



The screenshot displays the Drop 'Til You Shop interface. It features two product cards side-by-side. The first card is for 'Toning Mist' by Aveda, showing a green bottle and a price of \$22.82 (MSRP \$20.00, Shipping \$4.00). The second card is for 'Eye Bag: Gold' by M.A.C, showing eye makeup products and a price of \$36.19 (MSRP \$40.00, Shipping \$2.00). Both cards have a green 'FREEZE PRICE' button. To the right is a large blue banner that says 'ROUND COMPLETE' at the top, 'This deal is GONE!' in the middle, and 'Don't let another shopper beat you to the next deal.' at the bottom.

Product	MSRP	Shipping	Current Price
Toning Mist (Aveda)	\$20.00	\$4.00	\$22.82
Eye Bag: Gold (M.A.C)	\$40.00	\$2.00	\$36.19

Innovation > Retail > Gamified discounts site turns bargain hunting into a frantic competition

GAMIFIED DISCOUNTS SITE TURNS BARGAIN HUNTING INTO A FRANTIC COMPETITION



RETAIL

Drop 'Til You Shop is a store where the price of each item falls every second until buyers freeze it at the price they want to pay — but in order to win they have to do it before the limited stock runs out.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)