



Shopify Sales Hacks: Why they work and how to add them to your store today

Increase your share of the growing pie:

25%

increase in ecommerce growth forecast by 2027

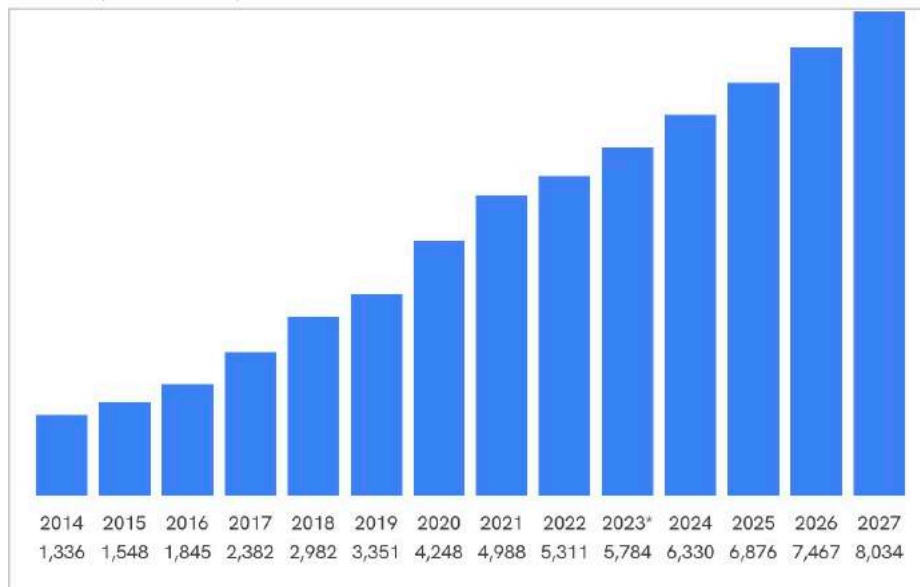
€527.6bn

projected revenue by 2025

E-commerce isn't slowing down. [It's growing](#). But with increased competition, and ease of entry getting lower and lower by the day. Doing the bare-minimum with your Shopify store no longer puts you on the path to guaranteed growth. At Kahunam we're passionate about helping people with their Shopify stores. Because when you grow, we grow. So we've put together a quick guide on all the sales hacks you can apply to your Shopify store.

We'll keep a balanced view presenting the for and against for each technique, an explanation of why it works drawing on behavioural economics and psychology. And an overview of how to get started either with: self-install apps, a developer, or both.

Sales Growth (in billion U.S. dollars)



1. Product Recommendations

The case for:

Product recommendations can significantly boost sales by suggesting relevant items to customers based on their browsing history, purchase behaviour, and similarities to other customers. This personalised approach can increase average order value, encourage additional purchases, and improve the overall shopping experience.

The case against:

There's also a risk of appearing intrusive if not implemented correctly, potentially turning off some customers who value privacy. Additionally, if the AI algorithm is not well-tuned, it may make irrelevant suggestions, which can be counterproductive.

Why it works:

1. **The Baader-Meinhof Phenomenon (Frequency Illusion):** Once a customer sees a product, they're more likely to notice it again.
2. **Social Proof:** Recommendations based on what similar customers bought reinforce the idea that the product is popular and desirable.
3. **Cognitive Ease:** By presenting related products, you're making it easier for customers to find what they might need, reducing cognitive load.

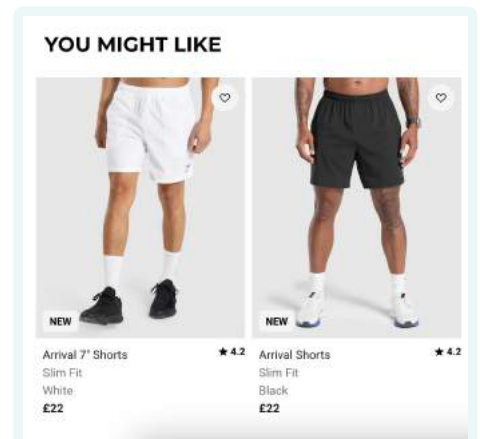
How to add it to your website:

Via an app:

1. **Wiser - Product Recommendations:** Shows customers personalised product suggestions.
2. **Global Product Recommendations:** Uses AI to recommend products and upsell items.
3. **Personalization AI-Suggestions:** Suggest products and upsells based on what customers browse and buy.

