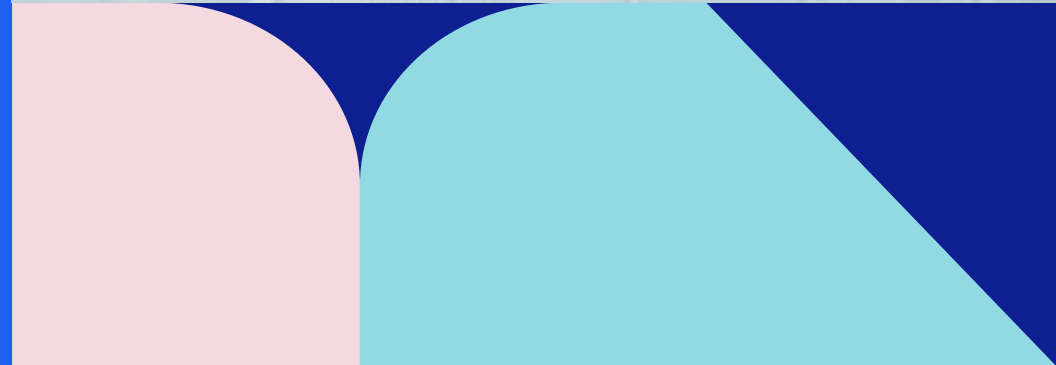




# The B2B Guide to Upselling and Cross-selling

Unlock new revenue from  
your existing customers





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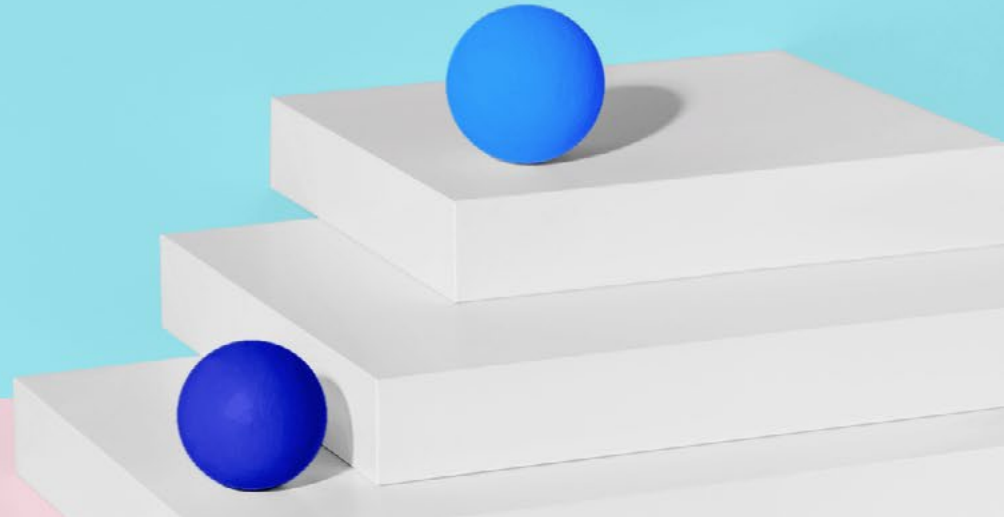
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## As consumers, we interact with upsell and cross-sell messages in almost every transaction.

*Do you want fries with that? Protect this trip for \$9.99.*

*Other customers frequently buy these items together.*

*Upgrade to our premium plan to access unlimited content.*

We're so accustomed to these messages that we expect and often don't even notice them. However, their delivery is no accident—they're thoughtful and intentionally designed by the companies we do business with.

Though the business to consumer (B2C) examples above are overt and in your face, business to business (B2B) upselling and cross-selling efforts are typically more nuanced and require sophisticated orchestration.

This is especially true for companies in the B2B software as a service (SaaS) space, where daily interactions are often with users rather than business decision makers, and complex procurement processes make changing contracts more complicated.

However, these are surmountable challenges, making upselling and cross-selling a profitable and sustainable path to growth for B2B SaaS companies. As a key component to [monetization](#), leading companies use customer data to create an effective strategy to fuel upsell and cross-sell efforts. This guide provides an actionable framework, expert insights, and advice for successful upsell and cross-sell.

Want to uplevel your monetization strategy? Learn from industry experts and increase revenue with a step-by-step monetization framework. [Get your copy.](#)



# Why should you care about upselling and cross-selling

We can't understate the vital nature of upselling and cross-selling. Most successful growth companies [generate 80% of their value](#) by unlocking new revenue from existing customers in their core business.<sup>1</sup>

It makes sense—the [probability of selling to an existing customer versus a new prospect](#) is 60–70% versus 5–20%, making existing customer retention easier and more cost-effective than new customer acquisition.<sup>2</sup>

Though [B2B SaaS companies outperform non-SaaS companies](#) when it comes to expansion and retaining existing customers, many product teams still prioritize acquisition over retention and struggle to effectively upsell and cross-sell.<sup>3</sup>

Why?

For many B2B SaaS companies, account expansion and retention goals are owned by the go-to-market (GTM) organization—typically sales or customer success (CS)—resulting in product teams taking a back seat in the drive toward customer retention. However, this approach overlooks that your digital product itself can be a valuable and unique way to understand and drive loyalty and revenue from upsell and cross-sell opportunities.

“Very often, product and GTM teams are aligned on driving acquisition, but not on retention goals—or how to achieve them,” shares [Megha Sisaudia](#), Amplitude's head of pricing strategy and operations.

