

The 10 Best Customer Behavior Triggers You've Never Heard Of

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Co-Founder & Chief Creative
Officer

HBT Marketing



Driving Engagement with Science

Decision Making Shortcuts



#1 Endowment Effect

Richard Thaler



Lot 18

YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT
WILL EXPIRE TOMORROW AT 11:59 PM EST

Simply click [Apply Credit](#)

before submitting your order. Your
future self will thank you later.


*Yours helpfully,
The Lot18 Member Services Team*

START SHOPPING 


Please Accept Your Title Or Surrender It!

We must have your decision regarding Prize Number ownership!

Please Accept Your Title Or Surrender It!

 We must have your decision regarding Prize Number ownership!

Your Decision is Immediately Requested!



IMPORTANT- TITLE ENCLOSED:
ACCEPT OR SURRENDER

Make sure your \$2,500.00 A Week For Life SuperPrize Number is **LOCKED** inside our Winning Number Generator, along with all other eligible numbers. Prize awarded **December 30th — Guaranteed!**
RESPOND IMMEDIATELY!



My UPS Expiration

Nancy Harhut, we've missed you!

To keep your registration active log in

Our records indicate that you have not taken advantage of My UPS recently. To keep your registration active and ensure you have access to all services associated with your My UPS User ID, simply log in to My UPS. If you do not have a My UPS User ID, you will need to create one. If you do not need for My UPS, do nothing and

...do nothing and your registration will expire

**Remember:
Remind people of what
they “own”**

#2 Motivating-Uncertainty Effect





Follow

Makeup of the Day

1103 Pins
381762 Followers

Get featured! Go to Sephora.com & upload your makeup of the day on #TheBeautyBoard for the chance to see your look here. #MOTD

Get Featured!

For a chance to see your look here



Sephora Community Gallery Makeup of the Day: Tarte Lip Paint... 1

Sephora Makeup of the Day



Sephora Community Gallery Makeup of the Day: Sephora... 3

Sephora Makeup of the Day



Sephora Community Gallery Makeup of the Day: Anastasia Look... 1

Sephora Makeup of the Day



Sephora Community Gallery Makeup of the Day: Armani Beauty... 89

Sephora Makeup of the Day



Don't miss out, only 4 more days!

BRING THIS EMAIL TO A GAP OUTLET STORE TODAY
AND FIND OUT HOW MUCH YOUR OFFER IS WORTH

You could save...



REVEAL YOUR DEAL!
(It could be FREE!)

[CLICK TO SPIN ►](#)

SPIN FOR YOUR DEAL

AT \$4, \$5 OR FREE ↘

Deal	Color/Texture
\$4	Red
\$5	White
FREE	Wooden


**Remember:
Give people
a chance to win**

#3 Rhyme as Reason Bias





Nationwide[®]
is on your side



More go for less dough.

- ✓ 2-year price guarantee
- ✓ No annual contract


Frontier Internet starting at

\$ **25** /mo*

w/ 2 yr. agmt.

[Explore Internet >](#)

*Restrictions apply. See offer details.



Don't Delay – Register Today!

Remember:
Make key messages rhyme

#4 Psychology of Surprise



Dressed to CHILL

Subject: Dressed to CHILL

Being a couch potato never looked so good!

FOREVER 21

NEW ARRIVALS

WOMEN

MEN

PLUS

KIDS

SALE

COMFORT ZONE

Looks For Those Lazy Weekends



Univ. College of London

ProFlowers®

NEED HELP?
800-580-2913

Valentine's Day | Birthday | Anniversary | Best Sellers | Specials

**TRUST US.
WE'RE PRO-FRESHIONALS.**

20% OFF
plus a
FREE VASE
MIN \$29

We work hard to provide fresh flowers at a great price - so *you* don't have to work hard at looking awesome this Valentine's Day.

[SHOP NOW](#)



 **walmart**  [Follow](#)

walmart Attention party animals: Maskimals has something fun for you & your whole zoo. Check out our Instagram Story to see who's found their inner Maskimal! 🐅🐈🐆 #maskimals Shop link in bio!

