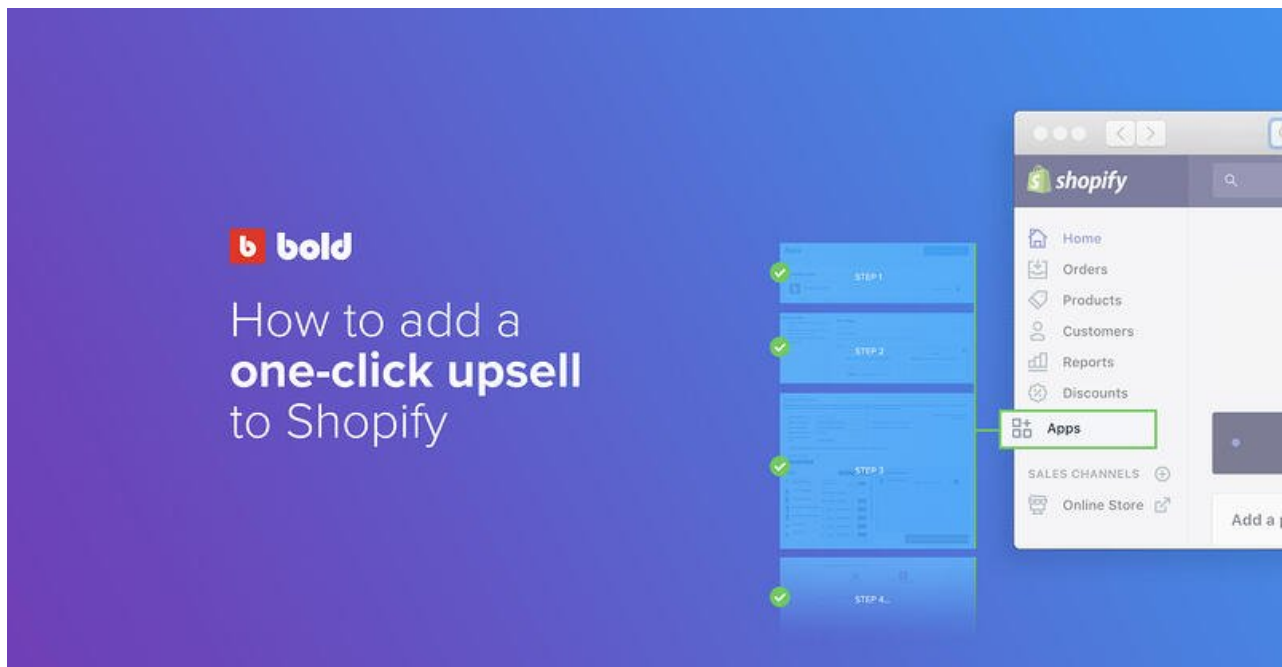


How to add a “one-click upsell” to your Shopify store (in 10 minutes or less)

blog.boldcommerce.com/one-click-upsell-shopify

by Bill Widmer | August 28, 2019 2 minute read



Want to offer a one-click upsell to the shopping experience on your online store?

Good idea. Offering upsells can really boost average order value by tempting your customers to more add items to their purchase that compliment what's already in their cart.

Today, we'll show you how to add a one-click upsell to your Shopify store in just ten minutes with Bold Upsell. Once you have it installed, you can try it out for free. If you don't like it, you can uninstall it at no extra charge!

Your upsell will look something like this once it's up and running:

TRY IT!



COFFEE 1LB

\$22.00

QUANTITY

- 1 +

ADD TO CART

This is a sample product that has one upsell offer, and one cross-sell offer.

Here's the breakdown of both offer types:

1. An **Upsell Offer** is triggered when you click **Add to cart** from this page.
2. A **Cross-Sell Offer** is triggered when you click **Checkout** from the cart page.

Stores that offer good complementary products see **up to 40% conversion** on their offers!

Go ahead and click **Add To Cart** and see what happens. When you get to the cart page, click **Checkout and see the other offer.**

Can you imagine how you could use that in your store?

