

Increase your average order value with smart upsells

*Cyber
Monday*
ecommerce tip →



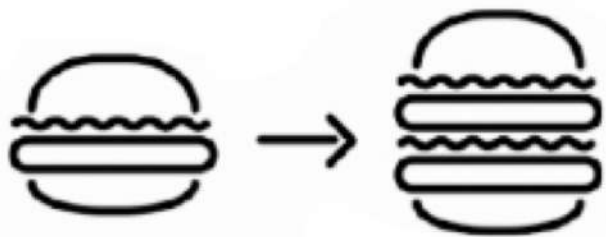
Matthew
Zammit

Most ecommerce brands are so busy chasing new customers they overlook one of the easiest ways to make more money from their store...



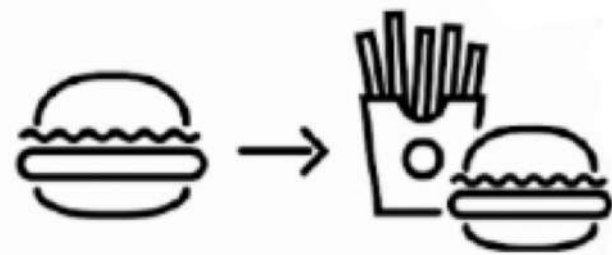
... get the people
who are already
buying stuff to
simply buy more.

Two ways



UPSELL

*“Do you want
to supersize that?”*



CROSS-SELL

*“Do you want
fries with that?”*

(Many use the terms upsell and cross-sell interchangeably)

UPSELL

—

Replacing an item in a customer's cart with a more expensive item. Encourages customers to purchase higher-end versions of that same product or to pay for upgrades and extra features.

👉 Move the customer to a higher-priced tier plan.

CROSS-SELL

Adding more items to a customer's cart. You can also give your customer a more personal experience by delivering a helpful recommendation.

👉 Prompting the user to also buy a mouse when buying a laptop.

SO...

**why is this great
for everyone?**



01 Boost Order Size

Offering add-ons with a higher profit margin increases your average cart value and your overall profits.

👉 *Cross-selling generates 35% of Amazon's profits.*

02

Increase Customer Value

Existing customers are easier to sell to and you're more likely to sell to customers who already trust you.

👉 *You're 60-70% more likely to sell to an existing customer, compared with the 5-20% likelihood to selling a new one.*

03

Improve Customer Experience


When the post-purchase offers are also relevant and they connect with your customer's need, then it's a win-win!

👉 *Typically, 40% of an ecommerce store's revenue comes from only 8% of its customers according to research by Adobe.*

EXAMPLE


BUY / IPHONE 11 PRO / IPHONE 11 PRO SPACE GRAY 64GB

BLACK WEEK



iPhone 11 Pro
Space Gray | 64 GB | Very Good

Colour: Space Gray



Capacity:

64 GB | 256 GB | 512 GB

Condition:

Worn | Acceptable | Good | **Very Good** | Like new

Very Good: All the phone's features work. The phone may have a few tiny scratches or signs of wear, but no notable marks. The phone is fully tested and works like new.

Space Gray | 64 GB | Very Good

~~819,00€~~ **On sale!**
769,00 €
incl. tax

ADD TO CART

PRODUCT



OFFER

Swappie

Don't break your screen.

Buy a professionally installed tempered glass.



Professionally Installed Tempered Glass

19,90 €

SKIP **ADD TO CART**

Who needs to read this?

Forward to a friend in ecommerce



Matthew Zammit

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