

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 9.x*

III. INSTALLATION

1. Navigate to **"Modules/Modules Manager",** click on **"Upload a module/Select file".**

2. Select the module file **"ets_crosssell.zip"** from your computer then click on **"Open"** to install.

3. 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/Module Manager)** find "**Cross Selling Pro**" then click on the **"Configure"** button to open its configuration page.

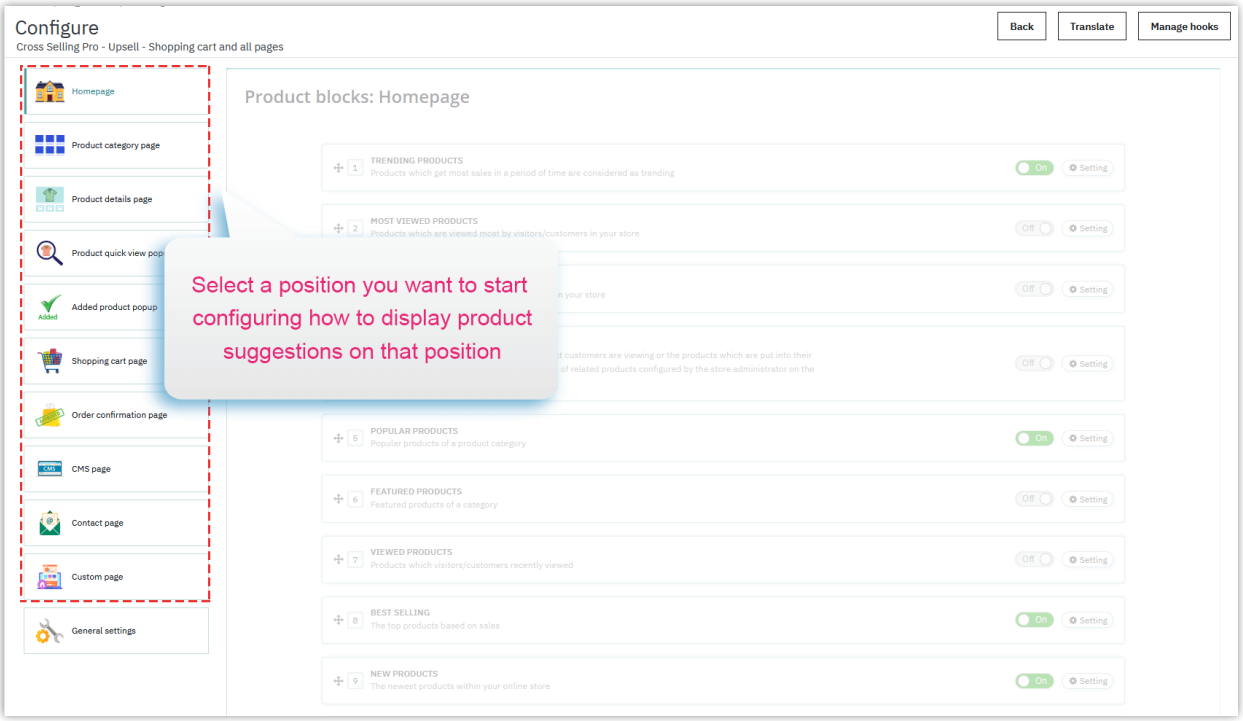
1. Select display positions for product suggestions

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

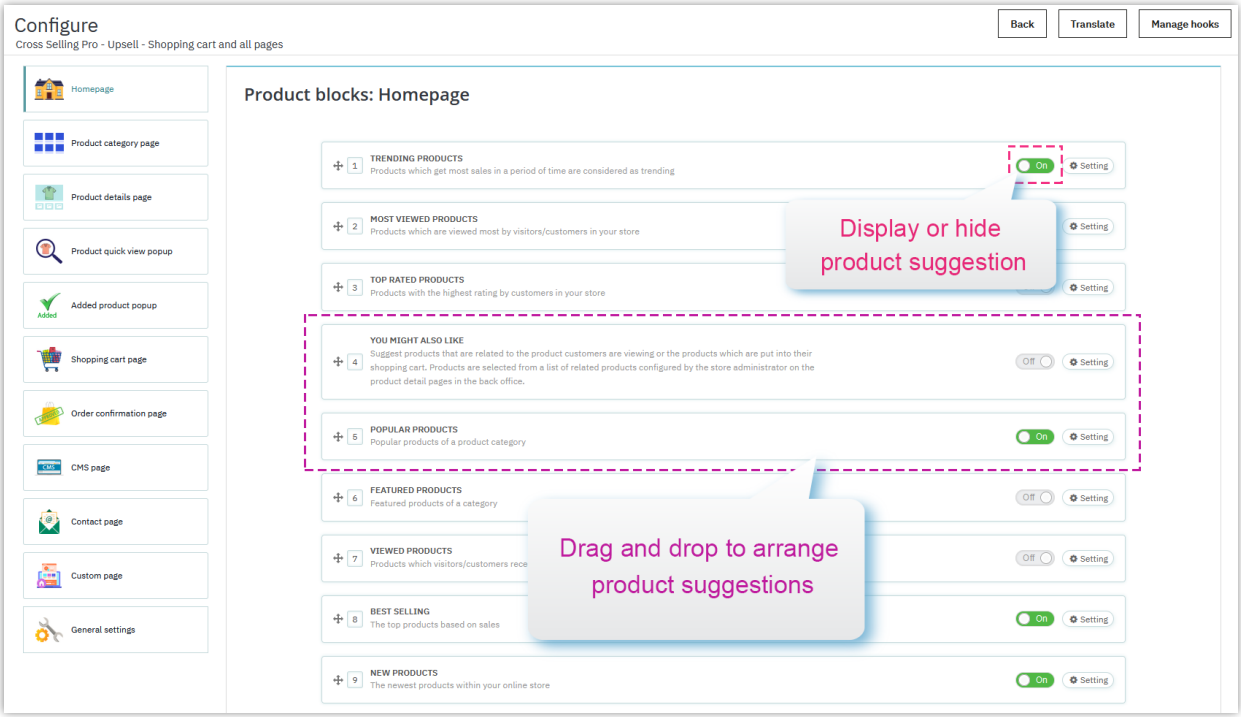
After selecting a suitable position to display product suggestions on your website, let's continue to configure which types of product suggestions will be displayed.

