

Average Order Value

1: Saving Opportunities / Bargains

What is it: Savings opportunities are simple: Educate your shoppers on how they can 'save money'.

Example: Full-color graphics on white t-shirts only \$5.50 each. Min 36 or more required.

Why this works: Consumers love bargains. This is especially relevant in today's new economy.

PRO TIPS: You can link a banner or ad with any URL. It would be ideal to link a promotional banner to the product / special you are promoting. So, in the example below, you should copy / create a product that will only be available in white, then [require a minimum](#) for this product. Additionally, you can choose to offer '[free printing](#)' which will NOT charge a printing fee. So, you can make the product \$5.50 and the shopper can design using any type of art.

[See an example here](#)



Full-Color White Tees
ONLY
\$5.50 EACH

[Design Now](#) **Minimum 36 or more**

2: FREE SHIPPING THRESHOLD

What is it: For most business, 'free delivery' can be a challenge financially. Setting free delivery over a certain dollar amount / threshold can solve this problem.

Why this works: For example, if you notice that people on your site spend around \$65 on average and your delivery costs average \$7.50, then try setting free delivery at \$75.

Pro Tip: For maximum results you need to prominently display the required amount needed to qualify for free shipping.

NOTE: The easiest and best way to set up free shipping in InkSoft is with a discount code and make it 'auto apply' after the rules have been met.

The screenshot shows a website banner with the following elements:

- Designs:** A row of ten design templates for t-shirts and hoodies, including 'your text', 'Read for every', 'YOUR TEXT', 'SCHOOL NAME', 'YOUR TEXT', and 'your text'.
- Products:** A row of nine clothing items: a blue long-sleeve shirt, a black t-shirt, a pink t-shirt, an orange hoodie, a dark purple t-shirt, a white t-shirt with black sleeves, a black t-shirt with white sleeves, a black polo shirt, and a black t-shirt.
- Promotional Text:** 'SAVE 10% ON YOUR FIRST ORDER. JUST CREATE AN ACCOUNT!' and 'FREE GROUND SHIPPING ON ORDERS OVER \$75'. A red arrow points from the 'Create an Account' button to the shipping text.
- Call to Action:** A blue button labeled 'Create an Account'.
- Social Media:** A 'SALE' tag, a 'follow us on Facebook' button, and a 'follow us on Twitter' button.
- Image:** An open cardboard box icon.
- Navigation:** A footer with links for 'Buy All Products', 'Your Account Sign In', and 'Site Home'.

3: Fundraising

What is it: Fundraising is a technique is to increase your AOV by making a percentage of each sale payable as a fundraiser to a charity or otherwise.

Why this works: Consumers are likely to spend more as they are enticed by the fact that a proportion of it goes to a good cause. This is further enhanced by the fact that webstore traffic is 'well qualified' since they are likely landing at the webstore as a result of having 'membership' with the event/organization.

PRO TIPS: Offering a fundraising opportunity is an excellent and easy way to get FREE promotion / PR. Make your fundraising program known to local new outlets and radio stations.

The screenshot displays the Lumberjacks website interface. At the top, there is a navigation bar with 'Home', 'Products', and 'Design Studio' links, and a search bar on the right. A prominent banner features a red arrow pointing to a '15%' badge, with the text 'OF EACH SALE GOES TO SUPPORT THE LUMBERJACKS' and 'WE NEED YOUR SUPPORT'. Below this, the main content area shows a 'LUMBERJACKS Official Apparel Shop' with a '11' price tag. On the right side, there are three promotional boxes: '\$5 SHIPPING', 'FedEx express', and '100% MONEY BACK'. A 'Savings Tip' box is also visible, stating 'Reduce the Number of Colors in Your Design to Save Big!'.

4: Bolt-ons / Add-ons


What it is: According to a case study by PredictiveIntent, up-selling on ecommerce sites perform **20 times better** relative to cross selling. However this does not mean cross selling is not important. Cross selling is still a great way to increase AOV and revenue. We will discuss cross-selling in the bonus tip at the end of this guide.

