

The 21 Best Cross-Sell and Upsell Apps for Shopify

sceptermarketing.com/related-product-cross-sell-apps-shopify-ultimate-list/

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October 27,
2018



Last updated December 9, 2019. We decided to revamp this post in order to bring you the most highly-rated cross-sell and upsell Shopify related products apps. For each product, you'll see a link to its Shopify app page, a price range, a screenshot showing the rating and number of reviews, and a brief description of what makes the app unique or appealing. Do you think we're missing one of the greatest cross-sell apps of all time? Tell us why in the comments!

It's well known that displaying related products (also called "cross sell" items) can greatly increase eCommerce sales. Nearly every major retailer uses them, and you can bet that they are doing so because it works very well.

Many themes come with a built-in related products feature, but usually it shows random products from the same collection. Recently, we've been working on a lot of Shopify sites for our customers, and they want to know how to display related products to their customers. To better aid our customers in making their decisions, we've decided to put together the ultimate list of related product, cross-sell and upsell apps for Shopify.

Not all cross sell, up sell, or related product apps are created equal. Each of these apps approaches relating products to each other differently. Here is a list of some of the methods that they employ.

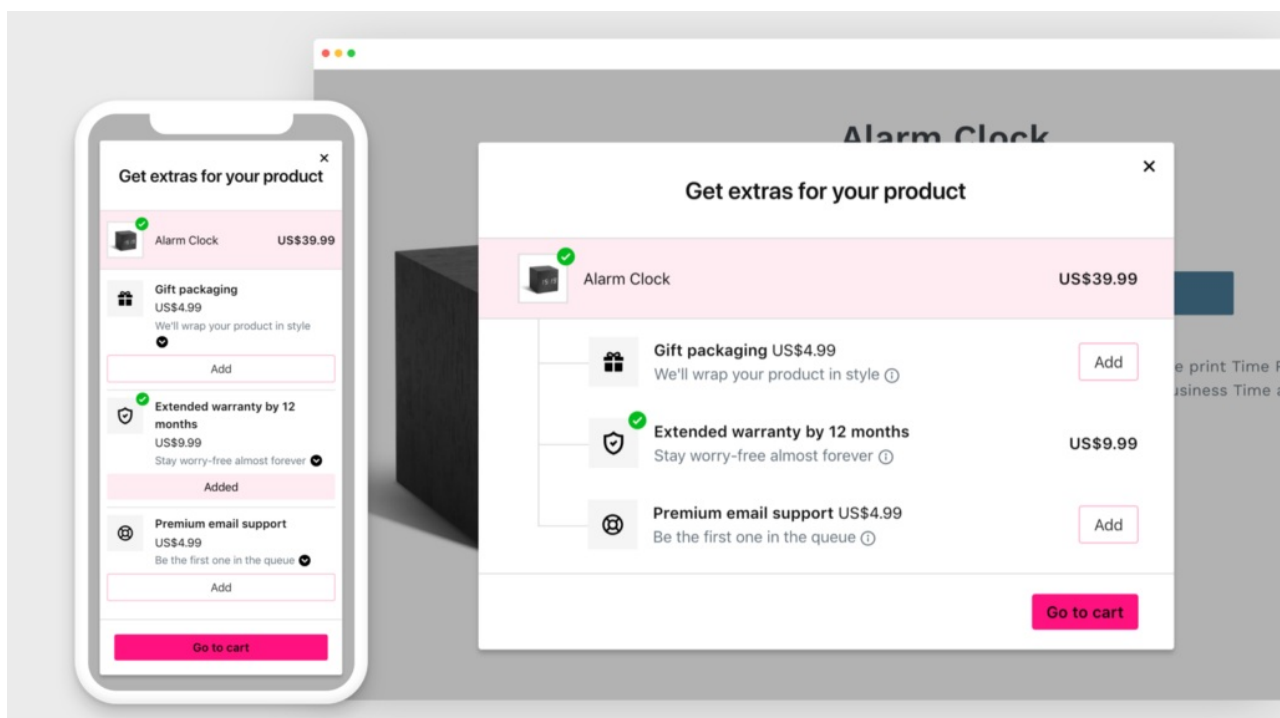
- **Manual** – These apps allow you to select exactly which items you want to be displayed on which product. Manually adding each related product gives you total control, but could be very time intensive if you have a large store.

