User Guide for Multi-Product Order Analysis (MPOs): Affinity and Cross-Selling

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Introduction

Until now, Boostic.cloud has focused its analysis on the individual performance of each SKU: how a product performs on Google Ads, Meta Ads, or SEO; which cluster it falls into; and what opportunities or anomalies it presents on its own. This perspective is essential, but it leaves out a key dimension of any e-commerce business: how products relate to one another within the user's shopping cart.

The Multi-Product Order Analysis (MPOs) feature fills that gap exactly. This new section automatically analyzes all orders that include more than one product and identifies which combinations of items recur frequently enough to be considered a genuine business relationship, rather than a one-time coincidence.

With this, Boostic.cloud moves beyond answering 'how does this product work?' to also answering 'what other products does its sale affect or depend on?'. This relational perspective provides a very specific added value: it allows you to identify product combinations with high cross-selling potential that aren't currently being actively exploited, helps you understand whether a product's strong performance is truly its own or depends on another product, and delivers ready-to-use product combinations for campaigns, bundles, email campaigns, and landing pages, without the need for intuition or manual analysis of thousands of orders.

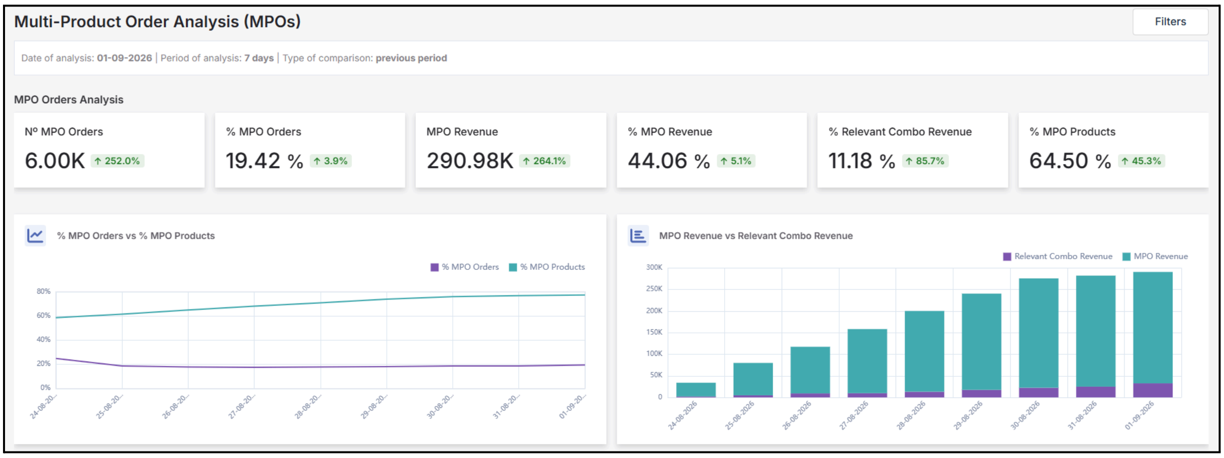
To facilitate this dual perspective, the feature is organized into two complementary screens: a first screen for general diagnostics (MPOs Orders Analysis) and a second screen for actionable details (Relevant MPOs Combos). This manual not only explains what each piece of data on the screen means but, above all, what you can do with it in your day-to-day work, whether you're responsible for paid media, the catalog, email marketing, or the overall e-commerce strategy.

Access to the section

To access this analysis, go to the side menu in Boostic.cloud and select the new 'Affinity and Cross-Selling Analysis' section. Within this section, you'll find two screens: 'Multi-Product Order (MPO) Analysis' which includes general KPIs, trend charts, and aggregated analysis by cluster; and 'Multi-Product Order (MPO) Analysis' which provides a detailed list of the Top 50 product combinations.

At the top, you'll find the analysis date, the analysis period (7, 14, or 30 days), and the type of comparison used (for example, previous period) , all of which can be adjusted using the Filters button. It's best to use short periods when you want to detect recent changes in behavior, and long periods when you're looking for trends that are well-established and stable over time.