With a developer:

A developer can create a more customised recommendation system tailored to your specific needs. They can integrate with your existing data sources, create unique algorithms, and design a seamless user interface that matches your brand aesthetic and appears exactly where you want it to be. The advantages of using a developer include greater flexibility, potential for more accurate recommendations, and better integration with your existing systems. There can also be cost savings in the long run as a developer can replace the functionality that 3rd party apps with recurring fees provide, with native code.



35%

of Amazon's revenue is generated by its recommendation engine.

McKinsey & Company (2013)

150%

Increase in conversion rates with personalised product recommendations.

Barilliance (2018)

2. Live Chat

The case for:

Live chat provides immediate customer support, addressing concerns quickly and efficiently. This can significantly reduce cart abandonment rates, increase trust, and improve overall customer satisfaction. It also allows businesses to gather valuable customer insights in real-time.

The case against:

Implementing live chat requires dedicated staff to manage it effectively, which can be costly and time-consuming. There's also the risk of negative interactions if staff are not well-trained. For smaller businesses, managing 24/7 chat support can be challenging.

Why it works:

1. **Instant Gratification:** Customers get immediate answers, satisfying their need for quick information.
2. **Reduced Friction:** By addressing concerns instantly, it removes barriers to purchase.
3. **Social Presence:** The human element in chat creates a sense of connection, increasing trust.

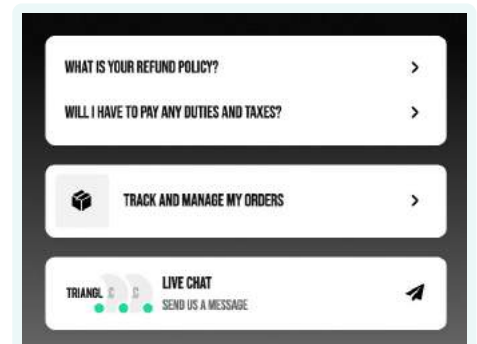
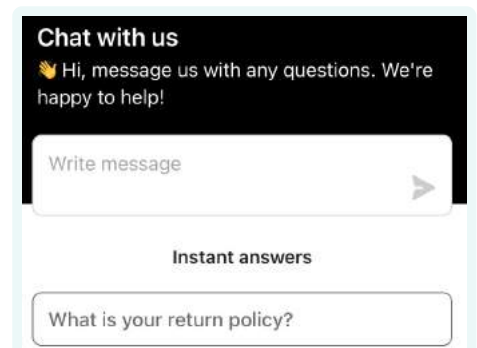
How to add it to your website:

Via an app:

1. **Tidio Live Chat:** Offers live chat, chatbots, and email marketing.
2. **Gorgias:** Centralises customer support across multiple channels.
3. **Zendesk Chat:** Part of a larger customer service suite.
4. **Shopify Inbox:** Lets you chat with customers while they shop.

With a developer:

A developer can integrate more advanced chat features, such as AI-powered chatbots, or work with a designer to customise a third party chat app widget to perfectly match your brand. They can also ensure seamless integration with your CRM and other business systems. The advantage of using a developer is the ability to create a unique, branded experience and potentially more advanced functionality.



70%

more likely to convert are shoppers who chat with businesses via Shopify Inbox.

Shopify

3x

higher conversion rate for shoppers who use live chat.

Forrester (2018)

10-15%

higher average cart value for shoppers who use live chat.

Forrester (2018)

3. User-Generated Content (UGC)

The case for:

UGC, such as customer photos and reviews, builds trust and provides social proof. It showcases real-world usage of products, helping potential customers visualise themselves using the item. This can significantly boost conversions and create a sense of community around your brand.

The case against:

Managing UGC can be time-consuming, and there's always a risk of negative or inappropriate content being submitted. It also requires ongoing engagement to encourage customers to create and share content.

