



# How AI Upselling Is Transforming Beauty & Skincare Brands on Shopify

DR. Squatch®

TUSHY

VICTORIA BECKHAM  
BEAUTY

BOOM!  
BEAUTY

+2,000 Shopify Plus stores

Brands like Dr. Squatch, Tushy, BOOM, Victoria Beckham, along with 2,000 other Shopify Plus stores, already use upsells to add **10–20% more revenue to their business.**

**\* If upselling isn't a part of your strategy yet, then you aren't just losing money—you're losing a huge competitive advantage.**

10%  
AOV  
increase

\$800K  
upsell  
revenue

Beauty & skincare brands report a remarkable **10% increase** in average order value (AOV) by integrating targeted, data-driven upsells—translating to an impressive **\$800K** in additional yearly revenue.

## Case Study, Boom Beauty:

The AOV on their Shopify Plus store soared from **\$67** to **\$115** after adding upsells, earning them **\$5.8 million** in extra revenue.

But this isn't just extra income; it's a strategic advantage that allows them to:

- ↑ Acquire more customers
- ↑ Outspend competitors
- ↑ Boost net profits



BOOM!  
BEAUTY

**\$115.24 AOV with One Click Upsells**  
\$67.26 AOV without One Click Upsells

**\$5,292,300.96** extra revenue from OCU  
130x ROI

## Two Deadly Myths of Upsells:

**"Upsells will annoy my customers."**

OCU integrates seamlessly with your Shopify Plus store, presenting upsells in a natural, **non-intrusive** way, **enhancing** rather than disrupting your shopping experience.

**"Upsells must have huge discounts."**

While discounts certainly help, **they aren't necessary.** In fact, some of Boom Beauty's **top upsells don't offer discounts** at all but high-profit add-ons and upgrades to **drive up AOV.**



**\$670 Million**

Extra upsell revenue OneClickUpsell has made for Shopify stores like yours.

## Easy Upsells To Grow Your Shopify Plus Store

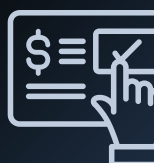
Optimize your customer journey from beginning to end with OCU Plus.



**13%**  
Conversion  
Rate

### Bundle Upgrades

Encourages customers to upgrade without a discount.



**\$50**  
AOV  
Increase

### In Checkout Upsells

High-converting option available with Shopify Plus.



**OCU**  
Exclusive  
Feature

### Shop App Upsells

This unique upsell is only available to Zipify Customers

Pre-purchase

Post-purchase

SHOP

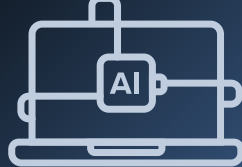
### Product Page Widgets



### AI Multi Product Pop-Ups



### AI Powered Upsells



### Thank You Page Offers



## Grow Your Shopify Plus Store

Raise your AOV +20% with AI-Powered, Data-Driven Upsells from OCU Plus

**34.68%**

Average AOV  
Growth

**\$233,461**

Average annual upsell revenue  
per OCU Plus Merchant

**+20%**

When you work with a  
success manager vs DIY

NO FEES

**0%**

Enjoy flat-rate pricing with  
NO fees on upsell revenue.

OCU Plus Exclusive Benefits



Strategy  
Mapping



5 funnels  
built for you



Monthly  
split-testing



Expert  
managers

The best upselling experience on Shopify  
for a lower price than the competition.

COST SAVINGS

**57%**

Up to 57% less than the cost  
of other upsell apps!

Get a free 15-Minute Demo at: [zipify.com/apps/ocu-plus/](https://zipify.com/apps/ocu-plus/)