

CS Merchandising | Cross-sell

Reveal which products customers frequently purchase together.

- **Find new bundling opportunities**
See products *viewed* and *purchased* together to reveal customer jobs.
- **Optimise cross-sell placements**
Discover the best products to surface on PDPs and in the checkout to increase AOV.
- **Create engaging campaigns**
Use insight into purchase behaviour to drive creative decisions and boost campaign performance.

The screenshot displays the Contentsquare Merchandising interface. The top navigation bar includes 'CONTENTSQUARE', 'DEFINE', 'ANALYZE', 'PERFORMANCE', 'MERCHANDISING', and 'Benchmark Beta'. The main header shows 'All categories' and 'on Catalog: Europe products'. Below this, there are filters for 'Desktop', '12 Jan - 12 Feb 2021 (Last 30 Days)', and 'All users'. The dashboard is divided into sections: 'PERFORMANCE AND SALES', 'COMPETITIVE DATA', and 'CROSS SELL'. The 'CROSS SELL' section is active, showing a search bar and an 'Export' button. On the left, there are several filter sliders for 'No. of conversions', 'No. of sessions', 'Cross sell rate', and 'Max sold together number'. The main content area features 'Frequently bought with' and 'Frequently bought together' sections. A red circle highlights a 'See all 23 products' link. A modal window titled 'Products sold together' is open, showing a table of product combinations with their respective conversion rates and sales figures.

Cross sold with	SKU	Sold together	Viewed together in the same session	Revenue together
Shoes Nike airmax jordan pure basketball version XXL - limited edition collector- very long name example	SKU: C1048694	Cross sell rate: 40%	No. of conversions: 265,789	
Table IKEA S123445-4567678 bamboo with rose petals 001 o...	C2354N35461	10% (56,425)	123,456	€123,456,789
Table IKEA S123445-4567678 bamboo with rose petals 001 o...	C2354N35461	10% (49,430)	123,456	€123,456,789
Table IKEA S123445-4567678 bamboo with rose petals 001 o...	C2354N35461	9.81% (49,427)	123,456	€123,456,789
Table IKEA S123445-4567678 bamboo with rose petals 001 o...	C2354N35461	7% (39,226)	123,456	€123,456,789
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