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

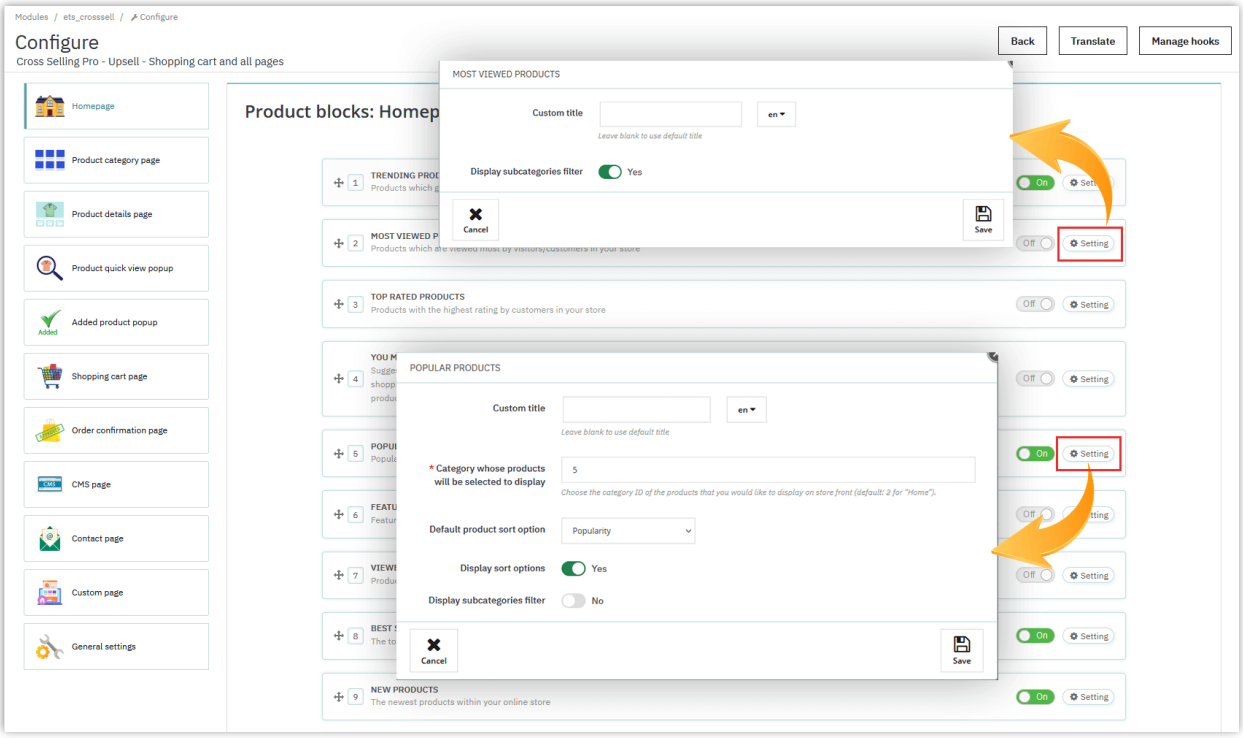
- Trending products

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

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:

- **"You might also like"**: For a customer of your online store, this module will pick some products that 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 the products which customer is viewing.

- **Trending**: Products which get the most sales in a period of time are considered as trending. You can set the trending period on the "**Setting**" popup.

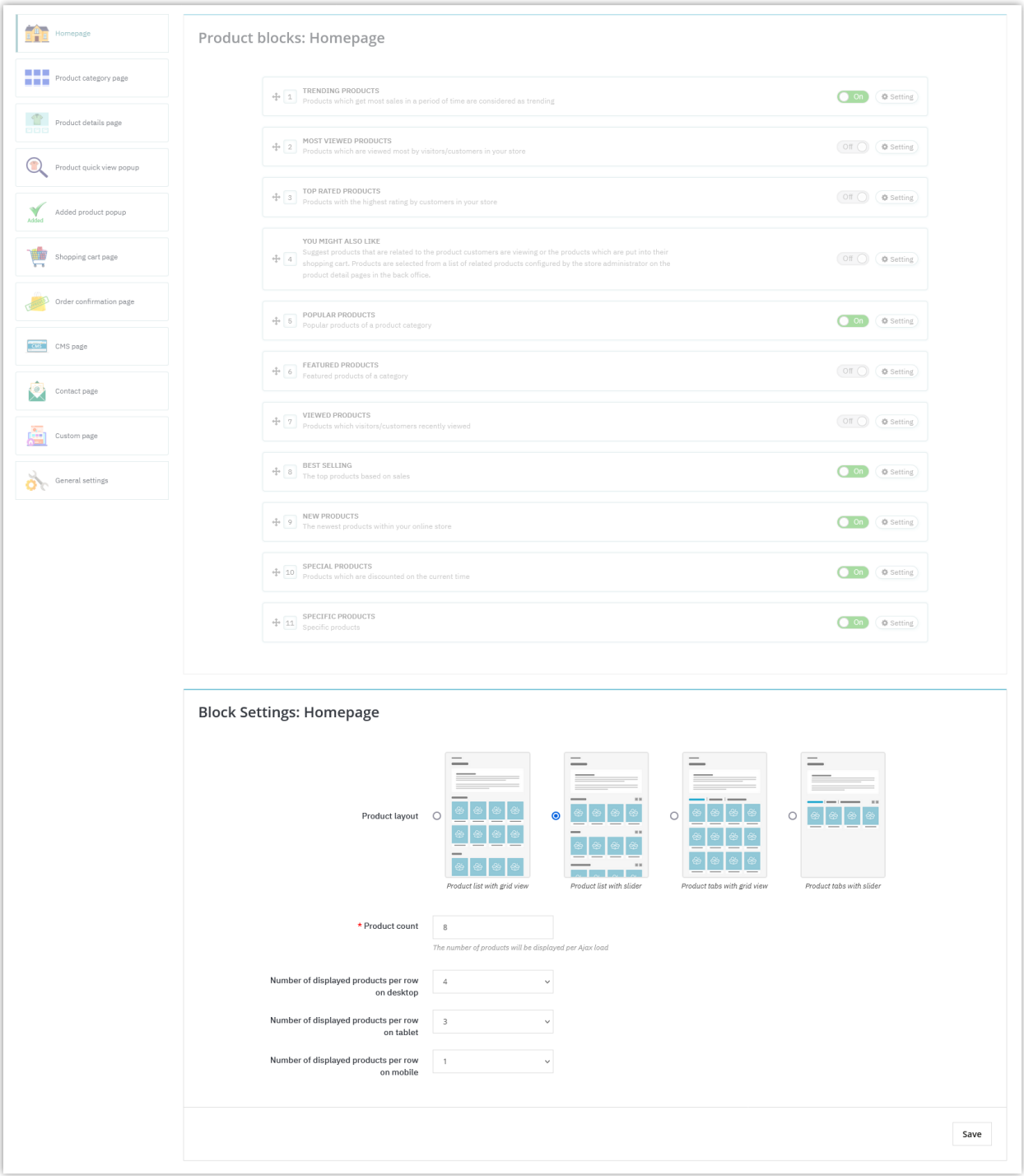
3. Configure display settings for each position

