



***HOW TO
Set Up Upsale
Products***

Revision 1.0

PN - MM1051-01



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HOW TO

Set Up Upsale Products

Introduction

When a customer buys a certain dollar amount of products from your store you may want to reward that customer. To do this you can offer the customer an upsale item, from a list of your products, free or at a reduced price. There is a set of criteria that you can set for an upsale event.

Miva Merchant selects a single item from the upsale list based on this special set of criteria ensuring that the item in question is in the proper price range relative to the running total in the shoppers basket. In addition, it will also check that the shopper has not already purchased the item at the regular price, and that the item is somehow related to the items in the shopper's basket, if you have defined this option.

Add Upsold Product

Use the following procedure to add a product to the upsale list.



1. Click the triangle next to Stores.
2. Click the triangle next to the store name.
3. Click the triangle next to Upsale.
4. Click the Add Upsold Product link.

The Add Upsold Product form displays.

The screenshot shows the 'Add Upsold Product' form. At the top is the title 'Add Upsold Product' and a help icon. Below is a tab labeled 'Upsold Product'. The form contains the following fields and controls:

- Product Code:** A text input field with a red '1' pointing to it and a 'Lookup' button (magnifying glass icon) with a red '2' pointing to it.
- Threshold Percentage of Order Total:** A text input field containing '0' and a '%' sign, with a red '3' pointing to the '%' sign.
- Pricing:** A section with two radio button options:
 - Absolute Price:** A radio button (selected) with a red '4' pointing to it, followed by a text input field containing '0.00' and a red '5' pointing to it.
 - Percent of Original Price:** A radio button with a red '6' pointing to it, followed by a text input field containing '0.00' and a '%' sign with a red '7' pointing to it.

5. Enter the product code, or
6. Click the Lookup button to select an item from the store's product list.
After you select a product from the Lookup screen, the form reappears with the product code filling its field.
7. Enter the percent of the shopper's running total, that this product may be priced, to be eligible as an upsale product. For example, you set the upsale price of the item that you are adding to be \$25 and you set the threshold percentage to be 50%. The shopper will then need to have a running total of at least \$50 in their basket for the item to be eligible as an upsale offer. In this example, to determine the relationship between the price of the upsold item and the customer's running total, you would ask, "\$25 is 50% of what dollar amount." The answer is \$50.

Pricing

There are two options for setting the price of the Upsale product.

8. Absolute Price
9. Enter an exact upsale price for the item.
10. Percentage of Original
11. Enter a decimal number for a percentage of the item's base price to be used as its upsale price.
12. Click on Add to include this item as part of your Upsale items. You will see a message at the bottom of the form telling you that your item has been added and the Edit Upsold Products screen appears.

Edit Upsold Product

Use the following procedure to edit a product to the upsale list.



1. Click the triangle next to Stores.
2. Click the triangle next to the store name.
3. Click the triangle next to Upsale.
4. Click the link for the product you wish to edit.

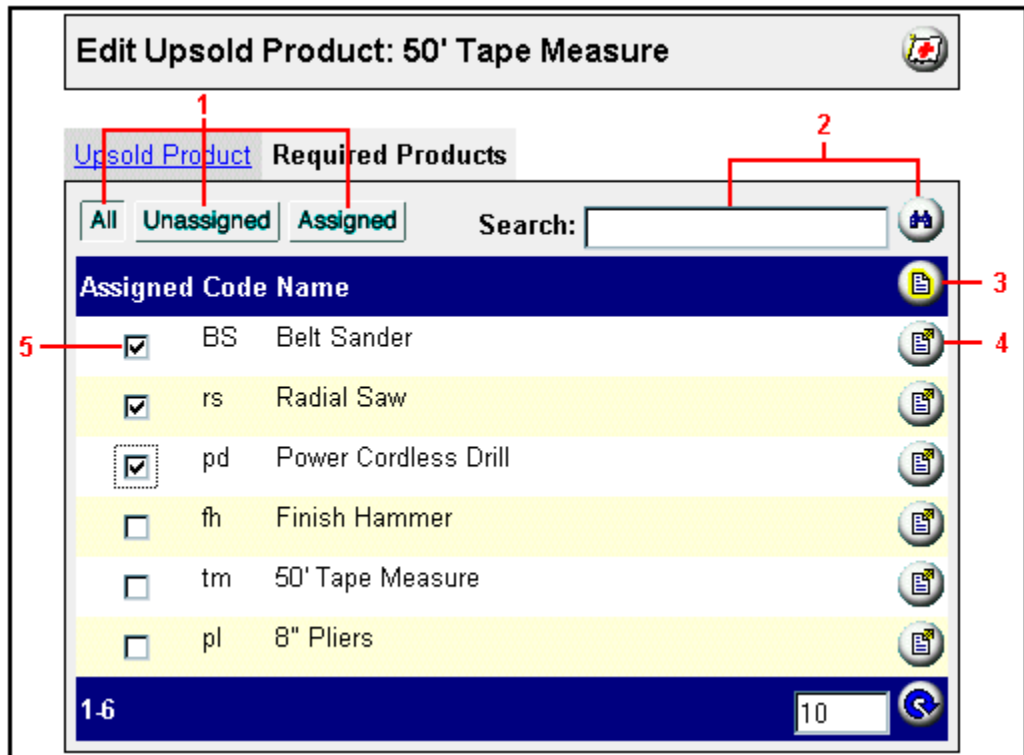
Required Products Link

When the Edit Upsold Product screen appears, you can change the fields for your upsale product as explained in the Add Upsold Product section above, or select the Required Products link.

One of the selection criteria for choosing an upsale item is that it must be related to one, several, or all of the items already in the shoppers basket at checkout.

Note: If items that you have added to your stores upsale products list are all related to all of the other items in your store, Miva Merchant will treat each as an equally possible candidate for the resale offer of every shopping basket that reaches checkout.

Click on the Required Products link to get a list of products. Select the products you want to include as required in order to get the special upsale offer. If you select more than one required product, the customer is eligible for the upsale by selecting any of the required products. The customer is not required to select all of the products.



- There are three ways to view the list:
 - All This displays a list of all products on your product list.
 - Unassigned This displays a list of those products on your product list that you have not assigned as a required product for your upsale item.
 - Assigned This displays a list of those products on your product list that you have assigned as a required product for your upsale item.
- Enter a selection criteria into the Search box and click the Lookup Button to find specific products.
- Click the New Product button to add a product to the store.
- Click the Edit Product button to edit a product.
- Click the Assigned checkbox next to the product(s) you wish to assign as a required product.

To remove a product from your required list, deselect the Assigned check box next to the item and click Update.

Caution: Do not click Delete to remove an item from the required item list. Clicking the Delete button will remove the upsale product from the Upsale list.