Multi-Product Order Analysis (MPOs):



General Cross-Selling KPIs

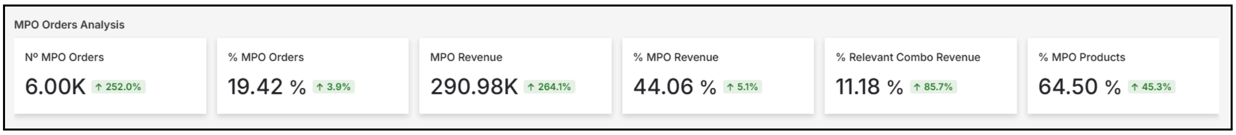
The home screen displays six key metrics that summarize the share of cross-selling in total business, each showing its change (Δ) compared to the selected comparison period. All of them are based on the same metric: the total number of orders in which the customer purchased more than one product.

The **Nº MPO Orders** is the total number of orders in which the customer has purchased more than one product. The **% MPO Orders** is the percentage of total orders represented by these orders (those that include multiple products). Together, they serve as a general indicator: if these figures increase, customers are purchasing a wider variety of items per order, either spontaneously or because cross-selling efforts are working.

MPO Revenue refers to the total revenue generated exclusively by orders that include more than one product. The **% MPO Revenue** is the percentage of total revenue that comes from these orders with more than one product. These figures serve as a benchmark for justifying, to management or clients, the investment in cross-selling initiatives: when this percentage is higher, it becomes even more important to focus on and promote this business driver.

The **% Relevant Combo Revenue** indicates what portion of that revenue is already driven by solid and repeatable product combinations (the Relevant Combos described below) versus that resulting from occasional or inconsistent mixes. It is the key metric to monitor to determine whether the business's cross-selling is predictable and, therefore, scalable through campaigns.

The **% MPO Product** reflects, as a percentage of the catalog, the number of distinct products that were sold alongside another item at least once during the analysis period. A low percentage indicates that a significant portion of the catalog is not yet being leveraged for cross-selling.

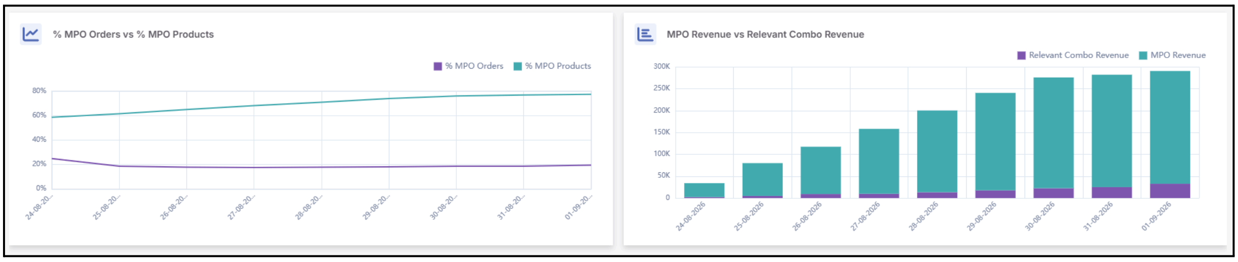


It's a good idea to review these KPIs periodically, along with their changes. If, for example, the % of MPO Revenue rises but the % of Relevant Combo Revenue remains flat, cross-selling is growing, but in a scattered and uncontrolled manner: this is the time to look at the list of Relevant Combos to identify which specific combinations to focus on.

Trend Charts

The **% MPO Orders vs. % MPO Products** chart helps determine whether cross-selling from the catalog is heavily concentrated on a few products or spread across many. When the % of MPO Orders grows much faster than the % of MPO Products, it means that a small group of products is driving all cross-selling: these are the top candidates for bundles, product page recommendations, or specific campaigns, and this chart helps identify them early on.