[Load more comments](#)

slay_mini_marie The give away?

nancytuesday SOLD OUT. Please make these available online.

walmart @nancytuesday Thanks for the suggestion! We want to have our products available in as many ways as we can for our customers. Please share your request with us at bit.ly/WM-Help so we can look into it further. -Berta

okaaayreina I'm unable to find these online so there's no telling what store I could find them at! Help please :)

19,311 views

AUGUST 19

[Add a comment...](#) 

**Remember:
Make your message
surprise people**

#5 Zeigarnik Effect





snapfish  by 

Shop | Photos | Special Offers

Ready to finish your photo card?

We've saved your photo card project so you can come back and pick up where you left off.

Your beautiful photo card is just a few steps away:

- Easily find great designs by occasion or sentiment
- Thousands of designs available from artists around the world
- Tons of sizes and formats to create the perfect greeting

Finish photo card

You're almost done!

Thank You for Registering with VistaPrint

Your Special Offers

Subject: Thank You for Registering with VistaPrint

Make sure vistaprint@e.vistaprint.com is in your address book



[My Account](#)
Account #

Your Special Offers

Registration Confirmation

80% off Premium Business Cards



250 Reg. \$49.99
Save 80% - Now \$3.99
[Get Started!](#)

25% off Postcards



Thank you!

Dear Valued Customer,

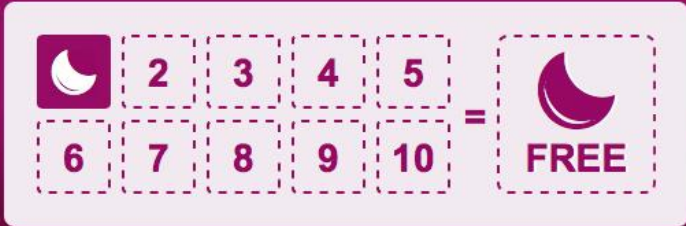
I want to personally welcome you to VistaPrint and thank you for registering on our web site. We're glad that you chose to register with us; the included offers on the left hand panel are our way of saying "thanks!"

Now that you are a VistaPrint Insider, you will receive:

- Exclusive on-line sales, [click here](#)
- Promotional offers, free samples and incredible discounts
- Expert tips on topics such as branding your business, getting the most out of your business cards and customizing your family Christmas cards

Here is some information you may need:

- Your user name is:
- Your password is:
- [Click Here](#) if you wish to update your account information or opt out of certain communications.
- [Click Here](#) to view our privacy policy.



Collect 9 more nights to get 1 free
And you have 2 free nights to redeem

79% - Wharton, USC

**Remember:
Trigger the human
need to complete**

#6 Availability Bias



Subject: Finish your shopping. Give digital access.

Give a digital gift subscription.
Get a FREE Boston Globe calendar

The Boston Globe
BostonGlobe.com

[View web version](#)

Digital access to BostonGlobe.com is an incredible gift for your:

- avid reader
- political junkie
- sports fan
- travel buff
- movie lover
- out-of-towner
- executive
- foodie
- art aficionado
- crossword fan

Giving is easy — just click to give a subscription for [26 weeks at \\$24.99](#) or [52 weeks at \\$49.99](#). That's **less than 99¢ a week**. Includes:



Have you heard your colleagues complain about low back pain...

TEMPORARY AND PERMANENT DISABILITIES COMMON AMONG DENTISTS

Have you heard your colleagues complain about low back pain, carpal tunnel syndrome, varicose veins, and or leg problems? The truth is, in a recent survey, a full 95% of responding dentists said they know someone who has had to stop practicing because of a debilitating neck or back injury.¹ The following is a list of some of the more common disabilities affecting dentists:²

- Back/Cervical
- Nervous System
- Arthritis
- Cancer
- Wrist
- Other (including mental/nervous, vision, heart, shoulder, general trauma)

The image shows a screenshot of an email advertisement for Nuance's 'Uncompromised' PDF solution. The email has a purple header with the Nuance logo and the word 'Uncompromised' in large white text. Below the header, there is a blue button that says 'Start free trial'. The main body of the email is white and contains a personalized greeting, a paragraph explaining the problem of compromising between cost and functionality, a paragraph introducing the new Nuance Power PDF solution, and a list of two key benefits: 'More affordable' and 'Easier-to-use'. Two callout boxes with red borders are overlaid on the email content, highlighting the main message and the trade-off between cost and functionality.

