



How to Increase Your Conversions & Sales with

UPSELLING, CROSS-SELLING AND DOWN-SELLING

to Grow Your Business

INTRODUCTION

If there's a “universal need” of all ecommerce site owners, it would simply be acquiring more customers. However, driving new sales is not the only way of increasing revenues and profit. Nay, nay!

You can also boost your revenue by increasing your average transaction value – the average amount a customer spends on your site.

New customers usually come with more work and costs. For this reason, almost all online stores use some form of upselling, cross-selling and down-selling to increase their revenue. It's not surprising, considering these techniques increase cart value, overall revenue and conversion rates, as well as improve the overall user experience on your site – when used correctly.

Your goal with upselling, cross-selling and down-selling is to always provide your visitors with the most relevant product offers in a particular situation based on the information you have available. To borrow a metaphor from the world of offline commerce, these techniques are like “experienced salespeople” who are personally familiar with their customers and always able to offer the right products in any situation.

Your product range and target audience will have a big impact on the type of product offers you use, and also determine which approach works best for your store.

In this ebook, I'm going to introduce the most effective upselling, cross-selling and down-selling techniques including dozens of real examples. First, let's take a look at each of these sales techniques and how to take advantage of them.



What is the difference between upselling, cross-selling and down-selling?

All these techniques are designed to help you to increase your sales and help your business grow. Let's take a brief look at each method.

What is **up-selling**?

Up-selling is a sales and marketing technique where you convince a customer to purchase a more expensive item. In addition to promoting more expensive products to your customers, upselling usually involves promoting more profitable services, product bundles or package deals.

For instance, if it seems that a customer is going to buy an entry-level mobile phone, you can upsell to them by promoting an upgrade to a mid-range or premium mobile phone.

What is **cross-selling**?

Cross-selling is another way of increasing your sales by suggesting an additional product to a customer. The goal here is to make sure that the additional product or service being offered to your customer increases the value they get from your store.

For example, if a customer is about to buy a mobile phone, you can offer a complementary product or service. You could offer them a memory card, a phone case, or a protection plan – something that helps them get more out of their phone – and also results in a more profitable sale.

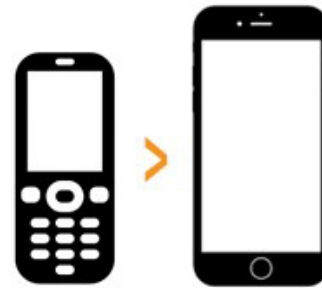
What is **down-selling**?

Although online stores often look for ways to sell more expensive products and add-ons, offering customers less-expensive items can also increase profits in many cases. That's where down-selling comes into play.

Down-selling is the opposite of up-selling. It can be effectively used when a customer is trying to back out of a purchase. At this point, you need to adapt your offer to the customer's budget and provide a better (that is, cheaper) price for another item that has similar features to the original item. This approach will give you a better chance to be accepted, and selling something is always better than nothing.

Here's another example with mobile phones. If a customer can't afford a premium mobile phone, you can recommend a less-expensive alternative, such as last year's model.

Here's a graphic of the mobile phone examples to help illustrate the difference between upselling, cross-selling and down-selling:



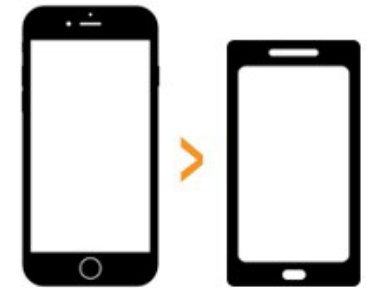
Upselling

- Increases cart value.
- Results in better profit margin.
- Improves customer satisfaction rates.



Cross-selling

- Increases cart value.
- Increases customer equity.
- Helps differentiate your brand from your competitors.
- Enhances customer loyalty and engagement.



Down-selling

- Builds brand loyalty (in case a customer cannot afford a premium product).
- Helps you access more clients with varying budgets.
- Allows you to make a sale even if the customer didn't intend to make a purchase at the time.

How do upselling, cross-selling and down-selling benefit ecommerce stores?

The most profitable ecommerce sites combine upselling, cross-selling and down-selling to find the best way to maximize their profits with each customer.

Let's take a look at how these techniques can benefit your store. To get the best results, you should find a combination of all three that works for your products and customers.

How can I implement these techniques in my store?

After taking a look at the benefits of upselling, cross-selling and down-selling, let's dive into the most effective ways you can use them to increase the average transaction value in your store.

We're going to present the techniques separately, but you'll see that there's a very thin line separating the three approaches, and they are used together in many cases. Referring back to our mobile phone example, you could offer additional accessories and offer a less-expensive model on the product page of a premium mobile phone.

When it comes to implementing these techniques on your site, you can use your homepage, product pages, and your cart page to promote products and offers. Some of this depends on the approach you choose. In general, you can use upselling, cross-selling and down-selling on your:

Homepage – Your homepage is the main page of your store. Product recommendations here are like shop window displays in brick and mortar stores. Most visitors arrive at your homepage from direct traffic and don't have a specific aim. Your primary goal should be to inform them about current deals, special offers and promotions, and provide the most complete picture of your range of products.

Product pages – A product page contains detailed information about a specific product. Visitors browsing these pages are typically more engaged, with a specific interest or need. To boost sales here, you should recommend relevant, related products.

Cart page – To increase the transaction value on your cart page, you should offer supplementary products which are closely related to the products in your customer's cart, or package-deals with complementary products.

Okay, let's take a look at some of the best examples of using upselling, cross-selling and down-selling to boost ecommerce sales.

UPSELLING

Up-selling is a sales and marketing technique where you convince a customer to purchase a more expensive item. In addition to promoting more expensive products to your customers, upselling usually involves promoting more profitable services, product bundles or package deals.

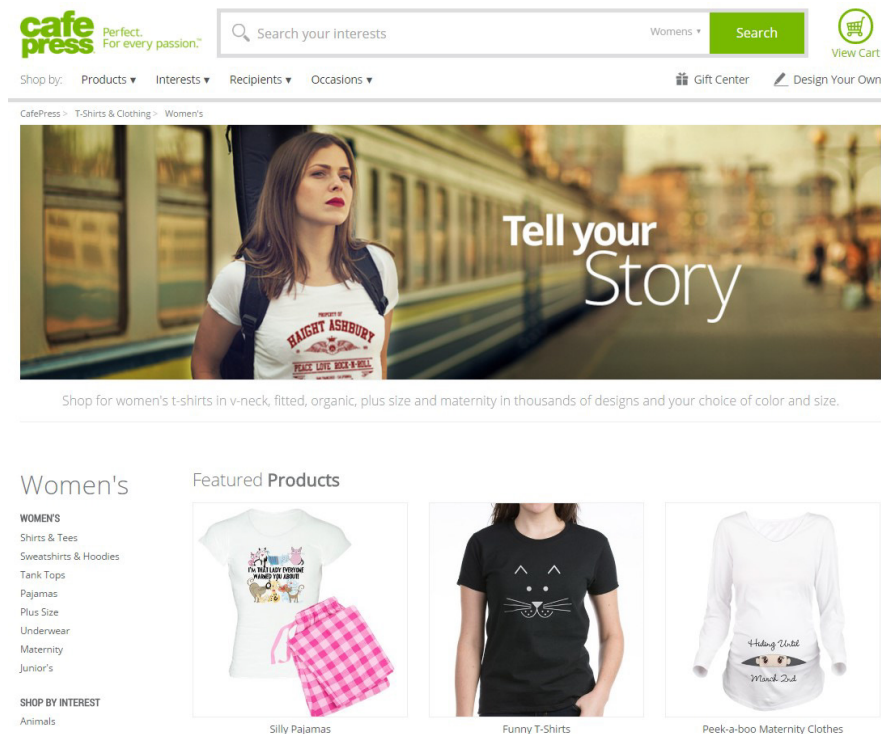
1. FEATURED PRODUCTS

Upselling through featured products goes beyond typical promotion and highlights products based on subjective criteria that you define. Because you define the criteria or rules for which products are displayed, upselling this way can be effective for online stores that sell many similar products. It's also useful for ecommerce sites that are just launching and customer browsing history isn't available yet.

Here's an example from CellCasesUSA.com where they promote featured products on their homepage, right below the main slider.



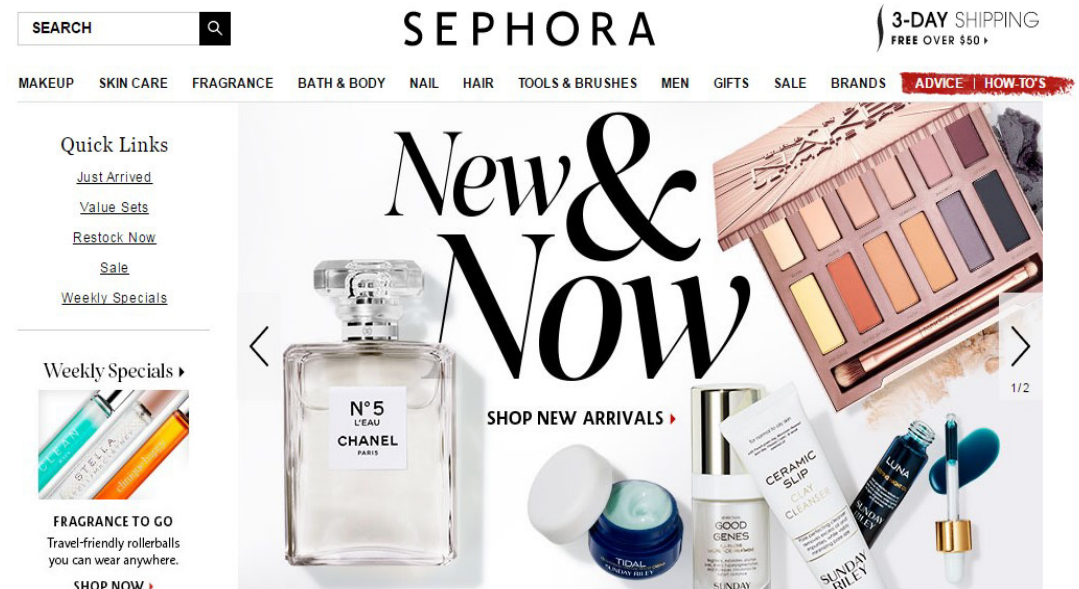
You can also use featured products for upselling on category pages, such as this example from CafePress.



