


# How to cross-sell products on Shopify

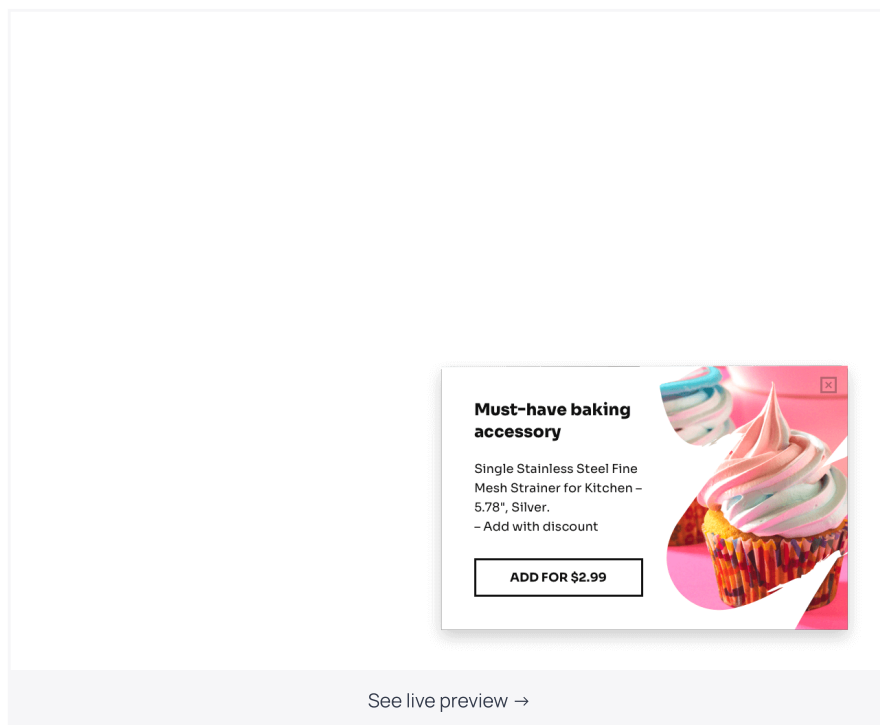
Source: <https://getsitecontrol.com/usecase/how-to-cross-sell-on-shopify/>

 **Nina De la Cruz**  
5 min read

According to Baymard, more than half of websites fail to cross-sell successfully because their recommendations lack the essential information about the recommended products.

As a result, buyers can't fully understand the value of recommendations and often ignore them.

So if you're here because you're looking for a more efficient way to cross-sell, consider popups:



They come in handy if you want to recommend complementary, supplementary, or related products to your customers before they checkout.

**Popups provide enough space to fit a high-quality image of a recommended product along with the description and important details.**

In this post, we'll show you how to create cross-sell popups using Getsitecontrol popup builder for Shopify. We'll also include a few templates you can add to your store within minutes.

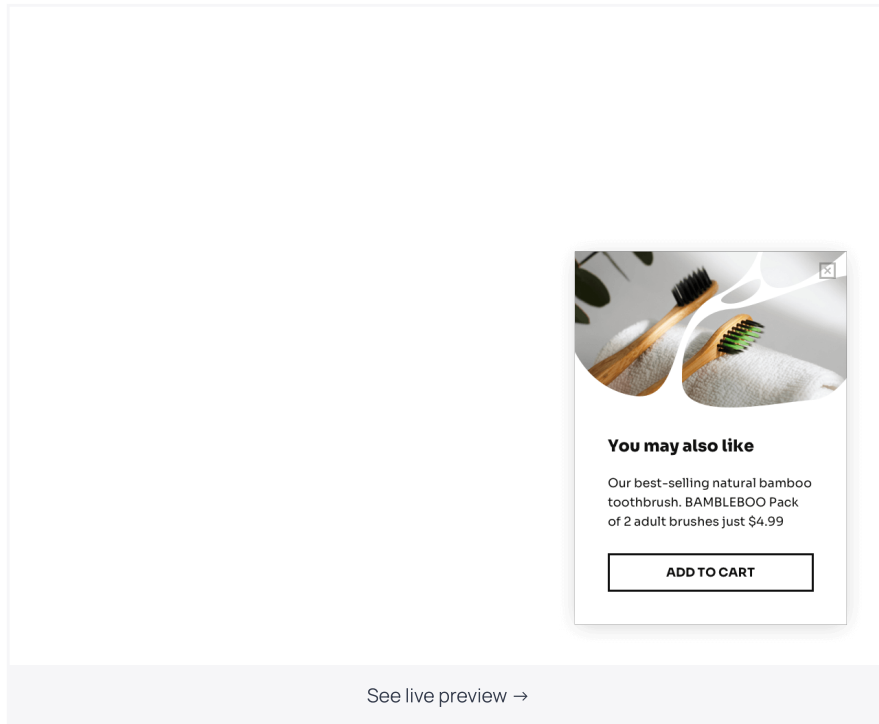
## Here is how to create cross-sell popups in Getsitecontrol

