

Boost Sales with Smart Bundles

Your Guide to Creating and Fulfilling Profitable Product Bundles



Turn Simplicity Into Sales

Bundling is one of the most effective ways to increase order value, move more inventory, and give customers an easy "yes" at checkout. In this guide, you'll learn what product bundling is, why it works, and how to create bundles that align with your brand, your sales goals, and your fulfillment flow.

Whether you're a growing eCommerce brand or scaling fast with a 3PL, this guide will walk you through clear, actionable strategies to help you bundle with confidence—and profit.



What Is a Bundle?

A product bundle is a pre-packaged group of two or more products sold together under one SKU.

Instead of making customers hunt and click for each item individually, a bundle simplifies the buying process while increasing the overall order value. Bundles can include related items, promotional pairings, or themed collections—and they can be a game changer for both sales and customer satisfaction.



The Benefits of Bundling

Bundles are more than just convenience, they also:



Increase Average Order Value (AOV)

Customers are more likely to spend more when they feel they're getting a deal.



Create Faster Buying Decisions

Pre-set combinations reduce decision fatigue and lead to faster checkouts.



Lower Marketing Costs

Promote one bundle instead of multiple products. Easier ads, bigger results.



Move More Inventory

Combine slow-moving or seasonal items with top sellers to clear stock.



Improve Customer Experience

Thoughtful bundles feel like curated value—boosting satisfaction and retention.



Simplify Promotions

Perfect for holidays, launches, and limited-time offers without discounting every item.

Checklist for Creating Product Bundles

Creating a bundle is simple with the right plan in place. Here's an easy to follow step-by-step:

- ☐ Identify your goal (boost sales, reduce inventory, test a new product)
- ☐ Select products that complement each other
- ☐ Choose pricing strategy (discounted total, value-based pricing, or premium package)
- ☐ Create a new SKU and name it clearly
- ☐ Update your website with engaging product photos and descriptions
- ☐ Sync the new SKU with your inventory and 3PL system
- ☐ Test and monitor performance (conversion rates, AOV, fulfillment efficiency)



Tip for Shopify Sellers

Don't just throw products together. The best bundles are built around your customer's needs—whether that's solving a problem, supporting a lifestyle, or simplifying a decision.

Once you've nailed the purpose behind your bundle, bring it to life with a Shopify app designed for bundling. Apps make it easy to create flexible, trackable bundles—no custom coding required. Look for apps that support inventory syncing, one-click upsells, and customizable pricing to keep everything running smoothly from storefront to fulfillment.

✖ What to Avoid

Don't Treat Bundles as a Last-Minute Clearance Bin

Throwing together random slow-moving products might help clear inventory, but it can damage your brand if the bundle feels disjointed or unappealing. If bundling older items, make sure they still serve a purpose and align with your brand promise. Otherwise, the perceived value will drop—and so will the trust.



Holiday Bundles That Sell

The holidays are peak season for product bundling—and for good reason. Shoppers are looking for simple, meaningful gifts they can order quickly, and bundles check every box. They're ready to go, feel more valuable than individual items, and are easy to promote as limited time offers.

Why do they work so well? Holiday bundles reduce the stress of shopping. Instead of piecing together multiple items, customers get a one-click gift solution that feels curated and complete. It's a win for them—and for your business. Bundles increase average order value, move more inventory, and position your brand as thoughtful and helpful during a hectic season.



Expert Tip

Plan Your Holiday Bundles Like a Product Launch

Your holiday bundle deserves more than a last-minute mention. Treat it like a campaign—build anticipation, create a dedicated landing page, and map out key promotion dates. Bundles that feel special and well-timed tend to outperform deep discounts because they speak to convenience and care.

Bundle Ideas That Fit the Season

Think beyond the usual and get creative with your product pairings.

A Winter Warm-Up Kit might include cozy socks, a candle, and herbal tea—turning everyday items into a comforting seasonal self-care package.

For food and drink brands, a Holiday Party Pack bundles snacks, drink mixers, or table-ready treats into one festive, ready-to-serve combo.

Selling smaller items? A Stocking Stuffer Set offers a handful of small, value-packed products that feel personal and giftable.

You can also go big with a 12 Days of [Your Brand] countdown box, introducing customers to a wider range of your products while adding a fun surprise-and-delight factor.



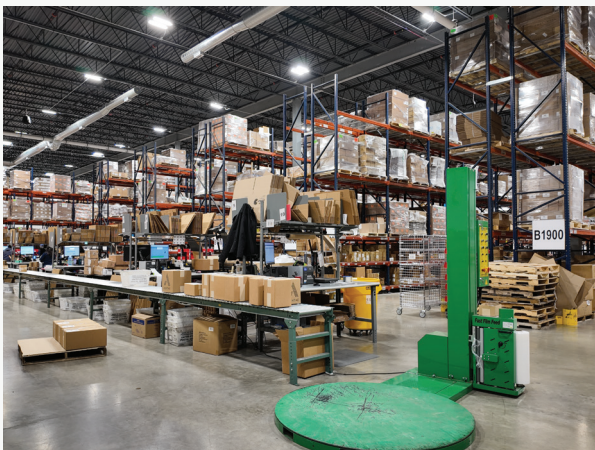
Timing, Packaging, and Promotion for your Holiday Bundles

Don't wait for December to start your holiday campaign. Launch early, with clear order-by deadlines and last-minute shopper reminders.

Visually showcase your bundles across your homepage, emails, and social channels—especially with lifestyle or unboxing shots that show the product in use.

Presentation is everything. Seasonal packaging, branded tissue, or a small holiday insert can turn a good product into a great gift. These little touches don't just create excitement—they can lead to repeat orders and word-of-mouth referrals.

