Hey, I'm Ezra.

If you're reading this, you're already doing more than most —taking real steps to scale your store the smart way.

Most ecommerce brands are burning 10–20% of their total revenue by stopping the sale at the thank-you page.

The post-purchase window between your checkout and order confirmation page is a hidden goldmine for boosting your AOV and LTV.

In this playbook, you'll get the exact offers types, copy scripts, and funnel checklist that real 8-figure Shopify stores are using to turn their one-time buyers into high-value repeat customers—no extra spend required.

—Ezra Firestone

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WHY POST-PURCHASE IS A GOLDMINE

THE PROBLEM:

You've invested serious time and budget to get the sale—bought ads, crafted content, offered discounts—and now you're just going to stop cold on the thank-you page?

That's like running 25 miles of a marathon then quitting before the finish line.

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YOU ALREADY SPENT THE MONEY, SO HERE'S WHAT YOU'RE MISSING:

🧾 The average post-purchase page gets nearly 100% view rate

⏰ Customers are still in buying mode for up to 15 minutes after purchase

💳 There's no friction because they've already entered their payment info

💸 Brands add up to +10–20% revenue lift from post-purchase offers alone

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TOP 3
POST-PURCHASE OFFER TYPES
(THAT CONVERT)

Frequently Bought Together

Finishing Cream
$24.00
4oz

Finishing Spray
$18.00

Hair Serum
$25.00

ADD   ADD   ADD

Add to cart

Buy it now

Complete the look with our Best Selling Products!

Finishing Spray
★★★★★ 5.0 Best Seller
$18.00 USD $16.20
10% Savings
Description
Add

Hair Serum
★★★★★ 5.0 Best Seller
$25.00 USD $22.50
10% Savings
Description
Add

Shampoo
★★★★★ 5.0 Best Seller
$30.00 USD $27.00
10% Savings
Description
Add

Shampoo + Conditioner Combo $50.00

Apply

$50.00
g address

$50.00

Buy More and Save!
Add another Shampoo + Conditioner Combo to your order
Exclusive offer expires in: 09:48

Shampoo + Conditioner Combo
★★★★★ 5.0 Best Seller
$50.00 $45.00   10% Savings

"This product combo changed my life. My hair never felt so smooth and healthy." - Beth, MI

Subtotal $45.00
Taxes $4.00
Total   USD $49.00

Pay now - $49.00

Decline this offer

100% Money Back Guarantee

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1. SAME PRODUCT AS BOUGHT

What is it?

Offer one more of the same item they just purchased (perfect for consumables).

Why it works?

This taps into buying momentum without introducing decision fatigue.

OCU Tip:
Use the **"Same Product as Bought"** offer to automatically show the same SKU again.

Confirmation #WLHDTP600
You've paid for your order.
View order confirmation ›

Buy More and Save!
Add another Shampoo + Conditioner Combo to your order
Exclusive offer expires in: 09:48

Shampoo + Conditioner Combo
★★★★★ 5.0 Best Seller
~~$50.00~~ $45.00   10% Savings
"This product combo changed my life. My hair never felt so smooth and healthy." - Beth, MI

Subtotal	$45.00
Taxes	$4.00
Total	USD $49.00

Pay now • $49.00

Decline this offer

100% Money Back Guarantee

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2. PRODUCT-SPECIFIC CROSS-SELLS

What is it?

Offer related products to complete the set (e.g., you bought the moisturizer, here's the cleanser).

Why it works?

They already committed—you're just helping them get more joy from their purchase.

OCU Tip:
Use **AI-powered offers** to automatically recommend products based on data.

Complete the look with our Best Selling Products!