First, you need to add the Getsitecontrol app to your Shopify store. Just install [the official plugin](#) and it will handle the integration. The installation process is quite straightforward, and there's no need to deal with the code. If you stumble at any point, feel free to consult with [the instructions](#).

### Step 1. Select a template

The fastest way to get started is to select one of the templates from this post or the gallery on the right-hand side 📁

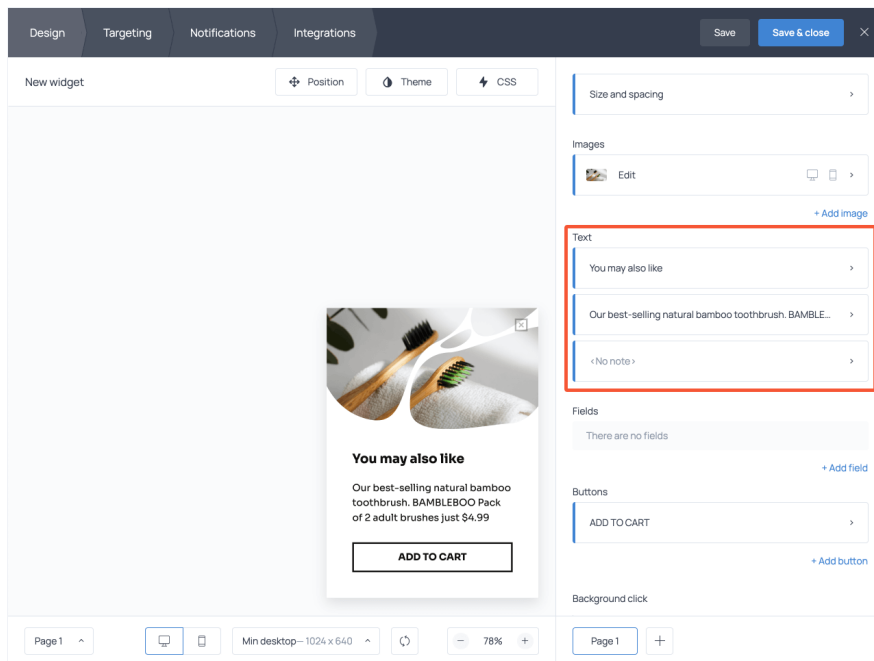
Scroll through and click on the templates to see them in action. For this tutorial, we'll be using the template below, but feel free to pick any other popup based on your needs.



Once you find the template you like, follow the prompts to add it to your Getsitecontrol dashboard where you can change the copy and the image.

## Step 2. Adjust the copy

To adjust the copy, click on the corresponding fields on the right-hand side and type the new text.

