

Best Tactics to Boost Average Order Value



Average Order Value (AOV) is one of the most important metrics in eCommerce, being directly correlated to your revenue and profitability. In order to increase the latter, one option is to boost AOV values to higher levels by optimizing your current set-up. As opposed to other alternatives, AOV optimization helps you work smarter, not harder, to achieve revenue growth. Here are some of the best tactics to boost AOV.



Market to Repeat Customers

Repeat customers tend to spend more with each new order because they already trust your products and services. Consider sending email reminders or coupons to current customers who have been away from your website or track previous purchases of top spending customers and make targeted recommendations for new products and services.



Offer a Discount at an Order Amount Threshold

People are usually drawn to offers.
Set a minimum order amount that makes more sense for your business and offer your visitors an incentive to spend that much. These types of discounts can also be used in combination with follow-ups to abandoned carts or unfinished orders.



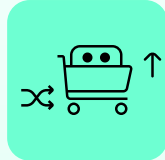
Offer Bundles and Packages

Companies in nearly every industry are using bundling these days.
Not only do bundles save the customer money, but they also make the purchasing process easier and faster.



Offer Savings on Bulk Orders

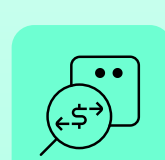
Ordering in bulk can be perceived as a risky move by many buyers who associate higher potential loss to such purchases. Reframe this potential loss into the savings obtained by increasing their order quantity/value.



Try Cross-selling and Upselling

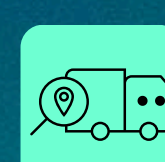
Cross-selling and upselling have been used for a long time to drive more sales in terms of both volume and value. While cross-selling encourages customers to add more products to the cart, upselling drives them to add more expensive ones.

To offer a truly valuable cross-sell/upsell, you need to embed a personalization approach in your strategy.



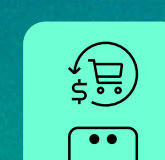
Cross-sell a Lower-Value Product on Thank-You Page

Data-driven cross-selling pitched on your Thank You page can be even more powerful than traditional cross-selling. In the latter case, you provide extra value to a customer who has already committed to buy from you and whose data is already stored. Therefore, a second purchase would become invariably easier to complete for both parties



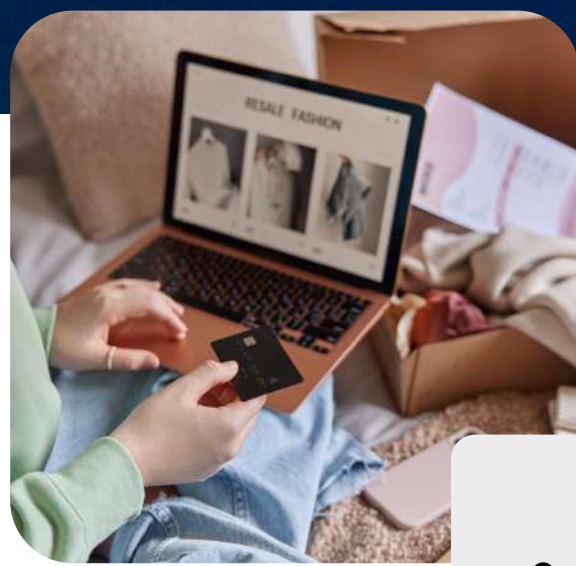
Set a Free Shipping Threshold

Customers want to spend their money on actual products, not on shipping.
By offering free shipping at a certain threshold, customers will be motivated to reach that threshold.



Provide Cashbacks

Cashbacks work in a similar manner as loyalty programs do.
By providing a cashback upon each purchase, you essentially incentivize customers to do a repeat purchase in order to redeem it. You can set minimum order values that must be met for the cashback to be eligible for redemption.



Build and Leverage a Loyalty Program

Loyalty programs increase AOV by at least 13.71%.
A loyalty program provides customers with an incentive not only to return, but also to spend more on next purchases. Loyal customers trust and are familiar with your brand, so the likelihood of them spending more on repeat transactions is higher.



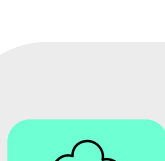
Aim for Localization

AOV varies by country and by payment method.
If you are selling a high-value product, you should target countries with high AOV and vice-versa. Regarding payment methods, consider adjusting your pricing strategy by country/region, depending also on which payment methods you accept.



Conduct A/B Testing

All these tactics are not to be taken for granted.
It's of the utmost importance to use A/B testing to test them, as this tool can provide you with valuable insights into your buyers' psychology and help you understand to which tactic and approach they respond better, i.e. in a way that converts.



What about SaaS?

SaaS is flexible, so take advantage of this.
You can increase AOV by letting (potential) customers trial higher-service tiers. How to do this? Sometimes it's all about messaging and cart optimization. Other times it can simply be a design issue and the clarity with which you present your offer.

