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Overlay Techniques to Increase Average Basket Values

Utilising Salesfire tools to encourage higher
average basket values

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Many retailers invest heavily in driving traffic into their stores, but then pay less attention to converting that customer to a sale once onsite.

In fact, a recent survey revealed that only £1 is spent on converting a customer for every £92 spent in attracting them into the site in the first instance.

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If we can 'work' this traffic more effectively, we're going to see marketing investments go further. In fact, in many cases marketing spends can be accelerated because of the higher return on investment for each customer visiting the website.

In this article, we're just going to concentrate on some of the techniques we can employ to increase basket value. Obviously, you could use various tools for doing this (though naturally we'd recommend Salesfire)

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Incentivising and informing of basket value incentives

This takes place with two overlays (pop-ups) used in combination. The idea is to offer the user an incentive based on the basket value they carry. The neatest method of incentivising tends to be based around free delivery (or upgraded/ enhanced delivery should you currently offer free delivery). The following statements are useful suggestions on a product page to emphasise urgency.

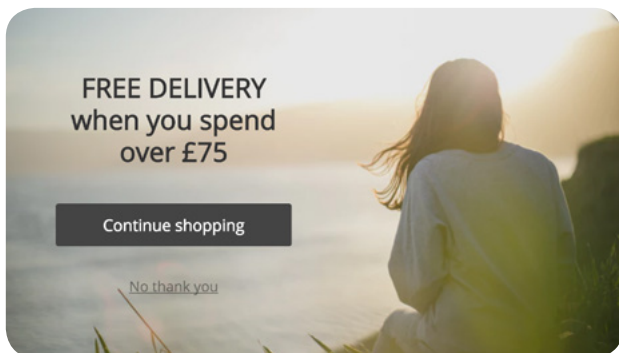


Diagram 1: Basket Value Under £50.00

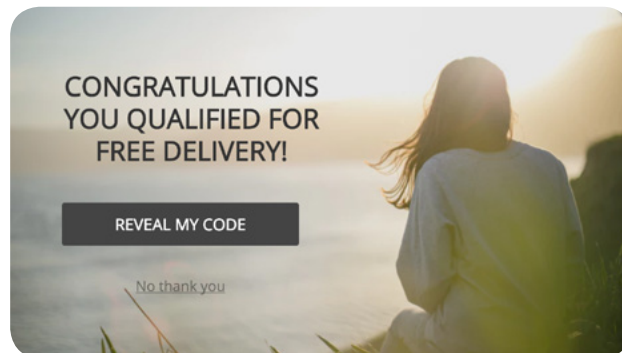


Diagram 2: Basket Value Over £75.00.
Customer has qualified for Free Delivery

The first overlay simply pops up when a user has added product to the basket (try to mention your offer elsewhere on the site). Let's take a free delivery on spend over £75 as an example. If an item of £50 value has been added to basket, then and overlay prompts the user to 'spend over £75 for free delivery'.

Now when a second item is added the user is rewarded for their increased order value through a second overlay stating 'Congratulations! You've qualified for free delivery'.

The important thing to remember here is to add this incentive as a 'discount code'. This means that the incentive feels unique to the user - essentially, they've worked to achieve, or unlock an incentive. (A little like computer game achievement theory). Remember to apply a countdown to the promotion - this will drive urgency in the user.

