

# Increase Average Order Value (AOV) Checklist

## Implement up-sell and cross-sell strategies

- Highlight premium versions of products for upselling.
- Suggest complementary items to cross-sell.
- Provide personalized recommendations based on customer preferences.

## Offer bundled or discounted packages

- Bundle complementary products for a discounted price.
- Create convenient, value-packed bundles.
- Promote bundled packages with compelling marketing.

## Incentivize larger purchases

- Offer free shipping on orders over a certain amount.
- Offer exclusive discounts or coupon codes for bulk purchases.
- Include free gifts or bonuses with high-value orders.

## Improve the shopping experience

- Provide a user-friendly site or application design.
- Offer detailed product information and customer reviews.
- Personalize the shopping experience with recommendations.

## Implement volume discounts

- Offer tiered discounts based on purchase quantity.
- Clearly display the discounted pricing structure.
- Highlight long-term savings for larger quantities.

## Offer limited-time offers or promotions

- Create urgency with limited-time offers or flash sales.
- Use countdown timers or limited quantities.
- Clearly communicate deadlines and limited availability.

## Implement a tiered loyalty program

- Create loyalty tiers based on spending thresholds.
- Offer exclusive rewards to higher tier members.
- Communicate benefits to incentivize higher spending.