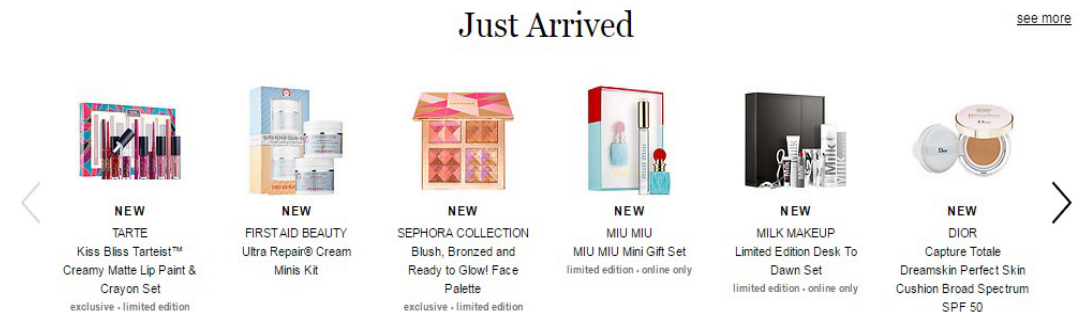
2. NEW ARRIVALS

Promoting new products is a variation of upselling with featured products, and is one of the most frequently used methods. Indeed, it can be really profitable – when new arrivals are newsworthy. A lot of this depends on your target audience and the nature of your products. For instance, while promoting new arrivals is vital for fashion sites, promoting best-sellers or seasonal products may be more beneficial for DIY stores.

Check out Sephora's homepage which puts a big emphasis on promoting new arrivals. There's a "Quick Link" in the left menu to products which have "Just Arrived", and their main banner also highlights new arrivals.



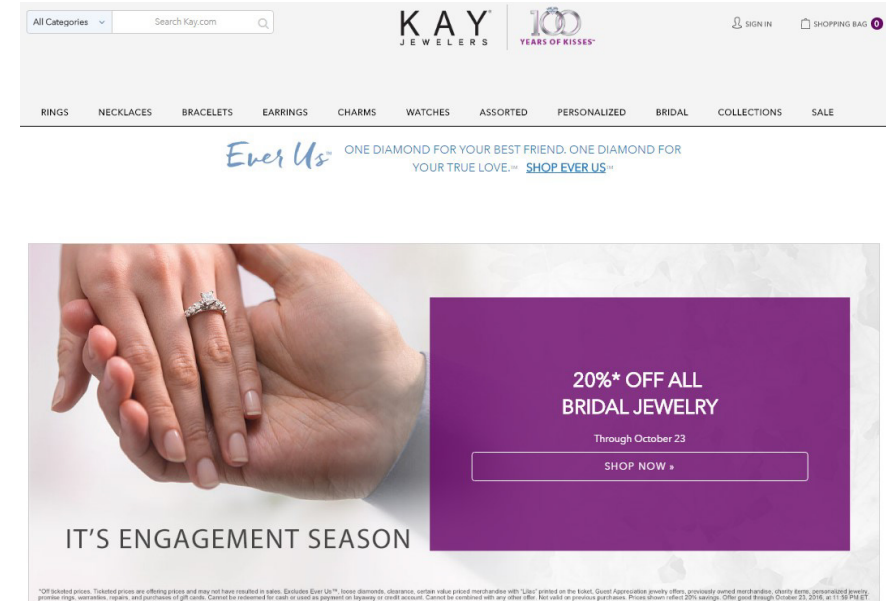
In addition, a "Just Arrived" module is also displayed further down the page.



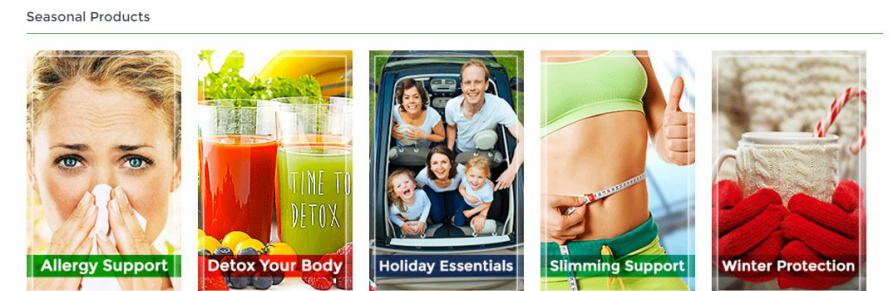
3. SEASONAL OFFERS

Another variation on upselling with featured products is highlighting seasonal products on your home page. One thing you should keep in mind: clearly categorize your products by season to take advantage of this approach. You can make this approach even more effective by offering a promotion on seasonal products.

Here's an example from KAY.com, the jewelry store. Their main banner promotes “It’s engagement season”, and they offer 20% off all bridal jewelry.



An even better example is HealthAid, which uses more typical seasons of the year for their promotions. They clearly display a “Seasonal Products” module on their homepage, including “Allergy Support” for Spring and Summer and “Winter Protection” for the Winter Season.

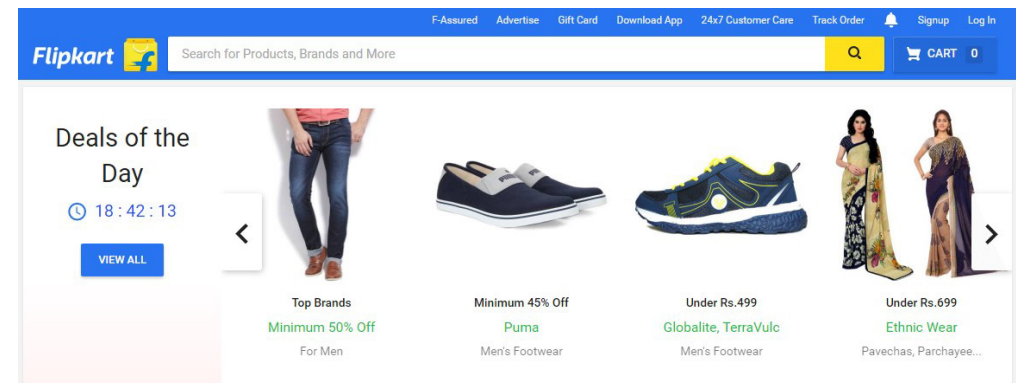


4. DAILY OFFERS

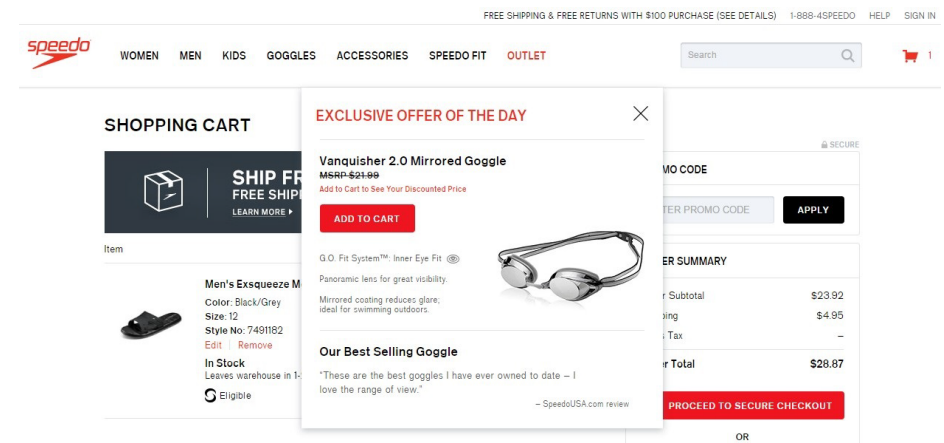
Daily offers are a great way to upsell and grab the attention of returning visitors. Daily offers are also an effective way of upselling featured products because they increase the sense of urgency and add a sense of exclusivity when the product is “limited” or available “for one day only”.

When creating daily offers, it’s worth reviewing your sales data to ensure you select the most profitable items and choose the best time to feature them as the “product of the day”.

Here’s an example from KAY.com, the jewelry store. Their main banner promotes “It’s engagement season”, and they offer 20% off all bridal jewelry.



An even better example is HealthAid, which uses more typical seasons of the year for their promotions. They clearly display a “Seasonal Products” module on their homepage, including “Allergy Support” for Spring and Summer and “Winter Protection” for the Winter Season.



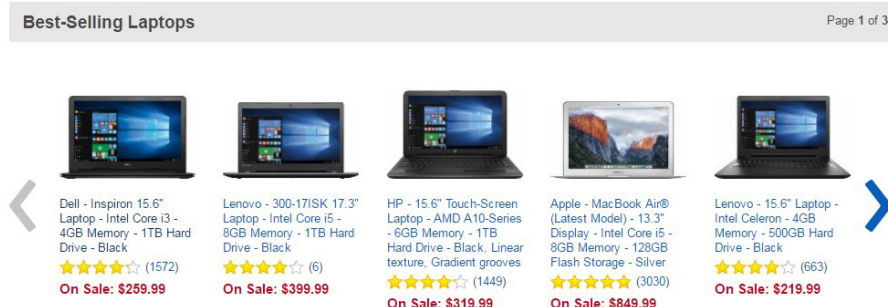
5. BESTSELLERS

Upselling your most popular products and deals is a simple and really effective way to boost your average transaction value and increase the stability of the revenue from your online store.

Beyond the number of times a product is sold, also look at page visits and clicks to determine which products are the most popular in your store.

Here's an example from Best-Buy where they promote their best-selling items on their home page.

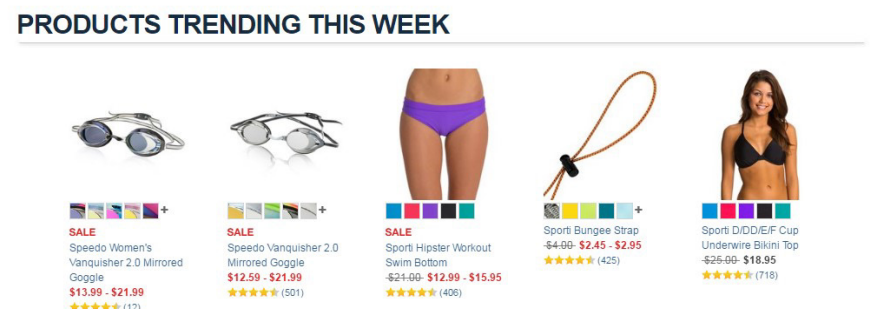
Best-Selling Laptops Page 1 of 3



| Product | Specifications | Rating | On Sale Price |
|-------------------------------------|--|--------------|---------------|
| Dell - Inspiron 15.6" Laptop | Intel Core i3 - 4GB Memory - 1TB Hard Drive - Black | ★★★★☆ (1572) | \$259.99 |
| Lenovo - 300-17ISK 17.3" Laptop | Intel Core i5 - 8GB Memory - 1TB Hard Drive - Black | ★★★★☆ (6) | \$399.99 |
| HP - 15.6" Touch-Screen Laptop | AMD A10-Series - 6GB Memory - 1TB Hard Drive - Black, Linear texture, Gradient grooves | ★★★★☆ (1449) | \$319.99 |
| Apple - MacBook Air® (Latest Model) | 13.3" Display - Intel Core i5 - 8GB Memory - 128GB Flash Storage - Silver | ★★★★★ (3030) | \$849.99 |
| Lenovo - 15.6" Laptop | Intel Celeron - 4GB Memory - 500GB Hard Drive - Black | ★★★★☆ (663) | \$219.99 |

SwimOutlet takes an elegant approach and makes their upselling approach more relevant to buyers by labeling their module "Products Trending This Week".

