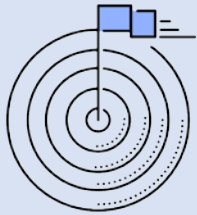


CASE STUDY



ONE-CLICK UPSELL YOUR WAY TO  
**DOUBLING**  
**YOUR REVENUE**  
WITH THE FLIP OF A SWITCH!

 paykickstart



## The Challenge

How to reduce the barriers to purchase and how to get your customers to spend more money with your business.

## What is a One-Click Upsell?

The concept of a traditional upsell is simple...

Ever been to McDonalds and they ask you "Would you like fries with that?"

That's an upsell.

After someone purchases a product from you, try to sell them something else. If someone just bought something from you, it's a reasonable assumption that they may want to buy again from you.

But what is a ONE-CLICK Upsell?

It's exactly what it sounds like. Instead of asking your customer to enter their credit card or PayPal information again to purchase each of your upsells... a ONE-CLICK upsell simply requires the customer to click ONE TIME on your buy button.

It is one of the biggest factors when it comes to converting additional sales in your funnel.

If your shopping cart requires that, it is killing your conversions. Never make your customers have to jump through unnecessary hoops to buy more from you.



### Business Impact

Based on PayKickstart.com data, in the last 3 months, using One-Click Upsells has brought in an additional \$3,779,425 for it's vendors. In a recent split test that we performed, adding one-click upsells more than **DOUBLED** the average customer value!


**Ready to See One-Click Upsells in Action?**


# CASE STUDY #1: VIDEO SOFTWARE

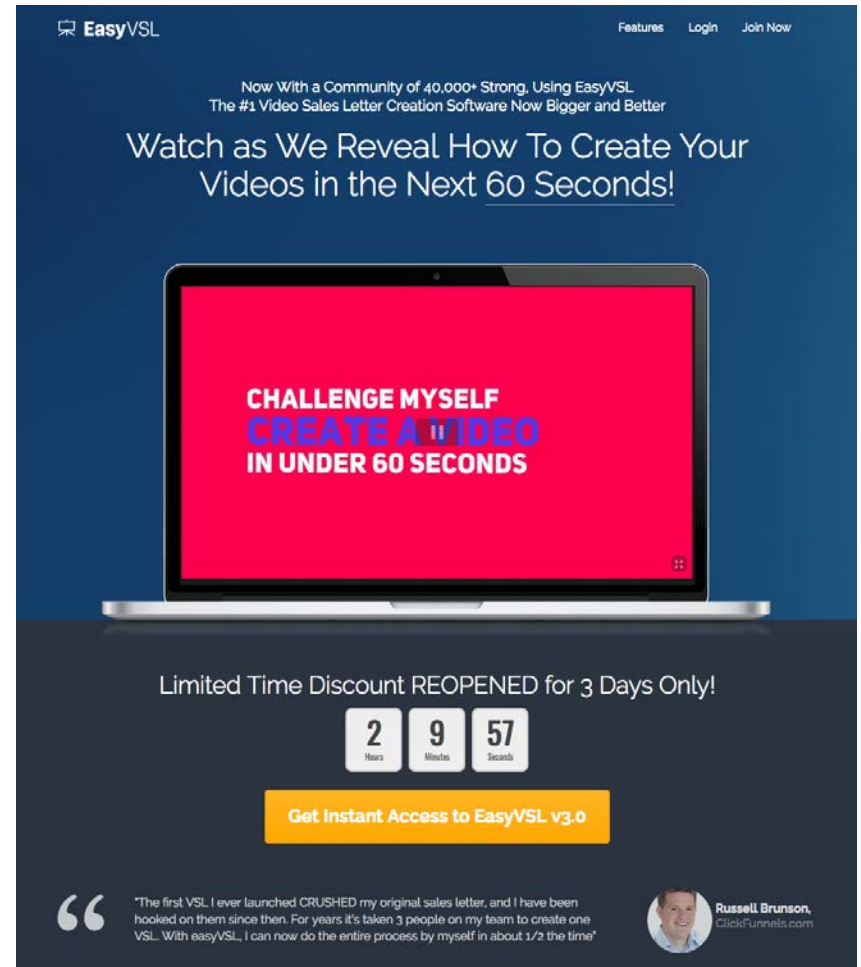
Total Frontend Revenue without upsells = \$200,425  
Average Customer Value (4,685 customers) = \$42.78

## AFTER ADDING UPSELLS:

 Total Revenue from Upsells = \$308,190

 Total Revenue from Sales Funnel After Adding 1-click Upsells = \$508,615!

 Average Customer Value with 1-Click Upsells = \$108.56



EasyVSL

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Now With a Community of 40,000+ Strong, Using EasyVSL  
The #1 Video Sales Letter Creation Software Now Bigger and Better

Watch as We Reveal How To Create Your  
Videos in the Next 60 Seconds!


**CHALLENGE MYSELF  
CREATE A VIDEO  
IN UNDER 60 SECONDS**

Limited Time Discount REOPENED for 3 Days Only!

