## **Organisation | Catalogue | Cross-Selling Profiles**

Pre-requisite: create products

## Description:

Cross-selling allows you to increase the average shopping cart by intelligently suggesting other products based on the contents of the shopping cart AND the stage of the shopping path.

There are 5 different types of cross selling:

- Conditional cross-selling
- Post-selling
- Hit offer
- Cross-selling
- Up-selling

Consult Confluence pages (FR): Cross-selling / Types of cross-selling

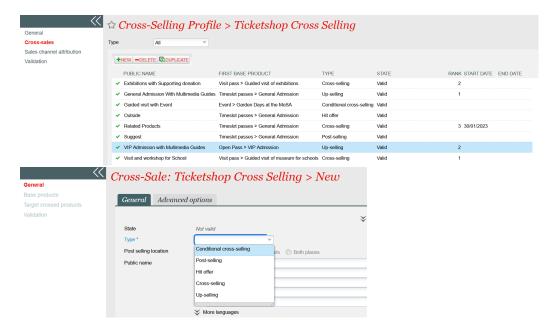
## Screen overview:

First, in the Cross-selling profiles menu, create your cross-selling profile by giving it a name and a code

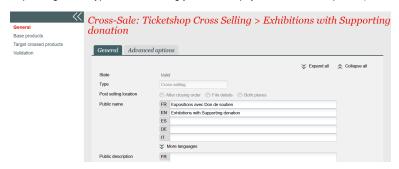




Then determine the type of cross-selling you want to offer to customers



Depending on the type of cross-selling you choose, pay attention to the options (Post selling location, Start date/Start time and End date/End time)



Then choose your base products concern by the cross-selling...

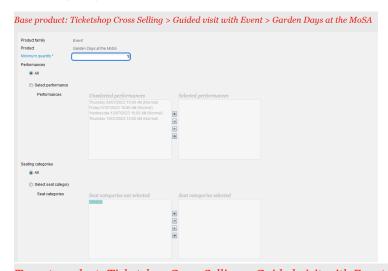


## And target crossed products

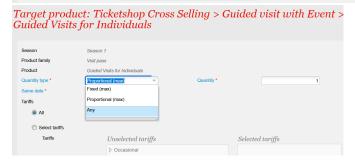


Conditional cross-selling allows you to add conditions to the appearance of complementary product proposals. Beware to the options for base products and target products. In particular the quantity type. There are three types of quantities:

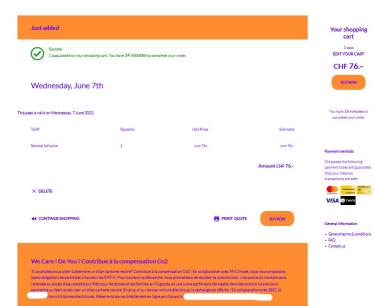
- Fixed (max): you define the absolute maximum quantity of the target product, whatever the quantity of the base product.
- Proportional (max): you define the target quantity as a multiplier of the quantity of the base product. Beware, this option should not be used for fixed price group visits, as only one product (group ticket) is bought.
- Any: no specific limitation.



Target product: Ticketshop Cross Selling > Guided visit with Event > Guided Visits for Individuals Season 1 Product family Visit pass Product Guided Visits for Individuals Quantity \* All Select tariffs Unselected tariffs Selected tariffs D Occasional ▶ Invited →← ≪-



Example of conditional cross-selling





We Care! Add the Co2 compens... From CHF 5.-