- **Rule Based** – These apps let you set rules so that you can have a partially-automatic system of relating items. These rules allow you to only show related items from a specific tag, collection, vendor, price range, color, etc. They sometimes allow you to exclude or include particular items as well.
- **Algorithmic** – The more advanced apps use contextual data, previous order data, click data, or other data sources to show the best recommendations on each product. Thus, the related products shown on each page are dynamic and sometimes even personalized to that user depending on the data sources employed in running the relational algorithms. These types of apps are generally best suited for larger stores with many visitors, where there is significant data to run.

So with that quick intro, here are brief descriptions of the best cross sell, upsell, and related product apps we could find. We determined the best of the best based on user reviews. We only considered Shopify apps that focus primarily on cross selling or upselling and that have more than 100 reviews, and have ranked them below according to the average number of stars and the number of reviews that led to that rating.

Featured Upsell App: Candy Rack

But before we dive into the list, we want to highlight an up-and-coming up-sell Shopify app that is really making waves in its simple but totally customizable design. Candy Rack, developed by Digismoothie, allows you to set up pop-ups with all kinds of offers. You can up sell related products, gift wrapping, warranties, or premium customer support, all of which come as pre-designed offerings on the app.



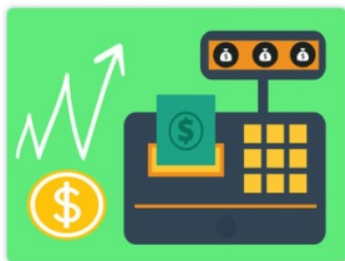
But the beauty of Candy Rack is that you can up sell literally anything with its easy interface. What makes the most sense for your conversion funnel? Add it! To get started, sign up for a free [14-day trial of Candy Rack](#) from the Shopify Store. Candy Rack is \$19.99 per month after that.

Now, on to the full list ...

Of course, new reviews are being written all the time, so this is accurate as of March 2019. We will continue to update this page. Please feel free to suggest any additional apps in the comments.

1. Smart Cart Upsell Bundle

\$29 / mo after a 7-day free trial



Increased Revenue

Instantly boost your revenue by offering custom smart upsells, cross sells and video receipt upsells that are relevant to the buyer.



Optimized For All Platforms

With zero coding and quick set up, you'll be up and running within minutes. Features are fully optimized for every device, including mobile!



Real Time Analytics

We track all of your users data with real time tracking! We show daily, weekly, and monthly analytics, so you always know what's working!

The Smart Cart Upsell Bundle allows you to upsell and cross-sell products while the customer is viewing product pages and while they're viewing their cart. But the true genius in the Smart Cart Upsell Bundle — making this Shopify app worth every penny — is the video upsell feature. You can use videos placed on the receipt page of your sales to generate a strong call-to-action and encourage shoppers to visit another page on your website. Because they just confirmed their order seconds ago, customers at this stage of the funnel are “warm” to your brand and receptive to more deals and suggestions. Try it free for 7 days, and then pay \$29 per month for unique, top-of-the-line marketing tools to set your brand apart from the competition.

2. Also Bought – Recommendations

\$9.99 / mo



Also Bought • Recommendations

by [Code Black Belt](#)

Amazon-like 'Customers Who Bought This Also Bought' cross-sell

★ 5.0 ([505 reviews](#))

Touted as displaying related products “like Amazon,” Also Bought uses sophisticated AI to analyze a shopper’s cart and display recommended items. With a 30-day free trial, it’s easy to get a feel for Also Bought before committing, and at only \$9.99 per month thereafter, it doesn’t take much of a financial commitment to increase your sales. Reviewers don’t have much to complain about, thanks to the often-mentioned rapid customer service whenever minor issues do crop up.

3. ReConvert Post Purchase Upsell

Free – \$19.99 / mo



ReConvert post purchase upsell

by [StilyoApps](#)

Page builder to design thank you pages that convert & upsell

★ 5.0 ([157 reviews](#))

As ReConvert explains, you might struggle with the open rate in your email campaigns, but consider this: your Thank You page has a 100% open rate. That makes it the perfect place to do hard-core marketing, especially in terms of upselling. ReConvert is a Shopify app that focuses exclusively on the performance of your Thank You page, turning this once-forgotten page into an absolute workhorse. A free plan is available, and the most robust plan sells for \$19.99 per month.

4. Upsell and Cross-Sell Products

Free – \$149.99 / mo.