2 9 57  
Hours Minutes Seconds

**Get Instant Access to EasyVSL v3.0**

“The first VSL I ever launched CRUSHED my original sales letter, and I have been hooked on them since then. For years it's taken 3 people on my team to create one VSL. With easyVSL, I can now do the entire process by myself in about 1/2 the time”

 **Russell Brunson,**  
ClickFunnels.com

## CASE STUDY #2: WEIGHT LOSS/HEALTH PRODUCT


Total Customers: 6,555


Total Frontend Revenue without upsells: \$97,380

Average Customer Value before any upsells:  
\$14.85

### AFTER ADDING UPSELLS:

 Total Revenue from Upsells = \$116,009

 Total Revenue from Sales Funnel After Adding 1-click Upsells = \$213,389!

 Average Customer Value with 1-Click Upsells = \$32.55



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For You**

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CONCLUSION: ONE-CLICK UPSELLS DOUBLE REVENUE!

## CASE STUDY #3: One-Click Upsells VS Traditional Upsells

This simple A/B split test had similar traffic numbers to each of the frontend sales pages for both funnels. The ONLY difference between the two funnels was that one of them used one-click upsell functionality, while the other did not.

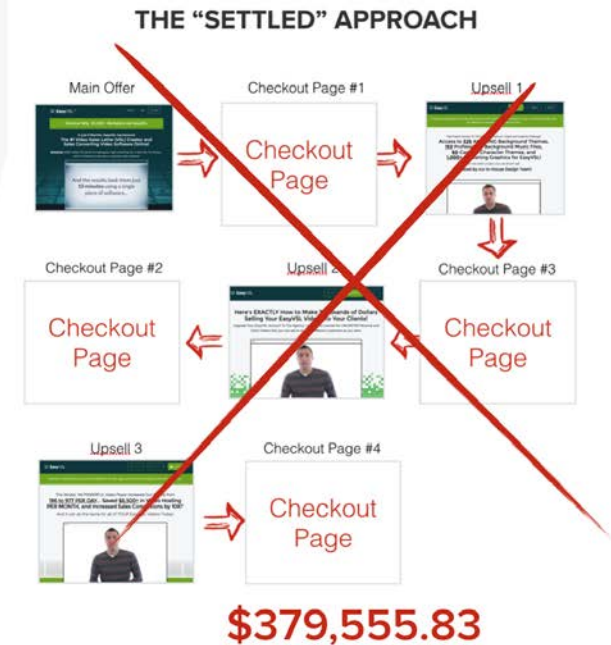
With one-click functionality, the customer was only required to visit ONE checkout page and enter their payment details ONE time. Then for each subsequent upsell, they could purchase it with one-click.

Without one-click functionality, the customer was required to go to a new checkout page for each additional upsell that they wanted to purchase, thus adding additional barriers to the purchase, requiring the customer to get their credit card out again or sign in to PayPal each time they wanted to buy.

## RESULTS:

Total Visitors to One-Click Upsell Funnel: 63,686  
Total Revenue Earned: \$500,615

Total Visitors to Traditional Upsell Funnel: 58,346  
Total Revenue Earned: \$379,555





## CONCLUSION:

One-Click Upsell Funnel  
Earned an Extra \$121,060!

READY TO SEE HOW EASY IT IS TO  
ADD AN ONE-CLICK UPSELLS TO ANY  
SALES FUNNEL IN PAYKICKSTART?

GO TO CAMPAIGN SETTINGS AND CLICK TO ENABLE ONE-CLICK UPSELLS

The screenshot shows the paykickstart dashboard. The sidebar on the left has a menu with items: Dashboard, Payments, Campaigns (highlighted), Funnels, Affiliate, Reports, Utilities, and Demographics. The main content area is titled 'Campaigns' and includes a search bar and a '+ New Campaign' button. Below this is a table of campaigns. The table has columns: VENDOR, CAMPAIGN, AFFILIATE REQUEST URL, and STATUS. There are four rows of campaigns, all with 'ACTIVE' status. Each row has a 'Show Products' dropdown and edit/delete icons. Red arrows point to the 'Campaigns' menu item and the edit icon for the 'EasyVSL' campaign.

VENDOR	CAMPAIGN	AFFILIATE REQUEST URL	STATUS
Digital Kickstart	SEO Snapshot	http://paykstr.com/request/215	ACTIVE
Digital Kickstart	EasyVSL	http://paykstr.com/request/246	ACTIVE
Digital Kickstart	pressplay	http://paykstr.com/request/352	ACTIVE
Digital Kickstart	Social Kickstart	http://paykstr.com/request/353	ACTIVE

### 1-CLICK UPSELL

Enabling the 1-Click Upsell functionality will allow your customers to purchase additional upsells and one-time offers with one click, remembering their previous payment details from their original purchase.

THAT'S IT! 30 Seconds of Your Time and DOUBLE Your Revenue!

# READY TO MAKE THE SWITCH AND START USING ONE-CLICK UPSELLS?

START A FREE TRIAL AT

[WWW.PAYKICKSTART.COM](http://WWW.PAYKICKSTART.COM)