Why it works:

1. **Social Proof:** Seeing others use and enjoy a product increases its perceived value and desirability.
2. **Authenticity:** UGC is perceived as more genuine than branded content, increasing trust.
3. **FOMO (Fear of Missing Out):** Seeing others enjoy a product can create a desire to join in.

How to add it to your website:

Via an app:

1. **Yotpo:** Collects and displays customer reviews, photos, and Q\&A.
2. **Loox:** Focuses on photo reviews from customers.
3. **Stamped.io:** Offers product reviews, photo/video uploads, and Q\&A features.

With a developer:

A developer can create a custom UGC integration that fits seamlessly with your site design. They can also implement more advanced features like user galleries, contests, or social media integrations. The advantage of using a developer is the ability to create a unique, branded UGC experience that stands out from standard app implementations.



72%

of consumers said that real customer photos and videos are the content they most want to see on eCommerce sites.

Social Media Today

92%

of consumers see UGC as quality markers that indicate whether a shopping decision is worth it or not.

ZDNet

4. Exit-Intent Popups

The case for:

Exit-intent popups can recover potentially lost sales by engaging customers who are about to leave the site. They offer a final opportunity to capture email addresses, offer discounts, or highlight key products or offers.

The case against:

Popups can be seen as intrusive and annoying if not implemented carefully. Overuse can negatively impact user experience and potentially harm your brand image. They may also conflict with some ad-blocking software.

Why it works:

1. **Pattern Interrupt:** It breaks the user's thought process of leaving, creating a moment of reconsideration.
2. **Loss Aversion:** Highlighting what the user might miss out on taps into the fear of losing out.
3. **Reciprocity:** Offering a discount or valuable content in exchange for an email address can trigger a sense of obligation.

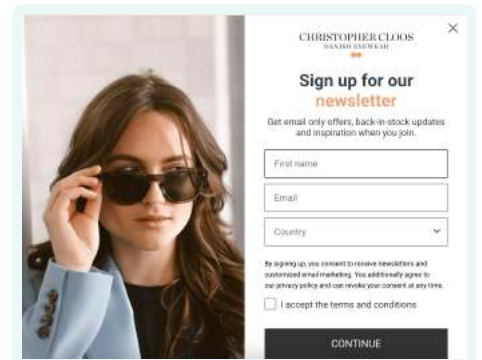
How to add it to your website:

Via an app:

1. **Privy:** Offers exit-intent popups along with other marketing tools.
2. **OptinMonster:** Provides advanced targeting and A/B testing for popups.
3. **Justuno:** Offers AI-powered exit-intent popups and other conversion tools.

With a developer:

A developer can create custom exit-intent popups that are more integrated with your site's design and functionality. They can implement more sophisticated trigger mechanisms and ensure the popups work seamlessly across all devices. The advantage of using a developer is the ability to create highly customised and potentially more effective exit-intent strategies.



20%

average increase in conversion rate for ecommerce sites using exit-intent popups.

BigCommerce

11.09%

average conversion rate for popups.

OptiMonk (2021)

5. Urgency and Scarcity Tactics

The case for:

Urgency and scarcity tactics, such as countdown timers and low stock warnings, create a sense of urgency that encourages quicker purchasing decisions. These can significantly boost conversion rates and average order value.

The case against:

Overuse of these tactics can come across as manipulative and may erode customer trust if not used honestly. There's also a risk of creating artificial urgency that doesn't align with actual inventory or offers, which can backfire.

Why it works:

1. **Loss Aversion:** The fear of missing out on a deal or product motivates action.
2. **Scarcity Principle:** Items perceived as scarce are seen as more valuable.
3. **Anticipatory Regret:** The potential regret of not acting creates motivation to purchase.

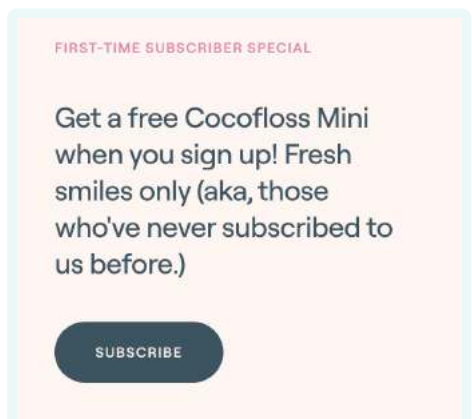
How to add it to your website:

Via an app:

1. **Rushy Scarcity Countdown Timer:** Encourages customers to complete their purchases quickly.
2. **Sales Pop Up:** Uses real-time notifications and social proof to show recent sales.

