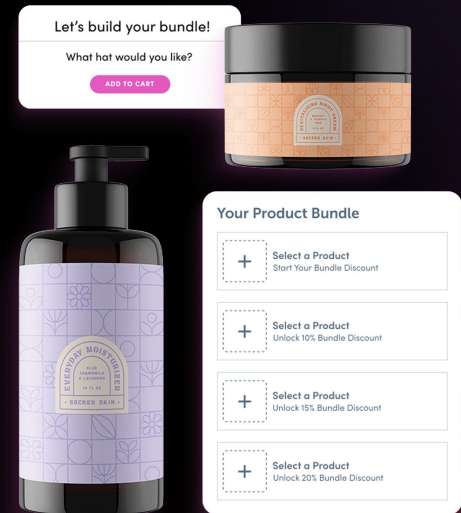


Empower your shoppers to build bundles from scratch

Move beyond strict, hard-to-design bundles and empower your customers to build their own with engaging, immersive bundling experiences.



50,000+ Shopify brands have accelerated revenue growth with Rebuy

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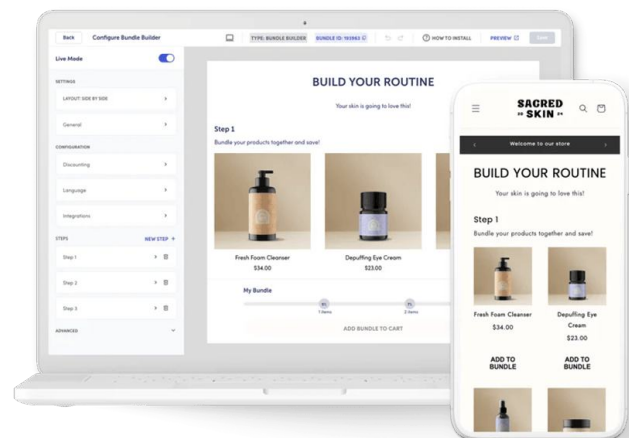
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► The problem with fixed bundles

Brands on Shopify face three common problems with product bundling:

- **Low flexibility** → Fixed bundles feel dated and underperform
- **Poor UX** → Shoppers want control over what they buy
- **Complex setup** → Existing tools require dev time or extra SKUs

Bundle Builder solves all three by empowering customers to build curated, personalized bundles in a flexible, on-brand experience. No coding or metafields required.



🧱 Introducing Rebuy Bundle Builder

Rebuy Bundle Builder is a build-your-own-bundle (BYOB) solution for Shopify that lets customers hand-pick items to create personalized bundles while you stay in control of layout, pricing, and rules.

Unlike fixed bundles, Rebuy Bundle Builder is interactive, no-code, and powered by Rebuy's AI-based Rules Engine. Add it to any product or landing page. No new SKUs. No dev work required. Just smart bundling.



Key features and benefits

Features	Benefits
Multi-step bundle flows	Structured purchase journey that increases engagement
Flexible discounting	Offer discounts without third-party apps or workarounds
Multiple layouts and views	Match your store's UX and brand aesthetic
Zero new SKUs	Simplify fulfillment and backend operations
AI-powered logic	Smarter personalization via Rebuy Rules Engine
Works with subscriptions	Drive predictable revenue
Fast setup	Launch bundles faster without relying on dev teams

From fixed to flexible

You select the page layout, min/max bundle size, language, integrations, discounts and a progress bar. Want to add custom code for a more tailored experience? No problem.

Freedom to choose

Your customers enjoy the freedom to select items they want in their bundles. Everything they want. Nothing they don't.

Advanced rules engine

Bundle Builder uses Rebuy's sophisticated Rules Engine to deliver dynamic, AI-powered bundle-building options.

No new SKUs

Design bundling experiences using existing Shopify tech, simplifying fulfillment and ending the need to create new SKUs and metafields.

Subscriptions & discounts

Unlock predictable revenue with subscription upsells for each item or the entire bundle. Then, add a discount to encourage conversions.

Display options

Display Rebuy Bundle Builder on your product pages or as a full-page shopping experience.

Perfect for high-performing verticals

Ideal for CPG, supplements, cosmetics, homeware, and apparel—anywhere replenishable or mix-and-match shopping drives growth.

PHLUR

"We've used Rebuy at every brand I've worked for — Bundle Builder is now our #1 performing widget."

With Bundle Builder, we give consumers the flexibility to choose the fragrances they're most interested in."



Michael Magaziner
VP of Digital at Phlur

Fragrance brand Phlur used Rebuy Bundle Builder to turn bundling into a signature part of their customer experience.

Since launching Rebuy Bundle Builder:

- 🔥 150% increase in travel-size fragrance sales
- 🔥 Higher AOV, no impact on full-size orders
- 🔥 Streamlined experience for both merchants and customers

[Get a demo](#)