The **MPO Revenue vs. Relevant Combo Revenue** chart shows how much cross-selling revenue is already established in known combos and how much is still occasional. If Relevant Combos Revenue grows month over month, cross-selling efforts are working and becoming established. If it remains flat while total MPO Revenue increases, there is margin to formalize new combinations that are currently sold on a spontaneous basis through promotions, bundles, or active recommendations.



Cluster Analysis with MPO Orders

This table brings cross-selling analysis down to the product cluster level, allowing you to see which Boostic.cloud clusters (Champions, Hidden Potential, Conversion Opportunities, Outliers, Back-of-Catalog, Inactive Products, and Pending) account for the most cross-selling and how much value each one contributes.

For each cluster, the **N° of Products** it contains is shown, along with the **N° of Cross Products**, that is, how many have been included in at least one multi-product order (MPO). The **% of Cross Products** relates these two figures and allows you to see, at a glance, what proportion of each cluster is already generating cross-sales.

Revenue reflects the total generated by the cluster, while **Cross Revenue** specifically isolates the portion of that revenue that comes from multi-product orders (MPOs).

The **Daily Average of Transactions by Product** is calculated for each product in the cluster as its average daily number of transactions within the selected period; the value displayed at the cluster level is the average of that daily average across all products in the cluster. The **Daily Average Cross-Transactions by Product** follows the same logic, but counts only the cross-transactions (MPO) for each product: first, the daily average of cross-transactions for each product is calculated, and then this is averaged across all products in the cluster. Comparing these two daily averages reveals what portion of a cluster's daily sales activity is cross-transactions and what portion consists of standalone transactions.

Finally, the **Daily Average of Products Crossed With** captures, for each product in the cluster, the daily average of the number of different products with which it has been combined; the cluster value is, again, the average of that daily average across all its products. This provides an indication of the diversity of cross-selling within each cluster: a high value indicates that its products tend to be combined with many different products, while a low value points to more repetitive combinations concentrated among just a few products.

Cluster Analysis with MPO Orders

Download detailed CSV

Cluster	Nº Products	Nº Cross Products	% of Cross Products	Revenue	Cross Revenue	Daily average of transactions by product	Daily average of cross-transactions by product	Daily average of products crossed with
REVENUE CHAMPIONS	34	32	94.12%	45,320€	15,127€	23.13	3.39	4.77
HIDDEN POTENTIAL	49	38	77.55%	21,880€	9,189€	5.63	2.01	3.45
CONVERSION OPPORTUNITIES	980	728	74.29%	73,854€	38,548€	1.66	0.88	1.75
STRATEGIC OUTLIERS	443	317	71.56%	19,101€	11,351€	1.37	0.82	1.70
BACK CATALOG	534	435	81.46%	71,067€	33,398€	2.18	0.98	2.23
INACTIVE ASSETS	166794	0	0.00%	0.00€	0.00€	0.00	0.00	0.00
PENDING	1514	0	0.00%	0.00€	0.00€	0.00	0.00	0.00

7 items

This table can be exported in detail using the 'Download CSV' button, which is useful for more in-depth analysis or for sharing with other teams without requiring access to the platform.

In practice, this table helps answer a different question than that of specific product combinations: not which pairs perform best, but which clusters (based on each product's individual performance) account for the business's cross-selling.