With a developer:

A developer can create custom urgency and scarcity features that are more integrated with your inventory management system and overall site design. They can implement more sophisticated logic for when and how these tactics are displayed. The advantage of using a developer is the ability to create a more seamless and potentially more effective urgency/scarcity system that aligns perfectly with your brand and business model.



60%

people make purchases because of FOMO

TrustPulse

6. Reviews

The case for:

Product reviews help build trust in your store and products. They provide social proof, give potential customers valuable insights, and can significantly increase conversion rates. Reviews also provide valuable feedback for product improvement.

The case against:

Negative reviews can deter potential customers. Managing reviews can be time-consuming, and there's always a risk of fake or malicious reviews. Some businesses may struggle to accumulate a significant number of reviews, especially when starting out.

Why it works:

1. **Social Proof:** Seeing others' positive experiences increases trust and perceived value.
2. **Confirmation Bias:** People tend to seek information that confirms their existing beliefs or desires.
3. **Risk Reduction:** Reviews help potential customers feel more confident in their purchase decisions.

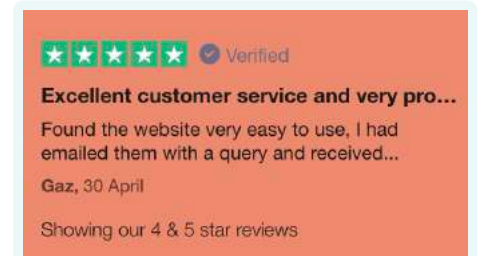
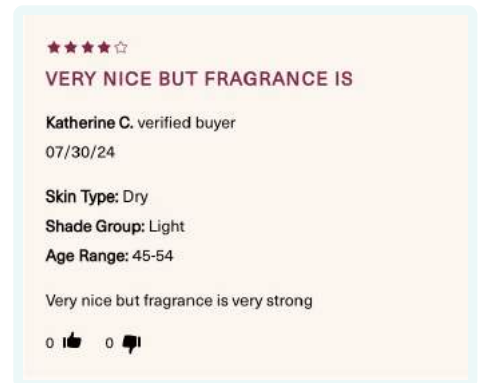
How to add it to your website:

Via an app:

1. **Vitals:** Combines over 40 tools in one app to boost sales.
2. **Judge.me:** Offers features like photo reviews, Q&A, and review request emails.
3. **Okendo:** Provides detailed review attributes and customer segmentation.

With a developer:

A developer can create a custom review system that integrates seamlessly with your site design and functionality. They can implement more advanced features like review moderation tools, custom review attributes, or integration with other parts of your site. The advantage of using a developer is the ability to create a unique review experience that aligns perfectly with your brand and specific needs.



93%

of customers read online reviews before making a purchase.

Dixa

47%

of customers share positive experiences online.

Dixa

95%

of customers are vocal about negative experiences online.

Dixa

7. Advanced Cart Recovery

The case for:

Advanced cart recovery strategies across multiple channels (email, SMS, web push) can effectively recover lost sales. This approach allows you to reach customers through their preferred communication method and at optimal times.

The case against:

There's also a risk of annoying customers with too many reminders, which could harm your brand image. Privacy concerns may also arise with more aggressive tracking and communication methods.

Why it works:

1. **The Zeigarnik Effect:** People remember uncompleted tasks better than completed ones, making them more likely to respond to reminders.
2. **Mere Exposure Effect:** Repeated exposure to your brand and products increases familiarity and likelihood to take action.