With years of experience working with B2B SaaS companies on monetization efforts—both as a consultant for [Simon-Kucher](#), the world's leading pricing and growth firm, and working in-house at various tech

companies—Megha has a unique perspective on the opportunities and challenges companies face.

“Many companies feel like retention is something they can't control, overlooking upsell and cross-sell as a means of doing so.”

However, after the most recent turbulent wave in the tech sector, Megha has observed more SaaS companies turning to their existing customer base—especially to their existing happy customers—and figuring out how to sell them more.

“While there are a ton of playbooks on how to acquire customers and the types of campaigns you can run—there's not been a defined playbook on how to upsell and cross-sell.”

Until now, that is.

“

The first ideal customer profile (ICP) you successfully find via your acquisition efforts are probably a better set of customers to keep, and if you're targeting the long tail, you're spending more money to get less aligned customers.”



[MEGHA SISAUDIA](#)

Head of Pricing Strategy and Operations, GTM at Amplitude



# Upsell and cross-sell fundamentals

Before diving into the framework, let's cover the basics.

People often talk about upsell and cross-sell in the same breath, so it's no surprise that many confuse and blur the lines between them. They are, however, different.

## Upselling

Upselling encourages customers to purchase a higher-value version of what they're already buying. A common consumer B2B SaaS example would be to move a customer from a basic package to a better, higher-value package.

The “good, better, best” approach to packaging has been widely adopted across the B2B SaaS industry and promotes upselling efforts. Using

this approach, product features are structured across different plan tiers, matching customers' needs and goals to different levels—with the goal being that customers who purchase the “good” option experience enough initial value that they want to move to the next level and unlock more great features.

Later, we'll explore how to use digital analytics to determine which features to include in each plan.

The screenshot displays three pricing tiers for Amplitude:

- Starter (Free):** "Get a taste of Amplitude for individuals, explorers, and early startups." Includes: Starter templates, Foundational product analytics, Session replay, Unlimited feature flags, and Unlimited sources & destinations.
- Plus (\$49/mo):** "Analytics, feature flags, CDP, and session replay for small teams." Includes: Unlimited product analytics, Custom dashboards and formulas, Behavioral cohorts, Custom audiences & syncs, and Online support.
- Growth (Contact sales):** "Turbocharge growth with automated insights, experiments, and audience management." Includes: Advanced behavioral analysis, Custom metrics for KPIs, Causal insights & monitoring, A/B or Multivariate testing, and Real-time streaming & syncs.

[Amplitude](#) offers three different plans to match customers' goals. Customers add features as they grow or get all the tools they need at once.



## Cross-selling

Cross-selling involves promoting complementary products to customers. A very common consumer example is selling toothpaste or mouthwash alongside a toothbrush.

For B2B SaaS companies, the goal is to sell customers additional products in your portfolio, helping them experience additional value and entrenching them in your platform.

For example, take a company like Microsoft. When a company buys Microsoft 365, Microsoft can then cross-sell Microsoft Defender products for security, Microsoft Copilot for AI assistance, Microsoft Authenticator for two-factor authentication—and the list goes on.

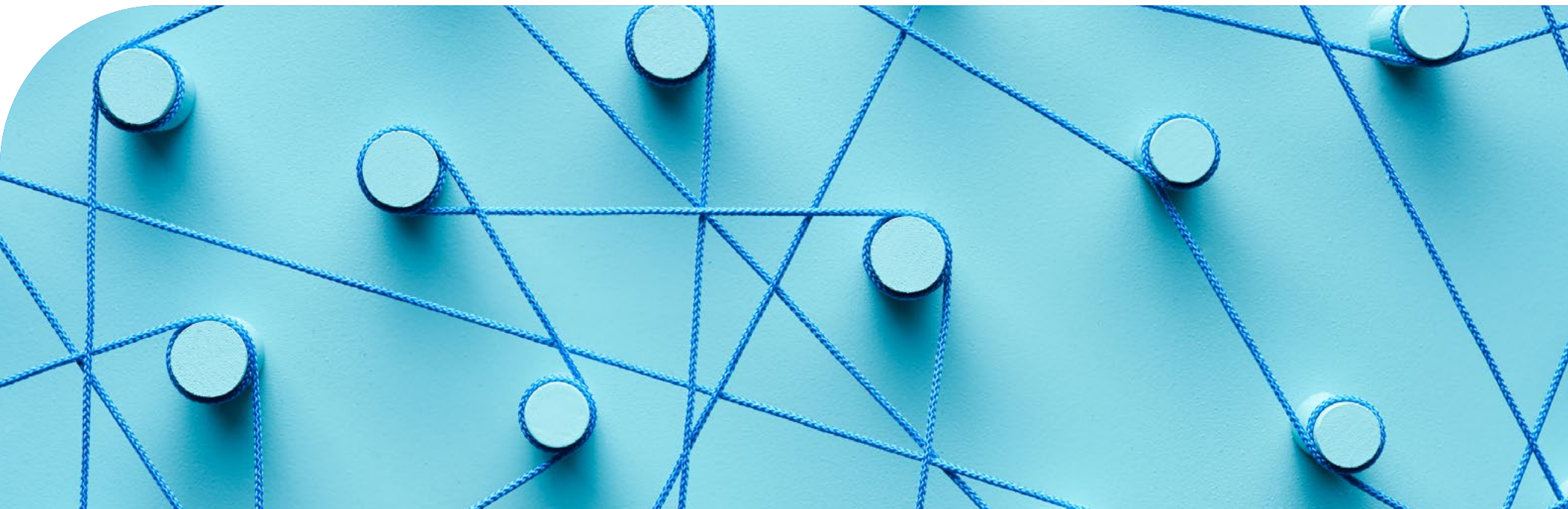
Cross-selling is a win-win for customers and companies. Customers benefit from using products within the same ecosystem—easy integrations, improved interoperability, streamlined vendor relationships, and comple-

mentary features that amplify the value they derive from each product individually. In essence, the whole is greater than the sum of its parts.