Finishing Spray
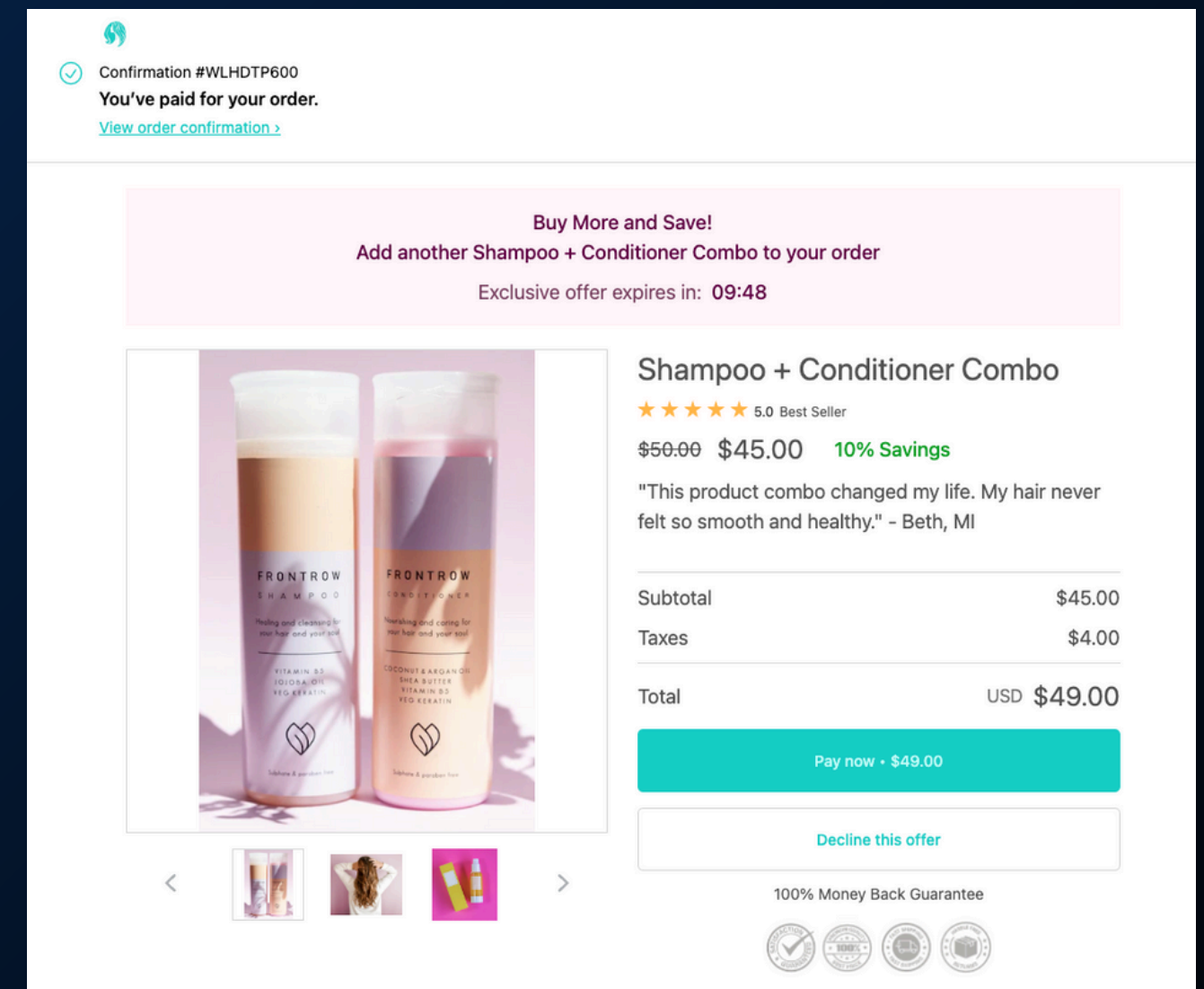★★★★★ 5.0 Best Seller
$18.00 USD $16.20
10% Savings
Description ⌄
[Add]

Hair Serum
★★★★★ 5.0 Best Seller
$25.00 USD $22.50
10% Savings
Description ⌄
[Add]

Shampoo
★★★★★ 5.0 Best Seller
$30.00 USD $27.00
10% Savings
Description ⌄
[Add]

Shampoo + Conditioner Combo $50.00

Discount code   [Apply]

Subtotal $50.00
Shipping   Enter shipping address

Total   USD **$50.00**

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3. BEST SELLER ADD ONS

What is it?

Offer 1–3 of your best-selling products that can work well with nearly any order.

Why it works?

Featuring proven winners with broad appeal boosts conversions—especially with a discount.

OCU Tip:
Use a **Multi-Product Offer** to highlight up to 3 products at once.

Frequently Bought Together

Finishing Cream	Finishing Spray	Hair Serum
$24.00	$18.00	$25.00

4oz

| ADD | ADD | ADD |

Add to cart

Buy it now

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POST-PURCHASE OFFER PAGE TEMPLATES (VISUAL LAYOUTS)

Remember:

This is the only page every customer sees—so we need to optimize it. These plug-and-play templates are designed to grab attention, build trust, and drive more sales after your Checkout page.