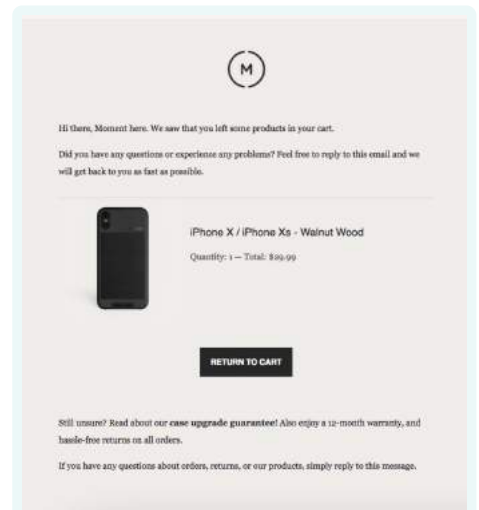
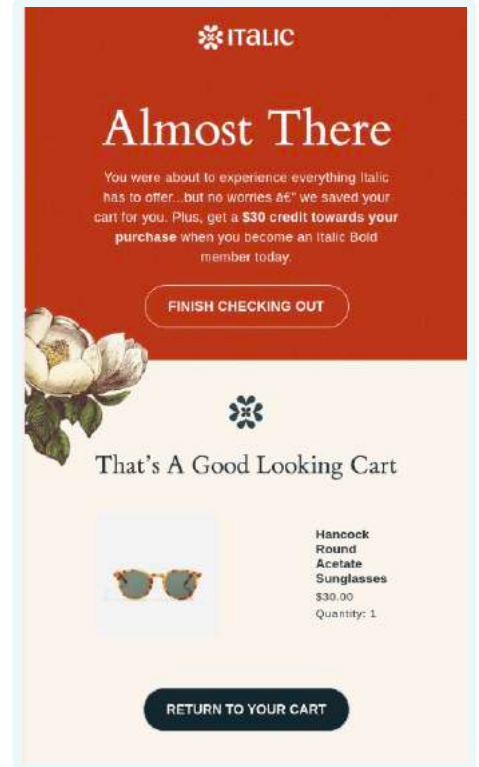
How to add it to your website:

Via an app:

1. **Shopify Native Feature:** Shopify offers an automated email feature in the Marketing section that sends customisable reminders to customers who abandon their carts, helping to recover potential sales through personalised messages and incentives.
2. **Klaviyo:** Offers advanced email marketing capabilities and SMS marketing.
3. **Recart:** Helps boost sales with AI - personalised messages.

With a developer:

A developer can help you customise the native Shopify abandoned cart message design, or they can work with a third party solution to improve the design and ensure that it integrates across your other CRM and marketing tools. They can implement more sophisticated logic for when and how to send recovery messages. The advantage of using a developer is the ability to create a highly tailored cart recovery strategy that is optimised for success.



70.19%

is the average cart abandonment rate across industries.

Baymard Institute

\$3.65

average abandoned cart flow RPR

Klaviyo

8. Buy Now, Pay Later Options

The case for:

Buy Now, Pay Later (BNPL) options like Affirm or Klarna can reduce price objections and increase conversion rates. They make higher-priced items more accessible to customers by spreading the cost over time.

The case against:

BNPL services often charge fees to the merchant, which can eat into profits. There are also concerns about encouraging consumer debt. Integration can be complex depending on the partner chosen, and there may be regulatory considerations depending on your location.

Why it works:

1. **Present Bias:** People tend to value immediate rewards over future ones, making the ability to get the product now more attractive.
2. **Mental Accounting:** Breaking payments into smaller amounts makes the purchase feel more manageable.
3. **Impulse:** Offering a BNPL option means that friction to purchase is lowered, especially if we are close to the most popular time of the month for e-commerce platforms - payday. This allows the customer to act on their impulse despite their current financial situation.

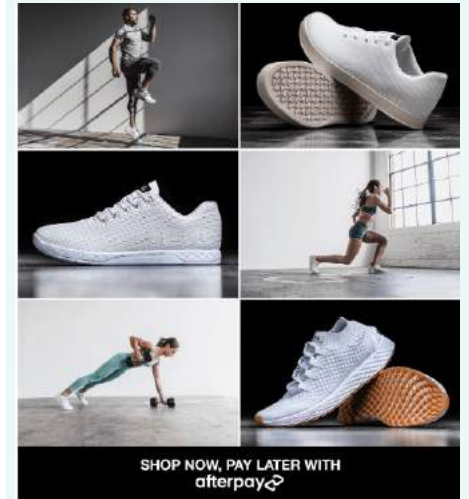
How to add it to your website:

Via an app:

1. **PayPal Pay Later:** Split payments into different options.
2. **Sezzle:** Delays payments by up to two weeks and pays 25% upfront.
3. **Klarna:** Provides various payment options including "Pay in 4" and "Pay in 30 days".
4. **Affirm:** Offers 0% APR options and integrates directly with Shopify.