One of the main benefits of cross-selling for companies is increased stickiness. [Stickiness](#) is the frequency at which people use your product. Specifically, stickiness measures the number of days out of a given time period that a user was active or took a specific action.

The more sticky your products, the more entrenched they become in your customers' ways of working. A sticky product—or even better, a sticky suite of products—ensures that your platform becomes an integral part of your customer's business.

Their people and processes become so entwined with and reliant on your products that moving away and starting over with another vendor would be a hassle. The deeper and wider your products' roots are within a customer's business, the more likely they'll stick around—fueling retention.



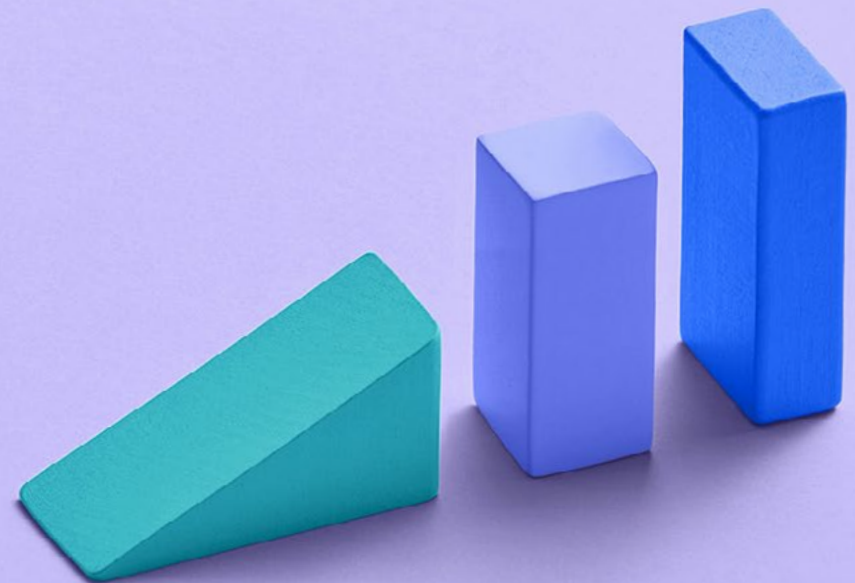
## Land and expand

Land and expand is another term often used to describe upselling and cross-selling in the SaaS industry. It's a classic sales-led GTM motion built on securing more customers with cheaper entry-level or trial plans and using sales and CS teams to encourage customers to upgrade to higher-value plans as they use the product (upselling) or buy additional products (cross-selling).

“Both upsell and cross-sell are important, but I believe cross-sell is a more powerful lever, and companies that are nailing retention—that’s how they do it. It’s about figuring out a mechanism to sell a customer the first product and then the second, third, fourth, tenth. That’s how customers keep getting more entrenched into the ecosystem.”

**MEGHA SISAUDIA**

Head of Pricing Strategy and Operations, GTM at Amplitude



## Key upsell and cross-sell metrics

Getting a baseline understanding of your upsell and cross-sell effectiveness is key to driving success. Common metrics include typical subscription metrics, plus those that indicate how well you're getting customers to buy more as they expand their usage of your products and solutions.

### PRO TIP

For SaaS products, a [good target LTV](#) to customer acquisition cost (CAC) ratio is 3:1. If it's higher, you're probably underspending on marketing. If it's lower, you're probably not retaining your customers over a long period or you're spending too much on customer acquisition.

See our complete Amplitude Guide to Product Metrics for more metrics and how to calculate them.

[Get your copy.](#)



<b><u>Monthly recurring revenue (MRR)</u></b>	Measures your predictable, regularly recurring revenue each month.
<b><u>Annual recurring revenue (ARR)</u></b>	Measures your predictable, regularly recurring revenue for the year.
<b><u>Customer lifetime value (CLTV)</u></b>	The cumulative total of all revenue a customer contributes to your business over their entire lifetime of using your product or service. The higher the LTV, the higher the value of that customer to your business.
<b><u>Average revenue per user (ARPU)</u></b>	A user cohort's cumulative total revenue as of the hour/day/week/month you're looking at, divided by the number of users in the cohort. Successful upselling and cross-selling will increase ARPU.
<b><u>Net revenue retention</u></b>	The revenue you retain over a given period. It's usually measured monthly, quarterly, or annually.
<b><u>Attach rate</u></b>	Also known as an attach ratio, this measures the number of add-on units or products sold in relation to the primary product or unit.
<b><u>Average selling price (ASP)</u></b>	This is the average price your product sells for. ASP can be affected by many factors in a sales-led GTM motion, but it should go up with successful upselling and cross-selling.



# Framework for upselling and cross-selling

Though distinct, both techniques boil down to a common goal: understanding the key behaviors that make customers good candidates for upselling and cross-selling. The following framework, coupled with analytics, can help you identify those behaviors and target customers accordingly.

