



# WOOCOMMERCE UPSELL PLUGIN THAT WILL SAVE YOUR BUSINESS IN 2019



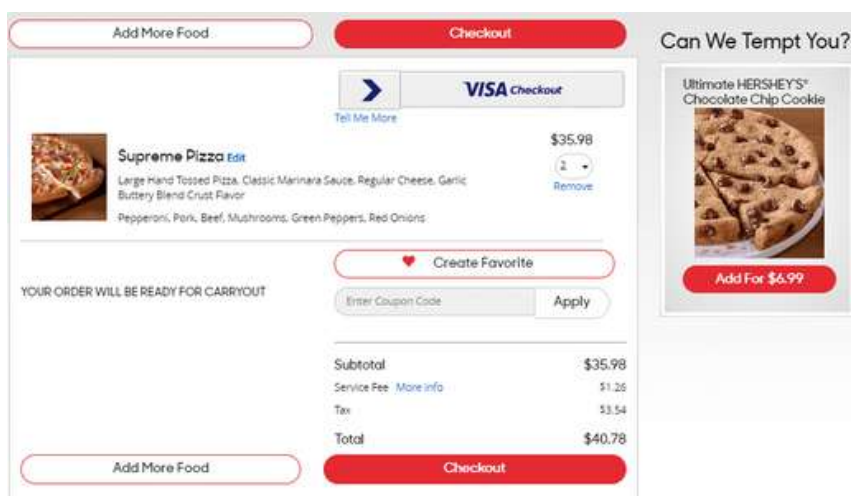
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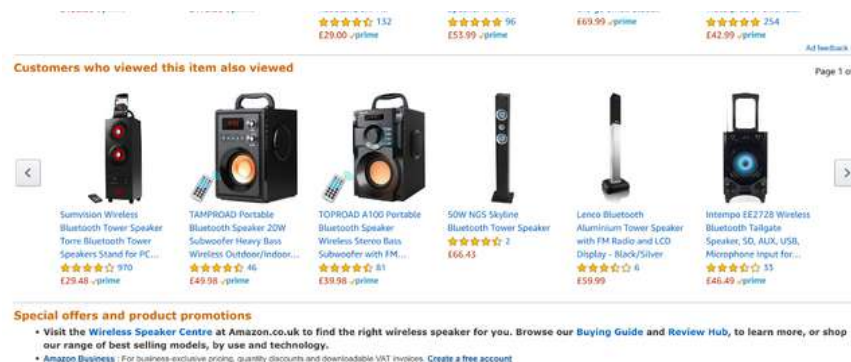


Do you recall that when you were ordering a coffee in Starbucks, you were asked whether you would like to try their signature coffee beans?

Or when you ordered the pizza online, they always suggest additional toppings. That's upselling.



Go to Amazon, and add the product of your choice to the cart. You will instantly see an additional section saying – “customers also viewed” showcasing some items, mostly similar or “related” but usually higher priced. That's also upselling.





The main purpose of this kind of marketing technique is to increase sales and make some extra money out of every sale that a brand makes. If you are using WooCommerce for your eCommerce operation and if you want to enable WooCommerce upsell, you need a plugin which can facilitate upselling on your WordPress eCommerce store.



Let's first understand how upselling benefits your eCommerce store and which WooCommerce upsell plugin should you look out for.

Look at the below example from Bold Coffee. When someone clicks on a bag of coffee, you can upgrade or “upsell” them to a bigger bag of coffee for just \$3 more. Now that's pure upsell.

## Why is upselling important to the eCommerce domain?

The prefix “Up” in the word upsell itself suggests that it has something to do with ‘more’ – more sales, a higher price and more revenue. Typically, this is achieved by showcasing a better edition of what you are looking at.

*A study shows that upselling drives more than 4% of total sales.*



## *Better engagement with customers*

As an eCommerce store owner, it is important that you keep your customers engaged, and simultaneously build a strong relationship with them. If for a moment we put aside the aspect of earning more revenue, with upselling you are actually redirecting your customers towards products that may complete their needs in some way – focusing on their happiness in general. And when you focus on your customers' needs, you have the chance to better engage with them.