With a developer:

Unless your team is built like a major bank, you'll need a BNPL service provider to manage the operational side. Providers typically provide their own Shopify integration to get you started. In this case the role of a developer is to ensure seamless integration with your checkout process and overall site design, minimising any risk of downtime and increasing the overall impact on sales. They can also help implement custom messaging around BNPL options throughout the site. The advantage of using a developer is to create a more tailored implementation that aligns with your brand and maximises the impact of offering BNPL.



Payment
All transactions are secure and encrypted.

Credit card VISA MASTERCARD AMERICAN EXPRESS

PayPal PayPal

shop Pay in full or in installments

Billing address

Same as shipping address

Use a different billing address

Pay now

How It Works

Step 2: Select Klarna at Checkout

Enter the credit or debit card of your choice. Pay 25% upfront.

SHOP BESTSELLERS

50%

increase in average order value for merchants using Shop Pay Installments.

Shopify

28%

fewer abandoned carts for merchants using Shop Pay Installments.

Shopify

9. Fast Checkout Options

The case for:

One-click checkout methods like Shop Pay can significantly reduce cart abandonment rates by simplifying the purchasing process. They remove friction, save time, and make repeat purchases much easier for customers.

The case against:

Implementing multiple fast checkout options can clutter the checkout page and potentially confuse some customers. There may also be additional fees associated with some fast checkout providers. For smaller stores, the benefit may not outweigh the complexity of implementation.

Why it works:

1. **Cognitive Ease:** The easier an action is to complete, the more likely people are to do it.
2. **Status Quo Bias:** Once customers set up a fast checkout option, they're likely to continue using it due to inertia.
3. **Effort Heuristic:** People value things more when they require less effort to obtain.

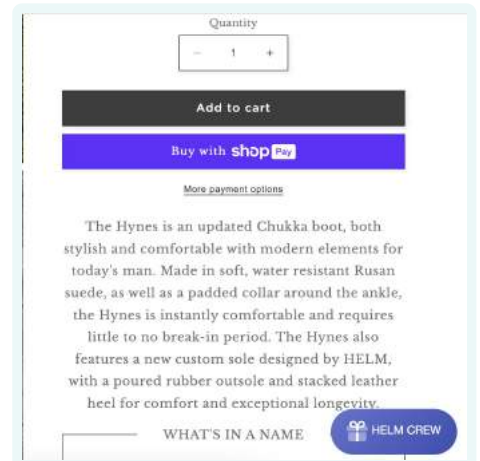
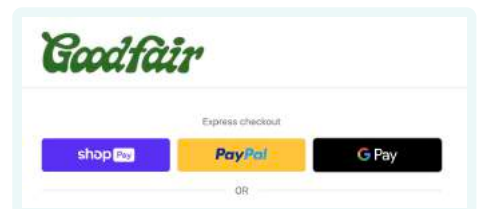
How to add it to your website:

Via an app:

1. **Shop Pay:** Shopify's native fast checkout solution.
2. **Apple Pay:** Allows customers to pay using their Apple devices.
3. **Amazon Pay:** Lets customers use their Amazon payment information.

With a developer:

A developer can ensure that fast checkout options are implemented smoothly and consistently across your site. They can also create custom integrations with other payment providers if needed. The advantage of using a developer is to create a seamless, branded checkout experience that incorporates fast checkout options without cluttering the interface and without any downtime or disruption to the customer experience, which saves you on customer support costs and lost sales.



50%

increase in conversion rates with Shopify's one-click checkout compared to guest checkout.

Shopify

10%

higher conversion rates for Shopify's one-click checkout compared to other options.

Shopify

5%

increase in lower funnel conversion just from the presence of Shop Pay.

