



# CROSS SELLING PRO

**Automated product suggestions on shopping cart, product page, home page, etc. Increase conversion rate and boost sales!**

A product of PrestaHero

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## I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

**\*Note:**

*All instruction screenshots are taken from Prestashop 1.7, but installing and configuring this module on Prestashop 1.6 is similar.*

## II. INTRODUCTION

Cross-selling has slowly become one of the necessary tactics in the business world. If you don't know what cross-selling is, worry not. Cross-selling is when sellers sell an additional service or product to an existing customer. The objective of this practice is to either increase the income from the client or to protect the relationship. With this in mind, it's important to ensure that the additional product or service that you're selling is supposed to improve the client somehow.

Our PrestaShop cross-selling module - **Cross Selling Pro** provides automated product suggestions and displays them on the shopping cart, product page, home page, etc. It will increase the visibility of your products, encourage customers to browse more items and therefore boost your sales.

\* **"Cross Selling Pro"** is compatible with PrestaShop 1.6.x, PrestaShop 1.7.x and PrestaShop 8.x

### III. INSTALLATION

1. Navigate to “**Modules / Modules & Services**”, click on “**Upload a module / Select file**”
  2. Select the module file “**ets\_crosssell.zip**” from your computer then click on “**Open**” to install
- ❖ Click on “**Configure**” button of the module you just installed to open the module’s configuration page.

### IV. CONFIGURATION

From your installed module list (Located at “**Modules/Modules & services/Installed modules**”), find “**Cross Selling Pro**” then click on the “**Configure**” button to open its configuration page.

#### 1. Select display positions for product suggestions

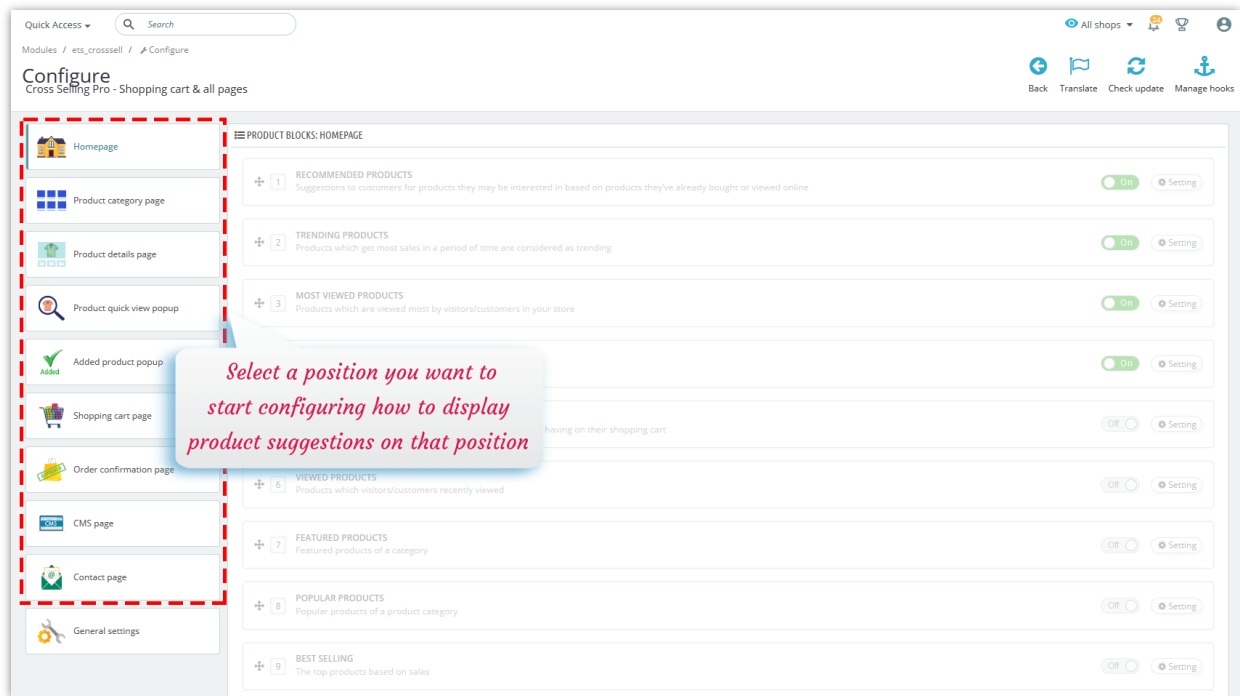
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**Cross Selling Pro** is a cross-selling module for PrestaShop which allows you to **display automated product suggestions** on various positions of your online store in tabs or rows.