Upsell and Cross-sell Products

by [Exto](#)

Increase sales with upsell and cross-sell recommendations

★ 5.0 ([142 reviews](#))

With this app, you get to set up rule systems and relationships between products so that you know exactly what will be shown to customers who look at specific products. The packages are priced based on how many views your site gets per month. Reviewers praise the customer support team and the ease of configuration.

5. Personalizer by LimeSpot

\$10 – \$115 / mo



Personalizer by LimeSpot

by [LimeSpot](#)

Upsell, Cross-sell and Personalized Recommendations by AI

★ 4.9 ([1219 reviews](#))

With a 4.9 rating and over 1200 reviews, this app claims to be the #1 rated recommendation app on Shopify. LimeSpot does nearly everything you could hope for to help you up-sell or cross-sell products to your visitors. Here are a few of their features:

- Easily add dynamic recommended products to pages in order to showcase new items, trending products, featured collections, “You may also love” sections, recently viewed, and more. These sections are All of these content sections are mobile friendly!
- Create personalized pages for your visitors with products that your site is recommending to them and also show recommended products on search results pages or even broken link pages (404s).
- Robust product analytics that show you how many times products were viewed, how often they were added to carts, how much time users spent on each product, and of course how many times the item was ordered. Analytics also show how users are interacting with the items – whether they are getting to them cross sell or up sell widgets, related items sections, etc.

- Related products can be selected by admins, can be set up dynamically through easy-to-use settings that create algorithms, or a mix of both.

6. Frequently Bought Together

\$6.99 / mo



Frequently Bought Together

by [Code Black Belt](#)

Amazon-like Bundle Recommended Products, Upsell and Discounts

★ 4.9 ([923 reviews](#))

Do you like how Amazon shows “Frequently Bought Together” items when you browse? Whether you’re shopping for beauty supplies or home improvement tools, often you need to get multiple items at the same time. This feature makes it super easy for you to find what you need. As an Amazon customer, you appreciate this asset, so you know how much your own customers would appreciate it too. Play like you’re in the Big Leagues and get your own Frequently Bought Together app on Shopify for your eCommerce store. At \$6.99 per month, it’s one of the most affordable cross-sell apps on the market, and also among the most highly rated.

7. Cross-Sell Recommended Products

\$19.99 / mo



Cross Sell Recommend Products

by [Cross Sell](#)

Cross Sell, Recommend Products, Related Products & Upsell

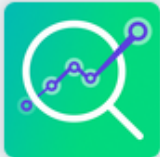
★ 4.9 ([795 reviews](#))

A very basic app to show products in a “You may also like” or “You may also love” section of your product page. For each product, you can pick the items that you want to be displayed. This app also shows products in the cart!

Integration requires that you add a line of code to your theme which is pretty easy to do. You can set the text that is displayed above this section, you can set the number of items to display, and you don't need to worry about showing items that are out of stock or already in the cart to the user. They offer free customization to match your theme also.

8. Smart Search and Instant Search

Free – \$9 / mo



Smart Search & Instant Search

by [Searchanise](#)


Smart Search & Filters, Cross & Upsells to boost conversion

★ 4.9 ([612 reviews](#))

The main focus of the Smart Search & Instant Search app is to improve your store's search bar functions. It displays recommended products in the search bar drop-down menu, and also offers custom searches, both on the back end and front end. But this app also offers cross-sell and upsell capabilities by displaying "recommended products" in multiple areas around the site. It supports Arabic, Chinese, Japanese, Greek and Cyrillic, which is ideal for shops with an International consumer base.

9. SMART Bundle Upsell

\$47 / mo



SMART Bundle Upsell

by [SMART](#)

Smart, adaptive & user friendly upsells.

★ 4.9 ([490 reviews](#))

The SMART Bundle Upsell app routinely gets praised by reviewers for being easy to use and to set up. In fact, the developers claim that you can set up your first upsell in less than 30 seconds. Reviewers report that this Shopify upsell app integrates well with custom themes and provides good value for the price.

Looking for a cool Shopify theme? We've listed the best of 2019 in the post below.
Still can't find what you're looking for? Contact us!

Best Shopify Themes – 2019

10. Recomatic Related Products

\$69 / mo



Recomatic Related Products

by [Wordsense](#)

Show smarter Related Products that increase your sales

★ 4.9 ([111 reviews](#))

You don't have to manually set rules for related products with this app. Recomatic has an AI system that displays related or recommended products based on past orders, categories, product descriptions and other data. It also can match any custom theme, but if this sounds daunting, the Recomatic team will set it up for free. It also integrates with Google Analytics to help you understand how well it's paying off – as if your bottom line isn't enough!