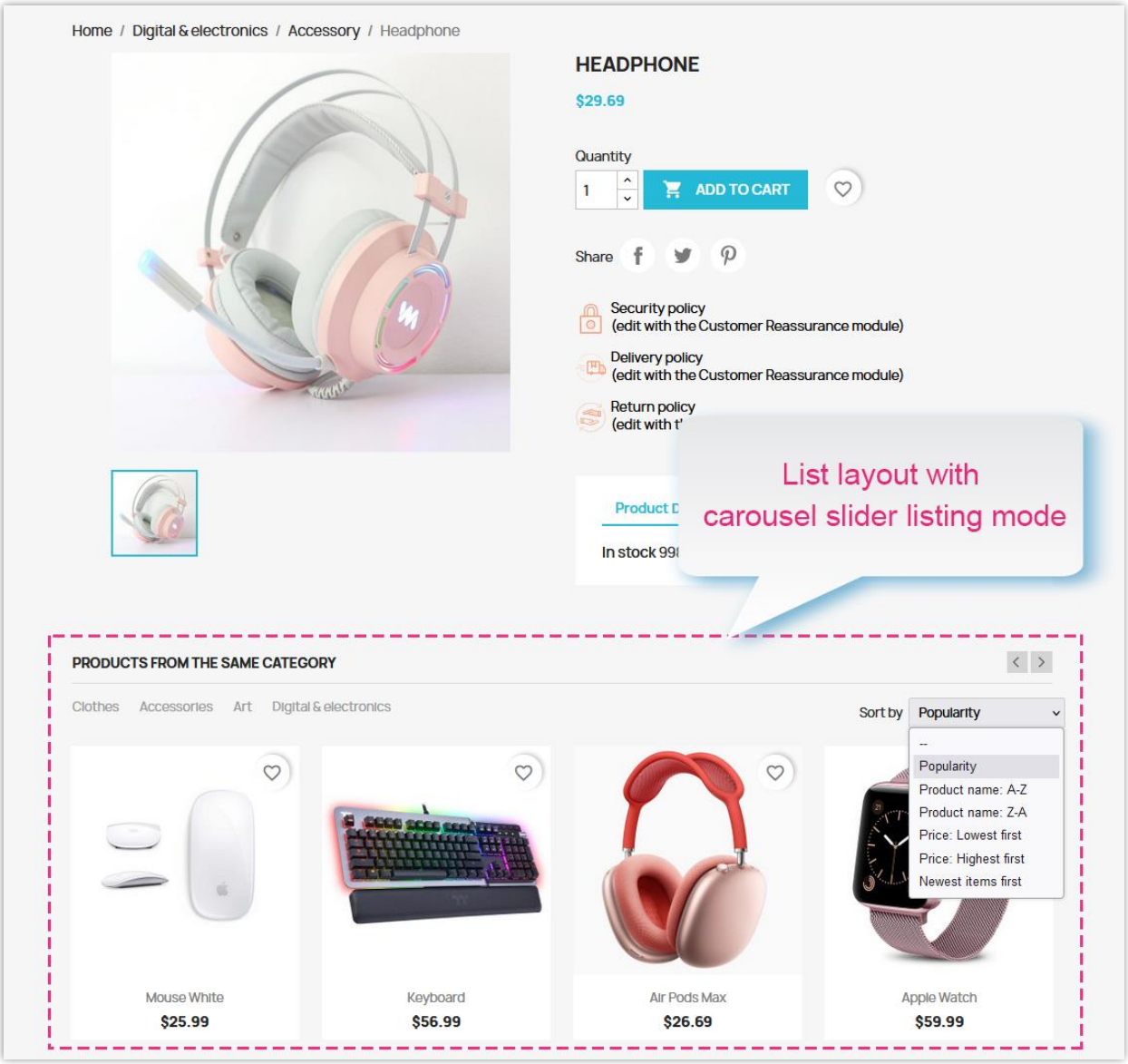
This module also offers helpful display options to help you fully control how product suggestions will be displayed on the front office and increase the visibility of all your products.

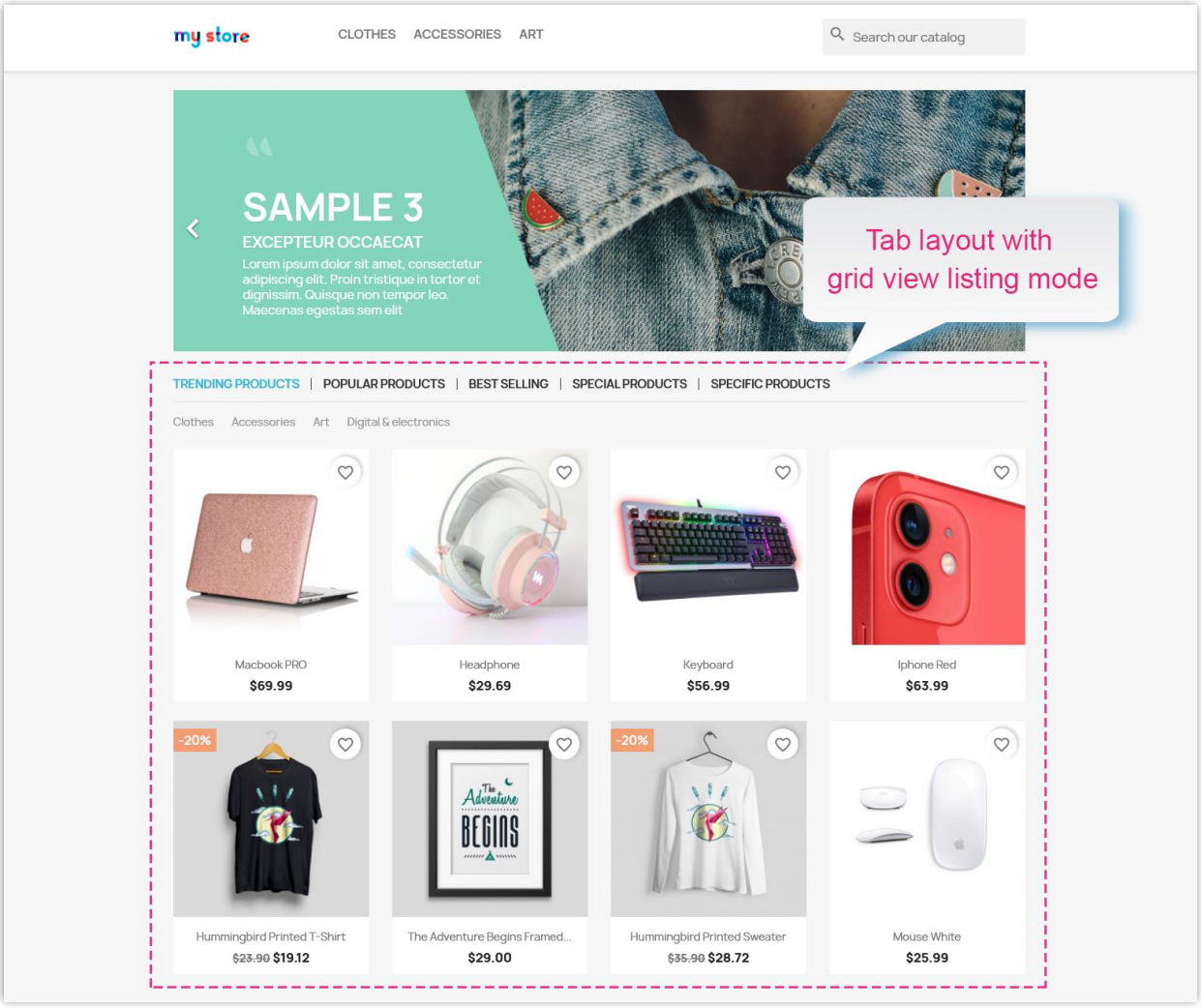
For each position, you will find a "**Block settings**" section at the bottom of the page.