## *Helps with customer retention*

Like they say, retaining existing customers is a lot easier than trying to acquire new ones. Upselling can help you retain your customers while trying to sell more products to them.

Customer lifetime value (CLV) is a measure of how profitable a customer is to your business. A higher CLV from a particular customer simply means that they are beneficial for your organization. Upselling enables you to get a better CLV from the same customer, because they intend to spend more than what you would get from a new customer.

Now that you understand the benefits of upselling to your store, let's talk in the context of WooCommerce.



If you are a small eCommerce retailer on WooCommerce, Magento or Shopify, there's a simpler way of ensuring effective upsells on your store.

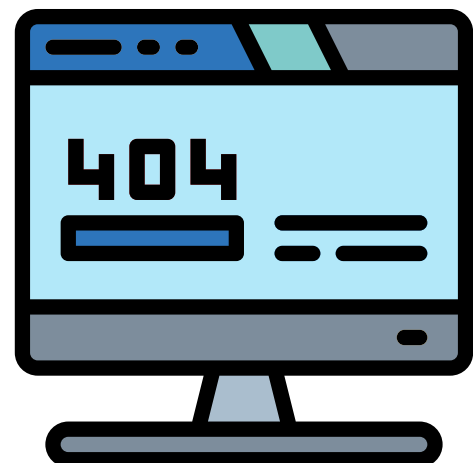
And that's where WooCommerce upsell plugins come into play.

When we look for the best WooCommerce upsell plugin, we are precisely looking for:

- WooCommerce upsell in cart
- WooCommerce display upsells on product page, and
- WooCommerce upsell on checkout

In a glance, let me take you through our WooCommerce upsell plugin. For starters, the plugin displays product recommendations on:

- Cart Page
- Filter Page
- Not Found Page
- Home Page
- Product Page
- Search Page
- Sales Page





With this WooCommerce plugin you can also use the following list of logic types on your recommendation blocks:

- Related products from like-minded shoppers: This algorithm displays products that other shoppers have liked or purchased.
- Popular Products: Showcases products that are bestsellers or popular among the customers.
- Recently viewed products: Shows products that have been recently viewed.
- “If this then that” product recommendations: The plugin also allows you to set some pre-set rules saying something like, ‘if the visitor is viewing t-shirts, then show him shorts’. This is possible with the “If this, then that” feature.
- Discounted Products: Allows you to feature the products that are on sale/discount.
- New Arrivals: You can demonstrate products which are ‘New Arrivals’
- Frequently bought together: This is a cross sell feature showcasing products which can be bought along with the product the customer has liked.
- Product recommendations on emails: This WooCommerce upsell plugin also allows you to send product recommendations to your customers (email subscribers) through email and helps you make upsell.





For instance if you are looking for Cuffed Skinny Jeans, our WooCommerce upsell plugin will display the “frequently bought together” products below the viewed item.

