

Summary

Use this screen to view and manage cross-selling rules. Cross-selling rules allow you to automatically link Related Items and Upsells to products via Category/Brand/Collection/Attribute associations.

Key to icons

 = edit or type unknown

 = delete unknown

Setup

Rule Setup

[Rules](#) must be setup for this functionality to work.

Related Products

Search for products to include them in this rule.

These are similar to a 'you may also like', and are displayed below the product description on the [Product Detail Page](#).

Related products...



Upsell Products

Search for products to include them in this rule.

These are typically simple products, which should be single click upsells, e.g. scatter cushions or a basketball upsold to a pair of trainers. These will display near the add to basket button of the Product Detail Page.

You may also need:



Spalding Basketball
from £1.00

1 x Striped WNBA

ADD TO BASKET

“ Made to Order and Bundle products can not be upsells; due to the complexity of these products, they can not be single click adds to basket.

Products with multiple variants are not recommended for Upsells - use Basket Upsells instead.

Basket Upsells

Search for Variants to include them in this rule. You may also need to setup an Optional Filter.

Field	Purpose
Optional Filter	<i>This limits the rule to apply to certain Variants of Products that meet the rule's criteria, e.g. to only apply this upsell to the 'large' variant of a product, simply enter 'large'</i>

These are Variant to Variant upsells, and are applied to the add to basket pop up. Once an item has been added, the platform knows which Variant has been selected, which allows for dynamic upselling.

A perfect use for this would be upselling a 'double' mattress protector to a customer who has bought a 'double' mattress, or 'size 10' socks to a customer who has bought 'size 10' shoes.

Added to your basket...



Double Mattress
3 x £18.49

3 items in your basket

Total: **£55.47**

You may also need



Deep-Fill Cotton Mattress Protector
Double £75.00

ADD TO BASKET

CHECKOUT NOW

CONTINUE SHOPPING

Made to Order Upsells

Made to Order and Bundle products can not be quick upsells; due to the complexity of these products, they can not be single click adds to basket.

It is possible to upsell Made to Order Products (e.g. with Customisations), if the original Product is also a Made to Order item.

For example, a customer seeks to purchase a Divan in Pink Velvet; you may wish to upsell a Headboard Product in the same colour. Both items are Made to Order. If the Headboard is linked to the Divan as an upsell, **and** the Divan is set to use the Swatch Wizard, then the customer will be asked to choose and configure upsells as part of the buying journey.

FAQs

Why isn't my Upsell showing in the Add to Basket Popup?

There may be several answers for this:

1. The upsell is a Made to Order Product
2. The upsell is unavailable
3. The upsell is already in the Customer's basket

4. The upsell relates to another item in the Customer's basket, but not the one that they just added
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