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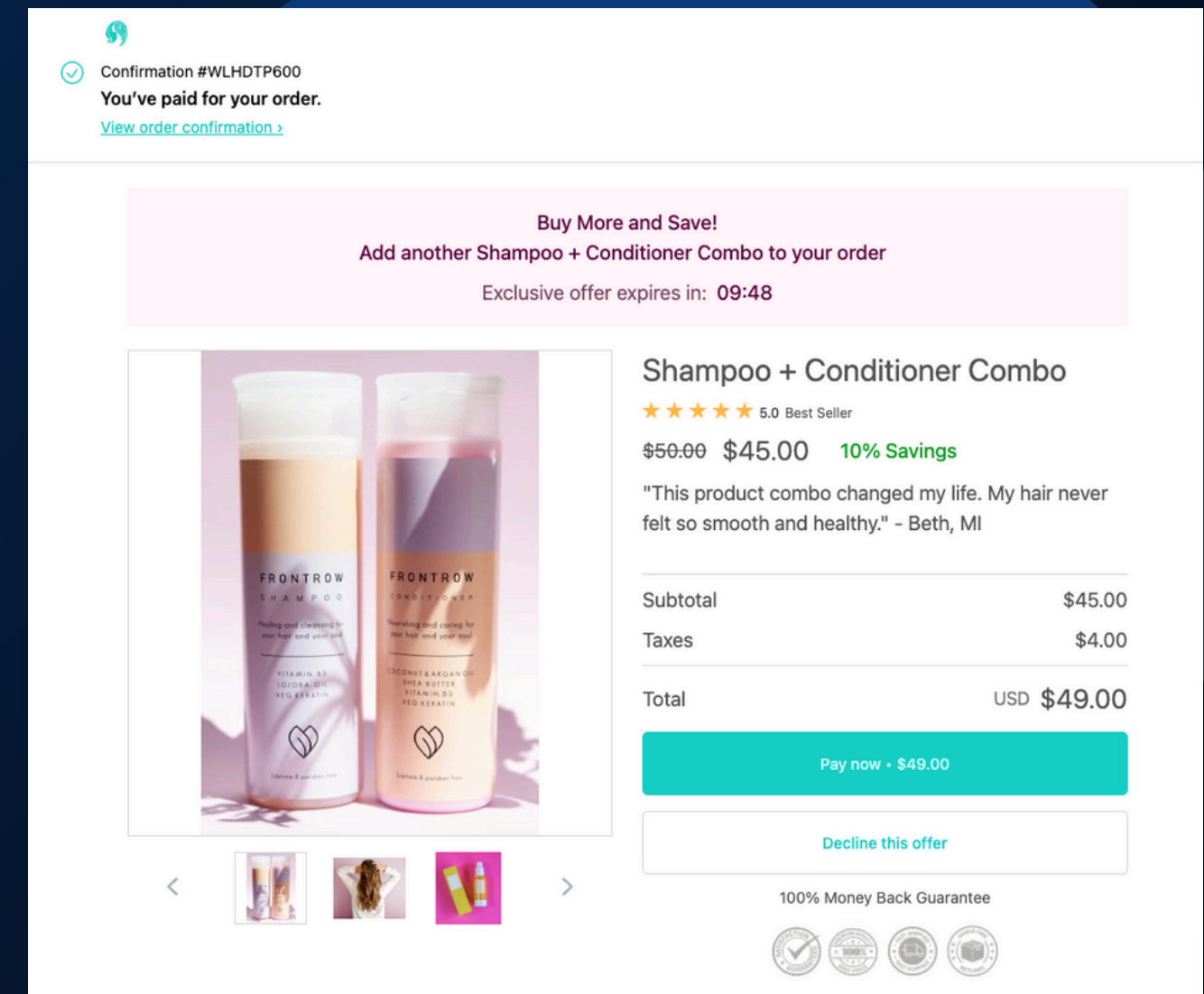
TEMPLATE 1
The Same Product (Short Form Page)

Section	Element
Headline	"Buy More and Save…"
Product	Offer one more of the same SKU.
Urgency	Countdown timer: "Offer expires in 9 mins"
Social Proof	Star Rating

Buy More and Save!
Add another Shampoo + Conditioner Combo to your order
Exclusive offer expires in: 09:48

Shampoo + Conditioner Combo
★★★★★ 5.0 Best Seller
~~$50.00~~ **$45.00** **10% Savings**

"This product combo changed my life. My hair never felt so smooth and healthy." - Beth, MI

Subtotal	$45.00
Taxes	$4.00
Total	USD $49.00

Pay now • $49.00

Decline this offer

100% Money Back Guarantee

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TEMPLATE 2
A Best Seller Add On (Long Form Page)

Section	Element
Headline	"You Might Also Like..."
Product	Offer one best-selling product.
Urgency	Countdown timer: "Offer expires in 9 mins"
Social Proof	Star Rating
Sales Copy	This page includes two additional content blocks to help close the sale.