Shopify

10. Trust Badges and Security Seals

The case for:

Trust badges and security seals build customer confidence, which is especially important for new or lesser-known brands. They can increase conversion rates by reassuring customers about the safety of their personal and financial information.

The case against:

Overusing trust badges can clutter your site design and potentially distract from your products. Some customers may not recognise all badges, potentially leading to confusion. There's also a risk of diminishing returns if too many badges are used.

Why it works:

1. Authority Principle: Badges from recognised authorities lend credibility to your site.
2. Risk Aversion: Security seals help alleviate concerns about online shopping risks.
3. Halo Effect: Positive associations with trusted brands can transfer to your store.

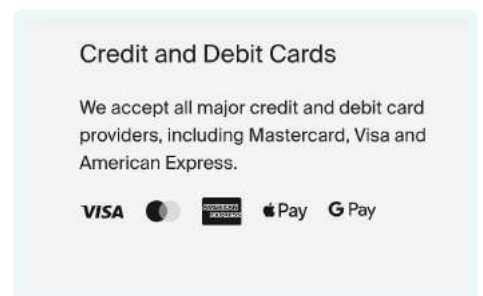
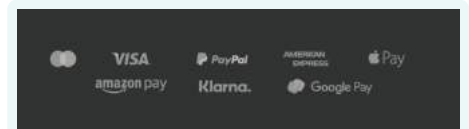
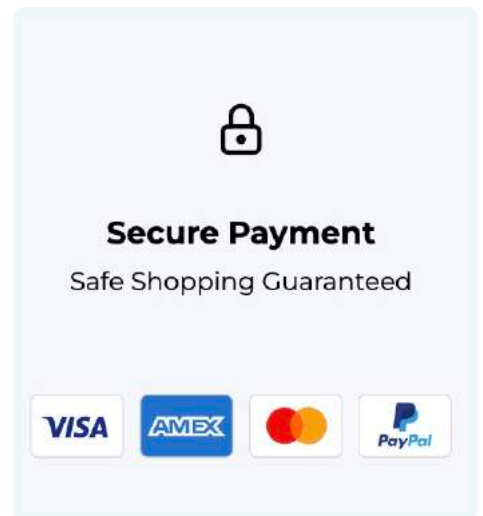
How to add it to your website:

Via an app:

1. [ShopClimb Badge](#): Adds customisable trust and security badges.
2. [Trusted Badges](#): Provides certifications and trust badges.

With a developer:

A developer can integrate trust badges and security seals more seamlessly into your site design. They can ensure that badges are displayed appropriately across different devices and implement more sophisticated display logic (e.g., showing different badges based on the page or user behaviour). The advantage of using a developer is to create a more polished, professional implementation that enhances rather than detracts from your site design. Also this can save you money in the long run, implementing a trust badge into a design is a simple task, paying for it via a 3rd party app on a monthly subscription is probably not cost-effective.



48%

consumers view trustmarks as the top factor in trusting an online store

Survey by Econsultancy

11. One-Click Upsells

The case for:

One-click upsells can increase average order value with minimal friction. By offering relevant add-ons immediately after a purchase, you can capitalise on the customer's buying momentum.

The case against:

If not implemented carefully, one-click upsells can come across as pushy or annoying, potentially harming the customer experience. There's also a risk of buyer's remorse if customers feel they were pressured into additional purchases.

Why it works:

1. **Impulse Buying:** The ease of one-click purchasing encourages spontaneous additional purchases.
2. **Commitment and Consistency:** Having already made a purchase, customers are more likely to be consistent and make an additional related purchase.
3. **Endowment Effect:** Once customers mentally "own" their initial purchase, they may be more willing to enhance it.