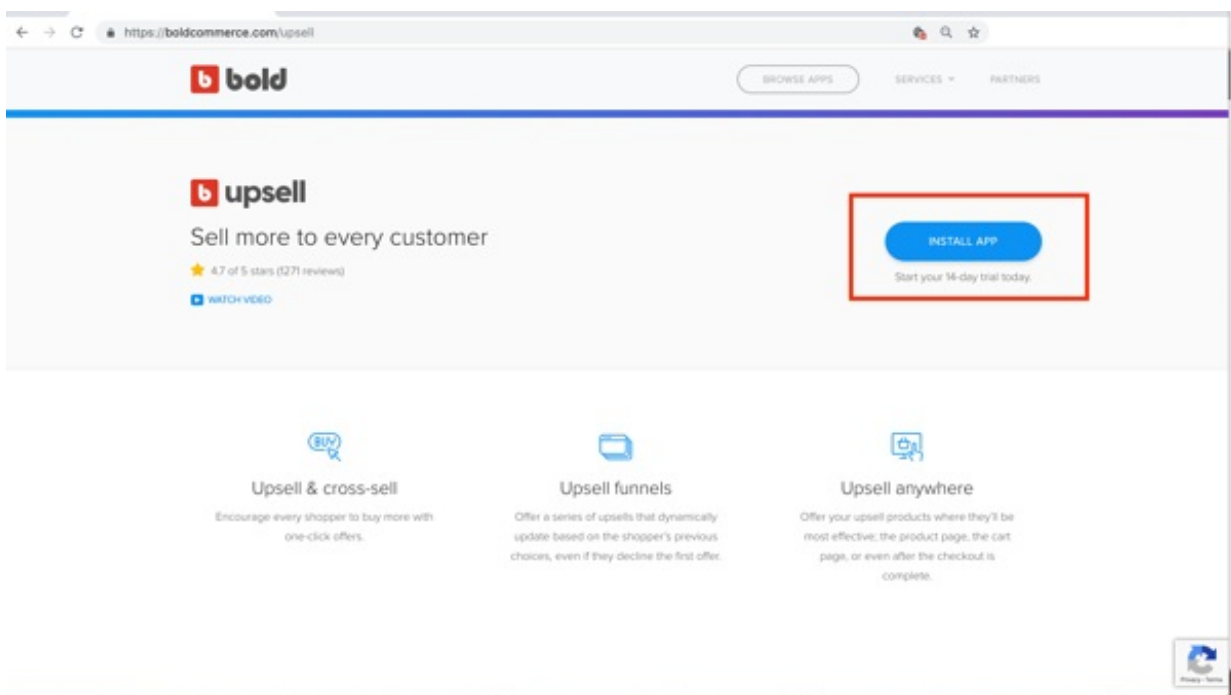
As you can see in the GIF, you can cross-sell or upsell products at the click of a button!

Here's how to set it up in three simple steps:

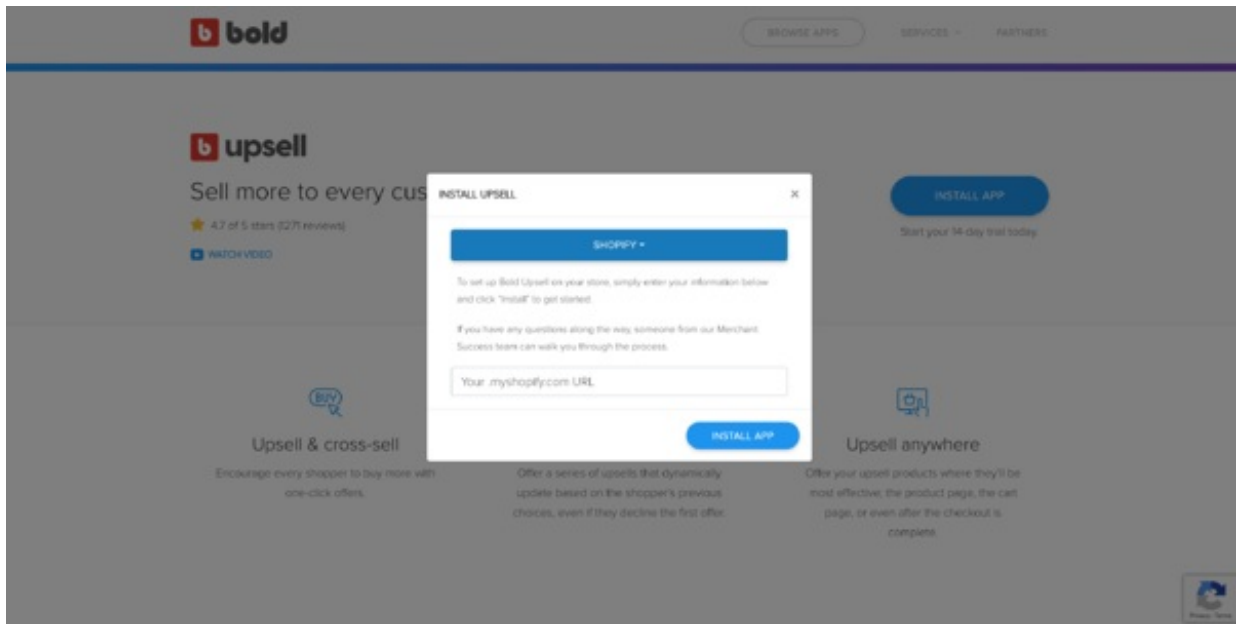
Step #1: Download and install the App

To install Bold Upsell, follow these instructions:

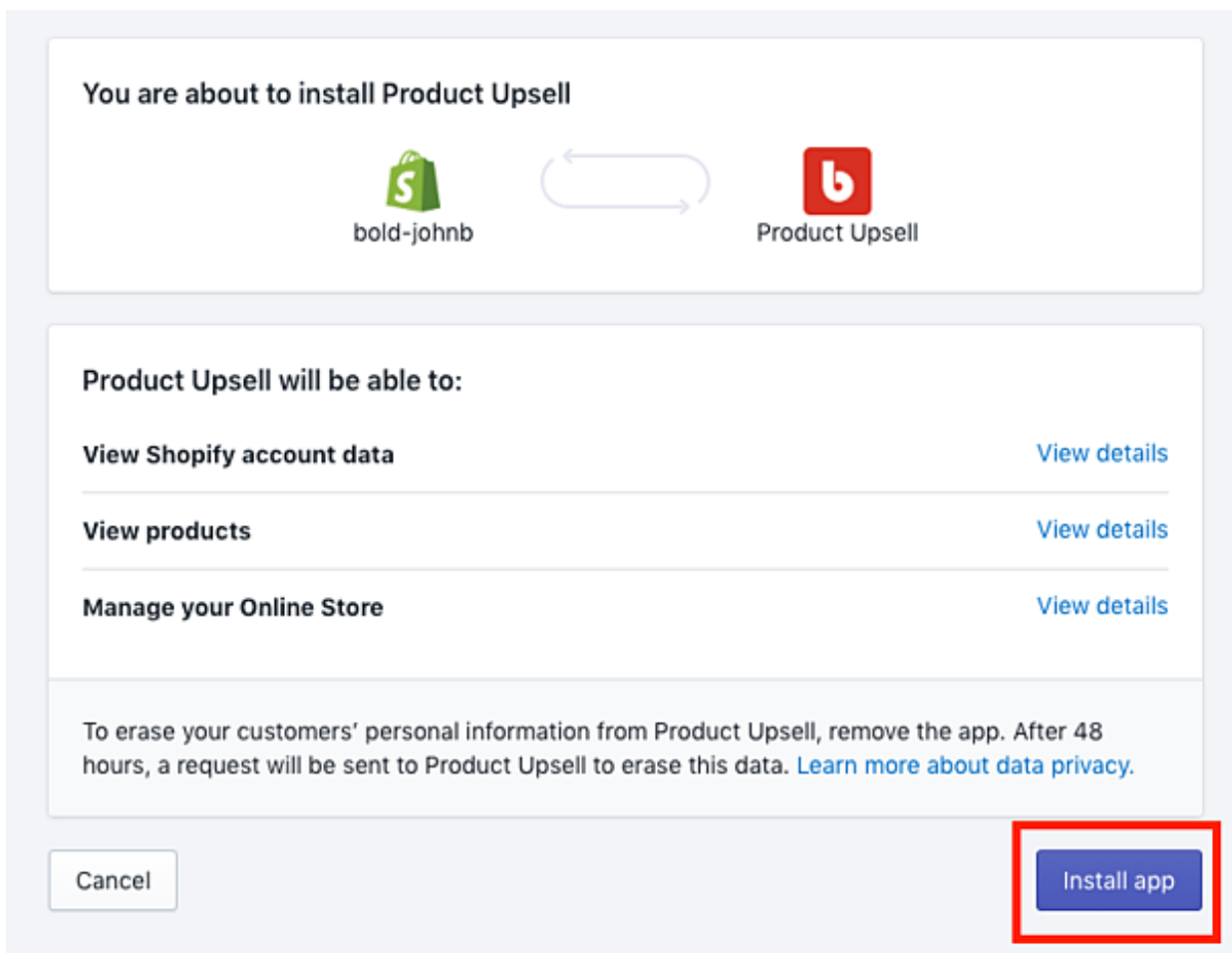
1. Go to the [official Bold Upsell page](https://boldcommerce.com/upsell) and click on "install app."