You May Also Like:
Exclusive offer expires in: 09:51

Finishing Spray
★★★★★ 5.0 Best Seller
$18.00 $15.00 $3.00 Savings

The best way to sustain your style without weighing down your hair. This is a medium hold spray with nourishing ingredients that do not flake.

Subtotal	$15.00
Taxes	N/A
Total	USD $15.00

Pay now • $15.00

Decline this offer

Concentrated & Efficient

Our serum is infused with a high concentration of Vitamin C, known for its potent antioxidant properties. Vitamin C helps in neutralizing free radicals, reducing the appearance of fine lines, and promoting a naturally radiant complexion.

Unlike many serums, Radiant Glow is formulated with a unique, micro-encapsulated delivery system. This ensures that the Vitamin C remains potent and is delivered deeply into the skin for maximum efficacy.

Hydrated & Nourished

Radiant Glow also features a blend of hyaluronic acid and botanical extracts, carefully chosen to boost hydration and soothe the skin. Hyaluronic acid draws moisture deep into the layers of the skin, helping to plump and smooth, while botanical extracts calm irritation and support a healthy skin.

This synergistic formula works in harmony with the Vitamin C complex, creating a comprehensive skincare solution. With consistent use, skin feels softer, looks brighter, and appears more youthful—naturally glowing from within.

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SALES COPY SCRIPTS (TO STEAL)

OCU integrates with your inventory, so it automatically pulls in your product descriptions and photos—you just need to announce your offer.

These scripts will help.

🫀 Product-Specific Cross-Sell Script

"Just checking—most customers who buy [Product X] also buy [Product Y]. Want us to add it to your order before it ships?"

🛍️ The Same Product Script

"Our customers usually grab a second while it's still in stock. Want us to add another one to your order before it ships?"

🏆 The Best Sellers Script

"You've got great taste—so we hand-picked a few faves we think you'll also love. Grab one and save [discount] as a special thank you from us!"

📦 The Multi-Pack Script

"Stock up and save—grab 3 more now at an unbeatable discount. We'll add them to your order before it ships!"

⏱️ The Urgency Script

"We're preparing your order now—but there's still time to grab this special offer. Want us to add it to your order before it ships?"

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OneClickUpsell

FUNNEL SETUP (CHECKLIST)

It takes less than 5 minutes to launch a simple post-purchase funnel that drives serious revenue —no devs and no extra ad spend required

OCU Tip:
OCU auto-syncs with your store—no devs needed. Just click, customize, and convert.

- ☑ Choose a top-selling product to build your offer around
- ☑ Select a Single or Multi-Product Post-Purchase Page in OCU
- ☑ Add upsell product(s) with compelling price point
- ☑ Customize the copy using the scripts above
- ☑ Set additional offer rules (like customer tag or cart value)
- ☑ Preview your funnel + turn it on
- ☑ Bonus: Add your TYP offer to your Shop App listing too.

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# DTC HAIRCARE BRAND $45 AOV → $65 AOV (IN 6 MONTHS)

The Challenge:

When Zipify CEO Ezra Firestone bought this DTC brand, it was losing $400K a month. With a low AOV of just $45, the business was losing money on every sale.

What Worked:

He added high profit-margin upsells—like gloves, brushes, bowls, and hair nets—to capture extra revenue from the customers who were already checking out.

In just 6 months, AOV jumped 40%, from $45 to $65. By year's end, the brand went from a $4M annual loss to $500K in profit.