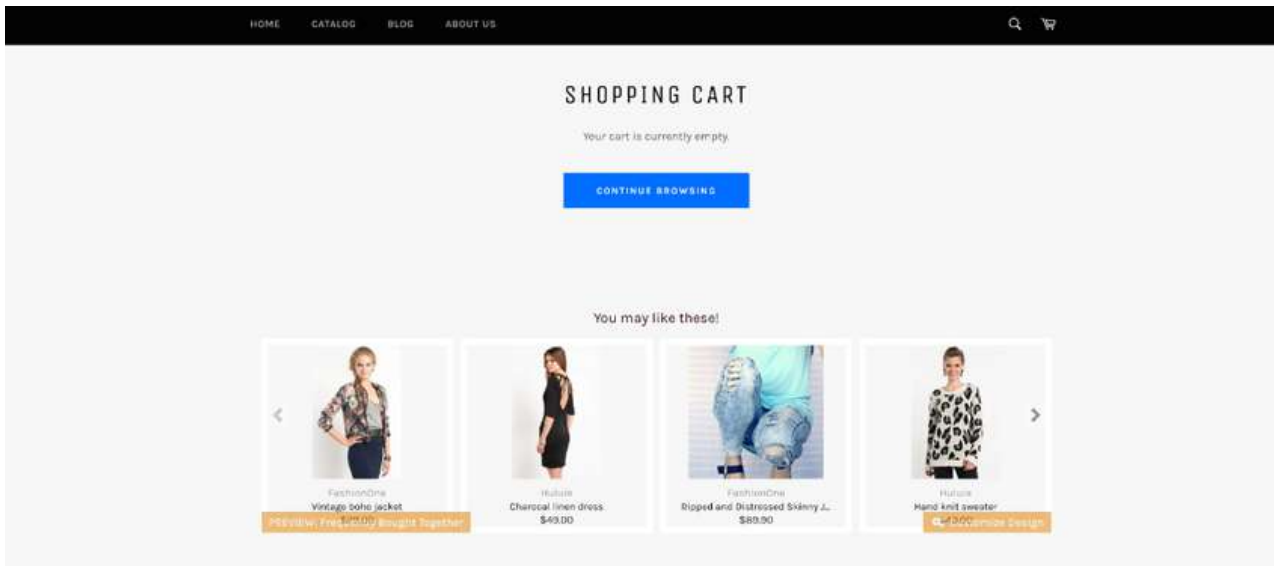
The screenshot shows a product page for 'Cuffed Skinny Jeans' priced at \$59.90. Below the product details is a 'Frequently Bought Together' section featuring four items:

- Striped T-Shirt Dress** by FashionOne, priced at \$59.90. A preview banner below it reads 'PREVIEW: Frequently Bought Together'.
- Plus Sized Boho Dress** by bodyplu, priced at \$68.90.
- Designer Skinny Jeans** by FashionOne, priced at \$89.90.
- Moon Water - skirt pants** by FashionOne, priced at \$49.90. A 'Customize Design' button is located below this item.

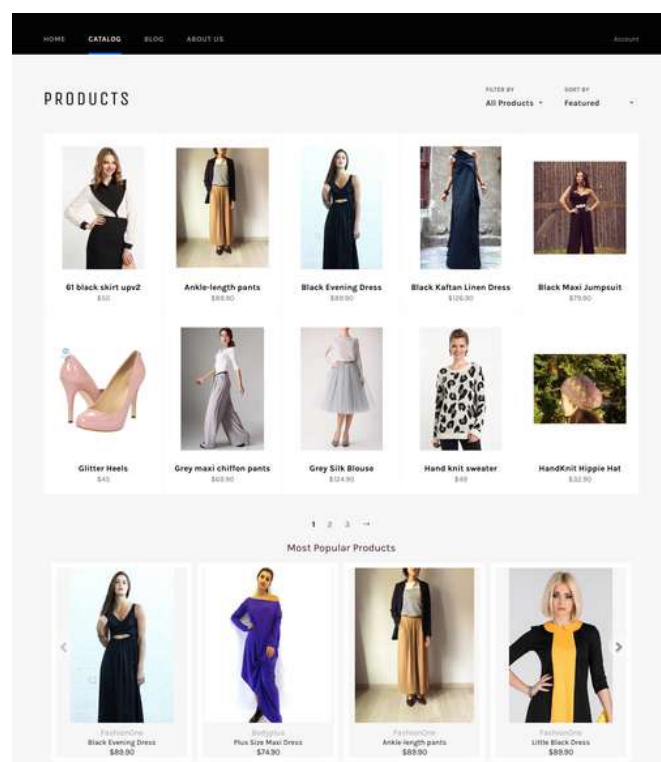




Similarly, you can also enable WooCommerce upsell in cart page like below. Our Woocommerce cart upsell plugin allows you to display upsell products on the shopping cart each time this page is viewed by your customers.

