

# Increase AOV

My favorite tactics to increase AOV  
both pre and post-purchase for your  
ecommerce store.



# Overview

There are **multiple areas** on a website that I utilize to increase AOV that I'll walk through in this guide.

1. Product Page
2. Add to Cart
3. Slide-out Cart
4. Checkout Page
5. Post-Checkout

*The math is simple. If your store is doing 20,000 orders per month, and you increase AOV by just \$1, that's an extra \$20,000 in topline revenue!*


# Product Page

**Bundle & Save:** Showcase recommended bundles on the product page that provide a savings when combined together.

Buy once  
Delivered One Time \$36.00


**Bundle & Save**

**1**




**\$36.00**

**Most Popular**




**SAVE -20%**

**\$66.00**  
Anti-Aging Kit



**SAVE -30%**

**\$140.00**  
Regimen Kit

 **add to cart** →

or 4 interest-free payments of \$9.00 with **afterpay** ⓘ

# Product Page

**You May Also Like:** Showcase other product recommendations in a carousel on the lower half of the product page.

## You May Also Like

Quick View +

2018 Jenna Cabernet Sauvignon

United States

★★★★☆ 9 Reviews

\$17.99 18% Off

\$21.99

ADD TO CART

2019 Monte Serena Winemaker's Selection Cabernet Sauvignon

United States

★★★★☆ 1 Review

\$17.99 18% Off

\$21.99

2020 Lone Cardinal Red Blend

United States

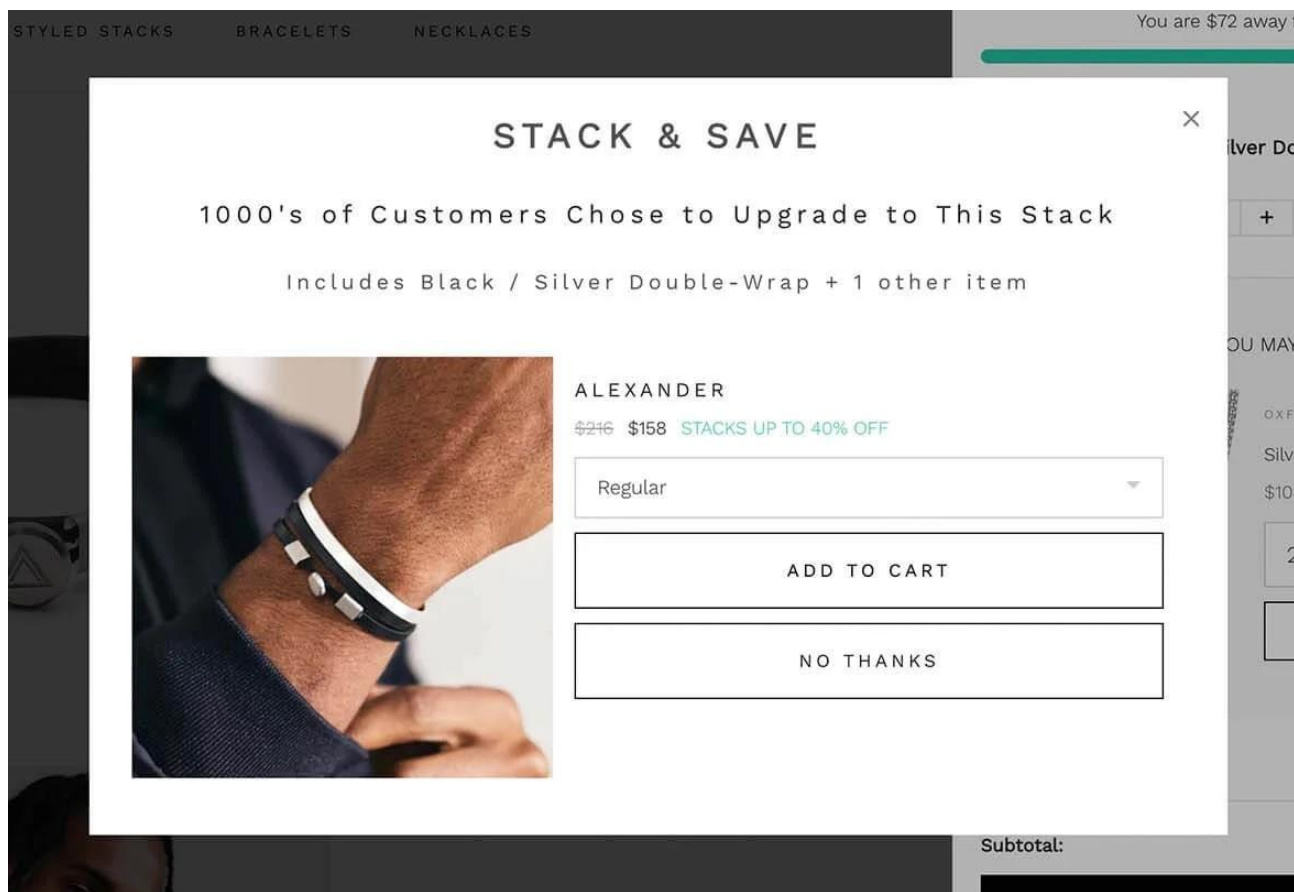
★★★★☆ 10 Reviews

\$17.99 18% Off

\$21.99

# Add to Cart

**Cross-sell or Upsell:** When visitor clicks add to cart, pop-up an offer that allows them to upgrade their order or that cross-sells them a complementary product.