InkSoft's add-ons are a PERFECT way to increase your AOV.

Why it works: Consumers are attracted to complimentary products and options. Present 'relevant' and affordable options as add-ons.

PRO TIPS: Here are some ideas for 'add-ons': Bagging, folding, tagging, gift wrapping, 'eco friendly' ink upgrade

[Watch this video](#) to learn how to use InkSoft's 'add-on' feature.


 **Checkout Process**

Add Ons

Folding & Bagging

Folding Only \$0.25 each
Your item will be professionally folded with a garment folding machine.

Bagging Only \$0.49 each
Each item will be wrapped in it's own waterproof bag to prevent damage during transport.

Item	Qty	Size	Folding	Bagging
Port & Company Ash Essential T-Shirt 	36	L	0	0

Go Back **Continue**

Order Summary

Merchandise:
Shipping:
Tax (9.3%):
Total:

5: 'Value-back'

What is it: Offering 'added value' is a simple inducement to drive purchase behavior and increase the average order dollar amount. This can easily be achieved by using banners or ads to promote this offer.

Why it works: Consumers are attracted to the notion of 'getting something for nothing'. Have you ever heard the terms 'Lagniappe'? It is the 'baker's dozen'--a small gift given alongside a purchase.

Examples:


Orders over \$100 will receive a \$15 gift card for use on your next visit. (see how to issue a gift certificate [here](#))

Buy a \$75 gift card and we will add an extra \$15 (see how to increase the balance of a [gift card here](#))

PRO TIP: Experiment. Run various 'bonus' offers to see what is the most effective. Discount codes to 'redeem' offers (alongside discount reports) serve as the measurement tool.

6: Displaying Cost Savings

Revealing the **cost savings** on a product when a user buys more than 1 item can boost average order value as there is an incentive to save when purchasing in bulk.

Item	Description	Size	Quantity	Each	Total
	Blue Corporate Agenda JP's Mouse Pads Notes / Special Instructions: <input type="text"/> Save Notes	M L XL	<input type="text"/> 24 <input type="text"/>	X \$15.99 =	\$383.76
Item Subtotal: \$383.76 Quantity Discount: -\$19.19 12 X Folding: \$6.00					
Item Total: \$370.57 Avg Unit Price: \$15.44					


Quantity Discounts		Product Totals	
24 - 40	5%	Estimated Total:	\$370.57
41 - 150	7%	Ship To Zip Code:	85268 <input type="button" value="Apply"/>
151 - 500	10%	Shipping:	UPS Ground \$5.00 <input type="button" value="Apply"/>
501 - 1000	15%	Tax (9.3%):	\$34.47

Bonus Tip: Upselling -- 'See your design on other products'

What it is: Presenting other products to your shoppers.

Why it works: Shoppers can see complimentary items that can be easily and quickly added to an order. The advantage you have is the personalized art content! Showcasing a shoppers design on other products creates a sense of pride and ownership.

Pro Tip: InkSoft will display your featured products in the 'See your design on other products'. See the image below for enabling or disabling the 'upselling' function.






Item	Description	
	White 2' x 4' Banner Acme Signs Banner_1 1700134	On
Notes / Special Instructions:		
<input type="text"/>		
DESIGN NOW Save Notes		
+ Add to another product		
X Remove item		

Quantity Discounts	
24 - 40	5%
41 - 150	7%
151 - 500	10%
501 - 1000	15%

[X Empty Cart](#) [Continue Shopping](#)

Please enter your Shipping Zip Co

See your designs on these other cool products!




Bonus Tip: Upselling cont...

You can turn on / off the upselling function from **Store Options>Shopping Cart>Display designs on other items**

Shopping Cart

Layout: Modern ▾

Quick Checkout:

Display Designs On Other Items: 

Gift Message:

Address Verification:

Names & Numbers:

Round to 49¢ & 99¢:

Sell Gift Certificates:

Accept Gift Certificates:

Accept Purchase Orders from ANY Customer:

Minimum Item Sub-Total: \$