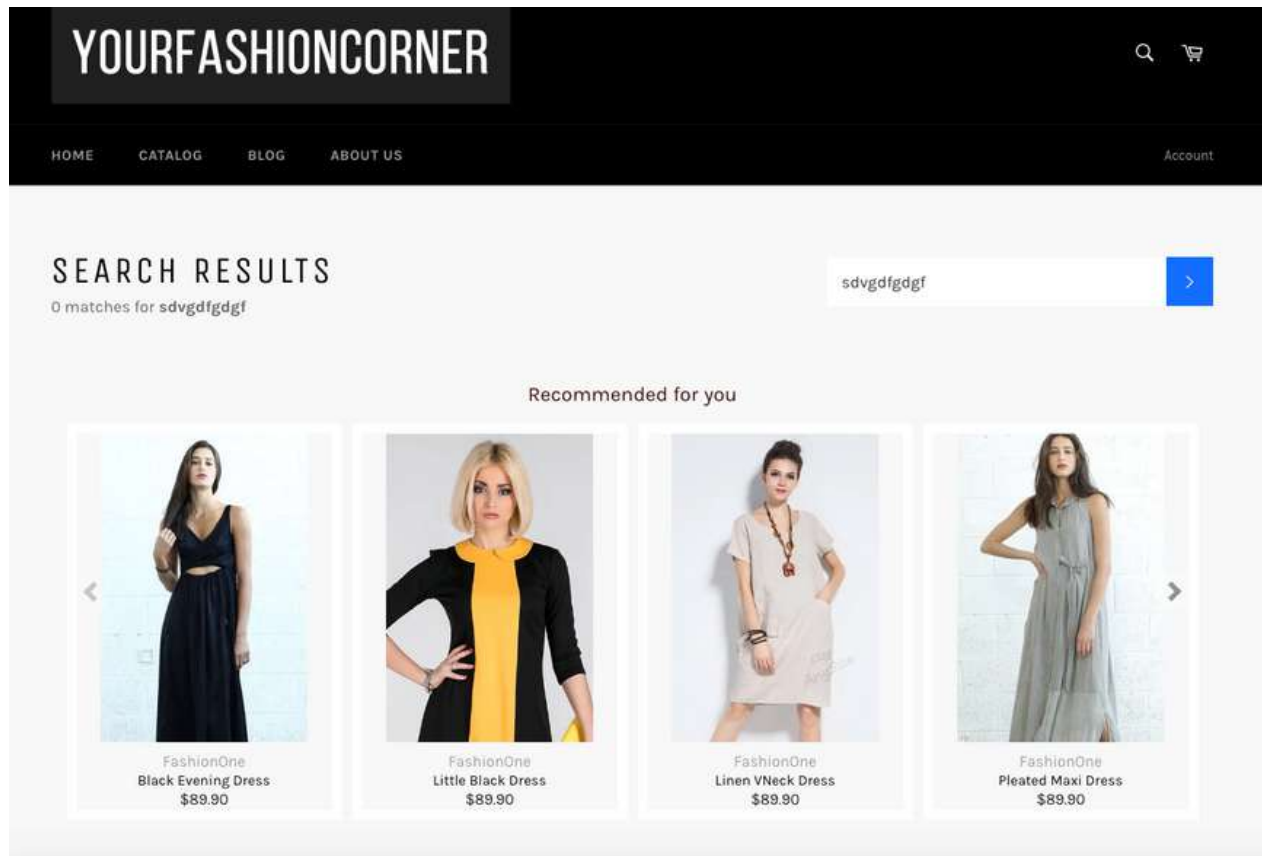


In your product collection page, our WooCommerce upsell plugin will showcase popular products something like this:





Similarly, for your “no results found” page, it will display related products in the following manner:



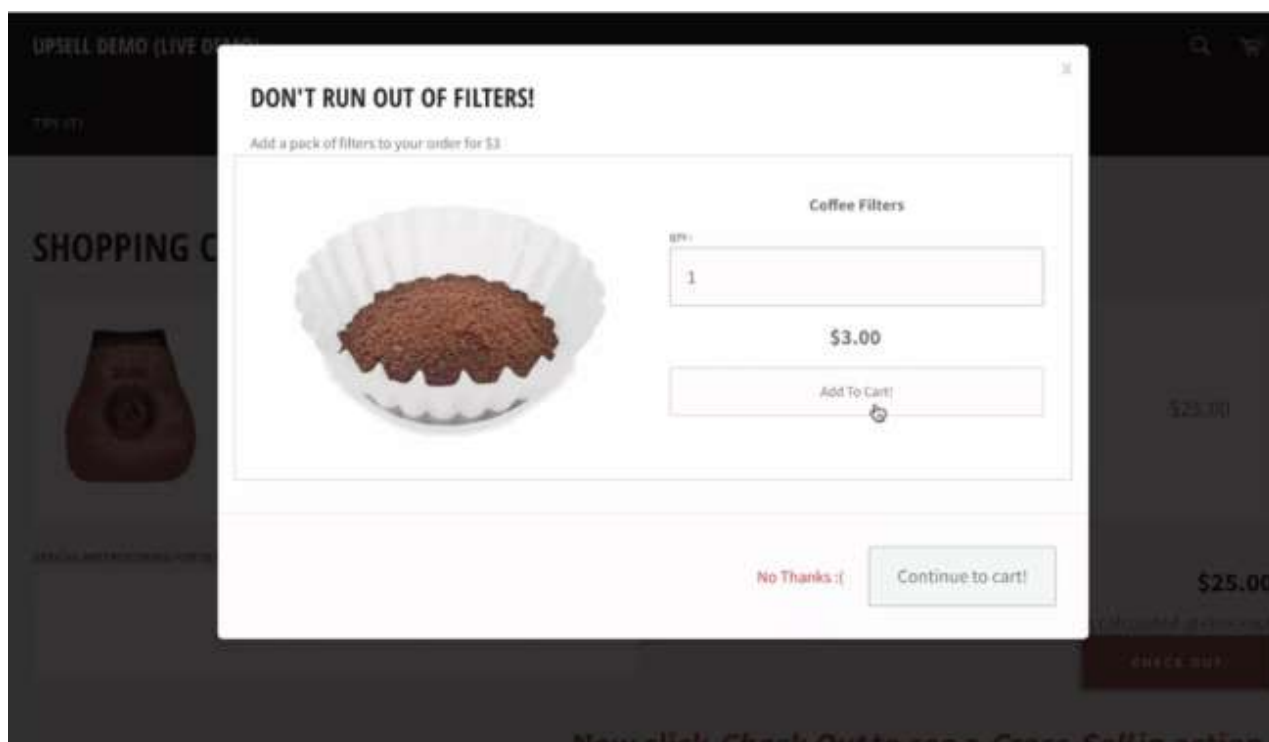
## Step-by-step guide to effective WooCommerce upselling with Personalization

- Install the Personalization WooCommerce Plugin
- Determine The rules of upselling with the admin panel
- Run it for a couple of weeks
- Measure its effectiveness with tools like Google Analytics Enhanced eCommerce
- Tweak and repeat



## WooCommerce upsell vs cross-sell

There is another cousin of eCommerce upselling called “cross-selling”. Cross selling also has the same objective, namely to increase AOV, but it does so by selling or suggesting complementary products. Look at the below example.



In the above example, you’re suggesting to your coffee buyer to add an additional product (coffee filters in this case) to the cart.

Three ways for upselling on your Personalization  
WooCommerce upsell plugin



## 1) *Create a WooCommerce upsell bundle*

A fully equipped product bundle is always helpful when you are trying to drive WooCommerce upsell. For instance, let's say you sell mobile phones. A customer who's been looking at the products in your store decides on the model, and they're ready to hit the BUY button. At this stage, you might want to ask yourself, "What else will this customer need for you to get the most out of this sale?"

A fully equipped product bundle is always helpful when you are trying to drive WooCommerce upsell.

Here you could offer your customer a 'fully-equipped mobile phone bundle', including a back cover/case, headphones, charger and adaptor etc. These are all things the customer might need to buy later anyway, but if you offer them these at the right moment, you have a greater chance at convincing the customer to spend more now, resulting in higher revenue.