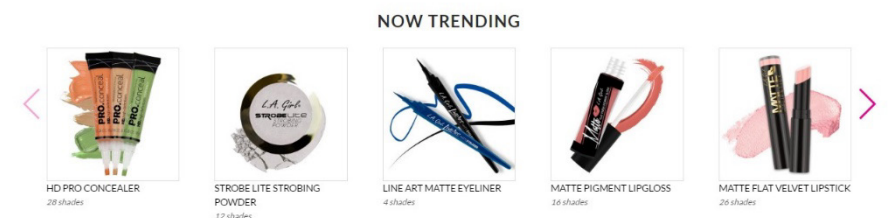
PRODUCTS TRENDING THIS WEEK



| Product | Specifications | Rating | On Sale Price |
|---|----------------|-------------|-----------------------------|
| SALE Speedo Women's Vanquisher 2.0 Mirrored Goggles | | ★★★★★ (12) | \$13.99 - \$21.99 |
| SALE Speedo Vanquisher 2.0 Mirrored Goggles | | ★★★★★ (501) | \$12.59 - \$21.99 |
| SALE Sporti Hipster Workout Swim Bottom | | ★★★★★ (406) | \$24.00 - \$12.99 - \$15.95 |
| Sporti Bungee Strap | | ★★★★★ (425) | \$4.00 - \$2.45 - \$2.95 |
| Sporti D/DD/E/F Cup Underwire Bikini Top | | ★★★★★ (718) | \$25.00 - \$18.95 |

Your cart page is also a great place to highlight your most popular products. L.A. Girl promotes trending items on their cart page – which is also a great example of cross-selling.

NOW TRENDING

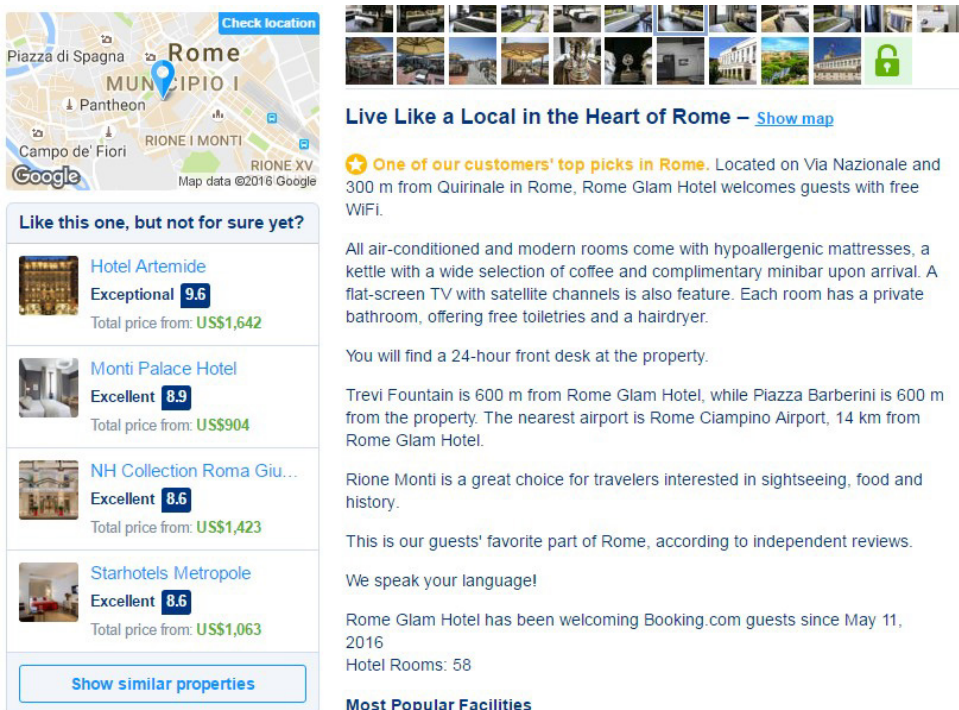


| Product | Specifications | Rating |
|-----------------------------|----------------|--------|
| HD PRO CONCEALER | 28 shades | |
| STROBE LITE STROBING POWDER | 12 shades | |
| LINE ART MATTE EYELINER | 4 shades | |
| MATTE PIGMENT LIPGLOSS | 26 shades | |
| MATTE FLAT VELVET LIPSTICK | 26 shades | |

6. SIMILAR PRODUCTS

Another great way of upselling based on subjective criteria is to promote similar products. This solution, typically used on product pages, doesn't require any special personalization, you only need to recommend similar items.

Here's an example from Booking.com where they use a sidebar to display properties which are similar to the accommodation currently being viewed.



Live Like a Local in the Heart of Rome – [Show map](#)

★ **One of our customers' top picks in Rome.** Located on Via Nazionale and 300 m from Quirinale in Rome, Rome Glam Hotel welcomes guests with free WiFi.

All air-conditioned and modern rooms come with hypoallergenic mattresses, a kettle with a wide selection of coffee and complimentary minibar upon arrival. A flat-screen TV with satellite channels is also feature. Each room has a private bathroom, offering free toiletries and a hairdryer.

You will find a 24-hour front desk at the property.

Trevi Fountain is 600 m from Rome Glam Hotel, while Piazza Barberini is 600 m from the property. The nearest airport is Rome Ciampino Airport, 14 km from Rome Glam Hotel.

Rione Monti is a great choice for travelers interested in sightseeing, food and history.

This is our guests' favorite part of Rome, according to independent reviews.

We speak your language!

Rome Glam Hotel has been welcoming Booking.com guests since May 11, 2016
Hotel Rooms: 58

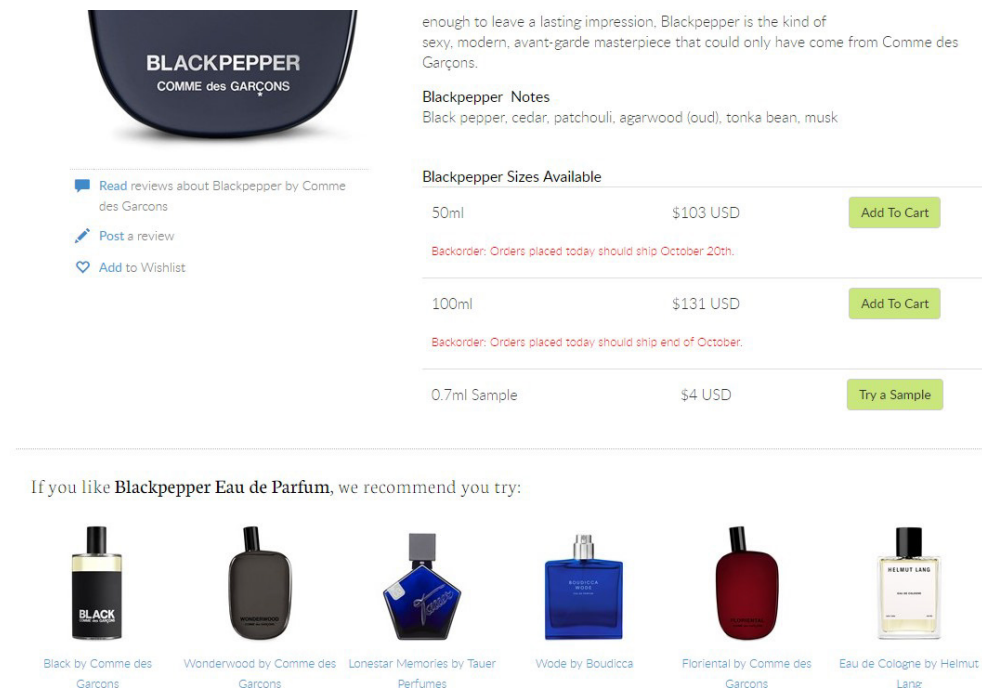
Most Popular Facilities

Like this one, but not for sure yet?

- Hotel Artemide**
Exceptional **9.6**
Total price from: **US\$1,642**
- Monti Palace Hotel**
Excellent **8.9**
Total price from: **US\$904**
- NH Collection Roma Giu...**
Excellent **8.6**
Total price from: **US\$1,423**
- Starhotels Metropole**
Excellent **8.6**
Total price from: **US\$1,063**

[Show similar properties](#)

You can get creative with the labeling for “similar products” modules to make them more eye-catching and unique. LuckyScent.com uses a polite sentence to introduce similar products on their site.



BLACKPEPPER
COMME des GARÇONS

enough to leave a lasting impression. Blackpepper is the kind of sexy, modern, avant-garde masterpiece that could only have come from Comme des Garçons.

Blackpepper Notes
Black pepper, cedar, patchouli, agarwood (oud), tonka bean, musk.

Blackpepper Sizes Available

| | | |
|--|-----------|------------------------------|
| 50ml | \$103 USD | Add To Cart |
| Backorder: Orders placed today should ship October 20th. | | |
| 100ml | \$131 USD | Add To Cart |
| Backorder: Orders placed today should ship end of October. | | |
| 0.7ml Sample | \$4 USD | Try a Sample |

If you like **Blackpepper Eau de Parfum**, we recommend you try:

- Black by Comme des Garçons
- Wonderwood by Comme des Garçons
- Lonestar Memories by Tauer Perfumes
- Wode by Boudicca
- Floriental by Comme des Garçons
- Eau de Cologne by Helmut Lang

7. PRODUCTS OTHER CUSTOMERS HAVE VIEWED

When you don't have browsing history for a particular visitor, you can use the browsing history of other visitors to feature products for upselling. Promoting similar products that were viewed by other customers is one of the most effective types of product recommendation.

Check out Walmart's approach, where they use products viewed by other customers in a module on their product pages.

The screenshot displays the Walmart product page for a charcoal grill. The page features a blue header with the Walmart logo, a search bar, and user account options. Below the header, there are tabs for 'About this item', 'Customer Reviews', 'Item Recommendations', and 'Policies & Plans'. The 'Customer Reviews' tab is active, showing a 5-star rating (5 out of 5 stars) and a 'Write a review' button. A review by 'trish' dated 3/7/2017 is displayed, with a 5-star rating and the text 'Great product Fun to put together' and 'Great size very easy to carry along'. Below the reviews, there is a section titled 'Customers also viewed these products' which displays a carousel of related products. The products shown are: 'Expert Grill Heavy Duty 24-Inch Charcoal Grill' for \$86.00, 'Kingsford Barrel Charcoal Grill, 17.5", Black' for \$62.51, 'Backyard Grill 26" Mini Barrel Charcoal Grill' for \$59.00 (was \$63.00, save \$4.00), 'Expert Grill 22-Inch Charcoal Grill' for \$34.86, 'Expert Grill 17.5-Inch Charcoal Grill' for \$19.74, and 'Expert Grill Kettle Charcoal Grill' for \$49.88. Each product card includes an image, price, rating, and shipping information.