How to add it to your website:

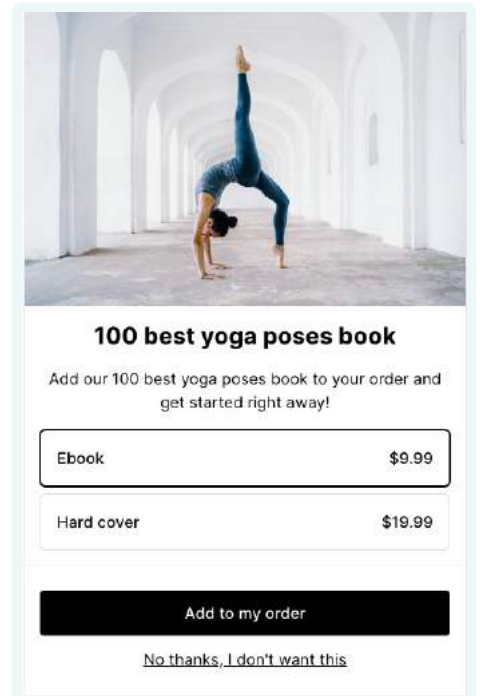
Via an app:

1. **Rebuy Personalization Engine:** Uses AI to personalise product recommendations.
2. **OneClickUpsell:** Offers post-purchase upsells with one-click buying.
3. **CartHook:** Provides post-purchase offers and upsells.
4. **Zipify OneClickUpsell:** Allows creation of upsell funnels.

With a developer:

A developer can create a custom one-click upsell system that integrates seamlessly with your checkout process and overall site design. They can implement more sophisticated logic for when and what to upsell based on customer behaviour and purchase history. They can also make sure that the design of all product upsells fits in with your site design, rather than it sticking out as a 3rd party app integration.

By implementing these Shopify sales techniques thoughtfully and strategically, you can significantly enhance your store's conversion rate and overall performance. Remember to always test and iterate on your implementations to find what works best for your specific audience and products.



35%

of Amazon's revenue comes from cross-selling.

Future of Commerce

10%

more revenue can be earned by companies using up-sell and cross-sell tactics.

Future of Commerce

Shopify Web Retainer Service

A must have for any growth oriented company.

As a business leader - your priority is growth. Your time is too valuable to be spent working through technical challenges, or configuring settings in a Shopify store.

With the Kahunam Shopify Retainer Service you pre-purchase a set number of hours per month. You'll then benefit from expert web development talent on tap - and have access to general advice & recommendations on everything web when you need it. So the next time you have a new idea for your website or come across a bug - we'll be on hand. And the paperwork? Sorted in advance. No need to check if we've got time in our schedule, ask for a quote or sign a purchase order. Just assign the task and go.

Why it works:

1. **Ready to Go:** With dedicated hours already assigned you can quickly address any web-related issues and implement site optimisations without the hassle of additional paperwork or checking availability.
2. **Unbeatable expertise:** Gain immediate access to skilled web developers - whose pooled knowledge from working on hundreds of Shopify stores helps them implement new ideas fast, squash bugs and provide the cleanest solutions.
3. **Focus on Growth:** Free yourself from technical distractions, allowing you to focus on strategic growth and business development.

What can you use the hours for?

- **Content management:** Assistance with updating product descriptions, creating engaging blog posts, and managing multimedia elements to keep your Shopify store fresh and appealing to customers.
- **Custom development:** Implementing new features or custom Shopify apps that extend the functionality of your online store, such as personalised product recommendations or advanced search capabilities.
- **Performance optimisation:** Analysing your Shopify store's speed and implementing strategies to improve load times, optimise images, and enhance overall store performance for a better shopping experience.
- **SEO enhancements:** Making SEO improvements specific to Shopify, such as optimising product titles, meta descriptions, and URL structures to help boost your store's visibility in search engines.
- **Design updates:** Refreshing your Shopify store's design, tweaking the theme layout, or adding new visual elements to improve user experience and align with your brand identity.
- **Troubleshooting:** Quick response to any issues or bugs that arise in your Shopify store, minimising downtime and keeping your online business running smoothly.
- **DNS updates and email deliverability:** Adjusting domain records to integrate your Shopify store with email marketing services like Klaviyo. Setting up proper email authentication protocols (SPF, DKIM & DMARC) to improve the deliverability of your store's transactional and marketing emails.
- **Analytics setup, integration and training:** Assistance in setting up and understanding Shopify Analytics and Google Analytics for e-commerce. Ensuring accurate data collection, applying optimal account settings, and developing custom reports tailored to your Shopify store's specific needs.

Want to get started? [Reach out to us](#) and we'll arrange a short call to check we're a good fit for you.



