

User guide

AVERAGE CART BOOSTER (CROSS-SELLING)

Version: 2.4.0

The **Average Cart Booster (Cross-selling)** module, developed by PrestaShop, allows you to create customized promotional offers specific to your customers and guarantees several benefits such as:

- Easily increase your customers' average cart value
- Clear your inventory of unsold products of your choice
- Help customers discover new products and create a demand
- Improve customer satisfaction and loyalty thanks to customized discounts on selected products

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1. DOCUMENTATION TAB

This tab allows you to access to a user guide that will help you configure different elements of the module.

2. CONFIGURATION TAB

In this tab, you will be able to customize promotional offers specific to your customers.

- Begin with the name of the offer you want to create. It will appear on the Shopping cart summary if the customer adds the discounted product that is offered on the Shopping cart page.

If a name is not given to a promotion, "Special Offer" will be the default name shown to the clients.

ie. Promotion

- Then please choose the product in which you would like to apply a promotional offer. The module takes an inventory of all the products available in your catalog and will keep the exact same name given to it (all you need to do is typing a couple of first letters of the chosen product).

* Search for a product and choose the product from the list.

Enter the product name.

- You will also be able define the amount and the type of offer depending on the total amount in the customer's shopping cart. Define the discounts that will be generated by this module: choose the number of discount ranges, the percentage and currency, and enter the corresponding amount. If you choose an amount, this one will be automatically adapted to every currency available in your shop.

Choose the number of discount ranges:

1 ▾

o A promotion offered on a cart total of less than €50 will offer the promotion on carts with a total of €0 - €49,99 and a promotion offered on a cart total of more than €50 will offer the promotion on carts with a total of €50+

To benefit from the promotion, the cart must have:

at least ▾

A cart total more than:

€

(inclusive)

is offered a

10

% ▾

Enter a Promo Code

* Choose an expiration date for the promotion: jj/mm/aaaa 

- Once you save the promotional offer, follow the conditions and a recap board with every promotional offer you have created. This board gives you the ability to filter the information to only display what you are looking for.

View	Shop Name	Selected Products	Discount ID	Discount Name	Expiry Date	Multiple Codes Allowed	Priority	Active	Delete
	PrestaShop	Hummingbird cushion	1	Promotion	2018-03-24		 		
	PrestaShop	Brown bear cushion	2	Special offer	2018-03-31		 		

Several rules to know when creating a promotional offer:

The products offered as promotions are based on the visitors' activity on your online store, ensuring that the promotional offers will always be adapted to their purchasing behavior.

Therefore, the promotions created by the module will not appear on the prospect's shopping cart summary if:

- The customer has already bought the product in question in your online store
- The prospect has already added the product to the cart before going to the cart summary
- There is already a cart rule created for the current shopping cart.

You can choose whether the promotions created by the Average Cart Booster (Cross-selling) module may be used simultaneously with the cart rules you have created outside this module.

If the product validates the proposed special offer, the designated product will be found in the order summary with other products already selected by the prospect.

3. STATISTICS TAB

In this tab you will find the module statistics as well as the additional turnover this has allowed you to generate.

You have the option to filter these results by date.

You will find in the table the main indicators:

- Discount ID
- Discount name
- Product ID
- Product name
- Retail price
- Views
- Number of sales
- Promotion efficiency
- Generated revenue

Select a period to view statistics

Only the generated revenue is set to match the set dates.

Period from:

/

/

Period to:

records per page									Search:	Q	
View	1/2	Discount ID	Discount Name	Product ID	Product	Retail Price	Views	No of Sales	Promotion Efficiency	Generated Revenue	Erase
1		Promotion	11		Hummingbird cushion	€18.90	4	0	0.00%	€0.00	
2		Special offer	10		Brown bear cushion	€18.90	0	0	0%	€0.00	

4. CONTACT TAB

Finally, if you encounter a problem using the module, this tab gives you access contact PrestaShop.

The entire PrestaShop Team thanks you for your trust and wishes you great success with the Average Cart Booster (Cross-selling) module!

The Average Cart Booster (Cross-selling) module was developed by the PrestaShop Team, guaranteeing perfect compatibility with PrestaShop e-commerce software.