

# **The Ultimate Cheat Sheet:**

## **50 Proven Ways to Boost Average Order Value FAST**

1. **Pre-Purchase Bump Offer:** Add a low-cost, complementary item as a checkbox option right before checkout.
2. **One-Click Upsell:** After the initial purchase, offer a higher-value related product that enhances the original purchase.
3. **One-Click Cross-Sell:** Offer related accessories or services in the checkout process that customers can add with a single click.
4. **Volume Discounts:** Provide discounts on multiple units to encourage buying in bulk directly on the product page.
5. **Limited-Time Offers:** Introduce a time-sensitive offer that appears during the checkout process to create urgency.
6. **Free Shipping Threshold:** Set a minimum purchase amount to qualify for free shipping, slightly above your current average order value.
7. **Flash Sale on Popular Items:** Promote a short-term discount on best-selling items during the checkout process.
8. **Bundle Deals:** Create product bundles that offer a slight discount when items are purchased together.
9. **Exclusive Membership Offers:** Provide a special offer or discount as part of a membership program if signed up at checkout.
10. **Gift Wrapping Option:** Offer gift wrapping for a small fee during the holiday season or special occasions.
11. **Extended Warranty/Service Plans:** Offer extended warranties or service plans for products at checkout.
12. **Personalization Options:** Charge a small add-on fee for personalization options like engraving or custom colors.
13. **Priority Processing:** Offer a "skip the line" or "priority processing" option for a fee to get their order processed faster.
14. **Seasonal Upsells:** Link upsells or cross-sells to the current season or upcoming holidays.

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15. **Loyalty Points Accelerator:** Offer an option to buy into a higher loyalty points multiplier for their current purchase.
16. **First-Time Buyer Discount:** Provide a special discount or offer for first-time buyers if they spend above a certain amount.
17. **Upgrade to Premium:** Offer an upgrade to a premium version of the product with better features or added services.
18. **Refer a Friend for a Discount:** Offer a discount or account credit for referring friends who become subscribers.
19. **Interactive Product Upgrades:** Use an interactive tool that shows how upgrades or add-ons enhance their primary purchase.
20. **Charitable Donation Bump:** Provide an option to add a small donation to their purchase for a charitable cause, which can increase perceived value and satisfaction.
21. **Surprise Bonus:** Offer a random surprise bonus product or service at checkout, which can be unlocked by reaching a certain cart threshold.
22. **Interactive Game Incentives:** Integrate a simple game or interactive experience on your checkout page where customers can win discounts or freebies if they reach a certain cart value.
23. **Dynamic Pricing:** Implement dynamic pricing that offers incremental discounts as more items are added to the cart, incentivizing larger purchases.
24. **Charity Matching:** Offer to match a percentage of the cart total as a donation to a charity if the customer reaches a certain threshold, appealing to their sense of social good.
25. **Mystery Upgrades:** Provide an option for customers to pay a small fee to receive a potential upgrade on their purchase, like a better version of the product or additional features.
26. **Exclusive Event Invitations:** Offer invitations to exclusive online events or webinars once a specific cart value is reached.
27. **Future Purchase Coupons:** Include a high-value coupon for a future purchase that only activates when the current cart exceeds a certain value.

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28. **Product Personalization:** Offer unique personalization options for products once the customer's cart reaches a certain amount. This could be engraving, custom colors, or adding specific features.
29. **Tiered Gift Wrapping:** Offer tiered options for gift wrapping — the more a customer spends, the more elaborate the gift wrapping options available.
30. **Flash Bundle:** Temporarily offer a bundle of products at a significant discount if added to the cart within a limited time frame, encouraging impulse buying for higher cart values.
31. **Reverse Psychology Pricing:** Offer an intentionally overpriced "premium" option that makes other high-value options seem more reasonable by comparison, encouraging upgrades.
32. **Weather-Related Offers:** Tailor special offers based on the customer's local weather conditions, like discounts on rain-related products during stormy weather or sun protection on hot days.
33. **Interactive Customization Tool:** Implement a tool that allows customers to customize their purchase in fun, engaging ways which could add more features at additional costs.
34. **Pay-What-You-Want Upsell:** Let customers choose how much they want to pay for an upsell product, with a suggested minimum price that's higher than the cost.
35. **VIP Experience:** Offer an additional service where customers can pay extra to receive VIP treatment, such as personal shopping advice or exclusive support.
36. **Eco-Friendly Upgrade:** Provide an option to make their purchase eco-friendly for a small fee, which could involve eco-friendly packaging or a small donation to environmental causes.
37. **Subscription Sampling:** Allow customers to add a trial of another subscription at a discounted rate to their current purchase, encouraging them to explore more of your offerings.
38. **Exclusive Access to Future Sales:** Offer customers the option to buy into an exclusive early-access pass to future sales, ensuring they get the best deals before anyone else.
39. **Personalized Recommendation Engine:** Implement a recommendation engine that suggests products uniquely tailored to the customer's interests and past purchases, encouraging additional buys.

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40. **Bundle Completion Discount:** If a customer has one item from a set or bundle in their cart, offer a discount to complete the set during their current purchase.
41. **Event-Triggered Discounts:** Offer special discounts triggered by customer-specific events like birthdays or the anniversary of their first purchase.
42. **Skill-Based Discounts:** Provide discounts or incentives to customers who complete a challenge related to the product, such as a quiz or a social media post, enhancing engagement and adding value.
43. **Downsell Offers:** When a customer declines an upsell, offer a less expensive alternative that still enhances their purchase but at a lower price point.
44. **Gamified Loyalty Rewards:** Introduce a points system where customers can earn points for every dollar spent, which can be redeemed for exclusive products or discounts, encouraging higher spends to earn more points.
45. **Time-Sensitive Custom Offers:** Use browsing and purchase history to offer custom discounts on products that the customer has viewed but not purchased, available only during their current session.
46. **Unlockable Content:** Offer content that can be unlocked by reaching certain spending thresholds, such as exclusive tutorials, expert interviews, or advanced training materials relevant to the purchased products.
47. **Conditional Bundles:** Create bundles that offer additional savings only if the total cart value reaches a specific amount. For instance, "Spend \$100 and get 20% off these bundled items."
48. **Customer's Choice Discounts:** Allow customers to choose which items they want to apply their discount to at checkout, giving them the power to maximize their savings based on their preferences.
49. **Augmented Reality Experience:** Incorporate an augmented reality feature where customers can see potential product upgrades or how different product combinations work together in a virtual space, encouraging more comprehensive purchases.
50. **Progress Bar for Savings:** Implement a visual progress bar at the checkout that shows customers how close they are to reaching a spending threshold for a certain discount or freebie, motivating them to add more to their cart.