11. Product Accessories

\$4.99 / mo



Product Accessories by [W3trends Inc.](#)

Show related Product Accessories directly on your product page

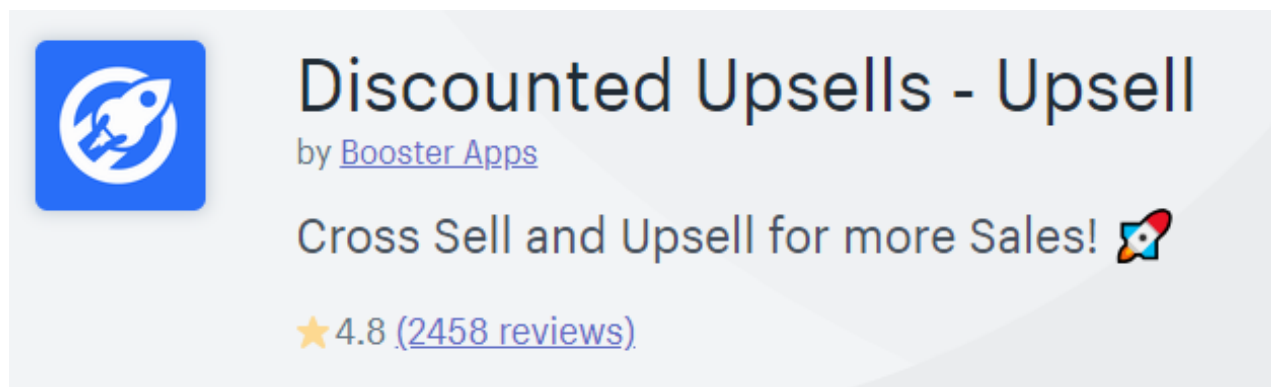
★ 4.9 ([109 reviews](#))

The fewer clicks your customers have to make, the better. With Product Accessories, customers can select which related products they want to add to their cart while staying on the same page. This makes the shopping experience faster and conversions more likely. Product Accessories offers detailed conversion data to help you understand what's

working and what's not. It only has a 5-day trial period, but as one of the more affordable cross-sell Shopify apps available, it won't cost you an arm and a leg to pay for a month or two to properly test it out.

12. Discounted Upsells

\$19.99 – \$44.99 / mo



The image shows a card for the 'Discounted Upsells - Upsell' app. On the left is a blue square icon with a white rocket ship. To the right of the icon, the app title 'Discounted Upsells - Upsell' is displayed in a large, bold, black font. Below the title, it says 'by [Booster Apps](#)' in a smaller, blue font. Underneath that is the tagline 'Cross Sell and Upsell for more Sales!' followed by a small rocket ship icon. At the bottom of the card, there is a yellow star icon followed by the text '4.8 (2458 reviews)' in a blue font.

The Discounted Upsells app does more than just display related or recommended products. It makes those products even more attractive by offering them up at a discounted price. This not only encourages cross-sells, but makes them more likely to occur. And a discounted sale is better than no sale at all, right? It also promotes repeat visits to your store thanks to these great deals. With over 2,400 reviews and a 4.8-star rating, Discounted Upsells is a very popular app.

13. Popup Upsell on Exit & Visit

Free – \$19.95 / mo



The image shows a card for the 'Popup Upsell on Exit & Visit' app. On the left is a blue square icon with a white speech bubble containing a white shopping bag. To the right of the icon, the app title 'Popup Upsell on Exit & Visit' is displayed in a large, bold, black font. Below the title, it says 'by [SpurIT](#)' in a smaller, blue font. Underneath that is the tagline 'Exit Intent Popup, Sales Pop up, Free Gift & Discount Popups!' in a blue font. At the bottom of the card, there is a yellow star icon followed by the text '4.8 (490 reviews)' in a blue font.

The truth is that pop-ups need to be handled with care, but the Popup Upsell on Exit & Visit app allows you to control all of your popups in one single app. Do you want to show related or recommended products once an item has been added to the cart? When the user seems ready to leave the site? When they land on a specific page? You can do all of that with this app, as well as offer free gifts and discounts in pop-ups.

