



Record Results: Movies Unlimited Garners 500% ROI with Shopping Cart Abandonment Campaign

Online movie retailer uses automated
email series to recoup lost revenue

Situation

Movies Unlimited is regarded as the world's most comprehensive video provider, specializing in hard-to-find titles and carrying nearly every title currently available. With tens of thousands of movie titles and customers worldwide, Movies Unlimited has a tremendous volume of site traffic, but also has a 75% shopping cart abandonment rate resulting in nearly 28,000 lost orders each month.

Solution

To recoup lost revenue, Movies Unlimited worked with Listrak to implement an automated shopping cart abandonment solution that reaches back to site visitors who start a shopping cart but do not complete the transaction. The email campaign includes a series of personalized messages that display images of the movies left in the cart and provided clear calls-to-action including purchase now and save my movies. The first email is sent 24 hours after a cart is abandoned with a message that communicates they left the site without completing the transaction and detailing, with images, the items left in the cart. If the customer completes the transaction then the conversation ends. If, however, no action is taken, five days later a second email is sent with a different subject line reminding the customer of the items left in the cart. If there is still no action, a final email reminder of the cart items is sent. Each email has a primary call to “purchase now”; with secondary calls to save or clear the cart.

The campaign also incorporates A/B split testing, where version A includes a discount offer and version B does not. Both versions of the email have the same messaging and calls-to-action.

Results

The Movies Unlimited shopping cart abandonment program is proving amazingly successful, garnering 500% ROI. The campaign generates 10% of its email marketing revenue, while accounting for merely .2% of the email volume. The campaign has an average 43.4% read rate, a 25.2% click-through rate and a 20% conversion rate. While significantly increasing the number of transactions and revenue, the orders from the shopping cart abandonment program have a 27.7% higher average order value than other promotional campaigns.

The A/B split test also had interesting results: while the non-offer version had higher initial read and click-through rates, the offer version drove 26% more transactions and resulted in 36% more movies ordered than the non-offer emails.

We are continually optimizing the campaign with varied split test, as well as adjusting the timing of messages to increase campaign effectiveness, customer engagement and revenue.

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.