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

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.

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.

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.

5: 'Value-back'

What is it: Offering 'added value' is an 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 and 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.

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.

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:	$