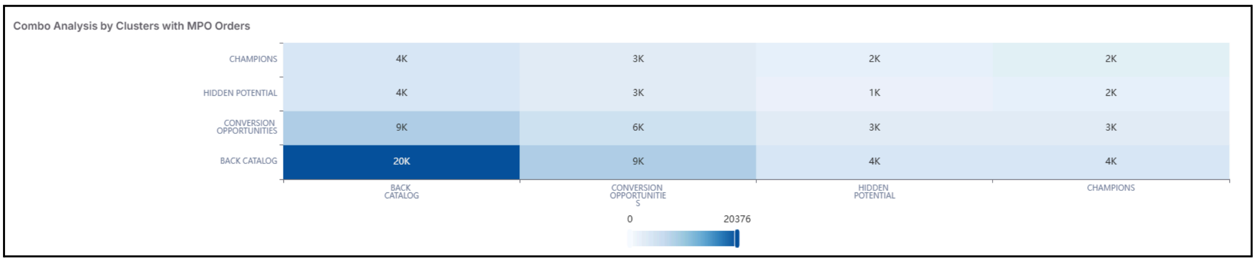
A cluster with a % of Cross Products that is very high but low Cross Revenue indicates a high level of cross-selling activity, but with low unit value; the reverse pattern, that is, few Cross products but high Cross Revenue, points to specific, high-impact combinations that are worth identifying.

Combo Analysis by Clusters with MPO Orders

This section supplements the previous table with a cross-tabulation: the clusters are arranged in both rows and columns, and each cell represents the number of relevant combinations resulting from combining products from the row cluster with products from the column cluster.

The color of each cell is a gradient proportional to the exact value, according to the scale indicated in the legend at the bottom; this allows you to identify at a glance the intersections with the highest number of relevant combos without having to read each number individually. The cells along the diagonal (e.g., Champions with Champions, Hidden Potential with Hidden Potential, etc.) have their own specific meaning: they reflect the number of relevant combinations generated when two products from the same cluster are combined with each other.

The remaining cells, outside the diagonal, reflect the number of relevant combinations between products from different clusters. This matrix is particularly useful for certain decisions: for example, to determine whether the business's cross-selling efforts depend primarily on combining the Catalog Base with Conversion Opportunities, or whether, on the contrary, clusters such as Champions or Hidden Potential generate proportionally more relevant combinations than their catalog size would suggest—which would open the door to cross-selling strategies that actively reinforce those relationships.



Multi-Product Order (MPO)

This screen displays a list of the 50 most relevant product bundles in the catalog: pairs of products that are purchased together frequently and consistently enough to be considered a cross-sell.

By default, the list is sorted first by the number of order combos and, in the event of a tie, by total combined revenue. Each combo is displayed as a card featuring two products, each identified by its image, name, product ID, and its Boostic.cloud cluster label (for example, 'Champions' or 'Hidden Potential').

Affinity and Cross-Selling Ratios

Each combo is characterized by three complementary ratios that provide different perspectives on the relationship between the two products.

The **Sales Impact Ratio** is the percentage of orders for the first product that also include the second product. It indicates how often, for every sale of Product 1, Product 2 is included in the same order. This is the ratio to consider when deciding whether it's worth automatically displaying the second product (for example, at checkout or on the product page) every time someone purchases the first one.

The **Cross-Selling Affinity Ratio** is the percentage that this specific combo represents out of the total number of multi-product orders (MPOs) for the first product. It measures the weight of this pairing within the entire universe of cross-selling combinations involving Product 1, that is, how prominent this specific pairing is compared to other possible combinations. It serves as the benchmark for determining which combo to prioritize when promoting the main product.

The **Cross-Selling Dependency Ratio** is the percentage that this specific combination represents out of the total number of multi-product orders (MPOs) for the second product. It measures how much the cross-selling of Product 2 depends specifically on this pairing with Product 1, compared to other combinations in which it might also be included. This is the ratio you should review before deciding to allocate budget to the second product separately: if it depends heavily on the first product, that investment alone may not generate the same return.

The Sales Impact Ratio is calculated based on the total number of orders for Product 1, regardless of whether they include other products, while the Affinity and Dependency ratios are calculated exclusively based on multi-product orders for each of the two products in the bundle. The Affinity and Dependency ratios are also complementary to one another: one measures the strength of the relationship from the perspective of the first product, and the other from the perspective of the second, revealing the direction and degree of reciprocity in the cross-selling relationship.