Walmart

All Search

Hello, Sign In My Account

About this item Customer Reviews Item Recommendations Policies & Plans

5 out of 5
★★★★★
[see all 1 reviews](#)

5 stars 1
4 stars 0
3 stars 0
2 stars 0
1 stars 0

Sort by: Most relevant

Write a review

Great product Fun to put together 3/7/2017
★★★★★
by trish
Great size very easy to carry along

Was this review helpful?
Yes (10)
No (2)
Report

1-1 of 1 reviews [See all](#)

Customers also viewed these products

Expert Grill Heavy Duty 24-Inch Charcoal Grill
\$86.00
★★★★★ 30

Kingsford Barrel Charcoal Grill, 17.5", Black
\$62.51
★★★★★ 2
2-Day Shipping

Backyard Grill 26" Mini Barrel Charcoal Grill
Clearance
\$59.00 was \$63.00
save \$4.00
★★★★★ 132
2-Day Shipping

Expert Grill 22-Inch Charcoal Grill
\$34.86
★★★★★ 5
2-Day Shipping

Expert Grill 17.5-Inch Charcoal Grill
\$19.74
★★★★★ 10
2-Day Shipping

Expert Grill Kettle Charcoal Grill
\$49.88
★★★★★
2-Day Shipping

8. PRODUCTS WITH CUSTOMERS REVIEWS

Customer reviews can play an important role in a product's popularity. If you feel – based on your product range – that customer reviews are significant, this can be a great way to determine which products to upsell.

Like products which other customers have viewed, featuring products with reviews can increase buyer confidence. Ultimately, customer reviews can convince visitors to purchase a more expensive product that is recommended by other customers or receives higher ratings.

HomeDepot provides a good example of upselling products with customer reviews. On their product pages, you can find a “Customers Also Compared These ...Tools” section that contains similar items which are highly-rated by other customers.







RIDGID Model # R28602 ★★★★★ (43)

JobMax 4 Amp Multi-Tool with Tool-Free Head

\$79.00



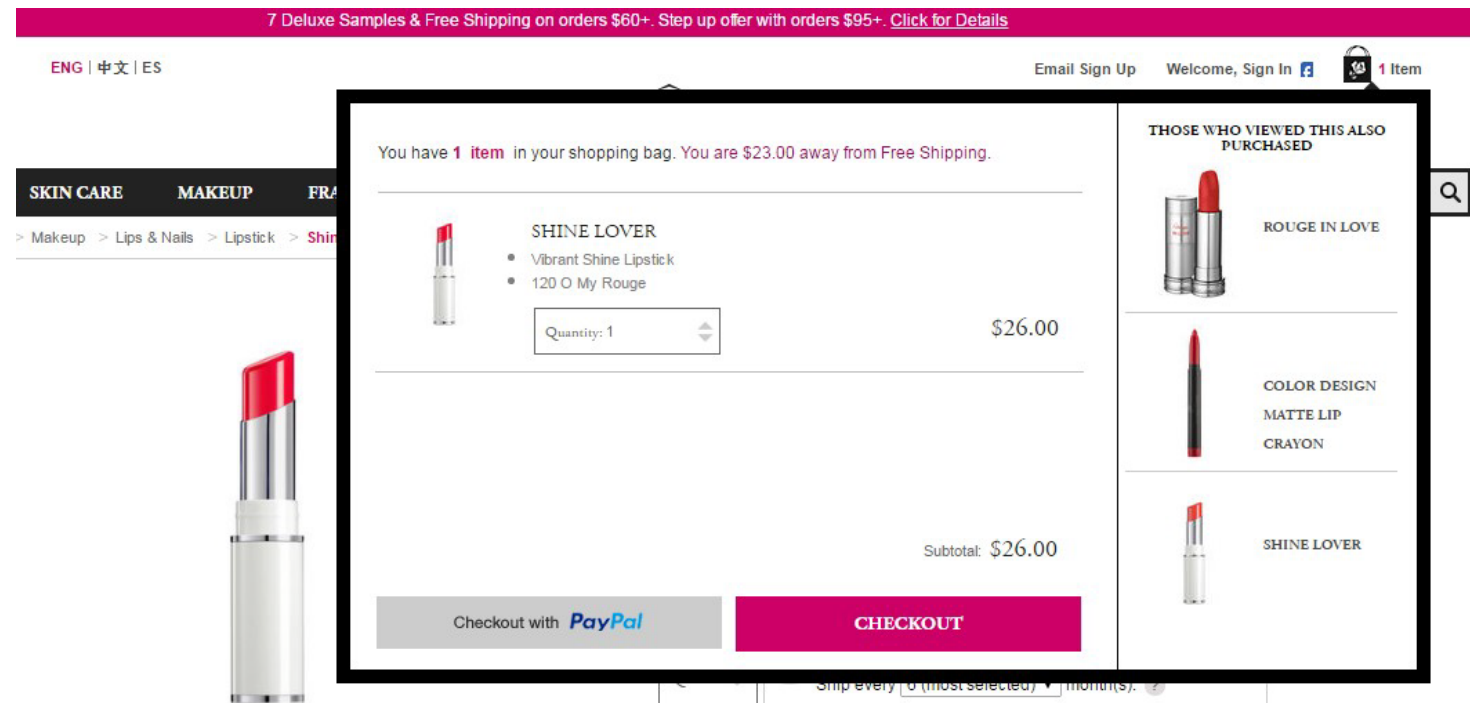
Customers Also Compared These Oscillating Tools

| | CURRENT PRODUCT | | | |
|-------------------------------|---|---|---|---|
| |  |  |  |  |
| Price | Was \$99.00 \$79.00 /each Save \$20.00 (20%) | \$89.00 /each | \$129.00 /each | \$129.00 /each |
| Name | JobMax 4 Amp Multi-Tool with Tool-Free Head | Multi-Max Oscillating Tool Kit | Multi-Max Oscillating Tool Kit | 3.5 Amp Multi-Max Corded Oscillating Tool Kit |
| Brand | RIDGID | Dremel | Dremel | Dremel |
| Ratings | ★★★★★ (42) | ★★★★★ (70) | ★★★★★ (64) | ★★★★★ (53) |
| Cordless/ Corded | Corded | Corded | Corded | Corded |
| Power Tool Features | Attachments Included,Bag Included,Variable Speed | Attachments Included,Case Included | Attachments Included | Attachments Included,Case Included,Variable Speed |
| Reconditioned | No | No | No | No |
| Oscillations Per Minute (OPM) | 20000 | 10000 | 21,000 | 21,000 |
| | View Product | View Product | View Product | View Product |

9. RECOMMEND PRODUCTS IN A “MINI CART”

“Mini carts” are a great location to feature products for upselling. A mini cart provides an easy-to-access view of cart contents. Like popup forms and other notifications, a mini cart doesn’t require the visitor to navigate to another page, such as your dedicated cart or checkout page. This makes it a great place to feature additional products for upselling.

Here’s a great example from Lancome which recommends products purchased by other customers in a sidebar of the mini cart.

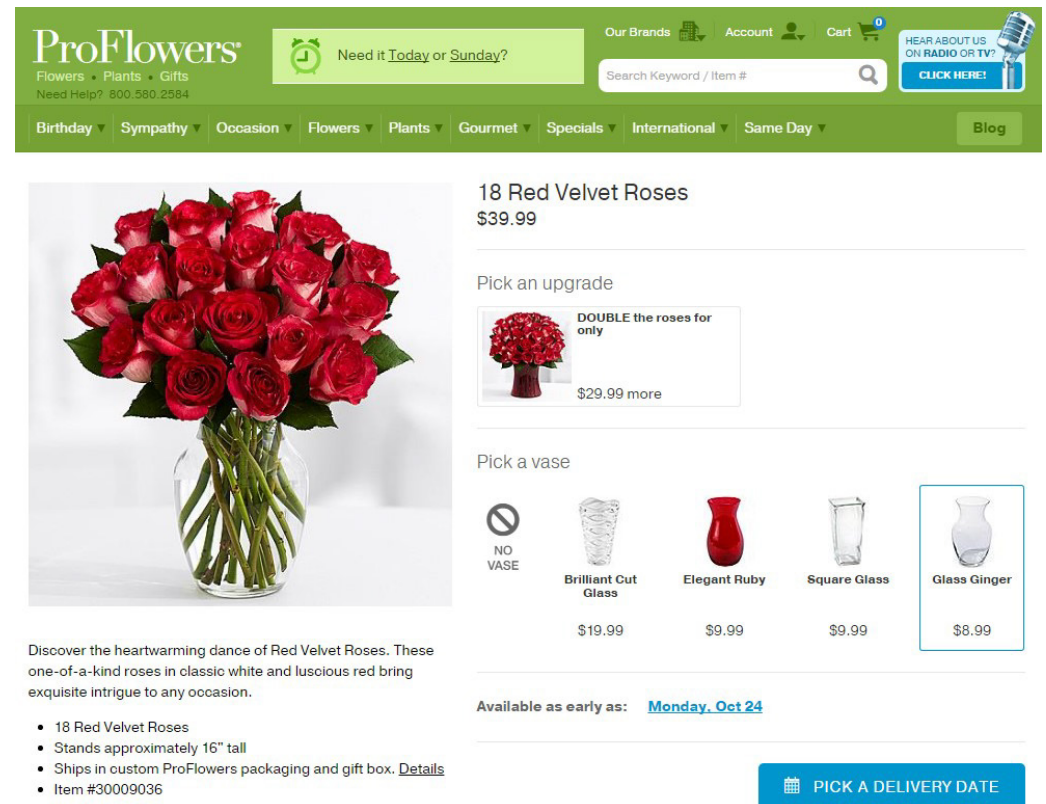


10. OFFER AN UPGRADE




The overall goal of upselling is to encourage your customers to make a larger purchase. When a visitor is about to buy something, often only a small step is needed to encourage them to buy a bigger and more expensive version of the product.

Many ecommerce site owners take advantage of this fact by featuring upgraded versions of products when they upsell. Product upgrades can be used across a wide range of products – you'd be surprised! It often only takes a moment to think of the possibilities. Reviewing sales data for repeat buyers can also help you identify opportunities for upgrades.


Proflowers provides a good example using product upgrades to upsell. More than offering a bigger bouquet, they also suggest more expensive vases suitable for the selected flower.




ProFlowers
Flowers • Plants • Gifts
Need Help? 800.580.2584

Our Brands  Account  Cart  0

Need it Today or Sunday?

Search Keyword / Item # 


HEAR ABOUT US ON RADIO OR TV?  [CLICK HERE!](#)

Birthday ▾ Sympathy ▾ Occasion ▾ Flowers ▾ Plants ▾ Gourmet ▾ Specials ▾ International ▾ Same Day ▾ [Blog](#)


18 Red Velvet Roses


\$39.99


Pick an upgrade


 **DOUBLE** the roses for only
\$29.99 more


Pick a vase

 NO VASE

 **Brilliant Cut Glass**
\$19.99

 **Elegant Ruby**
\$9.99


 **Square Glass**
\$9.99

 **Glass Ginger**
\$8.99

Discover the heartwarming dance of Red Velvet Roses. These one-of-a-kind roses in classic white and luscious red bring exquisite intrigue to any occasion.

