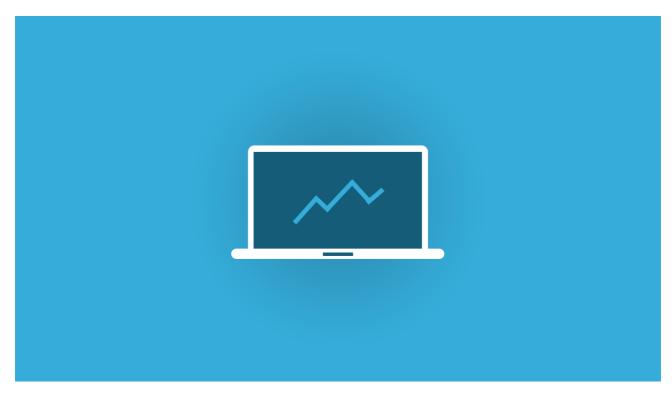
Selling



When Cross Selling Works

When cross-sells are half the price or less of the original product

small purchases and small cross-sells, e.g. monitor tissues plus monitor cleansing liquid

Natural bundling, e.g. a camera plus a camera case

When Cross Selling Fails

When cross-sells are more than half the price of the original product

When cross-selling chain is reversed: people won't buy a camera as an addition to a camera case

When Upselling Works

Relatively small difference in price or from the same price/class range

Products with the same features and brand

Full/close substitutes

When Upselling Fails

When main features/parameters don't match

Some brands' policies don't allow showing other brands as related products

Small percentage of considered purchases

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