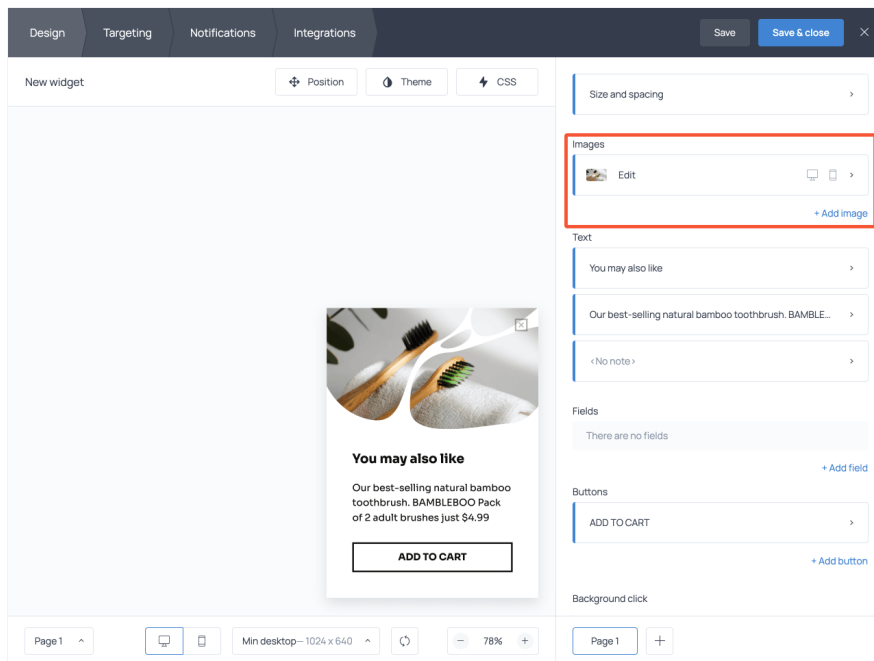


For best results, try to include the product title, price, and key characteristics to provide customers with the information they need to understand the value of your recommendation.

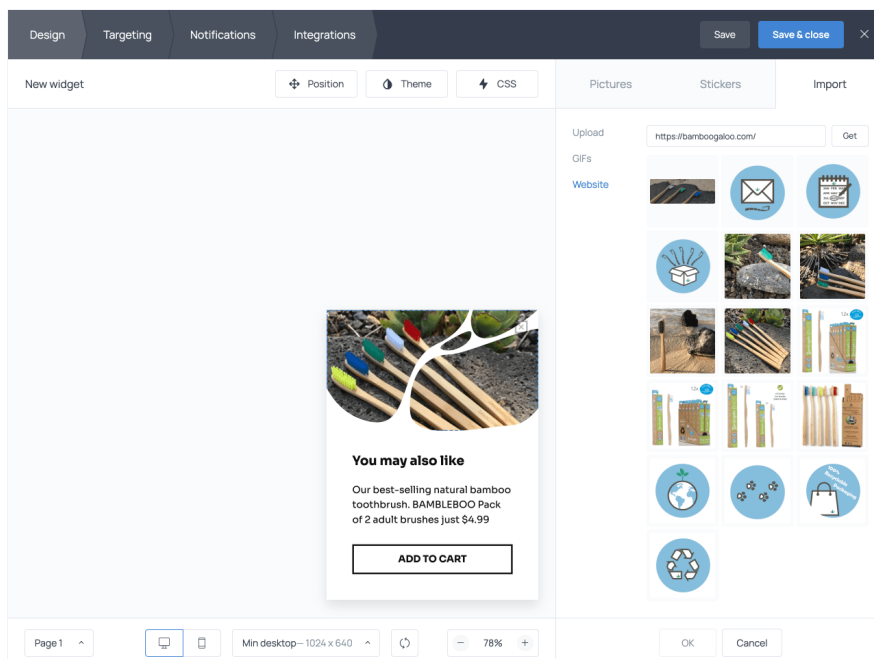
💡 It's a good practice to add customer reviews or average product rating to the copy.

### Step 3. Upload your product image

Including a high-quality product image is essential for cross-selling. To replace the image on the template, click on it and proceed to Change image.



From there, you'll have several options. To upload an image from your computer, open the **Import** tab and hit **Upload image**. To import an image directly from your website, open the **Import** tab, switch to **Website** and type your store address in the search field. Getsitecontrol will fetch all the images from your store, so you can click on them and see how they look on the popup.



The latter option will work if you know you have the right size and quality product images

on your website. Otherwise, it may be more convenient to import them directly from your computer.

The third option includes choosing an image from the built-in Unsplash gallery. Just type your keyword in the search field and select the visual to your taste.