- 18 Red Velvet Roses
- Stands approximately 16" tall
- Ships in custom ProFlowers packaging and gift box. [Details](#)
- Item #30009036

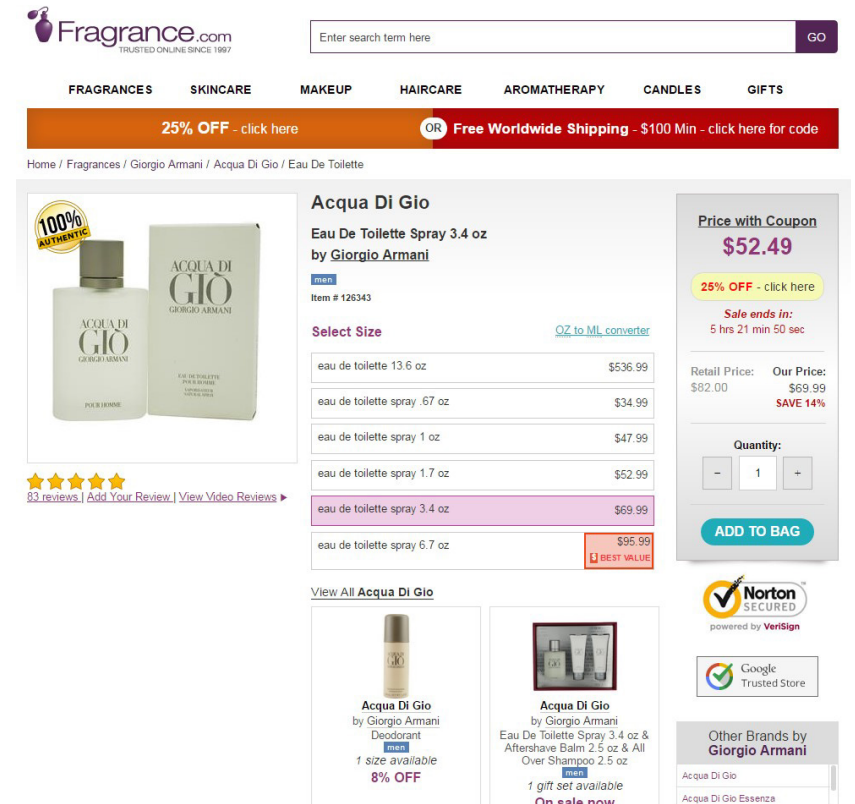
Available as early as: [Monday, Oct 24](#)

 [PICK A DELIVERY DATE](#)

11. PACKAGE DEALS

While package deals are most commonly associated with cross-selling, they can also be used for upselling. By providing a package discount, you can motivate your customers to add more valuable items to their cart.

Here's another fragrance store, Fragrance.com, where they use package deals for upselling on their product pages as well.



Fragrance.com
TRUSTED ONLINE SINCE 1997

Enter search term here **GO**

FRAGRANCES SKINCARE MAKEUP HAIRCARE AROMATHERAPY CANDLES GIFTS

25% OFF - click here **OR Free Worldwide Shipping** - \$100 Min - click here for code

Home / Fragrances / Giorgio Armani / Acqua Di Gio / Eau De Toilette

100% AUTHENTIC

Acqua Di Gio
Eau De Toilette Spray 3.4 oz
by Giorgio Armani

Item # 126343

Select Size [QZ to ML converter](#)

| | |
|-------------------------------------|----------------|
| eau de toilette 13.6 oz | \$536.99 |
| eau de toilette spray .67 oz | \$34.99 |
| eau de toilette spray 1 oz | \$47.99 |
| eau de toilette spray 1.7 oz | \$52.99 |
| eau de toilette spray 3.4 oz | \$69.99 |
| eau de toilette spray 6.7 oz | \$95.99 |

Price with Coupon
\$52.49

25% OFF - click here

Sale ends in:
5 hrs 21 min 50 sec

Retail Price: \$82.00 **Our Price:** \$69.99 **SAVE 14%**

Quantity:
- 1 +

ADD TO BAG

View All Acqua Di Gio

Acqua Di Gio
by Giorgio Armani
Deodorant
1 size available
8% OFF

Acqua Di Gio
by Giorgio Armani
Eau De Toilette Spray 3.4 oz & All
Over Shampoo 2.5 oz
1 gift set available
On sale now

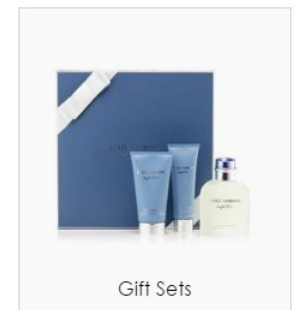
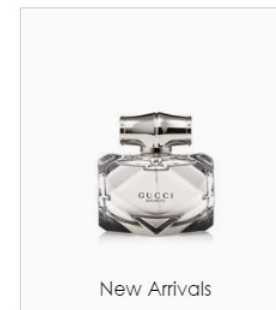
Norton SECURED
powered by VeriSign

Google Trusted Store

Other Brands by Giorgio Armani
Acqua Di Gio
Acqua Di Gio Essenza

Proflowers provides a good example using product upgrades to upsell. More than offering a bigger bouquet, they also suggest more expensive vases suitable for the selected flower.

SHOP FOR



12. PROVIDE FREE SHIPPING ABOVE A PREDEFINED AMOUNT

High shipping costs is the number one reason for cart abandonment. For this reason, free shipping is a powerful incentive for buyers to complete checkout. You can also use free shipping above a predefined amount to encourage customers to purchase a more expensive product.

At CoffeeForLess.com, when a product is added to the cart, they notify their customers how much more they need to purchase to receive free shipping.

The screenshot displays the CoffeeForLess.com website. At the top, a banner reads "Serving Great Deals Since 1975! Over 1 MILLION Orders 'Sipped'" and "Shop by phone @ 800-261-2859 | Free shipping for all orders over \$45!". Below this is a navigation bar with categories: K-Cup® Pods, Coffee Pods, Ground Coffee, Coffee Beans, Tea, and Coffee Makers. A large banner advertises "100% SATISFACTION GUARANTEED" and "FREE SHIPPING".

A shopping cart notification pop-up is visible, showing the recently added item: "Green Mountain Coffee Pumpkin Spice K-Cups 24ct Seasonal" with a price of \$15.99 and quantity of 1. It also displays the cart subtotal of \$15.99 and a message: "You are only \$29.01 away from Free Super Saver Shipping!". Buttons for "Go to Shopping Cart" and "EXPRESS CHECKOUT" are present.


The product page for "Green Mountain Coffee Pumpkin Spice K-Cup® Coffee 24ct Seasonal" (SKU# 6758B) is shown. It features an overall rating of 4.5 stars based on 168 reviews. A promotional banner offers a 7% discount: "Buy 4 for \$14.99 each and save 7%". The price is listed as \$15.99. A "One Time Order" option is selected.

A circular image of the "Green Mountain Coffee Pumpkin Spice" K-Cup packaging is shown, highlighting it as a "LIMITED EDITION" and "FAIR TRADE CERTIFIED".

13. GIFT WRAPPING

While upselling your gift wrapping services may not provide a huge increase in revenue, it can increase customer satisfaction and help boost your average transaction value.

During checkout at Nordstrom you can choose to add a free gift message, or upgrade to a gift box for \$5 or a gift kit for \$2.



Tory Burch 'York' Buckle Tote
KIR ROYALE, Size: One Size
Item: #425509

☐ **Gift Message (Free)**
Add a personalized message that will be printed on the packing slip.

☒ **Gift Box (\$5)**
We'll wrap your gift in a silver box with tissue paper, a silver ribbon and a handwritten gift tag. (Items that do not fit in a box are gift-wrapped, tied with a silver ribbon and include a gift tag.)

☐ **Gift Kit (\$2)**
Our kit includes a gift box, tissue paper, a silver ribbon and a gift tag for your own unique message. Assembly required.

To

From

Message (Optional)

60-character maximum

Save

[Cancel](#)

14. PERSONALIZED OFFERS BASED ON CUSTOMER HISTORY

The above examples use subjective criteria that you define to determine which products to feature when upselling to your customers. When you have customer browsing history to determine which products to feature, you can create even more personalized and effective offers to upsell your customers.


For instance, you can highlight recently viewed products on your homepage, category pages, and product pages. By using your visitors' unique browsing history, you can offer them the most relevant items.

Amazon is especially effective at using browsing history to display relevant products for upselling their customers. On their homepage, they display a wide range of product recommendations, and they also display “Your Recently Viewed Items and Featured Recommendations” based on browsing history and subjective criteria defined by Amazon.


Your Recently Viewed Items and Featured Recommendations

Inspired by Your Browsing History


Page 1 of 10




nonda USB-C to USB 3.0 Mini Adapter [World's Smallest] Aluminum Body with Indicator LED for...
★★★★☆ 436
\$9.99 Prime




MoKo Case for Amazon Kindle Voyage - Ultra Slim Lightweight Smart-shell Stand...
★★★★☆ 131
\$13.95 Prime



Fintie SmartShell Case for Kindle Paperwhite - The Thinnest and Lightest Leather Cover for...
★★★★☆ 7,802
\$10.99 Prime














LEGO City Police 60047 Police Station
★★★★☆ 555
\$95.99 Prime



Amazon Kindle Voyage Case Cover, Leather Origami Stand, Book Folio Style, Secured...
★★★★☆ 710
\$15.99 Prime

You viewed



View or edit your browsing history

CROSS-SELLING

Now that we've reviewed some of the best techniques for upselling, let's take a look at cross-selling. We'll see that many of the same approaches to selling more expensive products and upgrades can also be used to sell complementary and supplementary products which increase overall transaction value. Okay, let's take a look at 10 more awesome sales techniques you can use in your store!

15. SUPPLEMENTARY PRODUCTS

Recommending supplementary products is a great way to cross-sell when you don't have customer browsing history. You can implement this across several product categories by offering functionally-related items. When you look at your product range, you'll see that it's often easy to implement this solution.

Here's another example from BestBuy, where they display a popup for purchasing a protection plan as a way of upselling, and offer a complementary product as a way cross-selling when a customer adds an item to their cart.

The screenshot shows the Best Buy website interface. A dark-themed popup titled "BAD LUCK DESERVES GOOD COVERAGE" is displayed over a product page. The popup promotes the "Protect & Support Plus" plan, which includes coverage for accidents. It offers three options: 1-Year (\$209.99), 2-Year (\$279.99), and 3-Year (\$349.99). Below the popup, the "Complete Your Purchase" section recommends an "Office 365 Home, 1-year subscription, 5 PCs/Macs (Product Key Card) - Android/Mac/Windows/iOS" for \$79.99, with a \$20 discount when purchased with a device. The main product page in the background shows a laptop for \$1,159.99 with an "Add to Cart" button.

