

Day #9: Bundle on up!

Bundling up your products is another nifty tactic for encouraging sales and cross sells, while serving your peak season shoppers some inspo. Bundles are especially effective during the holiday season because they let shoppers easily purchase full ‘gift sets’ for a discounted price.

You might be used to displaying complementary upsells on the likes of your PDPs, or your shoppers’ checkout pages already (think ‘Often bought with...’, ‘You might also like...’ type recommendations).

So, why not combine them into a single product bundle that offers the suggested products together in one quick add-to-cart, and for a discounted price?

Your bundles could be inspirational, grouping products that aesthetically complement each other, such as kitchenware items in matching prints. They could also be practical, offering batteries in a bundle alongside battery-powered items, for instance. And, if you offer the likes of gift wrapping services or gift cards, think about including those too.

And if all this is sounding like too much manual effort, don’t worry! Nosto’s Dynamic Bundles can auto-generate complementary products from set categories to create the perfect bundles that make it easy for shoppers to buy more.

Nosto users: Did you know that, if you’re on Shopify, you can create experiences through Nosto that give shoppers the ability to build their own bundles on your store with discounts that dynamically apply? Here’s the [tech doc](#).