Holiday bundles give your customers a stress-free shopping solution and give you a reliable boost in revenue. With the right strategy—and the right fulfillment partner to back it up—your bundles can be packed, shipped, and selling long before the holiday rush hits its peak.



Fulfilling Bundle Orders Seamlessly

Bundling is great for boosting sales—but only if your fulfillment process can keep up. From inventory tracking to packaging, the backend logistics matter just as much as what goes into the bundle itself.



Expert Tip

Treat Bundle Fulfillment Like Its Own Workflow

Even if your bundle includes existing SKUs, fulfilling it correctly takes its own system. Work with your 3PL to define whether bundles will be pre-kitted or assembled on demand, and make sure your inventory and SKUs are mapped accordingly. Getting it right from the start avoids headaches when volume spikes.

Here are some key considerations—and how a 3PL like Badger Fulfillment Group can help make fulfilling bundle orders seamless.

Fulfilling Bundle Orders Seamlessly

Every bundle should have its own SKU, but that doesn't mean you can ignore the individual items inside. You need to track both the bundle as a unit and the components it's built from.



How Badger Fulfillment Group Helps:

Our system tracks inventory at both the bundle and item level. When one bundle sells, inventory updates in real time for every product inside it. No manual updates. No overselling. Just clean, accurate inventory data.

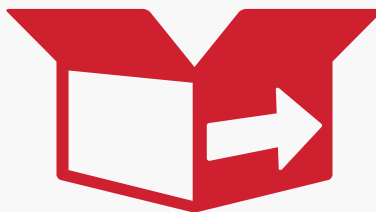
Visibility and Control You Scale

You need more than just fast shipping—you need real-time insights, responsive support, and flexibility when plans change.



How Badger Fulfillment Group Helps:

With full transparency into order status and inventory levels, plus account managers who work directly inside the warehouse, we make it easy to grow your business with confidence.



✖ What to Avoid

Don't Assume Your 3PL Will "Figure It Out"

Bundles add complexity—and not every fulfillment partner is set up to manage them well. If you're not communicating bundle components, packaging needs, or SKU logic clearly, mistakes will happen. Choose a 3PL (like Badger) that supports flexible bundling strategies and gives you direct access to warehouse-level support.

Bundling doesn't have to be complicated. With the right partner, it becomes a sales tool that works behind the scenes—accurate, efficient, and fully aligned with your brand.

Let us help you set up your first (or next) bundle and get it out the door the right way.



Simple Bundling, Big Results

Case Study: Bark River Pets

Bark River Pets, a woman-owned business based in Michigan's Upper Peninsula, is all about purposeful snacking for dogs. Their single-ingredient, air-dried treats are made from real, nutrient-dense proteins that support healthier, happier pets. As their online store grew, so did their desire to make purchasing even easier for their loyal customers.

That's when they introduced the Adventure Pack—a bundle of three bags of their best-selling dog treats, available as a one-click option on their Shopify site.



"We created a bundle of three bags of dog treats on our Shopify website, the 'Adventure Pack'. The SKU addition has been a great way to boost sales as an easy one-click add-to-cart option for our customers,"

– Kelly Kobringer, Co-Founder,
Bark River Pets

Creative Ways to Market Your Bundles

Feature on Your Homepage Banner

Place your bundle front and center with strong visuals and a compelling headline like “Best Value of the Season” or “Everything You Need in One Click.”

Tell a Story in Your Product Description

Don’t just list what’s inside—show how the bundle solves a problem, supports a lifestyle, or fits a specific need (e.g. “The Ultimate Weekend Reset Kit”).

Use Scarcity and Urgency Tactics

Add countdown timers, “limited-time only,” or “only 27 left” messaging to push action—especially effective during launches or seasonal events.

Launch with a Behind-the-Scenes Video

Give customers a look at how the bundle was created, what’s inside, and why it matters. Authenticity boosts trust and shares well on social.

Create a Bundle-Only Landing Page

Build a separate page that shows all your bundles in one place with lifestyle imagery, pricing breakdowns, and social proof.

Bundle + Free Gift Offers

Sweeten the deal—offer a small add-on item (like a sticker, sample, or bonus product) only when the bundle is purchased.

Case Study: Park River Pets (Continued)

The bundle didn't just help customers—it helped operations, too. By working with a 3PL that integrated seamlessly with Shopify, all bundle orders were transmitted instantly and fulfilled with the same accuracy and care as single-product orders.

“Additionally, our 3PL receives the order information directly from our website, so there is no additional work on our end,” Kelly added. That meant Bark River Pets could scale their store and grow bundle sales without adding complexity behind the scenes.

The result? A thoughtful new SKU that aligned with their brand mission, improved the customer experience, and increased average order value, while keeping fulfillment simple and stress-free.



Creative Ways to Market Your Bundles

Add a Pop-Up Exit Offer

Use an exit-intent pop-up offering a bundle discount for first-time visitors—this can turn hesitant browsers into buyers.

Use Dynamic Product Recommendations

Display the bundle as a “Better Together” or “Upgrade Your Cart” option on your product pages or at checkout.

Position as a Gift Option Year-Round

Create a “Giftable” tag and promote bundles for birthdays, housewarmings, and holidays—any time people are looking for thoughtful, ready-made presents.

Promote in Post-Purchase Emails

After someone buys a related product, offer them a follow-up deal on the bundle that includes it—“Loved your [product]? Get the full set.”

Test Seasonal Packaging

Limited-edition packaging or inserts tied to holidays or events makes the bundle feel exclusive—and more Instagram-worthy.

Turn Bundles into Subscriptions

If the contents are consumable, offer bundles as part of a monthly or quarterly subscription model with slight variations to keep it fresh.

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Looking for a 3PL to streamline your order fulfillment?

Contact us for custom pricing built around your business needs



badgerfg.com