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

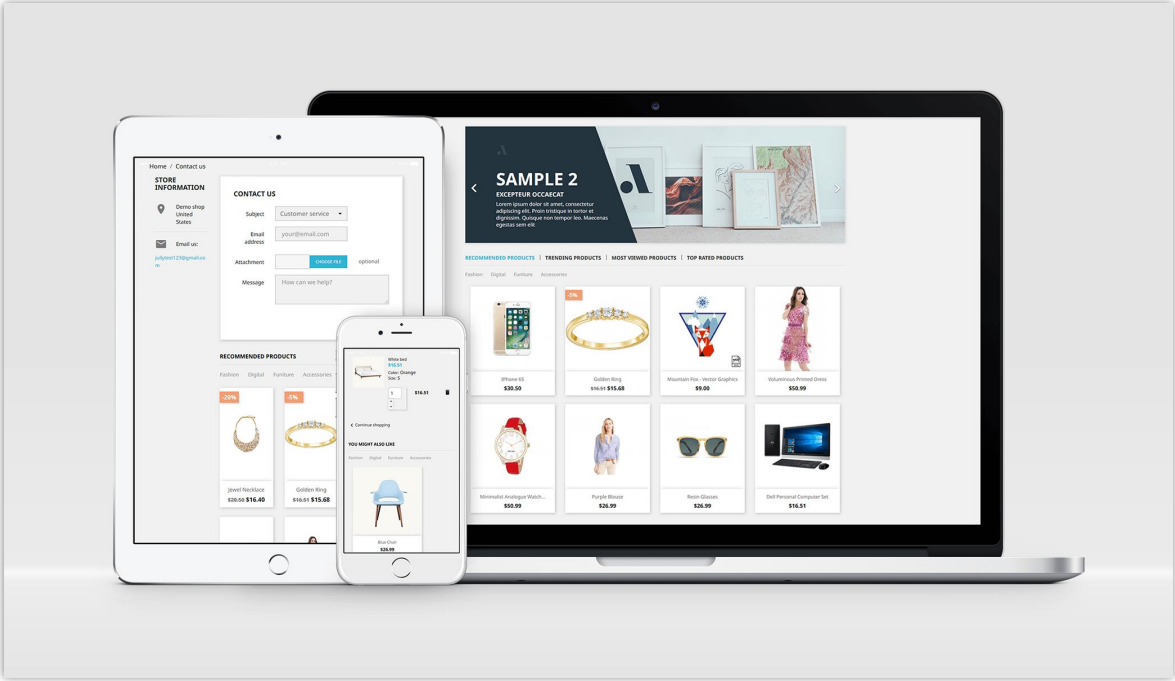
- **Displaying product on grid lists** helps your homepage looks more crowded with products and maximize visibility of all products.
- **Carousel slider** feature is also available to make product tabs work smoothly and make them even look shorter (but still enough products), making it easier for customers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


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
Product blocks: Homepage
1 TRENDING PRODUCTS
Products which get most sales in a period of time are considered as trending
On
Setting
2 MOST VIEWED PRODUCTS
Products which are viewed most by visitors/customers in your store
Off
Setting
3 TOP RATED PRODUCTS
Products with the highest rating by customers in your store
Off
Setting
4 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.
Off
Setting
5 POPULAR PRODUCTS
Popular products of a product category
On
Setting
6 FEATURED PRODUCTS
Featured products of a category
Off
Setting
7 VIEWED PRODUCTS
Products which visitors/customers recently viewed
Off
Setting
8 BEST SELLING
The top products based on sales
On
Setting
9 NEW PRODUCTS
The newest products within your online store
On
Setting
10 SPECIAL PRODUCTS
Products which are discounted on the current time
On
Setting
11 SPECIFIC PRODUCTS
Specific products
On
Setting
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
8
The number of products will be displayed per Ajax load
Number of displayed products per row on desktop
4
Number of displayed products per row on tablet
3
Number of displayed products per row on mobile
1
Save


Home / Digital & electronics / Accessory / Headphone
HEADPHONE
$29.69
Quantity
1
ADD TO CART
Share
Security policy
(edit with the Customer Reassurance module)
Delivery policy
(edit with the Customer Reassurance module)
Return policy
List layout with
carousel slider listing mode
PRODUCTS FROM THE SAME CATEGORY
Clothes
Accessories
Art
Digital & electronics
Sort by
Popularity
--
Popularity
Product name: A-Z
Product name: Z-A
Price: Lowest first
Price: Highest first
Newest items first
Mouse White
$25.99
Keyboard
$56.99
Air Pods Max
$26.69
Apple Watch
$59.99

