



CONNECTING THE DOTS

The Power of Cross and Upselling
for your Online Business

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When you walk into a store, no matter if you're looking for something specific or just checking what's new, you'll be faced with cross and up-selling opportunities by the staff: a couple looking to purchase a vacation might be offered the chance to book a better room or a woman trying on a dress may be shown accessories to go with it.

Although these are not the primary purchase, staff are trained to convince customers to buy something complementary or something equivalent but more expensive than the original item. Standard procedure in brick-and-mortar shops, how does cross and up-selling work in the digital world of e-commerce?

What is the difference between Cross and Upselling

According to Shopify, “Cross-selling is a sales technique used to get a customer to spend more by purchasing a product that’s related to what’s being bought already” while upselling “typically involves trading up to a better version of what’s being purchased”. Both these techniques can be used in tandem or separately and both provide value for the customer and the business, for example, “Amazon reportedly attributes as much as 35% of its sales to cross-selling through its ‘customers who bought this item also bought’ and ‘frequently bought together’ options on every product page.”

To cross-sell one must identify related products that can satisfy additional needs unfulfilled by the original purchase: as an example, a photo camera and a memory card; the customer

may already be aware of these items, but it’s up to the website to suggest them and even anticipate other needs (case, extra battery, etc.). In e-commerce, this technique is mainly used during the checkout phase to boost sales, introduce the clients to a plethora of different items and reinforce the idea of excellent service.

On the other hand, upselling entails one to persuade the customer to buy a similar product to the one intended initially only pricier: not always an easy thing to do, when achieved it improves the brand’s status because they successfully helped the client understand the better value they can get by purchasing a higher-end item.

“ The key to success in both is to truly understand what your customers value and then responding with products and corresponding features that truly meet those needs. ”

Cross-Sell



Up-Sell



The Benefits of Cross and Up-Selling: a summarised version

Customers are always turning to brands and experts to guide them, offer better solutions and even anticipate their needs. These two strategies are important because they make the customer feel understood, playing on emotions and desires.

The use of both cross and up-selling has a huge impact on business profit and customer lifetime value leading to:

- Long term value of association and customer loyalty – customers feel cared for so they are more likely to return to the shop/ service, valuing the service they got.
- Better leads – referring the company to someone
- Promotion of the portfolio of products and services – by showing a greater offer, your clients can be enticed about items they didn't know you sell.
- Improves ROI of services/products: cross-sales are a more effective strategy to generate additional revenue than trying to sell a product for the first time to a new customer.

These techniques are also responsible for more sales than trying to attract new customers as “the probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%”, evidence supported by Forrester research that concluded that “product recommendations, like upselling, are responsible for an average of 10-30% of eCommerce site revenues.”

The recent developments in e-commerce predicts that future success depends on offering the client a truly unique and personalised experience and this includes anticipating their needs with cross-selling products or even appeal to desires by offering a better product than the one originally chosen at a more attractive price.

But if one could think that cross-sells would be easier to introduce and even generate more revenue, the profit is actually in up-sells: “Upselling increases revenue by 10-30% on average and is 68% more affordable than acquiring a new customer, against the 0.50% impact of cross-sells (a value 20 times less).”