The available display positions are:

- Home page
- Product category page
- Product details page
- Product quick view popup
- Added product popup

- Shopping cart page
- Order confirmation page
- CMS page
- Contact page
- Custom page



Click on a position name to start configuring how product suggestions will be displayed on that respective position.

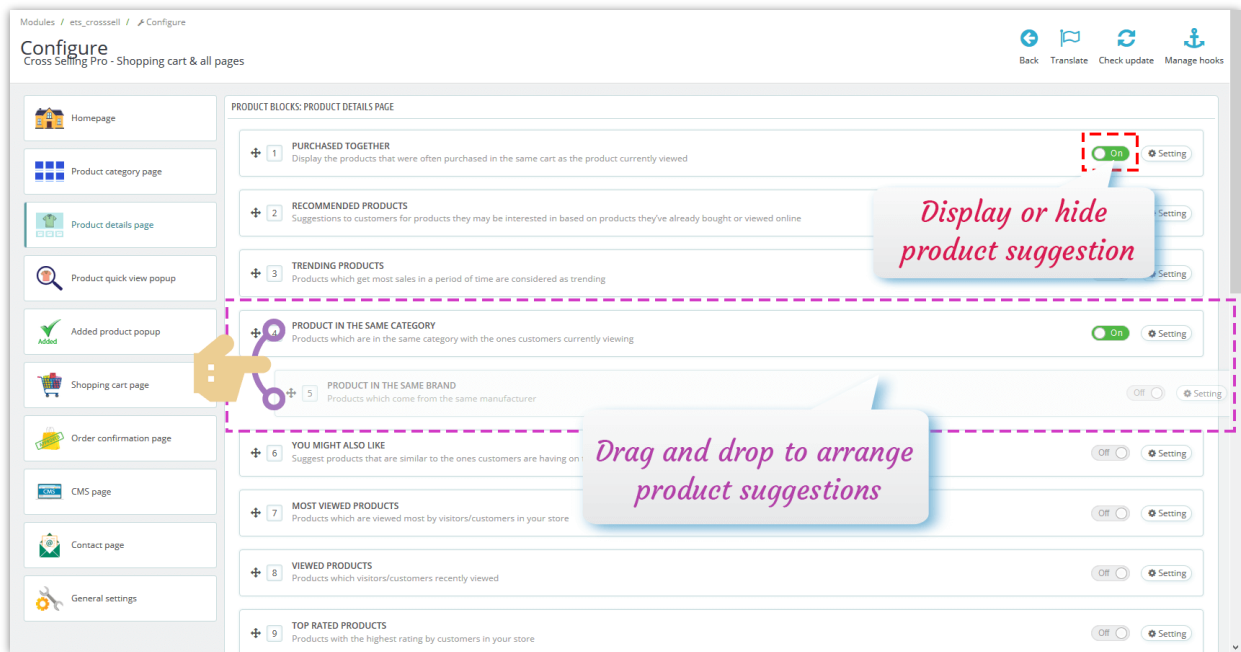
## 2. Configure product suggestions for each position

After selecting a suitable position to display product suggestions on your website, let's continue to configure which types of product suggestions will be displayed.

