How to Create Cross Sell and Upsell Campaigns

To launch a successful cross sell campaign, you need to figure out which of your products and services complement one another. Ask yourself:

- [ ] Who your target market is
- [ ] What these customers usually buy as additions to their main purchase
- [ ] Which different items they purchase at the same time
- [ ] What items have done well in previous cross sell campaigns (if applicable)

You can find this information from customer purchase and browsing history, communications, and any repeat return or cancellation records. When it comes to upselling successfully, you should:

- [ ] Choose upsell products from the same category as the original product. For example, don't recommend a pair of dress shoes if your customer is shopping for runners.
- [ ] Provide enough screen space to display the promotion and testimonials for the upsell product.
- [ ] Choose your highest-reviewed or best seller products, as long as it's logical to pair them with the original product being purchased.
- [ ] Offer your customers reasons and context for choosing the upsell item over an alternative.

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