## 1. Analyze your customers and their behavior to identify upselling opportunities

- What behaviors correlate to customers who've upgraded to a higher-tier product? Which lower-tier customers also have those behaviors?
- Which customers are running into consumption limits on their current plans?
- Can customers discover and understand the value of features gated for higher-tier plans?

## 2. Analyze your most valuable product combinations across audience segments to discover new cross-selling opportunities

- Which products or solutions go well together?
- Which products are customers organically buying together?
- Which customer segments—say, by persona or industry—are most likely to buy which products?



### 3. Test upselling and cross-selling initiatives before rolling them out

[Experiment](#) to uncover and capture urgency around moments when item recommendations are the most desirable—and avoid times when they're the most off-putting.

### 4. Use these insights to scale personalization

[Personalization](#) is the ability to tailor customer content, experiences, and pricing to the user's exact needs, as opposed to taking a generic approach where you treat every customer the same. In practice, companies leverage personalization in a variety of ways:

- Making product recommendations or offering additional product education relevant to the individual customer based on their role, industry, or history.
- Offering trials and exclusive deals tailored to a user's specific interests or product usage.
- Pushing personalized communications within the product or over email that speak to the specific needs of each user, delivered at the most relevant time for the user.



Successful cross-selling and upselling is about recognizing the signals when customers are in market, making it more compelling at that moment, and triggering messaging and delivering purchase campaigns. We shouldn't be thinking about it on our schedule but on their schedule. Not just when it's right for us, but when it's right for the customer."



[SAM MILLER](#)

Lead Strategic Consultant, [Braze](#)



# Upselling and cross-selling best practices

In addition to this framework, there are practical tactics and best practices you can use to optimize your product for upselling and cross-selling.

## 1. Make sure customers experience value before targeting them for upsell and cross-sell

Though upsell and cross-sell directly feed [monetization](#) and [retention](#), they're also inextricably linked to your overall growth strategy—which also includes [acquisition](#).

Your acquisition strategy, along with your onboarding and activation experiences, lay the foundation for your customer's experience with your products. Without a solid foundation, upsell and cross-sell efforts will fall flat—or worse yet, sour customers on your product and brand.

Imagine this: Your team implements a new project management tool. Your adoption is at 15%, and your team hasn't even managed a full project yet. You're just scratching the surface, and while you're confident you'll experience real value, you haven't had enough time to do so. But you're already being targeted with emails and in-product messages promoting advanced add-on features. How do you feel about that? You're likely annoyed and thinking “too soon!”

Ensuring that your customers get to your [aha moment](#) quickly—when a new user decides, consciously or unconsciously, to become an active user of your product—is key to upselling and cross-selling. The trick to getting prospective users to the aha moment is having a firm understanding of their desires and expectations. And today, more than anything, this means the ability to discover your product's value almost immediately.

## 2. Show gated features from higher tiers or add-ons

This technique is built on the old adage, “You can look, but you can't touch.” Within your product, you can show users paid, higher-tier, or add-on features that they don't—but could—have access to.

If you've seen grayed-out feature names or tabs within software or subscription services you use, then you've been on the user end of this technique.

Another tactic is to display pop-ups or take-over messages when a customer performs an action within your product that could be easier or better using one of these higher-tiered or add-on features. Companies frequently use this technique with both [freemium](#) and paid plans to increase customer awareness of additional capabilities.

Amplitude customer [Dropbox](#) exemplifies this concept in action, using persistent upsell prompts to remind users of limitations to their free accounts and making them aware of the additional capabilities they'd get with a more robust plan.



## Palo Alto Software uses analytics to optimize upsell efforts

Palo Alto Software, the world's leading business plan, management, and growth software, helps people start, fund, manage, and grow their businesses. In need of a more robust digital analytics solution to strengthen their growth strategy, they turned to Amplitude.

With Amplitude, they could track and better understand their user journey, enabling them to make the most significant change of the last two years: moving to a two-tiered system instead of their previous model of one flat rate for all users.

The Palo Alto Team used Amplitude to track several cohorts of users to better understand which customers were more likely to increase their spending and identify which specific actions were more likely to indicate a future upgrade decision. They learned that attempting to upsell customers too early in their user journey could generate more churn.

“It turned out that our customers are more likely to be receptive to upselling attempts after they’ve had a chance to understand the features available in the app,” shares data and strategy analyst Shawn Hymer.

When they waited to send upgrade messaging until people were more familiar with the product, they saw a higher conversion rate. “Seeing this, we changed our messaging to say things like, ‘Now that you’ve finished that part, did you know that you could do this?’ and people are much more receptive,” he explains.



### 3. Use reverse trials of the next-level plan

A [reverse trial](#) combines the free and freemium strategies by giving customers access to paid features and putting them on a freemium plan when the trial ends. This technique can be very effective at driving paid conversions because it gives users a taste of the good life—aka valuable, premium features—before putting them on a more basic freemium plan. And who wants to eat canned tuna once they've eaten sushi-grade tuna tataki?

Graphic design software and Amplitude customer [Canva](#) uses reverse trials and shows features from higher tiers or add-ons. A new user has free 30-day access to premium content with their [Canva Pro plan](#), including templates, 100+ million stock photos, videos, graphics, brand kits, and much more. After 30 days, customers can either upgrade to the paid plan or revert to the free plan. If they return to the free plan, however, customers can still see the features they used and loved in those first 30 days but can't access them—making it even more tempting to upgrade to the premium plan.