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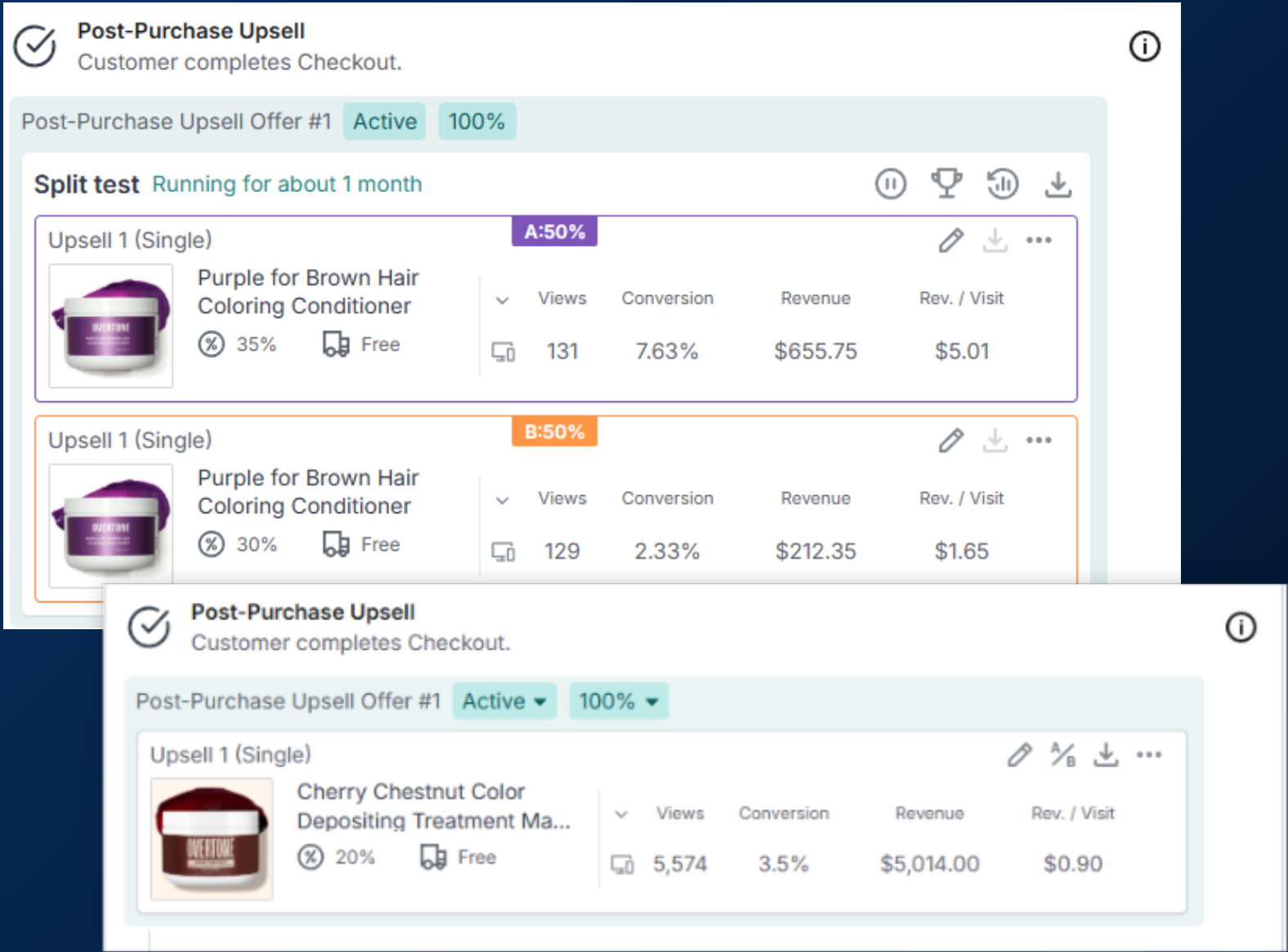
TOP 5 SPLIT TEST METRICS

Track these metrics to identify and scale your highest-performing post-purchase offers.

| METRIC	WHAT IT TELLS YOU
🎯 Take Rate	What % of customers accept your offer
💵 Revenue per Visitor	How much revenue each visitor generates
🛍️ Top Product	Which upsell product converts the most
⏱️ Time to Conversion	How quickly customers take the offer
🔄 Funnel Drop-Off	Where customers are exiting the funnel

Pro Tip:

Run split tests on products, pricing, and copy to quickly identify what converts best—and scale what works.