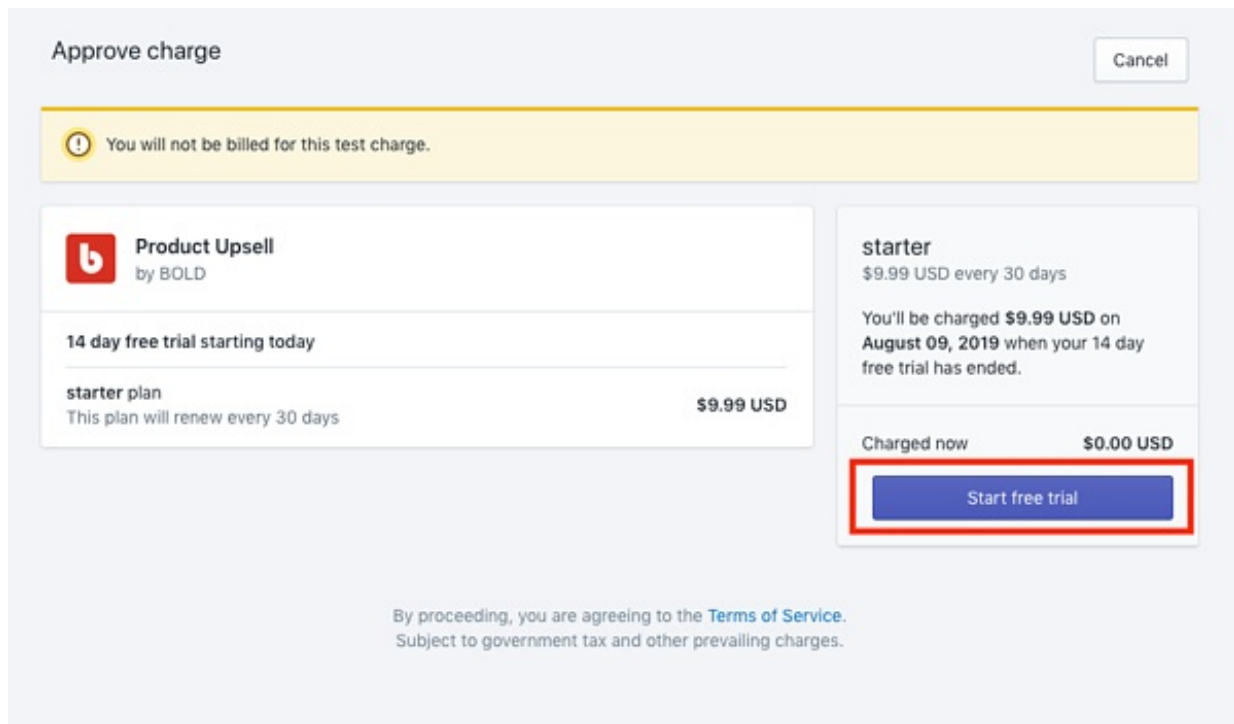
2. Select Shopify as your platform, and enter your Shopify URL. If you're not sure what it is, you can copy and paste from the address bar in your admin page.



4. Select **Install app**.



5. Select **"Start free trial."**




That's it! The app is now installed on your Shopify store. You'll be able to use Bold Upsell free for the duration of the trial, and uninstall it at any time within that period at *no charge*.

Step #2: Set up the "One-Click Upsell" on your products

Once you've installed the app, the next step is to choose a product to offer in your one-click upsell popup window.

Note: A "true" upsell is **upgrading** a customer to a better, more expensive product, such as a bigger bag of coffee. A cross-sell, on the other hand, is offering something **in addition** to the original product, such as coffee filters with their bag of coffee.

To create your first upsell offer, follow the instructions in this video:



Create an upsell offer

Watch Video At: https://youtu.be/LKQXbG_CgbU

If you'd rather create a cross-sell offer, follow this video:



Create a cross-sell offer

Watch Video At: <https://youtu.be/Xm6lCm8-mTU>

Most of our users increase revenue 10-30% within the first month of installing Bold Upsell. This is because upsells increase individual customer value, making it more likely that every shopper will check out with more in their cart.

Step #3: analyze and optimize

Now that you have the app all set up and your first upsells live, you can experiment to see what offers work best on your store.

Look at the traffic on your store and figure out how long you should run each offer in order to determine if it's successful. You might need to test each offer on 10-100 customers before you know what's effective.

Try testing different upsell and cross-sell combinations, or even try building both types of offers into the shopping experience.

If people aren't going for the true upsell, try swapping it for a cross-sell, or changing it to a different upgraded product, or experimenting with changing prices.

For example, you can trigger a true upsell at the product page, then a cross-sell at the checkout page. A real-life example of this would be offering shoppers a bigger bag of coffee when they add a regular-sized bag to their cart (true upsell), then offering them a set of coffee filters when they get to checkout (cross-sell).

Check out [our demo store](#) to see a live example!

If you want to save time and automate all this experimentation, try [Bold Brain](#). It integrates with Bold Upsell to create data-curated insights you can activate with the click of a button. It generates these recommendations based on your store's performance and customers' behaviour.

Best of all, Bold Upsell has a free trial.

This app will give you the ability to offer traditional upsells and cross-sells on your store. [Learn more about the different between upselling and cross-selling here](#), as well as some best practices.

What's been working for you? Let us know in the comments below!