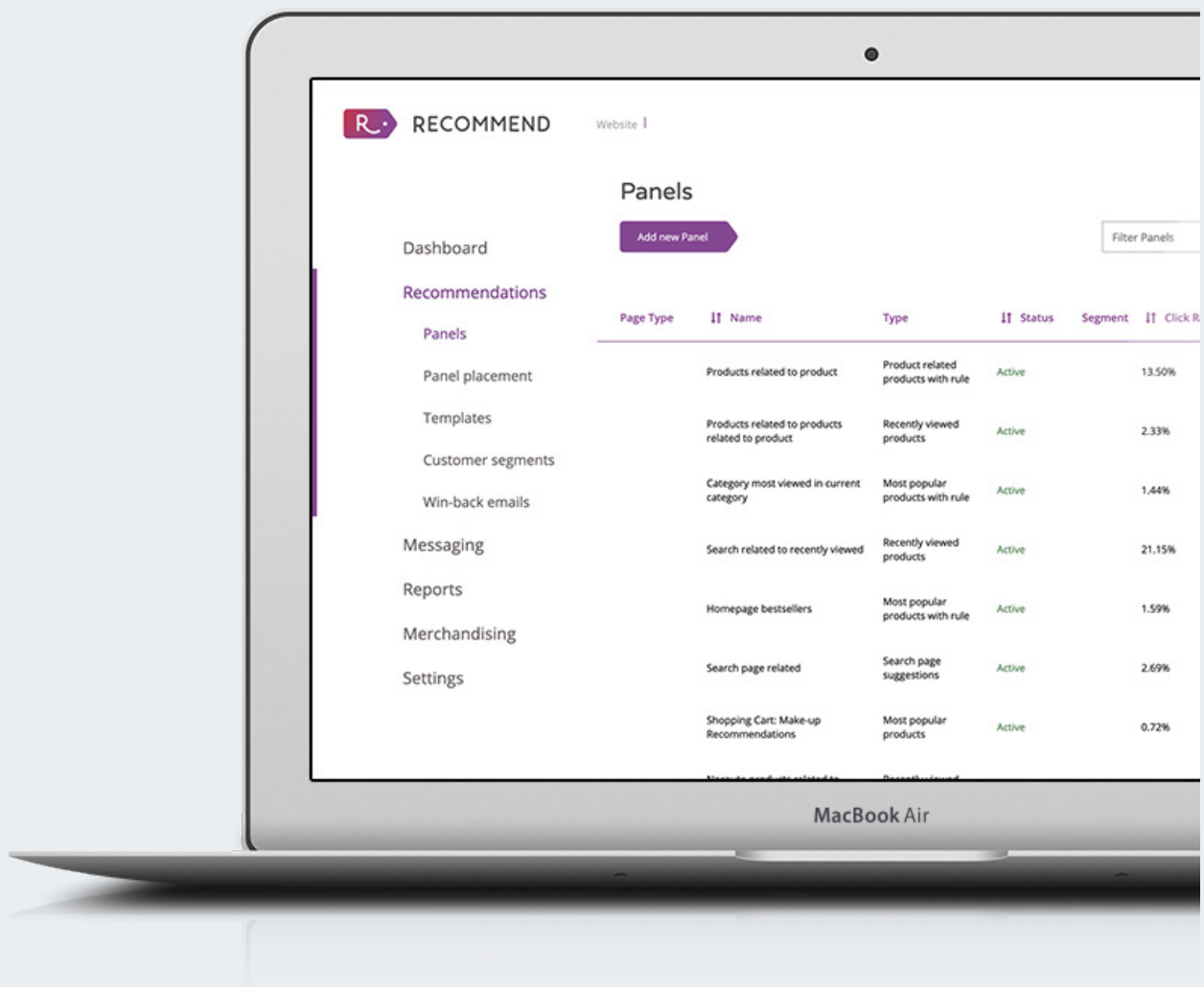
The Relevance of a Personalisation Software in Cross and Upselling

The e-tailer can use multiple techniques, discussed in previous ebooks, to maximise the customer's journey. When it comes to cross and upselling, it's not enough to show people other products - Websites have to show them other products that are relevant to them! And This is where a personalisation software comes in.

“ Several investigations have shown that personalisation can generate up to a 6% increase in revenue per visitor. How to get the best of Recommend to increase your traffic, improve conversion and, most importantly, the relationship with your customers? By using one of the tools available in your dashboard: Panels and Panels Placement.”

Personalised services such as Recommend help navigate the customer database to segment them into profiles, so it can determine what's important to them, their buying habits, tastes and concerns thus tailoring the e-shopping experience to their unique profile.

This process can be quickly done through panels that are effortlessly managed and updated: for example, 'product recommendations' and 'popular products' can appear on the homepage; while the shopping cart page refers to 'other users also bought' and 'normally bought together'.

