

Introduction

Cross Sales provide the ability to link similar products to increase their visibility on your web site. Just like a brick and mortar retailer will display bikes, and bike accessories in the same area, cross sales allow you to display the items together on your site.

Feelin' Groovy

Swatch Photo 1, Photo 2, Nonskid

TYPE	PRICE	SIZE	QTY
Kids' Regular	\$14.00	- Select Size	0
Kids' Nonskid	\$16.00	- Select Size	0
Adult's Regular	\$18.00	- Select Size	0
Adult's Nonskid	\$20.00	- Select Size	0

[view size guide] + Add To Cart

More Socks

- Jellybean
- Cow Sox
- Feelin' Groovy
- Dotty
- Snow Leopard
- Lumberjack
- Snowflower
- Blue Canoe
- Deep Woods

Related Products

Feelin' Groovy Scarf
Feelin' good, feelin' fine, feelin' groovy all the time!
\$24.00

Email A Friend Print This Page

Cross Sales can be included anywhere there is an identifiable product. The most common uses are on the Product Detail page and on the Shopping Cart page. Department pages usually do not display Cross Sales because there is already a large selection of related products on display.

This design from 2005 is for a manufacturer who makes scarves and socks from the same fabrics. When viewing a sock detail page, we have included pictures of all of the other available sock patterns on the right, and the related scarf, the cross sale, is displayed at the bottom of the page. Because of the way the cross sale is displayed, there is a limit of three cross

sales for each product. If more are required, they are displayed to conserve space

Cross Sales can be shown on your site in any number of ways as fits your products and page layout. How they are displayed is determined in the design phase. If you are using cross sales, you also have to plan for situations where there are no cross sales, a few, or many. In the example shown above, cross sales are loaded from the left to the right.

In the next three samples for a retail site designed in 2005, we show three products with different numbers of cross sales: no Cross Sales, one Cross Sale, or four Cross Sales.

No Cross Sales just displays the product. There is nothing to indicate that something is missing from the product display.

When there is a Cross Sale, we add a "May

Beauty Without Cruelty Eye Shadow Dual
\$9.57 + ADD TO BASKET

QTY: 1 Select Color Size - 2 x 0.05 oz

DESCRIPTION
BWC Eye Shadow enhances the beauty of your eyes with long-lasting color. Resists creasing. Available in matte and pearl shades, in warm and cool hues, to flatter all complexions.

MAY WE SUGGEST

- Cosmetics
- Eye Makeup
- Women's
- Fragrances
- Face Makeup
- Lipstick & Gloss
- Makeup
- Removers
- Nail Polish
- Nail Treatments
- Deodorants
- Feminine Hygiene
- Foot Care
- Hair Care
- Mens Department
- Oral Hygiene
- Skin Care
- Sun Care

Beauty Without Cruelty Eye Liner Pencil Definer
\$6.36 + ADD TO BASKET

QTY: 1 Select Color Size - 0.3 oz

DESCRIPTION
BWC Eye Pencils enhance the beauty of your eyes with subtle color and definition. Definers may also be used for eyebrows.

MAY WE SUGGEST

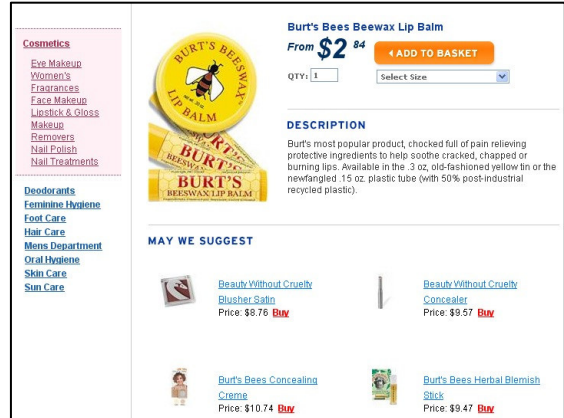
- Cosmetics
- Eye Makeup
- Women's
- Fragrances
- Face Makeup
- Lipstick & Gloss
- Makeup
- Removers
- Nail Polish
- Nail Treatments
- Deodorants
- Feminine Hygiene
- Foot Care
- Hair Care
- Mens Department
- Oral Hygiene
- Skin Care
- Sun Care

Beauty Without Cruelty Eye Liner Liquid Jet Black
Price: \$9.67 Buy

We Suggest" header. With a single Cross Sale we use the full width of the product area.

With multiple cross sales we use a two column display for this client. This gets more products higher on the page because the limiting factor is the height of the thumbnail image used for cross sales. This client limited the number of Cross Sales shown with their products to four.