NUANCE

Uncompromised

Introducing the PDF solution that went to business school. Try it free.

[Start free trial](#)

Hi <Nancy>,

Until now, you and your PDF users have had to compromise when it comes to your PDF solution.

You've either had to pay for functionality meant for architects and engineers — or you've had to trade down to less power.

Introducing new Nuance Power PDF, built for teams like yours who create and collaborate on those big, multi-page business PDFs. Power PDF is PDF Uncompromised, and you can experience it [free for 30 days](#). See why it's:

- **More affordable.** Get all the PDF power and functionality your people need, without paying for costly features meant for other industries. And with **no audits**.
- **Easier-to-use.** Switch to a familiar Microsoft Office-based UI that's easier for your end users — and those who train them.

Until now, you and your PDF users have had to compromise when it comes to your PDF solution.

You've either had to pay for functionality meant for architects and engineers — or you've had to trade down to less power.

**Remember:
Get them to recall
someone's story**

#7 Choice Architecture



CONFIRM YOUR DONATION

BACK ON MY FEET :	\$100.00
Get 100% of Your Donation to Charity: Edit	\$4.50
TOTAL:	\$104.50

DONATE NOW

About this Donation

To change the person or the amount, click "Go Back" at the bottom of this page.

Name	Amount
Walter Tsui from Wellesley, MA	\$100.00
Donation Total	\$100.00

Add 2.25% (\$2.25) to cover the credit card fee for this donation.

If checked, your total tax deductible donation will be \$102.25 (\$100.00 for DFCI and \$2.25 to pay the credit card fee)

[Checkout Options](#) » [Review & Pay](#) » [Receipt](#)

Your cart contains items which will expire in 28 minute(s)



Did you know that ticket sales cover just 50% of the A.R.T.'s operating costs? Without contributions from our generous donors, fully HALF of our season would not be possible!

The gift you make today directly benefits the work you see onstage tomorrow. Invest in artistic excellence with a tax-deductible contribution!

You can learn more about giving levels and benefits on the [support](#) page of the A.R.T.'s website.

Current Cart Total: \$120.00

Round Up My Order To \$150.00

Round up my order to \$150.00

Other Amount

Add

No, thanks. I do not wish to make a donation at this time.

Please enter your payment information

Remember:
**Choose defaults that lead
people to desired actions**

#8 Framing



YES, Get the FREE Case Study Now

NO, I'd rather not know how
my marketing is performing

40-125% lift in conversion,
Journal of Marketing Research,
New Neuromarketing, Netherlands



LOTTERY INSTANT CASINO SPORTS WINNERS LEARN



WHEN YOU PLAY, ONTARIO WINS

100% of profits go back to Ontario.
So when we play together, we win together.

HOW WE GIVE BACK

American Airlines, Inc. | Log in » | English | Search aa.com

American Airlines | Plan Travel | Travel Information | AAdvantage | oneworld

The Gold Floor experience awaits

Book your stay at Fairmont and earn miles today

Log in | Join AAdvantage »

AAdvantage #, Dividend Miles # or username

Last name (* Required)

Book flights | My trips / Check-in | Flight status

Round trip | One way | Round trip + hotel | Use award miles

Stanford University

**Remember:
Get people to see things
in a different way**

#9 Scarcity Principle



 **The J. Peterman Company**
Traveling the world to find uncommonly good stuff

[New](#) | [Men](#) | [Women](#) | [Shop All](#)

You better watch out.

If you're holding out for this stuff to go on sale, don't. It probably won't be around that long.