“[Land-and-expand](#) only works if your best customers decide to grow with you rather than graduate to a more 'enterprise-grade' product that appears to be purpose-built for their requirements. Design your packaging and pricing to make it as frictionless as possible for high-value customers to stick around.”<sup>4</sup>



[KYLE POYAR](#)

Operating Partner at Openview and creator of Growth Unhinged

### 4. Create cohorts to drive upsell and cross-sell efforts

Forward-thinking companies today use behavioral and predictive cohorts to understand how different user actions or characteristics impact their likelihood of successful upselling or cross-selling.

[Behavioral cohorts](#), comprising any combination of past behaviors or user properties, reveal how customers engage with your product and how that engagement affects retention, conversion, or other KPIs.

[Predictive cohorts](#), which look at what a customer is expected to do in the future, are best for determining which customers to target with a marketing campaign or deciding how to adjust pricing to increase the chances they take action.

A digital analytics platform, like [Amplitude](#), makes behavioral cohorting easy, automatically surfacing insights and making predictions to drive your upsell and cross-sell efforts.

“For example,” explains Megha, “do discounts drive their behavior? Does exposure to deals drive it? Is it the sense that they're running out of time? Once you start getting into user behavior and create cohorts, you can target your upsell and cross-sell efforts differently.”



## 5. Use product signals for product-qualified leads and accounts

You're likely familiar with the terms "sales qualified lead" and "marketing qualified lead," but what about product qualified lead or account? Associated with product-led sales, this involves using analytics to identify in-product behaviors related to upsell and cross-sell to create product qualified accounts (PQAs) for marketing and sales engagement.

PQAs combine product signals and firmographic information such as team and company size, customer's role in the organization, etc.

Let's say you want to upsell your annual subscription. Your analysis shows that characteristics of accounts with a higher propensity to convert to that plan include accounts:

- With 50-100 team members
- On a monthly billing cycle
- That hit over 80% of their product usage quota with more than one week remaining

You can use this to identify PQAs and trigger an internal alert to your sales team when all the criteria are met. You can simultaneously use this PQA for marketing purposes to automate [upsell and cross-sell emails](#).

By focusing on the most promising accounts, sales can turn them into expansion opportunities or enterprise plays. A benefit of using product signals to upsell and cross-sell is that it allows sales to cultivate product evangelists that help them expand into enterprise-scale solutions.



## Is product-led growth (PLG) right for your company?

Product-led growth has become a hot topic—especially for B2B SaaS companies—since “growth at any cost” is out and “sustainable growth” is in. PLG is a growth motion that uses your product, rather than marketing or sales, to drive acquisition, retention, and monetization.

Regarding upselling and cross-selling, PLG focuses on using many of your techniques covered in this framework to glean revenue from the value users find in your product. With PLG, users self-serve by purchasing the product without help from sales.

All of the tactics covered here are key elements of how many companies leverage PLG.

Ready to start your PLG journey to build a product users love—and that grows your business? Learn PLG fundamentals from industry experts in this guide.

[Get your copy](#)





## CUSTOMER STORY

### Productivity software company increases upsells to premium plans

After a decade of business, an Amplitude customer in the productivity software space needed to evolve their product to further their mission. They were particularly focused on building new features for their higher-tier premium plan.

With speed to insights, the team built out new views and measured how to optimize the features using Amplitude. As a result, they built a new premium product feature that has driven a significant increase in customers upgrading to the higher paid tier and increasing trial customers for their top two tiers by 2–3x. On top of this, their data team achieved 4–10x time savings by running the analysis in Amplitude versus SQL.

## 6. Optimize packaging and licensing to promote upselling and cross-selling

B2B SaaS companies spend countless hours trying to crack the code on pricing, packaging, and licensing, usually with full teams dedicated to getting it right. There are various strategies, techniques, and tactics that you can use to optimize your packaging and licensing to promote upselling and cross-selling.

### Pricing techniques

Pricing is a complex discipline—and we could have an entire playbook dedicated just to B2B SaaS pricing. In the context of upselling and cross-selling, pricing does have a significant influence. If you set your price too high, not only will acquisition be more challenging—so will upselling and cross-selling later. However, if you price too low, you might be leaving money on the table.

A standard strategy companies use—B2B SaaS and otherwise—is volume pricing, which involves pricing discounts for purchasing large quantities. It's been used for decades, and we've all bought items in bulk, from toilet paper to reams of paper. Volume pricing is an effective upselling tactic for B2B SaaS companies because it helps increase your footprint within an organization. Again—the deeper and wider your roots within a customer's business, the more likely they are to stay.

For example, if you buy 10 licenses, the price might be \$20 per license for a total cost of \$200. However, if you buy 100 licenses, the price might be \$15 per license, for a total cost of \$1,500. With volume pricing, vendors trade margins for stickiness and scalability.

## Packaging and bundling techniques

Packaging and bundling entail determining what to include in your price or product offer. Figuring out the right packages and bundles is key to the good/better/best approach many B2B SaaS companies adopt.

Like the terms upsell and cross-sell, packages and bundles are often mistakenly used interchangeably. However, while they both enable you to combine multiple items, there are nuanced differences.

**A package** includes one or more components, like products, specific product features, or services, with a single SKU, price, and line item on an invoice or shopping cart.

**A bundle** is a collection of components, like products or even packages, priced individually but sold together. Each component has its own line item but may be priced differently when purchased together in a

bundle than if they were purchased separately. For example, Amazon Prime includes its streaming package in its subscription to bring visibility to the offering.