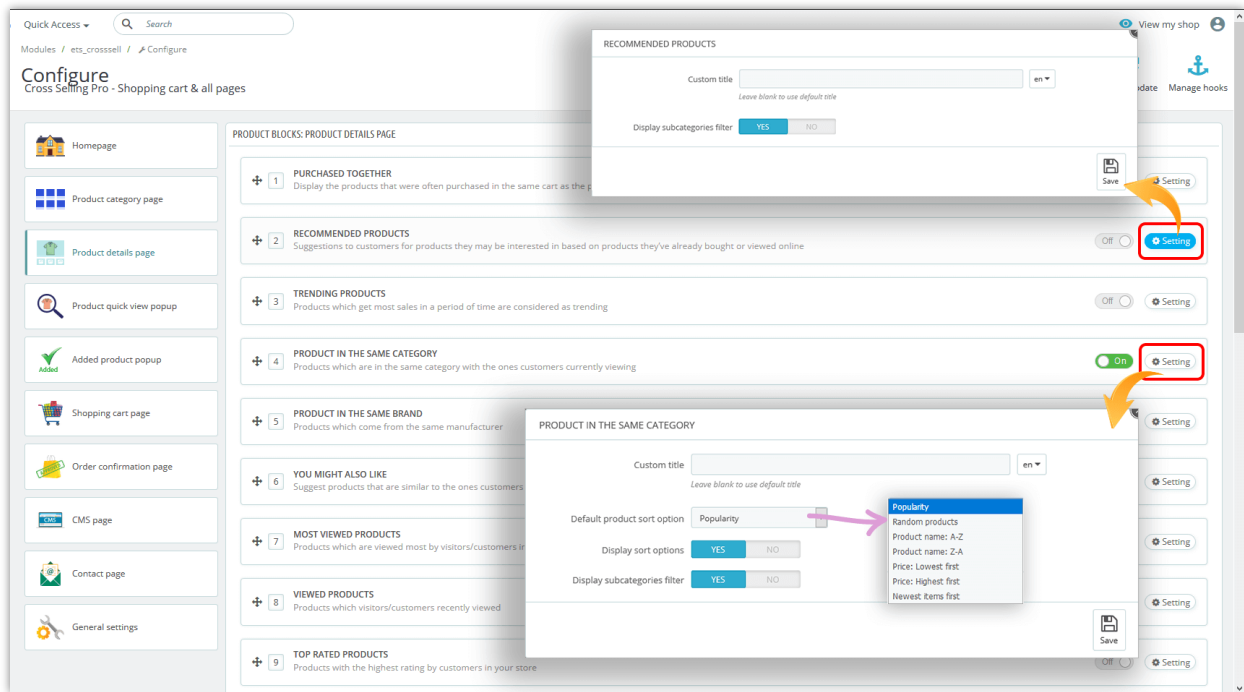
**Cross Selling Pro** offers you **14 types of automated product suggestions** to display, including:

- Recommended products
- Trending products
- Most viewed products
- Top-rated products
- “You might also like”
- Viewed products
- Featured products
- Popular products
- Best selling products
- New products
- Special products
- Purchased together products
- Product in the same category
- Product in the same brand

To display/hide a type of product suggestions, you just need to turn the switch on/off.



Click on **“Setting”** button on the right side of each suggestion type to configure display conditions for each type.



**Note:**

- ❖ **Recommendations:** For a customer of your online store, this module will pick some products which are related to products he/she purchased or products he/she put into shopping cart but hasn't purchased. Next, this module will recommend the products related to products which customer is viewing.
- ❖ **Trending:** Products which get most sales in a period of time are considered as trending. You can set the trending period on the **“Setting”** popup.

### 3. Configure display settings for each position

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This module also offers helpful display options to help you fully control how product suggestions will be displayed on the front office and increase the visibility of all your products.

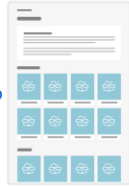
For each position, you will find a **“Block settings”** section at the bottom of the page.

You can select the **product layout** to display the product on the front office:


- **Displaying product on grid lists** helps your homepage looks more crowded with products and maximize visibility of all products.
- **Carousel slider** feature is also available to make product tabs work smoothly and make them even look shorter (but still enough products), making it easier for customers to browse through product tabs.

### Block Settings: Homepage


Product layout




Product list with grid view



Product list with slider



Product tabs with grid view



Product tabs with slider

\* Product count   
The number of products will be displayed per Ajax load

Number of displayed products per row on desktop

Number of displayed products per row on tablet

Number of displayed products per row on mobile

Save





### FLOWERS PRINTED SUMMER DRESS

\$30.50  
**\$27.45** SAVE 10%

Sleeveless knee-length chiffon dress. V-neckline with elastic under the bust lining.