Perzonalization's Woocommerce upsell plugin lets you work on this rule. As you may see in the below panel, a rule like 'If the customer is viewing items from Converse, then show items from collection 'Pants and More' is very easy to define

**PERZONALIZATION** Analytics Store Settings Email Settings Account Help

[« Back to Recommendation Blocks](#)

### Recommendation Block Settings

**1. Create Condition ("if shoppers are viewing these products...")**  
Define optional conditions and control under which conditions the filters below will be active

<b>Vendors</b>	<input type="text" value="Converse"/>	<b>Min. Price</b>	<input type="text" value="\$ 100 - Optional"/> <input type="text" value=".00"/>
<b>Exclude Vendors</b>	<input type="text" value="Click To Load - Optional"/>	<b>Max. Price</b>	<input type="text" value="\$ 600 - Optional"/> <input type="text" value=".00"/>
<b>Collections</b>	<input type="text" value="Click To Load - Optional"/>	<b>Max. discount</b>	<input type="text" value="10 - Optional"/> <input checked="" type="text" value="%"/>
<b>Variant Options</b>	<input type="text" value="Click To Load - Optional"/>	<b>Discounted Only</b>	<input type="checkbox"/>
<b>Types</b>	<input type="text" value="Click To Load - Optional"/>	<b>Not Discounted Only</b>	<input type="checkbox"/>
<b>Tags</b>	<input type="text" value="Click To Load - Optional"/>	<b>User Id</b>	<input type="text" value="i.e. f6827954-7ebc-4433-ae75-118d654e840d"/>
		<b>Tracking Qs</b>	<input type="text" value="i.e. utm_source=email&amp;utm_medium=email-recomen"/>





**2. Create Filters ("... then recommend these products")**  
Define optional filters and dynamically customize what products will be displayed to your shoppers

<b>Vendors</b>	<input type="text" value="Click To Load - Optional"/>	<b>Min. Price</b>	<input type="text" value="\$ 100 - Optional"/> <input type="text" value=".00"/>
<b>Exclude Vendors</b>	<input type="text" value="Click To Load - Optional"/>	<b>Max. Price</b>	<input type="text" value="\$ 600 - Optional"/> <input type="text" value=".00"/>
<b>Collections</b>	<input type="text" value="Pants And More"/>	<b>Max. discount</b>	<input type="text" value="10 - Optional"/> <input checked="" type="text" value="%"/>
<b>Variant Options</b>	<input type="text" value="Click To Load - Optional"/>	<b>Discounted Only</b>	<input type="checkbox"/>
<b>Types</b>	<input type="text" value="Click To Load - Optional"/>	<b>Not Discounted Only</b>	<input type="checkbox"/>
<b>Tags</b>	<input type="text" value="Click To Load - Optional"/>	<b>User Id</b>	<input type="text" value="i.e. f6827954-7ebc-4433-ae75-118d654e840d"/>
		<b>Tracking Qs</b>	<input type="text" value="i.e. utm_source=email&amp;utm_medium=email-recomen"/>

**20 products fit your filter criteria**

[Reset all settings back to default](#)

**3. Preview**  
A quick look at how your settings reflect to recommendations

 <p>Ankle-length pants \$89.90</p>	 <p>Elegant Designer Pants \$89.90</p>	 <p>Cuffed skinny jeans \$59.90</p>	 <p>Ripped and Distressed Skinny Jeans \$89.90</p>
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**3. Name Your Rec. Block**

**Rec. Block Name\***



When you place this recommendation block on your cart page, the users who add Converse to their shopping carts will see pants. This is a great example to WooCommerce cross-sell.

The screenshot shows a shopping cart page with a navigation bar at the top containing 'HOME', 'CATALOG', 'BLOG', 'ABOUT US', and 'Account'. The main heading is 'SHOPPING CART'. The cart contains one item: 'Converse Chuck Taylor' in size '36 / White' for \$79.90. Below the item is a 'SPECIAL INSTRUCTIONS FOR SELLER' text area. To the right, the total price is '\$79.90' with a note 'Shipping & taxes calculated at checkout' and a blue 'CHECK OUT' button. Below the cart, a section titled 'Consider these ones!' features four product recommendations in a carousel format:

- Ripped and Distressed Skinny J...** by FashionOne, priced at \$89.90.
- Designer Skinny Jeans** by FashionOne, priced at \$89.90.
- New Planet Galaxy Leggings** by FashionOne, priced at \$99.90.
- Sarouel Harem Pants** by FashionOne, priced at \$119.90.