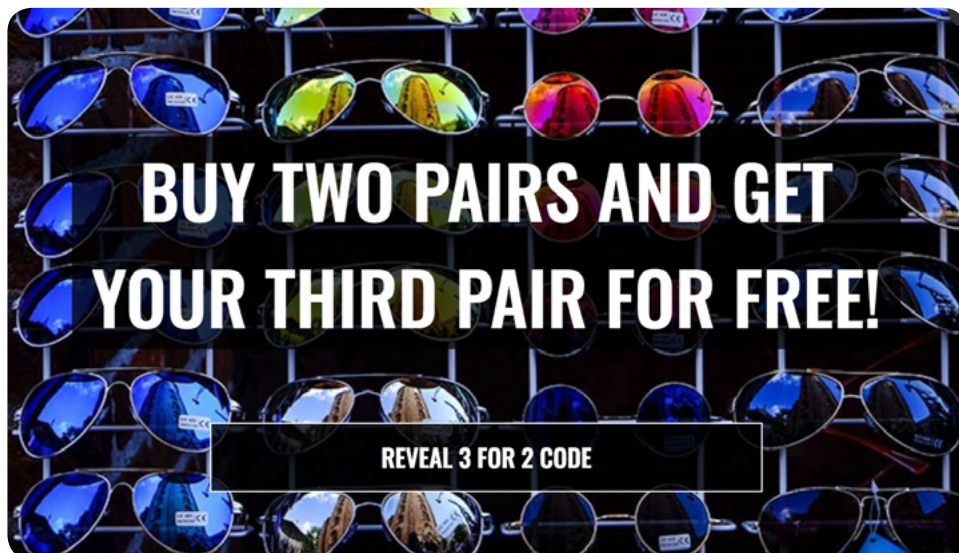
You can experiment with different basket values and voucher expiry dates to achieve the best results for your business.

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Multi-buy incentives on products

These are useful in driving up average order values. The major supermarkets have been doing this for years - who really needs five cartons of orange juice for the price of three? The same principles apply online whereby you can trigger an overlay on a specific page and notify them of a multi-buy offer across a range of linked products. Naturally, you'd also use this opportunity to incentivise your products with biggest margin whilst making sure your products are relevant to multiple purchase.



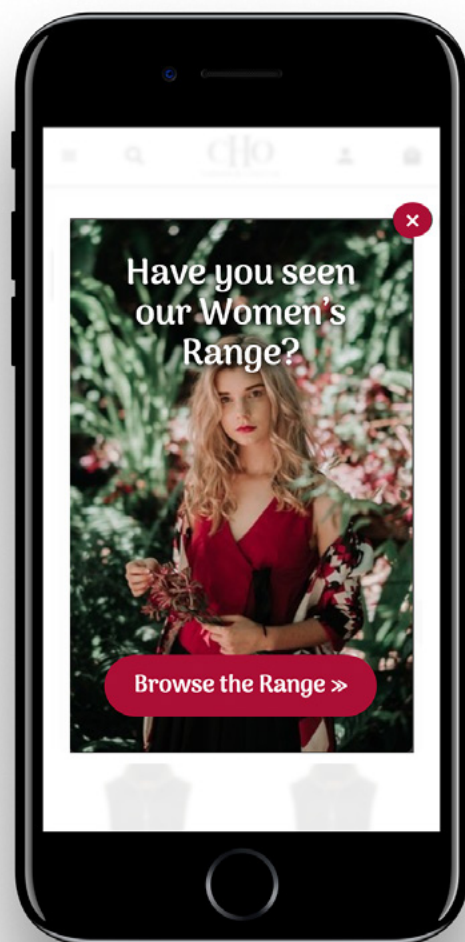
Redirecting customers to alternative products

You can use this type of overlay to push users into alternative products which a user may otherwise not have viewed (or higher margin products). An example could be to introduce a latest brand, or a range of accessories to tempt the user into adding that additional product.

As with most of these incentives, you could communicate this offer through Alerts as well as Overlays depending on how intrusive you want to be.

Remember many of these overlays can be through exit intent - especially across pages where you don't feel the need to offer a straight discount to the product. If you can make the customer at least pause for thought upon exit, you stand a chance at retaining them.

Also consider other offers and incentives to build basket value. Many retailers will offer free gifts (of little cost value) to encourage higher basket values. For example, 'Free decorating set with all orders over £100', or 'Free gift wrap with purchases over £250'. The key is to offer incentives, whilst avoiding giving away any significant margin in your products. Making your customers work to achieve/ unlock a discount should not only allow you to convert higher basket values, but also allow you to save giving away discount on lower order values, or on purchases which may have occurred even if an offer wasn't presented.



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For further free advice on how best to implement these techniques into your business, simply contact the Salesfire team.

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