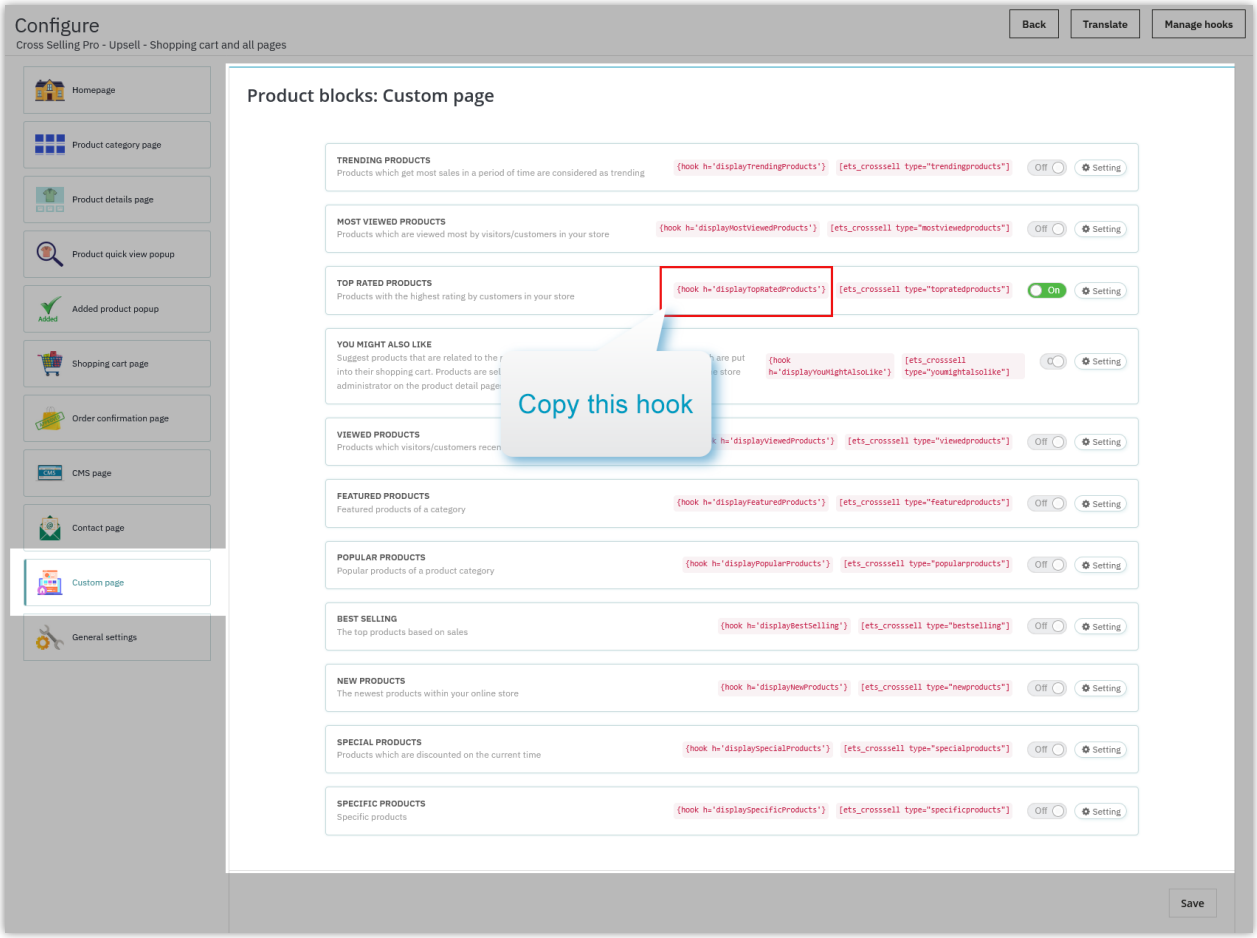


You can also configure the number of display products per row on different devices (desktop, tablet, and mobile).

