DATASHEET

# OX Upsell
## Unlock your upsell potential

**Meet your challenges**
Service providers face the constant challenges of providing high quality services at low prices, presenting their offerings in attractive packages to customers, and retaining the flexibility to move customers to higher margin offerings at later dates. OX Upsell works within the OX App Suite to provide in-app selling through customizable, ready-to-use triggers.

**Increase user awareness**
There are two main approaches to presenting sales packages to potential customers. You can offer a base package at a very competitive price point and complement this with various upgrade packages. Users can choose the best combination of options that suit their personal needs. Or you can take a more scientific approach, analyze the market, split the market into demographics, and provide specific packages based on those variables.

Whichever approach you take, the key to success is user awareness of your product. Your customers cannot buy your product or service unless you tell them about it. Users must constantly be made

aware that other packages exist and be made to associate them with fulfilling a specific need. The ideal way to do this is within the product itself at the exact time the user is feeling that need.

**Triggers & hot spots**
OX Upsell provides predefined trigger spaces located in recognized hot spots. Nonintrusive yet highly visible, these are perfect locations for creating awareness of upgrades and promoting upsell offerings. Create a context-sensitive, fully customized layer allowing the user to instantly purchase your product or service.

**Click & buy**
In online sales, it is well known that the more clicks, the less likely the user is to buy. OX Upsell triggers take users directly to purchase points, making it easy for them to buy, upgrade, or make impulse purchases.

**Helping hands**
Not sure how to maximize your ROI with the OX App Suite? Open-Xchange Monetization consultants are always on hand to help. Let us recommend how to structure your monetization strategy

to utilize upsell and cross-sell techniques and trigger points while keeping user satisfaction high.

**Cross-sell, as well**
Build upon the capabilities of OX Upsell by using it to cross-sell your products and services. Upsell works within the OX App Suite to bring customers to other offerings within your portfolio. Increase user awareness of premium features and value-added services and create opportunities for impulse purchases.

**Expand your audience**
Remember that all business users are potential consumers. Whether you offer consumer packages, business packages, or both, OX Upsell can help you reach your customers. Cross-promote business and consumer packages to increase awareness of your products and services across demographic lines.

**Opportunities to monetize**
Generate new revenue streams with OX Upsell. Create in-product opportunities, cross-sell, even provide whole new product lines specifically designed to be upsold. Upsell works especially well in conjunction with OX Display.

18120

# Devices, Tools & Assistance

## Module Locking

Module Locking is a feature of OX Upsell that makes it easier to showcase your premium, full-featured products to potential customers. It is common practice to offer basic versions of products, then entice users to upgrade. The best motivation for users is to "see what they're missing".

With OX Upsell, you can display your premium content to basic users and simply "lock" modules so they can be seen but not accessed until the user upgrades. The locked modules appear in navigation, and when the user clicks on the relevant icon, they are taken directly to your sales platform. If a user tries to access a locked feature, the same thing happens. Saving an email attachment to OX Drive when OX Drive is locked, for example, will trigger an upsell prompt.

## Trigger spaces

Upsell Triggers are strategically placed throughout the OX App Suite. These are locations where you can advertise both upsell and cross-sell products. When clicked, an Upsell Trigger (generally an icon and some text) takes the user directly to a sales location. Users are informed of products and given the opportunity to buy. The OX Mail mobile app, for example, can be advertised in the email folder tree and linked to the sales platform.

Trigger points can also be used to cross-sell. Use triggers in the OX Drive folder tree, for example, to promote web services in mobile devices.

## Upsell Wizard

When a trigger is activated, a number of outcomes are possible. The user can be taken to a web page, for example, be taken to their portal, or activate the OX App Suite Upsell Wizard.

The wizard is a simple window that contains an Iframe. The Upsell Wizard is a layer that looks like a popup window but a popup blocker is not able to block it.

Upsell web pages that have already been created can easily be accessed from within the OX App Suite without having to rebuild everything from scratch.

## Upsell Widget

Another extremely useful item in the OX Upsell toolbox is the Upsell Widget. This ready-to-use widget, displayed in the OX App Suite portal, consists of a title and image and can be customized to promote any form of upsell or cross-sell. The user clicks on the widget and, as with all other OX Upsell triggers, is taken directly to a sales location.

## Open-Xchange Consultancy

Open-Xchange has experienced consultants ready to help with whatever you need – from simple advice to designing and executing an upsell strategy to developing full-service advertising programs.

## Upsell plus advertising

Combine Upsell with OX Display to implement extremely effective advertising and sales strategies. Publish advertising of free, base products within the OX App Suite with OX Display, then use Upsell to promote ad-free, premium versions of those products.

## OX Upsell at a glance

### Module Locking
Use out of the box to lock Mail, Calendar, Contacts, Drive, Portal, Tasks, Guard, Documents and more.

### Upsell Triggers
Ready-to-use, customizable triggers are located throughout the OX App Suite. Find them in folder trees, dropdown menus, quota bars, portal widgets, and more.
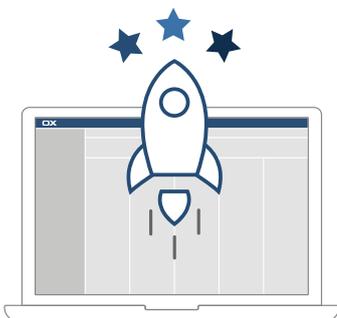
### Upsell Wizard
OX Upsell comes with an easy to use and customizable window layer that contains an Iframe and cannot be blocked by popup blockers.
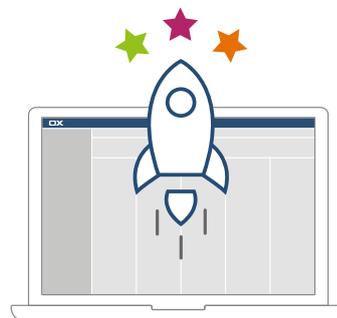
### Upsell Widget
OX Upsell comes with a built-in, customizable and configurable widget to promote upsell/cross-sell.

### OX Consultancy
Experienced Open-Xchange staff are at hand to advise, assist, and run upsell strategies.

**Upsell**
OX products & services

**Cross-sell**
your own products & services

*Stay Open.* **OX**