Another good example comes from Sky. It offers a basic package to its customers, along with different add-ons that create different value depending on the customer.



## *2) Add a WooCommerce upsell to your store's checkout process*

There are two places in your WooCommerce store that are ideal for placing your Personalization WooCommerce upsell plugin. The first is inside your product pages, where customers will see WooCommerce related products before moving on to the checkout screen. You can also add other useful attributes with this plugin, such as WooCommerce 'you may also like' products or WooCommerce 'you may be interested in' products.

For instance, your customer is buying a subscription offer. After the checkout page, you give them the option to upgrade with an additional discount.

The second location where you can use this plugin is within your checkout page. Many eCommerce stores tend to include certain offers for additional or alternative products within the first few steps of the checkout process. Some others include special discounts for these 'other products', making them available to only those customers who select them during checkout.







### 3) Use a post-purchase WooCommerce upsell

It's not that you can use this WooCommerce upsell plugin only before and during the checkout process. You can also use upsell offers for users after they have made a purchase. But for this you will need customer email addresses and you'll need to ask them if they're open to receiving product offers. If the customer agrees, then you can add them to your email list and send them an occasional marketing newsletter like the WooCommerce new order email to customers to encourage them to make more purchases.

Look at the below example:

The image shows a screenshot of a post-purchase upsell email template. It is divided into three main sections:

- How's it going?**: A light beige header section containing the text: "We hope you're enjoying your new Basic Piece purchase. But did you know that we've got even more great items that we're 100% sure you'll love? Come back anytime before May 16, 2018, and you can use the special discount below."
- Discount Code Section**: A white box with a dashed green border containing the text: "Use the unique discount code below on all featured items in our store and get 50% off." Below this is the **DISCOUNT CODE: 1234-5678-9100** in red, a black **SHOP NOW** button, and the text "Expires on May 16, 2018".
- Recommended Products**: A light beige header section above two product images. The first image shows a woman wearing a grey, off-the-shoulder, knee-length dress. The second image shows a woman wearing a light pink, short-sleeved, knee-length dress.





One great thing about this approach is that it's subtle because you give your customers time to think about whether they need any additional products or want to upgrade. So there's less pressure on them.

However, for implementing this WooCommerce upsell technique, you'll need to use an email marketing platform that can connect with your e-commerce site. One of the highest selling points of the Personalization WooCommerce upsell plugin is that it is compatible with any email marketing platform.

You can easily form an e-mail template (like the one below) on Personalization's WooCommerce admin panel and send this out with any email marketing platform.





## WooCommerce upsell best practices

Successful upselling is all about understanding your customers' needs and making the shopping experience more enjoyable and customized for them. Following are some of the best practices to try:


- Incentivize your upsell offers and reward your customers for spending that extra buck. Free shipping or a discount on future purchases are good ways to do it.
- Use simultaneous comparisons to showcase the value the customer gets by purchasing the costlier version of the product.
- Ensure that the product you're trying to upsell is within a reasonable price range of the products they have selected. Customers will usually not pay more than 25% of what they planned to spend.
- Avoid being too pushy. Give your customers alternatives, but at the same time allow them enough space to make up their minds in their own time.
- Put useful reminders to customers to top on related products they might need in the future. Look at the below example from Dollar Shave Club.





DOLLAR SHAVE CLUB United States

Get Ready > Customize > Checkout



Today you pay **\$5.00**

**GET THE STARTER SET**

### The Shave Starter Set

Get the perfect introduction to our most popular products. We follow that up with Restock Boxes, so you never run out.

**Starter Set ships today** **\$5.00**

~~\$15.00~~

Trial sizes are big enough to use a few times. No hidden fees. Starter Set ships for free.

**The Shave Starter Set**

- Shave Butter Travel (3 oz)
- Executive Handle (1 ct)
- Razor Cartridges (4 pk)

[Change your selections?](#)

### Restock Box ships Mar 4th

**\$24.70**

~~\$26.00~~

Your full-size Restock Box will ship with the items below. Anytime you want, you can add & remove products.