# Add to Cart


**Switch to Subscription:** While not technically increasing AOV, as soon as a visitor clicks add to cart on a product have a pop-up that offers them the ability to switch their order to a subscription.

**subscribe & save**

we are all about making your routine easier, so why not subscribe for one less thing to think about. plus, these perks are no joke.

 **free shipping, always**

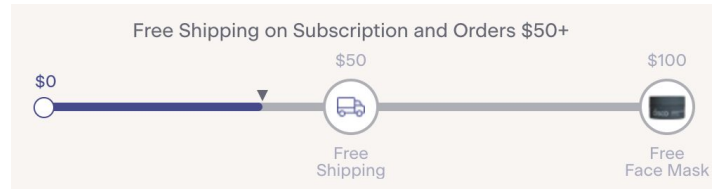
 **save up to 15%**

 **skip, modify or cancel anytime**

**SWITCH TO SUBSCRIPTION**


[no thanks](#)

# Slide-out Cart




**Tiered Progress Bar:** Offer free-shipping and gift-with-purchase thresholds that incentivize buying more. For example, offer free shipping at \$50 and a free gift at \$100.


[< CONTINUE SHOPPING](#) **Your Cart**

 **Congrats! You've unlocked a free Magic Stroon!**

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	<p><b>The Magic Stroon</b> <span style="float: right;">×</span></p> <p><small>Congratulations! A free stroon will be included in your order.</small></p> <p style="text-align: right;"><b>\$0.00</b> <del>\$6.99</del></p>
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	<p><b>Variety - 1 case (6 boxes)</b> <span style="float: right;">×</span></p> <p style="text-align: center;">- 1 +</p> <p style="text-align: right;"><b>\$54.00</b> <del>\$59.00</del></p>
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**SUBSCRIBE AND SAVE 25%**

# Slide-out Cart

**Upgrade to Subscribe & Save:** Give customers the ability to upgrade their order to a subscription directly within their cart.

## Your Cart



Add one more case and get a free sample!



X Remove

### Soylent Creamy Chocolate Meal Replacement Shake

- 1 +

\$48.00

Subscribe & Save



# Slide-out Cart

**You May Also Like:** Showcase other products the customer can add to their order with 1-click directly within their cart.

YOU MAY ALSO LIKE



**Soylent Vanilla High Protein Shake**

\$39.00

ADD TO CART



**Soylent Squared Snack Bar Peanut Butter Chocolate Chip**

\$26.50

ADD TO CART

**Recommended Pro Tip**

Add this for total skin support. Skincare products work most effectively when paired together. We won't let you down.




**Charcoal Face Cleanser Stick**

\$21.60 ~~\$24.00~~

add to cart

# Checkout Page


**1-click cross-sell:** Give customers the ability to add recommended products with 1-click in checkout.



1

Repairing Eye Stick \$36.00

RECOMMENDED ADD-ONS



Charcoal Face Cleanser Stick  
\$21.60 ~~\$24.00~~

Add

→

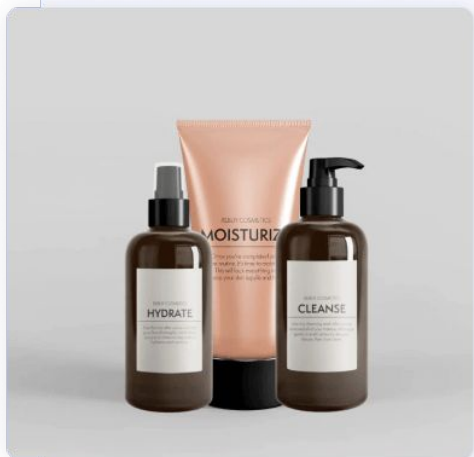
Subtotal	\$36.00
Shipping <span>?</span>	Calculated at next step
<b>Total</b>	<b>USD \$36.00</b>

# Post-Checkout

**Cross-sell:** Immediately after payment is processed, serve customers an offer that can be appended to their existing order with 1-click. This is an interstitial page that lives between the checkout finalization screen and the thank you page.

✓ You've paid for your order.  
[View order confirmation >](#)

Black Friday only!  
Save 50% \*Card Details not required  
Don't miss out -- your special offer ends in: 2:49



Floral Cosmetics Bundle	
	\$15.00 <del>30.00</del>
Subtotal	\$15.00
Shipping	5.00
Taxes	0
Total	\$20.00

Pay now - \$20.00

[Decline this offer](#)

# DOWNLOAD REBUY!