Business Metrics

In addition to the product identification and the three ratios, each Top 50 profile includes three metrics that quantify the actual economic impact of the combo:

- **Incremental AOV:** Represents the average economic value added to the transaction each time both products are sold together. In other words, it is the additional monetary amount earned, on average, when these two products are sold together compared to when they are sold separately.
- **N° Orders:** This is the number of orders in which those two products appeared together.
- **Revenue:** the total amount generated by the sale of those products in a single transaction.

In practice, it's a good idea to go through the Top 50 by first focusing on the combos with the highest number of orders and combined revenue, since these have the greatest potential impact if activated. Next, review the Incremental AOV for each one: the higher it is, the more profitable it is to promote that bundled purchase through packs, discounts per additional unit, or recommendations at checkout. This list can be used directly as a source to create product bundles for your catalog, set up 'people who bought this also bought...' product recommendations, send targeted emails to customers who have already purchased the first item in the bundle offering them the second, or design ad creatives and catalog campaigns on Meta Ads and Google Ads that showcase both products together.

By default, this screen displays the top 50 combos that Boostic.cloud considers relevant based on the platform's standard criteria. However, using the Filters button, you can adjust the ranges for N° Orders, Revenue, Incremental AOV, and the three ratios to tailor those relevance criteria to what you need to analyze at any given time: for example, raising the minimum N° Orders to focus only on the most established relationships, or narrowing the Revenue range to focus solely on the combos with the greatest economic impact.

This Top Relevant Combos list can be exported in detail using the 'Download CSV' button, available directly on this screen. This is useful for more in-depth analysis or for sharing the complete list with other teams without requiring access to the platform.

Relationship with Boostic.cloud Clustering

Each product in a combo displays its individual cluster label, the same classification that Boostic.cloud already uses throughout the rest of the platform. This cross-reference adds critical context to the interpretation of clusters: a product classified as 'Hidden Potential' that has a very high Dependency Ratio relative to a 'Champion' product indicates that part of its strong performance is not entirely independent, but rather depends on the 'Champion' selling first. In that case, it's advisable to first boost sales of the anchor product before treating the second one as an independent investment opportunity.

On the other hand, if a 'Champion' product is paired with products that have high affinity but low individual performance, those secondary products can represent a profitable cross-selling opportunity, even if they never stand out on their own elsewhere on the platform.

From Data to Action

When the % Relevant Combo Revenue remains low and stable, it's a good idea to review the Top 50 and activate bundles or recommendations for the combos with the most joint orders, as they are the fastest way to boost that revenue. When the % MPO Products is low, it makes sense to search the catalog for products that don't yet appear in any combos and consider including them in cross-promotions to start driving sales.

If a product shows a very high Dependency Ratio relative to another, it is recommended not to scale it using your own investment without first ensuring the sale of your anchor product, since its apparent performance could decline if the former loses traction. In contrast, when a combo has a very high Affinity Ratio, it can be used as a fixed basis for catalog campaigns, bundles, or joint creative efforts, since it reflects a consistent and not just occasional purchasing relationship.

If relevant combo revenue grows month over month, it's a sign that cross-selling efforts are working, and the most sensible approach is to continue promoting those bundles rather than spreading our efforts across new combinations that haven't yet been validated.

The Multi-Product Order Analysis (MPOs): Affinity and Cross-Selling adds a new level of analysis to Boostic.cloud that did not previously exist: the joint behavior of the product catalog, beyond the performance of each individual SKU. By identifying which products are purchased together, how often, and to what degree they are interdependent, this section enables cross-selling decisions based on actual order data, rather than intuition or trial and error.

The added value is twofold: on the one hand, it refines the analysis of individual product clustering, providing context on the extent to which an SKU's performance is independent or dependent on another; on the other hand, it directly delivers product combinations ready to be activated in campaigns, bundles, email campaigns and landing pages, shortening the path from data to commercial action. Overall, this functionality reinforces Boostic.cloud's position as a platform that not only analyzes the product catalog but also helps monetize it more intelligently.