 2014





“It’s huge!

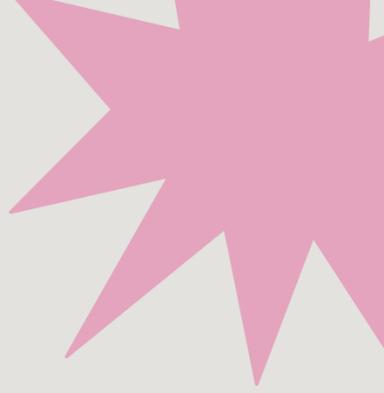
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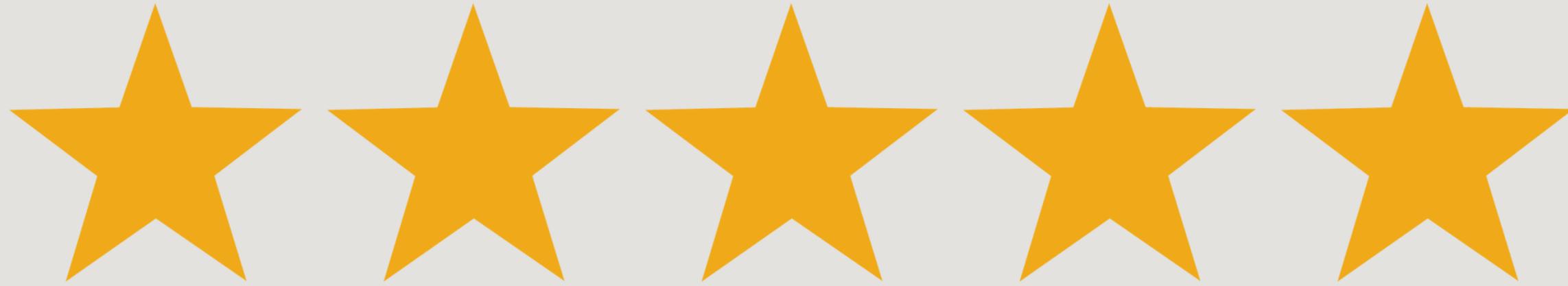


In-Group Out-Group

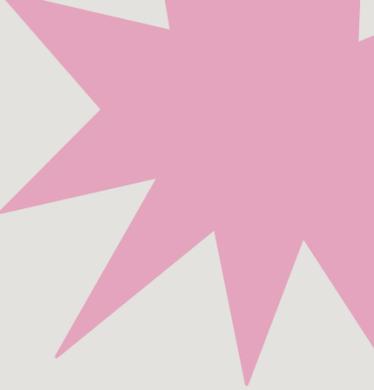
Tajfel, 1970 -71

People associate with their In-Group, and shun the out-group





“Another fantastic product from Apple. It’s sleek, reliable, and reminds me exactly why I stick with them.”



Apes are Bad

at Maths





£550,000



£560,000



Special T-Shirt



Quick, only 3 left!

~~£60~~ **£38.99**

BUY NOW

Free Shipping over £50!



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