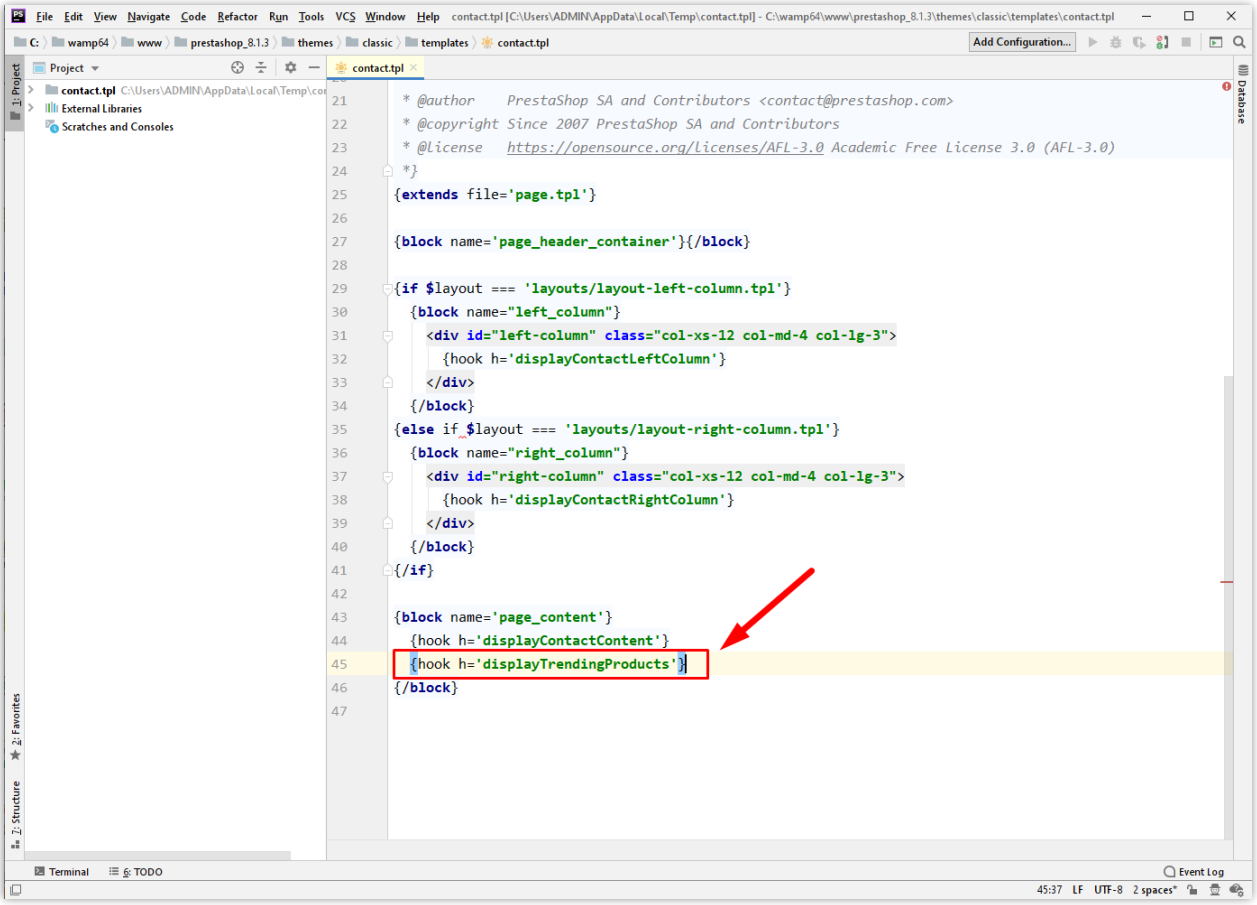


4. Display product suggestions wherever you want

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

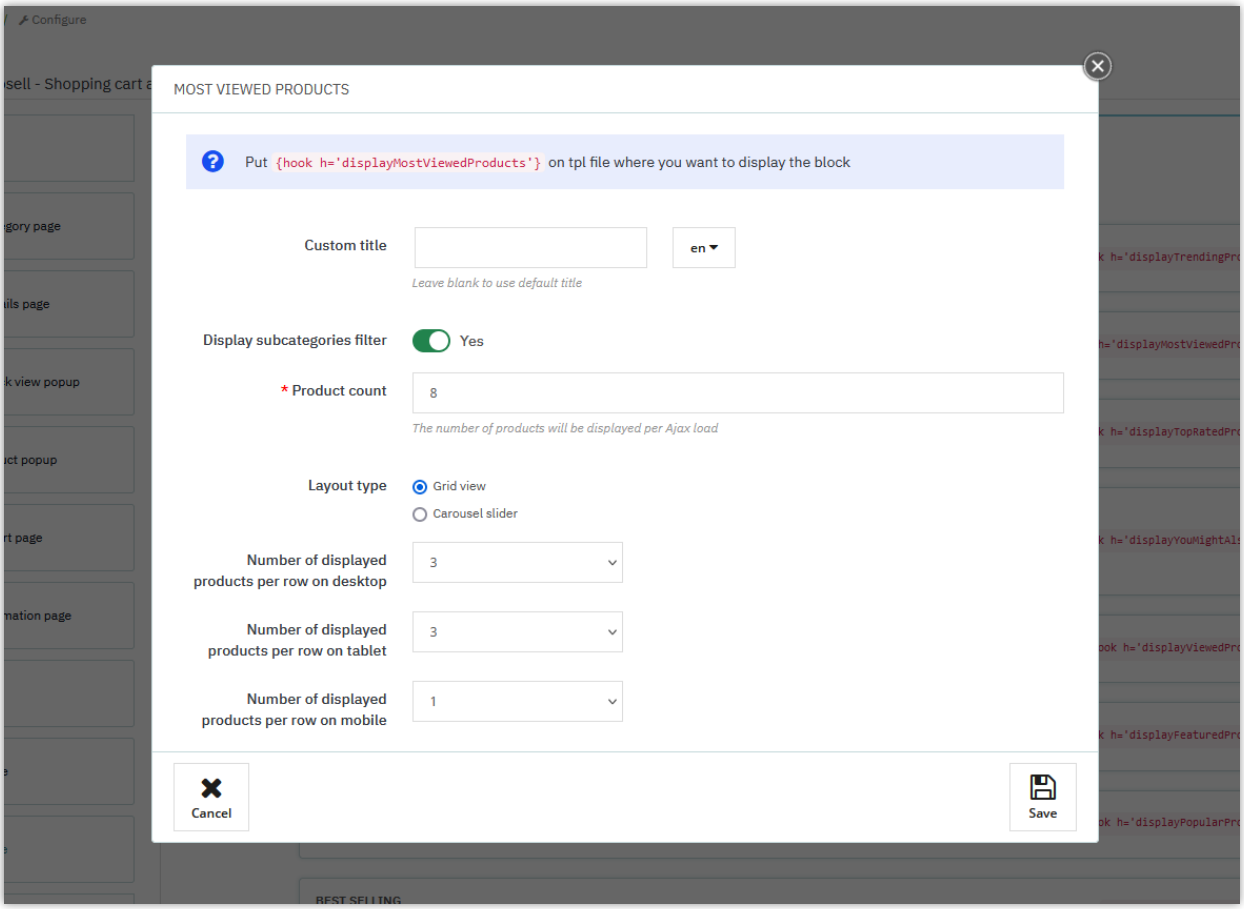


You can also configure each product suggestion block. Each of them has their own hook. You need to enable the block(s) you want, copy the hook, and paste it into the .tpl file where you want it to appear.

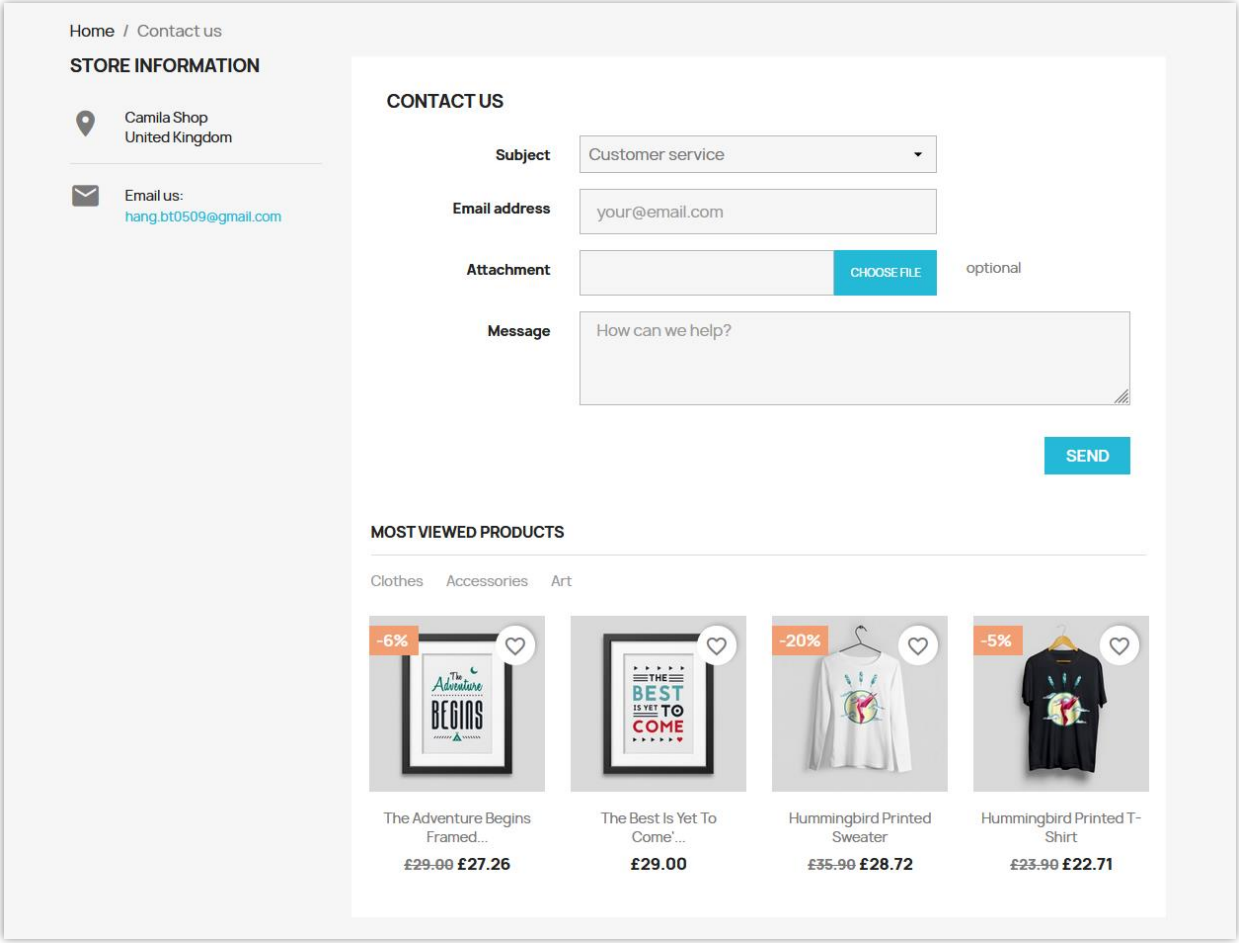


Each product suggestion block has its own popup settings:

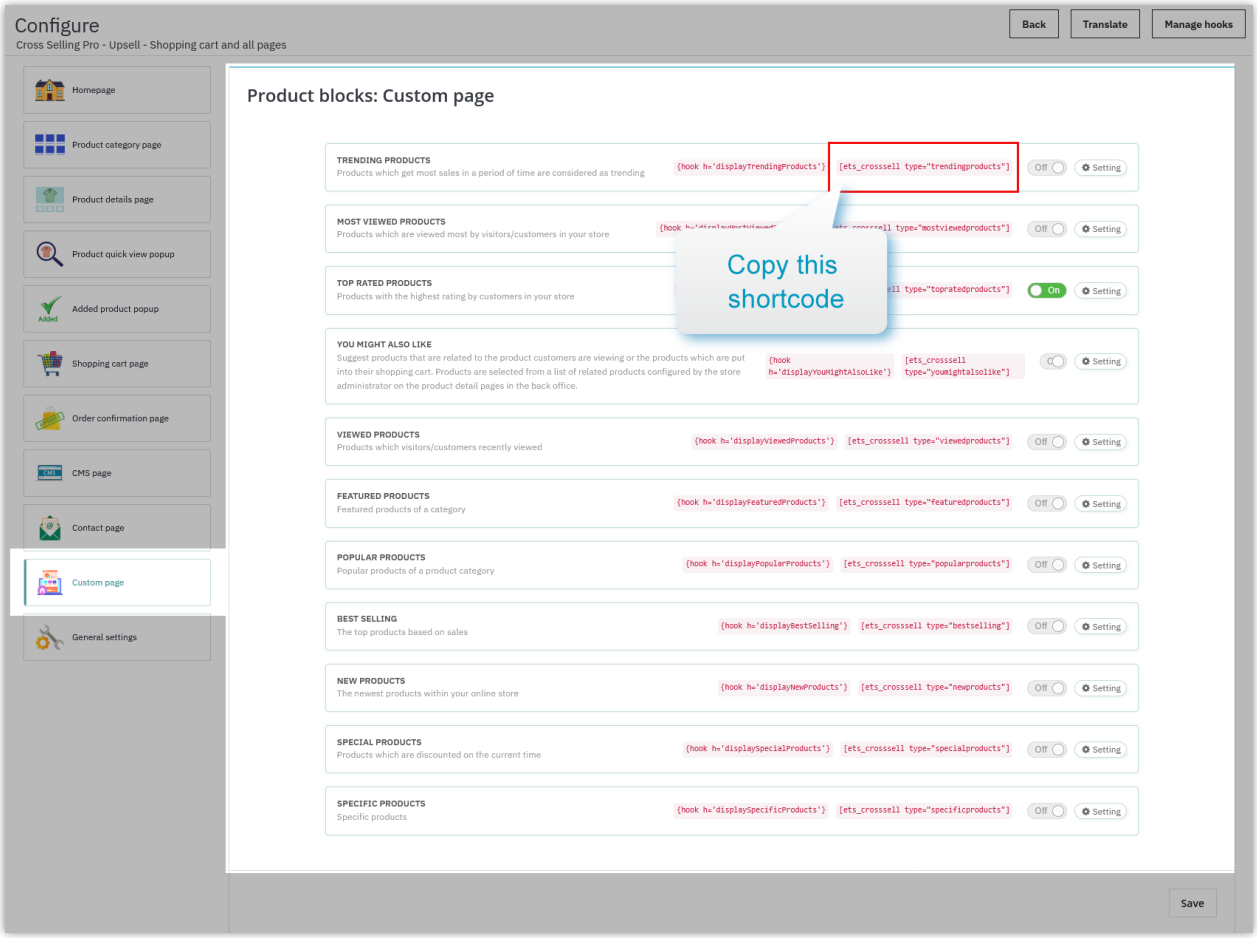
- Customize the title of the block.
- Enable/disable “Display subcategories filter” option.
- Set the number of products that will be displayed per Ajax load.
- Select the layout type.
- Set the number of displayed products per row on each device.

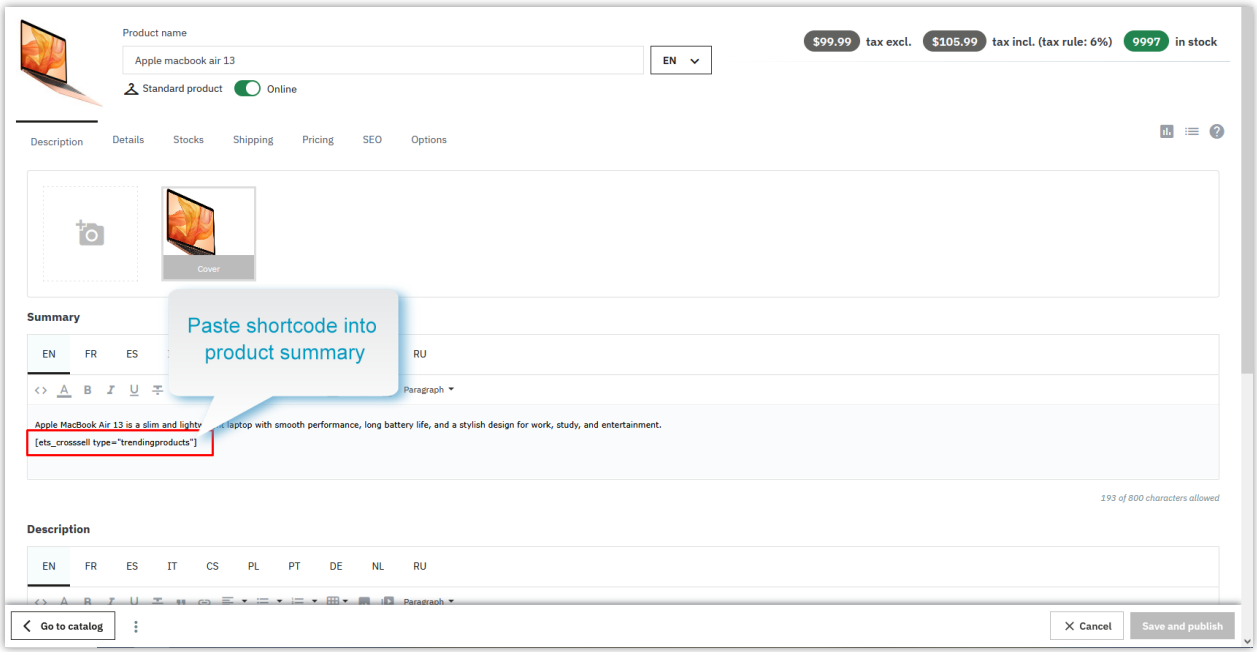


Let’s see how the product suggestion block displayed on the front office:

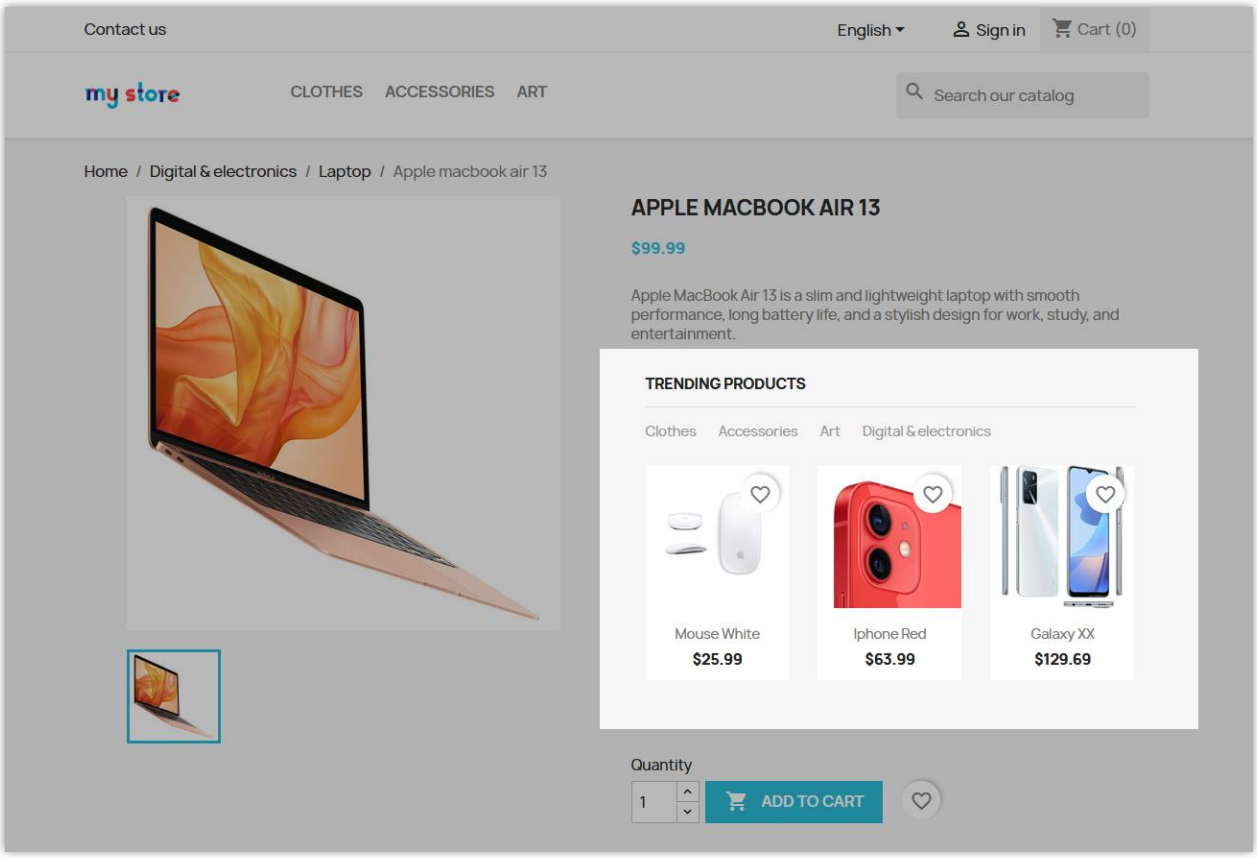


In addition, the **Custom page** position provides shortcodes for each product suggestion block. Instead of editing .tpl files, you can simply enable the block you want, copy its shortcode, and paste it into any supported content area, such as CMS pages, category descriptions, product descriptions, etc. The corresponding product suggestion block will then be displayed automatically on the front office.


Configure
Cross Selling Pro - Upsell - Shopping cart and all pages
Back
Translate
Manage hooks
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
Product blocks: Custom page
TRENDING PRODUCTS
Products which get most sales in a period of time are considered as trending
{hook h='displayTrendingProducts'}
[ets_crosssell type="trendingproducts"]
MOST VIEWED PRODUCTS
Products which are viewed most by visitors/customers in your store
TOP RATED PRODUCTS
Products with the highest rating by customers in your store
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='displayYouHightAlsoLike'}
[ets_crosssell type="youmightalsolike"]
VIEWED PRODUCTS
Products which visitors/customers recently viewed
{hook h='displayViewedProducts'}
[ets_crosssell type="viewedproducts"]
FEATURED PRODUCTS
Featured products of a category
{hook h='displayFeaturedProducts'}
[ets_crosssell type="featuredproducts"]
POPULAR PRODUCTS
Popular products of a product category
{hook h='displayPopularProducts'}
[ets_crosssell type="popularproducts"]
BEST SELLING
The top products based on sales
{hook h='displayBestSelling'}
[ets_crosssell type="bestselling"]
NEW PRODUCTS
The newest products within your online store
{hook h='displayNewProducts'}
[ets_crosssell type="newproducts"]
SPECIAL PRODUCTS
Products which are discounted on the current time
{hook h='displaySpecialProducts'}
[ets_crosssell type="specialproducts"]
SPECIFIC PRODUCTS
Specific products
{hook h='displaySpecificProducts'}
[ets_crosssell type="specificproducts"]
Off
Setting
On
Copy this shortcode
Save

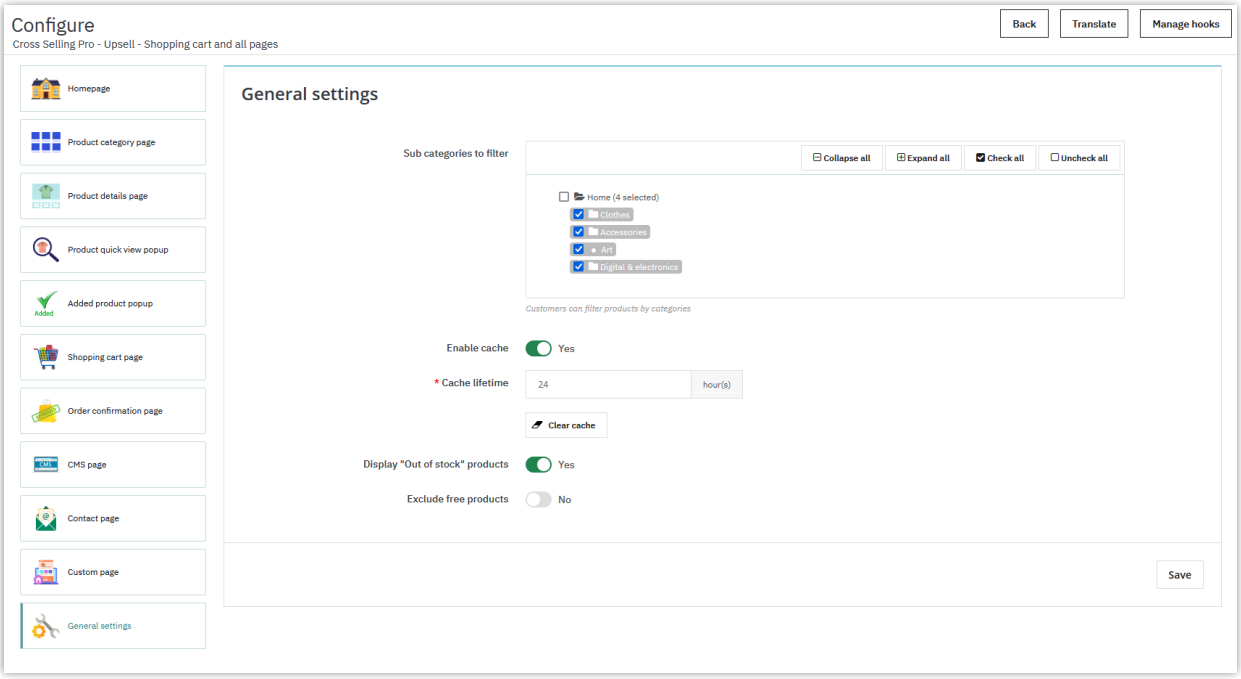

Product name
Apple macbook air 13
EN
$99.99 tax excl.
$105.99 tax incl. (tax rule: 6%)
9997 in stock
Standard product
Online
Description
Details
Stocks
Shipping
Pricing
SEO
Options
Cover
Summary
EN
FR
ES
RU
Paragraph
Apple MacBook Air 13 is a slim and lighty laptop with smooth performance, long battery life, and a stylish design for work, study, and entertainment.
[ets_crosssell type="trendingproducts"]
Paste shortcode into product summary
193 of 800 characters allowed
Description
EN
FR
ES
IT
CS
PL
PT
DE
NL
RU
Paragraph
Go to catalog
Cancel
Save and publish

Here's how the product suggestion block appears on the front office:



5. General settings

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.