

Haggl vs. No Haggl

Which retailer does the shopping agent recommend?

+160.7%

Recommendation lift

24.9% → 65.0% recommendation rate

+6.5%

Median AOV lift

Only among shoppers choosing the retailer

Recommendation rate = % of agents choosing the retailer

Dollar amounts = AOV only when that retailer was chosen.

Category	No Haggl	Haggl	Recommendation lift	AOV change
Coffee	33.3% \$20.19 AOV	50.0% \$19.57 AOV	+50.0%	-3.0%
Health & Beauty	20.8% \$17.20 AOV	58.3% \$20.38 AOV	+180.0%	+18.5%
Fashion*	30.4% \$62.00 AOV	56.5% \$66.03 AOV	+85.7%	+6.5%
Furniture	20.8% \$233.90 AOV	66.7% \$283.05 AOV	+220.0%	+21.0%
Hospitality*	21.7% \$240.15 AOV	43.5% \$256.90 AOV	+100.0%	+7.0%
Travel Bags	29.2% \$120.11 AOV	70.8% \$117.67 AOV	+142.9%	-2.0%
Electronics*	17.4% \$130.81 AOV	43.5% \$166.92 AOV	+150.0%	+27.6%
Home & Kitchen	33.3% \$76.19 AOV	50.0% \$83.27 AOV	+50.0%	+9.3%
Sports & Fitness	29.2% \$105.68 AOV	62.5% \$106.73 AOV	+114.3%	+1.0%
Outdoor & Camping	20.8% \$114.95 AOV	87.5% \$73.25 AOV	+320.0%	-36.3%
Pet Care	4.2% \$38.00 AOV	91.7% \$41.87 AOV	+2,100.0%	+10.2%
Baby & Kids	25.0% \$44.71 AOV	75.0% \$39.19 AOV	+200.0%	-12.3%
Toys & Hobbies	20.8% \$55.60 AOV	66.7% \$47.99 AOV	+220.0%	-13.7%
Jewelry & Watches	37.5% \$56.39 AOV	79.2% \$49.97 AOV	+111.1%	-11.4%
Garden & DIY	29.2% \$30.86 AOV	70.8% \$41.45 AOV	+142.9%	+34.3%

Synthetic agent benchmark. Recommendations, not purchases.

AOV excludes agents choosing other retailers. Headline AOV lift = median category change.

*23 valid pairs. Same shoppers tested both ways. Observed lifts; see full report.