Size

M

Color



Size

S

Quantity

1

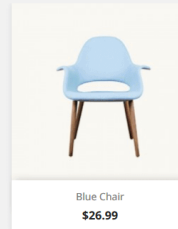
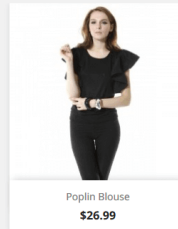
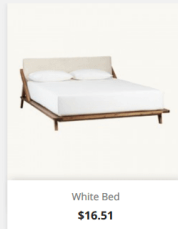
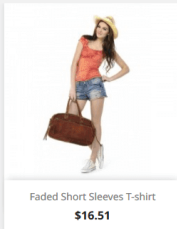
ADD TO

In stock

List layout with carousel slider listing mode

#### PRODUCT IN THE SAME CATEGORIES

Fashion Digital Furniture Accessories



### SAMPLE 3

EXCEPTEUR OCCAECAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique in tortor et dignissim. Quisque non tempor leo. Maecenas eget suscipit sem.

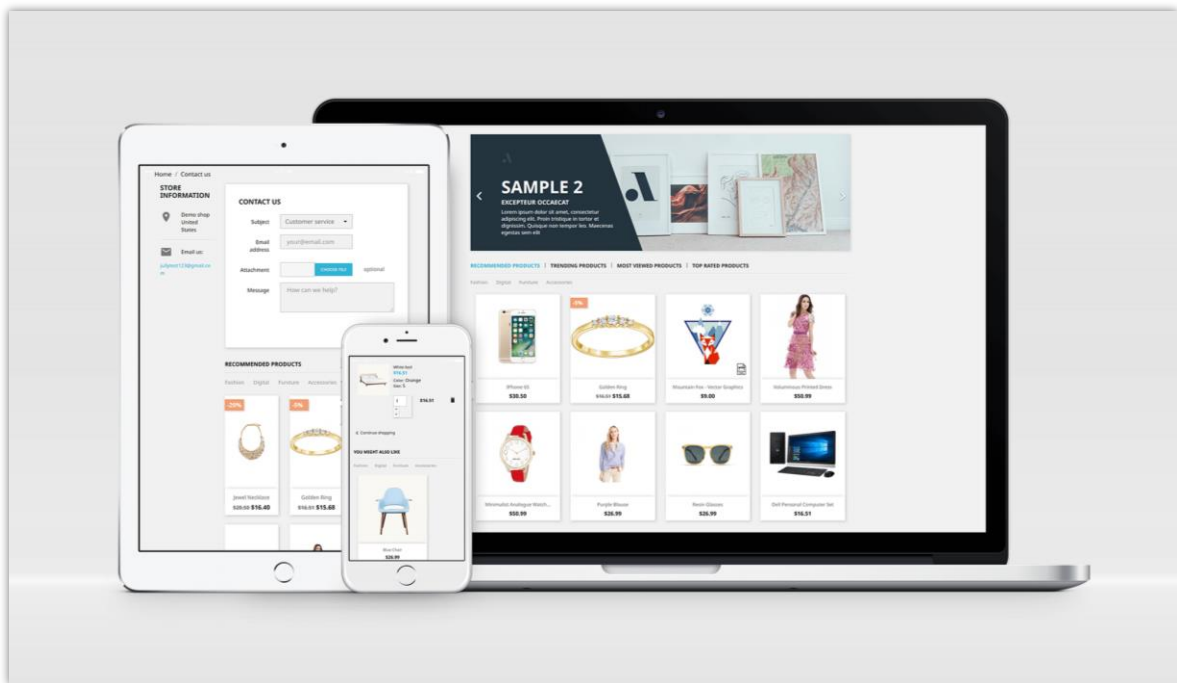
Tab layout with grid view listing mode

RECOMMENDED PRODUCTS | TRENDING PRODUCTS | MOST VIEWED PRODUCTS | TOP RATED PRODUCTS

Fashion Digital Furniture Accessories



You can also configure the number of display products per row on different devices (desktop, tablet, and mobile).



