



OpenStore's average order value (AOV) soars by 20% with products from Shopify Collective

OpenStore is a unique business on Shopify that offers qualified Shopify store owners a hassle-free way to sell their business in as little as two weeks. If a store meets their qualifications, they'll extend an offer in 24 hours to purchase it.

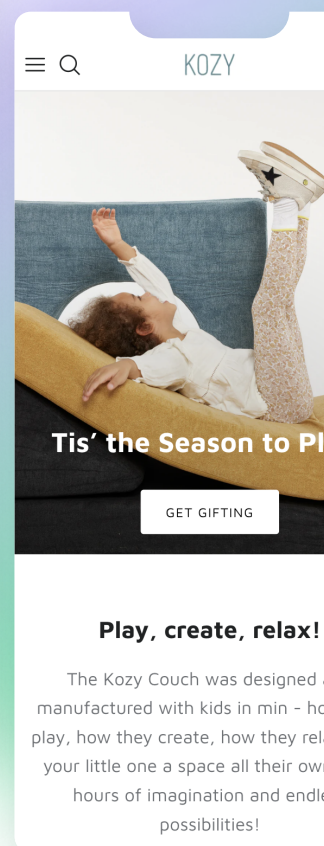
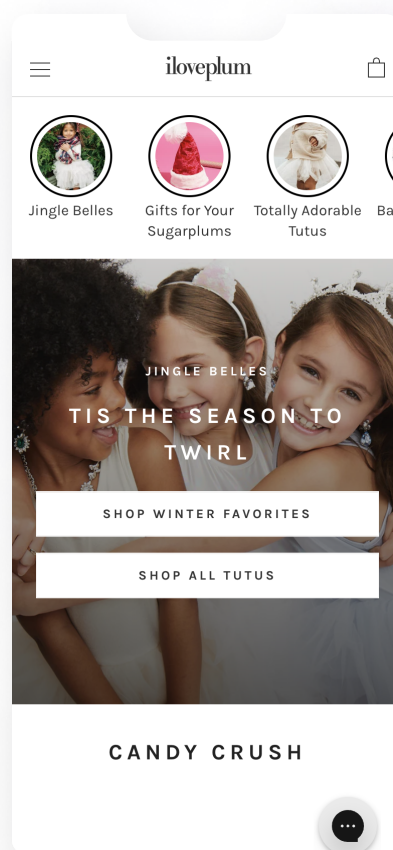
Challenge

OpenStore owns and manages a variety of stores on Shopify, including [iloveplum](#), [Barn Chic Boutique](#), and [Kozy Couch](#). In order to sell their diverse range of products across their different stores, they had to link from one store to another. This created some friction in the customer experience.

Solution

Shopify Collective allows OpenStore to **sell products between multiple stores on Shopify** without forcing customers to jump from website to website to complete their purchase.

With Collective, they can connect the stores directly in their admins, sync products and upload them to another store in minutes.



↓ Read more and view the results

21%↑



21% higher AOV when the orders include Collective products



\$0 additional customer acquisition costs

Pairing complementary brands and selling across stores through Shopify Collective helps **increase retention and engagement by offering new products that customers love.**

“If you find the right pairing of complementary brands, you extend your product category and drive more sales. There’s a huge upside with minimal risk.”



Dov Quint, Head of Operations



Double Kozy Couch
\$519.99



Kozy Couch
\$259.99

Results

Collective gives OpenStore a low-risk, low-effort way to increase customer acquisition without investing in additional inventory and warehousing costs. Thanks to Collective, they can leverage their multiple brands to increase cart size, drive sales, and optimize growth.

Since joining Collective, the average order value (AOV) on [iloveplum](#) has been over 20% higher when orders include products from Collective, and there has been no additional customer acquisition costs (CAC).

“In a world where customer acquisition costs continue to rise on traditional channels, **Shopify Collective offers an easier way to acquire new customers for a fraction of the cost.**”