B2B SaaS companies use packaging and bundling to sell more products that customers might not otherwise immediately buy—embedding cross-selling into the initial customer purchase. Packages and bundles present the opportunity to highlight new or underused features or products by combining them with more popular offerings. If a certain feature is unavailable outside the bundle, a customer could be motivated to spend more than anticipated.

However, effective bundling requires a good understanding of customer preferences and needs. Leading companies ensure that customers see the value of the additional bundled features. Without a clear understanding of your customer preferences, it's also possible to inadvertently add something to the offering that effectively kills the bundle.



## Licensing techniques

Licensing is all about determining how you will charge for your product or service—will you charge a set price? Or will the price vary based on the number of users or how much a company uses your product?

Your licensing approach can natively support your upselling efforts.

For example, with usage-based pricing (also known as consumption-based pricing), your customers will naturally upgrade as they adopt your product—so instead of actively pitching upsells, your product and licensing model intrinsically promote it.

Licensing Technique	Description	Example
<b>Flat-rate pricing and licensing</b>	A single price for full functionality. Simple, but less common in SaaS due to inflexibility.	Paid iOS or Android mobile game
<b>Usage-based pricing</b>	Charges based on service usage. Flexible, with costs reflecting actual use. Determining the right metric to define and measure usage is key.	Data warehouses and data lakes
<b>Seat-based pricing</b>	Charges based on team size, ideal when user numbers reflect value.	Microsoft Office
<b>Tiered pricing</b>	Offers increasing value and features at higher price points. Flexible tiers, with options for monthly or yearly payments.	<a href="#">Drift's</a> package options

## DO IT IN AMPLITUDE

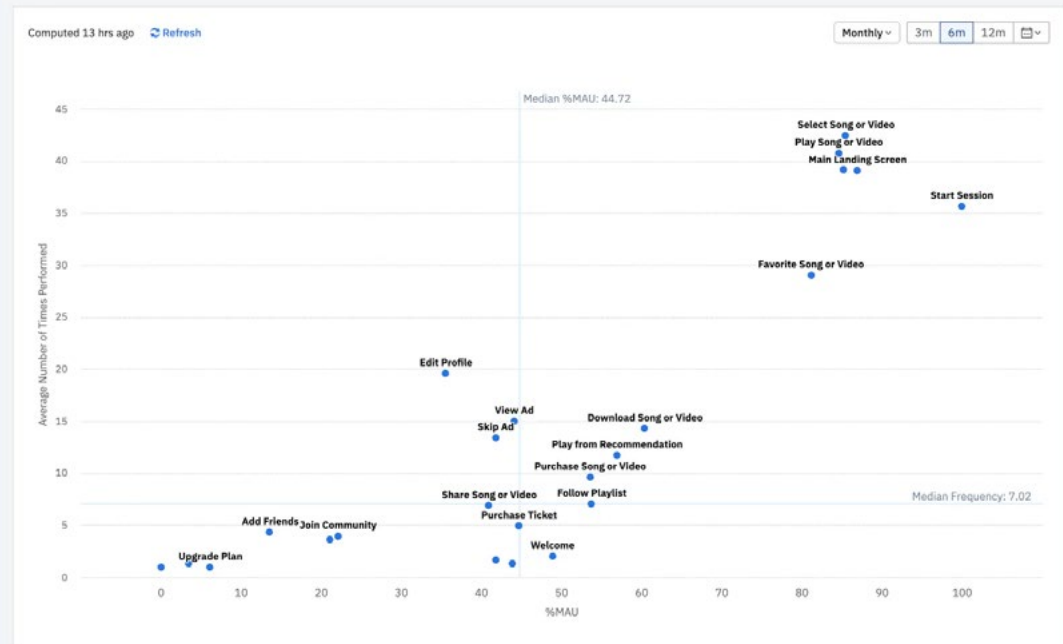
# Using data to create a successful pricing, packaging, and licensing strategy

Your pricing, packaging, and licensing have a huge impact on your ability to upsell and cross-sell. Start with reverse-engineering from your different buyer personas' needs and factoring that in alongside your business finances and growth goals.

All successful monetization strategies—including upselling and cross-selling—ultimately reflect an understanding of your customers and how they perceive pain points and value.

Different segments may not behave as you expect, and analytics can help you identify the highest-impact features and prioritize feature requests, which you can use to inform and support different pricing tiers.

For example, [measuring feature engagement](#) using [Amplitude's engagement matrix](#) might show that a relatively small group of users access a particular feature but with high frequency. This could inspire a differently bundled package or customized pricing, as well as product iterations that expand the awareness and relevance of those features.



[Predictive analytics](#) can also inform your pricing strategy. Using Amplitude's predictions, you can predict customer behavior and answer pricing questions like:

- Which customers are likely to convert at this price?
- At what price will customers abandon their shopping carts?
- What marketing promotions or discount offers will customers use?
- Which features are customers willing to pay more for?