This approach to cross-selling can be more effective if you group supplementary products in a package deal with a special offer like DigitalRev does on their product pages.

The screenshot shows the DigitalRev Store website. The main product is the "Canon EOS 5D Mark III Body" priced at €2,845.62. The page lists various specifications and features, including a 22.3 Megapixel full-frame CMOS sensor and 61-Point High Density Reticular AF. To the left, a "You might also like" section lists accessories like spare batteries, lenses, and filters. Below that, a "Related Products" section features the Canon Speedlite 600EX-RT and Canon Battery Grip BG-E11. At the bottom, a "Buy Together & Save" section offers a "Shoot And Print Bundle" for €3,056.72, which includes the camera body, lens, memory card, and other accessories, with a €40.00 discount. The page also includes a search bar, navigation menu, and a "Basket" icon.

Would you like to learn more on how to use popups correctly? [Click here and download our free ebook](#) that contains over 100 pages of tips and best practices for engaging and reengaging your customers and boosting the sales on your site with onsite retargeting.



LEARN HOW TO MONETIZE YOUR
LOST TRAFFIC & BOOST YOUR REVENUE

GET MY **FREE EBOOK**

16. RELATED PRODUCTS

Cross-selling related products is just like cross-selling supplementary products. Related products may often be used at the same time as the product being viewed, but they don't have to necessarily be used with the actual product.

TheCameraStore offers related items on their product pages.

Description **Specifications** **Ratings and Reviews**

The Panasonic Lumix DMC-FZ2500 is the ideal hybrid camera choice for the advanced 4K video enthusiast and photography enthusiast alike, featuring a large 1" 20.1 Megapixel sensor and bright 20X LEICA VARIO-ELMART F2.8-4.5 lens. It features 4K Ultra HD video recording plus exclusive LUMIX 4K PHOTO and 4K Post Focus and Internal Focus Stacking modes, as well as "CINELIKE D" and "CINELIKE V" for cinema-like gradation, time code, live HDMI output (4:2:2/8 bit or 4:2:2/10 bit), and lens ND filter controls.

Pro Video Quality
With the LUMIX FZ2500 4K evolves with the variety of practical functions video enthusiasts and professionals want:

- Cinema 4K: 4096 x 2160 / 24 fps
- QFHD 4K: 3840 x 2160 / up to 30 fps) video recording in MOV / MP4
- Ultra-high bitrate Full HD video recording at 200 Mbps (ALL-Intra) / 100 Mbps (IPB) without recording duration limit

Everything in the Right Place
A quick-stability grip minimizes hand fatigue while well-placed front/rear dual dials enable quick control over shutter speed and aperture. Plus, a supporting button, lever and switch layout provide intuitive, comfortable control for both photo and video shooting.


0.74x Large OLED Live View Finder
The OLED Live View Finder (2,360k-dot) provides exceptional visibility (10,000:1 contrast) for perfect framing in direct sunlight conditions. High 0.74X magnification (35mm camera equivalent) and a wide-viewing angle improves overall visibility.

A tilt/swivel rear touch feature-enabled monitor adds the freedom to capture unusual perspectives. Just touch to immediately set focus or release the shutter.


Large 1-inch 20.1 MP Sensor
The large 1-inch 20.1-megapixel 4K High Sensitivity MOS Sensor provides impressive details even at high ISOs (ISO12800 / Extended ISO25600), which enables impressive defocus with a shallow depth of field.

The Venus Engine
The LUMIX FZ2500 Venus Engine enables the high-quality image captures and high-speed signal processing required for 4K video recording, while sensitivity, gradation performance, resolution and colour reproduction are dramatically improved.

Related Items





LensPen MiniPro II
\$9.95



Gorillapod Hybrid
\$47.85

Here's another example from Under Armour, where they use a unique label "Goes Great With" to cross-sell related products.

 [NEW ARRIVALS](#) [MEN](#) [WOMEN](#) [KIDS](#) [SHOES](#) [TECHNOLOGY](#) [SPORTS](#) [OUTLET](#)



1 [ADD TO CART](#)

FREE Standard Shipping On Orders \$49.00+ & FREE Returns [Details](#)

Product DNA


- Loose: Generous, more relaxed fit.
- Ultra-light UA Tech™ fabric delivers a soft feel with Classic UA performance
- Signature Moisture Transport System wicks sweat to keep you dry & light
- Lightweight stretch construction improves mobility for full range of motion
- Anti-odor technology keeps your gear fresher, longer
- Deep V-neck collar
- All-over twist effect
- Polyester
- Imported

Shop all Women's Short Sleeve Shirts >






[SHARE](#)

| SIZE CHART | | FIT | |
|------------|-----------|------------|---------|
| US SIZES | BUST (in) | WAIST (in) | |
| XS | 0-2 | 32½-33½ | 25½-26½ |
| SM | 4-6 | 33½-35½ | 27½-28½ |
| MD | 8-10 | 36½-37½ | 29½-30½ |
| LG | 12-14 | 38-40½ | 32-33½ |
| XL | 16 | 42-43½ | 35-36½ |
| XXL | 18 | 45-46½ | 38-39½ |

[View in Centimeters](#)



[You Might Also Like](#) [Goes Great With](#)



17. PRODUCTS FREQUENTLY BOUGHT TOGETHER

When a visitor doesn't have a browsing or purchase history, you can use the purchase history of other customers as the criteria for which products you cross-sell.

Here's another example from Under Armour, where they use a unique label "Goes Great With" to cross-sell related products.

The screenshot shows an Amazon shopping cart for a Black+Decker LDX120PK 20-Volt MAX Lithium-Ion Drill and Project Kit. The cart contains one item with a subtotal of \$72.79. Below the item, there's a 'Saved for later (3 items)' section. To the right, a 'Frequently Bought With' section recommends related products, including a Qooltek Multipurpose... and a CH Hanson 03040... The cart also shows a 'Proceed to checkout' button and a 'Sign in to turn on 1-Click ordering' link.

Microsoft Surface Pro 4 - 128GB / Intel Core m3
Added to your cart

Review and checkout

Choose your cover:

▼ Frequently bought together

Save on Office

Recommended sleeves

Frequently bought together

When promoting complementary products, the Microsoft Store recommends products "Frequently bought together".

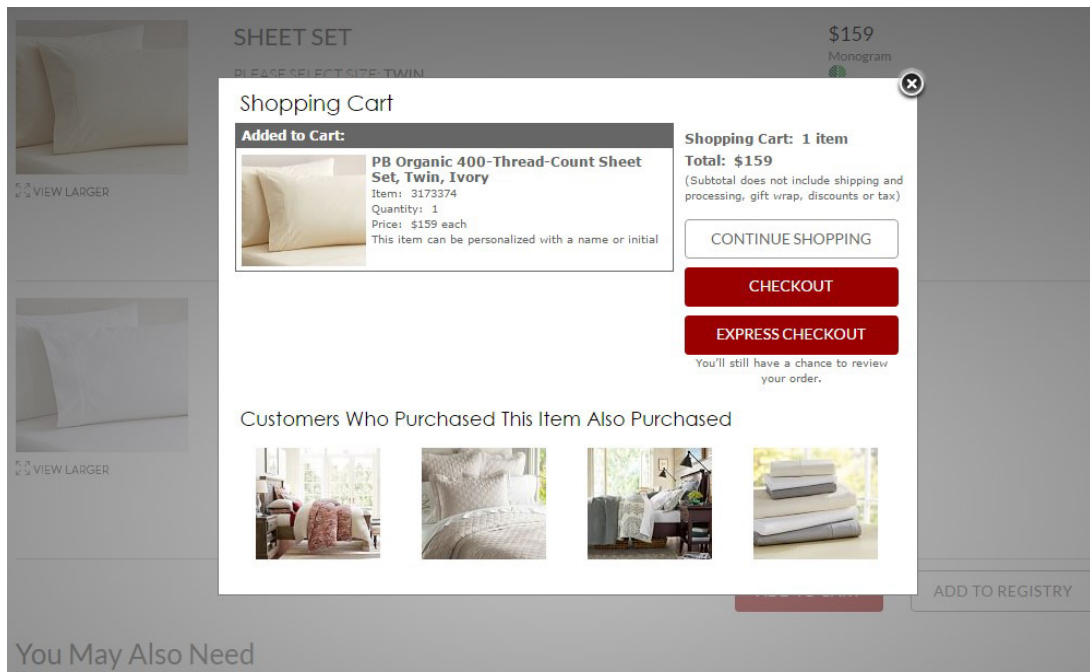
The screenshot shows the 'Frequently bought together' section for the Microsoft Surface Pro 4. It features four recommended products:

- Microsoft Surface Dock**: Turn your ultraportable Surface into a desktop PC and boost your productivity with Surface Dock. Compatible with Surface Pro 3, Surface Pro 4, and Surface Book. Price: \$199.99. Add to cart.
- Surface Pro 4 Signature Type Cover**: Crafted using two-tone gray mélange Alcantara fabric—a unique and innovative material used in high-end luxury products, sourced only from Italy. Price: \$159.99. Add to cart.
- Surface Pro 4 Type Cover with Fingerprint ID (Onyx)**: The next generation of Type Cover, made for Surface Pro 4, offers the most advanced Surface typing experience yet. Compatible with Surface Pro 3 and Surface Pro 4. Price: \$159.99. Add to cart.
- Office 365 Personal + Wireless Display Adapter Bundle**: Save when you bundle Office 365 Personal and a Microsoft Wireless Display Adapter with select PCs. Price: \$89.90. Save \$30. Add to cart.

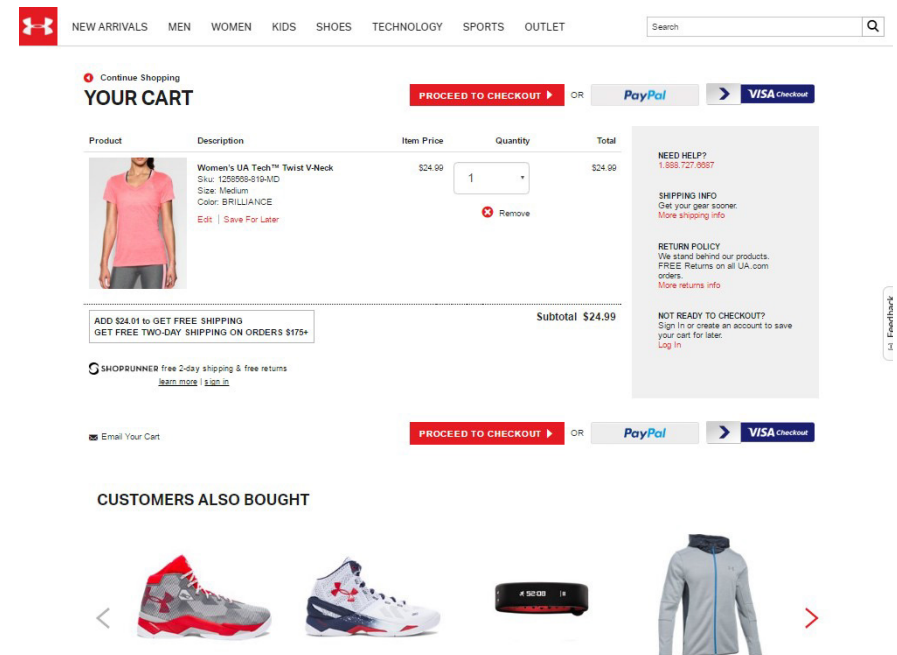
18. PROMOTE WHAT CUSTOMERS ALSO BOUGHT

More broadly than using products which were purchased together, you can cross-sell products which other customers purchased, even if they weren't in the same order. Frequently customers have similar buying habits or tastes, and this is a great way to take advantage of shared interests.