If there are more Cross Sales available for a product than there are places to display them, your site can apply rules to select which items to display. They can be selected randomly from all available Cross Sales, selected by price, or by Rank.



All product data is available when cross sales are configured. In the first example, only the thumbnail image and product name are displayed. In the second example, we included the price and an enticement to "Buy". While all of these examples used a small image, your designer can use any product element for the cross sale display.

Alternatives

Cross Sales are a powerful but labour intensive marketing tool. While we have included tools to speed the configuration of cross sales, time and effort is required to set up cross sales if your site has hundreds of products or dozens of departments. The setup is generally a one time effort for the life of your products

In order to maximize the visibility of her products, the customer in the first example displays all products in the department on all product detail pages. By keeping them in site, she encourages site visitors to explore her products. Even without configuring Cross Sales to scarves, visitors have lots to look at on a single screen. This is a suitable choice for her because she has a limited number of products.



This design from 2004 loads product details directly into the top of the Department Page and does not use a Product Page. Similar to the sock manufacturer we showed above, the merchant displays additional products from a department with the product details. In this case, the additional products are displayed below the main product detail, and the shopper can page through them, or choose to display all additional products in rows of five. The design removes the need to configure Cross Sales.

Landing Page

The Cross Sales Manager is available from the marketing menu.

Currently signed in as: **Mr. Rob Stocks**

commerce**CM** manager

STORE CONTENT USERS LANGUAGE NEWSLETTER SIGN OUT

CATALOG × MARKETING × REPORTS × ORDER ENTRY × ADMIN

Store · Marketing · Cross Sales

Quick Stats

Type	Count
Single	2
Department	3

Create New Cross Sale

Type:

SAVE

Data Controller

Search for in SHOW RESULTS

Mixed Cross Sales 5 Records ; Page: 1 of 1 Items Per Page: 60

From	To		
Beauty Without Cruelty Eye Liner Liquid Jet Black	Beauty Without Cruelty Eye Liner Pencil Definer	edit	trash
Alba Aloe & Green Tea Oil Free Moisturizer	Alba Aloe Unscented Deodorant Stick	edit	trash
Roll Ons & Gels	Sticks and Solids	edit	trash
Face Makeup	Lipstick & Gloss	edit	trash
Nail Polish	Nail Treatments	edit	trash

5 Records ; Page: 1 of 1 Items Per Page: 60

In the top left of the page, the Quick Stats allows you to view the number of each type of Cross Sale that is configured. There are two types of Cross Sale.

- Single is a Cross Sale relationship between two products.
- A Department Cross Sale is a relationship between products in two departments.

By clicking on the Count in the Quick Stats table, the Data Table below the Data Controller will load the selected report.

New Cross Sales can be configured directly on this page using the form in the top right. The form adapts to your input.

The Data Controller can be used to search for text in the Cross Sales that you have configured.

By default when you visit the page, the Data Table shows the first 60 Cross Sales configured on your site. You can page through your Cross Sales, or reset the table to show more items on each page if you have more configured.

Cross Sales are listed with a “From” and a “To” item. The “From” item is the main product and the “To” item is the product included on that page.

The Data Table allows you to edit or delete a cross sale.

Creating a Cross Sale

Before you begin, it is important that you create your Products and Departments so that they are available for the system.

Creating a cross sale is a simple three step process that uses the form in the top right of the Cross Sale manager. This form is also used for editing existing Cross Sales.

Step 1: Select Type

Step 2: Reciprocity: Check the box if you want the Cross Sale to work both ways between your selections. With a Reciprocal Cross Sale, both products act as “From” products.

Step 3: Select Items: The form allows you to select either Products or Departments as appropriate from all Products or Departments that you have loaded in your site.

Products are listed in the drop down menu in alphabetical order. You can also enter in the product ID if you know it.

Departments are listed as ranked in your department manager.

Edit Cross Sale

To edit a Cross Sale, click the “edit” link in the Data Table. This will load the Cross Sale Data into the form on the top right of the page and change the label on the form.

Delete a Cross Sale

The trash can at the far right of the Data Table starts the delete process. You are always presented with a warning.

Create New Cross Sale

Type:

- Select Type-
- Single
- Department

Create New Cross Sale

Type: Reciprocal

From:

To:

Create New Cross Sale

Type: Reciprocal

From:

To:

Edit Cross Sale

Type: Reciprocal

From:

OR Product ID :

To:

OR Product ID :