

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

INTERNAL NAME	CODE	STATE
✓ Kids Learning Cross Sell	KIDS	Valid
✓ Ticketshop Cross Selling	TICKET	Valid
✓ Visit, Event and Service	COMBO	Valid

State: Valid

Internal name * FR Ticketshop Cross Selling

Code * TICKET

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

<<

☆ Cross-Selling Profile > Ticketshop Cross Selling

General

Cross-sales

Sales channel attribution

Validation

Type All

+NEW -DELETE DUPLICATE

PUBLIC NAME	FIRST BASE PRODUCT	TYPE	STATE	RANK	START DATE	END DATE
✓ Exhibitions with Supporting donation	Visit pass > Guided visit of exhibitions	Cross-selling	Valid	2		
✓ General Admission With Multimedia Guides	Timeslot passes > General Admission	Up-selling	Valid	1		
✓ Guided visit with Event	Event > Garden Days at the MoSA	Conditional cross-selling	Valid			
✓ Outside	Timeslot passes > General Admission	Hit offer	Valid			
✓ Related Products	Timeslot passes > General Admission	Cross-selling	Valid	3	30/01/2023	
✓ Suggest	Timeslot passes > General Admission	Post-selling	Valid			
✓ VIP Admission with Multimedia Guides	Open Pass > VIP Admission	Up-selling	Valid	2		
✓ Visit and workshop for School	Visit pass > Guided visit of museum for schools	Cross-selling	Valid	1		

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.

Base product: Ticketshop Cross Selling > Guided visit with Event > Garden Days at the MoSA

Product family
Product
Minimum quantity *
Performances

Event
Garden Days at the MoSA

All

Select performance

Performances

Unselected performances

Thursday 06/07/2023 10:00 AM (Normal)
Friday 07/07/2023 10:00 AM (Normal)
Wednesday 12/07/2023 10:00 AM (Normal)
Thursday 13/07/2023 10:00 AM (Normal)

Selected performances

Seating categories
All
Select seat category

Seat categories

Seat categories not selected

Seat categories selected

Target product: Ticketshop Cross Selling > Guided visit with Event > Guided Visits for Individuals

Season
Product family
Product
Quantity type *
Same date *
Tariffs

Season 1
Visit pass
Guided Visits for Individuals

Proportional (max)

Quantity *

All
Select tariffs

Unselected tariffs

Occasional
Invited

Selected tariffs

Target product: Ticketshop Cross Selling > Guided visit with Event > Guided Visits for Individuals

Season
Product family
Product
Quantity type *
Same date *
Tariffs

Season 1
Visit pass
Guided Visits for Individuals

Proportional (max)
Fixed (max)
Proportional (max)
Any

Quantity *

All
Select tariffs

Unselected tariffs

Occasional

Selected tariffs

Example of conditional cross-selling

Just added



Success

1 pass added to your shopping cart. You have 14 minutes to complete your order.

Wednesday, June 7th

This pass is valid on Wednesday, 7 June 2022.

Tariff	Quantity	Unit Price	Sub-total
Normal full price	1	CHF 76.-	CHF 76.-

Amount CHF 76.-

X DELETE

CONTINUE SHOPPING

PRINT QUOTE

BUY NOW

Your shopping cart

1 pass

EDIT YOUR CART

CHF 76.-

BUY NOW

You have 14 minutes to complete your order.

Payment methods

We accept the following payment types and guarantee that your Internet transactions are safe.



General information

- General terms & conditions
- FAQ
- Contact us

We Care ! Do You ? Contribue à la compensation Co2

Tu souhaites nous aider à atteindre un bilan carbone neutre? Contribue à la compensation Co2 ! En collaboration avec MyClimate, nous vous proposons (sans obligation) de participer à hauteur de CHF 5.- Pour soutenir la démarche, nous promettons de doubler ta contribution. Une partie du montant sera reversée au projet d'eau potable purifiée pour les écoles et les familles en Ouganda, et une autre partie sera réinvestie dans des actions locales pour permettre au festival de viser un bilan carbone neutre. En plus, si tu viens en voiture électrique, la recharge est offerte ! En collaboration avec SEC, le fournisseur d'énergie électrique. Réserve ta borne directement en ligne en cliquant ici.



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