This cross-selling technique is especially effective on checkout pages. After adding an item to the cart at Pottery Barn, the shopping cart content is displayed in a popup window that promotes additional items also purchased by other customers.



Here's another example from Under Armour where they cross-sell products "Customers Also Bought" on their cart page.



19. PROMOTE ADDITIONAL ITEMS FOR (ALMOST) FREE





Promoting further products for free or at hugely discounted price is a great way to increase your sales and customer satisfaction.

Take a look at this example from Kelly Co Metal Detectors. On their cart page they inform customers when they're eligible to buy some special discounted items after reaching a certain cart value. A visitor who is going to spend almost \$4,000 is offered heavily discounted items and also a free product which has been discounted from \$60.

Be sure to provide something valuable to your customers when you use this technique. Sending a free item of low-quality to a customer who purchased an expensive high-quality item can do more harm than good!

BOGO ELIGIBLE! Congrats! Your Cart is BOGO Eligible. [Click here](#) to hide special discounted items.

60% OFF normal sale price, or FREE!









Quick Draw Pro (Bogo)
\$107.64
~~\$266.10~~
ADD TO CART

TC1X (Bogo)
\$99.98
~~\$249.95~~
ADD TO CART

MP3 Pro (Bogo)
\$99.98
~~\$249.95~~
ADD TO CART

Pinpointer (Bogo)
FREE
~~\$60.00~~
ADD TO CART

| Remove | Images | Product Name | Unit Price | Quantity | Subtotal |
|---|---|-----------------------------|------------|--------------------------------|------------|
|  |  | SDC 2300 Gold | \$3,750.00 | <input type="text" value="1"/> | \$3,750.00 |
|  |  | Kit H * FREE! | \$0.00 | <input type="text" value="1"/> | \$0.00 |
|  |  | GPAA Activation Card 3 Year | \$140.00 | <input type="text" value="1"/> | \$140.00 |

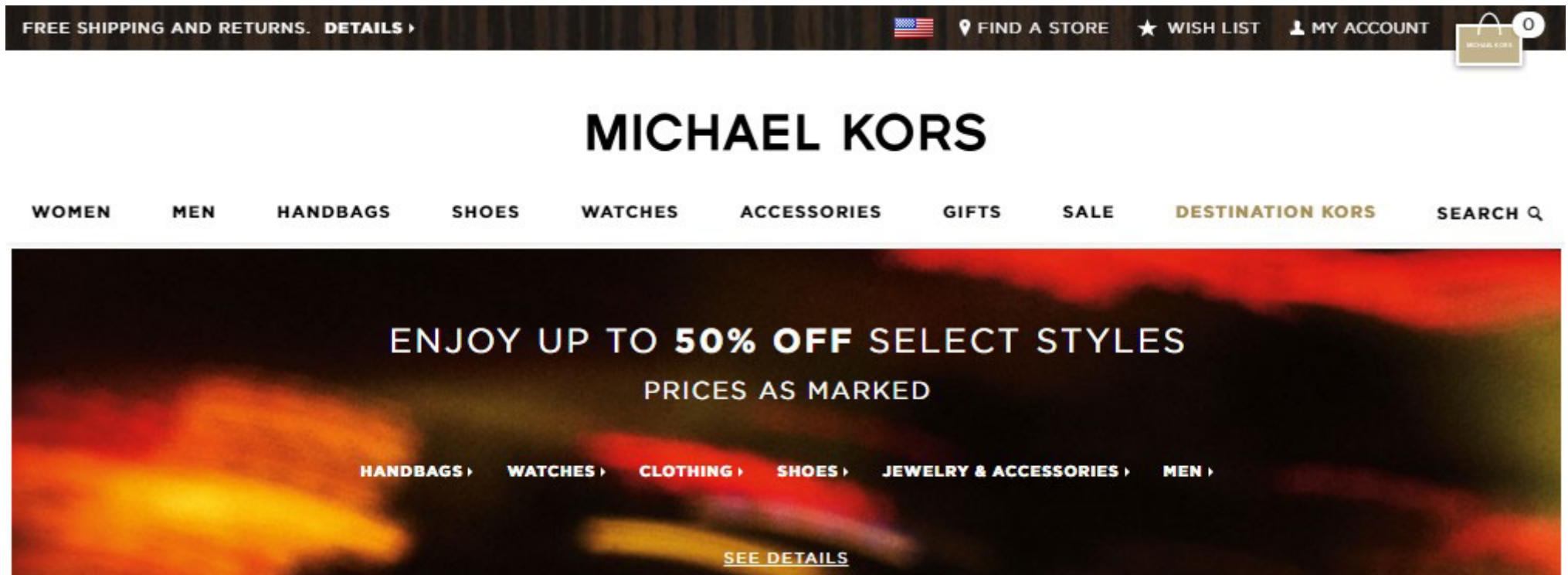
DOWN-SELLING

While upselling and cross-selling are frequently used techniques, down-selling is often overlooked as an opportunity to increase sales. Let's face it, not all visitors can afford your best products, and that's ok. You can still capture these sales by offering something of lesser value that is comparable to the product being viewed.

20. DISCOUNTS AND DEALS

Promoting current discounts and special offers is one of the easiest ways of reaching price-sensitive visitors. Despite of its simplicity, it's a quite effective technique for down-selling.

Michael Kors offers 50% off select products. After reviewing the details we can see that this is a limited time offer which adds to the sense of urgency and helps make sure it's a profitable approach for the store.



21. ONE-TIME-OFFERS

You can really increase the sense of urgency and make your special offer more exclusive and by offering it “one time only”. Emphasizing that your offer is unique, expires soon and it’s available only one time helps you increase desire in your potential buyers.

Take a look at how The Supplement Store down-sells an exclusive discounted offer and uses a countdown timer to increase urgency.

The screenshot shows the homepage of 'The Supplement Store' (www.tsst.co.uk). At the top, there's a search bar and a shopping bag icon indicating 'MY BAG 0' with 'FREE DELIVERY ON ORDERS OVER £30'. Below the header is a navigation menu with links: 'Shop by Product', 'Shop by Brand', 'Shop by Goal', 'Special Offers', 'What's New', 'Clearance', and 'About Us'. A banner below the menu states 'Free delivery on orders over £30', 'Free Next Day Delivery (Over £75)', and 'Product News & Videos'. A large promotional banner reads 'SALE 30% OFF All Clothing OFFER ENDS MIDNIGHT OCT 31st'. On the left, a 'Shop by Category' sidebar lists various supplement types like 'All-in-One Supplements', 'Amino Acids / BCAAs', 'Carb Powders', 'Clothing', 'Creatine', 'EFAs / Oils', 'Energy Bars', 'Energy RTDs', 'Intra Workout', 'Joint Support', 'Meal Replacements', 'Post-Workout', 'Pre Workout', 'Protein Bars', 'Protein Powders', 'Protein RTDs', 'Shakers', 'Testosterone Boosters', 'Vitamins & Minerals', 'Weight Gainers', and 'Lose Weight'. The main content area features a large banner for 'SHADOW-X 20% OFF NOW!' with three tubs of the product. Below this, a section for 'Optimum Nutrition 100% Gold Standard Whey' is displayed, showing a price range from £9.99 to £88.00 and a countdown timer indicating the offer expires in 10 days, 14 hours, and 49 minutes. A 'Get the deal now!' button is present. To the right of the whey section is an image of the product tub.

22. ON-SITE PRODUCT POSITIONING

When you have an awesome special offer on selected items, highlight it to make it more effective. You can catch the attention of price-sensitive customers by using a well-designed call-to-action on your homepage and throughout your site as well.

Here's a great example from Macy's where they down-sell their daily deal and clearance items throughout their entire site. On their homepage, the entire top of the page is filled by the announcement of the special offer and the product categories which are included in the sale.

The image shows the top section of the Macy's website. At the top is the Macy's logo with a search bar and a shopping bag icon. Below this is a navigation bar with links to various categories. The main banner features a red background with white text. It starts with 'FREE SHIPPING AT \$25' and 'SHOP FRI, OCT. 21 & SAT, OCT. 22. AMAZING DEALS OF THE DAY!'. The largest text in the banner is 'ONE DAY SALE'. Below this, there are two rows of category links: 'WOMEN', 'MEN', 'SHOES', 'JUNIORS', 'HANDBAGS', 'BEAUTY' in the first row, and 'KIDS', 'JEWELRY', 'KITCHEN', 'BED & BATH', 'HOME', 'LUGGAGE' in the second row. At the bottom of the banner, it says 'EXTRA 25% OFF CLEARANCE'.

★ macy's Search or enter web ID My Bag (0)

HOME BED & BATH WOMEN MEN JUNIORS KIDS ACTIVE BEAUTY SHOES HANDBAGS JEWELRY WATCHES BRANDS

TRENDREPORT HOLIDAY GIFT GUIDE Lists Deals & Promotions Gift Cards Wedding Registry

ONE DAY SALE: ONLY 14:31:48 LEFT!

FREE SHIPPING AT \$25 Excludes furniture & mattresses. Exclusions & Details

SHOP FRI, OCT. 21 & SAT, OCT. 22.
AMAZING DEALS OF THE DAY!

ONE DAY SALE

WOMEN MEN SHOES JUNIORS HANDBAGS BEAUTY

KIDS JEWELRY KITCHEN BED & BATH HOME LUGGAGE

EXTRA 25% OFF CLEARANCE
Exclusions apply

As you continue browsing their site, you'll see an eye-catching banner promoting the offer on category pages.

You can see that they use a countdown timer to increase urgency, and the intensity of the offer is reduced as customers become more engaged and proceed towards checkout. It's important when you use this technique to not overwhelm buyers who have made a decision to purchase.

The image shows a category page on the Macy's website. It features a banner with a red background and white text. The banner starts with 'ONE DAY SALE: ONLY 14:28:50 LEFT!'. Below this, it says '1 item added to your bag'. The main content area shows a red puffer jacket with a black hood. To the right of the jacket, the text reads 'Nautica Reversible Hooded Packable Puffer Coat, Only at Macy's'. Below this, it says 'Color: Harbor Rose/Marine Size: M'. The price is listed as 'Reg. \$150.00 Sale \$89.99'. At the bottom, it says 'You just saved \$60.01'. To the right of the jacket, there is a shopping cart summary table.