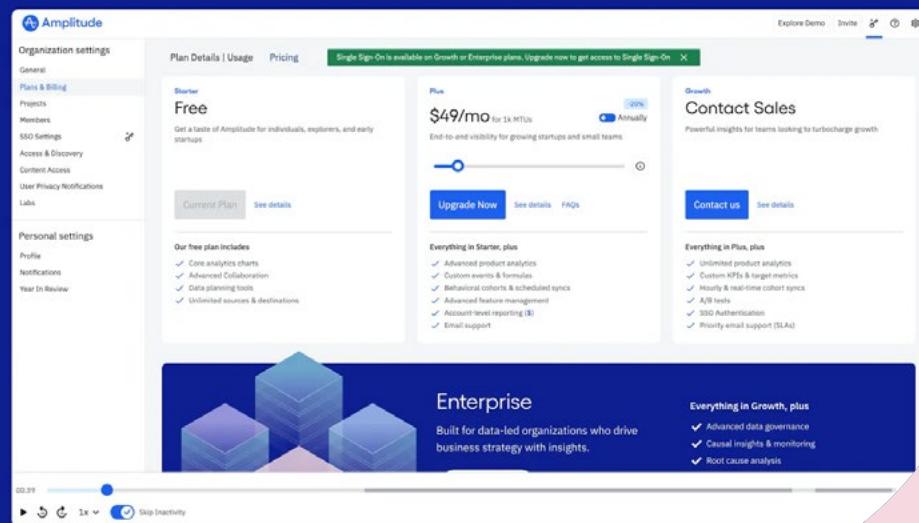
## Experimenting with pricing, packaging, and licensing

Pricing, packaging, and licensing adjustments are often viewed as daunting tasks by product and marketing teams, necessitating careful analysis and experimentation.

While experimenting near revenue conversion points carries risks, avoiding these crucial tests means missing out on optimizing the monetization model. The key is to experiment on smaller traffic segments, allowing for quick adjustments if key performance indicators (KPIs) decline.

Sufficient traffic volume is essential for effective pricing strategy experiments, and insufficient traffic can delay result visibility. So we recommend mapping your customer journey to identify high-traffic areas for testing and focusing on those with enough traffic to impact the minimum detectable effect (MDE) desired.

In product-led growth models, traffic patterns often resemble those of B2C companies, with higher volumes at the funnel's top. This makes homepages and landing pages ideal for initiating [A/B tests](#), capitalizing on their high-traffic nature.



### AMPLITUDE CASE STUDY

## Self-serve checkout volume

In early 2023, Amplitude [launched a self-serve checkout](#). There wasn't enough volume to run standard A/B tests, so we opted to test with a pilot targeted at a segment of customers.

We then vigorously analyzed the impact pre- versus post-release. And since there's more volume in other areas—like the pricing page, upgrade triggers, and dashboard view—we also prioritized A/B testing these learning opportunities.

Our focused experimentation led to the successful public launch of the [Plus plan](#), making Amplitude the first company to launch a full data analytics platform—Analytics, Customer Data Platform, Experimentation, and Session Replay—that's available self-serve.



# Baseline and improve your upsell and cross-sell opportunity

Data is the foundation of all successful upsell and cross-sell initiatives. Amplitude shows you what your customers are doing and why so you can deliver more products and services they love—and increase revenue.

In addition to the engagement matrix [on page 18](#), here are four more ways Amplitude can help you identify the right upsell and cross-sell opportunities for the right customers at the right time.

## Segmentation charts

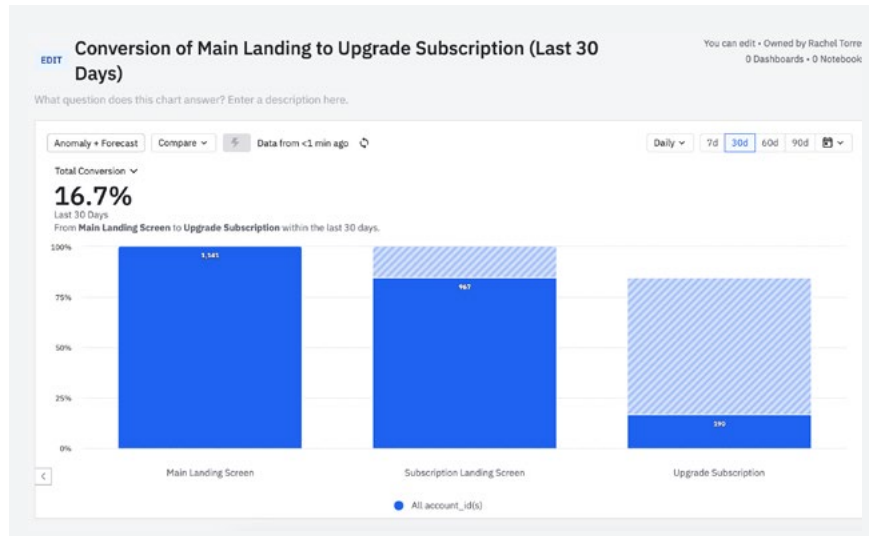


The segmentation chart is a foundational Amplitude chart. It shows what your users are doing in your product. To analyze behaviors around upsell and cross-sell conversions and what types of customers perform those behaviors, you could use segmentation charts to:

- Track how many upgrades and cross-sell purchases happen in a given period.
- Track feature usage, such as how often customers use a new paid feature.
- Create a cohort of users from your analysis for future analyses or marketing campaigns. For example, saving a group of users who completed a product trial but did not purchase it.