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NEXT STEPS:
DONE IN 5 MINUTES

You've already done the hard part of getting the sale —don't give up at the thank-you page. Every second you wait, you're leaving free money on the table.
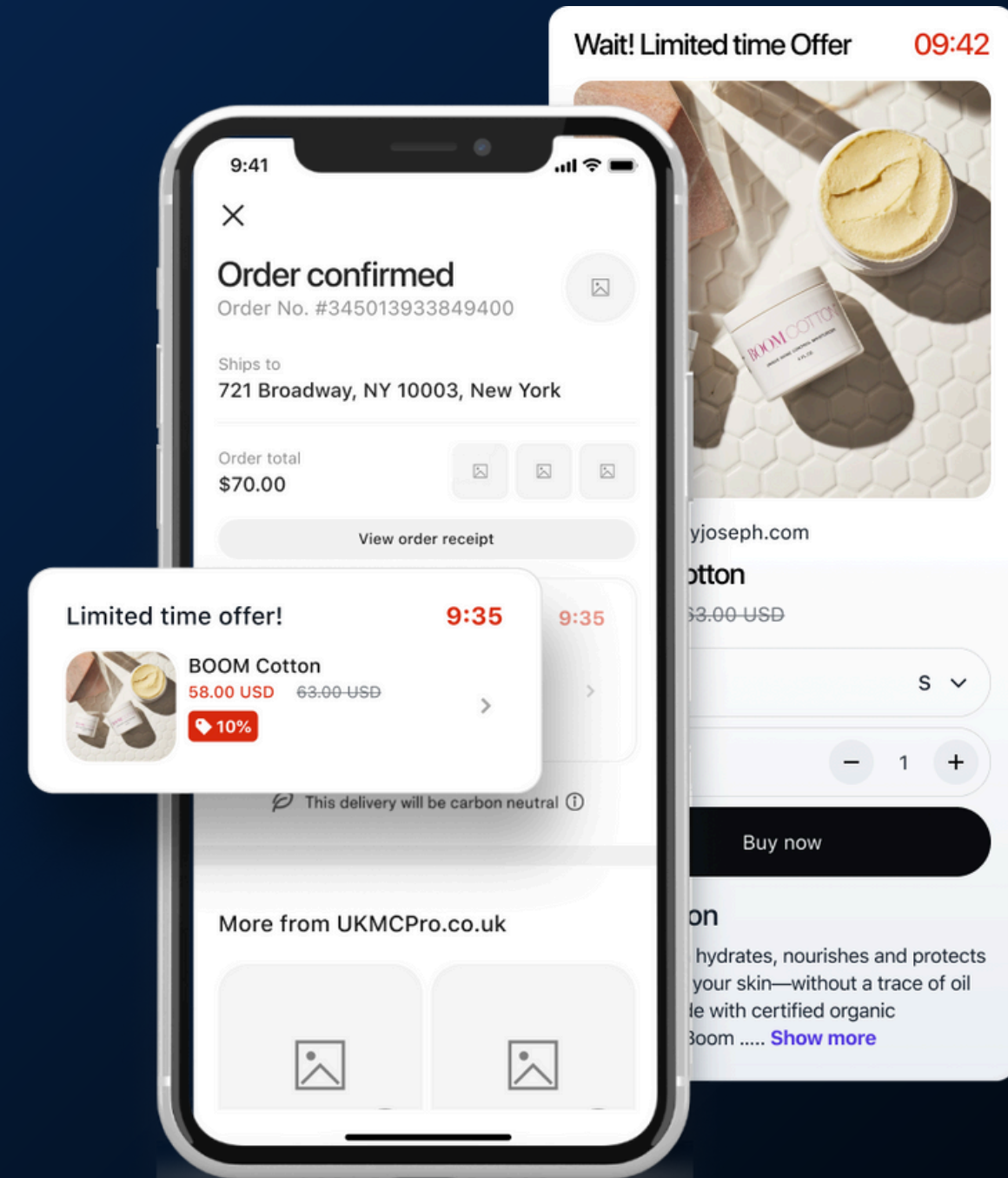
Setting up a post-purchase funnel takes less than 5 minutes and starts earning revenue instantly, without spending a dollar more on ads.

Try OneClickUpsell free for 30 days and launch your first upsell funnel in minutes.
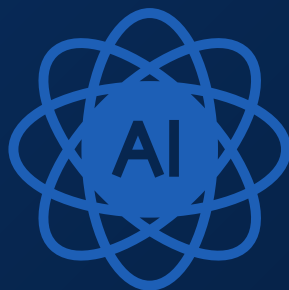
WANT AN EVEN EASIER SOLUTION?
Select the AI-powered funnel and add data-driven cross-sells for every product in your store with a single click.

Try OneClickUpsell today and turn your old Thank You page into a new revenue channel.

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