★ macy's Search or enter web ID My Bag (1)

HOME BED & BATH WOMEN MEN JUNIORS KIDS ACTIVE BEAUTY SHOES HANDBAGS JEWELRY WATCHES BRANDS

TRENDREPORT HOLIDAY GIFT GUIDE Lists Deals & Promotions Gift Cards Wedding Registry

ONE DAY SALE: ONLY 14:28:50 LEFT!

1 item added to your bag

Nautica Reversible Hooded Packable Puffer Coat, Only at Macy's

Color: Harbor Rose/Marine Size: M

Reg. \$150.00
Sale \$89.99

You just saved \$60.01

| | |
|-----------------|---------|
| item(s) in bag: | 1 |
| subtotal: | \$89.99 |
| you saved: | \$60.01 |

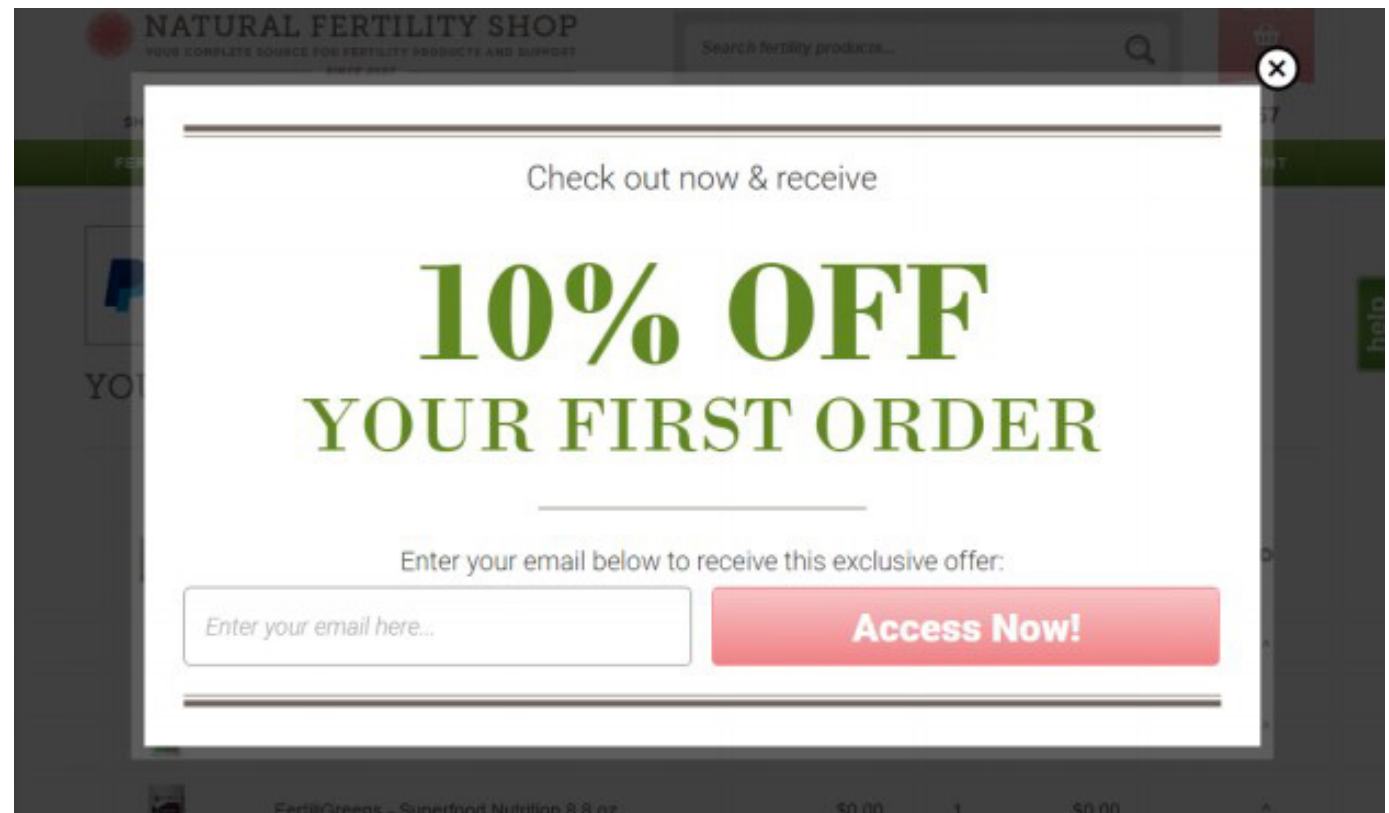
< go back checkout >

Don't miss out—sign in or create a profile to use offers in My Wallet at checkout!

23. REDUCE CART ABANDONMENT

The average ecommerce cart abandonment rate is nearly 70%. That means nearly 7 out of 10 visitors who add an item to their cart will leave your store without buying. Down-selling is one of the most effective ways to encourage an immediate purchase when someone is abandoning their cart. Typically this involves offering a discount or some special offer.

Here's an example from the Natural Fertility Shop, where they use onsite retargeting to recover visitors who are abandoning their cart. They provide 10% off the first order for customers who checkout immediately.





**Let's give Onsite Retargeting a try
and convert up to 15% of abandoning
visitors to sales and leads**

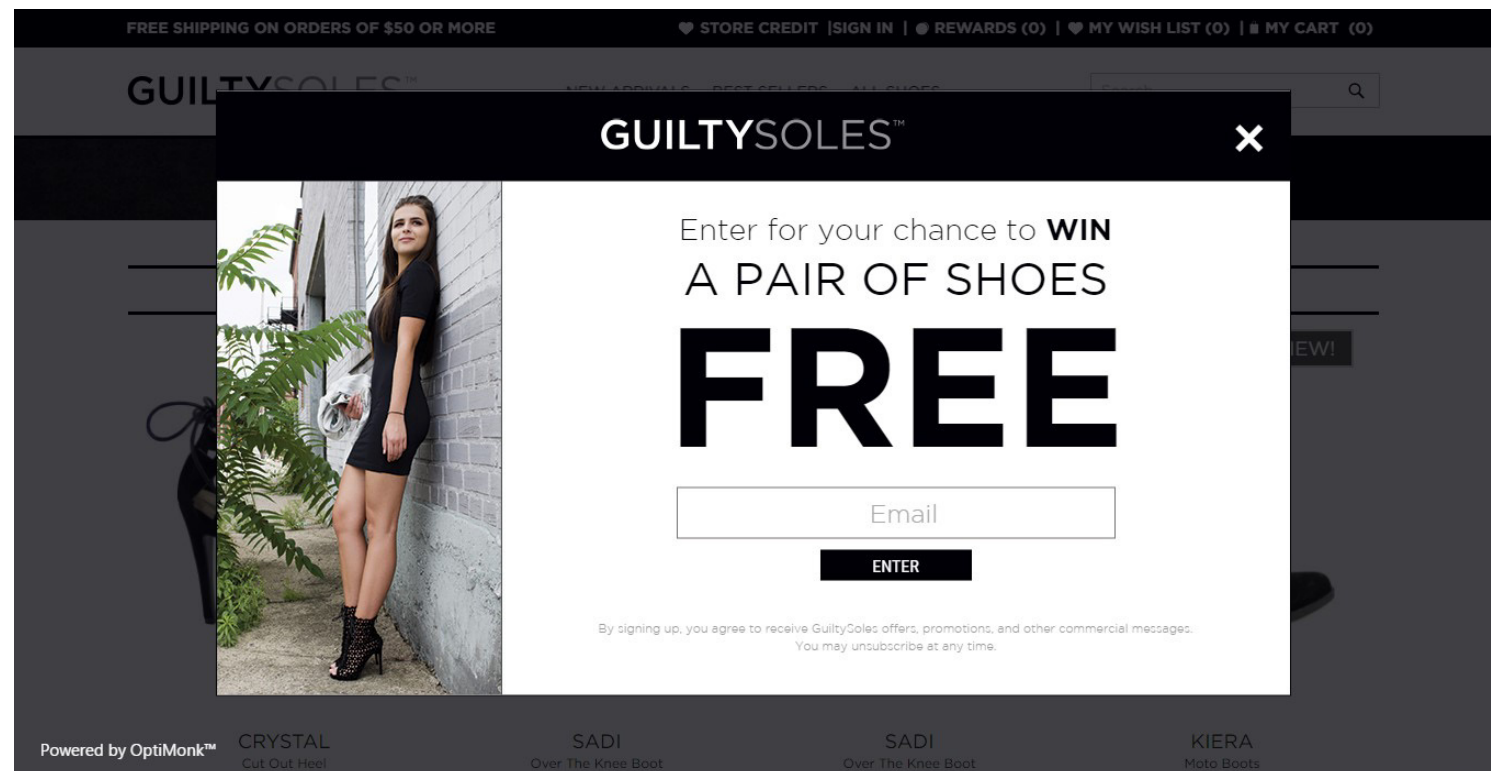
Register for your 14-day
FREE TRIAL VERSION
and try the latest features of OptiMonk now!

START YOUR 14-DAY FREE TRIAL

24. COMMUNICATE A SECONDARY OFFERS ON EXIT-INTENT

When your visitors aren't ready to buy yet, you should work to achieve a secondary goal. For example, encourage them to subscribe to your newsletter before they leave your site. This approach to down-selling is a “soft conversion” that allows you to build your email list and convert your signups into sales via email later on.

Guilty Soles persuades their visitors to provide their email address by offering a contest to win a free pair of shoes. Offering a discount or a contest is much more compelling than simply asking visitors to sign up for your newsletter.



25. SPECIAL OFFERS IN EMAILS

When a visitor leaves your site without buying, but signs up for your email list, you can down-sell to them with special offers in email. Often buyers are not ready for some financial reason, and a discount can help them fit the purchase in their budget.

You can also send upselling and cross-selling offers to existing customers via email.

At DODOcase, after you sign up for their newsletter, you receive exclusive offers. Here's a special offer sent via email that they use to encourage visitors to return to their site and make a purchase

CONCLUSION

In this ebook we focused on only the most powerful upselling, cross-selling and down-selling techniques. In fact, almost every online store has its own “best-practices” for selling more and increasing average transaction value. By using these tips and examples, you can build your own strategy of “best practices” which combines all three techniques and works for your product range and audience.



START WRITING **YOUR SUCCESS STORY TODAY**

Get 200% More Leads with
ONSITE RETARGETING

Try OptiMonk for 14 days free of charge, and boost your conversions by recovering visitors in realtime.

TRY OPTIMONK FOR FREE



Nicole Mezei
Account Executive

Schedule a FREE consultation if you'd like to get the most out of your website by leveraging the power of Onsite Retargeting. Simply click the button to book your session:

SCHEDULE FREE CONSULTATION