

VIREXO MEDIA — FREE GUIDE

The AOV Playbook

5 proven plays to make every order bigger — without spending another dollar on traffic. Built for Shopify & D2C founders.

Free Guide • 2026 Edition

Who we are: Virexo Media is an ecommerce growth agency for D2C & Shopify brands — web development, CRO, Meta ads, and SEO. This guide is for founders who want more revenue from the traffic they already have. Every play below is something you can start this week.

WHY AOV BEATS MORE TRAFFIC

Revenue has three levers: traffic, conversion rate, and average order value. Traffic is the most expensive lever — you pay for every new visitor. AOV is the cheapest — the shopper is already in your store, wallet out. Raise AOV 15% and you get the same lift as 15% more traffic, at zero extra ad spend. Most stores never touch it.

Find your number first: $\text{AOV} = \text{total revenue} \div \text{number of orders}$. Pull it from Shopify Analytics for the last 30 days. Write it down — the goal of this playbook is to move that one number.

THE 5 PLAYS

1 Free-Shipping Threshold + Progress Bar

Set your free-shipping threshold at roughly 120–130% of your current AOV, then show a live progress bar in the cart: “You’re \$12 away from free shipping.” Shoppers add items to close the gap.

Benchmark: ~58% of shoppers add extra items to reach a free-shipping threshold, while ~48% abandon carts over shipping costs (industry benchmarks, 2025–26).

Do: make the bar visible in the cart drawer, updating live as items are added.

Don't: set the threshold so high it feels unreachable — 120–130% of AOV is the sweet spot.

2 Smart Bundles (“Complete the Set”)

Pair your best-seller with 1–2 natural companions at a small bundle discount (5–10%). Name the bundle after the outcome (“The Morning Routine Set”), not the products.

Benchmark: strategic bundling has been shown to lift sales ~20% while increasing profit (published ecommerce benchmarks).

Do: hand-pick pairings a friend would suggest — accessories, refills, add-ons.

Don't: bundle random slow-movers just to clear stock — shoppers smell it.

3 “Frequently Bought Together” on Product Pages

Show 1-2 relevant cross-sells directly on the product page and in the cart. Relevance is everything: match by use-case, not by price. One tasteful suggestion converts; a wall of them kills the sale.

Do: cap suggestions at 1-2 per touchpoint; lead with the single best pairing.

Don't: auto-fill with “popular products” — choice overload increases decision fatigue and hurts conversion.

4 Post-Purchase One-Click Upsell

The highest-converting upsell placement is AFTER checkout, before the thank-you page. The card is already charged — accepting is one tap with zero re-entry friction. Offer a discounted add-on or a “double your order” deal.

Benchmark: one-click post-purchase upsells convert at ~5-30% depending on relevance — the highest accept rate of any upsell placement.

Do: offer something that makes the just-bought item better (refill, protector, companion).

Don't: interrupt BEFORE payment — pre-purchase popups are where checkouts go to die.

5 Tiered Spend Incentives

Give shoppers a reason to round up: “Spend \$75, get a free gift” or tiered discounts (10% off \$100+). Tiers work because they turn a purchase into a small game — and the gift costs you less than the margin on the extra items.

Do: place the tier message on the homepage banner, product page, AND cart.

Don't: stack tiers on top of sitewide sales — you'll train buyers to wait for deals.

Combined effect: published benchmarks put well-run upsell/cross-sell programs at a 10-30% lift in revenue and AOV. Start with plays 1 and 4 — they're the fastest to ship.

5 MISTAKES THAT KILL AOV EFFORTS

- **Upselling like a vending machine.** Irrelevant “you may also like” grids get ignored. Recommend like a friend would — one specific, useful pairing.
- **Hiding the free-shipping threshold.** If shoppers only discover shipping costs at checkout, you get abandonment instead of add-ons.
- **Discounting your best-seller to build bundles.** Discount the add-on, not the hero product — protect your margin where demand is strongest.
- **Too many offers at once.** Progress bar + popup + tier banner + upsell grid on one page reads as desperation. Pick 2 plays, run them clean, measure, then add.
- **Never checking the number.** If you don’t track AOV weekly, you can’t see which play moved it. 5 minutes in Shopify Analytics, every Monday.

WHAT GOOD LOOKS LIKE (ILLUSTRATIVE EXAMPLE)

Hypothetical, for illustration: a skincare store doing \$40k/mo at a \$52 AOV ships play 1 (free shipping at \$65 with a cart progress bar) and play 4 (a \$14 one-click travel-size upsell post-checkout). If the bar nudges even a quarter of near-threshold carts up and the upsell converts at the low end of the published 5–30% range, AOV moves toward the \$58–60 range — a ~12–15% revenue lift with zero extra ad spend. Your numbers will differ; the mechanism won’t.

YOUR WEEK-ONE CHECKLIST

- ☐ Pull your 30-day AOV from Shopify Analytics.
- ☐ Set free shipping at ~125% of AOV + install a cart progress bar.
- ☐ Add ONE post-purchase one-click upsell to your best-seller.
- ☐ Build one outcome-named bundle around your hero product.
- ☐ Re-check AOV next Monday. Keep what moved it.

Want this built for you?

Virexo Media designs and optimizes Shopify stores for D2C brands — cart flows, upsell systems, and CRO included. We’ve built 50+ Shopify stores and driven \$2.4M+ in client revenue across 200+ campaigns.

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