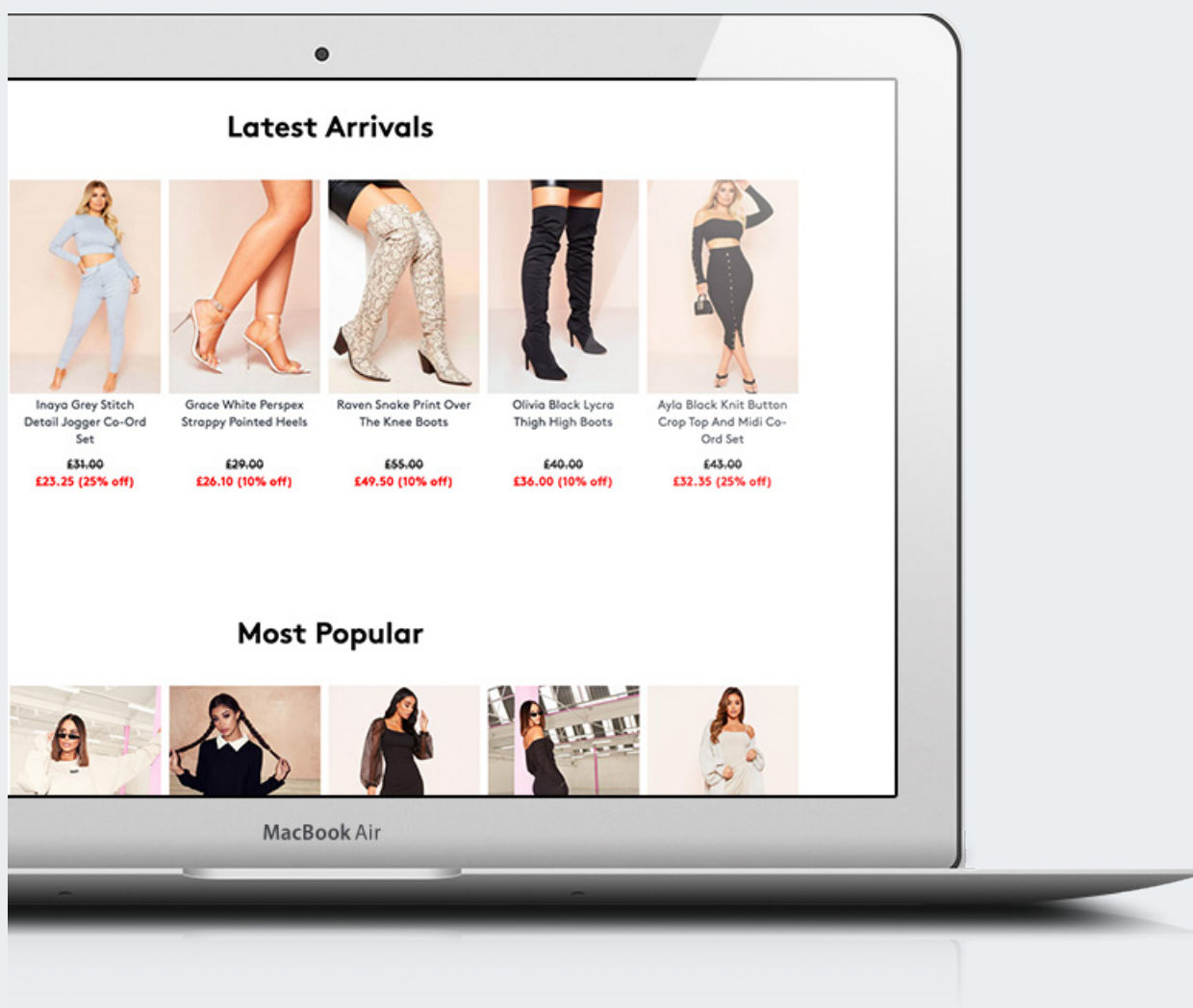


In addition to creating these panels on the website, the e-tailer can also increase profit by generating personalised emails and notifications with specific suggestions and products.

As we've mentioned previously, studies show that upselling to an existing customer is easier than selling to a new one and, following its own research, Recommend also realised that upselling on the PDP (Product Details Page) had the biggest impact on revenue across all other product panels.

For that reason, Recommend's algorithm goes further and analyses product popularity,

conversion rate, percentage of sizes in stock and brand popularity, to show what's best for the business and visitor's interest. As an example let's take a woman looking at a dress online that costs £50 with x conversion rate; Recommend's analysis can suggest, if available, a similar dress with a higher price and conversion rate, or opt for not displaying high converting items that aren't available in specific or all the sizes. Anticipating and adapting to each step of the way and each customer is the software's best asset.



In Conclusion: The value of selling more and better

From the benefits of a personalised experience to the value of push-notifications, the future of e-commerce is definitely one that understands and addresses each customer or visitor as unique: understanding tastes, shopping habits and preferences. But one that also anticipates needs offering cross and upselling opportunities that generate more revenue and stimulate the consumer's loyalty.

Research shows that cross-selling to a returning customer is easier and more profitable than selling something new to a first time visitor, but in order to do so ecommerces must be equipped with personalisation software such as Recommend.

These softwares assure that both during the shopping journey, as well as via email or pop-up notifications on a smartphone, your customer is shown pertinent options to increase basket value and trust. In some cases, these recommendations are even anticipating needs fulfilling the shopper's desires and cravings.

Sources

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Contact

You're one step closer to starting your Superb e-commerce adventure; we would really love to hear from you.

Why not give us a call and let's grab a coffee or something?

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