#### 4. Display product suggestions wherever you want

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In addition to fixed positions, you can display product suggestion blocks anywhere you want by selecting the "**Custom page**" position.

Configure  
Cross Selling Pro - Upsell - Shopping cart and all pages

Back Translate Manage hooks

Product blocks: Custom page

- Homepage
- Product category page
- Product details page
- Product quick view popup
- Added product popup
- Shopping cart page
- Order confirmation page
- CMS page
- Contact page
- Custom page
- General settings

TRENDING PRODUCTS  
Products which get most sales in a period of time are considered as trending  
{hook h="displayTrendingProducts"} Off Setting

MOST VIEWED PRODUCTS  
Products which are viewed most by visitors/customers in your store  
Copy this hook {hook h="displayMostViewedProducts"} On Setting

TOP RATED PRODUCTS  
Products with the highest rating by customers in your store  
{hook h="displayTopRatedProducts"} Off Setting

YOU MIGHT ALSO LIKE  
Suggest products that are related to the product customers are viewing or the products which are put into their shopping cart. Products are selected from a list of related products configured by the store administrator on the product detail pages in the back office.  
{hook h="displayYouMightAlsoLike"} Off Setting

VIEWED PRODUCTS  
Products which visitors/customers recently viewed  
{hook h="displayViewedProducts"} Off Setting

FEATURED PRODUCTS  
Featured products of a category  
{hook h="displayFeaturedProducts"} Off Setting

POPULAR PRODUCTS  
Popular products of a product category  
{hook h="displayPopularProducts"} Off Setting

BEST SELLING  
The top products based on sales  
{hook h="displayBestSelling"} Off Setting

NEW PRODUCTS  
The newest products within your online store  
{hook h="displayNewProducts"} Off Setting

SPECIAL PRODUCTS  
Products which are discounted on the current time  
{hook h="displaySpecialProducts"} Off Setting

SPECIFIC PRODUCTS  
Specific products  
{hook h="displaySpecificProducts"} Off Setting

Save

You can also configure each product suggestion block. Each of them has their own hook. You need to enable the block(s) you want, copy the hook, and paste it into the .tpl file where you want it to appear.

```
21 * @author PrestaShop SA and Contributors <contact@prestashop.com>
22 * @copyright Since 2007 PrestaShop SA and Contributors
23 * @license https://opensource.org/licenses/AFL-3.0 Academic Free License 3.0 (AFL-3.0)
24 *}
25 {extends file='page.tpl'}
26
27 {block name='page_header_container'}{/block}
28
29 {if $layout === 'layouts/layout-left-column.tpl'}
30 {block name='left_column'}
31 <div id="left-column" class="col-xs-12 col-md-4 col-lg-3">
32 {hook h='displayContactLeftColumn'}
33 </div>
34 {/block}
35 {else if $layout === 'layouts/layout-right-column.tpl'}
36 {block name="right_column"}
37 <div id="right-column" class="col-xs-12 col-md-4 col-lg-3">
38 {hook h='displayContactRightColumn'}
39 </div>
40 {/block}
41 {/if}
42
43 {block name='page_content'}
44 {hook h='displayContactContent'}
45 {hook h='displayTrendingProducts'}
46 {/block}
47
```

Each product suggestion block has its own popup settings:

- Customize the title of the block.
- Enable/disable “Display subcategories filter” option.
- Set the number of products that will be displayed per Ajax load.
- Select the layout type.
- Set the number of displayed products per row on each device.

