

Free Shipping	Cuup	Competitors		Comparator
Features and Messages	Cuup	ThirdLove	Glossier	Recess
"Spend x for Free Shipping"	Yes, but only in cart	Yes, in header on all pages	No, not until you add something to your cart	Yes, but only on product page
"You're eligible for free shipping!"	No	Yes, in cart. They also change the type of free shipping eligibility depending on how much you spend	Yes	No - free shipping on all orders
"Spend x more for free shipping!"	No	Yes, in cart	Yes, shown in a progress bar in cart	No - free shipping on all orders
Progress bar of \$ in cart to eligibility for free shipping	No	No	Yes (in cart)	No - free shipping on all orders
Free Shipping Eligibility pop-up message	No	No	Yes, when you add something to cart that exceeds minimum price for free shipping	No
Pop-up message to tell you how much more to spend to get free shipping	No	No	Yes, when you add something to cart	No

Shade/Flavor Names	Cuup	Competitors		Comparator
Displays	Cuup	ThirdLove	Glossier	Recess
Selected shade/flavor name listed	Yes - in cart, in URL, in shopping page. Not on product page	Yes	Yes	Yes
Selected shade/flavor name below options	Yes, in chopping page and cart, but not on product page	No	Yes - on product page	No - you select the flavor from drop down
Selected shade/flavor name above options	No	Yes - on product page and in "Quick Shop" feature on shopping page	Yes - in "Choose Shade" feature in shopping page	No - you select the flavor from drop down
Selected shade/flavor name with description	No	No	Yes - in "Choose Shade" feature in shopping page	No