VELVET SQUIRES JACKET
(No. 4009)



FRINGE DEVORE WRAP
(No. 4401)



RESERVED BY OTHERS

Check back in 12 minutes

Coach
Signature East/West Handbag In Khaki




Coach
Signature Hardware Handbag In Bronze



Coach
Front Signature Satchel In Black

Subject: Clock is ticking – enter or get left behind

[View web version](#) | [Forward this email to a friend](#)



PR WEEK AWARDS 2013 THE HIGHEST ACCOLADE IN THE PR INDUSTRY
ENTRY DEADLINE: OCTOBER 3

TIME LEFT TO ENTER

3 DAYS	2 HOURS	8 MINUTES	31 SECONDS
-----------	------------	--------------	---------------

DATE _____

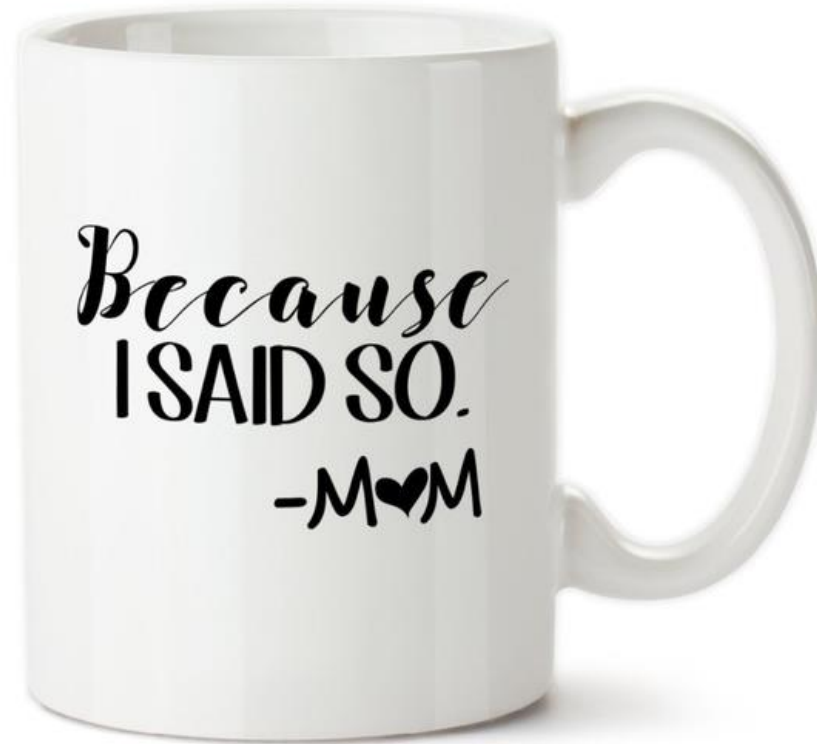
ENTER YOUR WORK IN TIME OR GET LEFT BEHIND

Your mission, should you choose to accept it – and why wouldn't you – is to enter your best work in PR before the deadline. Which is hurtling toward you.

Worldata: 22%  CTR

**Remember:
Point out limited times
and quantities**

#10 Reason Why



Because you need a candle for every room...

because you need a candle for every room... take \$10 off!

From [Bath & Body Works](#) >

[Hide](#)

To nharhut@me.com >

Reply-To [Bath & Body Works](#) >


\$10 off ANY \$30 purchase (of candles or so much more)!

[View in Web Browser](#)