## Step 4. Allow customers to add items to cart upon button click

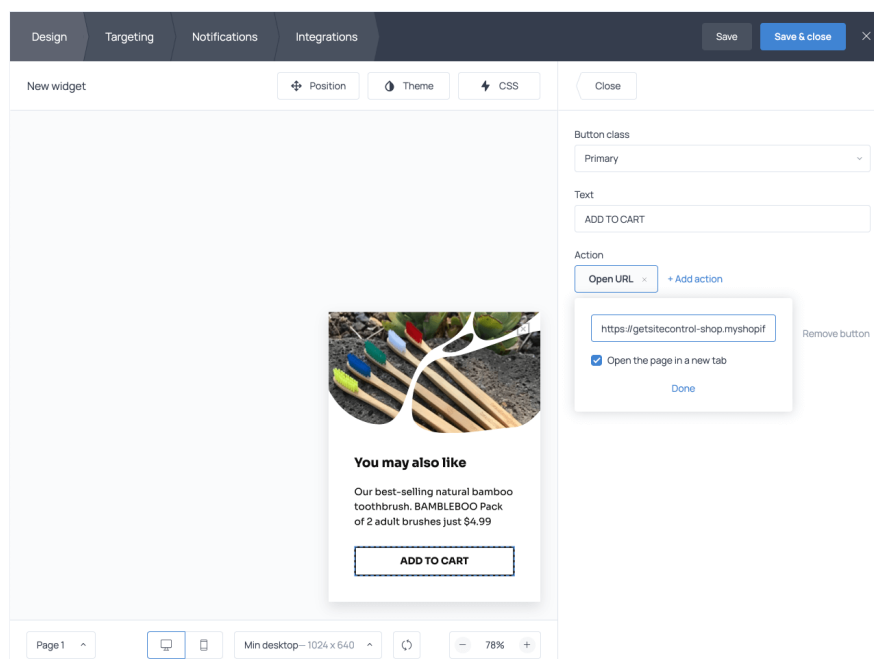
Cross-selling is only efficient when it minimizes the decision-making process for the customer. To streamline the journey, we recommend adding the product directly to the cart when customers hit the ADD TO CART button.

To do that, you'll need to generate the following URL:

<https://yourstore.myshopify.com/cart/add/?id=36769735573667>

where [36769735573667](#) is a Variant ID number of the recommended product. You can find variant IDs for each product in your Shopify dashboard [following these steps](#).

To assign that URL to the button click, go back to the main screen and click on the **Add to cart** button. Then hit **Open URL**, paste your link, and click **Done**.



Now, if a customer hits [Add to cart](#), they'll be taken to the cart with that product already being added.

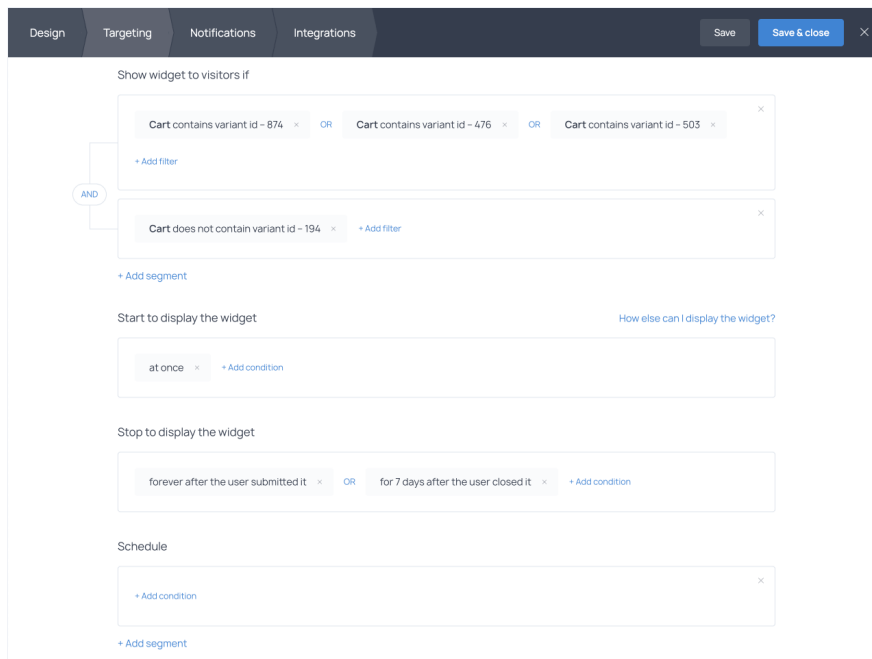
Of course, this may not always be the case. For instance, if you're recommending a product that has variations, it makes sense to send the customer to the product page.

