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Cross Merchandising Online: Maximizing the Opportunity



Get **BONUS** content!

In your bonus preview, you'll receive real-life examples of online cross-selling best practices from some of the most successful online retail giants where you'll get an in-depth look at how Best Buy applies these tactics with Apple products. You'll learn how each company's tactics vary, how they play to the retailer's strengths, and how you should be utilizing the product descriptor page, the reviewing cart page, and finally, the checkout page.

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CROSS MERCHANDISING
WHITE PAPER – PART 3

NOVEMBER 2017

Cross Merchandising Online: Maximizing the Opportunity

Cross merchandising brings together complementary products in one place for shoppers to consider.

Think S'mores: a single display that includes graham crackers, marshmallows and chocolate bars, triggering impulse purchases and a larger basket size of products sold at a full retail price. Customers appreciate the convenience of having everything in one place. It's a win-win.

In the physical world of brick and mortar, retailers are limited by time, space and cost to create cross merchandising displays. But in the online world, the opportunity for cross merchandising or better described in the digital world as cross-selling is practically unlimited.

35% of Amazon sales were a direct result of cross-sells.

On a retail website, the opportunity for cross-selling can be designed into every product sale – and most online retailers are already doing it. Whenever a single product is clicked on for more information, you'll often see similar products and complementary products added to the page. This paper will review some of the latest practices and how the leading online retailers are leveraging cross-selling to boost sales.

Programming and maintaining a large retail website for effective cross-selling requires a significant investment and ongoing effort. Is it worth it?

YES!

What the experts are saying:

“35% of Amazon sales were a direct result of cross-sells” – Amazon CEO Jeff Bezos.

“Product recommendations are responsible for an average of 10-30% of e-commerce site revenues” according to Forrester Research analyst Sucharita Mulpuru.

How much extra will a shopper typically spend on a cross-sell?

It varies by category but...

- Some online retailers see even more cross sell potential and cite the 60/60 Rule: 60% of customers will spend 60% more than the product they're buying.