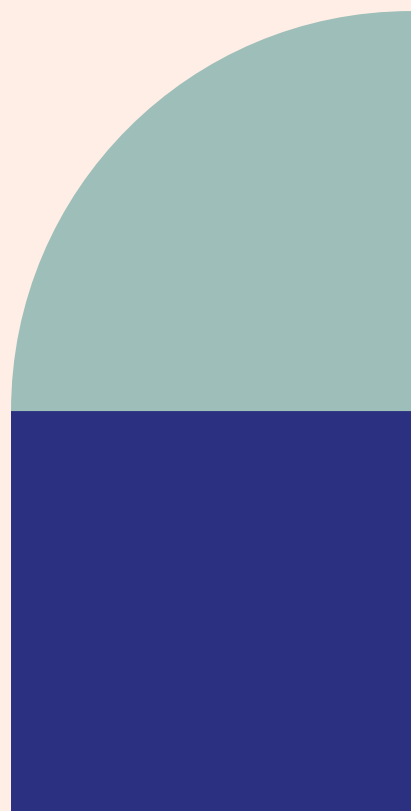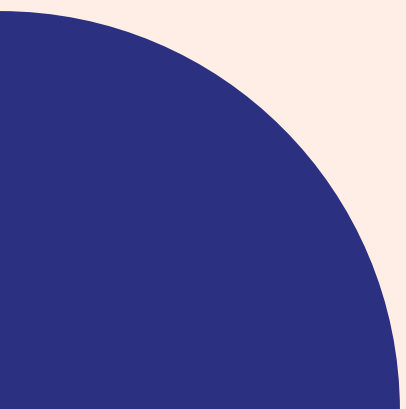# 5 Ways to drive Ecommerce sales, WITHOUT discounting

#1 - UPSELL

Show products that pair really nicely with either what product page the user is on, or what is in their bag. If you can combine this with a reminder of how much they need to spend to get free delivery, even better.

#2 - RETARGET

Reach out to people that abandoned their bag, remind them why they should come back to your site and checkout

#3 - SCARCITY

Let site visitors know that they might miss out if they don't act fast, maybe the item they are looking at is selling fast, or low on stock, perhaps once it is gone - it's gone for good

#4 - LIVECHAT

Take an opportunity to engage with customers in real time as they are looking at products or on certain pages, maybe they have a quick query you can answer which leads to a purchase.

#5- GUARANTEE

Can you offer your customer any kind of extra assurance to limit their perceived risk? Reminding users of this could easily help push the more risk averse into checkout