Shave Full-size

**Razor Cartridges**


4 pk  
Qty 2

- Use customer data/browsing history to personalize offers as much as possible and suggest products that genuinely add value to their purchase.
- Make the process simple. There should just be one click to get the upsell offer. More time your user takes to do an additional process of upsell, lesser is the chance of a conversion.
- Consider creating a sense of urgency by conveying real-time updates on your stock, for instance, use phrases like “only 2 items left” or remind them that the offer will be available for a limited period of time only.



In the upsell offer below, there is a one-time offer on men's shirts. Customers hence will be tempted to take it.

Wait! Want a Special One-Time Offer?



Men's Shirt (#935)

A shirt is a cloth garment for the upper body Originally an undergarment worn exclusively by men, it has become, in American English, a catch-all term for a broad variety of upper-body garments and undergarments. In British English, a shirt is more specifically a garment with a collar, sleeves with cuffs, and a full vertical ... A shirt is a cloth garment for the upper body Originally an undergarment worn exclusively by men, it has become, in American English, a catch-all term for a broad variety of upper-body garments and undergarments. In British English, a shirt is more specifically a garment with a collar, sleeves with cuffs, and a full vertical ...

Special Offer Price : **\$17.00**

[Add this to my order](#)

[No thanks](#)

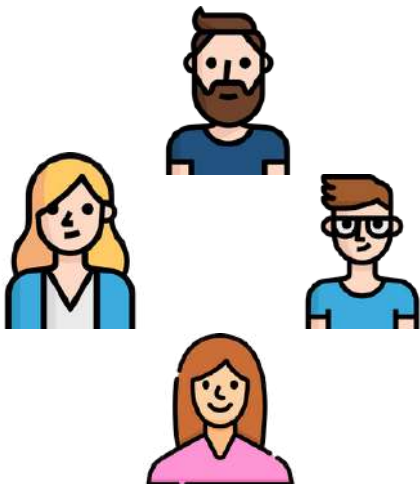
- Educate customers on missed opportunities, if they decide not to take advantage of the offer. Create a sense of FOMO (Fear Of Missing Out). Value Proposition is vital.
- Don't overwhelm your customer with too many choices, but show a decent range of products.
- Try and upsell only your most reviewed/most sold and most relevant products.
- Create a "Buy One, Get One For A Discount (BOGO)" offer. A sentence like "That shirt will look great on you. Why not get another for 50% off?" will do the trick.



## What have we learned?

A good upsell always leaves the customer feeling like they have won despite spending that extra buck. For this to happen, you need to strategize your WooCommerce upsell in a way that it is customized to their needs. And although upselling is one of the easiest ways to increase your average order value, improve customer lifetime value, and generally raise your bottom line sales numbers, it requires substantial thought and planning. Personalization's WooCommerce upsell plugin enables you to increase your profitability and also brings customer loyalty and brand engagement.

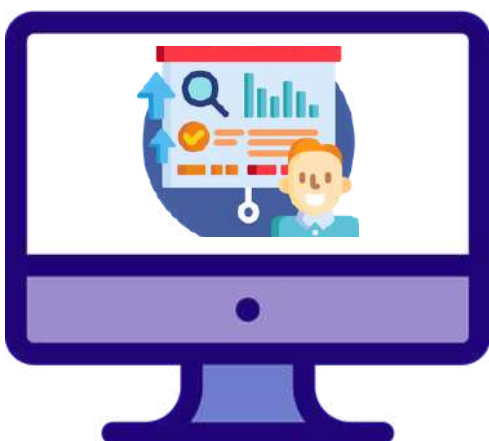
Have you offered your customers something they can't resist in terms of upsell? Let us know.



**Are you a small online business owner?  
Or a professional eCommerce manager?**

**It doesn't matter!**

**Get Personalization  
and start uplifting your profits!**



**START YOUR TRIAL NOW**

# THANK YOU

Want more content on  
eCommerce?

# DISCOVER

# PERSONALIZATION