[Learn more about segmentation charts →](#)

## Funnel charts



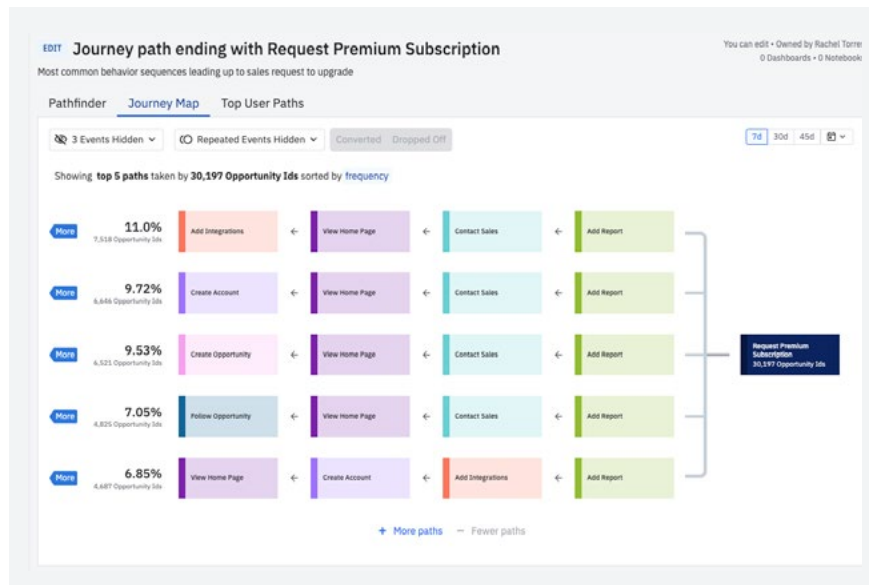
Funnel charts are another fan favorite among Amplitude customers. Funnel charts enable you to visualize and analyze how users move through a series of steps as part of the experience of using your product and whether they successfully convert or drop off.

With funnel charts, you can:

- Analyze the conversion rate for how different segments of users complete an upgrade or add-on purchase.
- Monitor the conversion rate over time to see whether product improvements have the desired effect.
- Investigate conversion drivers to see which behaviors correlate to users converting or dropping out of the funnel.

[Learn more about funnel analysis →](#)

## Journeys analysis



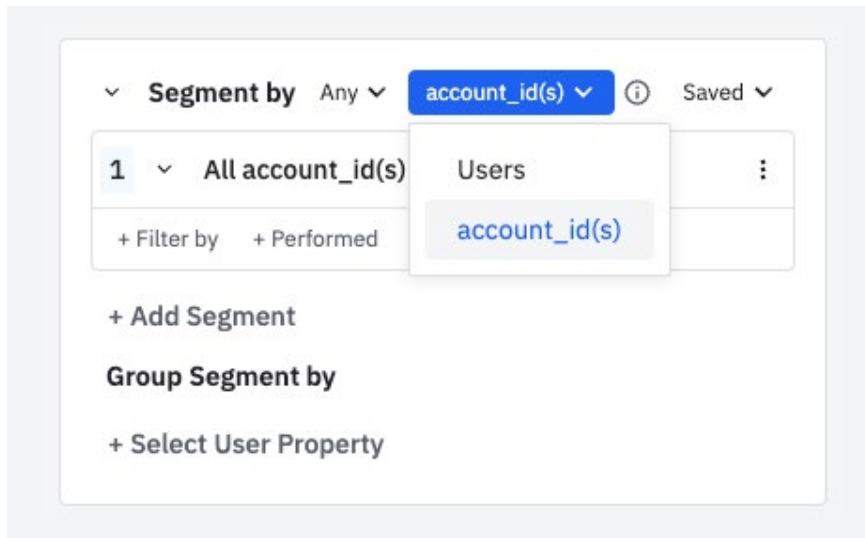
Funnel analysis is great when you already understand the main path customers take to complete an upgrade or add on a new product. But when you have yet to identify the most common conversion paths, journey analysis can help.

With journeys, you can:

- Drill into a high-level exploration of customers' paths that end with an upsell or cross-sell.
- Compare different upgrade paths against each other.
- Understand the relative drop-off at each step in a single view.

[Learn more about journeys analysis →](#)

## Adding groups to your analysis



In B2B SaaS use cases, you likely want to do these segmentation, funnel, and journey analyses at the account level rather than the individual user level. Amplitude enables this with the accounts add-on. (Yes, we're referencing our own cross-sell add-on in an ebook about cross-selling.)

The accounts add-on also enables you to integrate Salesforce into Amplitude to enrich product usage data with information gathered during the sales cycle.

[Learn more about account-level reporting →](#)

## Amp up your upsell and cross-sell with Amplitude

SaaS companies have a lot of exciting and interesting monetization strategies and techniques at their disposal and using their own product to upsell and cross-sell is a big one. This guide has given you a framework, examples, and metrics to improve how you sell more of your digital product to your existing customers.

It's your turn to put these learnings into practice. To do that, Amplitude can help you turn customer data into actionable insights to sell more, better.

With Amplitude, you can see everything customers do, understand what drives growth, and build better digital products, all in one easy-to-use platform.

Through the platform's three core principles—access for everyone, fully connected customer journeys, and fast insights to experiences—Amplitude empowers teams to meet customers in the moment and rapidly respond to their needs.

[Get started with Amplitude today →](#)

## Endnotes

1. McKinsey & Company: “[Experience-led growth: A new way to create value](#)” (2023)
2. Invesp: “[Customer Acquisition Vs.Retention Costs – Statistics And Trends](#)” (2024)
3. Subscribed Institute: “[How to Nail the ‘Land and Expand’ Model to Drive Subscription Growth](#)” (2022)
4. Growth Unhinged: “[Your guide to PLG pricing 201](#)” (2023)

## About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Over 2,700 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike’s, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories by G2. Learn how to optimize your digital products and business at [amplitude.com](https://amplitude.com).