## Step 5. Select conditions to trigger cross-sell popups

The last step is to set up the conditions for the cross-sell popup to appear. If you're cross-selling related or complementary items, you probably want the recommendations to pop up when a customer adds particular products to their cart.

**You also want to make sure the recommended item isn't already in your customer's cart.**

To set up these rules, open [Targeting settings](#).



Find **Show widget to visitors if**, proceed to add a new filter, and select Shopify. Then set the following condition:

**Cart variant contains ID of the item selected by the customer AND Cart variant does not contain ID of the recommended item.**

If one recommendation is related to multiple products, use the OR operator to include all them – as illustrated above 👉 In this case, if a customer adds any of these products to the cart, the cross-sell popup will be triggered.

Once you finish, go to **Stop to display the widget** and set the rule that makes sense in your scenario. In our example, if a customer accepts the recommendation and adds the item to the cart, they will never see this popup again; if they choose to close the popup, they won't see it for a week.

## How to cross-sell products without annoying your customers



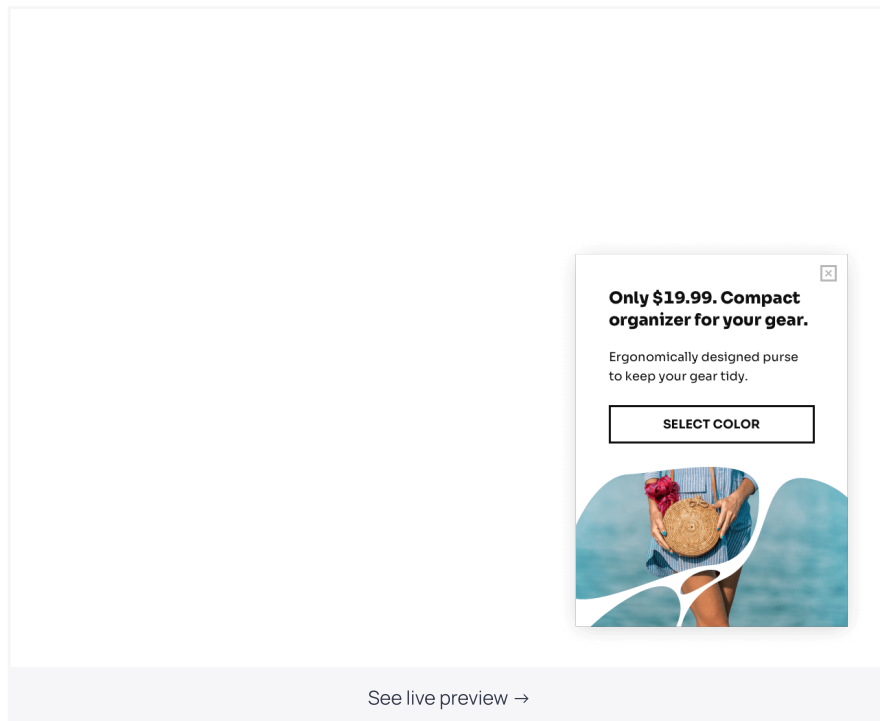
You can find plenty of guides to cross-selling and [upselling products on Shopify](#), but the key is to keep your recommendations timely and genuinely helpful. Here are three tips to make use of.

## Keep it relevant

As much as you might be tempted to recommend your best-selling product to everyone, only do that if it's truly related to the items selected by the customer. The more to-the-point your recommendations are, the higher the chances that customers will accept them.

## Provide enough details

Make it easy for customers to make an informed decision just by briefly looking at the popup. Include a high-quality photo of a product you're recommending, its key characteristics and the price. If you're recommending a product that has size or color variations, make sure to feature that information in the copy or image.



## Pick the right moment

As a rule of thumb, you don't want to cross-sell related items to those who haven't added

anything to the cart. More often than not it's inefficient and annoying. That's why the best triggers for a cross-sell popup are concrete products or product categories added to the cart.

Now, whether you want to display a recommendation while a customer is still shopping or once they get to the cart, is up to you. However, for the sake of a positive user experience make sure the checkout process remains uninterrupted.

## It's time to start cross-selling and increase your ecommerce revenue

Cross-selling is a proven tactic that helps you increase AOV and create additional value for your customers. The best part? It requires minimum effort and technical knowledge. Just grab one of the templates from the gallery and adjust it for your Shopify store.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of Grow on Shopify section.