

5 Simple Ways to Get Customers to Spend More Per Order on Shopify

Getting new customers to visit your online store can be expensive, especially when you are spending money on digital ads and social media marketing. However, one of the fastest ways to grow your e-commerce revenue without increasing your ad budget is by raising your Average Order Value (AOV).

Average Order Value simply means the average amount of money a customer spends every time they make a purchase on your store.

If you can encourage a buyer to spend ₹1,500 instead of ₹1,000 in a single transaction, your profits jump immediately. The best part? You do not need complex technical coding to achieve this.

Here are 5 simple, non-technical strategies to get your [Shopify](#) store customers to spend more per order.

1. Create Smart Product Bundles

Product bundling means grouping related items together and offering them as a single package, often at a slight discount compared to buying each item individually.

INDIVIDUAL PURCHASES (Low Order Value)

Face Wash (₹400) = Total: ₹400

SMART BUNDLE OFFER (High Order Value)

Face Wash + Moisturizer + Sunscreen = Total: ₹999 (Saves ₹200)

- Why It Works: Customers love feeling like they are getting a good deal or a "complete solution" rather than just a single item.

- How to Implement: Group complementary products. For example, if you sell coffee beans, bundle them with a coffee mug and a small whisk. If you sell apparel, offer a complete "Look of the Month" set (shirt + trousers + socks).

2. Set a Free Shipping Minimum Threshold

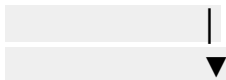
Unexpected shipping costs are one of the main reasons buyers abandon their carts. However, you can turn free shipping into a powerful incentive to boost your order size.

- How to Calculate Your Limit: Look at your current average order value. If your average customer spends ₹800, set your free shipping threshold slightly higher around ₹1,200.
- The Buyer Psychology: When a customer has ₹900 worth of items in their cart and sees a notification that says, "Add ₹300 more to unlock FREE Shipping!", they will almost always add another small item to avoid paying a ₹100 delivery fee.

3. Use Strategic Cross-Selling at Checkout

Cross-selling means suggesting relevant, low-cost add-on products right when a customer is preparing to buy.

SHOPPING CART —> [MAIN ITEM: Leather Bag (₹2,500)]



CHECKOUT OFFER —> "Add Leather Care Cream for just ₹299!" (One-Click Add)

- Keep Add-Ons Low-Cost: The cross-sell item should be an easy decision that costs significantly less than the main item in the cart (usually 10% to 20% of the main item's price).
- Examples of Great Cross-Sells:

- Selling a phone? Offer a screen guard or protective case.
- Selling shoes? Offer extra socks or shoe cleaner.
- Selling gift items? Offer premium gift wrapping or a personalized greeting card.

4. Offer Tiered Quantity Discounts

If you sell consumable goods, everyday essentials, or fashion staples, offering quantity-based discounts encourages buyers to stock up in a single order.

- How It Works: Display clear volume pricing on your product page:
 - Buy 1 for ₹500
 - Buy 2 for ₹900 (Save 10%)
 - Buy 3 for ₹1,200 (Save 20%)
- Why It Works: It shifts the buyer's mindset from "Do I need this item?" to "How many of these should I buy to get the best value?"

5. Introduce Post-Purchase or Cart-Drawer Upsells

An "upsell" invites the customer to upgrade their purchase or buy a premium version of the product they selected. Placing these offers directly inside your slide-out cart drawer or immediately after they click "Buy Now" catches them when their buying intent is highest.

- Offer Upgraded Versions: If a customer selects a 250ml shampoo bottle, prompt them inside the cart drawer: "Upgrade to the 500ml Family Size for just ₹200 extra!"
- Keep It Frictionless: Make sure the customer can add the upgraded item with a single click, without having to fill out their details all over again.

Quick Summary: Strategies to Increase Order Value

Strategy	Simple Action	Impact on Revenue
Product Bundles	Combine related items into a "Complete Kit"	Increases total price per purchase
Free Shipping Threshold	Require a minimum order amount (e.g., ₹1,200)	Encourages buyers to add small filler items
Checkout Cross-Selling	Offer low-cost accessory add-ons	Adds high-margin items to the final basket
Volume Discounts	Offer "Buy More, Save More" tiers	Moves more inventory in a single transaction
Cart-Drawer Upsells	Suggest size or product upgrades in the cart	Raises the price of the primary purchase

How Dreamzsop Helps You Maximize Shopify Sales

Increasing your Average Order Value requires a well-structured storefront layout, smooth cart navigation, and smart customer experience planning. At Dreamzsop, we help e-commerce brands build high-converting Shopify stores designed to maximize revenue per customer.

What Dreamzsop Delivers for Your Store:

- High-Converting Cart Drawers: Custom slide-out carts equipped with live free shipping progress bars, one-click add-ons, and bundle offers.
- Conversion-Focused Product Layouts: Clean design setups for displaying variant options, volume pricing tiers, and trust badges.

- Fast Mobile Performance: Speed-optimized Liquid theme design ensuring your upsell offers and checkout pages load instantly on all mobile devices.

Ready to Increase Your Average Order Value?

Turn your existing store traffic into higher daily revenue with custom e-commerce strategies from Dreamzsop.

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