14. Findify Search & Discovery

\$499 – \$1,199 / mo



Findify Search & Discovery by [Findify](#)

Sell more with A.I. - Search, Recommendations & Collections

★ 4.8 ([236 reviews](#))

This is an enterprise-level app for stores that get tens of thousands of views per month. Findify uses AI to analyze specific customer's views and likes to show them recommended products. The goal of this app is to make large stores very easy for customers to search so that they find what they are looking for. It can be fully customized to match your brand, and if you pay for the premium version, you get priority customer service.

15. In Cart Upsell

Free – \$39 / mo



In Cart Upsell by [Awesome Software](#)

Laser targeted upsell offers in the shopping cart - no popups!

★ 4.8 ([142 reviews](#))

One of In Cart Upsell's main selling points is that it upsells without the use of pop-ups. As we mentioned previously, pop-ups need to be handled with care, and if you think pop-ups will annoy your target audience rather than encourage them to make a purchase, then In Cart Upsell may be the best app for you. This app uses AI to auto-suggest products, offer discounts, and target offers based on the user's location and number of items in the cart.

16. Upsell System

\$9.90 – \$24.90 / mo.



Upsell System by [KAD Systems](#)

Generate more sales through upsells with our simple upsell app

★ 4.8 ([140 reviews](#))

Upsell System prides itself in providing non-obtrusive banners and pop-ups to encourage cross-sells and upsells without irritating customers. It uses AI to show recommended products, and you can set discounts according to your own preference. No coding experience is required, as it's easy to set up and update the app with the editor.

Are you getting frustrated setting up your Shopify upsell apps? Do you need a custom theme or app? [Contact our Shopify experts](#) to learn what we can do for you.

17. Wiser

\$9.99 – \$25 / mo



Wiser- Upsell Related Products

by [Expert Village Media Technologies](#)

Upsell Recommended Products, Related Products, Recently Viewed

★ 4.8 ([137 reviews](#))

Wiser uses both AI and hand-picked recommendations to allow you to display upsell opportunities in multiple ways:

- Related products (AI)
- Recommended products (hand-picked)
- Recently viewed products
- Best-selling products
- Featured products

18. Bold Upsell- Upsell Smarter

\$9.99 – \$59.99 / mo



Bold Upsell - Upsell Smarter by [BOLD](#)

Product Upsell, Cross-sell & Smart Upsells to make more money

★ 4.7 ([1165 reviews](#))

Bold Upsell allows you to offer recommended products during the shopping phase, checkout phase, and even after a purchase has already been made. You can make unlimited offers, customize the language, and get detailed reports to help you analyze your strategy. If you get more than 5,000 views per month, you'll need the most expensive plan at \$59.99 per month.

19. Upsell for Products

\$24.95 / mo



Upsell for Products by [SpurIT](#)

Upsell App to Offer Products Based on Cart Content

★ 4.7 ([125 reviews](#))

This easy-to-use app allows you to set it up quickly and seamlessly. It can also be used to provide Buy X Get Y Shopify offers, free gifts, discounts, or anything else you can imagine.

20. Cart Convert - Upsell Cross-sell

Free – \$19.99 / mo.



Cart Convert-Upsell Cross-sell

by [Eastside Co](#)

Product Upsell & Cross-sell

★ 4.5 ([165 reviews](#))

Cart Convert offers both a free plan and an upgraded \$19.99 per month plan. For the paid version, you can target repeat customers with recommended products based on their sales history.

21. Cross Sell Hero - Cross Sell

\$15 to \$45 / mo.



Cross Sell Hero - Cross Sell

by [Booster Apps](#)

Cross sell for more Sales! In-cart Cross Sells

★ 4.4 ([110 reviews](#))

Cross Sell Hero works by showing consumers related products during the checkout process, encouraging them to add more items to their cart with a single click or tap. Cross Sell Hero is mobile-friendly and even integrates seamlessly with your template with an easy customization process.

Which Shopify Cross-Sell App Is Right for You?

Now that you've seen the best Shopify upsell apps, you can probably strike a few off your list based solely on the price. How do you make your next choice? In terms of set-up, ease of use, customization, features and analytics, sometimes the only way to find the best product is to take advantage of the free trials. Virtually all of these apps offer free trials, so spend some time checking them out and getting a feel for the one you like using best. After all, you can't make a profit from cross-selling if you never put the cross-sell app to full use!

Comment below to share your experiences with these 20 cross-sell and upsell Shopify apps, or to defend another app against the title of Best Cross-sell and Upsell Shopify Apps of 2019!