

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  

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.

The screenshot shows a website with a dark navigation bar containing the categories 'STYLED STACKS', 'BRACELETS', and 'NECKLACES'. A green progress bar at the top right indicates 'You are \$72 away'. A white pop-up window titled 'STACK & SAVE' is centered on the screen. The pop-up contains the following text: '1000's of Customers Chose to Upgrade to This Stack' and 'Includes Black / Silver Double-Wrap + 1 other item'. On the left side of the pop-up is a photograph of a person's wrist wearing a black and silver double-wrap bracelet. To the right of the photo, the product name 'ALEXANDER' is displayed, followed by the price '\$216 \$158' and a green banner that says 'STACKS UP TO 40% OFF'. Below the price is a dropdown menu currently set to 'Regular'. At the bottom of the pop-up are two buttons: 'ADD TO CART' and 'NO THANKS'. In the background, a shopping cart is partially visible with a 'Subtotal:' label.

Add to Cart

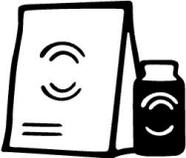
Switch to Subscription: While not technically increasing AOV, as soon as a visitor clicks add to cart on a product have a pop-up that offers them the ability to switch their order to a subscription.

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**

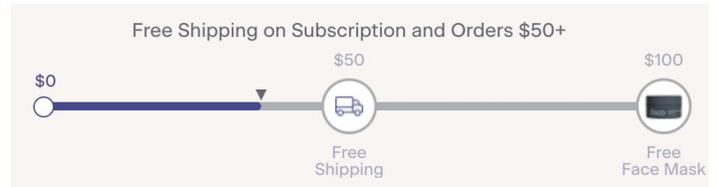
 **save up to 15%**

 **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!**

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

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 ?	Calculated at next step
Total	USD \$36.00

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 30.00
Subtotal	\$15.00
Shipping	5.00
Taxes	0
Total	\$20.00

Pay now - \$20.00

[Decline this offer](#)

DOWNLOAD REBUY!