It's A Great Day
Because These Roses
Are Gonna Make It
That Way

It's A Great Day Because These Roses Are Gonna Make It That Way




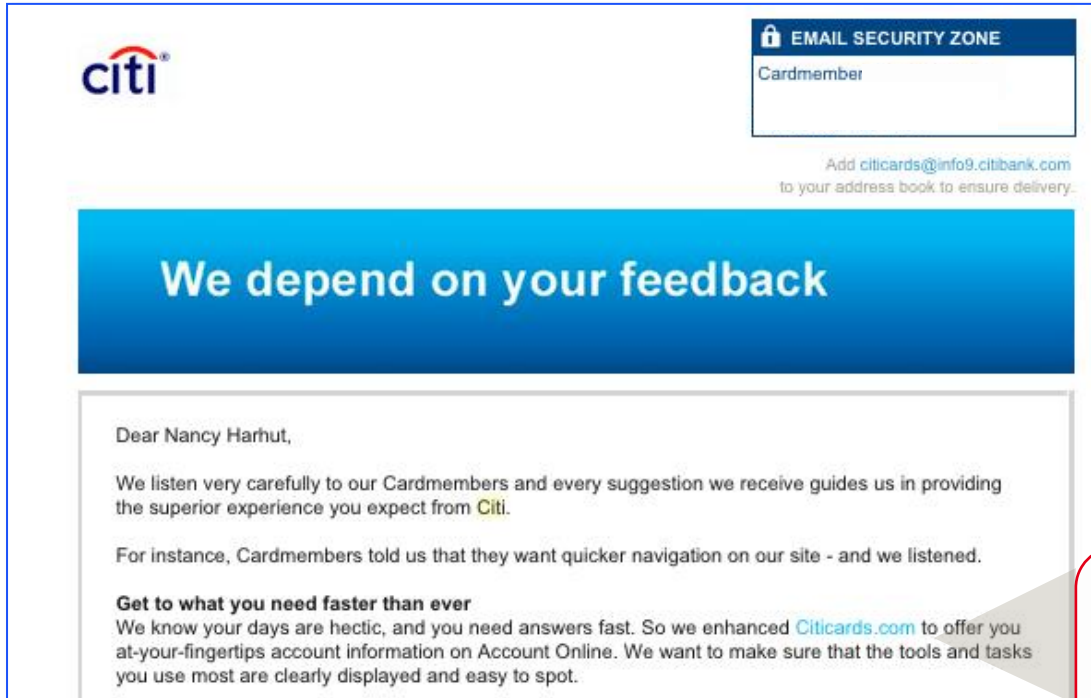
BIRTHDAY SAME-DAY SYMPATHY FREE SHIPPING

Buy 12 Purple Roses,
Get 12 Free, Just **\$29.99***

[SHOP NOW](#)

Warm Wishes
Look Great In Purple





The image shows a screenshot of an email from Citi. At the top left is the Citi logo. At the top right is a blue box with a lock icon and the text "EMAIL SECURITY ZONE" and "Cardmember". Below this is a small text instruction: "Add citicards@info9.citibank.com to your address book to ensure delivery." The main body of the email features a large blue banner with the text "We depend on your feedback". Below the banner, the email text reads: "Dear Nancy Harhut, We listen very carefully to our Cardmembers and every suggestion we receive guides us in providing the superior experience you expect from Citi. For instance, Cardmembers told us that they want quicker navigation on our site - and we listened. **Get to what you need faster than ever** We know your days are hectic, and you need answers fast. So we enhanced Citicards.com to offer you at-your-fingertips account information on Account Online. We want to make sure that the tools and tasks you use most are clearly displayed and easy to spot."

We know your days are hectic ... So we enhanced Citicards.com

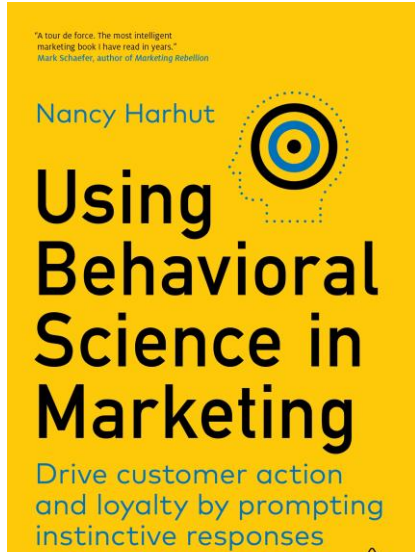
**Remember:
Always provide
the reason why**

Behavioral Science Recap:

- Endowment Effect
- Motivating Uncertainty Effect
- Rhyme as Reason Bias
- Psychology of Surprise
- Zeigarnik Effect
- Availability Bias
- Choice Architecture
- Framing
- Scarcity Principle
- Reason Why

THANK YOU!

FREE Behavioral Science Cheat Sheet



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@nharhut



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