Configure

psell - Shopping cart

### MOST VIEWED PRODUCTS

Put `{hook h='displayMostViewedProducts'}` on tpl file where you want to display the block

Custom title  en ▾  
Leave blank to use default title

Display subcategories filter  Yes

\* Product count   
The number of products will be displayed per Ajax load

Layout type  Grid view  
 Carousel slider

Number of displayed products per row on desktop  ▾

Number of displayed products per row on tablet  ▾

Number of displayed products per row on mobile  ▾

Cancel Save


BEST SELLING  
The top products based on sales

`{hook h='displayBestSe`


Let's see how the product suggestion block display on the front office:

Home / Contact us

**STORE INFORMATION**

 Camila Shop  
United Kingdom

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 Email us:  
[hang.bt0509@gmail.com](mailto:hang.bt0509@gmail.com)

**CONTACT US**

**Subject**

**Email address**





**Attachment**  [CHOOSE FILE](#) optional

**Message**

[SEND](#)

**MOST VIEWED PRODUCTS**

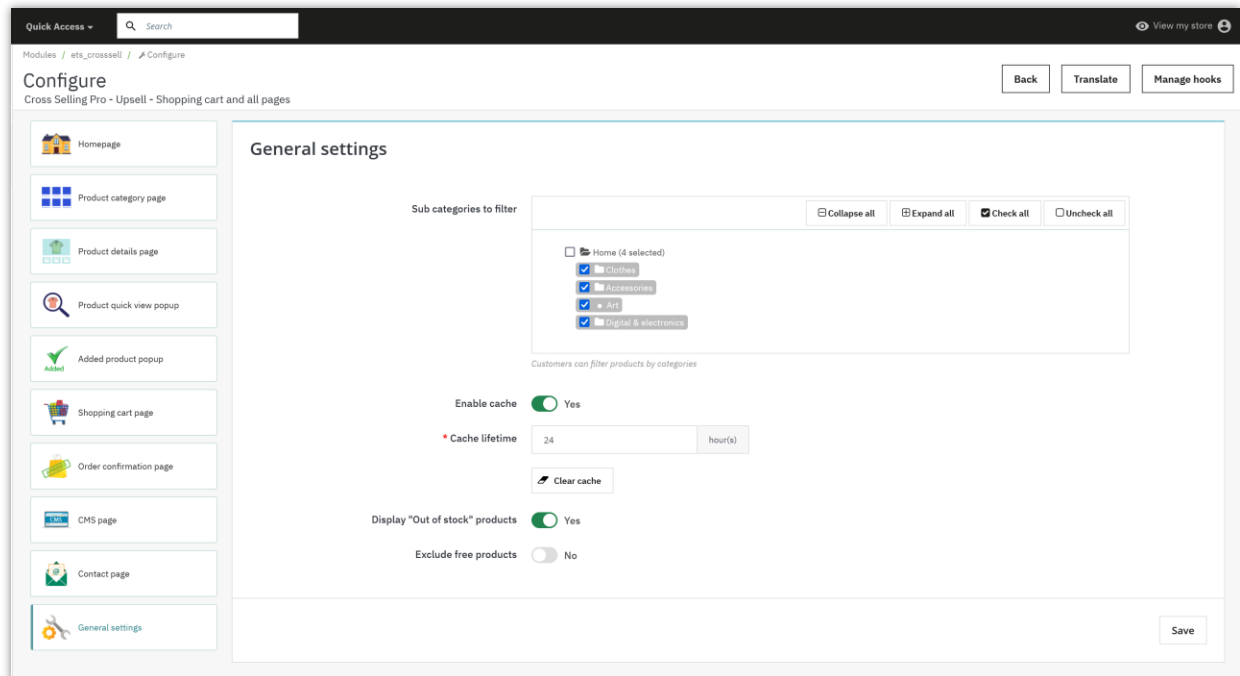
Clothes Accessories Art

			
The Adventure Begins Framed... <del>£29.00</del> <b>£27.26</b>	The Best Is Yet To Come'... <b>£29.00</b>	Hummingbird Printed Sweater <del>£35.90</del> <b>£28.72</b>	Hummingbird Printed T-Shirt <del>£23.90</del> <b>£22.71</b>

## 5. General settings

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On this tab you will find general settings for product suggestions display.



- Sub categories to filter: Select categories which include products to filter.
- Cache feature: product suggestions are loaded by **jQuery Ajax** technology and **smart server cache** to **minimize time spent to load products** (only visible product tabs are load initially).

## V. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the complete setup of **Cross Selling Pro** on your website. If you have any questions for which the answer is not available in this document, please feel free to contact us.