How to Increase Your AOV on Shopify

There are many ways to increase the average order value or AOV of your customer's spend. This is the process of trying to (subtly) convince your customers to spend more money on their order with your store - either by choosing extra items or more expensive items than they'd intended when they began shopping. Here are some common ways to do this:

- [ ] Cross-sell and upsell.

  Cross-selling is the act of encouraging customers to buy related or complementary items, and upselling is suggesting an alternative, pricier item to what a customer was already looking for.

- [ ] Offer direct incentives
  - [ ] Volume discounts
  - [ ] Percentage discounts
  - [ ] Coupons
  - [ ] Freebies

- [ ] Merchandise well with an appealing array of items.

  Conduct some customer research to learn what they want and how to best set up your store's design so your merchandise is displayed and presented in a way that resonates and appeals to your shoppers.

- [ ] Make donations on your customers' behalf.

  Think about a cause that makes sense for your store to stand behind and contribute to, likely something related to what you sell and who you sell to. Many of your customers will notice and care, which can lead to more business.

- [ ] Put a liberal return policy in place.

  Many e-commerce shoppers aren't totally confident initially and need the reassurance of being able to return something they can't see, feel, or try on, or something they're giving as a gift, before purchase. Offering a lenient policy will give them more reason to shop with you and even increase their order size.

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